

CIRCULATES EVERYWHERE IN CANADA

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

THE CANADIAN GROCER

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

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

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

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NO. 29.



It's a wise saying:

"Never change horses while crossing a stream."—

Applied commercially it is especially true as regards

Keen's Oxford Blue

Don't ask your customers to change to another brand—It's too risky—Stick to Keen's Oxford Blue.

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

CANADA'S STARCH STANDARDS

For Cooking Purposes

Benson's "Prepared" Corn

(THE ORIGINAL YELLOW PACKAGE)

For Laundry Purposes

Edwardsburg "Silver Gloss" Starch

The merits of these two brands have been acknowledged unequalled
by any other makes for nearly fifty years.

FOR SALE BY ALL JOBBERS

EDWARDSBURG STARCH CO., Limited

ESTABLISHED 1858

53 Front St., East
TORONTO, Ont.

Works,
CARDINAL, Ont.

104 St. James Street
MONTREAL, P.Q.

THE CANADIAN GROCER

MACARONI

Mezzani

Vermicelli

Spaghetti

Produced from true selected

Russian Wheat

at the world's most model factory by

F. S. SCARAMILLI FILS et CIE.

Care, skill, cleanliness and selection of the raw material make this the premier brand.

The consumer appreciates good quality in Macaroni.

GENERAL AGENT

MacLAREN IMPERIAL CHEESE CO., Limited
Toronto

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ORI

Bewar

A Safe Investment That Pays!

The "gold basis" is
just as important in the
grocery business as in banking.
Something solid of certain value and
standard quality.

Griffin & Skelly Co.

SEEDED RAISINS CANNED GOODS

Peaches Apricots Pears

FANCY PRUNES

(Sterilized)

are always the highest standard
and the best value.

A SAFE INVESTMENT

ORDER NOW

All Griffin and Skelly Brands bear their name.

ARTHUR P. TIPPET & CO., Agents
MONTREAL

Beware of "Bargain Sale" fruit.



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

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Manufacturers' and General Commission Agents for
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Agencies Solicited
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MONTREAL

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Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
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ROBERT ALLAN & CO.
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Fish, Oils, Beans, Peas and Produce.
Agents: "Royal Crown" Skinless Codfish.
Representing Morris & Co., Chicago, Pork and Lard.

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Open for exclusive representation of one or two more reliable houses with good grocery lines. Correspondence solicited.
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ONE OR TWO
more agencies will be well looked after by the undersigned. Just able to take proper care of one or two more only. Excellent connections in Montreal and Quebec Province, and highest references.
Communicate at once.
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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
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WAREHOUSEMEN
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Open for a few more first-class lines

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THOS. B. GREENING & CO.
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Consignees direct from primary markets, and distributors of
GREEN COFFEE
Our samples will invariably indicate current market value.

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ON SPOT
Medium and Seed
Quotations on Application
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Dominion Storage & Forwarding Co., Ltd.
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Consignments stored in large, clean, dry warehouse, centrally located. All facilities for handling goods of Manufacturers and Merchants.
TELEPHONE MAIN 5661

W. G. A. LAMBE & CO.
Toronto
Grocery Brokers and Agents.
Established 1885.

ON THE SPOT
Valencia Raisins
White Beans
LOWEST PRICES
W. H. MILLMAN & SONS
TORONTO

MacLAREN IMPERIAL CHEESE CO. Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

(Continued on page 4.)

We are making
a leader of

Remember especially
"ANCHOR" Brand
FANCY FRASER RIVER
RED SOCKEYES

Canned SALMON

$\frac{1}{2}$ s & 1s

SOCKEYES—COHOES—PINKS

Our quotations make it well worth your while
to buy NOW.—

EBY-BLAIN, Limited Wholesale
TORONTO Grocers

Ram Lal's Pure Tea

SOLD AT FOLLOWING PRICES:

PINK LABEL	1s and $\frac{1}{2}$ s	Costs you	30c per lb.
		You sell at	40c per lb.
GOLD LABEL	1s and $\frac{1}{2}$ s	Costs you	35c per lb.
		You sell at	50c per lb.
LAVENDER LABEL	1s and $\frac{1}{2}$ s	Costs you	42c per lb.
		You sell at	60c per lb.
GREEN LABEL	1s and $\frac{1}{2}$ s	Costs you	50c per lb.
		You sell at	75c per lb.

CANISTERS

GOLD Tins	5s	Costs you	35c per lb.—\$1 75
		You sell at	50c per lb.— 2 50
GOLD Tins	3s	Costs you	35c per lb.— 1 05
		You sell at	50c per lb.— 1 50
GOLD Tins	1s	Costs you	36c each
		You sell at	50c each
GOLD LABEL	$\frac{1}{2}$ s	Costs you	18c each—36c per lb.
		You sell at	25c each—50c per lb.
RED Tins	$\frac{1}{2}$ s	Costs you	35c each—70c per lb.
		You sell at	50c each—\$1.00 per lb.
RED Tins	$\frac{1}{4}$ s	Costs you	18c each—72c per lb.
		You sell at	25c each—\$1.00 per lb.

Head Office and Factory for Canada: 266 St. Paul Street, MONTREAL

GIVE US A TRIAL ORDER AND BE CONVINCED OF THE QUALITY.

Yours Truly,

RAM LAL'S PURE TEA CO., LIMITED

THE CANADIAN GROCER

Manufacturers' Agents—Continued.

TORONTO.

W. G. Patrick & Co.
Manufacturers' Agents
and
Importers
29 Melinda St., Toronto

GROCERY BROKERS
and Manufacturers' Agents
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Grocery Brokers and
Commission Merchants
139 Water St., - Vancouver, B.C.
Correspondence Solicited.

EXPORT TRADE DEPARTMENT.
Firms Abroad Open for Canadian Business.

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**THE MOOSE JAW FRUIT AND
PRODUCE CO.**
J. J. McLean - Prop.
Manufacturer's Agents and Wholesale
Commission Merchants
Storage, Forwarding and Transfer Agents
Office, Fairford St. and Third Ave.
Tel. 359 Box 793 MOOSE JAW, SASK

W. H. ESCOTT
(Formerly of Carman-Escott Co.)
Grocery Broker and Manufacturer's Agent
WINNIPEG, CALGARY and EDMONTON
Goods stored and distributed.
Head Office and Track Warehouse
141 Bannatyne Avenue Winnipeg, Man.

DAVID SCOTT & CO.
Established 1878. LIVERPOOL, ENGLAND. 10 North John St.
Splendid connections and references. Try us with a ship
ment of **CANNED GOODS.**
T. A.—Scottish, Liverpool.

JAMES MARSHALL
ABERDEEN, SCOTLAND,
invites consignments of Canadian Produce, gives personal
attention to handling of same, and guarantees prompt
returns. Reference—Clydesdale Bank, Aberdeen. Codes—
A. B. C. 4th and 5th Eds.

QUEBEC

J. P. THOMAS
WHOLESALE GROCERY BROKER AND
COMMISSION MERCHANT
TEAS A SPECIALTY
Open for one or two more first-class agencies
Correspondence invited
25 ST. PETER STREET, QUEBEC

STRANG BROTHERS
Commission Brokers and
Manufacturers' Agents
233 Fort Street, Winnipeg
Correspondence Solicited



Try a business card in
The Canadian Grocer.

WINNIPEG.

Wholesale Grocery Brokers, Com-
mission Merchants.
First-class connection with the trade. Established
1895. First-class references.
Your correspondence and business solicited.
GEORGE ADAM & CO.
430 1/2 Main St. W.

STUART WATSON & CO.
Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

NOXIE-KOLA

Canada's most popular temperance beverage.

The drink that everybody likes

Brewed from healthful Roots and Barks and is absolutely free from alcohol.

No first-class Grocer should be without it to supply his family trade by case or bottle.

Send to-day for prices.

Advertising matter free with first order.

Correspondence Solicited from Jobbers where agencies are not as yet established. Made by

Crystal Spring Bottling Works
WATERLOO, QUE.
Bauld Bros. Ltd., Halifax, N.S., Agents for NOVA SCOTIA and Bermuda Islands.

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

Are Your Goods on The Market?

They may be first-class. Do the people know that they are? Do you want help—a partnership—or have you a business for sale?

Advertise in the condensed publicity columns of The Grocer and **Tell Us If You Don't Get What You Want.**

...ESTABLISHED 1849...

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Capital and Surplus, \$1,500,000. Offices Throughout the Civilized World
Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

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- WINNIPEG, MAN.

SECS. G. EVING, Gen. Mgr. Western Canada, Toronto.

Isn't It True?

that it's mighty poor business to sell poor quality at any price?

Take Canned Goods for example. You have to trust absolutely to the reputation of the packer. Therefore, it's a shortsighted policy to buy unknown brands of inexperienced packers, when you can obtain the very best brands at a slight advance.

Isn't it very satisfactory to know, that when you buy Canadian Canners' Brands you are guaranteed as to quality?

Isn't it satisfactory to know that you are buying Canadian Canners' Brands at the same price as your neighbor?

If you buy other brands how do you know that your neighbor is not in a position to undersell you with the same brands?

Isn't it satisfactory to know that you buy Canadian Canners' Brands at the same price as the largest Departmental Stores in the country?

Did you ever notice that the Retail Grocers who cater to the best class of trade always handle Canadian Canners' Brands?

Remember the brands!—(Aylmer) "Canada First," "Little Chief," "Log Cabin," (Bowlby) "Horseshoe," (Canadian Canners) "Auto," "Kent," (Simcoe) "Lynnvalley," (Delhi) "Maple Leaf," (Boulter) "Lion," "Thistle," (Lalor) "Grand River," (Lakeport) "White Rose."

Consider the Quality!

That's what counts most with your customers. They are unacquainted with the packers and they hold YOU responsible for the quality of the goods you sell.

OLD HOMESTEAD BRAND

Is the Highest in Quality

The profitable results achieved by scores of Canada's most progressive grocers prove that Old Homestead Brand draws customers by its supreme quality. Our policy of using only the finest grades of fruits and vegetables, and of packing in the most approved of up-to-date methods, is a protection which it pays YOU to take advantage of.

THE LEADING JOBBERS are
handling Old Homestead Brand.

Ask your Jobber for Prices.

The Old Homestead Canning Co.

Picton, Ontario

**QUALITY
TALKS**



**QUALITY
TELLS**

"RESULTS"

are often spoken of in a boastful way, but confirmation of the claims made is frequently lacking. The history of "SALADA," the figures of our increases published in this paper from time to time, contain sufficient tangible proof of our claims. "SALADA" has stood the test of time, the test of the severest competition and, above all, the SALES TEST, tests which have won for thousands of grocers a large and profitable tea trade, to the detriment of the tea peddler, a fact which says more for "SALADA" quality than anything we can say.

Does any other tea you are selling possess such qualities?

Will they stand the test?

THE TIME TO SELL "SALADA"
IS WHEN YOU WANT MORE
BUSINESS. TRY IT. NOW.

The "SALADA" Tea Co., Toronto

**PICKLING
SPICE**

We are offering exceptional values in high-grade Pickling Spice. Each of the varieties is specially selected with a view to the best results, so that it can be recommended to the most fastidious trade.

Sold either in bulk
or packages.

Our "White Swan," glass front,
¼-lb. package is unequalled as a 10c.
line. 4 doz. in a case.

The Robert Greig Co., Limited.

WHITE SWAN MILLS
TORONTO

STOCK THE BEST.

"KIT"

COFFEE

IS
**BEST in QUALITY
SMARTEST in FINISH
KEENEST in PRICE**

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

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

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Mathewson's Sons, 202 McGill St.; Que-
bec City, Albert H. Dunn, 67 St. Peter St.;
Ontario, A. E. Bowron 18 King William
St., Hamilton; Winnipeg, Mason & Hickey
108 Princess St.





**Y. & S.
SCUDDER
M. & R.** } **STICK LICORICE**

**ACME PELLETS
M. & R. WAFERS**

and a complete line of **LOZENGES, ETC.**
Hard and Soft Licorice Specialties
Price Lists and Illustrated Catalogue on request.

National Licorice Co.

Brooklyn, N. Y.

Toronto Sales Agent—
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Winnipeg Sales Agency—
Wiseman-Ashley Company.
St. John Sales Agent—
H. S. Daly.
Vancouver Sales Agency—
J. F. Mowat & Company.

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

MOLASSES AND SYRUPS

**GINGERBREAD BRAND MOLASSES
(IN TINS)**

2's, 3's 5's, 10's, 20's
1, 2, 3, 5 gal. Pails

**GOLDEN SLING SYRUP
(IN TINS)**

2's 3's 5's 10's 20's
1, 2, 3, 5 gal. Pails

"THE BEST THERE IS"

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C. E. Paradis.	Quebec	Carman Escott Co.,	Winnipeg.
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Dominion Molasses Co.,

LIMITED

Halifax, - Nova Scotia

BATGER'S

**WAIT
TO SEE
OUR NEW
LINES**

Before Ordering

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

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

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

Rose & Laflamme, Limited

Montreal and Toronto.

TODHUNTER'S

THE STANDARD FOR COFFEE DRINKERS

THE BEST TONIC FOR BREAKFAST A LUXURY

EXCELSIOR

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

COFFEE

TODHUNTER, MITCHELL & CO. COFFEE IMPORTERS, TORONTO

We help the
grocer

SELL JELL-O

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

JELL-O ICE CREAM POWDER

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

JELL-O ICE CREAM POWDER FLAVORS

Chocolate, Vanilla, Strawberry, Lemon and Unflavored. \$1.25 a doz.

Retails 15c. a package

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

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



"Sun Burst" Reg'd.

"Non-Pareil" Reg'd.

"Salad, Edible and Cooking Oils"

WINTER PRESSED

- Highly recommended.
- Guaranteed under the Pure Food Act.
- A substitute for Lard.
- The Quality of these Oils is their recommendation.
- Be sure and specify these brands when ordering from your wholesaler.

Stock carried at Montreal.
Prices and Samples on application.

Phone M, 6785

J. M. BRAYLEY,

MANAGER KENTUCKY REFINING CO., Incorporated
55 ST. PAUL ST., MONTREAL

Brooke Bond's Tea.

—o—
Agents for Western Canada:

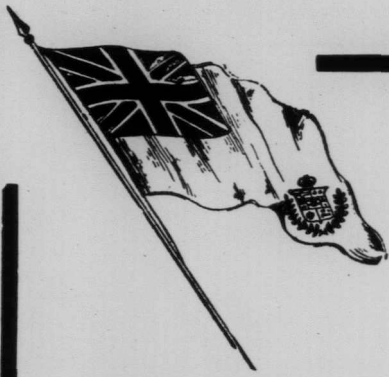
Messrs. Hamblin & Brereton,
Corner of Notre Dame & Victoria Streets

WINNIPEG, MANITOBA.
—o—

This Packet Tea is sold by 30,000 Agents in Great Britain; 2,000,000 people drink it daily.

This fact is the best proof of its value.

Write for particulars to the address above.



Empire Brand

GEO. E. BRISTOL

TRAVELLERS' HOLIDAYS

commence Monday, July 20th, and last two weeks.

Send us your orders.

'Phone or wire us at our expense or write us.

Quick shipment promised.

All prices guaranteed.

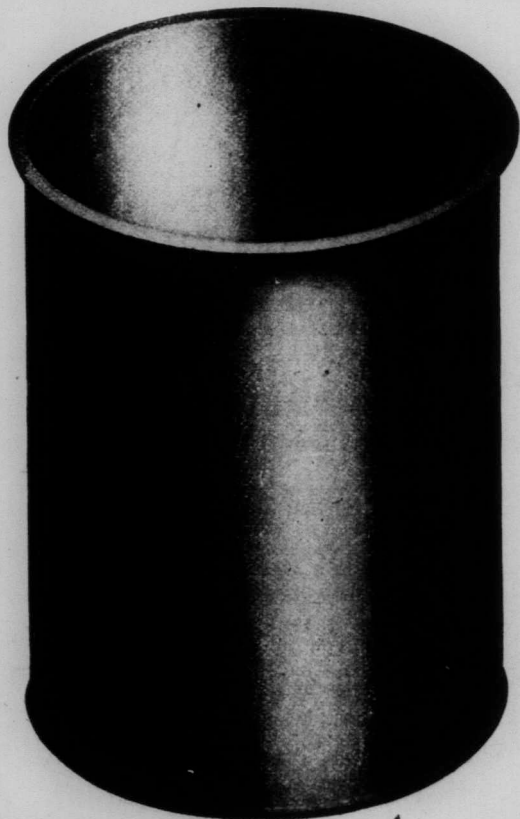
4 free 'phones.

LUCAS, STEELE & BRISTOL,

Wholesale Grocers,

HAMILTON,

ONTARIO



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato**, not the **Tomato** to the size of the **Opening**.

Pack **Whole Tomatoes**, not Crushed Fruit.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Max Amc Patents



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THE CANADIAN GROCER

ROYAL APPOINTMENTS

LIPTON

TEA MERCHANT BY SPECIAL APPOINTMENT TO



H.M. King Edward VII



H.I.M. King of Prussia—German Emperor



H.M. King of Spain



T.M. King and Queen of Italy

The Tea of Kings

The King of Teas

LIPTON'S TEA

THOMAS J. LIPTON, - - 75 Front Street East, TORONTO

IT PAYS BEST TO SELL
Shirriff's Jelly Powders

They produce that pure, sparkling, full-flavored
 Jelly which delights the dainty housewife.

IMPERIAL EXTRACT CO., 18-22 Church St., Toronto



About 3ft.
 Long



**Make
 Money
 out of
 Flies**

It's time to even things up, because you've been losing
 money on them by spoilage of goods and annoyance to
 customers.

Brown's Famous "Fly Coil"

has nearly three feet of fly-catching tape, and the flies crowd
 on to it by the hundred and STAY. Hang up two or three
 and rid your store of the dirty pests; then just tell your
 customers what they are, and see how fast you can sell the
 Coils. They do more good than "fly paper," and sell faster.

To be obtained from

**The Wingate Chemical Co., Notre Dame St.,
 Montreal**

or direct from

The Brown Manufacturing Co., Ltd., Bury, Eng.



MAKE
NAPTHO SOAP

YOUR LEADER

The result will be
 — satisfied cus-
 tomers — satisfac-
 tory profits.

**The Welcome Soap Co.
 Limited**

St John, - N.B.

New Japan Teas

are fine and delicious. We have them now on spot for our
 Canadian Jobbers. Please write for samples.

S. T. NISHIMURA & CO., ^{Sole} Agents,
 Japan Consolidated Tea Co. Japan Tea Firing Co. Ito's Tea Firing Dept.

55 St. Francois Xavier Street, **Montreal**
 Nakamura's Tea Firing Dept. Tokai Tea Trading Co.

The Purest Jams and Jellies

sold in Canada are

E. D. S. Brand



An impartial analysis conducted by government experts has proved this beyond the shadow of a doubt.

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

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

Unequaled in Quality
and a Producer of Permanent Profit

QUAKER Canned Goods

THE BLOOMFIELD PACKING CO.

BLOOMFIELD,

ONT.

THE CANADIAN GROCER

We have a special offer on

Strawberry Jam, 1 lb. glass

Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

The Glass Vases
of
POTTED MEATS
and **FISH**



THE AUTO VASE

—appeal to many customers who prefer them to the tinned package.

Contents are all of equally high quality.

The inviting appearance of the glass vase makes sales easy.

MANY VARIETIES.

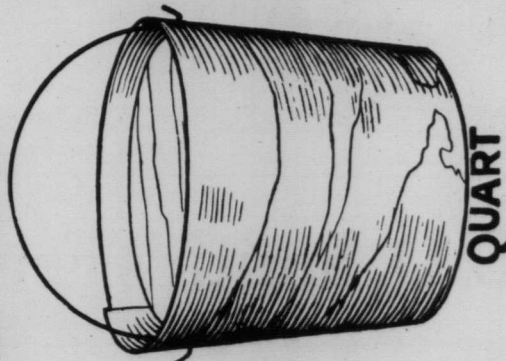
**Cunningham &
DeFourier Co. Ltd.**
Glencairn Works: LONDON, E.

Canadian Agents:

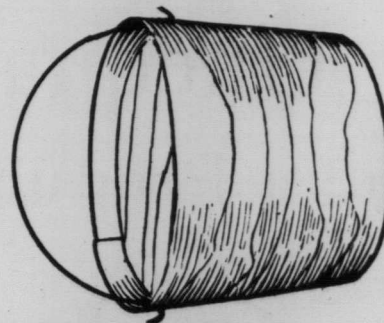
ROSE & LAFLAMME, LIMITED, Montreal

Walter Woods & Co.

GROCCERS' VENEER PAILS



QUART



PINT

Hamilton and Winnipeg

Satisfaction

That is what you want to get and give.

James Dome Black Lead

A Stove Polish that gives satisfaction to every householder. It contains no dirt or grit, it's all lead, gives a quick brilliant lasting shine, always in use, always a chance to please. Sort up your stock. All jobbers carry it.

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

Cheap Pulp

We have about 300 barrels Tomato and 100 barrels Apple Pulp. A1 quality. Will accept half what it is worth to clear immediately and get back our empty barrels. Make us an offer!

The Tilbury Canning Co., Ltd.
Tilbury, Ont.

Quality or Premiums

In buying Soap or Washing Powder, do you want

Premiums

or do you want to buy articles of

Quality ?

PURITY

"The Soap Without a Rival"

Needs no further inducement to sell, other than its quality. What others spend in Premiums we put in the Value and Merit of this Best of Laundry Soaps.

MADE BY

THE YOUNG-THOMAS SOAP CO., LTD.,
Regina, Canada.

Timely Lines for Every Grocer

Here's mention of goods that are on steady call these summer days :

- "Sterling" Brand Pickles and Relishes. In large demand for picnic hampers.
- Lytle's Famous Lime Fruit Juice for Summer drinks.
- Lytle's Raspberry Vinegar—very popular.

Order from your jobber or direct.

THE **T. A. LYTLE** CO. LTD.
Sterling Road, Toronto, Canada



How
About

Mathieu's Nervine Powders

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

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

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

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

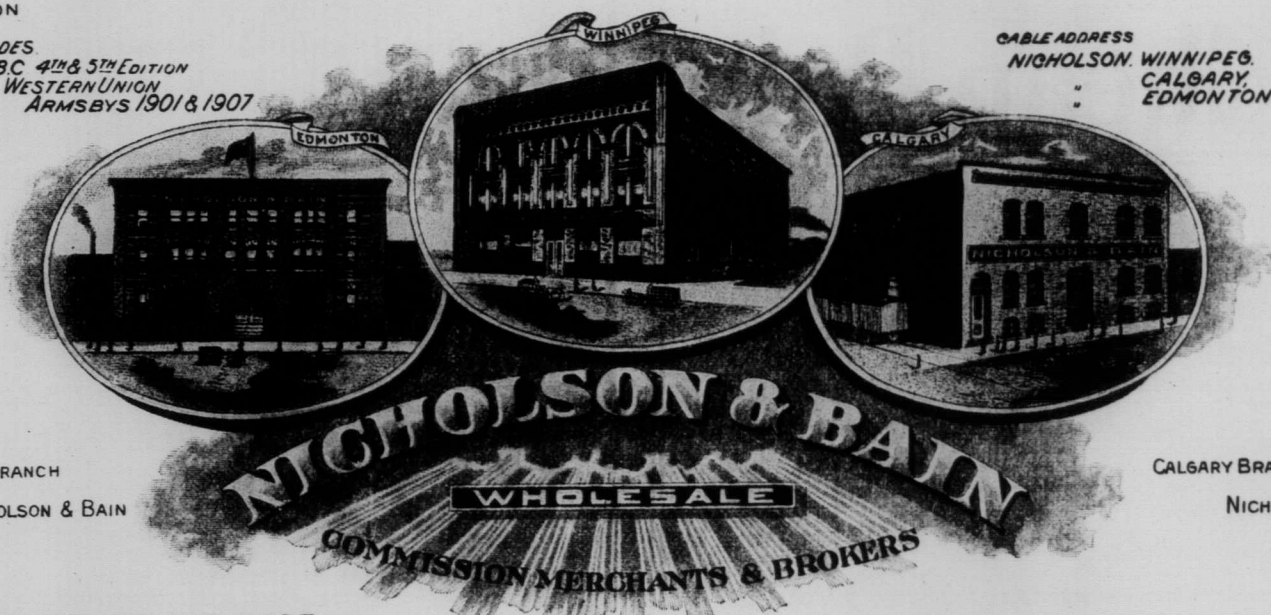
THE CANADIAN GROCER

E NICHOLSON

D H BAIN

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

CABLE ADDRESS
NICHOLSON, WINNIPEG,
CALGARY,
EDMONTON



EDMONTON BRANCH
NICHOLSON & BAIN

CALGARY BRANCH
NICHOLSON & BAIN

NICHOLSON & BAIN
WHOLESALE
COMMISSION MERCHANTS & BROKERS

BANNATYNE AVE EAST
TRANSFER TRACK

Winnipeg, Man.

THE CONSTANT GROWTH

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

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

You can do it, and we can help you.

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

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

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

NICHOLSON & BAIN

CALGARY

WINNIPEG

EDMONTON

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

TO THE TRADE:

Of course YOU know that

**CEYLON
TEA**

makes the

Best Iced Tea

But Do You Impress that Fact Upon
Customers?

Its Lemony Flavor

Just Suits Hot Weather Thirsts, and Its

Full Bodied Quality

Prevents Ice from Impairing Its Tonic Values

MR. MANUFACTURER :

First-class corks and capsules carry out the impression of quality you are anxious to convey to users of your bottled goods. The most uniform and reliable are

EWING'S CORKS AND CAPSULES

PRICES ON REQUEST

S. H. EWING & SONS

MONTREAL
and TORONTO

Kops' Ale & Kops' Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer we should like to make arrangements to supply a sample lot.

The Best for Your Trade

KOPS' BREWERIES, - London, S.W., England

CANADIAN AGENTS—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co., Ross Ave., Winnipeg.
Kenneth H. Munro, Coristine Bldg., Montreal. Kyle & Hooper, Front St. E., Toronto. Royal Stores, St. John's, Nfld.



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look-out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THE CANADIAN GROCER.

General Stores

All general storekeepers handling hardware should subscribe for the one paper in Canada, published in the interests of the Hardware and Metal, Stove and Tinware trades.

Hardware and Metal

will give you each week full information regarding market changes. It will give you ideas for displaying your goods which enable you to increase the hardware end of your business.

SUBSCRIPTION, \$2.00 PER YEAR

The MacLean Publishing Co., Limited
MONTREAL TORONTO WINNIPEG

Tartan

BRAND

SIGN OF PURITY

"The reason you should buy TARTAN BRAND Canned Goods"

Letter below from a gentleman we do not know but which speaks volumes. Book your Canned Goods with us and get the BEST. Phone 596 free to buyer.

CHAS. BRYNTESON, Chairman.

M. W. McLEOD, Sec-Treas.

LOCAL IMPROVEMENT DISTRICT 7 E 2.

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

Chering, Sask., June 29, 1908

Dear Sirs,—

I wish to say I have tried most all the different brands of Canned Fruit on the market but have found none equal to your Tartan Brand. You have put up the best I have ever used including B. C. and California fruit. Your Canned Red Raspberries are O.K. I do not see how you can sell your brand as cheap as poor low grade quality of goods.

Wishing you much success in your business, I remain,
Yours respectfully,

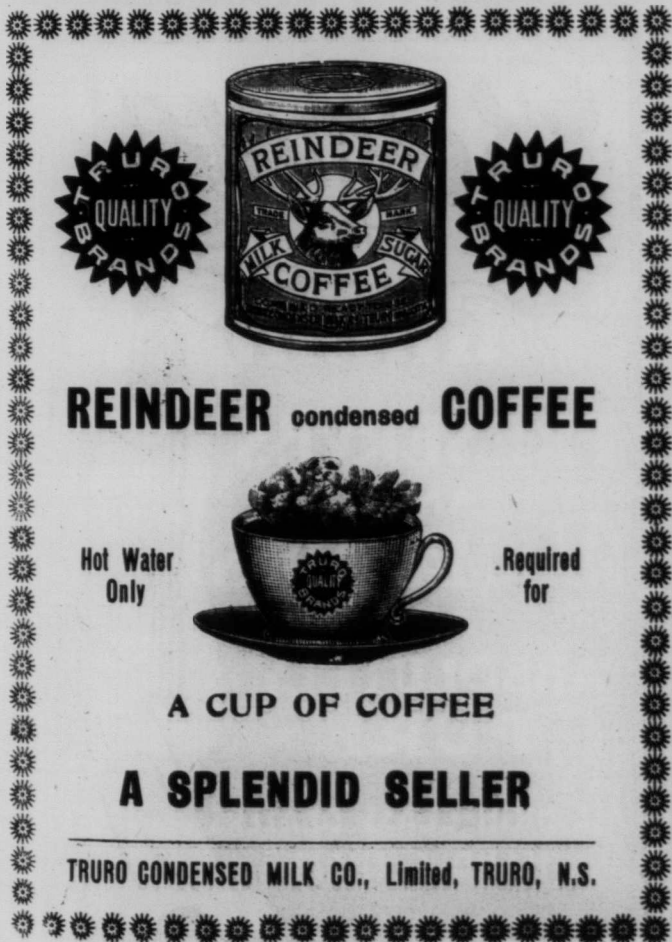
Malcolm W. McLeod,
Chering, Vic., Wolseley, Sask.

