

THIS IS THE 1,283rd ISSUE OF

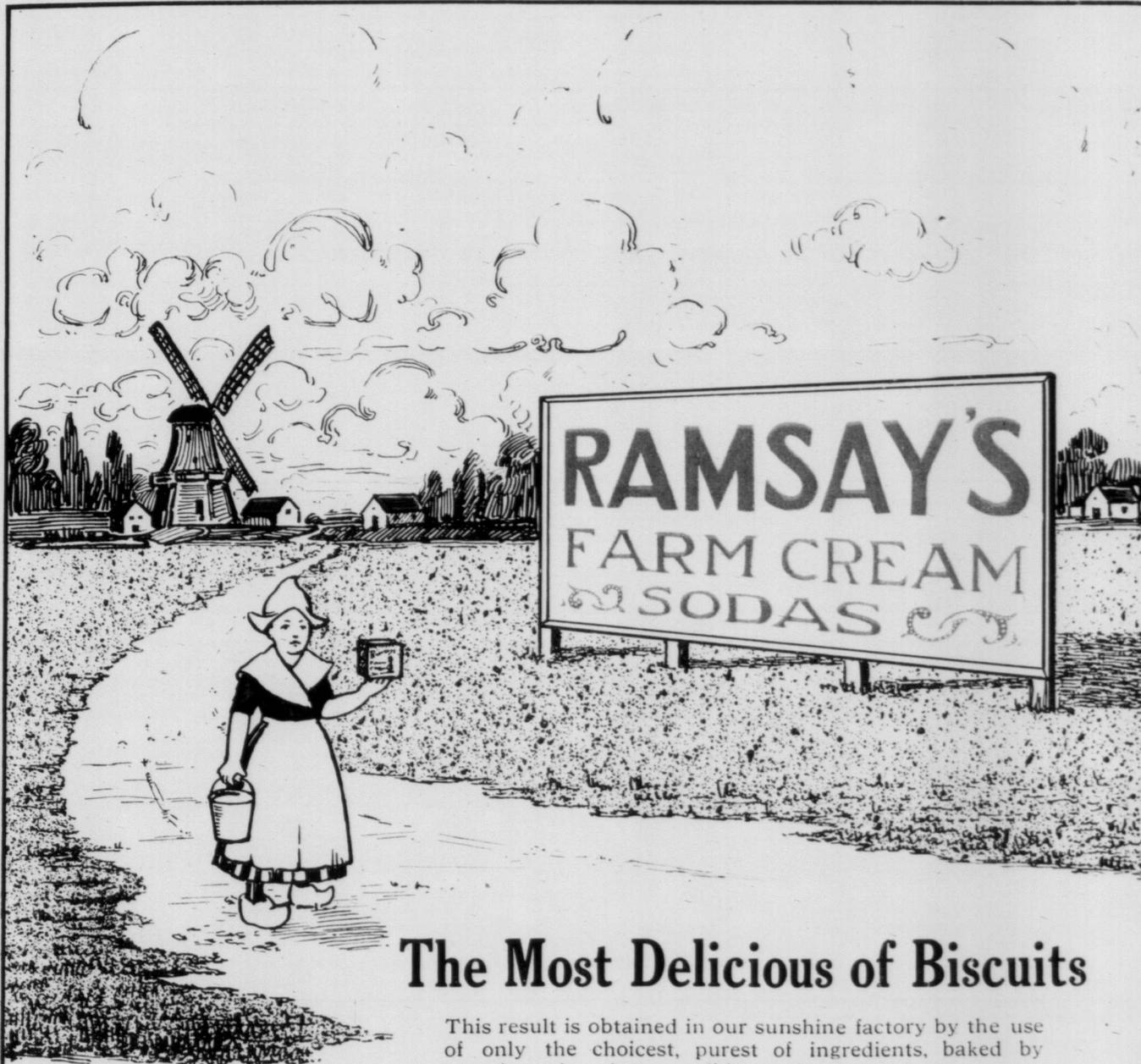
CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, JULY 12, 1912

No. 28



The Most Delicious of Biscuits

This result is obtained in our sunshine factory by the use of only the choicest, purest of ingredients, baked by experienced and responsible employees.