A Prairie Rancher.

BALFOUR, SMYE & CO.

Wholesale Grocers,

HAMILTON



REINDEER condensed **COFFEE**

Hot Water Only Required for

A CUP OF COFFEE

A SPLENDID SELLER

TRURO CONDENSED MILK CO., Limited, TRURO, N.S.



BE SURE

That the Maple Syrup you sell is absolutely pure and genuine. Thus will you hold your trade.

Pride of Canada

Maple Syrup has earned the reputation of being the purest and truest on the market.

STOCK IT

The Maple Tree Producers' Association, Ltd.,
Waterloo, Quebec

Pushing Agents Wanted

FOR

DR. TIBBLES' VI-Cocoa

The World Renowned Food Beverage

THE BRITISH PUBLIC SAY:

"THERE IS MERIT IN IT,"

And

THE TRADE SAY:

**"THERE IS MONEY,
PLENTY OF MONEY, IN IT."**

Our representative is now in Canada fixing our Agents for the Dominion.

WRITE HIM

"VI - COCOA,"

303 Frank Street,
OTTAWA

THE WORLD'S
STANDARD

WHITTEMORE'S POLISHES

ONCE USED
ALWAYS USED

The Oldest and Largest Manufacturers of Shoe Polishes in the World



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

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

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



"GILT EDGE"

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

Shines Without Brushing
Always Ready to Use

Also for gents' kangaroo, kid, etc.

Per gross



OIL PASTE

for ALL kinds of Black Shoes

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

Price per gross

Excellent for old rubbers.

"SUPERB" Patent Leather Paste



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

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

"BOSTON" Waterproof Polish

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

Per gross

"BOSTON JUNIOR"

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

"ELITE" Combination

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

Per gross

"BABY ELITE" Combination

10c. size per gross

"DANDY" Russet Combination

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

Large size, per gross .

Star Russet Combination

10c. size per gross

Russet Pastes

Dandy, large per gross

Red Box, medium "

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

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

Elite, Ox Blood and Brown Pastes same sizes and prices



If interested write for CANADIAN PRICES.

WHITTEMORE BROS. & CO.,

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

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



A REAL LIVE SELLING LINE

Is what you want. H.P. Sauce is what you are looking for. It has all the necessary qualifications for a leading line. It is extensively advertised, and sells freely. Customers are delighted with it. It is the Sauce of the 20th century. Write our agents for samples and prices. Try it on your own table and you will see why it has caught on.

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

Midland Vinegar Co., Birmingham & London, Eng.

I AM ABLE TO QUOTE

very sharp c.i.f. prices on

Med and Seed Pri and Flake Taploca

For prompt and future shipment. The market is in your favor; BUY NOW.

ANDREW WATSON

91 Place d'Youville
 Tel. Main 4409 Montreal



CAPSTAN Brand High-Grade Tomato Catsup

Put up in 10, 16 and 20 oz., bottles of a new design and is very attractive. This catsup is far superior to many others and is giving perfect satisfaction.

Sold By all Wholesale Dealers. Once Sold Always Asked For.

THE CAPSTAN MFG. CO.
 TORONTO, CANADA.

PURE
 ANNAPOLIS VALLEY

Cyder

"Land of Evangeline" Brand

Guaranteed absolutely free from chemical preservatives.

Will keep SWEET, CLEAR and SPARKLING in any climate.

The pure juice of the finest Nova Scotian apples manufactured and bottled by secret process, under direct supervision of a member of the most celebrated English Cyder makers—H. Whiteway & Co. Ltd., whose patrons include H. M. King Edward VII, H. M. Alfonso of Spain.

Bottled in champagne quart, pint or half-pint bottles; also supplied in casks.

For Prices and	R. S. McIndoe,	-	-	Toronto.
Particulars	S. W. Shackell,	-	-	Montreal.
Address	J. S. Creed,	-	-	Halifax.

ANNAPOLIS VALLEY CYDER CO.
 LIMITED

BRIDGETOWN, - NOVA SCOTIA



Hot Weather
 Sells

SNAP

The only hand cleaner sold strictly through the trade.

Owing to perspiration, dirty jobs are dirtier in the hot weather. For cleaning dirty hands, SNAP has got soap and everything else beaten to a standstill. Are you handling it?

There's An Excellent Profit

Order a case from your jobber to-day just for a trial. Rapid sales will bring you repeat orders soon.

Snap Company,
 Limited

Montreal, - - Quebec

CHAMPION'S

VINEGAR

Commands a Preference Over All Others.



WORKS : Tower Bridge Road, LONDON, ENGLAND

ESTABLISHED OVER 200 YEARS

Agents now being appointed throughout the Dominion and will be shortly announced in this paper.

Wagstaffe's

New Season's Strawberry Jams and Sealed Fruits are now ready, **order at once**, quality cannot be beaten.

Wagstaffe Limited

THE PURE FRUIT PRESERVERS

HAMILTON

Two Pound Cans for the Pea Pack

Immediate shipment.
Any quantity.

Telegraphic inquiries solicited.

THE
Norton Manufacturing Co.

HAMILTON

The Need Supplied

Many grocers have felt the need for a check book that had a white paper and a colored paper—one for originals, the other for duplicates. The

"Duplex" Counter Check Book

Is just that kind of book. It is made in various sizes too. You will find the book of much service to you.

Write and secure sample, free.

The Carter-Crume Company Limited,
Toronto and Montreal



PUSH YOUR WESTERN BUSINESS

Mr. Manufacturer, this is the time to push your sales in the West. The big crop will mean prosperity here for at least another year.

Are you represented in Winnipeg?

If not it will pay you to write to us. We can sell your goods if your goods are right.

We have excellent storage and track facilities.

R. B. Wiseman & Co.,
123 Bannatyne Avenue East
WINNIPEG, MAN.

More and better attention is being paid to the Milk Question by the health authorities of Canadian cities and towns. Notes of warning are sounded throughout the land especially during the hot season.



MR. GROCER—Your interests and those of your customers are safe in recommending and selling

Borden's Brand of Condensed Milk

"Eagle Brand" and "Peerless Brand" Evaporated Cream.



(Unsweetened)

WILLIAM H. DUNN, Montreal and Toronto

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

INCREASING PROFITS

is the happy lot of the grocer who specializes on the best of all canned fruits and vegetables—

RIVERDALE BRAND

He finds that his reputation as a dealer in goods of sound quality increases with every sale of Riverdale Brand. Be a Riverdale Brand buyer for 1908!

The Lakeside Canning Co., Ltd. - Wellington, Ont.

MESSRS. EBY-BLAIN Limited, Ontario Agents.

AT LAST
**NATION'S
TON-NIK
LEMONADE POWDER**

Non-intoxloating but a "pick-me-up."

Always ready in ½ lb. tins

Agents: **GREEN & CO., 25 Front St., E. Toronto**
CARMAN-ESCOTT CO.,
141 Bannatyne St. WINNIPEG
Manufactory—BRISTOL - ENGLAND



The most profitable household cleaning powder you ever handled.

EASY! VERY EASY!

To account for the success of Red Rose Tea is **easy, very easy.**

FIRST,—The tea is **good** and has always been good honest value, better than most people have been accustomed to.

SECOND,—The Retail Grocers and their Clerks have always taken the most friendly interest in Red Rose Tea,—perhaps because I have the most cordial, friendly feeling toward them and am always glad of an opportunity to express it.

What rubbish to talk of “forcing a merchant to sell your goods.” The merchant that can be forced is not worthy of the name. His influence with his customers is greater than that of any advertising, but the right kind of advertising will help the friendly merchant and clerk toward greater success.

This is where Red Rose Tea and Red Rose advertising come in. They help the merchant increase his business.

If you are not handling this tea will you write me a friendly note of inquiry?

Branches:— TORONTO, 3 Wellington E.
WINNIPEG, 315 William Ave.

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

Busy Man's Magazine

Q Designed to meet the requirements of the busiest busy man or woman. It reproduces from the current magazines and periodicals the most timely, instructive and entertaining articles.

It is a magazine that arouses your interest on the first page and keeps it up till you reach the back cover. Not a dull page in it. Many articles to entertain you, as many more for your sober consideration. One hundred and fifty pages ably illustrated.

\$2.00 per year.

20 cents a copy.

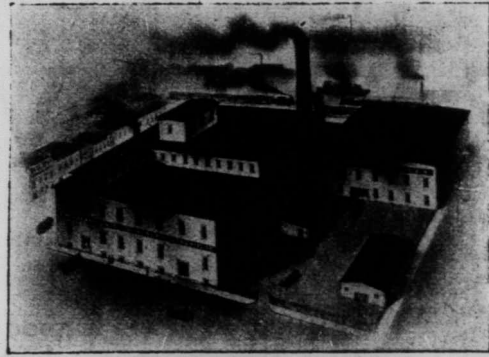
THE BUSY MAN'S MAGAZINE - - TORONTO

Book your orders now for regular
supply of

BLUEBERRIES

with the

PLAYFAIR, PRESTON CO., Limited,
MIDLAND, - ONTARIO



THOS. McCREADY & SON, Ltd.
Bonded Vinegar and Pickle Manufacturers
Est. 1883 ST. JOHN, N.B.

The Wise Grocer

is placing his order for 1908 pack and buying

“PEERLESS” Brand Canned Goods

Put up by the Beamsville Packing Co., Limited.

SOLE DISTRIBUTORS:

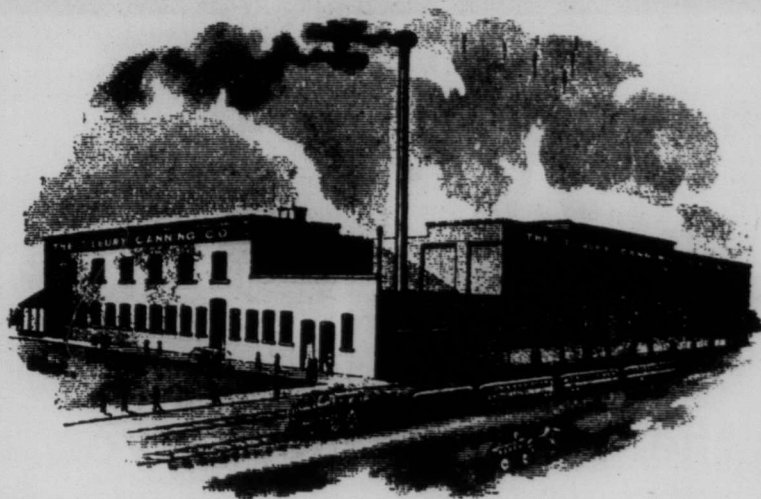
WARREN BROS. & CO., - LIMITED
TORONTO and KINGSTON

FREIGHT SAVED YOU

is just the same as so much extra profit. That is why—**Eastern Township Grocers**—we know you will be profitably interested in having our travellers call upon you. We can supply all your grocery wants below Montreal or Quebec prices.

T. A. Bourque & Co., Reg., Sherbrooke, Que.

Wholesale Grocers



"Tilbury Brand" Canned Goods

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

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

Get our prices for immediate and future delivery.

The Tilbury Canning Company, Limited, Tilbury, Ont.

"EDINBURGH'S PRIDE"



EVERY BOTTLE OF

Symington's "Edinburgh" Coffee Essence

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

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

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

Thos. Symington & Co.
EDINBURGH

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

Are You an Up-to-date Grocer ?

If you are, you are selling lots of

2 in 1



the world's best

SHOE POLISH

Our advertising helps you immensely; and the supreme quality of 2 in 1 helps you still more.

The F. F. Dalley Co., Ltd.

Hamilton, Canada, Buffalo, N.Y., U.S.A.

LEA'S

The Pickle with the Home-made Flavor

The travellers will soon be showing our new line, the Tid-Bit. We claim this to be the finest pickle ever offered to the Canadian trade for the money. When the traveller has them around take a good look at them, you will be surprised.

Packed by

The Lea Pickling & Preserving Co.

Limited

SIMCOE, - ONTARIO

Western Representatives: Mason & Hickey, Winnipeg; Wilsoa & McIntosh, Vancouver



Superior Quality Canada First Brands
**Evaporated Cream
and Condensed Milk**

Orders promptly attended to. Every Can Absolutely Guaranteed.
PREPARED IN MODERN SANITARY FACTORY

AYLMER CONDENSED MILK CO., LIMITED

Factory: Aylmer, Ont.

Sales Office: 39 James St. South, Hamilton

Pickle-ology

means the science of making pickles. The idea that pickle making can be done in a hap-hazard sort of way is responsible for the mass of poor pickles which floods the market, and the idea that pickle-making should be conducted along scientific lines is responsible for OZO PICKLES. It would take a volume to adequately describe the Ozo Pickling Process, and another one to describe the Ozo Jam Making and Preserving Process. But in each case they are a really **scientific process** wherein handling is reduced to a minimum and uniform flavor and purity absolutely assured.

ASK YOUR JOBBER

for OZO BRAND next time you're buying Jam or Pickles. A trial order is convincing.

The OZO CO., LIMITED
MONTREAL



SCHRAM JARS

are

PERFECT SEALERS

Wholesale Agents

The Davidson & Hay

Toronto

Limited

To Agents:
Three Good Things

Branson's
 Pure Coffee Extract

Branson's
 "Shereef Coffee"
A CHEAPER ARTICLE

Branson's
 Coffee and Milk in Tins

OUR REPRESENTATIVE

is now in Canada, arranging agencies for the sale of our specialties throughout the Dominion

Apply to

"BRANSON" 303 Frank St.
 Ottawa, Ont.



We have already booked a large number of orders for

Old Homestead
Canned Goods

from our customers who have handled these in former YEARS.

See that you place your order early with us.

GET OUR PRICES.

S. J. CARTER & CO.
 58 McGill Street, - MONTREAL



Tacks

We cannot say a great deal about Carpet Tacks, they are such a common, every day necessity.

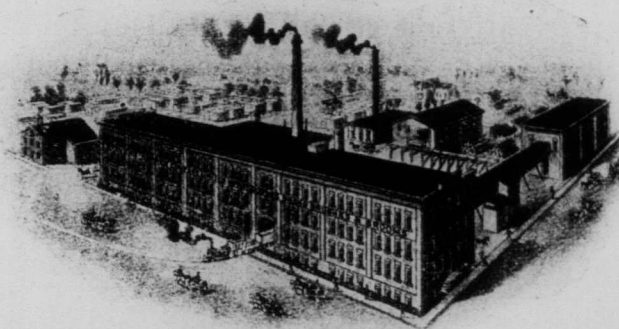
"Pigs is Pigs" and "Carpet Tacks is Carpet Tacks."

What we want to tell you, though, is that the little **Bank Package** above is filled with our excellent tacks, and it assists sales wonderfully, retailing at 5 cents.

With these on hand you can actually feature tacks.

Drop us a line for a trial lot. It's a pleasure to give you further information.

The Bazin Manufacturing Co.
 94 Arago St., QUEBEC



We again find it necessary to add to our buildings shown in above cut and we are erecting an addition to accommodate our Handle Plant in order to make room for other machinery. We are bound to maintain our standing as having the most complete Brush and Broom Plant in Canada.

Stevens-Hepner Company
 Limited
 Port Elgin, - Ontario

This
 Account
 Adams, C
 Adamsor
 Allan, R
 Allison C
 American
 Annapol
 Andersot
 Aylmer C
 Balfour,
 Batger &
 Baker, W
 Barnard,
 Bazin M
 Beanswil
 Bell Tele
 Benedict
 Bickle, J
 Binks, C
 Bligh, H
 Bloomfie
 Blue Rib
 Bode Gu
 Borden C
 Bourque,
 Bovril, L
 Bradstre
 Brand &
 Brauson
 Brayley J
 British J
 Brooks-F
 Brown M
 Bowyer, I
 Campbel
 Canada I
 Canada I
 Canadian
 Canadian
 Canadian
 Capstan
 Carman,
 Carter, C
 Carter S
 Casson, .
 Cereals,
 Ceylon T
 Champic
 Chase &
 Christi
 Church J
 Clark, W



Canned Fruits and Vegetables

Buy only goods canned by the Canadian Cannery, Ltd.

Triangle and Red Feather are our private brands, put up for us by the Canadian Cannery, Ltd., and in buying these goods you get goods that have the quality, are well filled, guaranteed against swells, leaks and decline in price, packed by the best improved methods. When you are asked to buy private brands, these points are worth considering when placing your order.

James Turner & Co., Limited

Hamilton, Ontario

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Grocery News From Coast to Coast

Quebec and Eastern Province Notes.

First New Potatoes in St. John—Market Notes From Prince Edward Island—Window Dressing Hints From Montreal.

ST. JOHN.

July 13.—Business, as is usual at this time of year, is rather quiet, and probably will be so for the remainder of the month. There is not much change in the markets. Sugar looks firmer in New York, but is unchanged here, as yet. Flour is expected to remain at present figures for a time. Molasses is likely to advance, as stocks are small and dealers are asking pretty stiff prices. Lard is up a quarter cent.

The first new potatoes of the New Brunswick crop were received last week, also the first consignment of blueberries. Strawberries are coming in plentifully and have been selling as low as 4 and 5 cents a box wholesale. The crop has been a very good one.

Chas. H. Peters, G. E. Barbour, S. A. Jones and W. C. Cross, of St. John, and A. A. Sterling, of Fredericton, were in Halifax on July 8 attending a meeting of the Maritime Wholesale Grocers' Exchange. The meeting was held in the Board of Trade rooms, and was very interesting. The members feel that an advance has been made in the past year, and all are optimistic for the future. The next meeting will be held in St. John. The following are the new officers: President, L. M. Smith, Halifax; Vice-President, Geo. E. Barbour, St. John; Second Vice-President, W. H. Aitken, Charlottetown; Secretary, A. C. Pyke, Dartmouth.

Letters are being sent out to the members of the Board of Trade advising them of the annual meeting of the Maritime Board of Trade, which will be held in Halifax on August 19th, and asking for suggestions as to subjects which the St. John Board would offer for discussion at that meeting, and also asking for the names of members who will be able to attend the meeting as delegates from the St. John Board. No effort is being spared by the committee in charge of the matter, to have a large and influential delegation go from St. John as questions are certain to come up at the meeting which will be of great importance to St. John and New Brunswick, and the St. John Board will need all the assistance it can get from its members as delegates.

Mayor Bullock has received word from Hon. Mr. Pugsley, Minister of Public Works, that it is too late to do anything this session with the bill to place St. John harbor properties in commission. This has been a disappointment to aldermen and members of the Board of Trade who have been deeply interested in the proposal.

Merchants here are much pleased over the announcement that the increase of 25 cents per hundred dollars, charged by the insurance companies, pending the extension of the water system to Loch Lomond, will now be removed, as tests have shown an increase in the water pressure almost double what it was under the old system. The reduction will date from June 30.

Fire at Perth Junction on July 7 destroyed the store and dwelling owned by Mrs. Mallory. The loss is placed at \$8,000, with insurance at less than half.

At a meeting of the Charlotte County Weir Owners and Weir Fishermen's Union, held in St. George on July 7, it was decided that unless the packers agree to take fish from the union weirs at union prices, on or before July 13, steps would be taken to protect themselves. George J. Clarke, M.P.P., a member from District No. 1, tendered his resignation, which was accepted.

MONTREAL.

July 13.—A grocer recently returned from the West reports the trade as good out there, but adds that he thinks in most cases the chances for a man in the grocery business are as good in the East as there. There was a time when the sections of a country which were being opened up presented unusual facilities for the trader, owing to its distance and difficulty of transportation and communication with the more settled portions of a country. Nowadays, no sooner is a new country discovered than we have the railway and the telegraph connecting it with the great centres, therefore comparative isolation avails nothing and outside competition is soon felt.

In conversation with a grocer who has met with considerable success in his window displays, he expressed the idea that to obtain the best results it was necessary to make the display as simple as possible. He states it is a mistake to fill the window with a promiscuous collection of stock with no indication of a definite idea or scheme. He also drew attention to the necessity of displaying strictly seasonable goods as they are sure to command attention and bring sales.

W. J. Brown, corner of St. Catherine and St. Mark Streets, is spending his holidays at Rawdon, Que. A. C. Sargent is in charge during his absence.

S. Carsley & Co. have installed a new coffee grinder which will prove a valuable addition to the coffee department.

This new machine can be adjusted to grind the coffee in seven different sizes from a very fine to a very coarse grain.

J. A. Beaudry, Secretary Retail Grocers' Association, attended the picnic of the association at Joliette on Wednesday, July 8th.

GEORGETOWN, P.E.I.

July 11.—The country is crying for rain. For three weeks we have had none, and this is one of the hottest summers on record. The splendid start the crops got, however, is saving the situation. If the rain does not hold off too long the island will be blessed with another bumper crop.

Strawberries are now flooding the market and the quality has never been better. The price is 10c per box or three for a quarter. In conversation with some of the largest fruit growers in the province, The Grocer learns that all indications point to a very large yield, indeed.

Business is very good, although it can hardly be said to be up to last year's record. Collections for July are so far very good, and customers are paying more cash and charging less. The signs of the times indicate that the days of credit are passing.

Butter is coming in quite plentifully. The price ranges from 18c to 22c. Eggs are selling at 14c. Potatoes have dropped to 25c.

Say, Mr. Grocer, it's hot. Take a week or two or a month off. Come down here and enjoy the pleasures of a vacation on Prince Edward Island, where the nights are always cool, where the sea air makes you feel like a new man. Enjoy sea bathing and have the exciting experience of landing some sporty sea trout. You'll go back to your counter or desk and make things hum. Come along and we'll treat you well.

SUMMER POULTRY PACKING.

The following instructions have been given by a prominent poultry concern for packing poultry in warm weather: Leave heads on and entrails in. Strong, sound barrels (sugar barrels preferred) are best for the packing, and the ice should be washed before using. Place a good layer of broken ice in the bottom of the barrel and then a layer of poultry, commencing in the middle and packing in a circle, with heads down, backs up and feet toward the centre. Then alternate layers of ice and poultry, filling the barrel to within six inches of the top, taking care to have ice between the poultry and the staves of the barrel. Top off with large pieces of ice and cover the barrel with bagging. This insures its being kept right side up.

If shipped from any considerable distance, put an extra large piece of ice on top, and if properly packed the poultry can be on the road fifty hours without injury. If heavily iced and shipped in a refrigerator car, it can safely be four or five days in transit.—National Provisioner.

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News From Western Canada

Brandon Enjoying Weekly Half-holiday—Alberta Butter in British Columbia
—May Subsidize Australian S. S. Line.

VANCOUVER.

July 10.—Butter from the creameries of the Provincial Government in Alberta is being jobbed here at 26½ cents, as compared with the local creamery at 30 cents. The Alberta butter is of very good quality, but does not hold exactly the same place as a table article as the local product. It is in fair demand, however. It comes in one-pound prints.

The advantage of packing fruit well is seen in the cherries that are now on the local market. The local varieties are not packed with that care which is noticed with the cherries from California. The result is that even now when the locals are offered in large quantities, there is still a good demand for those from the South, although there is a difference of a couple of cents in the price. Californias are \$1.10 for the regulation ten-pound box, while locals are 7c and 8c.

There is a scarcity of tomatoes here this week, and those who have had the hot house variety from Victoria have taken advantage of it and raised the price from \$2.50 to \$3. This occurs frequently, and the wholesalers profit thereby. Retailers have had to order ahead to get a supply. The Mexican tomatoes have all been sold, and there may be no more until the next steamer arrives.

Peaches and apricots have begun to come in from the South, and are going at \$1.25 per case. These boxes are supposed to contain 20 pounds of fruit, but they net 17 or 18. The quality is excellent.

During the month of June, the Nanaimo creamery produced the largest amount of butter of any month since it has been in existence, namely, 9,390 pounds. This butter finds a ready sale, especially in Nanaimo, where it takes precedence, because it is placed on sale in the stores before it is many hours old. Consumers are thus able to get it very fresh.

Effort is now being made by the Board of Trade of this city to have the Government of Canada grant the subsidy to the Australian line of steamers for a period of years instead of from year to year as has been the case for the past seven years. If this were done, the Union Steamship Co., which operates on this line, would put on faster and better steamers. It would mean a considerable expansion in trade, especially in cold storage articles. The cold storage capacity is now all used, and if there were more, fresh salmon and such like would be shipped from this side to Australia. Boats with cold storage are also wanted for the New Zealand route. The boats now running to New Zealand have no cold storage, and if these could be secured before next winter, that country would be a factor in the late winter butter trade, and would export here.

Last winter a shipment was sent via Liverpool, and though a long time on the way arrived here in good condition. If it were to come direct, the West would have a good butter, in addition to the Australian, at a time when it needs it the most.

L. M. Hagar, who is in charge of the fruit distribution at Revelstoke, was in the city the other day, on his way to Mission Junction to organize the fruit shippers of that district and bring their shipments into the regular channels of distribution from the British Columbia producing fields. He said that six cars had been sent East already this season, and through the clearing house organization, better prices have been realized for fruit this year than could have been obtained in any other way. The last shipment of interior fruit, Mr. Hagar said, netted \$2 per crate, while the Victoria shipment will realize \$1.85 to the shipper. The careful methods of shipment and the concessions granted by the Dominion Express Company, together with the arrangements conceded by the C.P.R., make this possible. Special attention is being given to packing, and gradually the shippers of the Province are combining to place fruit shipments on a basis that will add materially to the fame of British Columbia as a producer of the luxuries that are so much in demand in the prairie country.

Roy C. Brock, Secretary of the Kootenay Fruit Growers' Association, is impressing upon those who grow berries for export, the need of cultivating the harder varieties. He says: "The soft variety is often the best for the immediate table use. It will often stand being sold locally. But, after all, the great market for our ranches is the Northwest, and the needs of that market must be taken into account. I have found during the last week or so that I have been among the ranchers that from six to a dozen and a half varieties, most of them soft, are being cultivated. It is quite possible, though not necessarily so, that the soft varieties are the sweetest, and from one point of view the best. Notwithstanding this, there is really only one point of view, and that is the selling of the berry to the best advantage. And the point of best advantage is the market in the Northwest, where soft berries cannot be shipped to." It is because the berries from Hood River, Oregon, which arrive here just prior to the advent of the locals, are much firmer that they are preferred by many for preserving. They are the Clark's seedling, and even as a table berry sell well until out of the market. The Hood berry arrives here in good condition and keeps so, and its value may be seen in direct comparison with the softer varieties grown locally.

William A. Sundheimer, representing

the Ardath Tobacco Company, was in the city this week. He is here in pursuance of an extensive and aggressive advertising campaign, and the company will place its goods on sale here. This is an English firm, but is American in its advertising methods. Its chief brands are the State Express cigarettes, Quo Vadis Egyptian cigarettes and Ardath smoking mixture. Mr. Sundheimer's visit here shows the attention that is being paid to trade in the West.

W. A. Baker, of Lawson & Baker, grocers, Grand Forks, has entered the bonds of matrimony with Miss Mae Williams, of Republic.

B. A. Lawson, for many years accountant for C. B. Hume & Co., of Revelstoke, has been appointed city clerk of Revelstoke.

The death occurred at Victoria of Henry J. Brady, a member of the Brady-Houston Packing Company. He was a native of Hull, England, and for 23 years resided in Victoria. He is survived by a wife, three daughters and a son.

S. Shimamura, president of Dei Mara, of Yokohama, was in the city this week en route East, where he will study departmental store methods, preparatory to introducing a system in Japan.

Orders are now being taken here for Eastern canned goods, such as peas, corn, tomatoes, etc.

The fact that the Mooney Biscuit & Candy Co., of Stratford, continue to send in a car of their biscuits to Vancouver and Victoria every fortnight, is an evidence of the reputation this firm is winning and speaks well for the quality of the goods. This, too, when they only commenced selling their goods on the Pacific Coast a few months ago. They are not only doing well with sodas, but their sweet biscuits are also coming into favor. The fact that the goods come in in the Mooney Co.'s own private freight cars is one of added interest.

BRANDON.

July 11.—Business here is picking up considerably. Already the anticipations of a big harvest, "the best ever," are moving even the bluest of our merchants feel optimistic. Reports from the neighborhood received from farmers by your correspondent are very rosy. North of here the crops are very good; south, they are better. Barley is headed out and wheat is in the shot blade and although one hears of restricted areas where a few have been hailed, yet the total result will not be much affected.

The grocers have all signed an agreement to close for a weekly half-holiday during July and August. It was very gratifying to see, them so unanimous and it looks as if this is to be an annual fixture not requiring the formality of getting signatures. Quite a number of the most influential would have signed for it to be continued throughout the year, were the clerks anxious for it. They are not. They would be more than satisfied if they had this boon for June, July and August and it is to be hoped that the first will be added to the other two next year. The grocers are all working harmoniously in other

ways just now, but the fruit season will soon be in full swing and then no doubt we will see profits on plums, peaches, etc., sacrificed as heretofore.

It costs as much to sell these goods as to sell anything else, and we ought to get 25 per cent., at least, on perishable goods such as these. It is to be hoped common sense will dictate procedure this year and that we will get a fair remuneration for our labor these hot, sultry days.

Our stores are taking on quite a metropolitan appearance. The latest to put

in Walker bins and fixtures is Wm. Dowling, one of the livest grocers of this province. The whole layout of the interior of his store would do credit to Toronto or Montreal.

The credit system among retail grocers here is not dead, but we believe it is "scotched" and the "long time," which used to be the terms, is now a thing of the past. Merchants can sleep better and look the grip-man in the eye with greater confidence than ever. Why not as a body adopt a cash basis?

who had the holiday last week had a very pleasant afternoon and evening at the O.A.C. campus, it being ladies' day on the street cars. There has been a genuine feeling among the public that the stores should close, and public opinion should at least be considered. Thursday will settle it for good.

The same old complaints are again heard about granulated sugar in bags. Most grocers continue to use it in preference to barrels. There was considerable trade done in the new cane sugar against the beet, but for my part, give me the genuine Montreal granulated in barrels and no bags handled and I can show you a larger profit and a host of better satisfied customers every year than handling any bag sugar. I have been laughed at a good many times for insisting on barrels, but if any grocer will experiment for himself he will find his best results are from them. Even if your neighbor does seem to be sending out a lot of bags, don't worry about that. He finds lots of time to worry himself. Keep on selling the \$1 worth and give the best and you have got him and no doubt will get his best trade. I asked a grocer the other day, who handles a lot of bags, how he liked it. He said: "Don't mention my name, but I never see a load of bags of sugar drive up to my warehouse door but I swear to myself that it will be my last. But I continue to buy just because So-and-So does." I asked him how many grocery stores he thought So-and-So ran. A good many apparently.

"The flies are a whole lot worse this year than last," said a well-known grocer the other day. "Don't you find it so?" he said. I did not agree exactly with him, as I know last year he was keeping his attractions for flies a good deal cleaner and not handling one-half so many bananas, which are a specialty for flies when not properly looked after. Then, this year in Guelph the banana trade is all 5c and 10c bananas, and when the price is low the waste is larger and not half so well looked after. A nice, big, fat watermelon cut up into slices and not covered with netting, which nearly always used to be the case, but is seldom seen now, is another great fly special, and a poor trade special. So far this season Guelph grocers are not keeping up with, instead of ahead, of other years in the annual fight with one of the greatest stock destroyers—the fly. We use sticky fly paper cut in small strips for the windows, and also Wilson's fly pads at nights and Sundays, and find good results. But they are not enough. The netting is a good bluff, as well as a help, as the customers imagine when the netting is covering any article you are doing your best.

R. J. E. McCrea, of J. A. McCrea & Son, has arrived home from the glorious west, having had a pleasant two months' trip. He, like other grocers from Guelph, who have been out west, still thinks Guelph is good enough for him.

The newspaper stories of lots of strawberries at 5c a box did not pan out in Guelph. Three for 25c, 13 for \$1, or \$1.90 a crate was about the best for first-class stock, and a great many missed them waiting for those 5c berries. Cherries are a good crop, and so far 90c to \$1 a basket has been the ruling price. We expect to see 75c the retail price this week. Raspberries at 2 for 25c are in and farmers report a lot of early

Interesting Ontario Items

Several Jolly Picnics From Toronto—Barrel vs. Bag Sugar in Guelph—Business Men's Excursion From Peterboro.

PETERBORO.

July 14.—Saturday was one of the best days for business the local grocers have ever had. Monday, the 13th, was celebrated by the Orangemen from four counties, in addition to Peterboro county, and with 15,000 visitors to feed, as well as the same number of citizens, the hotels, boarding houses and temporary eating houses made big demands on the grocers. Saturday was, therefore, a great day for them. On Monday, however, it was different. There was nothing doing in the grocery line. Fruits sold exceedingly well.

The strawberry season in Peterboro is now passed. The sales were particularly brisk this year, the demand being a little better than the supply. Although there are considerable quantities of strawberries grown in this vicinity, the supply is altogether inadequate for local trade. One groceryman remarked that if the citizens of Peterboro had to depend on the supply here strawberries would have been 40c per box. Raspberries have taken their place. They are retailing at 15c per box and the price promises to be high this season. The crop is reported to be good, but the great demand all over the country will tend to maintain a steady high price. This, at any rate, is the opinion of local grocers.

James Eadie, assistant secretary of the Retail Merchants' Association of Canada, was in the city on Tuesday collecting the annual fees from the local members of the association. The Peterboro association has about 75 members.

A business men's excursion was held on Friday afternoon of last week to Idyl Wild, Rice Lake. Only men were on board the steamer, and among them were several grocerymen. The day was a beautiful one and a very pleasant time was spent.

HAMILTON.

July 15.—The prices for fruit on our local market have run pretty high. Good strawberries about \$2 a crate of 24 boxes, and raspberries \$3. Black currants \$1.40 for 11-quart baskets, prices that are really better than shippers have got in Montreal and other outside points, showing that the local consumer has to pay more right at the place of growth than the same goods are sold for hundreds of miles away. Butter and

eggs are very firm at 23c in wholesale quantities.

There has not been much discussion as yet in regard to the new terms of payment made by the Ontario wholesalers. Probably some of the retail grocers will make forcible expression of their feelings in regard to paying net for their goods, when they see their statements on the 1st of August. In the long run it may be all right, but it does not offer much encouragement to the man who pays his bills promptly. The saving of discounts is a great incentive to the man who has the money to pay and keeps him in touch with those larger wholesalers to whom he has been in the habit of giving most of his business. It seems to me that the new arrangement will tend to the dividing of accounts and will accrue largely to the benefit of specialty houses, who can give the best accounts from the old-established firms that carry the staple lines. We must accept the fact that this question must have been thoroughly discussed by the wholesalers before being adopted, and possibly they would not be averse to giving the retail trade some of the reasons for adopting such a radical change.

The Hamilton Retail Grocers' picnic at the Falls to-day was, of course, a success from the start. Chairman John Forth, with his urbane manner, proved to be the right man for the place. Everything that could be done to please the patrons was faithfully carried out, and the picnic of 1908 has been voted as the best ever.

The local travelers are planning for the holidays and the best wishes of their retail friends are going with them on their annual outing.

GUELPH.

The peanut vendor at the post office corner this week can show a lot of the boys in the grocery stores how to tie up a parcel, and do it neatly without any string. Take a look at him.

The half-holiday question will at last be settled this week. Last Thursday morning at 10.30 it was settled that all the outside grocery stores and some of the Main street stores, would close at noon, and they did, leaving six grocery stores open on Wyndham street, four out of the six being in favor of closing. Those who kept open were rushed to death looking for trade. The chances look bright for the half-holiday. Those

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berries, but claim there are a few green ones to come on in the wild raspberries.

There is some talk of a grocers' picnic if the half-holiday is a go. Now, that is just what we need, and, after all this squabble over the half-holiday may bring the grocers into touch with one another and do some good yet. In other years it has not been the grocers, but a general merchants' picnic, with only here and there a grocery store represented. We have some of the best hustlers in the grocery business in Guelph at any kind of sports or picnics or anything else, bosses as well as clerks, and all they need is a little brushing up and we will be in the game with Brantford, Hamilton, Toronto, London and the rest of the picnickers. Now a hundred yard dash between Geo. Walker and Geo. Williams would draw a big crowd, with a few incidentals thrown in, such as an exhibition of going to sleep on third base by Bobbie Millar, and how the young ladies are trained out west, by Bobbie McCrea; how to drive a fast horse, by Messrs. Chittick, Worthington & Gow, and others too numerous to mention. We could put in one day all O.K.

OTTAWA.

July 14.—The Ottawa market last Thursday was one of the largest markets of the year. The recent rainfall has had a splendid effect on crops in general, and, as a consequence, the farmer hastened to make hay while the sun shone, and his produce was plentiful and in good condition. There was a very good fruit offering in evidence. Raspberries, gooseberries, and blueberries were there, while currants, cherries, plums and peaches were also a feature. Strawberries are dear again and scarce, this being, so The Grocer was assured, the last week they would be in season. Raspberries are selling at \$1.10 a large pail, or two boxes for a quarter. Ten cents a quart was asked for gooseberries. Lemons have gone up in price, the average price last week being ten to fifteen cents. Vegetables were about the same prices as last week. Butter was a little dearer for the pail varieties, prices ranging from 23c to 25c a pound. Eggs are a little stiffer at 18c to 22c.

The movement for co-operative stores on the part of the National Trades and Labor Council is progressing favorably, and inside of a week or so it is expected that there will be a general meeting called to decide just what form the stores will take. It is possible that a general store may be started, or the plan may be confined to a grocery store, meat shop, or bakery, or the three. The various members of the National Labor Unions are being given an opportunity to subscribe for stock. The shares are placed at one dollar each, and there is a limit on the number of shares which will be sold to one party.

The clerks are again complaining that the early closing by-law is not being enforced strictly enough, and Commercial Union No. 1 has communicated with the Police Commissioners asking for an interview to lay their complaints before the Board. "We have interviewed the police before," said a grocery clerk to The Grocer representative last week, "and they told us something to the ef-

fect that if we laid the information they would prosecute. We think it is for the police themselves to see that the by-law is properly enforced."

At a meeting of the Allied Trades and Labor Association last Saturday night, a report from the executive was passed regarding the non-enforcement of the early closing by-law in the city. Some stores kept open until ten to eleven o'clock on Saturday nights. It was decided to send a communication to the Police Commissioners asking them to have the city police strictly enforce the early closing by-law.

Thomas Reynolds, of the Quaker Oats Company, Peterboro, distinguished himself on Friday of last week. A party of young men had just returned from Aylmer in A. P. Johnston, the grocer's launch, and had put the boat in slips at the pier at Britannia, when one of them, Chas. Buckley, tripped over the rope and fell underneath the float. Two other members of the party, Tom Reynolds, of the Quaker Oats Company, and Fiske, of Chicago, dived under the pier and brought their companion out. Their timely action extricated him from a very ticklish position.

Isaac A. Wackid, who for the past ten years has conducted a fruit and confectionery store at 187 and 195 Bank Street, died yesterday at his late residence, corner Bank and Gloucester Streets. Death was not wholly unexpected, the deceased having suffered from rheumatism for some time. Mr. Wackid was 43 years of age, and has lived in Ottawa for about 30 years. He leaves to mourn his loss a widow and a number of small children.

TORONTO.

July 15.—The employes of the Robert Greig Co. had a jolly time in High Park last Saturday afternoon, July 11, when their first annual picnic was held. About sixty were present and everybody enjoyed what turned out to be something unique in the way of picnics.

The afternoon's sports were various, including a baseball match between the spicers and flakers.

A married ladies' race, a peanut rolling contest, for ladies only, a needle-threading contest, a wheelbarrow race, several other novelties, and last, as per programme, a "human race to lunch," open, with prizes for everybody.

The printed programmes, very unique in character, were one of the features of the afternoon. In outlining the afternoon's proceedings, a good deal of humor and many a personal pointer were worked in, which caused considerable amusement among those who knew. Badges were also distributed as a souvenir of the occasion. The picnic was well arranged in all its appointments and is to be continued the year following.

The employes of Medland Bros., the Front St. wholesalers, played a rousing game of baseball with a team from Medlands, Ltd., the retail business, on Tuesday evening at Exhibition Park. The features of the game were made by the heads of the business, who joined in heartily. T. J. Medlands, in pitching for the losers, and John, in hammering a long home run out into the hay a mile

or so beyond second base. The team from the wholesale house won, with a score of—, well, we promised not to tell it, though it's in the two-figure list. Now the other team are anxious for another chance, and another game will likely be played sometime in the near future.

The members of West Toronto Retail Merchants' Association, including a big representation of grocers, spent a glorious time in Victoria Park, Berlin, last Wednesday, July 8. The sports were particularly well conducted and were under the sanction of the C.A.A.U. One of the features was the committeemen's race, which resulted as follows: 1. F. A. Noden; 2. M. J. Tobin; 3. E. B. Wright; 4. W. Whetter; 5. Joe Gilbert. In the 100 yards dash, open to commercial travelers, E. F. Whittemore, of the Red Rose Tea Co., Toronto, took first; N. W. Williams, also of Red Rose, second, and L. McClure, of Armour's, Chicago, third. A large number of West Toronto citizens took advantage of the excursion and a very pleasant day was spent.

The Toronto Retail Grocers' Association took a host of people with them on their annual picnic to Niagara Falls and Buffalo by the Niagara Navigation Co.'s steamers this morning. A representative of The Grocer is along with them and the story of the outing will be given next week.

ELORA.

July 10.—The merchants of Elora set a good example to its sister towns on Dominion Day in having a monster trades procession, and never has a better turnout been given in a town the same size. Some fourteen of the business places were in line in the procession, the showing was indeed creditable to each, and being such a huge success, it has been decided to make it an annual event.

Several of the dry goods and manufacturing firms had very attractive floats, but the grocery trade was not behind.

Too much could not be said of Geo. Maben's grocery exhibit, which must have taken hours of study and work to prepare. His wagon displayed teas, coffees, spices, baking powders, breakfast foods, in fact, everything kept in the up-to-date grocery.

T. De Witt Mooney's float displayed to view four little niggers punishing to their heart's content "Neilson's ice cream." Sandy Kerr had a huge silent salesman filled with the choicest cuts of fresh meats, hams and bacon. Carswell Bros.' departmental store had a cariole filled with pretty little girls with streamers on each side bearing, "All Aboard for Carswell's Store."

The balance of the day the merchants devoted to sports, which were held in the Athletic Grounds, raising some four hundred dollars, which is being devoted to the band and the lacrosse team, two very creditable acquisitions to this enterprising village.

Owing to the press of a large quantity of other interesting matter this week, considerable correspondence which was late in arriving was necessarily held over.

Building Up a Cigar Business

The Story of the Remarkable Success of the Whelan Brothers in New York—A \$3,000,000 Corporation of Tobacco Stores Built Up in Seven Years Through Determination and Unique Methods — A Hospital and Insurance System for Benefit of Clerks.

This is the story of the Whelan family, or rather of the seven Whelan brothers who in seven years have made the smokers and cigar dealers of New York City sit up and take notice.

Perhaps the most remarkable of the brothers is George J. Whelan, who is the head and principal brains of the great enterprise, and who, in spite of the most fervent prophecies of failure, has made a success of a scheme that on its face was visionary and impracticable.

The achievements of the brothers, it is admitted, are due to the facts, first, that they have ability, and, second, because all the others believe in George J. and are willing to follow where he leads.

Another remarkable thing about the Whelans is the striking family likeness. The brothers are all of about the same height, with similar characteristics and mannerisms, and any one might easily be mistaken for any other.

Most of the brothers are now high officials of the same company, but George J. Whelan is particularly interesting because, while the youngest but one, he is the president. He has very strong convictions and has evolved many of the theories that have brought the brothers to the positions that they now occupy. He is a great believer in advertising, and his company has spent \$5,000 in a single day in New York City in advertising a card of thanks, without another word, to its customers, and yet he refuses to have his own photograph taken. A man who is himself the head of one of the greatest industrial corporations of the country has repeatedly expressed the opinion that George J. Whelan is the most capable business man in the United States.

A Commercial Romance.

Mr. Whelan's career is a commercial romance, tending to show the phenomenal possibilities that exist for those who are able to grasp them. Only about forty-two years old now, he invaded New York seven years ago with little except an idea, which had been rejected by the first men whom he sought to interest. The financial backing that he had was trivial. He began by opening a small store in Nassau Street, where the first day's receipts were \$7.62. Now there is no lack of capital, his company has 405 retail stores, of which 183 are in the metropolitan district, and its sales were upward of \$16,000,000 last year, when it was said to pay more rent than any other concern in New York.

While tending cigar counters up the State, Mr. Whelan came to the conclusion that the real opportunity in his line was in this city. He had prospered to

a limited extent, but he had an idea; so he came to New York to test its merits. After a quick survey he was convinced that it would be profitable to scatter real cigar stores all over the city. He found that in some neighborhoods the only sources of supply for lovers of the weed were dirty little holes with a few cheap boxes in sight and other lines of trade in evidence.

Some were combination factories and homes, with babies running around the cigarmakers. Many were lounging places with gambling games going on day and night, and in a considerable proportion there was a profitable side line of lottery tickets, policy slips and hand books.

Worked on Original Lines.

His idea was to place attractive stores in every neighborhood and to appeal for trade upon a different basis. He spoke to veterans of the business, and they shook their heads and said: "It would do," so he went ahead upon his own lines.

The Whelans are eminently practical. The eldest, Michael, is looked upon by the others almost in the light of a father, as when they had nobody else to depend upon he took hold of them in turn, made business men of them and gave them a start. The surviving brothers are David, Joseph, John F., Charles A., George J. and Frederick A. Whelan. Frank Whelan died.

Michael as a boy enlisted in the navy during the Civil War. After his term had expired he went to Syracuse, N.Y., where, in the course of time, he became a member of a firm of cigar dealers and news vendors. Lewis has long been dead, but the firm name has been retained and every smoker in the Salt City is familiar with the "Captain Jinks" shop as it is called, on account of the wooden image outside, dating back to the period when wooden Indians, long the peculiar feature of tobacco stores, were giving way to other fancy designs, and when the song of "Captain Jinks" was at the height of its popularity.

When the boys became old enough to work they were started out to deliver newspapers long before daylight. The eldest brother made them go to bed at an hour when other boys were starting their fun. Afterward he took them behind his own counter and then he set them up outside. The only one who did not settle originally in the cigar business was Frederick A., who became an architect, and who subsequently, through having had a lot to do with the con-

struction of the buildings for the Pan-American Exposition, settled in Buffalo.

Solicits Brother's Trade.

George J. Whelan obtained the cigar stand in the Vanderbilt Hotel, Syracuse. He was not satisfied to sell cigars to those who regularly frequented the hotel lobby and he began to solicit trade from the best customers of his brother's firm. Although Michael Whelan scolded him for his method of competition, he seemed gratified by his energy and helped him to obtain the cigar stand in the Globe Hotel, a very short distance from the Vanderbilt.

Under the name of the C. A. Whelan Company, George associated himself with one of his brothers and with Herbert S. Collins in the Syracuse Cigar Company to conduct two or three retail stores and a factory.

This company entered into competition with the jobbers of its section who were handling the products of the American Tobacco Company and who were bound together by what was known as the "factors' agreement." George J. went into the fight with ardor. It was the period of a mania for pin buttons with pictures on and he is said to have been the first to give buttons with every five cent package of cigarettes. He pushed a new brand with considerable success, cutting into the sales of the others in Syracuse.

Newspaper as a Venture.

In order to press his fight he began the publication of a newspaper, which he called "Mr. Puff," and which was devoted to bright paragraphs on general topics of the day, as well as to matters in which he was directly concerned. He then extended his business and opened stores in Watertown, Elmira, Troy and Utica.

George J. Whelan showed marked ability in handling real estate. Before he came to New York he had obtained stores in the very best locations in the cities where he was doing business. In order to obtain the places that he wanted it was often necessary for him to take leases a year or more ahead of the time that he could obtain possession of the property, and one of his early theories was that it was advisable to obtain leases of other property which he would not have occasion to use himself, but that he could sublet in order to keep out competitors.

New York looked "easy" to him when he opened his first store at No. 84 Nassau Street, in 1901. He and Mr. Collins tended the counter. Although

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he had been known as an opponent of the American Tobacco Company, Mr. Whelan concluded to change his tactics and to fill his show window with goods of their manufacture. He called his new venture the United Cigar Stores Company. He is said to have had a backing of \$50,000 from friends in Syracuse, the principal of them being the late William K. Niver, who afterward became president of the Reading Railroad.

Talked With the Curious.

At the outset he adopted the shield emblem which has since become well known, and the method of dressing the windows which is typical of the business to-day. While he had no doubt of success, he and Mr. Collins were so anxious to get customers that they waited about the doors to converse with any one who seemed interested in their window display. They did as well as they could have expected, and soon arranged to consolidate with two or three other stores, taking those owned by David Rosenfeld, now general superintendent of the company, and a factory on the east side owned by Louis Biel, now one of the vice-presidents.

As the business extended it attracted the attention of James B. Duke, president of the American Tobacco Company. He sent for George J. Whelan and when he saw him is said to have exclaimed: "Another red haired man! I might have known it." Mr. Duke became interested in the scheme and his company took fifty-one per cent. of the stock in the retail business, giving the capital which the Whelans had previously needed. As they expanded George J. Whelan found that one of his greatest difficulties was to cut up to the best advantage the stores that he rented. This work involved great expense and the results were often unsatisfactory. He then sent for his brother, Frederick A., the Buffalo architect, and made him superintendent of construction for the company, a position that he still holds as well as being a vice-president. John F. Whelan has become treasurer of the company and the capital has been increased to \$3,000,000.

George J. Whelan says that he is not in business as a philanthropist, but he believes in a liberality that insures loyalty and that brings direct returns. He has recently put into effect in many of the retail stores a new system which gives the chief clerk real control, as though he were actually the owner. The company supplies the stock and pays for the rent and light, but the chief clerk receives a percentage beyond a certain figure and may fix his own salary as well as that of his assistants, with the stipulation that the second clerk must get at least half as much as the chief, this being in order to prevent one man from keeping everything for himself.

Clerks Used Generously.

One of the imperative rules laid down by George J. Whelan is that the clerks must show the utmost courtesy to cus-

tomers and must always say "Thank you" after making a sale. His idea is that in order to succeed in business it is essential to make sales in a different manner from that by which tickets are sold on the elevated roads and subways. He has devised a system of insurance for all employees, with a death premium of \$1,000.

Besides this he has opened a private hospital for the treatment of all who are ill and arranged with one of the larger hospitals to have any necessary operations performed on his men free of charge. As an illustration of his methods, it is said that when he read in

the newspapers one morning recently on his way from his home in Plainfield, N.J., that a young clerk in one of his stores in Forty-second Street had been injured while protecting the cash from burglars, he immediately sent his check for \$1,000 to the young man.

John F., Charles A. and Frederick A. Whelan have luncheon every day together at the Hoffman House. They are usually accompanied by Mr. Collins, who looks enough like them to be mistaken for a Whelan, and by Charles R. Sherlock, another of the company's officials, who came here from Syracuse.—New York Herald.

MARITIME WHOLESALERS MEET IN HALIFAX

"Exchange" of Eastern Provinces Elected Officers and Considered Matters of Business—L. M. Smith, of Halifax, the New President.

Halifax, July 11.—Representative wholesale grocers from all over the Maritime Provinces assembled in Halifax this week to attend the annual meeting of the Maritime Wholesale Grocers' Exchange. The meeting was held in the Board of Trade rooms, and the President, W. H. Cross, of Hall & Fairweather, St. John, occupied the chair.

The Halifax members present were as follows: L. M. Smith, of A. W. Smith & Co.; H. G. Bauld, of Bauld Bros.; R. M. Symons, of R. B. Seeton & Co.; L. K. Payzant, of Payzant & King; Charles H. Harvey, A. M. Bauld, of Bauld Bros.; A. C. Crowe, and H. Crowe, of J. Frank Crowe & Co.; C. P. Wood, of R. B. Seeton & Co.; and Arthur C. Pyke, of Pyke Bros.

Those present from outside of Halifax were: W. H. Cross, St. John; D. A. Morrison, Amherst; Robert Murray, New Glasgow; A. A. Sterling, Fredericton; W. C. Cross, St. John; S. A. Jones, Sackville; George E. Barbour, St. John; C. H. Peters, St. John; H. A. Wood, Sackville; W. H. Aitken, Charlottetown.

At the morning session trade matters occupied the attention of the delegates, one of the most important questions considered being that of terms. Another important matter was a change in the name, "Exchange" being substituted for that of "Guild." The "Exchange" was never in better condition than at the present time, both as regards membership and finances.

At the afternoon session, St. John was selected as the next place of meeting, and the following officers were elected: President, L. M. Smith, of A. W. Smith & Co., Halifax; Vice-President, G. E. Barbour, of G. E. Barbour & Co.; St. John; Second Vice-President, W. H. Aitken, of Carnell Bros., Charlottetown; Secretary, A. C. Pyke, of Pyke Bros. Halifax.

At the conclusion of the business the members and a number of guests went on an excursion on the harbor in the

steamer Dufferin. After sailing up Bedford Basin, the Arm and the Eastern Passage, luncheon was served aboard, and the party returned to the city at eight o'clock. The outing was enjoyed by all, the day being fine and the water smooth.

SWEEPING THE STORE.

Sweeping and dusting are the principal causes of dust damage to the stock; yet there are plenty of merchants who entrust this work entirely to green clerks—oft-times mere boys, with little or no instructions as to how it should be done. There is no reason why a green clerk, or even a bright boy, should not do the sweeping and dusting, or at least the sweeping, providing he is told how to do it properly. But the average boy little realizes the injury to stocks that can be occasioned by dust, consequently he thinks only of getting the floor in a respectable looking condition and little cares where the dust and dirt go to.

There are various methods employed for sweeping a store floor and keeping the dust well down. Some employ the water sprinkler, merely sprinkling the floor without sweeping. While this will keep the dust down while sweeping, the water causes so much of the dust to adhere to the floor that a good job of sweeping cannot be done, and after the water dries the floor is far from clean, and the tramping of clerks and customers over a dry, dusty floor will cause much of the dust to rise and settle on the goods.

The best method is to use sawdust slightly moistened.

An attractive prize list has been issued for the Nova Scotia horticultural exhibition, which is to be held at Kentville on October 7, 8, 9. The exhibition is being held under the direction of the Kentville Board of Trade, the municipality of King's county, and the town of Kentville. The list of prizes, aggregating \$2,500, is wide and varied, and arrangements are being made for an excellent exhibition.

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CHANGING CONDITIONS IN HANDLING BUTTER.

A rather surprising situation is developing in the butter commission business in Ontario. Some few years ago it was the custom for farmers making their own butter to send their product to the general merchant in the nearest shopping centre or to some commission merchant in one of the larger cities. Now all this is changed, or rather is changing.

A resume of the butter situation during the past year will throw some light on the situation. The spring of 1907 was a late one, and when the weather did become a little seasonable there was very little rain. Especially was this so during June, the great butter month. As a consequence prices went up, but at that time there was no thought of the depression ahead. July and the following months were hot, and yet no rain. Nearly all grains were burned and when fall came there was hardly any feed for the cattle, and no money to buy fodder, even where that could be secured. Farmers, too, during the summer of 1907, attracted by the high prices prevailing for cheese the year before, turned much of their milk over to the cheese factories, and as a consequence the few who could and did make butter were well repaid for their trouble.

Now we come down to the present year of grace. All through last winter

the retail grocer had to pay 30 cents and over for his butter supplies and the consumer grumbled at the grocer for the high price he was charged in turn, not taking into account the fact that the grocer was not to blame. There and then the consumer resolved he would not be bitten the next season. When summer again rolled round and prospects were bright, fields were green and the butter season came in, the farmers all took to making butter, hoping to reap the big profits missed the past year. The consumer, too, thinking of the past winter, went to the farmer to buy, instead of to his grocer and his commission merchant, who had been supplying his needs in the past, and thus a speculative situation developed. The farmer who had been sending his butter to the nearest general merchant or commission man, now sits at home, while the merchant, commission man, and consumer go to him to buy, and, in fact, compete, as to the highest price to be paid. All this time butter prices have been high, abnormally high, too high for export, and almost too high for packing. Some packing, however, is being done by the commission man, but what the consumer is doing to keep it is left to the readers' speculation.

And now comes the case for the country merchant. What is he doing to keep the trade which is his by right? He ought not to let this business filter through his fingers, but should strive to keep the trade which is properly his. There is one thing he can do. He can make his store attractive to the farmer (for rest assured the present situation is unusual and will not last) and should make it a convenient meeting place for the farmers' friends. He might have a little tea room attached to his store which would serve as a magnet to draw the farmer and butter-maker to his establishment. The farmer appreciates, as do the rest of us, visits to the place where he will meet his friends, and if he can combine business with these pleasant outings there is not much else to be desired. The country general merchant and the commission man have done much to relieve the farmer and butter-maker of their business worries in the past and they can do so again. Trade conditions are continually changing, but the merchant with his eyes open to business opportunities is always ready to meet changing conditions.

TOBACCO IN WESTERN ONTARIO.

The tobacco situation in the western counties of Kent and Essex has of late attracted much attention, particularly in view of the Dominion Government's legislation providing for the same stamp being used for both home grown and imported tobacco.

The consensus of opinion is that not for many years has so little tobacco

been grown as in 1908. Last year there was a heavy production and the bottom dropped out of the market. This spring growers who had been holding their product for higher prices were glad to take 4c. or even 3c. a pound. This year farmers are growing tomatoes for the canning factories, or sugar beets for the Wallaceburg and Mount Clemens sugar companies. These crops, with contracts signed in advance, afford a certainty of returns. According to many growers, there is no certainty in tobacco.