You can recommend RAMSAY'S FARM CREAM SODAS to your customers with every confidence. You will find them a delighted, satisfied trade. Repeat orders never fail to come when you sell RAMSAY'S.

RAMSAY'S LIMITED 330 NICOLET STREET
MONTREAL

THE CANADIAN GROCER

MacLAREN'S



Imperial

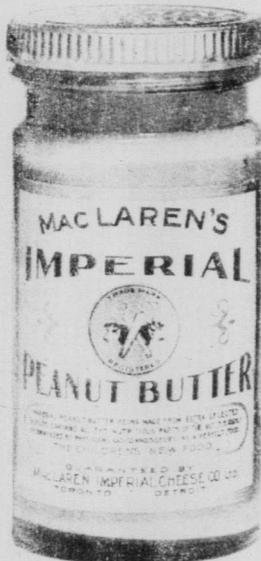


Olives



A Word of Advice:
Handle Cheese as you do Butter during hot weather.

MacLAREN'S IMPERIAL PRODUCTS



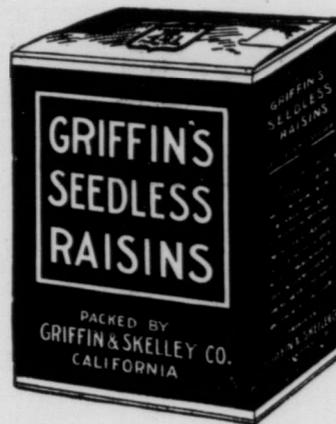
SUMMER TIME

HOLIDAY TIME

Imperial Products are wanted for the holiday. See you stock them.

MacLaren Imperial Cheese Company, Limited

Offices: — New York Chicago Detroit Montreal Toronto
Factories: — Wellesley, Ont. Woodstock, Ont. Bancroft, Mich.



Finest Flavor
Most Wholesome
Cleanest

Nothing superior is packed
or grown—a flawless product.



G. & S.
Asparagus

has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained you see—and all the delicacy of the fresh young stalks.

G. & S.
Hawaiian
Pineapple

The virtue of absolute cleanliness is firmly linked to that of evenness of quality in the Griffin & Skelley line of canned Pineapple. The standard of excellence remains as fixed as the stars—it never varies. This is a line of known Quality goods that will positively give you a quick turn-over.

Arthur P. Tippet & Co.

MONTREAL

Agents

TORONTO

The Acme of Perfection

in the Production of

Jams Jellies Marmalades

has been reached in every sense by

Alexander Cairns & Sons, Paisley, Scotland

The Reason

From the picking of the fresh fruit until it is shipped from our factory quality is preserved with a special degree of carefulness that asserts itself to the users — AND BRINGS THEM BACK WITHOUT FAIL



The Reward

No higher tribute could be paid our products than the fact that WE HAVE JUST BEEN APPOINTED PURVEYORS TO HIS MAJESTY KING GEORGE, while the quality of the goods also secured them preference on the table of THE LATE QUEEN VICTORIA AND KING EDWARD VII.

Found Your Jam Trade on Quality
and

The Best Trade will be Found in Quantity

ALEXANDER CAIRNS & SONS

Paisley, Scotland

Canadian Agents:

Snowdon & Ebbitt
Montreal



The Or
Bra



The Original and Leading Brand Since 1857.

BORDEN BRANDS

Eagle Brand Condensed Milk

St. Charles Brand Evaporated Milk

Reindeer Brand Condensed Coffee

All famous leaders in their respective lines.



Dealers stocking these Brands are catering to the demands of the general public and adding prestige to their business.

The name BORDEN'S is a strong guarantee in the sale of milk products.



Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL





**A Big,
Fine,
Healthful
Drink**

Can be had from

**Cold
Springs
Lemonade**

Are you well
supplied?

**S. H. Ewing
& Sons,
MONTREAL**



Gaining in Popularity Daily

Why? Because the public are fast learning its superiority to the supposed-to-be fresh milk and cream.

Canada First Evaporated Milk is full cream milk, reduced by a sterilizing vacuum process to the consistency of rich cream. It is three times richer in butter fat and solids than ordinary fresh milk. It is especially suitable for invalids and infants. *A Canadian product from the cow to the can.*

Also don't overlook "Canada First" sweetened condensed milk; or you will miss good sales that are profitable.