Hitherto the tobacco grown in this district has been almost entirely for chewing purposes; by far the larger proportion has been Burley. Cigar leaf tobacco, successfully grown in Quebec, has been scarcely attempted here. Much of the growing has been unscientific and a quality of leaf poor even for Burley has resulted. There have been startling variations in price. In one year little tobacco would be grown except by those who made a profession of it, and therefore understood the growing and, more important still, the curing of the weed. As a consequence, the general quality would be excellent and prices high. High prices would tempt into the field an army of unskillful growers, who understood no more about tobacco growing than that there was money in it, and the ensuing year would see every farm and every garden dotted with tobacco patches. An overproduction of tobacco, much of it of poor quality, would result, and prices would drop almost instantaneously to the vanishing point. The third year only the professional growers would be in the field and prices would rise. This see-saw, big crop and small prices, small crops and big prices, has gone on for years, with little variation.

As a result, those growers who have kept on year after year, and have consequently learned the business thoroughly and scientifically have been in a minority. Reasonable stability of prices, so essential to the building up of a great industry, has been lacking. Unskillful growers, tempted into the business by high prices, with no notion that quality has also been an essential, have at times demoralized the market. As a result, the growth of the common Burley tobacco has received a hard blow.

The manifest remedy for this condition of affairs is the growth of a higher quality of tobacco, suitable for cigar manufacture. Spanish Zimmer is suggested, and samples already grown have been pronounced excellent, fully equal in quality to the imported leaf. The Essex peninsula—including part of Kent—seems to possess suitable soil and sufficiently favorable climatic conditions. Ernest Bailey, who has recently started a cigar factory in Kingsville, is authority for the statement that tobacco of the required grade can be successfully

grown here. Mr. Barbacco made a field with with Eng product.

Lack of best metal leaf has industry

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grown here. This view is confirmed by Mr. Barlow, a London, England, tobacco man, who is now studying the field with a view to creating a trade with England in the Canadian grown product.

Lack of adequate knowledge as to the best methods of drying and curing the leaf has had a hampering effect on the industry in the past.

There seems every reason to believe that cigar leaf tobacco can be successfully grown here. What is needed is a greater willingness on the part of growers to experiment, and the application of scientific principles to a trade which, to be successful, must be treated as a science.

MONEY-MAKING DEPARTMENTS.

In another column a very interesting story is reproduced from the New York Herald. It tells how the seven Whelan brothers have built up 405 stores and a three million dollar business in seven years in New York City in cigars alone. From time to time during the last six or seven years, The Grocer has been educating the retail merchants, and particularly those in the smaller centres, to make a specialty of cigars. This shows that The Grocer has been working on the right lines. The experience of a number of retailers who have taken up our suggestion is a further proof. This is one department of work to which The Grocer in the last few years has been devoting attention—the adding of small departments and features to the regular business which will make money and draw custom. We Canadians are extremely conservative people. It takes a long time to move us, but The Grocer believes that every live retailer in the country will eventually put in this department.

Oddly enough, there is one subscriber who does not approve of our policy of suggesting plans by which more money can be made. He discontinued his subscription on this account. If he sold more goods, he would be helping the manufacturer. When questioned by our representative, he admitted it would also help himself. Fortunately there are few men like him. They are in the class with the man who was criticizing Rockefeller, and boasted that the oil king had made nothing out of him for he had used candles. His reply to his friends' remarks that Rockefeller made \$30 every time the clock ticked was: "For heaven's sake stop the clock!" There are a good many men like the latter who, refusing to put forth effort themselves, are bitterly jealous when some hardworking business man attains success.

Some years ago The Grocer had a firm proposition from a merchant in Oak-

ville to pay for a copy for every retailer in his town if we would agree not to send the paper to anyone but himself, because the information he secured would give him so great a business advantage over his competitors that he could well afford it. After a heart-to-heart talk with the editor he changed his mind and went away wanting every man to subscribe. By shutting out his competitors he would gain a temporary advantage, but he realized that in the long run the perusal of a good paper would make better business men of them; they would learn something about the cost of doing business; they would not be price cutters; they would conduct their affairs on sane lines to make money and they would become broader and better business men.

THE SUBSCRIPTION NUISANCE.

With the advent of midsummer and the picnic season, the grocer and merchant generally is pestered with continued requests for prizes, for cash subscriptions and for donations in goods to help eke out the success of local picnics and excursions. This is a nuisance which in some localities assumes a particularly troublesome form, and which is only endured because of the fear of offending a number of customers.

Suppose the Presbyterian Sunday School in K— is organizing a picnic. Jim, the grocer, is approached and asked to donate a certain amount of cash or goods to buy prizes for the inevitable games. If Jim is a Presbyterian, and if his kiddies attend the Sunday School, this isn't so bad, but as likely as not, if he gives something, a couple of weeks afterward along come the Methodists with a similar request, and the Anglicans and Baptists and Congregationalists, and all the other denominations follow suit. If he gives to these, and he can't well help it, the local lacrosse and baseball teams will probably take advantage of his generosity and ask for something further.

And thus the trouble goes on from week to week during the summer months. The evil, and it is an evil, is one that ought not to be countenanced. Though in a few cases it may work out so as to put the grocer in a better light in the community it has become so common a thing that this scarcely applies. In any event, it is not good business and we thoroughly believe that the grocer who refuses politely, though firmly, to countenance such requests will be a good deal better off in the end.

The Retail Merchants' Association has a scheme in operation in some towns to avoid such things which is said to work well. In the stores of the members are placed cards to meet just

such requests, referring the applicant to the local secretary of the association. Through him they are again referred to the general authorities in Toronto, and the matter is usually sidetracked without further trouble. This scheme, or a modification, might well be adopted in a town where the subscription or ticket-selling practice is troublesome.

THE SITUATION IN THE WEST.

The Western Viewpoint by our special correspondent.

Winnipeg, July 10.—The city is in the throes of the annual industrial exhibition and this year special interest attaches to it on account of the combined effort to be known to the world as "Trade Week." The exhibition has adopted colors, purple and white, and these will be lavishly used by all business houses in decorating their premises. Every business house in Winnipeg is sending out invitations to all its friends and customers in the country to come to Winnipeg for trade week. Hand-some prizes are offered for the best decorated delivery rigs, the best decorated store front, the best decorated house, and the best decorated automobile, and \$25 for the best motto to act as a slogan for Winnipeg. The spirit of camaraderie that is being developed among the business men of Winnipeg is not the least valuable result of this method of advertising the city.

All roads lead to Winnipeg this week and the merchants and business men generally are working shoulder to shoulder to see that people from outside travel those roads this week if they never did before, feeling sure that once they have been they will come again.

The situation of the growing crop is unchanged beyond the increase in reports of grain headed out which continue to come in from all parts of the country. The wheat situation as to market shows that wheat advanced just as far as it receded the previous week, mainly on a decrease in visible, bad weather in the winter wheat belt, and bad weather in Europe. A feature of the Winnipeg market is the continued fairly heavy receipts, which amount to about 75,000 bushels daily, and which go to show that there are easier things in life than estimating a short crop.

Already jobbing houses are beginning to feel the impetus of the prospect of a bountiful harvest and they in turn are stirring up the factories with orders. The general trend of wholesale trade at the present time, exceedingly encouraging for the end of the first period of the crop year, finds everything in very much brighter and more hopeful condition than last year, and business is increasing in proportion.

By the time the fair is closed in Winnipeg it will be possible to estimate to a great extent the conditions of trade for the coming fall and winter, but at present nothing could be more favorable for a very general revival in business of all kinds. The west has got its second wind and a good crop this season will have an effect that no single crop could have had in the past.—H.

THE GROCER OF THE GOLDEN WEST

How Western Business and Western Conditions Impress a Bright Young Ontario Grocer—Written Specially for The Canadian Grocer by Mack J. Ray.

Condie, Assa., July 9.—The land of vast prairie expanse, of golden sunsets, of beautiful scenery—the land of wheat, of push and energy—does this land produce the same brand of merchant as the far-off east?

Yes and no. It produces a man that has generally had the best training the east affords. It creates a man that unites this experience with the strength and vim the west gives, a man that stakes his all with this, his adopted country, and sinks or swims with it, generally manages to float anyway.

The western merchant has in the past so bound himself up with long credits that if the year is good he is in clover, if bad, in financial distress. Last year was admittedly poor, so slim that the storekeepers began to retrench, like the small boy who has burnt his fingers with a firecracker—he resolves never to do it again—till the next time. So with the westerner. Everywhere the cry is "Cash. Let us do a strictly cash business." But just as soon as the wheat yields bountifully, as it shows prospects now, then the farmer's desire to increase stock, land and implements, the merchant's desire for improvements, for enlargement, brings on the old condition of credit affairs. Cash, strictly cash, would hinder progress, and progress we must have out here, it's in the air. The very food we eat makes us restless, we've a full head of steam on and we must succeed or blow up.

I've never met a western man yet that didn't believe in either advertising or window dressing. In Winnipeg the Olympia Cafe, one of the finest there, which probably sells more fancy fruits than any other store, has a window-dressing scheme that could be profitably adopted by any grocer. They have wooden pyramids filled with shelves and boxes, and covered with an evergreen moss which makes the fruits displayed always seem fresh and inviting. The piles are arranged so as to not interfere with the store lighting.

Electric signs are strong features in Winnipeg, Regina, Calgary and the larger western towns. A novel feature is an "every minute flash of forced lighting" pointing out an illuminated sign.

In small towns the grocer has to carry a departmental store as a "side line," and one thing I've noticed, they are thoroughly alive to the necessity of showing goods and getting fair profits. It's really astonishing to see in a little "cow town," stores fitted up with Walker bins, plate glass show cases, cash registers, computing scales, refrigerators etc., as fine as any eastern store. It bespeaks the merchants' confidence in the west.

The tourist trade is a big item with all western stores. The traveler generally has money and is quite willing to part with it freely if the curios please him.

Western merchants as a class are more cordial to a stranger, more willing to talk business, crops and politics, anxious to learn and willing to teach from their own experience.

It does not seem to me as if the west offers much to a man already well-established in the east. It's so vitally different it would be like transplanting a hot-house plant to the garden—the change could be made, but at a cost of much discomfort. True, prices are high out here—they don't use coppers—but then, all costs are away up. The climate and air are bracing, however, there are less home comforts. But to the young man with health and strength and sufficient common sense to guide him, the famous advice, "Go west, young man" rings true, and if he has capital enough to start, and starts in the right place, nothing can stop him but bad luck in the shape of poor crops.

Back east a man has to prove himself before he is accepted to one's confidence. Out here, they accept first and prove you afterwards. Of course, they are hard if

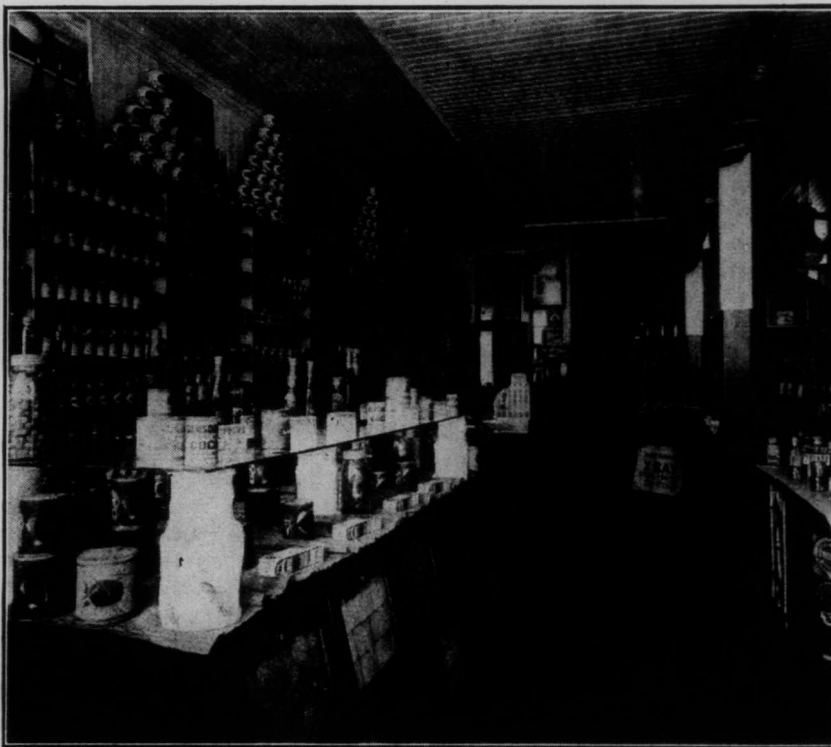
a while. You'll never regret the time spent on the great, expansive prairies, the days at Banff, the experiences in busy, bustling cities. It's all good, it's all healthy, and you'll go home a man with energy for two years' work.

WRAPPING UP MEAT.

An exchange has the following to say about the wrapping of a neat package:

"If you work in a store where each salesman wraps the goods he sells, do by all means strive to make your packages the neatest. It is very embarrassing and disgusting to a customer to go on the streets with a package all muddled up in wrapping. Never take more paper than is necessary to cover the goods well, and in tying use only enough twine and don't place the ends of the string in your mouth to hold it; wrap it around one finger, and in wrapping, don't lift your package above the counter more than you can possibly help, neither get it down on the floor."

This advice is particularly adaptable



Canadian Store Interiors—H. C. Harrington's Grocery, Sydney, C.B.

you fail to make good, but mighty generous if you fulfill their expectations.

Certainly a young man with capital enough to start in business back east should consider well before he decides to come out here. Weigh it carefully. Perhaps out west here would be better. It's a growing country. Grow up with it. Boost it all you can. It's bound to take you up with it.

In conclusion, let me state that a trip west is a splendid business education. It will broaden you, make your ideas bigger, and fill out your chest. Cut out business for six or seven weeks and let your partner or head man run things for

to the provision shop where meat, which is a decidedly awkward thing to wrap up, is frequently carelessly thrown into a paper and given to the customers that way. The result is that the blood leaks through and makes a decidedly nasty mess of a customer's clothes, not to mention their temper. A little care and a good stout paper, with a bag to put the parcel in, will do away with any discontent on the part of the customer over a sloppily done up parcel. Even though the price of paper is high, it certainly will pay in the increased custom and satisfaction it will bring.

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Markets and Market Notes

QUEBEC MARKETS

POINTERS—

- Sugar—Firm.
- Beans—Continue stiff.
- Tea—More activity.

Montreal, July 15, 1908.

Trade during the week has been only fair. Most of the people who intend leaving the city for the summer are away now, as the continued hot weather would exert a tendency to drive them to the country. Butter has gone too high to be an export product. Advices from the lobster fisheries report a small pack, therefore high prices in this commodity may be expected. Nothing of great importance has occurred during the week, which has been decidedly on the dull side.

TEA—A cable just to hand from Japan advises second crop teas are just about all taken up and also reports further advance of market owing to large increase in demand for home consumption, coupled with scarcity of suitable teas. Ceylon Pekoes have been in fairly good demand, likewise Indian Pekoe Souchongs. Some activity is recorded in gunpowders also.

Choicest.....	0 38	0 45
Choice.....	0 32	0 37
Japan—Fine.....	0 27	0 30
Medium.....	0 22	0 23
Good common.....	0 21	0 22
Common.....	0 20	0 21
Ceylon—Broken Orange Pekoe.....	0 20	0 20
Pekoes.....	0 19	0 20
Pekoe Souchongs.....	0 19	0 20
India—Pekoe Souchongs.....	0 17	0 18
Ceylon greens—Young Hysons.....	0 19	0 21
Hysons.....	0 18	0 20
Gunpowders.....	0 17	0 25
China greens—Pingsuey gunpowder, low grade.....	0 12	0 16
" " pea leaf.....	0 12	0 27
" " pinhead.....	0 30	0 45

COFFEES—The demand has been good during the week, some of the better brands especially distinguishing themselves. There has been no change in the quotations since our last issue.

Jamaica.....	0 16	0 20
Java.....	0 20	0 30
Mocha.....	0 19	0 25
Bio. No. 7.....	0 19	0 11
Santos.....	0 11	0 11
Maracaibo.....	0 14	0 19
Roasted and ground 20 per cent. additional.....		

SUGAR—There is an increased demand for refined sugar and as a result the market is firm. Conditions existing in the primary markets, in consumption and annual production, seem to indicate that sugar prices will be maintained at a high level for some time. Prices have not changed since last quotations.

Granulated, bbls.....	5 90	
" " bags.....	5 15	
Paris lump, boxes, 100 lbs.....	5 70	
" " 50 lbs.....	5 80	
" " 25 lbs.....	6 00	
Extra ground, bbls.....	5 15	
" " 50-lb. boxes.....	5 4	
" " 25-lb. boxes.....	5 05	
Powdered, bbls.....	5 08	
" " 50-lb. boxes.....	5 25	
Phoenix.....	4 65	
Bright coffee.....	4 63	
No. 3 yellow.....	4 60	
No. 2.....	4 40	
No. 1.....	4 51	
No. 1 " bbls.....	4 40	
No. 1 " bags.....	4 45	

SYRUPS AND MOLASSES — There has been a fairly good demand for corn syrups during the week, but other lines

have been somewhat neglected. The prices are unchanged.

Barbadoes, in puncheons.....	0 31	0 35
" in barrels.....	0 33	0 35
" in half-barrels.....	0 34	0 36
" fancy.....	0 34	
" extra fancy.....	0 36	
New Orleans.....	0 22	0 35
Antigua.....	0 30	
Porto Rico.....	0 40	
Corn syrups, bbls.....	0 08	
" 1-bbls.....	0 13	
" 3-lb pails.....	1 75	
" 25-lb pails.....	1 25	
Cases, 2 lb tins, 2 doz per case.....	2 40	
" 5-lb. " 1 doz. ".....	2 75	
" 10-lb. " 1 doz. ".....	2 65	
" 20-lb. " 1 doz. ".....	2 60	

MAPLE PRODUCTS—A fair amount of trade only is passing in this market and prices are unchanged.

Compound maple syrup, per lb.....	0 04	0 05
Pure Townships sugar, per lb.....	0 07	0 08
Pure syrup, 8 lb. tin.....	0 80	0 85

SPICES—Demand is fair for small lots and the market is steady. Peppers have shown a little more activity. The prices remain the same.

Peppers, black.....	0 14	0 20
" white.....	0 18	0 27
Ginger, whole.....	0 16	0 20
" Cochin.....	0 17	0 20
Cloves, whole.....	0 17	0 30
Cloves, ground.....	0 25	0 25
Cream of tartar.....	0 25	0 32
Allspice.....	0 12	0 18
Nutmegs.....	0 25	0 60

DRIED FRUITS—There has been some demand for raisins and currants, with other lines somewhat neglected. Advices from California state that the greatest reduction in prices will be in apricots, of which there is a bountiful supply, and in fact everything is in good supply, except prunes, which will be considerably short of last year. It is felt that the prices will be much lower, but their exact stopping places are hard to determine, therefore, dealers are going cautiously in the matter of placing orders. There has been a futile attempt among the producers to boost prices, but it is thought prices will come to natural level based on the economic law of supply and demand.

Currants—		
Filiatras, uncleaned, barrels.....	0 06	0 06
Fine Filiatras, per lb, in cases.....	0 06	0 06
" cleaned.....	0 06	0 06
" in 1-lb. cartons.....	0 07	0 07
Finest Vostizzas.....	0 07	0 08
Amalias.....	0 05	0 06
1 lb. packages.....	0 07	
Sultana Raisins—		
Sultana raisins, per lb.....	0 10	0 11
" " 1-lb cartons.....	0 14	
Eleme Table Figs—		
Six crown, extra fancy, 40-lb. boxes.....	0 09	0 11
Four crown, fancy, 10-lb. boxes.....	0 08	
Three crown.....	0 07	0 08
Glove boxes, fine quality, per box.....	0 07	0 08
Fancy washed figs, in baskets, per basket.....	0 15	0 18
" pulled figs, in boxes, per lb.....	0 15	0 30
" stuffed figs, " box.....	0 25	0 30
Valencia Raisins—		
Fine off-stalk, per lb.....	0 04	0 05
Selected, per lb.....	0 04	0 04
Layers, ".....	0 06	0 06
Dates—		
Hallowes, per lb.....	0 04	0 06
Saira, per lb.....	0 03	0 04
Packets.....	0 06	0 06
Malaga Raisins—		
London layers.....	1 26	
"Connoisseur Clusters".....	1 40	
" " 1 box.....	1 00	
" Royal Buckingham Clusters," 1 boxes.....	1 37	
" " boxes.....		
"Excelsior Windsor Clusters".....	5 50	
" " 1 box.....	1 50	
California Raisins—		
Fancy seeded, 1-lb. pks.....	0 10	0 11
Choice seeded, 1-lb. pks.....	0 09	0 10
Loose muscades 3 crown.....	0 08	0 09
" " 4 crown.....	0 08	0 10
California Evaporated Fruits—		
Apricots, per lb.....	0 33	
Peaches, ".....	0 18	
Pears, ".....	0 18	

Prunes—		
Oregon prunes 25-lb. boxes, 30-40s.....	0 10	0 12
" " " 40-50s.....	0 08	0 09
" " " 50-60s.....	0 08	0 08
" " " 60-70s.....	0 09	
" " " 70-80s.....	0 07	0 15
" " " 90-100s.....	0 06	0 07

RICE AND TAPIOCA—The local trade in rice has been fairly brisk during the week. Tapioca has been somewhat slower. An advance in the primary markets is anticipated in rice, although no definite cables have reached this side yet announcing this fact. Prices remain unchanged.

B rice, in 10 bag lots.....	3 20	
B rice, less than 10 bags.....	3 30	
O rice, in 10 bag lots.....	3 00	
O rice, in less than 10 bag lots.....	3 10	
Tapioca, medium pearl.....	0 06	0 06

BEANS—The bean market is firm and a good demand has been its chief characteristic during the week. The stringency in the market is due to the financial depression, when beans are regarded as a cheap and highly nutritious food by the poor. The price continues around \$2.15 to \$2.25 although some lots have been offered at \$2.10, but are now exhausted at this price.

Choice prime beans.....	2 15	2 25
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EVAPORATED APPLES — Demand has been dull and the price has not changed.

Evaporated apples.....	0 07	0 07
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CANNED GOODS

MONTREAL—There is a good demand for canned fruits and vegetables. Canned fish has also been in fair demand. Canned meats have been somewhat neglected. The lobster pack for this year is smaller than last year, and it is thought high prices will prevail in this market.

TORONTO—Considerable more interest in futures has been manifest during the past week and a good many grocers are now buying somewhat freely. Last year's goods are going fairly well this week, particularly peas, corn and tomatoes. Tomatoes are said to be almost cleaned out, and the market will be pretty bare when the new pack goods come in.

NEW PRICES—1908 PACK. VEGETABLES.

	Per doz	Per doz
	Group 1.	Group 2
2's, sliced, br., "Simcoe".....		.95
Beets—		
2's, sliced, b.r., Simcoe.....		.95
2's, whole, b.r., "Simcoe".....		.95
2's, whole, br., "Rosebud".....		1.15
3's, sliced, br., "Simcoe".....		1.25
3's, whole, br., "Simcoe".....		1.25
3's, whole, br., "Rosebud".....		1.40
2's, golden wax, midget, "Auto".....	1.25	
Beans—		
2's, golden wax, midget.....	.90	.85
3's, golden wax, midget.....	1.40	1.35
Gals., golden wax, midget.....	4.05	4.00
2's, Refugee or Valentine (green).....	.90	.85

THE CANADIAN GROCER

seem to be sufficient to provide a carrying stock for October 1, 1908. Cuba can supply 100,000 tons of this if so disposed, and Europe and Java the rest; and inasmuch as these purchases must come into the present crop values of beet-sugar, and not into the new crop value at 1s less, there is good reason for our previous statement that the necessary business to September 1st will be sufficient to warrant firm and steady values and without unusual excitement. Crop reports from Cuba show visible crop to July 1st, 925,397 tons, indicating a final total of about 950,000 tons. The weather is favorable for the growing crop, of which no estimates are yet of value."

Paris lumps, in 25-lb. boxes	6 15
Paris lumps, in 50-lb. boxes	5 95
Paris lumps, in 100-lb. boxes	5 85
Paris lumps, in 20, 5-lb. boxes	7 00
St. Lawrence granulated, barrels	5 00
St. Lawrence Beaver	4 75
Redpath's granulated	5 00
Redpath's Imperial	4 75
Acadia granulated, (bags and barrels)	4 90
Berlin granulated	4 90
Phoenix	4 95
Bright coffee	4 90
No. 3 yellow	4 70
No. 2 "	4 80
No. 1 "	4 60
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

SYRUPS AND MOLASSES—Business is dull, with no local changes. The following circular was sent to the wholesale grocery trade by the Dominion Molasses Co. last week: "Owing to the unexpected short crop of molasses at Barbadoes, due to the season having closed much sooner than was expected, as well as to the high prices which have prevailed there during the latter part of the crop, we find it necessary to advance the price of fancy Barbadoes molasses in puncheons to 35c per gallon from this date, subject to change without notice; small packages at the usual advance over puncheon prices." This has had no effect on the local situation as yet.

DRIED FRUITS—Little business is passing in these lines, all interest being centred in reports of new crop California fruit, which are expected to be considerably lower. Prices are steady.

Fruits, Santa Clara—			
	Per lb.		Per lb.
100-120s	0 06	33-0, 25's, 50-lb. boxes	0 07 1/2
80-100s, 50-lb. boxes	0 06	70-80s	0 08
80-90s	0 07 1/2	60-70s, 50-lb. boxes	0 07 1/2
		40-50	0 09
Note—25 lb. boxes 1/2c. higher than 50 lb.			

Candied and Drained Peels—					
Lemon	0 11	0 11 1/2	Citron	0 21	0 22
Orange	0 11	0 12			
Peaches				0 18	0 20
Figs—					
Elmes, per lb.				0 08	0 15
Tapeta				0 03 1/2	0 04
Bag Figs				0 04 1/2	0 05
Currants—					
Fine Filiatras	0 06 1/2	0 07	Vostizzas	0 09	0 09 1/2
Patras	0 08	0 08 1/2			
Uncleaned, 1/2c. less.					

Raisins—					
Sultana	0 09 1/2	0 13			
" Fancy	0 11	0 12 1/2			
" Extra fancy	0 14	0 15			
Valencias, new	0 05	0 06 1/2			
Seeded, 1-lb. packets, fancy		0 11 1/2			
" 16 oz. packets, choice		0 11			
" 12 oz. "		0 09			
Dates—					
Hallowes	0 05 1/2	0 05 1/2	Fards choicest	0 08	0 09
Sais	0 04 1/2		" choice	0 08	0 08 1/2

SPICES—Business is fair, with no new features.

Peppers, blk pure	0 18	0 20
" white pure	0 25	0 30
" whole, black	0 18	0 18
" whole, white	0 28	0 28
Ginger	0 18	0 25
Cinnamon	0 25	0 40
Nutmeg	0 45	0 90

Cloves, whole	0 25	0 35
Cream of tartar	0 22	0 25
Allspice	0 17	0 19
Mace ground	0 19	0 40
Mixed pickling spices, whole	15	0 30
Cassia, whole	0 30	0 25

RICE AND TAPIOCA—Beyond a fair summer demand there is nothing new to note. Prices are as quoted.

Rice, stand. B.	0 03 1/2	0 03 1/2
B rice, 5 tag lots, delivered		3 05
Patna	0 03 1/2	0 03 1/2
Japan	0 06 1/2	0 06 1/2
Java	0 06	0 07
Sago	0 06 1/2	0 06 1/2
Seed tapioca		0 06
Tapioca, medium pearl	0 06 1/2	0 06

BEANS—Little business is passing at the continued high prices. Demand is naturally rather light at this season.

Beans, hand picked, per bush	2 10	2 25
" prime No. 1	2 00	2 10
" Lima, per lb.		0 07

EVAPORATED APPLES—Some business is being done, but demand is light.

Evaporated apples	0 07 1/2	0 08
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HIDES AND WOOL—The hide market continues strong with small advances on offerings. Wool is steady with a slightly firmer feeling.

No. 1 inspected steers, 60 lbs. up	0 09
No. 2 "	0 08
No. 1 " c.w.s.	0 08 1/2
No. 2 "	0 07 1/2
Country hides	0 06 1/2
City Calf skins	0 12
Cow try Calf skins	0 10
Sheep skins	0 80
Horse hides, No. 1	2 50
Rendered tallow, per lb.	0 05
Horse hair, per lb.	0 27
Wool, unwashed	0 07
" washed	0 13
Rejects	0 19

TRAVELERS ON THEIR HOLIDAYS

The wholesale grocery business in Ontario will be comparatively quiet for the next two weeks and the retailers will be forced to get along without the calls of their genial friends, the grocery travelers. According to the arrangement made some time ago, the next two weeks, beginning July 20 the travelers of the Ontario wholesale grocery houses generally will take their holidays.

An interesting fact in connection with this is that the glorious old Drummers' Snack at Alton will be held on Friday and Saturday, July 31 and August 1 and that the travelers will thus all be able to attend.

CARMAN-ESCOTT CO. DISSOLVED.

By mutual agreement of the partners, the Carman-Escott Company, wholesale grocery brokers, Winnipeg, have dissolved partnership. The two former partners, Jos. Carman and W. H. Escott, each purpose continuing in the brokerage business independently. Mr. Carman is organizing the Carman Brokerage Co., and Mr. Escott is continuing in the business under his own name. Each is well known to the wholesale trade of Winnipeg.

Mr. Escott has worked up an excellent connection among the manufacturers and wholesalers of Winnipeg, being an experienced grocery salesman. Mr. Carman has been established in business in Winnipeg for a number of years. The Carman-Escott Co. has been a vigorous brokerage firm and many in the trade will be sorry to hear of the dissolution of the partnership formed in the early part of 1907.

WON "FLIGHT" IN GOLF FINALS.

Henry Wright, general manager of the MacLaren Imperial Cheese Co., distinguished himself as a golfer at the final games of the American Golf Association of Advertising Interests at the Lambton Club, Toronto, on Monday. Mr. Wright won the third flight in the finals from E. M. Hoopes, of Wilmington, Del., who, by the way, is quite a noted golfer, by 1 up.

After the game, when called on for a speech, Mr. Wright made quite a hit with humorous references. "I attribute my win," he said, "to three things. During the tournament I have breakfasted on Shredded Wheat Biscuit, polished my clubs with Bon Ami, and have drunk nothing but Scotch highballs (Spaldings). The references were received with a good deal of appreciation.

THANKSGIVING ON MONDAY.

Canadian travelers generally will welcome the news that was announced in the House of Commons on Tuesday regarding the setting of Thanksgiving Day. In reply to an enquiry by Mr. Kemp, of Toronto, the Prime Minister announced that Thanksgiving Day this year will be held on a Monday. Representations in favor of a change from Thursday to Monday have been made from various organizations especially from commercial travelers, and the latter have been officially informed of the intended change this year.

W. B. STRINGER & CO. DISSOLVED.

It was learned with some surprise by the trade in Toronto this week that the wholesale fruit brokerage business, which W. B. Stringer and J. J. McCabe have carried on for some years under the name W. B. Stringer & Co., at 34 Church Street, was to be changed to some extent in that the partnership heretofore existing had been dissolved. The dissolution took place by mutual consent on July 10th.

As far as can be learned, W. B. Stringer will carry on the business, and Mr. McCabe will probably occupy himself with other interests.

PERSONAL NOTES.

Chas. Rishor, grocer, of Peterboro, was in Toronto on Saturday and made a pleasant call at The Grocer office.

A. V. Davey, formerly representing T. Kinnear & Co., in the Peterboro district, will hereafter represent Medland Bros., in the same territory.

HINTS TO BUYERS.

Reading notices under this heading will be accepted at 10 cents per agate line.

The trade is interested in requesting prices for molasses from the firm of Laporte, Martin & Co., Ltd., Montreal, before signing any orders. A word to the wise is sufficient.

The assortment of Canadian and imported canned goods carried by the firm of Laporte, Martin & Co., Ltd., Montreal, enables it to supply all wants. This firm is now booking its contracts for the new crop of canned goods. Its patrons can readily count upon the standard quality of the goods as much as on the advantageous prices quoted to all inquiring buyers.

CALGARY'S DOMINION EXHIBITION

Canada's Agricultural Progress Evidenced at Splendid Fair in Western City Last Week—Striking Exhibits from Various Districts.

Written for the Canadian Grocer by our Special Western Correspondent.

Calgary, July 7.—The Dominion Fair of 1908, held in this city, in the Province of Alberta, is now a matter of history. It is the sixth fair to be held under the direct auspices of the Dominion Government, and it is no reflection on those previously held to say that in many respects it was the best of them. On the face of it, it seemed impossible that a fair in any measure representative of the Dominion could be held so far from the Eastern Provinces, but the West is a country of magnificent courage, as well as magnificent distances, and Calgary Fair Board can now rest upon its laurels with the proud consciousness of having carried to a highly successful issue one of the most difficult propositions a Western town has ever tried to face.

Representative of Canada's Agriculture.

There were many things grown and made and bred in the great Dominion that were not on exhibition at this fair, but, speaking broadly, Canada is, and will be for many years to come, an agricultural country, and this phase of the great Dominion was well exemplified from coast to coast. There were herds of cattle, sheep and swine, from as far east as Quebec, and as far west as British Columbia. In fact, one of the strong features of the fair was the dairy and beef cattle from the East. In beef cattle the Province of Alberta was not as well represented as might have been expected, possibly because Alberta breeders have so recently gone in for finished herds, and this may have made them shy of running up against the satin-coated mammoths from the East, but in heavy horses, especially Clydesdales and Percherons, Alberta gave an excellent account of herself, and competition was very keen. Light horses, which were mainly confined to Alberta entries, were not strikingly good, as to a great extent Alberta has not yet gotten past the cow and polo pony stage. However, there was no evidence lacking that in the very near future Alberta will make a name for herself for both saddle and carriage horses.

Interesting District Exhibits.

Decidedly the most educational feature of the exhibition was the building devoted to District Exhibits. The exhibition offered prizes of \$200, \$150, \$100, \$75, \$50 and \$20 for the best exhibit made by any agricultural society or Board of Trade, setting forth the products and the advantages of any particular district. There were thirty competitors for these prizes, and their various exhibits filled from end to end one huge building. It was especially insisted on that exhibits must be grown or manufactured in the district exhibiting and must have been produced in 1907 or 1908. The districts were judged for wheat, oats, barley and other grains,

native grasses, tame grasses, vegetables, fruit, manufactured articles, minerals and natural products, and also as to the artistic arrangement of the same. It would be indistinct to dwell upon the exhibits from each district, but that is hardly possible without taking up too much space. To old Westerners who thought they knew the country well, one of the great surprises was the number of points in both Saskatchewan and Alberta where timothy, clover and alfalfa are being produced, and that in large quantities. The number of districts growing peas was another surprise, while something like twenty-five out of thirty showed coal as one of their mineral products, and seventy-five per cent. of the districts showed brick and native building stone. Pincher Creek was the only district to show crude petroleum, and Moose Jaw, genuine fire brick. Medicine Hat had a large tank of natural gas which was operating a small steam engine, heating the furnace for a house and baking bread in an ordinary gas stove. In the evenings this exhibit was lighted with natural gas, and very effective use was made of Rudyard Kipling's story of "The Town That Was Born Lucky." Raymond made a fine exhibit of beets and beet sugar, while considering that so much has been said of the treeless prairies, it was surprising how many districts showed logs among their natural products and lumber among their manufactured articles. The following is a list of the competing districts in the order in which they were placed by the judges. Granum, Okotoks, Carstairs, Macleod, Red Deer, Cardston, Prince Albert, Pincher Creek, Leduc, Moose Jaw, Nanton, Didsbury, Raymond, Leb-bridge, Innisfail, Ponoka, Claresholm, Olds, Vegreville, High River, Stettler, Regina, Vermilion.

Splendid Government Exhibits.

In addition to the district exhibits, three magnificent exhibits were put in by the Governments of Alberta, Saskatchewan and British Columbia. British Columbia not only displayed magnificent fruit and tomatoes, but also a fine collection of mounted specimens of deer, bear, mountain sheep, and of both salt water and fresh water fish. The mounted specimens of salmon were especially fine. Saskatchewan, in addition to a very fine display of grains and grasses, native timber and fur-bearing animals, had an exhibit that attracted almost universal attention. It was on one side a display of Indian work in beads and buckskin, such as we are all familiar with, and on the other a display of exquisite needle work in the shape of under garments, splendidly made boots and shoes, including a pair of patent leather tops for riding, wood carving and iron work, such as hinges, horse shoes and the like, the work of

the Indian boys and girls of the File Hills Indian Industrial Schools. Alberta, however, presented the most striking display. The hanger of the Calgary Fair, showing the cowboy suddenly finding a trail stopped by a barbed wire fence, and a field of wheat has become familiar all over Canada, but at this exhibition the poster was reproduced in life. There was the actual field of wheat, the covey of startled prairie chickens fluttering above it, a badger darting for his hole in one corner, and back of all the startled cowboy reining back his steed from the barbed wire fence. The actual field of wheat was not more than twenty feet square, but with the help of mirrors the effect of endless vistas of wheat was produced.

The "Made in Calgary" Section.

The "Made in Calgary" part of the industrial building was intensely interesting, and showed how rapidly manufacturers are springing up here at the foot of the Rockies. Calgary manufactures flour, breakfast foods, soap, extracts, iron goods, buggies and busses, lumber and wood finishings and last and perhaps most becoming of the cattle country where no man goes afoot, saddlery and harness of all kinds. There were saddles on exhibition that sell for \$1,000 apiece. They are perfect marvels of tooled leather, inlaid with silver, gold and mother of pearl.

There is only one harsh criticism to offer on the Calgary Fair and its managers. There are a great many United States citizens in the city and they have contributed not a little to the prosperity of Calgary and of Alberta, though as a matter of fact there is \$100 of British capital to every dollar of United States money invested in Alberta. It so happened that the 4th of July fell within the dates of the fair, and the fair management with a desire no doubt to have as many days as possible with a record attendance, committed the very grave error of inviting the American association to hold a 4th of July celebration within the grounds of a Dominion Exhibition, apparently forgetting that while to the Americans the 4th of July represents the birthday of their nation, to every Briton it represents the loss of one of the fairest colonies ever attached to the British crown.

The fair management further made the mistake in their desire to do all honor to their American guests of hoisting the United States flag, even with the British, instead of below it, as is always the custom with an alien flag. They also wore exclusively American flags on that day instead of wearing the Jack above the Stars and Stripes. In fact at the celebration on the platform where all the officials and directors of the fair were gathered, with the officers of the American association and the United States Consul, the only man who wore a British flag was the president of the American association. It is not by such tactics as these that Canadians will earn or hold the respect of United States citizens, and it is hoped that the action of the Calgary Fair Board upon this occasion will never again be duplicated in Canada. H.

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"Men Who Sell Things"

Salesmanship Not Altogether a Matter of Headwork—Sentiment and Heart-Promptings Are Important Factors—Dramatic Art Also Plays a Big Part—The Old-Timer and His Influence on the First-Tripper.

By Walter D. Moody—Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

CHAPTER X.

The All-Head-and-no-Soul Salesman.

The riches of salesmanship depend as much upon what we sow as what we save.

The all-head man is like a sponge, absorbing everything and giving out nothing. There is neither much of sentiment nor of sympathy in his mental make-up.

We hear it said that the actions of one man proceed from his head, and those of another from his heart. This difference is usually pointed out by the man who prides himself on being "heady." It is well to be "heady," as the term goes, but there is such a thing as being too heady.

A salesman is too "heady" when he measures the value of every sale by mere head-work, and does not allow anything for the natural influence of the soul qualities; when he does not take into consideration the greater results which might have been attained through combining brain stuff with soul stuff.

On the other hand, a salesman is ruled too much by his heart when he disregards his head and either ignorantly or carelessly acts contrary to what sound experience has proven to be true.

Don't Neglect Heart Promptings.

Give heed to this, then: Use your head to make your plans and carry them out, but don't neglect the promptings of your heart, just because you meet with a few men who have more heart than common sense. Soul qualities, those which spring from the heart, give life to your plans and actions. Balance head action with heart action. I have known some very brainy men who were wretched salesmen, simply because they had neglected to develop soul qualities in gathering their mental equipment together. But you could not get them to see it.

The hardest kind of man to reach is the all-head man. "Stuff and nonsense," says he, when you talk about the soul playing any part in salesmanship. He waves you off with, "That will do for women and children, but don't talk it to me."

Strangely enough, failure is never humble.

That's because some one else is always to blame. We ourselves make our successes; the other fellow makes our failures. Failure, therefore, always thinks itself deserving of the success which it has not achieved.

The science of salesmanship involves the exercise of the positive qualities of the body, mind, and soul. The last is perhaps one of the most important factors in successful salesmanship. Practical psychology as a mighty motive power in business-getting is receiving marked attention on the part of intelligent commercial men everywhere. If

traveling salesmen as a class were to set about the development of the powers and functions of the soul, such as faith, brotherly kindness, and reverence, and apply these in a practical way to the daily routine of their business life, the results of their work would be much enhanced.

On a certain occasion the sales manager of a large house called one of his salesmen to his office and said to him: "Mr. C—, you have represented us for two years in one of the best States in the Union. The results of your work have not been what we might expect. It is not our purpose to discourage you, but you have been two years planting seed down there—now for the harvest. We shall expect you to show largely increased sales during the next year.

"Now, let us examine the situation. You have an excellent territory, backed up by the strongest house in the world in our line; you have a personal asset in the way of general appearance that many men would give thousands to possess—a fine physique, a pleasing countenance, and a good knowledge of the business. But you lack one thing."

"One Quality Lacking."

"What is that?" asked the now thoroughly abashed but interested listener.

"Soul power, my boy. That's it. You remind me of a fine piece of sculpture I once saw in Rome. It was a statue of Moses by Michelangelo. The work was so lifelike and so perfect in every detail that the great artist was overcome, and in his excitement struck it a severe blow on the knee, as if to awaken it to life, and commanded, 'Speak, Moses!'

"Your work lacks life—life of a nature born of real interest in your customers. You must cultivate the qualities that will enable you to get close to people, permitting you to play upon the very harp-strings of the hearts of those with whom you come in contact. Learn to draw the sympathies of your trade to you, or you will never make your mark in salesmanship.

"Now it is an actual fact that men generally act more on feeling than judgment. If you make your customers feel like buying, they are pretty sure to buy, but if they do not feel like it they won't do it, even if they know they ought to. Your failure results from the fact that if there is no desire there is no possibility of doing business.

"Go out now and see if you cannot make your real power lie in your ability to awaken interest and create desire.

"Do not insist upon keeping yourself before your customer; bear in mind that he is not interested in you or your proposition. To make him care, begin as soon as possible by talking about his situation, never mentioning yourself. In short, show your customers that you are deeply interested in them."

Mr. C— thanked his manager, and, departing, promised to act upon his advice.

The very first day of the following week recorded an order from him for five hundred dollars that he secured from an old "blue line" merchant on a line of goods that he had always bought in another market. He increased his sales that year twenty-seven per cent., and all other departments of his work showed a decided improvement. He continued right on the next year to grow in usefulness to himself and his house, in a way that he had not dreamed of.

The power to sway people is not altogether a gift, by any means. It can be cultivated. In most cases it merely requires an awakening of the soul faculties, as in the career of Mr. C—.

The great majority of salesmen have neglected this side of their education, either from ignorance of its tremendous power as a commercial and selling asset, or because they regarded it from an erroneous standpoint, believing it should be regarded as mere sentimentalism.

Similarity of Professions.

The work of the salesman differs little in character from that of the lawyer, the preacher, the actor, or the statesman. In each of these professions success depends on the power to draw and persuade people.

From a business standpoint, the most important self-knowledge is the discernment of one's powers and the possibilities of their development. One of the greatest of these is the power of attraction. Many a great statesman has attained political favors of the highest nature by his wonderful psychological powers.

Some men have the faculty of easily winning consent from the majority of their acquaintances; at least, to almost anything they propose. The essence of this quality is not in their logic—in the arguments and reasons with which they are equipped—but in rousing an impulse in the listener to agree to the proposition that has been advanced, before hearing all the evidence, which he would usually require before making up his mind.

Some years ago a remarkable demonstration along this line occurred in the city of Chicago, when from some previously unheard of western town there came William Jennings Bryan, an unknown Congressman, as a delegate to a national political convention. In him this power had reached a wonderful degree of development. It had an irresistible effect on most of the people who heard him. He did not have to force the acceptance of his views on the convention—the convention's acceptance was a matter of course so soon as he claimed its attention. The man from the west sprang into leadership by acclamation; he received the unanimous nomination for the presidency of the United States, putting all other candidates entirely out of the race.

Dramatic Art in a Salesman.

Psychology forms the very basis of dramatic art. It is that power developed to a marked degree in a minister of the Gospel that causes him to move and sway a great concourse of people, drawing them to himself as one man. Salesmen who have developed this quality, in relating experiences of certain transactions, often speak of having felt a peculiar power of persuasion that could not possibly result in anything but success. Let the salesman once taste it, and a peculiar longing to meet people and sell goods will fasten itself upon him, impelling him, like Alexander, to look for new worlds to conquer. He will then have come into full realization of what it means to exert the power of his soul functions to the fullest degree, and his success will be an assured fact.

Merchants will buy a bill from the purely "head" man now and then because he is surrounded with an atmosphere of seeming superiority, but they do not bestow on him large and continued favors. Somehow or other their sympathies are inclined toward the genial fellow who employs genuine whole-heartedness with his headiness.

One of the "headiest" salesmen in our establishment gloried in the boast of a twenty years' experience on the road. He was a past master at analyzing a proposition; a regular "stand patter" on system. He constantly held up his sleeve a dozen theories for the successful management of every branch of the business, from the shipping department to the office of the president.

He kept a watchful eye on every one about the place. For any one to make a mistake was with him an unpardonable sin. If an error occurred in any department, he went railing and fuming about, unmindful of the fact that his business was that of selling goods; forgetting in his uncharitableness, or rather, perhaps, never having known, that the man who never made a mistake never made a success of business.

"The Man Without Sunshine."

There was a certain geniality of facial expression about this mathematically correct stickler for precise business methods, but there was no sunshine in his soul. He never spoke a kind, helpful word to any one or about any one. He had no sympathy in common with his fellowmen, not the faintest conception of the life-giving precepts founded on the brotherhood of man.

While still a young man, in place of crowning each successive year with increasing sales, he became soured and embittered, on finding his annual sales falling off and his salary cut down. This same man might have been a power in his profession, had he but known and applied the A B C of practical psychology in the daily routine of his work.

The brand of salesmanship that pays is the sort that plants the seed of the brotherhood of man in the soul, cheeriness and gentleness in the voice and manner, charity toward others in the thoughts, and a sympathetic, whole-souled genuineness in the hand-shake. There is no better selling-asset on earth.

The all-head and no-soul salesman must learn to mix soul stuff with his "grey matter," if he ever expects to achieve lasting results.

CHAPTER XI.

The Old-Timer.

Don't get your headlight behind; reminiscence means stagnation.—Elbert Hubbard.

Next to being turned doer in his first town, the youthful first-tripper encounters no greater discouragement than that of his initial meeting with the professional pessimistic old-timer, with his perpetual frown.

A few words with this grumbler cause the young man to feel the whole world of salesmanship is a dismal slough; that nowhere in the great desert of commercial life is there a single oasis where the dusty, travel-stained wayfarer may rest his tired limbs and take fresh hope with which to renew his arduous journey. Nothing in the wide, wide world is as good as it used to be; everything is on the highway to perdition. If some good genie could only come along and by a wave of the hand and a "Presto, change" turn the whole business world backward twenty-five or thirty years to where it was when he first took up his gripsack, then the traveling man would have a fair chance.

Troubles of the Pessimist.

Where is the commercial traveler who has not encountered him and given him a wide berth? He is to be seen in the hotel lobby, disputing his bill with the clerk because something or other went wrong. Next he is found quarreling with the baggage agent at the depot for charging too much excess on his trunks. In the smoking compartment of the train he is telling the boys—if he is fortunate enough to have any listeners—that business has gone to the dogs, and that a traveling man's life at best is nothing but a weary pilgrimage.

If he has a beaten path, he is soon singled out as a bore and left to himself. For the same reason he loses business, his customers finding pleasure in giving their favors to the man who approaches with a light step and a cheery smile.

Not all old-timers are of this class by any means, but there are enough of them to warrant a passing glance at the type. The best thing for any young man to do is to leave him severely alone to continue his grumbling where no harm may be done.

No character is more beautiful in the business world than the man's of advanced years who has come all the way down through the trials and uncertainties of a busy career and preserved a cheerful disposition and optimistic temperament, keeping step with all the changes that betoken progress in any line of industry.

You cannot go forward to any prize without leaving behind many things that seem desirable.

Pessimism dwarfs and dries up the soul; it kills ambition.

Honest admiration for progress is an incentive to good work; it develops and gives strength to all the ambitions.

Among commercial travelers there are many men of actual ability whose entire lives have been thrown away because of their bitter hatred for and constant opposition to progress of any sort. A habit of mind once formed is hardly ever lost; and there is no more common habit, unfortunately, among this class than that of envy and bitterness

toward innovations. Among salesmen how many words are wasted in decrying the real worth of others! A successful salesman, old or young, is too busy to think of changing times or of what others are doing, unless it be to look occasionally with approval and admiration at the progressive and the successful and say, "I am glad that times are growing better," or "I am pleased he is doing so well. I shall try to improve also."

Do we not all know instinctively, as soon as we hear a man talk optimistically or praise another freely and highly, that the man who talks thus is himself on the right track? And do we not all know that the man criticizing, attacking and belittling real effort is small, and growing smaller?

Unless the heart is light, we cannot keep pace with the times.

"Bigotry puts blinders on the best of men."

The Value of Keeping Step.

The value of keeping step is humorously illustrated in a story I once heard Alexander H. Revell, a prominent Chicago merchant and public-spirited man, tell on himself.

In the year 1877 he joined a regiment of state militia. On a certain public occasion before Mr. Revell had graduated from the awkward squad, the regiment turned out on dress parade, he being given the end of a line in the march. He had a maiden aunt with soldier blood in her veins, inherited from colonial days. She, with others, had a prominent place in the store window facing the line of march. As the regiment appeared, her enthusiasm knew no bounds. The old-time spirit fired her blood, as she fairly glowed with satisfaction, commenting on each company as it passed. When the company arrived in which her nephew was marching, she was observed to wear an expression of perplexity, and was heard to remark: "Look! look at that company! Every single man is out of step except my nephew Alexander."

The trouble with every old-timer who is out of tune with the universe is that he thinks everything in it is out of step and out of harmony but himself.

While engaged in a special line of work in connection with the Chicago Commercial Association I once had occasion to call to arms a large number of business men in that city eligible to membership. Among the hundreds of replies received there was one from a man old enough to be my grandfather that set my red corpuscles to tingling. It is the best illustration of optimism in old age that I have ever encountered. In the hope that it may inspire every young man, as it did the author, I publish the letter *verbatim*.

"My Dear Sir:

"Your kind invitation to become one of the Bully, Busy, Brother Boosters is received, and I am exceedingly sorry to have to send regrets, only on account of my financial inability.

"Yes, I attended the Goodfellowship Supper and took great delight in the many good things that were said about Chicago, and to see the determination of that magnificent body of live men, live workers, showing they were all connected with a live wire, and would make

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Chicago a good place to live. I first saw Chicago the year that Mr. Wacker said he was born—1856.

"My heart is with you, and what influence I have shall be used toward making Chicago a greater Chicago, and in doing what I can to improve the condition of my fellowmen.

"I have been closely associated with the wholesale grocery trade of Chicago and the entire Northwest for fifty years, and, though seventy-one years old, am an active, live broker, working every day in the year.

"The old man with the napkin in his hand, opposite the word 'ciation' in the lower left hand corner of your 'Appeal to join the Legion,' is me. I just got in by the skin of my face."

The last paragraph of this remarkable letter refers to his attendance at the Goodfellowship Supper.

Progress Through Forgetting.

Our progress is made by what we forget as well as by what we remember. Too many of us remember the wrong things. We need to learn what to forget. We all dislike to remember that we are sometimes wrong and need to be straightened out. It hurts to have the kinks taken out. Of course you have no kinks; but your neighbor has—we've heard you say so. Well, then, it's a good thing to get a picture of your neighbor. It will help you to learn how he can be straightened. That's a matter of vital importance.

Diplomacy above all other things should become more deep-seated with the salesman who has long served in the harness.

The salesman who is a born diplomat has much to thank the fates and his parents for; but what is still lacking in his princely heritage may be acquired, like many other valuable qualities; without it the salesman is like a ship without a rudder, caught in the trough of the sea of commercial competition.

Reduced to its lowest terms, diplomacy is just plain, good horse sense.

What Diplomacy Is.

A diplomat is a man who jumps from in front of a moving train. He does not put dynamite in his oven to dry. He has due respect for the hind quarters of a strange mule. He reins up on perceiving a red light in the centre of the road. He talks to the point when he addresses a brusque business man. He does not feed the animals at the circus. He believes in to-day, and that to-morrow is worth only twenty-four hours of uncertainty. He believes that human nature is the humanest thing on earth, and therefore makes his own deductions for egotism, grinchiness, reserve, penury, and woe; and he does not prod them with a sharp-pointed rod when to do so would bring only defeat.

Chicanery is not diplomacy, and policy is often deceit; both are bogus when measured by the standard of true tact.

It is mean to press an unfair advantage, but the man is a simpleton who

refuses to recognize the advantage that is rightly his.

The born salesman, young or old, is the one who towers head and shoulders above his fellows in the science of reading human nature.

There should be no age limit for The Man Who Sells Things; provided he retains his youth in old age.

Hard Work Doesn't Kill.

"It is better to wear out than to rust out." Good hard work, performed with a cheerful disposition or temperament, never yet produced creeping paralysis under three-score years and ten, at least. Age does not disable a man, but inactivity, lack of progressive instinct, or a despondent disposition does.

If the salesman wants to preserve his usefulness and likewise his position, he must not become antiquated in his methods.

One of the most common and most fatal of mistakes made by many middle-aged salesmen is that when they have built up a good trade and are headed well up toward the top of the sales list of their firms, they seem content with the record they have made, and are inclined to rest on their oars. At the precise moment when energy and advancement no longer enter their calculations, decay sets in. The trade that has required years of patient, intelligent toil to establish will soon be gobbled up by energetic young fellows eager for the fray.

I well remember witnessing when a boy, a twenty-five-mile bicycle race. It was the championship race for the long-distance record of the world, and was participated in by two brothers, famous the country over for speed and power of endurance. They held all manner of medals and prizes for races won, and were quickly picked as the winners of the race on that day.

It was a beautiful day; the occasion was a gala one; the clear, crisp air was fraught with excitement in anticipation of the results that would determine the world's championship.

The two brothers were cheered again and again as they mounted their wheels and rode leisurely away to what was generally conceded to be another victory to be added to their already long list of conquests in the sport.

The first lap of six miles was finished with the contestants pretty well bunched as they passed the judges' stand. The friends of the favorites expressed surprise because the brothers had not left the others behind at the offset. Confidently, however, they believed that the finish of the half would see them well in the lead.

A great shout rent the air as the riders hove in sight on the second lap. As they came nearer it was observed that the brothers, although riding close together, were distanced several lengths by three others who seemed determined on keeping the lead. As they passed, they apparently were riding easily, with no thought of defeat; but their apparent confidence was not shared by the anxi-

ous crowd. A foreboding swept over the throng, not so much from the position of the riders as from that indefinable suspicion that all was not right.

Cries of dismay were quickly suppressed on the assurance of the overconfident ones that all good riders started that way—slowly and without effort—holding in reserve their speed and strength, increasing these as the race continued, and finishing with a burst of both.

Anxiously we waited for the finish of the three-quarters. A cloud of dust announced the leaders in the distance as they rounded the home-stretch. On they came, tearing like mad straight for the wire, where the crowd was thickest. Like a flash they were past—each man was bending lower and working like a Trojan. In a second they were out of sight again around the curve—but that second was all that was necessary to disclose the sickening fact that the distance between the brothers and the first rider had not been diminished. The confident ones still adhered to their first theory, which seemed to bring a measure of assurance, for at last the brothers were working with a determination that bordered on the supernatural.

The agony was soon over. The last half was finished in about half the time the others had required. As the riders again appeared in the home-stretch the vast crowd was on tip-toe, anxiously hoping for the best; which meant that the race must be won by the favorites. The rider who had held the lead all

CREATING A NEW CUSTOMER

How a Trade Newspaper Ad Brought a Traveler a New Account.

In a prosperous town of the central part of Ontario there is a merchant who, until recent years, had never included wall paper in his stock. One day, three or four years ago, he was thoughtfully turning over the pages of one of the MacLean trade newspapers when the advertisement of a prominent wall paper manufacturer caught and held his attention. "Why not handle wall paper?" thought he, "surely I can turn a few honest dollars that way, I'll try, anyway!" So he sat down and wrote to the wall paper manufacturer, who at once dispatched a traveler with a full line of samples. Later on, the smiling traveler left the store with a pretty fair order booked. In a couple of years that merchant had cleared several hundred dollars; and, needless to say, the traveler who followed up the first inquiry still gets the business. Really, there is no business-getting combination on earth superior to trade newspaper advertising and live travelers who appreciate its advantages!

along was a stranger, and naturally was regarded as an intruder.

All things must end some time, happily or otherwise, and that race was soon finished.

There is little else to tell that cannot easily be imagined; the brothers failed to regain the position lost on the start through over-confidence resultant from past achievements. When they came up to the judges' stand, willing but disappointed hands helped their almost lifeless forms from their wheels, and carried them away from the field of conquest, which, for them, had been turned into defeat. Past honors could not win a race that depended solely on present opportunity. With that defeat, their daring and skill seemed to desert them. Like the bird with the broken wing that never soars so high again, they were not heard much of after that in racing circles.

I have seen many such cases among salesmen in my business career.

Be Up-to-Date in Methods.

Don't become antiquated in your business methods; don't let your customers see that younger men are more energetic, more up-to-date than yourself.

If you want to hold old customers and make new ones every year—which is absolutely necessary—you must be progressive and aggressive.