You can pay more money for other brands, but can get no better than "Canada First."

**The Aylmer Condensed
Milk Co., Limited**

AYLMER

ONTARIO

POTATOES

**ENGLISH STOCK IN GOOD ORDER—
GOOD COOKERS**

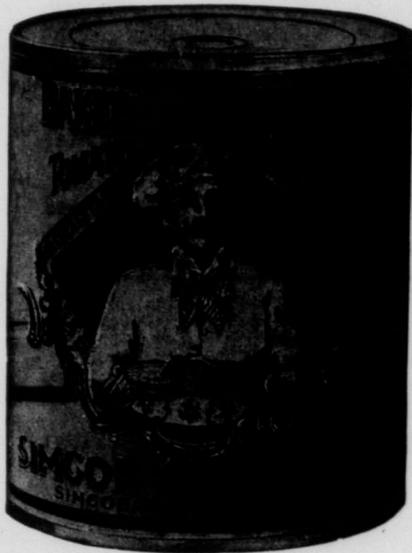
We have just received a large shipment. These must be cleared out, so we are offering them while they last at prices that will induce you.

**Wire or 'Phone for a Ten-bag Sample
Order.**

Put up in 90-lb. bags. We quote ex-warehouse Toronto:

10 bags or more 90c. per bag

GEO. KEITH & SONS
124 King Street East, - TORONTO



*The Facts Behind the
Figures Determine the
Value and Popularity of
"Simcoe" Baked Beans*

The significance of a large steadily increasing sale bears directly on the quality and popularity of a food. Quality is the feature predominant with all Dominion Canners' Products.

Popularity is another word for "economy." Baked Beans are really economical; a can of Simcoe Baked Beans contains as much nourishment as one pound of beefsteak. Notice the difference in price. That's just **one** reason why Simcoe Baked Beans are popular. There are many others. Feature the 3's family size---a **larger** tin at a **smaller** price.

DOMINION CANNERS LIMITED
HAMILTON, CANADA





Get the Family Trade

Nine families out of every ten eat some kind of jams or preserved fruits. Are you stocking the brand that will draw their trade to your store?

If a few families make a certain brand their favorite jam —just think of the regularity of so much trade.



JAMS AND JELLIES

when once sold you can depend on its quality to bring back their repeat sales, and with them your other goods will be brought into the selling area.

New pack goods with new, attractive labels. Put up an order now.

Made only by

E. D. SMITH
Winona, Ontario

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

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

ORDER FROM
YOUR WHOLESALER

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND



TELL THE HOUSEWIFE

of its merits in the home, viz.: Soclean is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, requires the use of much less motion than any other sweeping compound.

Put up in pails to retail at 25c., 50c. and \$1.00
Write for prices and advertising literature

SOCLEAN LIMITED, Toronto, Ont.
The originators of the Dustless Sweeping Compound of Canada

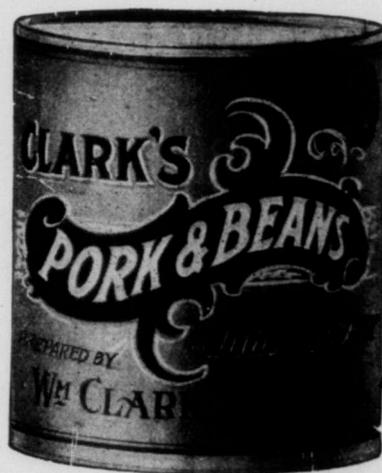
THE desire of every merchant is to build up a good and permanent trade. Those who have succeeded will acknowledge that the best means to attain this end, are, goods of high quality, value for money, satisfaction to customers and a reasonable profit to the dealer.



CLARK'S PORK and BEANS

fulfil these requirements and will

Build Up Your Business



They are put up in a modern and thoroughly sanitary factory, only the best ingredients procurable are used in their preparation. The process employed reduces handling to a minimum, and the utmost personal care is devoted to the production of a high class article.

They bear the Government inspection stamp, and the public recognize the name of CLARK'S as a guarantee of the highest quality.