March forward with the times. Then you will hold your place in the ranks of salesmen as well as any young man starting on the road to-day.

Close your eyes and think of the past, the present, and the future, and—

"Gather ye rosebuds while ye may,
Old Time is still a-flying,
And this same flower that smiles to-day,
To-morrow will be dying."

It is far better to be optimistic, even though we begin late in life.

"Drop a word of cheer and kindness—
just a flash, and it is gone,
But there's half a hundred ripples cir-
cling on, and on, and on,
Bearing hope, and joy, and comfort, on
each splashing, dashing wave,
Till you wouldn't believe the volume of
the one kind word you gave.

"Drop a word of cheer and kindness—
in a minute you forget,
But there's gladness still a-swelling, and
there's joy a-circling yet;
And you've rolled a wave of comfort,
whose sweet music can be heard
Over miles and miles of water, just by
dropping a kind word."

"Hard licks make good luck."

The Baseball Game of Life.

Life is like a baseball game,
With Chance as pitcher: Fate,
Alert, determined, pitiless,
Stands just behind the plate.

Out in the field are Hopelessness,
Timidity, and all
Our other weaknesses prepared
To catch or stop the ball.

The stands are filled with many who
Accord us hoots and jeers,
And sprinkled with them, are a few
Who give us honest cheers.

And each man gets his chance to bat,
And many fan the air,
And now and then one makes a hit,
And wins out then and there.

Life is like a baseball game,
And bitterly we choose
To fasten all the blame on Luck,
The umpire, when we lose.

E. Kiser, in the Chicago Record-Herald.

(To be Continued.)

SELLING RIGHTS IN CANADA.

Benjamin Cook, of the Dodge Bottle Cap Co. has been at the Windsor Hotel, Montreal, for a couple of weeks arranging for the sale and manufacture in Canada of the Dodge Metallic Cap.

The English rights were disposed of last summer, to a large bottler of aerated waters, Schweppes & Company, of London. They anticipated using the Dodge Bottle Cap exclusively on their aerated mineral waters. The Dodge Cap is used for the means of covering preserves and for the sealing of jams, jellies and pickles, is being manufactured and sold in England by the Air Tight Sealing & Developing Syndicate.

Henry S. Wallis, who has been for a great many years a leading factor in the canned goods trade of England, is at the head of the English company, who manufacture the Dodge Cap. Many Canadian packers at the convention at

Buffalo, held in 1907, where the cap was first introduced, and also the recent convention held in Cincinnati, last fall, were greatly interested in the Dodge Metallic Cap Company.

Canadian packers should appreciate the opportunity of securing the benefit of such an excellent low price closure, such as the packers are enjoying in the United States and England at the present time. Canada is packing tremendous quantities of her choice fruits and is one of the leading factors in the packing trade.

Mr. Cook will be pleased to make appointments with those who would be interested directly in the controlling of the Dodge patent in Canada.—Adv't.

TOP-NOTCH HOG PRICES.

United States Markets Stiff and Packers Make Millions.

The New York Commercial of July 13, commenting on the provision situation, says: "Hogs reached the top rung of the quotation ladder to-day, registering at the \$7.05 mark. There they stayed while the market experts cried loudly that the highest point of the year had been reached. Hogs have been on the rampage ever since March when scarcity of corn also sent the price of beef up sharply. Gradually they advanced in price from 4 cents a pound live weight until the top notch was reached, when 100 pounds of hog brought \$7.08. Stock yards packers who put in millions of pounds of pork at 4 cents last winter have made several million dollars out of the present market, experts say. The market ran up to \$7 last year, but that was an artificial figure, brought about by nursing and there was an almost immediate break to \$6. This year, however, experts declare, the figure will stay high and hogs will be few and high-priced for six months more."

The Uniform
High Grade
Quality of



will keep your customers and build up your tea trade.
Our extensive advertising will create and maintain a
steady demand, a demand in which you should participate.

CANADIAN OFFICE. - VANCOUVER, B.C.

Agents—Richards & Brown, 34 Notre Dame Street, Winnipeg, Man.

Canadian Canned Fruits and Vegetables

Packers are now booking orders for canned goods under reserve as to the extent of the 1908 crop and without any guarantee as to delivery.

We are, however, in a position to guarantee full delivery of any order given us and we guarantee prices against decline to all who will send us orders before ten days.

- | | |
|---------------------|--------------------|
| Apples | Tomatoes |
| Apricots | Peas |
| Cherries | Green Beans |
| Peaches | Asparagus |
| Pears | Corn |
| Pine Apples | Spinach |
| Prunes | Pumpkins |
| Raspberries | |
| Strawberries | |

The Celebrated Imported

"Soleil Brand" Canned Fruits and Vegetables

We are also booking orders for the always increasingly popular imported Canned Goods "Soleil Brand" whose quality is always maintained to the highest standard.

We guarantee prices against decline

Send us your order for fruits and vegetables of the 1908 canning.

- | | |
|------------------------------|----------------------------|
| Petits Pois | FRUITS IN SYRUP |
| Giant Asparagus | GLASS JARS |
| Whole Asparagus Extra | Apricots |
| Asparagus Tips | Pine Apples |
| Beans | Strawberries |
| Artichoke Bottoms | Peaches |
| Medleys of Vegetables | Raspberries |
| Cut Carrots | Preserves and |
| Celery Ribs | Jellies of all |
| Whole Celery | Kinds in Glass Jars |
| Spinach | |
| Soups of all kinds | |

Canadian and Imported Canned Goods canning of 1907 in stock and ready for immediate delivery.

BARBADOES MOLASSES

Our third and last shipment of Barbadoes Molasses, "Choice" and "Fancy" brands will arrive here in a few days. Those who have not yet placed their orders please take notice.

For prices, quotations and further particulars, write, telephone or wire at our expense.

LAPORTE, MARTIN & CO., LIMITED

Wholesale Grocers and Wine Merchants

562-568 St. Paul St., - - - MONTREAL

SIX REASONS WHY YOU SHOULD STOCK

O'MARA'S BACON

1. It is in great demand by the public.
2. It allows you an excellent Profit
3. Your neighbors have it in stock.
4. Customers are pleased and come again.
5. It is made in an up-to-date inspected factory.
6. It is easily the best Bacon on the market.

TRY IT YOURSELF

JOSEPH O'MARA

PORK PACKER

PALMERSTON, - - - ONT.

Brand New Goods from a Brand New Plant

THE NIAGARA FALLS CANNING COMPANY LIMITED has just commenced packing fruit in the most sanitary and best equipped plant in Ontario. A processor who is admittedly the best in New York State has also been secured.

New pack strawberries will be ready to offer the trade by June 20th.

**ALL GOODS PACKED IN
SANITARY ENAMEL-LINED
CANS**

This in itself is a strong assurance of excellence and purity.

**The Niagara Falls Canning
Company Limited**

NIAGARA FALLS, ONT.

G. P. Boultar, Pres. F. H. Boultar, Gen. Manager
S. E. Boultar, Sec.-Treas.

COOKED HAM

Just the weather for Cooked Meats. Your customers do not want to be bothered with hot fires. Sell them Cooked Meats and make a good profit. And get your Cooked Meats from us.

F. W. Fearman Co.

Limited

Hamilton, Ont.

The Best Bacon

on the market to-day, and the cheapest, too, is

**RYAN'S
SHORT ROLL
BACON**

It is mild-cured, delicious in flavor, made only from carefully fed young hogs.

ASK FOR PRICES.

The WM. RYAN CO.

LIMITED

70-72 Front Street East

TORONTO, - ONT.

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Dairy Produce and Provisions

CHEESE AND BUTTER BULLETIN

Montreal, July 17.

The pastures in the townships are suffering severely from the long-continued absence of rain. In some parts forest fires are raging and owing to the generally dried up condition of the country, they are working havoc, and what little grass there is is being burned over. All of this has curtailed the production of milk, and, as a result, the supplies arriving are smaller. In the country the prices are beginning to advance owing to the shortage of milk supply. Previous to the advent of this unfortunate circumstance it was thought by many that although up to the present, this year's yield was behind last year's, it would overtake last year's or even surpass it, but now even the most optimistic cannot make this seem a possibility without the occurrence of some unforeseen and extraordinary circumstance. The setback is regarded as too much for the prospect of this season's yield surpassing last year's. It is pointed out that drought is generally experienced at this time of the year, but, as a rule, is confined to certain districts, whereas this year this dry condition seems to be more general. Reports from England state that there is a firm market for the Canadian product, owing to limited character of the imports. Finest grades of Canadian cheese are commanding very good prices there, while some other makes display a tendency to weaken. There is a fairly good inquiry for old cheese in the London market. Continued hot weather has many disadvantages to the cheese and butter trade, principal among which is the possibility of spoiling and consequently sometimes buyers display more caution in buying

than they would do when the weather conditions were normal. Shipments of cheese from Montreal last week amounted to 83,279 boxes, against 81,480 boxes for the previous week, and 94,586 boxes for the corresponding week of last year. There were shipped via Quebec 2,998 boxes, making total exports for the week 86,277 boxes. Total shipments from Montreal since May 1, 534,340 boxes, as compared with 615,102 boxes for the corresponding period of last year. Total shipments from Quebec since May 1, 18,115 boxes, as compared with 25,999 boxes for the corresponding period of last year. Total exports since May 1, 552,455 boxes, as compared with 641,101 boxes for the corresponding period of last year. Export price is 11c.

The butter market is higher and firm in its tone. The strengthened condition of the market is due to the curtailed milk supply, which, in turn, is due to poor pasturage. Prices since our last letter have advanced from one to two cents, and probably will go higher still. These high prices have put butter beyond the export basis, as there is very little inquiry at these advanced prices. Exports of butter last week amounted to 10,878 packages, as compared with 14,698 packages for the previous week and 3,300 packages for the corresponding week of last year. The total shipments since May 1, 37,493 packages, as compared with 11,337 packages for the corresponding period of last year. For export purposes, 22½ cents was obtained. In some quarters there is said to be an accumulation of the June make, in anticipation of a shortage. Although the English buyers want our stock, they are holding off for lower prices.

THE PROVISION SITUATION

Toronto, July 15, 1908.

The Canadian farmer must supply more hogs. It will pay him well and is one of the easiest matters around the farm to look after. This is the trend of the Canadian packers' thought and expression this week. With an excellent demand, both at home and abroad, enough to keep the factories running full time, the farmer and his hogs is the crux in the situation.

The British market continues to offer a strong demand for Canadian bacon, and has advanced about a shilling since last report, bringing the offering now to 61 shillings, a price which is making the packers' hearts glad and is attracting a considerable amount of the Canadian product.

The demand at home, however, both in the east and in western Canada, is exceptionally good, the summer's usual

brisk business having gotten fully into swing. With all this the factories are kept pretty busy, or would be, if they had the hogs.

When deliveries were light for week after week some few months ago, it seemed as if the farmers were holding their hogs for a higher price. This seemed justified, too, when the supply was materially increased a couple of weeks ago at the considerably higher prices then offering. Prices, however, have gone up a notch further since then and this week the packers are complaining that the hogs are not forthcoming. Of course, the farmers are busy to some extent with harvest operations, but when they are offered \$6.75 f.o.b., and \$7.15 at the factory, without much prospect of any higher prices, it would seem as if this would bring out whatever was left in the country. And when the deliveries

continue light, only one conclusion can be formed. What are being brought in are of pretty satisfactory quality, naturally a pleasing feature.

The firmness in the British market, which is working out to the advantage of Canadian packers, seems to be due to a large extent to smaller shipments from Denmark and the United States. Denmark last week sent in an aggregate of 38,000, which is considerably below the average of the past few months. Cables from Europe received locally this week, report that the Danes, whose operations are practically the controlling feature in the market, are busily engaged in harvesting operations and that as a result their "killings" will probably drop off to from 25,000 to 30,000 for the next few weeks. This fact assures the continuance of the strong demand for the Canadian product.

The United States markets are strong, with higher prices on account of the continued light movement in hogs and good genuine demand, with large packing interests buying heavily. At the recent advance there was said to be considerable profit-taking, especially in lard.

PROVISION MARKETS

MONTREAL.

PROVISIONS—Live hogs have advanced 25 cents per 100 lbs., which is due to smaller offerings and a continued good demand from packers and others for supplies. Fresh killed dressed stock has also advanced 50c on the 100 lbs. Other prices remain the same as at last quotation, and the market is displaying considerable activity.

Lard, pure tierces.....	0 12
" " 56-lb. tubs.....	0 12½
" " 20-lb. pails, wood.....	0 12½
" " cases, 10-lb. tins, 50 lbs. in case.....	0 12½
" " 5-lb. " ".....	0 12½
" " 3-lb. " ".....	0 12½
Lard, compound, tierces, per lb.....	0 09
" " tubs.....	0 08½
" " 20-lb. pails, wood.....	0 09½
" " 20-lb. pails, tin.....	0 09½
" " cases, 10-lb. tins, 50 lbs. in case.....	0 09½
" " 5-lb. " ".....	0 08½
" " 3-lb. " ".....	0 10
Wood, net; tin packages, gross weight—	
Canadian short cut mess pork.....	22 50
Canadian short cut clear.....	21 50
Very heavy clear fat back.....	22 00
Breakfast bacon, per lb.....	0 14½
Hams.....	0 12
Extra plate beef, per bbl.....	17 50

BUTTER—Farmers are complaining of the dried up condition of the pastures and this fact is resulting in a curtailed milk supply. Prices in the country are higher and unless rain falls soon to improve the condition of the pasturage, the price will go higher still. At the present prices are beyond an export basis. Dairy butter is arriving in fairly free supply.

Fresh Creamery, solids, lb.....	0 23½
" " private, lb.....	0 24
Dairy, tubs, lb.....	0 19

EGGS—Lighter receipts have firmed up the market quite considerably, having gone forward from two to three cents. Some dealers contemplate a

GEO. W. PROUT
 WINNIPEG and BRANDON, MAN.
Wholesale Produce
 Always a Buyer and Seller
 WRITE ME

Saskatchewan Merchants!!
 Get highest **CASH** prices on the
REGINA MARKET
 (and prompt returns) for your
BUTTER, EGGS and POULTRY
 by shipping direct to
THE REGINA
FRUIT AND PRODUCE CO.,
 ROSE ST. REGINA, SASK.
 Trial orders and correspondence solicited

SALT
 Car lots of Fine, Medium or Coarse,
 in Barrels, Sacks or Bulk.
TORONTO SALT WORKS
 125 Adelaide Street E., Toronto

We Want Butter!
Dairy Tubs, Creamery Solids
 We will buy f.o.b. your station,
 in large or small quantities.
 Write or phone us with best quotations.
Rutherford, Marshall & Co.
 Wholesale Produce Merchants,
TORONTO.

FEATHERS of all kinds and
 of the best quality can be had
 at reasonable prices of
P. POULIN & CO.
 MONTREAL
 Ask for quotations.

USE OVAL WOODEN BUTTER DISHES
THOMAS BROS., St. Thomas, Ont.

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

scarcity in this product during harvest time. There is a good demand, especially for the first guaranteed stock.

New laid.....	0 20	0 21
Ordinary candled.....	0 18	0 19
No. 2 Eggs.....	0 14	0 16

CHEESE—The cheese market is steady and prices are unchanged. The export demand was much lighter during the week, owing to unattractive prices.

Cheese, new, large.....	0 22	0 22½
" twins.....	0 12½	0 12½
" old.....	0 15	0 15½

HONEY—The demand continues slow for honey, and there is no change in prices.

White clover comb honey.....	0 13½	0 14
Buckwheat, extracted.....	0 10	0 11
Clover, strained, bulk.....	0 11	0 13½

TORONTO.

PROVISIONS—Excellent and improving business is being done this week, more especially in the cooked and smoked meats, and orders are keeping the men on the jump to fill them. One Toronto pork packer sent out eight cars of meat last week, and this was apart altogether from local trade. Prices are pretty much as a week ago, though hams have advanced a cent, and short cuts have gone up 50 cents per barrel. Lard is a very good seller just now at the high prices asked for butter.

Long clear bacon, per lb.....	0 11	0 11½
Smoked breakfast bacon, per lb.....	0 14	0 15
Roll bacon, per lb.....	0 11	0 11
Light hams, per lb.....	0 14½	0 14½
Medium hams, per lb.....	0 12	0 12½
Large hams, per lb.....	0 09½	0 10
Shoulder hams, per lb.....	0 17	0 17
Bacon, plain, per lb.....	0 18	0 18
" pea meal.....	18 50	19 00
Heavy mess pork, per bbl.....	23 00	23 50
Short cut, per bbl.....	0 12	0 12
Lard, tierces, per lb.....	0 12½	0 12½
" tubs.....	0 12½	0 12½
" pails.....	0 8½	0 09½
compounds, per lb.....	15 50	16 00
Plate beef, per 500-lb. bbl.....	0 8½	0 09½
Dressed hogs.....	0 13	0 13½

EGGS—Small quantities of eggs are arriving and the demand, too, is light in the face of the better trade in meats. New laid eggs, extra choice, are at 24 cents, and good eggs range down to 21 cents.

CHEESE—Probably every house but one in Toronto is out of old cheese at the present time, and all told there are perhaps less than 200 in the whole city. Prices continue as at last quotations. Business is fair only. New cheese continues to arrive in normal quantities, but the demand is light.

Cheese, 1-rge, prim : old.....	0 14½	0 15½
" new.....	0 14	0 15
" twins, new.....	0 13	0 13½

BUTTER—Prices appear to be stationary at last quotations. Dealers do not anticipate any lowering. England took a little creamery a short while ago, but the high price asked was a little too much for continued export business. What butter was offering, however, was readily picked up, and so far as the consumer and retailer are concerned the situation remains unchanged.

Creamery prints.....	Per lb.	0 21	0 25
Creamery solids.....	0 21	0 24	
Farmers' separator butter.....	0 22	0 23	
Dairy prints, choice.....	0 21	0 22	
" ordinary.....	0 18	0 19	
" tubs, choice.....	0 20	0 21	
Bakers' butter.....	0 18	0 19	

POULTRY—Very quiet business is being done and supplies are infrequent

and stocks low. Farmers are busy haying, and have allowed the poultry end of their business to ease up. Spring chickens and young ducks have declined in price about a cent per pound.


Spring chickens, p. r. b.....	0 15	0 23
Hens, per lb.....	0 09	0 10
Young ducks, per lb.....	0 11	0 13
Turkeys, per lb.....	0 13	0 14

REFEREE OF BUTTER AND CHEESE.

Official Appointed at Montreal by Agricultural Department.

A circular from the Department of Agriculture, just come to hand, reports the appointment of Joseph Burgess, a member of the dairy commissioners' staff, as official referee for butter and cheese at Montreal. His duties will permit him to examine on request shipments of butter and cheese over which there is a dispute as to quality. Examinations will be made and certificates given only when the request comes from both buyer and seller.

Mr. Burgess is well qualified to perform the duties of referee. He is an experienced cheese and butter maker, and has been on the Dominion dairy commissioner's staff since 1902. He was superintendent of the Government curing room at Woodstock, Ont., until it was closed in 1906. Since then he has been inspector for the dairy and cold storage branch in western Ontario.

AN INFLAMED TENDON NEEDS COOLING.

ABSORBINE
 Will do it and restore the circulation, assist nature to repair strained, ruptured ligaments more successfully than Firing. No blister, no hair gone, and you can use the horse. \$2.00 per bottle, delivered. Book 2-C Free.
ABSORBINE, JR., for mankind, \$1.00 bottle. Cures Strained Torn Ligaments, Varicose Veins, Varicocele, Hydrocele, enlarged Glands and Ulcers. Alays pain quickly.
 W. F. YOUNG, P.D.F., 204 Monmouth St., Springfield, Mass.
 Canadian Agents, LYMAN SONS & CO., Montreal.

BASKETS
 You can make money as well as oblige your customers if you handle our
**Butcher Baskets,
 Clothes Baskets,
 Grain and Root Baskets
 and Patent Strawboard
 Berry Box.**
 We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.
The Oakville Basket Co.,
OAKVILLE, ONT.

**People who
are Asking for Pure Malt Vinegar**

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

**PURNELL'S
Vinegar Sauces Pickles**

are of highest quality, made for apprecia-
tive people and all who want to be sure
of purity, flavor and delicate piquancy.

The best never fails to please. Order to-day
from our

AGENTS

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

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

**Royal Salad
Dressing**

has been made for 35 years. Last year's
sale was largest. It is easy to tell
why; holds old friends and makes new
ones. It's the old story of quality and
merit. The finest stores throughout the
country furnish to their finest trade **ROYAL
SALAD DRESSING**. Manufactured in Canada
only by

**Horton-Cato Mfg. Co.
Windsor, Ont.**

**CLARK'S SPECIAL
OX-TONGUE CAMPAIGN**

in all leading newspapers from coast to
coast is now running.

Over 1,000,000 people will read
these advertisements.

Be prepared for the demand this
will create.

Send in your orders now for
Clark's Ox Tongue. Specify 2s as
that is the size which is pushed.

WM. CLARK
Manufacturer
MONTREAL

There is only

**One
BOVRIL**



Do not load your shelves with inferior imitations
These when sold will not please your customers.
BOVRIL will always do you credit.

Supplies can be obtained from—

BOVRIL LIMITED, - - - - - **MONTREAL**
27 St. Peter Street
A. B. MITCHELL - - - - - **HALIFAX, N.S.**
Mitchell's Wharf
R. S. McINDOE - - - - - **TORONTO**
120 Church Street
W. L. MCKENZIE & CO. - - - - - **WINNIPEG**
306 Ross Avenue
A. G. URQUHART & CO. - - - - - **VANCOUVER**
336 Hastings Street West

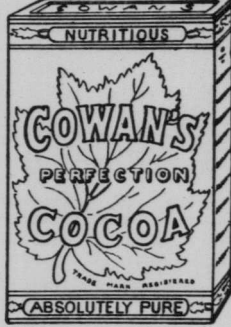
*and from all wholesale houses
throughout Canada*

In Purity and Flavor

COWAN'S

Cocoa and Chocolate


is positively unequalled.



Are you handling Cowan's? Nothing like it in the trade as a steady and rapid seller.

Profits really excellent.

The Cowan Co., Ltd.

By Royal  Letters Patent

Nelson's Opaque, Brilliant, Isinglass, Leaf, and Powdered Gelatine

NELSON'S
Granulated Jellies, Tablet Jellies, Creams, Custards, Fruit Puddings, Bottled Jellies, Lemonade Crystals, and Baking Powder.

Nelson's Gelatine and Liquorice Lozenges


NELSON'S SOUPS
(SIX VARIETIES)

Sole Proprietors and Manufacturers of
GORDON'S GRANULATED GRAVY

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

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

CANADA: No better Country



MOTT'S: No better Chocolate

Your customers using

Mott's

"Diamond" and "Elite" brands of

Chocolate

will never change to any other kind. The satisfaction they receive from its use makes them firm friends.

It will pay you to order MOTT'S.

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

SELLING AGENTS:

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

THE GROCER'S EAR

We want it for a few moments to tell him how much easier it is to sell

Shredded Wheat Biscuit

than it is to sell any other breakfast cereal. Here are a few of the "selling arguments" for Shredded Wheat:

- 1 Shredded Wheat is the whole wheat—nothing added, nothing taken away—cleaned, steam-cooked, shredded and baked.
- 2 The porous shreds are quickly penetrated by the digestive juices, making it more easily digested than mushy porridges or other breakfast foods.
- 3 Pound for pound, it contains more muscle-making, brain-building material than beef-steak or eggs, and costs much less.
- 4 Being in biscuit form, it has many more culinary uses than the ordinary breakfast cereal, forming delicious combinations with fruits, creamed vegetables or creamed meats.
- 5 It is the cleanest, purest cereal food in the world, and is made in the cleanest, finest, most hygienic food factory in this country or in any other country.

Cut this out, commit it to memory, and be "ready" for the next customer who asks you anything about breakfast cereals.

Shredded Wheat Makes Satisfied Customers

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ont.

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Ontario
Manitoba
"Mouille,
"Feed flour

THE FLOUR AND CEREAL MARKETS

Shortage of Wheat in the West Causes Firmer Feeling—New Ontario Wheat Coming Shortly—Cereals Continue Dull.

The feature of the week in the flour and cereal markets is the stronger feeling and the probability of an early advance in flour. The Chicago wheat market has been steadily firming up during the week and the situation in Winnipeg has been to a large extent sympathetic. This caused a jump of 3 cents in Winnipeg wheat on Monday. The better demand from Britain at increasingly higher levels is for high-grade wheat, of which there is very little left in the country. Dealers are becoming rather anxious at the small stocks on hand, and are beginning to doubt whether they are sufficient to supply the domestic demand until the new crop is ready. All this is having a reflective effect on the flour situation, which is firmer than it has been for several weeks.

Some export continues to be done to British ports, though this business is mostly in small lots.

Business in cereals continues quiet, though dealers report demand quite as healthy as usual during the summer months.

MONTREAL.

FLOUR—So far the rumors which are reaching the East regarding the magnitude of the Western crop have not affected the prices, but this condition cannot last more than a month or six weeks, when the prices will come down if the crop is as large as anticipated. At present the demand is slow and consists of orders of the hand-to-mouth variety.

Winter wheat patents.....	5 50
Straight rollers.....	4 70 4 80
Extra.....	4 00 4 10
Royal Household.....	6 10
Glenora.....	5 50
Manitoba spring wheat patents.....	6 10
" strong bakers.....	5 50
Five Roses.....	4 10
Harvest Queen.....	5 50

ROLLED OATS—Rolled oats in 80 and 90-lb. bags have eased off a little now, being quoted at \$2.50 and \$2.75 respectively. The market has been somewhat dull of late, small stocking orders being the rule.

Fine oatmeal, bags.....	3 05
Standard oatmeal, bags.....	3 05
Granulated.....	3 05
Gold dust cornmeal, 90-lb bags.....	3 25
White cornmeal.....	1 65 1 70
Rolled oats, 90-lb. bags.....	2 75
" 80-lb. bags.....	2 50 2 80
" 50-lb. bags.....	5 75 5 90

FEED—Ontario bran has declined a couple of dollars, now being quoted at \$21 to \$22, instead of \$23 and \$24. Other lines remain the same. Business has been decidedly dull during the week, buyers are exercising considerable caution in their operations.

Ontario bran.....	31 00 22 00
Ontario shorts.....	25 00 27 00
Manitoba shorts.....	26 00 28 00
" bran.....	22 00
Mouille, milled.....	27 00 31 00
" straight grained.....	27 00 33 00
Feed flour.....	1 50 1 80

TORONTO.

FLOUR—The stronger feeling in wheat is having its effect on the market here. While prices have not advanced, the feeling is materially firmer and a change may take place shortly. New Ontario wheat will be coming in in another week, and will relieve the situation to some extent locally.

Manitoba Wheat.	
60 per cent. patents.....	5 30
55 ".....	5 00
Strong bakers.....	4 80
Winter Wheat.	
Straight roller.....	3 70 3 80
Patents.....	4 60
Blended.....	4 20

CEREALS—Business continues on the same dull basis, with local demand fair and supplies equal to manufacturers' demands. Prices are unchanged.

Rolled wheat in barrels, 100 lbs.....	3 00
" oats in bags, per bag 90 lbs.....	2 60
Oatmeal, standard and granulated, in bags 90 lbs.....	2 10

GRAIN BILL PASSES SENATE.

Ottawa, July 9.—The Manitoba grain bill was finally passed by the Senate on Wednesday after a long debate on the amendment proposed by Senator Davis, to add a clause providing for the grading of scoured wheat. Sir Richard Cartwright declined to accept the amendment, on the ground that it might tend to injure the reputation of Canadian wheat in the British markets. The amendment was lost on division.

Senator Bernier offered an amendment to make a special grade for No. 1 rejected wheat, which would cover scoured wheat. This was also lost.

Senator Douglas gave notice of an amendment to provide grades for Nos. 1, 2 and 3 rejected wheat, which had been afterward scoured.

Sir Richard Cartwright promised to consider the suggestion, and if after a conference of grain men it was approved the amendment would be incorporated in the bill when it came before the Commons.

HOW MANY STOCKS HAVE YOU?

Many a merchant is really carrying three stocks of goods.

There's the stock in the store—the only stock the customer sees and buys from.

The second stock is that in the warehouse—waiting there for the "summons" to the store that in the case of many items "never comes."

The third stock is that on the merchant's books—those "graves" where every year some profits are buried.

Three stocks—two stagnant—only one active!

Ways and means of getting rid of one of your stagnant stocks are suggested by the article, "Credit to Cash" on the green pages in this catalogue.

And the sure way to get rid of the second of your stagnant stocks is to quit piling up unnecessarily big reserve quantities.—Butler Brothers' Drummer.



Mooney's Perfection Cream Sodas

are nationally popular. In all parts of Canada they are recognized as the Standard. It is no wonder, either, because they are positively unequalled for delicious and lasting crispness. They don't get soggy. They are made, baked and packed to stay crisp. The last cracker in the package is just as delicious in its crispness as the first one taken out. The shrewdest grocers are those who realize that nothing pays like quality; and they are the ones who handle Mooney's Perfection Cream Sodas.

The Mooney Biscuit & Candy Company,
LIMITED
STRATFORD, - CANADA



When asked for GELATINE supply COX'S and you cannot go wrong. It is PURE and will do its work WITHOUT FAIL.

Canadian Agents **J. & G. Cox, Ltd.**
C.E. Colson & Son, Montreal Gorgie Mills
D. Masson & Co., " EDINBURGH
A. P. Tippet & Co., "

Mr. Groceryman

- ☞ You are in a favorable position to take advantage of the offer of the Orange Meat people.
- ☞ They are advertising a series of Cash Prizes to the parties sending in the largest number of Carton bottoms taken from their Orange Meat packages.
- ☞ These prizes range from one dollar each up to a single Cash Prize of Seven Hundred Dollars, or an annuity of Fifty-two dollars every year during the life time of the Winner. Begin immediately. Full particulars on Card found in every package.

48 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered,
U. S. Pat. Off.

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

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

SUCHARD'S COCOA

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

BIG PROFITS IN CANTALOUPE.

"Cantaloupe growing is one of the most independent branches of farming," said the owner of a small ranch in the celebrated Rocky Ford district of Colorado. "And one of the easiest, too, for quite a considerable part of the year," according to the Detroit Free Press.

"Seed for the melon crop is planted from the first to the fifteenth of May, and after that, with the exception of a couple of weedings and two applications of water, your work is done until the time for picking begins, about the latter part of July or the first of August.

"When the melons begin to be ready for shipment the planter has only to inspect his patches from day to day and select those which are in condition. The cantaloupes are quick ripeners, and one might go through a patch one day and not find a single melon sufficiently advanced to be picked and yet the very next morning the same patch might show enough ripe melons to fill thirty or forty crates.

"The principal harvesting time for Rocky Fords is from the latter part of August until the first of October, all depending upon the frost. Exposure to frost puts an abrupt end to the existence of cantaloupes. The melons are picked in the morning, crated and then removed to the refrigerator cars or place of shipment in the cool of the evening. When picked for the Eastern market the melons are removed from the vines before they are fully ripe.

"While the Rocky Ford melons derive their name from the town of that name,

yet, as a matter of fact, the melons are grown in many other sections of Otero County, irrigated by the waters of the Upper Arkansas River. The principal point of shipment, however, is at Rocky Ford, and at the height of the season—the latter part of August—from forty to fifty earloads daily are sent away."

PREJUDICE ALMOST ERADICATED

J. Ogden Armour, Chicago, who has just returned from Europe with his daughter, who was operated on several years ago by Dr. Loring, of Vienna, and who has almost recovered, says, regarding the financial situation, that he had found a disposition among all European countries to again buy American canned meats, and that there was but small doubt that the prejudice existing since the investigation had been almost eradicated.

FOR TERCENTENARY VISITORS.

Jos. Cote, the Quebec tobacco manufacturer and importer, is preparing to look after the comfort of any members of the tobacco trade who may be visiting the city during the Tercentenary Celebration. The firm's office will be at the disposal of visitors for the receipt of letters and parcels, and tobacco dealers may have their mail forwarded in the firm's care. Any parcels of articles purchased in the city may be sent to the warehouse at 186 St. Paul Street, and these will be forwarded to their destination.

Keep Posted on Sugar

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, No 38 Front Street, NEW YORK.

OPEN TO BUY

Feed and Seed Oats, Wheat and Barley
Quebec's leading Flour and Grain House.

C. A. PARADIS,

Quebec

H. CONSTANT

First and sole maker in Canada
of all kinds of

MACARONI, VERMICELLI AND PASTES

92 Beaudry Street MONTREAL

MEGS

NUTMEGS AT FIRST-HAND. To wholesale only
C. H. BINKS & CO., MONTREAL



TRADE WINNERS.

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O

BODE'S CHEWING GUM

High Quality and absolute Cleanliness Guaranteed.
Largely advertised and good profit. Private brands to order.
THE BODE'S GUM CO., LIMITED, 30 St. George St., MONTREAL

LEA & PERRINS' SAUCE

THE
GREATEST
GLOBE TROTTER
OF THE
CENTURY

WELL
KNOWN AND
APPRECIATED
THROUGHOUT
THE WORLD



Making the dinners in millions of homes more tasty and appetizing.

Lea & Perrins' Sauce gives a rare relish to Fish, Meats, Game, Salads, Cheese, etc. Look for the signature!

"We advertise to the general Public in Newspapers and Magazines that this famous Sauce can be had from all Grocers."

J. M. DOUGLAS & CO.
Est. 1857, - MONTREAL
Canadian Agents.



WHITE MOSS COCOANUT

BECAUSE it is just a little bit better than all other makes, leads the market in Canada to day. Its sale is enormous, and increasing annually. Do YOU sell it?
The Canadian Coconut Co., - Montreal

During These Hot Days

It is very easy to sell a line such as ours, which is always in demand.

MACE'S Original Ice Cream Powder

Makes a delicious ice cream by simply adding boiling milk. Secure a small trial stock. Packages retail at popular prices.

A. H. MACE & CO.
746 Notre Dame St. West, - MONTREAL



THE DOMINION WAFER CO.,
44 St. Vincent Street, MONTREAL

BISCUIT CUPS

A SPECIALTY.

ICE PIES,
ICE CORNETS,
Etc., Etc.

Dealers in Choice Ice Cream.
Telephone Main 1310.

The Million—are after the money—Here is a Proposition

CASSON'S

Worcestershire Sauce

is a money maker. Wholesalers and Retailers find the quality right—Prices right—
YOU write **JOHN CASSON CO.**
FRONT ST. E., TORONTO

FRUITS, VEGETABLES AND FISH

Canadian Small Fruits Have the Call—Home-Grown Fruit and Vegetables Displacing Imported Lines—Good Fish Season—Successful Trial Importation of Soles.

Raspberries

Will be coming in fast this week. We look for prices to range about 10c. box.

Canadian Red Cooking Cherries, \$1.00; Gooseberries, \$1.00 to \$1.25 Basket; Eating Cherries, \$1.25 to \$1.50 basket.

In Imported Fruits Late Valencia Oranges are now at their best. Bananas are some easier in price, California Plums and Peaches are good.

Elberta Peaches, both Texas and Georgia are now arriving in fine shape.



25-27 Church St., TORONTO

QUEEN QUALITY PICKLES

Sweet—Mixed and Chow
Bulk Pickles
Tomato Catsup
Worcester Sauce

Buy and use the best Pickles

TAYLOR & PRINGLE CO., Limited
OWEN SOUND

Canadian fruit, especially the small varieties—red and black currants, gooseberries, cherries, blue berries and red raspberries—is still the leading line in the market this week. Raspberries are slow arrivals, and do not appear to be quite up to the standard as yet. Strawberries are off, and early green apples are making their appearance.

Carload lots of peaches and plums from both Georgia and California are daily arrivals, and some splendid specimens of bananas and pineapples, too, are being shown.

Among the vegetables, Canadian cabbage is displacing the imported variety, but imported tomatoes, being packed in fancy and attractive packages, still hold the fort in that particular line, although the season is almost over. Cucumbers are in steady demand and green peppers, now beginning to arrive, are much sought after. Potatoes are coming nearer home and are declining slowly in price, but the old Canadian varieties are firming up rapidly with the small lots offering.

MONTREAL.

GREEN FRUITS—Raspberries are being quoted this week at 12c per basket. Plums and peaches are lower. A carload of California cherries is expected to arrive this week. Sorrento oranges have gone forward 75c, likewise Valencia oranges. Porto Rico's are off the market. Bananas are at \$2 for good stock. Dealers report demand in city dull, but country trade has been good.

Bananas, fine stalk	1 50	2 00
Cocoanuts, new, per bag	3 50	3 50
Lemons	1 60	3 50
California, late Valencia	4 50	5 10
Pineapples, case	3 25	3 75
Apples	3 75	6 00
Sorrento oranges	3 25	3 50
Apricots, 4 basket crate	1 50	1 75
Peaches	1 50	1 50
Plums	1 75	2 00
Pears, boxes	3 10	4 00
Tomatoes	1 10	1 25
Raspberries	0 12	0 12

VEGETABLES—New potatoes are being quoted at \$4.50 per bbl. Lettuce, Spanish onions and cucumbers have declined. Other lines remain the same. The demand during the week has been decidedly good.

Parsley, per doz. bunches	0 35	0 35
Sage, per doz.	0 60	0 60
Savory, per doz.	0 60	0 60
Turnips, bag	0 75	0 90
Celery, doz.	0 75	1 50
Water cress, large bunches, per doz.	0 75	0 75
Spinach, bbl.	3 00	3 25
Green peppers, crate	0 35	3 50
Montreal cucumbers	1 50	6 00
California asparagus, bunch	3 25	3 25
Sweet Potatoes, basket	0 75	1 00
Beets, bag	0 60	0 75
Carrots, bag	1 00	1 25
Texas tomatoes, 4 basket crate	0 35	0 35
Tomatoes, hot house, per lb.	1 00	1 05
Spanish onions, small crates	2 75	3 00
" large crates	0 13	0 13
Canadian onions, lb.	0 09	0 09
Egyptian onions	0 30	0 30
Lettuce, per doz.	0 31	0 31
Radishes, doz.	0 25	0 30
Canadian parsley, doz.	0 25	0 30
Mushrooms, per lb.	0 75	0 75
Horse radish, per lb.	3 25	6 50
Peas, green, basket	0 25	0 25
French beans, wax	6 25	6 50

Egg plant, doz.	2 51	2 51
California cauliflowers, per crate of 16	4 00	4 00
New cabbage, crate	2 25	2 25
Florida Celery crate	2 75	3 00
New potato green mountain, bbl	4 50	4 50

FISH—Gaspé salmon has advanced a cent. Brook trout is higher now, being quoted at 25c. Lake fish, such as pike, dore and lake trout are becoming scarce, but whitefish are still in good supply. The season for Eastern salmon is nearly at an end. The demand during the week has been good. Prices with the exception of the above mentioned, remain the same.

Fresh and Frozen Fish.

Brook trout, lb	0 25	0 25
Haddock, per lb.	0 04	0 15
Fresh halibut	0 09	0 10
Mackerel	0 10	0 10
Dore	0 10	0 12
Steak cod	0 07	0 07
Pike, lb	0 08	0 10
Whitefish lb	0 25	0 25
Shad, each	0 12	0 12
Striped Bass, lb.	0 12	0 12
B.C. salmon, lb.	0 09	0 09
Qualla Salmon, lb.	0 15	0 15
Gaspé Salmon	0 15	0 15
Lake trout	0 10	0 10
Smoked and Salted—		
Haddies, box, 5, per lb.	0 07	0 08
Kippered Herring, 50 in box	1 00	1 00
Yarmouth Bloaters, per box	1 10	1 10
Prepared and dried—		
Shredded cod, box of 2 dozen cartons	1 81	1 81
Skinless cod, 100 lb. cases	6 70	6 70
Strictly boneless pure cod, boxes	0 08	0 13
Boneless cod, 20 lb. boxes	0 05	0 05
Boneless fish, 20-lb. boxes, blocks	0 06	0 06
Boneless fish, 25-lb. boxes, per lb.	6 04	6 04
English strip cod 30 lb boxes per lb.	0 09	0 09
Cod bits, 3 lb boxes, per lb.	0 07	0 07
Oysters and Lobsters—		
Malpeques, bbl	5 00	5 00
Standards, bulk, per imp. gal	1 50	1 50
Standards quart tin, sealed	0 40	0 40
Paper pails, 10", pint size	1 10	1 10
" 100, quart size	1 50	1 50
Pickled fish—		
No. 1 Mackerel, 20-lb. kltts.	1 75	1 75
Green cod, large lb.	0 04	0 04
Green cod, 1 lb	0 03	0 03
Labrador Salmon, 1-bbls.	6 50	6 50

TORONTO.

GREEN FRUITS—Canadian small fruits continue to be the leading line. Strawberries are off, only two crates being offered for sale in the whole market one day this week. Raspberries are very slow arriving. The hot wave of the past week has to a slight extent hurt them, as did the rain a month ago injure the strawberries. Huckleberries are coming in pretty freely from the north, and are sound and sweet. Cherries, too, keep up a steady supply. Red and black currants are being shown on all sides, especially the red variety, and some monster gooseberries attract much attention. Early Canadian apples by the basket are being sold rather slowly, as the fruit is small and berries and other lines still have the call. Bartlett pears from California are new and some few excellent specimens of pineapples from the South invited inquiries. Prices on almost everything have declined during the week.

Oranges, late Valencia, California, cases	3 80	4 75
" Mediterranean sweet, box	2 75	3 50
" Paterno Oran, half boxes	1 50	1 50
" Blood, half boxes	1 50	1 50
Lemons, California, November cut	2 75	4 00
" Messina, new crop	2 25	3 00
" Bah. mas. 80's, 96's, 117's, box	2 00	2 50
Apples, early, basket	0 50	0 75

Bananas, Jamaica, eight	1 59	1 65
" Jamaica first, per bunch	1 75	2 25
" Jumbo bunches	1 85	2 25
Fruit pie, Florida	2 75	3 50
Strawberries, qts., Canadian and imported	0 10	0 11
Gooseberries, Canadian, large baskets	0 60	1 25
Huckleberries	1 25	1 25
Red currants	1 85	1 00
Black currants basket	1 25	1 25
Raspberries per box	0 11	0 13
Blueberries, per basket	1 75	1 75
Rhubarb, Canadian per doz	0 15	0 25
Cocoanuts, per sack	4 60	4 60
Cherries, Canadian, basket	0 90	1 50
Watermelons	0 23	0 40
Limes, per case	1 25	1 25
Cantaloupes, California, crate	3 50	5 00
Grape fruit, Bahama, box	3 50	4 00
" California, box	4 00	4 75
" Florida, box	4 10	5 00
Plums, California	1 50	2 00
Pea, California	1 25	1 10
" Georgia	2 25	2 75
Bartlett pears, box	4 00	4 00

VEGETABLES—Like fruits, much interest is shown in Canadian lines. Lettuce and spinach, although continued to be quoted, are practically done, and the same might apply to radishes. String beans, beets and carrots are offering more freely, and onions, too, are fairly plentiful. Imported tomatoes have taken another spurt, and are plentiful and good. They are put up in handy and neat packages which set them off to advantage. The cabbage offering this week is much superior to what was shown a week ago, some little of it is Canadian grown stock. Green peppers are new and are of fair quality. Potatoes, new and old, stimulate many inquiries. Canadian old potatoes are about done; very few are to be had, and these few have advanced 20 cents during the past ten days. The new potatoes from around Baltimore, Md., are coming in pretty freely, and have declined a little in price.

Lettuce, Canadian, doz	0 25	0 10
Cucumbers, Canadian, per basket	0 75	1 00
Tomatoes, Baltimore, per crate	2 25	3 50
" Canadian, per basket	1 00	1 75
" Georgia	1 00	1 25
Mushrooms, per lb	0 60	0 60
Radishes per doz, Canadian	0 15	0 15
Spinach, Canadian, bush	0 50	0 75
Beets, Canadian, dozen bch	0 75	0 50
Egg plant, each	0 20	0 25
Beans, wax, per basket	0 35	0 50
Peas, new, basket	0 35	0 40
New Brunswick Delawares, per bag	1 40	1 40
Potatoes, Canadian, per bag	1 60	1 60
" new, bbl. Virginia	4 00	4 50
Sweet Potatoes (Jersey), per bbl	3 00	4 00
Onions, Bermudas, per 50 lb. crate	1 25	1 50
" per bag	1 45	1 50
" green, per doz., Canadian	0 15	0 15
" Egyptian, per sack	2 40	3 00
Carrots, new, per half doz bunches	0 20	0 15
Parsley, per doz	0 20	0 10
Watercress, doz	0 60	0 60
Green Peppers	1 00	0 75
Cabbage, imp	1 00	1 50
" Canadian	1 50	1 75

FISH—Splendid business is being done in all lines. Sea fish are coming in more plentifully, and in greater variety. Fresh water fish, though in good supply, is unable to meet the demand, especially is this so of whitefish and trout, which have advanced to 11c per pound in consequence. Live lobsters around 40c each are to be had, and sea salmon at from 15c to 18c are fairly plentiful, the Pacific fish at 15c and the Atlantic salmon at 18c. A couple of sole imported from England proved a novelty and sold as high as 75c a pound.

Perch, large, per lb	0 06	0 07
Blue pickerel, per lb	0 05	0 07
White fish, Georgian Bay, per lb	0 11	0 11
Herring, medium, per lb	0 06	0 06
Whitefish, Lake Erie	0 11	0 11
Cod, fresh	0 08	0 08
Pinnac Haddie	0 07	0 08
Trout, fresh, per lb	0 11	0 11
Halibut, fresh caught	0 10	0 10
Shredded cod, per doz	0 90	0 90
Live lobsters	0 40	0 40
Bluefish, small white, per lb	0 07	0 07
Halibut, fresh	0 08	0 08
Lake Herring, 1 bbl	3 00	3 00
Sturgeon, per lb	0 12	0 18
Sea salmon	0 15	0 18

Georgia Peaches

We have been appointed distributors for several large Peach Associations in Georgia. This delicious fruit will be sold in **6 basket carriers** at very moderate prices to encourage distribution and liberal consumption. Also we will sell this week several cars **California Plums and Bartlett Pears, Tomatoes, Oranges, etc.**

WHITE & CO., Limited

Wholesale Fruit and Produce

Branch at Hamilton

Toronto

Partnership Notice

Notice is hereby given that the partnership heretofore carried on by W. B. Stringer and J. J. McCabe as Wholesale Fruit Brokers, under the style of "W. B. Stringer & Co.," was on the 10th July, 1908, dissolved by mutual consent.

Seasonable Goods

Canadian Strawberries
Florida Water Melons
California Late Valencia Oranges
(Celebrated Golden Orange Brand)
Fancy Ripe Bananas
Texas and Canadian Ripe Tomatoes
Southern and Canadian Cabbage and Cucumbers

HUGH WALKER & SON
GUELPH, ONT.

Persons addressing advertisers will kindly mention having seen their advertisement in **The Canadian Grocer.**

Classified Advertising

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

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

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

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

Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " 6 months...	17 00
" " " 3 months...	10 00
50 " " 1 year.....	17 00
" " " 6 months...	10 00
25 " " 1 year.....	10 00

AGENCIES WANTED.

WANTED—Wholesale grocery broker in Montreal is open for few more lines, canned goods a specialty. Highest connections, fifteen years experience. Apply Grocer Office, Toronto. (46)

BOOKS FOR THE GROCER.

TEA BLENDING as a fine art, by J. M. Walsh. This work is especially designed for the use and instruction of those engaged in the tea and grocery business, containing formulae for the scientific and judicious combination of the different varieties and grades of tea. Price, \$2.00 postpaid.

TEA, its history and mystery, by J. M. Walsh. The contents of this practical and exhaustive work include cultivation and preparation; adulteration and detection; arts of testing, blending and preparing; chemical and medicinal properties, etc. Price, \$2.00 postpaid.

COFFEE, its history, classification and description, by J. M. Walsh. This interesting and instructive book deals with the commercial classification and description, adulteration and detection, and the art of blending and preparing of coffee. Price, \$2.00 postpaid.

ART AND SCIENCE OF WINDOW DRESSING, by S. W. Roth. Every retail grocer should learn the methods set forth in this book—which is specially written for **Grocers**—on how to make grocery windows attractive and thus draw trade. Every means of successfully displaying goods is treated of in its 14 chapters and 30 illustrations. Price \$2.00, postpaid.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include special sales, getting holiday business, co-operative advertising, money-making ideas, contests, etc. Price, \$2.50 postpaid. MacLean Publishing Co., Technical Book Dept., 10 Front Street E., Toronto.

FOR SALE

A BUSINESS FOR SALE in a prosperous town of about 2000 population; two railroads as convenience, one being direct to the Northwest. The town is about 60 miles north of Toronto. The best reasons for selling out. Yearly sales \$9000 to \$10,000 on a \$2,500 stock. All further particulars on application. Address P. O. Box 288, Alliston, Ont. (28)

SALESMEN WANTED.

SALES MANAGER.—Good position for energetic young man, not afraid of work. Good prospects for advancement. Must know both languages, be good correspondent and willing to learn details of business. Answer in own handwriting, stating age, business training and experience, and salary expected. All correspondence confidential. Box 206, CANADIAN GROCER, Toronto.

BUSINESS CHANCES.

JOHN NEW, Real Estate and Business Broker 156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

GROCERY BUSINESSES—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

\$4,500—GENERAL country stock for sale, fifty miles from Toronto, splendid farming community, all new goods, satisfactory reasons for selling, eighty cents on invoice. John New.

\$1,800—GROCERY, splendid stand, excellent store and dwelling, trade exceeding three hundred weekly. John New, Toronto.

If you want to buy or sell a business, write, John New, Toronto.

PERIODICALS.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, **THE PRINTER AND PUBLISHER**. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

COMPLETE information on books, stationery, fancy goods, music, photo supplies and kindred lines is given each month in **THE BOOKSELLER AND STATIONER**, of Canada. Subscription price \$1.00 per annum. Address, 10 Front Street East, Toronto.

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MISCELLANEOUS.

STORAGE suitable for out of town manufacturers or brokers, central in Toronto. Office room if required. Address "Storage," **THE CANADIAN GROCER**, Toronto. (116)

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

CHERRIES SHIPPED TO ANY ADDRESS. Correspond with W. T. Riddell, Auburn.

AN EXTRA 1 PER CENT. PROFIT.—A National Cash Register will earn at least an extra 1 per cent. profit for any retail merchant. The National Cash Register Co., F. E. Mutton, Canadian Manager, 129 West King Street, Toronto, Ont.

WANTED.

WANTED in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Jookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The MacLean Publishing Company, Limited, Toronto.

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

A PIECE OF CHALK

Time was when a piece of chalk was the accountant's most approved instrument. When a charge was made it was "chalked up." When it was paid it was rubbed out—and there you are. Easy enough, but—

Allison Coupon Books



are just as simple. And ten thousand merchants in America and foreign countries consider them better.

Give them a trial. Begin in a small way if you like, but TRY THEM and see for yourself how much better they are than any other method of accounting.

The Plan :

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

Manufactured by

Allison Coupon Co.

INDIANAPOLIS, IND.

Ship your

DRIED APPLES

before warm weather sets in

O. E. ROBINSON & CO.

Established 1886

Ingersoll - Ontario

California Fruits Watermelons

THE DAWSON COMMISSION CO., TORONTO

The distinctly rich and appetizing flavor of

"King Oscar"

brand of
Norwegian

Sardines

is due to the delicacy of the fish, the purity of the olive oil, the scrupulous care exercised in curing and packing.

Norwegian Sardines are preferred to French or Portuguese pack by the best connoisseurs.

You may never have handled any—if not, place an order with your jobber and insist particularly on getting

"KING OSCAR" BRAND.

J. W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, HAMILTON

Pickles and Olives

This branch of your business can be made very profitable by placing before your customers such a highly reputed brand as

Rowat's

Since introduced to the Canadian Trade they have become the favorite brand throughout the land.

Quality guaranteed, well labelled and profitable to sell. Ask your jobber for Rowat's.

ONTARIO and QUEBEC—Snowdon & Ebbitt, Montreal
HALIFAX—Warren & Co. ST. JOHN—F. H. Tippet
VANCOUVER—Jarvis & Co.

Brunswick Brand Unequaled

Grocers have found by experience that the best canned fish comes from the home of the industry in New Brunswick. They have also found that

Brunswick Brand

is always first—ever to be relied upon. This famous brand ensures you getting absolutely the best

**Sardines, Clams, Scallops,
Herring in Tomato Sauce,
Finnan Haddles and
Klippered Herring**

New Pack Herring in Tomato Sauce, and Sardines, now obtainable. All kinds. Undoubtedly the best.

Connors Bros., Limited

Black's Harbor, N.B.

Dominion Fruit Exchange

52 Nicholas St., - - - OTTAWA, CANADA

We want your shipments of Strawberries and all other kinds of Fruits and Vegetables.

Remember we handle all Fruits and Vegetables for the Dominion Government, grown at Experimental Farm here.

You will certainly make money by corresponding with us when you are open to buy or sell anything in our line.

We also make returns promptly, charging ten per cent. commission and no more.

Don't forget that we operate the largest Fruit auction rooms in Canada.

We also have G.T.R. siding, so that there is no cartage at this end.

OUR REFERENCE :

Crown Bank, or any mercantile agency.

AUCTION SALES

Monday, Wednesday and Friday,
at 2 p.m.

Also every morning at eight o'clock during berry season.



There is only one

FLY PAD

That's **WILSON'S**

The best fly killer made

Queen City Water White Oil

GIVES PERFECT LIGHT

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

FOR SALE EVERYWHERE

Tuckett's Orinoco Cut Tobacco

No better, just a little milder than

Tuckett's "T. & B." Myrtle Navy Cut Tobacco

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

HAMILTON, CANADA

Royal Sport and Hogen Mogen CIGARS

have been so long on the market that they are known and appreciated everywhere,
so that it is not difficult to sell them once you let your customers know you have
them in stock.

FOR PRICES WRITE TO

The Sherbrooke Cigar Co., Sherbrooke, Que.

Inform

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The tobacco was originally
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FACTS ABOUT GROCERIES

Information for Clerks and Merchants Regarding the Products They Sell—
How Tapioca is Made.

The Manufacture of Tapioca.

The tapioca plant, *Janipha Manihot*, was originally introduced to the Straits Settlements from Brazil. Flake tapioca and Cassareep are produced from the root or tuber, which contain hydrocyanic acid, also manihotorin, known as sepsicolytin or fermentation hinderer, on account of its remarkable antiseptic properties. The hydrocyanic acid is very volatile and is expelled by a slight degree of heat; thus no trace of it is left after the process of drying is complete.

The method adopted on new land is extremely simple and inexpensive, and can be followed for three years without the application of manure. The jungle is felled and burnt, after which the land is allowed to weather for about six months before planting. Meanwhile the branches and boughs are lopped off, heaped and burnt. The soil is then scraped with the shankole and cleared of all growth. Slips cut six inches in length are taken from healthy matured plants and planted every five feet, in rows six feet apart. The second year the soil is disturbed to a depth of from four to six inches, and the distance of planting reduced to four feet by five feet. The third year the same method is followed except that the distance is further reduced three feet by five feet.

Three weedings are generally necessary, but this varies somewhat according to the condition of the land. The cultivation of old land—that is land from which three crops have already been taken—is arduous and expensive. After gathering the previous crop's sticks, the ground is first shankoled (hoed) to a depth of one foot, followed by a second operation in which the soil is thoroughly pulverized and weeds entirely removed. Suitable manure is then spread broadcast, after which banks are dug one and a half feet in depth and five feet in width. Planting is followed immediately, the slips being placed in a slanting position on the top of the banks, every two feet nine inches, and just below the surface.

Matures in Twelve to Fifteen Months.

On old land the plant takes twelve months to mature and on new land fifteen months. On old land the plant takes twelve months to cleanse them and removes the greater part of the outer skin, after which they are rasped to a pulp. The flour is washed out of the pulp in large cylinders covered with straining cloth and through the centre of which pass spray pipes for the necessary supply of water. The liquid thus obtained passes through the cloth and the fibre out of the opposite ends to which the machines are fed. After settling in shallow tanks three and a half hours, the water is run off, leaving the

flour about half an inch in thickness. This is removed to deep vats, where it is thoroughly stirred and allowed to settle for seventeen hours. It is then dug up, and after all impurities have been carefully removed, the mass is pulverized in a machine and sifted. At this stage the flour is suitable for making either flake or pearl. The methods, however, are somewhat different.

Flake is formed by granulating in round pans heated by a fire to a temperature of 212 degrees. The material is then dried by fire heat on iron plates at a temperature of about 160 degrees. Finally it is sifted and packed for the market.

Pearl is formed by tossing the flour from end to end of a damp cloth cradle, suspended from the roof of the building and reciprocated with a jerky motion by a man at either end and one at the side to prevent the cradle rocking and spilling the flour. It is then sifted and the rest of the process is the same as for flake, except that the roasting pans are at a somewhat lower temperature.

AUSTRALIAN CONTRACT RENEWED.

Sir James Mills of New Zealand, head of the subsidized steamship line between Canada and Australia, arrived in Ottawa recently in connection with the company's contract with the government for a weekly service between Canada and the Antipodes. The government has made a temporary renewal of the contract until August, 1909. The company gets a total subsidy of £60,000 per year, of which Canada gives £37,090.

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., Glasgow, Scotland.**ATTENTION.****JOS. COTE,** Importer of and Wholesale Dealer in Tobacco**QUEBEC**

invites the merchants of the Dominion, who intend to come to Quebec on the occasion of the Tercentenary Celebrations, to visit his establishment.

This house carries the most varied and best selected stock in the Dominion and offers to receive all parcels which visitors hand to them to be transmitted immediately to their addresses without charge.

Office and Sample Room: 186-188 Rue St. Paul; Phone 1272. Warehouse: 119 Rue St. Andre; Phone 1272. Branch Office: 179 Rue St. Joseph; Phone 2097.

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

BLACK WATCH

The Big Black Plug
Chewing Tobacco.

Already a Big Seller

Sold by all the Wholesale Trade



IF INTERESTED IN STORE FIXTURES

IN VIEW OF PRESENT OR FUTURE
NEEDS, BE SURE AND SEE OUR

WALKER BIN DISPLAY AT WINNIPEG FAIR

OUR REPRESENTATIVES IN ATTENDANCE WILL
BE PLEASED TO SUBMIT DESIGNS, PLANS AND
ESTIMATES FOR THE COMPLETE FURNISHING OF
YOUR STORE.

The Walker Bin & Store Fixture Co.,

BERLIN, ONT. Limited

Representatives

Manitoba: Stuart Watson & Co., Winnipeg; Saskatchewan and
Alberta: J. C. Stokes, Regina, Sask.
Montreal: Kenneth H. Munro, Coristine Bldg.

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

Boston Special

Absolutely Automatic



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

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

**Plain Figures Show
Value**

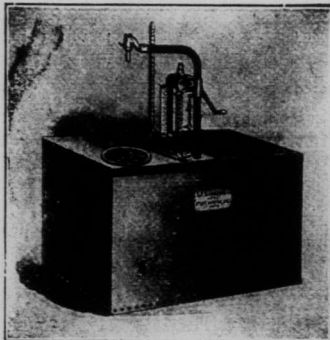
No mistakes or errors
are possible. Down weight
not possible.

The Dayton

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

Pays for itself

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



Cut 19—TYPE B.
All Metal Outfit.

If you even suspected that you were losing from \$50.00 to \$200.00 a year, wouldn't you try to stop it?

By retailing your oil and gasolene with ordinary tanks, you ARE losing that much or
more.

Catalog B. shows you just how you are losing this money and illustrates Oil Tanks
that will stop it.

S. F. BOWSER & CO. Limited

66-68 Frazer Ave., Toronto

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

SPRAGUE

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

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

FRANK H. BARNARD, PRINTER
246 Spadina Ave. Telephone Main 8357, Toronto

Ridgeway's Collecting Agency
11 St. Sacrament Street, Montreal
Established 1880

Has the confidence and patronage of the banks
and leading merchants such as Forbes Bros.,
S. J. Carter & Co., John Robertson & Son.
Overdue claims collected everywhere, no
collection, no charge. Tel. Main 1677.

EXPERIENCED ADVERTISEMENT WRITERS

who are open for a situation are requested to
register their names with the MacLean Pub-
lishing Co., at any of their offices. Inquiries are
occasionally made by manufacturers and whole-
sale houses who contemplate establishing their
own advertising department.

You take no risk when
you sell
BANNER BURNERS

Every Burner guaranteed. Orders solicited
through the jobbing trade.

ONTARIO LANTERN AND LAMP CO., LIMITED, HAMILTON, ONT.

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

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

BLACK JACK

WILL BRING NEW CUSTOMERS TO YOUR STORE



TRY IT

SOLD BY ALL
JOBBERS

3/4-lb. tins—3 doz. in case

PAYS FOR ITSELF EVERY 90 DAYS



LASTS A LIFETIME

The Perfection Comput-
ing Cheese Cutter

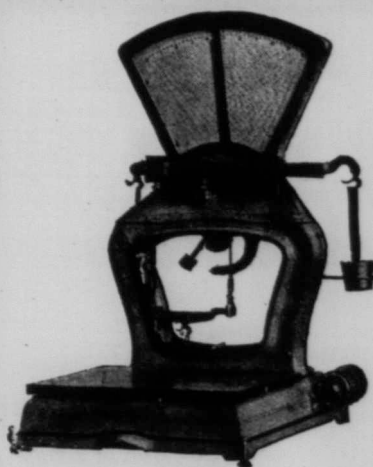
Does this. Ask one of the many
thousand grocers who use it.

**SIMPLE ACCURATE
ATTRACTIVE**

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

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

THE AMERICAN COMPUTING CO., 18 and 20 Mary St.,
OF CANADA HAMILTON, Ont.



NO. 170 MODEL

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

A post card sent us will bring complete in-
formation or a call from a representative.

STIMPSON COMPUTING SCALE CO.
DETROIT, MICHIGAN

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

BEFORE

YOU

BUY

A

COMPUTING

SCALE



The
**Elgin National
Coffee Mills**

40 Sizes and Styles

They are the
*Fastest Grinders
Easiest Runners*

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

WOODRUFF & EDWARDS CO.

MAKERS

ELGIN, ILLINOIS, U.S.A.



We make a specialty of
COUNTER CHECK BOOKS

for all kinds and makes of
LOOSE LEAF SYSTEMS

Write for prices and samples.

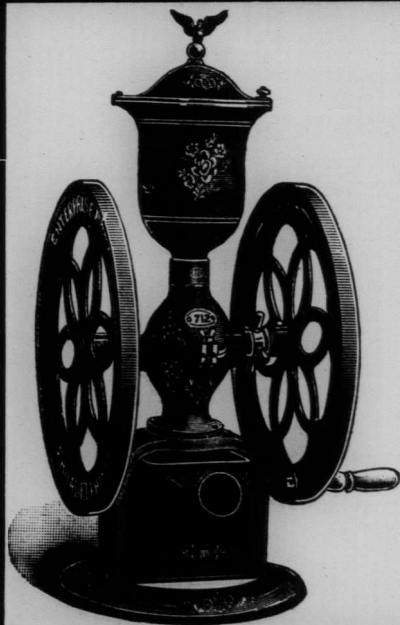
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SHIPPING TAGS

The Merchants' Counter Check Book Co., Ltd.

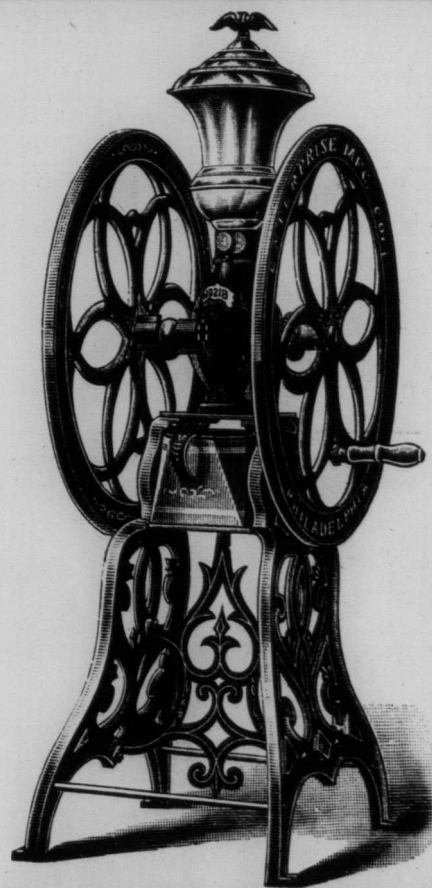
TORONTO - MONTREAL
Canada

**MARKED
"ENTERPRISE"**



Grocers who are posted will not accept a Coffee Mill unless it bears the name "ENTERPRISE." The excellence of the grinders has been proven by many years' efficient service. The strength of their construction cuts out the expense of repairs, and the beauty of their finish makes them an ornament in the store. Get our catalogue at once, illustrating every desirable kind of Rapid Grinding and Pulverizing Mills, from the smallest hand mills up to the most powerful electrically driven mills.

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



**BANISH
"BLUE MONDAY"**

**SELL
SUNNY MONDAY**

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

Your stock is not complete
without our new LAUNDRY SOAP

SUNNY MONDAY

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

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

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

THERE IS PROFIT IN IT FOR YOU

"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."

Here's the Reason Why

We are able to guarantee Farmer Brand quality. We grow our own fruits and vegetables on three thousand acres of the finest garden land in Canada. Thus we can **select** the right goods and **reject** the unfit.

FARMER BRAND Canned Fruits and Vegetables

Are packed in a factory which is a model of up-to-date mechanical and sanitary perfection. It enables us to preserve every speck of the natural flavor of our home-grown fruits and vegetables.

FARMERS' CANNING CO., Limited
BLOOMFIELD, - ONTARIO



THE A1 SAUCE

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

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

For particulars and prices write our Agent

H. HUBBARD, 27 Common St.,
MONTREAL.

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

LIMITED

RISING SUN  **SUN**
SUN  **PASTE**
STOVE POLISH **&** **STOVE POLISH**
IN CAKES **IN TINS**

Chicago may follow example set in New York where manufacture and sale of inflammable and explosive liquid stove polishes is forbidden on account of the dangerous nature of this material when used by housekeepers.

A recommendation has been introduced into Chicago City Council calling attention to repeated accidents and a recent horrible death in Chicago from this cause and calling attention also to protection from like accidents, secured by ordinance in New York City.

Push RISING SUN Stove Polish and SUN PASTE Stove Polish which are always safe in the hands of the user. They please the housekeeper too. Good profit in them besides.

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

ROWLEY'S

Valencia Raisins and Almonds

THE FINEST IN THE LAND

F. W. Rowley
DENIA

These are the brands recognized as the standard for years.

S. Bodi
DENIA

Extra Fine Selected

You are safe to stock them in such belief.

Finest Selected

SHELLED ALMONDS, in 28-lb. and 14-lb. boxes.

We have the real goods.

Write for samples.

UNDERWOOD and CRICHTON,

London, England

Valencia, Spain

Denia, Spain

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

Just One Big Word—

SOAP

We can supply your wants in toilet soaps—lines which we guarantee as to quality. Prices attractive.

SAVONS FRANCAIS



C. Pagnuelo, Manager

Factory: 1653 Notre Dame St. East

MONTREAL

Offices: 235 Coristine Building

LIME
LEM
and a
Water

J
BATGER'S W
Agents, Ro
1-lb. glass jar
Prices on a
Compound J
12-oz. glass jar
2-lb. tins, 2 d
5 and 7-lb. ti
crate....
7 and 14-lb.
30-lb. wood
Compound B
12-oz. glass jar
2-lb. tins, 2 d
7 and 14-lb.
90-lb. wood p
Pure Jams—
gem) 2 d
IMP

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MacLar-t
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Assorted C
Assorted C
Lemon
Orange
Raspberry
Strawberry
Chocolate
Cherry
Peach
Weight 8 lb

BATGER'S

LIME JUICE CORDIAL

— OR —

LEMON SQUASH

and a Glass of Ice
Water make

2

**Delicious
Summer
Beverages**

Your Customers know how handy they are
at all times and will appreciate your
stocking them.

ORDER FROM YOUR WHOLESALER

AGENTS:
ROSE & LAFLAMME, LIMITED
MONTREAL

Shelled Almonds

Valencias and Jordans

Cluster Raisins

from Sunny Spain

You can give your customers
the richest flavor, most tender
skin and finest quality if you
insist on having the pack of

José Segalerva

Malaga, Spain

ROSE & LAFLAMME Limited

Montreal and Toronto

Jams and Jellies.

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Laflamme, Montreal and
Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. 2 20
THOMAS J. LIPTON
Prices on application.

T. UPTON & CO.
Compound Fruit Jams—
12-oz. glass jars, 2 doz. in case, per doz. \$1 00
2-lb. tins, 2 doz. in case, per lb. 07½
5 and 7-lb. tin pails, 3 and 9 pails in
crate, per lb. 0 07
7 and 14-lb. wood pails, per lb. 0 07
30-lb. wood pails, per lb. 0 06½
Compound Fruit Jellies—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per lb. 0 07½
7 and 14-lb. wood pails, 6 pails in crate
per lb. 0 07
30-lb. wood pails, per lb. 0 06½
Pure Jams—1-lb. glass jars (16-oz.
gem) 2 doz. in case, per doz. \$1 87

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.
MacLaren Imperial Cheese Co. Limited
GENESEE PURE FOOD CO.



Assorted Case, Contains 4 doz., \$3.60
Assorted Case, Contains 2 doz., \$1.80
Lemon (Straight) Contains 2 doz., \$1.80
Orange (Straight) Contains 2 doz., \$1.80
Raspberry (Straight) Contains 2 doz., \$1.80
Strawberry (Straight) Contains 2 doz., \$1.80
Chocolate (Straight) Contains 2 doz., \$1.80
Cherry (Straight) Contains 2 doz., \$1.80
Peach (Straight) Contains 2 doz., \$1.80
Weight 8 lbs. per case; freight rate 2nd class

THE ROBERT GREIG

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



List price
'Shirriff's' (all
flavors), per doz. 0 90
Discounts on ap-
plication.

Lard.

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

Tierces... \$0 10
4-bbls. ... 0 10½
Tubs, 60 lbs. 0 10½
20-lb. Pails, 2 10
20-lb. tins.. 2 00
Cases 3-lb. 0 11
" 5-lb. 0 10½
" 10-lb. 0 10½



Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper... per lb. \$0 40
Fancy boxes (36 or 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, 5-lb. glass jars... 1 75
" " 20 5-lb. cans... 1 50
" Purity " licorice 10 sticks... 1 45
" " 100 sticks... 0 75
Dulce large cent sticks, 100 in box... ..

Lye (Concentrated).

GILBERT'S PERFUMED. Per case.
1 case of 4 doz. \$3 50
3 cases of 4 doz. \$3 50
5 cases or more 3 40

Marmalade.

W. WINDSOR, MONTREAL



Scotch Marmalade, 1 and 2 lb. glass jars
1, 4, 5 and 7 lb. tins.
Orange Jelly Marmalade, 1 and 2 lb. glass
5 and 7 lb. tins

Preserved Ginger Marmalade, 1 lb. glass jars.
Pineapple " 1 " "
Green Fig " 1 " "
Green Fig and Ginger " 1 " "
Lemon " 1 " "
Grape Fruit " 1 " "
Prices and special quotations.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case... per doz. \$1 00
Home-made, in 1-lb. glass jars 1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
Golden shred marmalade, 2 doz. case,
per doz. 1 75

SHIRRIFF BRAND

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



THOMAS J. LIPTON
Prices on application.

Mince Meat.

Wethy's condensed, per gross net ... \$13 00
per case of doz. net 3 00

Mustard.

COLMAN'S OR KEEN'S.

D.S.F., 1-lb. tins... per doz. \$1 40
" 1-lb. tins " " 2 50
" 7-lb. tins " " 5 00
Durham 4-lb. jar... per jar. 0 75
" 1-lb. jar... 0 25
F. D. 1-lb. tins... per doz. 0 85
" 1-lb. tins " " 1 45

Olive Oil.

LAPORTE, MARTIN & CIE, LTD

Minerva Brand—
Minerva, qts. 12's ... \$5 75
" pta. 34's 6 50
" 4-pt. 24's 25

Sauces.

PATERSON'S WORCESTER SAUCE.

Agents, Rose & Laflamme, Montreal and
Toronto.
4-pint bottles, 2 & 5 doz., per doz. 8 90
Pint " 3 doz. 1 75

THOMAS J. LIPTON
Prices on application.

Soda.

COO BRAND.

Case of 1-lb. contain-
ing 60 packages pe-
r box, \$3 00.
Case of 4-lb. (con-
taining 120 pkgs.
per box, \$3 00.
Case of 1-lb. and 4-
lb. (containing 80
1-lb. and 80 4-lb.
pkgs.) per box, \$3 00.

Case of 50 pkgs. containing 96 pkgs. 1, per
box, \$3
MAGIC BRAND. Per case
No. 1, cases, 80 1-lb. packages... \$ 2 75
No. 2, " 120 4-lb. " " " 2 75
No. 3, " 80 1-lb. " " " 2 75
No. 4, " 80 4-lb. " " " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.
1 case 2 25
5 cases 2 75



Concentrate Your Energies

Down through the ages comes this warning:

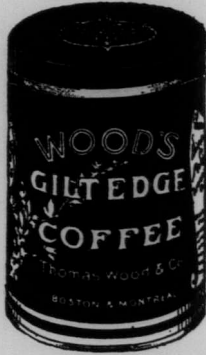
"Do not talk a little on many subjects, but much on a few."

In some instances you needn't talk at all. Our brands are "a few," but they are inarticulate, and yet "do their own talking."

The only necessary preliminary is the introduction by the grocer to the consumer of

WOOD'S COFFEES

each selection by its name, and "the rest is easy."



ESTABLISHED 1870

Canadian Factory and Salesrooms:
No. 428 St. Paul Street - - MONTREAL

Soap and Washing Powders.

A. P. TIPPET & CO., Agents.

Marysle soap, colors	per gross	\$10 30
" black	"	15 30
Oriole soap	"	10 30
Gloriola soap	"	19 00
Straw hat polish	"	16 30



3 doz. to box \$3 45
6 doz. to box \$8 90
30 days.

Starch.

EDWARDSBURG STARCH CO., LIMITED	per lb.	
Laundry starch—		
No. 1 White or blue, 4-lb. cartons		
No. 1		
Canada laundry	0 06	
Silver gloss, 6-lb. draw-tid boxes	0 12	
Silver gloss, 6-lb. tin canisters	0 12	
Edward's silver gloss, 1-lb. pkg.	0 12	
Kegs silver gloss, large crystal	0 12	
Benson's satin, 1-lb. cartons	0 12	
No. 1 white, bbl. and kegs	0 64	
Canada White Gloss, 1-lb. pkgs.	0 06	
Benson's enamel	per box 1 50 to 3 00	

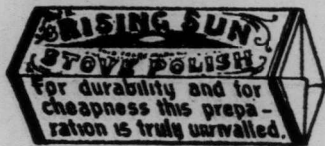
Culinary Starch—		
Benson & Co.'s Prepared Corn	0 07	
Canada Pure Corn	0 06	
Rice Starch—		
Edwardsburg No. 1 white, 1-lb. car.	0 10	
" 4 lb. lumps	0 84	
BRANTFORD STARCH WORKS, LIMITED		
Ontario and Quebec.		

Laundry Starches—		
Canada Laundry, boxes of 40-lb.	\$0 06	
Aame Gloss Starch—		
1-lb. cartons, boxes of 40 lb.	0 64	
Finest Quality White Laundry—		
1-lb. cartons, boxes of 40 lb.	0 64	
Barrels, 50 lb.	0 87	
Keeps 12-18 mo.		

Lil, White Gloss—		
1-lb. fancy cartons, cases 30 lb.	0 08	
8-lb. toy trunks, 8 in case	0 08	
6-lb. enameled tin canisters, 8 in case	0 18	
Kegs, ex. crystals, 400 lb.	0 47	
Brantford Gloss—		
1-lb. fancy boxes, cases 30 lb.	\$0 18	
Canadian Electric Starch—		
Boxes of 40 fancy pkgs., per case	3 00	
Celluloid Starch—		
Boxes of 45 cartons, per case	3 60	

Culinary Starches—		
Challenge Prepared Corn—		
1-lb. packages, boxes 40 lb.	0 64	
No. 1 Brantford Prepared Corn—		
1-lb. packages, boxes 40 lb.	0 07	
Crystal Malt Corn Starch—		
1-lb. packages, boxes 40 lb.	0 07	
SAN TOY STARCH.		
pkgs, cases 5 doz., per case	4 75	
Stove Polish.		

Rising Sun, 6-oz. cakes, 1-gross boxes	\$8 50
Rising Sun, 2-oz. cakes, gross boxes	4 50
Sun Paste, 10c. size, 1-gross boxes	10 00
Sun Paste 6c. size, 1-gross boxes	5 00



JAMES' DOME BLACK LEAD

6a size	Per gross	\$2 40
2a "	"	2 50
NICKLE PLATE STOVE POLISH.		
Pints		2 90
Quarts		5 40
1/2 gallons		5 10
1/4 gallons		4 80
gallons		4 50

Syrup.

EDWARDSBURG STARCH CO., LTD.		
"Crown" Brand Perfection Syrup.		
Barrels, 600 lbs.	0 03	per lb.
Half-barrels, 350 lbs.	0 03	"
Kegs, 150 lbs.	0 03	"
2-gal. pails 25 lbs.	1 25	each
3 " 38 1/2 lbs.	1 75	"
Plain tins, with label—		
1 lb. tins, 2 doz. in case	2 40	
5 " 1 " "	2 75	
10 " 1/2 " "	2 65	
30 " 1 " "	2 60	
(5, 10 and 20 lb. tins have wire handles.)		

ST. LAWRENCE STARCH CO., LIMITED.		
Bee Hive Brand Corn Syrup.		
Barrels, 60 lbs.	0 03	per lb.
Half-barrels, 350 lbs.	0 03	per lb.
Kegs, 150 lbs.	0 03	"
2-gal. pails 25 lbs.	1 25	each
3 " 38 1/2 lbs.	1 75	"
2-lb. tins, 24 in case, per case	2 40	
5-lb. " 12 " "	2 75	
10-lb. " 6 " "	2 65	
2 1/2-lb. " 3 " "	2 60	

Tea.



SALADA CEYLON.

Wholesale. Retail.		
Brown Label, 1's, 1/2's	\$0 25	\$0 30
Green Label, 1's and 1/2's	0 27	0 35
Blue Label, 1's, 1/2's, 1/4's and 1/8's	0 30	0 40
Red Label, 1's and 1/2's	0 35	0 50
Gold Label, 1's	0 44	0 50

LIPTON'S TEA

Thomas J. Lipton
75 Front St.
East,
Toronto.



Packed in air-tight tins only.

Green label, 1's only		
Blue " 1/2's and 1's	0 20	0 25
Orange " 1/2's and 1's	0 24	0 30
Pink " 1/2's & 1's, tins	0 30	0 40
Red " Dominion blend,	0 35	0 50
1/2's and 1's	0 44	0 60
Gold " Afternoon blend,		
1/2's and 1's	0 50	0 70



Blue Label, 1's..... \$0 20 \$0 25

Blue Label, 1's	0 21	0 25
Orange Label, 1's and 1/2's	0 23	0 30
Brown Label, 1's and 1/2's	0 28	0 40
Green Label, 1's and 1/2's	0 30	0 40
Red Label, 1's and 1/2's	0 35	0 50
Gold Label, 1's	0 40	0 50

LAPORTE, MARTIN & CIE, LTD.
Japan Teas—
Victoria, hf-c, 90 lbs 0 25
Princess Louise, hf c, 80 lbs 0 19

Ceylon Green Teas—Japan style—
Lady, cases 60 lbs 0 18
Duchess, cases 60 lbs 0 19



BLUE RIBBON
TEA CO. TORONTO

Wholesale Retail		
Yellow Label, 1's	0 30	0 35
Green Label, 1's and 1/2's	0 31	0 35
Blue Label, 1's and 1/2's	0 24	0 30
Red Label, 1's, 1/2's and 1/4's	0 35	0 40
White Label, 1's, 1/2's and 1/4's	0 35	0 50
Gold Label, 1's and 1/2's	0 42	0 60
Purple Label, 1's and 1/2's	0 55	0 80
Embossed, 1's and 1/2's	0 07	1 00



Wholesale Retail		
Pink Label 1's and 1/2's	30c.	40c.
Gold Label 1's and 1/2's	35c.	60c.
Lavender Label 1's and 1/2's	42c.	60c.
Green Label 1's and 1/2's	50c.	75c.



MELAGANA
TEA.
MINTO BROS.,
55 Front St. East

Wholesale Retail		
Black, green, mixed, 1/2's	0 70	1 00
" " 1/2's	0 55	0 80
" " 1 lb. & 1/2 lb.	0 44	0 60
" " 1 lb. & 1/2 lb.	0 40	0 60
" " 1 lb. & 1/2 lb.	0 38	0 50
" " 1 lb. & 1/2 lb.	0 35	0 50
" " 1 lb. & 1/2 lb.	0 30	0 40
" " 1/2's	0 32	0 40
" " 1/2's	0 25	0 30
" " 1 lb.	0 24	0 30

We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.

Black Label, 1-lb., retail at 25c.	\$0 20
" 1/2-lb. "	0 21
Blue Label, retail at 30c.	0 22
Green Label, "	0 30
Red Label, "	0 35
Orange Label, "	0 42
Gold Label, "	0 55

RIDGWAY'S.
London, Vancouver, Winnipeg and Ceylon.



Wholesale. Retail.		
Capital Household, 1's and 1/2's	0 40	0 50
Old Country, 1's and 1/2's	0 30	0 40
5 o'clock, 1's and 1/2's	0 42	0 60
H. M. B., 1/2's and 1's	0 75	1 00
Ridgway's Standard Bulk Blend in stock at all our branches in Canada.		



Wood's Primrose, per lb. 0 40
" Golden Rod 0 35
" Fleur-de-Lis 0 30
Pack in 1/2-lb. tins. All grades—either black, green or mixed.


Wholesale. Retail.		
Smoking—Empire, 4s, 6s, and 12s	\$0 45	
" Ivy, 7s, 8s and 9s	0 50	
" Rosebud, 7s	0 15	
Chewing—Currency, 12s. and 6s.	0 45	
" Old Fox, 12s	0 45	
" Snowshoe, 6s	0 51	
" Pay Roll, 7s	0 56	
" Stag, 10 os.	0 45	
" Bobo, 6s. and 12s.	0 45	
" 10 os. bars, 6s.	0 45	
" Fair Play, 6s. and 12s.	0 45	
" Club, 6s. and 12s.	0 45	
" Universal, 12s.	0 47	
" Dixie, 7s.	0 55	

CIGARS, per thousand.		
Cote's Fine Cheroots, 1-10	\$15	
V. H. C., 1-30	25 00	
St. Louis (Union), 1-30	35 00	
Champlain, 1-30	35 00	
El Sargeant Premium, 1-30—1-40	55 00	
J. O. OI, Havana F. Finos, 1-30	75 00	

Cut tobacco.		
Petit Havana, 1/2, 1-12—1-6	0 40	
Quassel, 1-4, 1-3	0 65	
" 1-9	0 68	
Cote's Choice Mixture, 1-lb tins	0 75	
" " 1-lb "	0 79	
" " 1-lb "	0 80	

Veterinary Remedies.		
W. F. YOUNG		
Absorbine, per doz.	\$18 00	
Absorbine Jr., or dozen	9 00	

Yeast.		
Royal yeast, 3 doz. 5 cent. pkgs	\$1 10	
Gillett's cream yeast, 3 doz. in case	1 10	



"GLOBE" with Percolator.

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

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

R. CAMPBELL'S SONS
HAMILTON POTTERY
HAMILTON, ONTARIO



It isn't only that

"COW BRAND" BAKING SODA

is stronger and purer than any other package or bulk soda but that it is always uniform and thoroughly reliable.

The housekeeper's guarantee lies in the reputation of the manufacturers.

Your guarantee for profit lies in "COW BRAND" Baking Soda's popularity with the housekeeper.

Ask your jobber for same

Church & Dwight
MANUFACTURERS
MONTREAL

THE PEOPLE OF

JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. O. STEWART, Walling.

The original and only Genuine Preparation for Cleaning Cutlery, Ed. and in. Cleaners

Oakey's

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wallington Mills, London, England

Agents:
JOHN FORMAN, - 644 Craig Street MONTREAL.

INFORMATION

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Write for our free booklet.

THE CANADIAN PRESS CLIPPING BUREAU
225 Notre Dame Street, MONTREAL. 19 Front St. East, TORONTO.

TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

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s
REAL
and Ceylon
Capital Household, 1s and 1s
Old County, 1s and 1s
5.0'clock, 1s and 1s
H.M.B., 1s and 1s
Ridgway's Standard Bulk Blend in stock at all our branches in Canada.

THOMAS WOOD & Co.
Montreal and Boston

olesale reta
0 40 0 80
0 35 0 50
0 30 0 40
grades—either

CO., LIMITED
1 12s... \$0 46
..... 0 60
..... 0 50
..... 0 15
d 6s... 0 46
..... 0 48
..... 0 51
..... 0 56
..... 0 45
..... 0 45
..... 0 45
13s... 0 53
..... 0 46
..... 0 47
..... 0 56

EBEC.
sand.
..... \$15
..... 25 00
..... 33 00
..... 36 00
-1-40... 55 00
1-30... 75 00

..... 0 40
..... 0 65
..... 0 66
tins... 0 75
..... 0 70
..... 0 80

medias.
sg
..... \$18 00
..... 9 00

pkgs \$1 10
s. in case .. 1 10

SALT

Lump and
Crushed Rock

Dairy and General Purpose.

VERRET, STEWART & CO.

LIMITED

MONTREAL

We have a few spot goods
to offer

Write us for prices.

Wax Beans 2's	White Peaches H.S. 2's
Whole Beets 3's	Gallon Apples
Sliced Beets 3's	Bartlett Pears 2's and 3's
Squash 3's	Heavy Syrup
Pumpkin 3's	Damson Plums 2's H.S.
Red Cherries H.S., 2's	Lombard " " "
Yellow Peaches H.S. 2's	Greengage " " "
Lawton Berries (light syrup) 2's	

J. H. WETHEY, LIMITED

ST. CATHARINES, CANADA



Just Read the Directions!

GROCERS—

get familiar with the many uses of

GILLETT'S LYE

and recommend it to your customers for making soap, cleaning of all kinds, and as a disinfectant. It's a sure trade bringer. REFUSE SUBSTITUTES and the various "Just as good" kinds. They may cost you a few cents less per case, but do they pay you as well as the old reliable—the standard—**GILLETT'S LYE**?



GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.