WM. CLARK, - Montreal

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THE STIMULANT

The stimulant to a drowsy trade in these hot days is a feature that makes

QUEEN QUALITY PICKLES

a good buy. People will not cook in such weather. Cold meats are eaten profusely, and a good pickle makes a mediocre meal into a delight. That's just about the summer bill-of-fare for your trade. Are you stocking the pickles that please? Try Queen Quality. Write for quotations and list your other high-grade products.

Taylor & Pringle Co.
Owen Sound - Ont.



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

The Arctic Refrigerator

Cold dry air constantly circulating, absolutely sanitary — can't collect dirt

or rust or corode; shelves and sections especially for grocers; all parts separable; case finely finished, making it an attraction to any store.

Send for Our 1912 Catalog.

Representatives in the West: J. D. Brack & Co., Winnipeg; Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.

A Proposition That Is Worth While

One that will fill your spare time with congenial work--bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue,

:::

TORONTO, CANADA

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S GOLDEN PUFF



PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

"YOU HAVE YOURS WITH JAM AND I'LL HAVE
MINE WITH CHEESE"

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers
LONDON, ENGLAND

The more your customers know about your goods, the easier it is for you to make sales and the more sales, the more money you make. Millions of people in Canada already know the superiority of

TETLEY'S TEAS



Look for the elephant on every package—the guarantee of quality and excellence. Beware of Imitations.

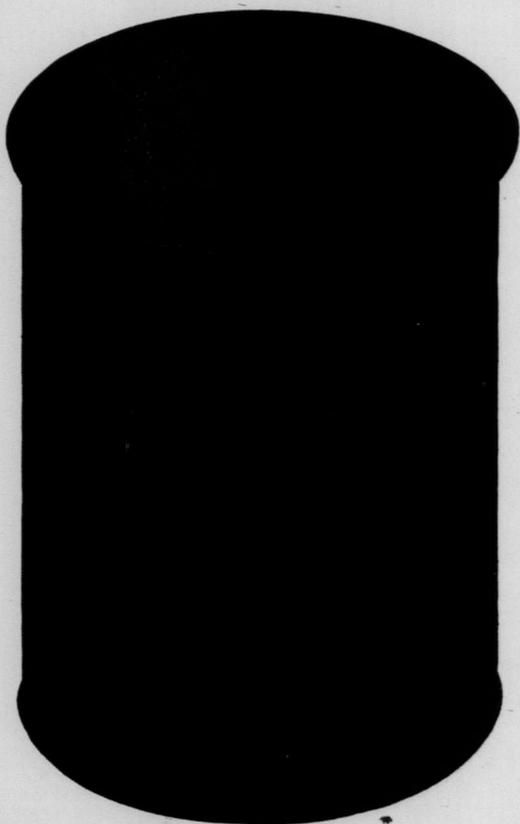
partly through our extensive advertising and partly through hearsay of some delighted user.

The quality has established for itself a topic of conversation among every user—thereby causing a steady demand through the best of all advertising, satisfied customers.

Need we suggest how you may share in the benefits of this publicity? Put up to sell at \$1.00, 75c, 60c, 50c and 40c per lb.

JOSEPH TETLEY & CO., LIMITED

110 JAMES STREET - WINNIPEG, MAN.



SANITARY CANS

“The Can of Quality”

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PI
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C

DAIRY

S. Perrin
ON

PERRIN'S

5c. and 10c. Fancy Thin
Blue Packages
Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins



SODAS

S. Perrin & Co., Limited
CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

White MALT

CANADIAN AGENTS:

W. L. Mackenzie & Co.,
306 Ross Avenue, Winnipeg
L. A. Gastonquay, 60 Bedford Row,
Halifax, N.S.
Schofield & Beer, St. John, N.B.
Standard Brokerage Co., 1640 First
Avenue, West, Vancouver, B.C.
W. L. Mackenzie & Co.,
606a Centre St., Calgary

Cottell's VINEGAR

- † Is the Vinegar to build up a permanent, increasing and profitable trade.
 - † Its delicious flavour and aroma distinguish it from all others.
 - † It is equally good for pickling, salads and table use.
 - † It is guaranteed full strength,
- in short, it is the Vinegar which will pay you best to handle

Write us to-day and let us sample and quote you.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.



"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO

By Royal Letters Patent

NELSON'S Powdered GELATINE

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

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

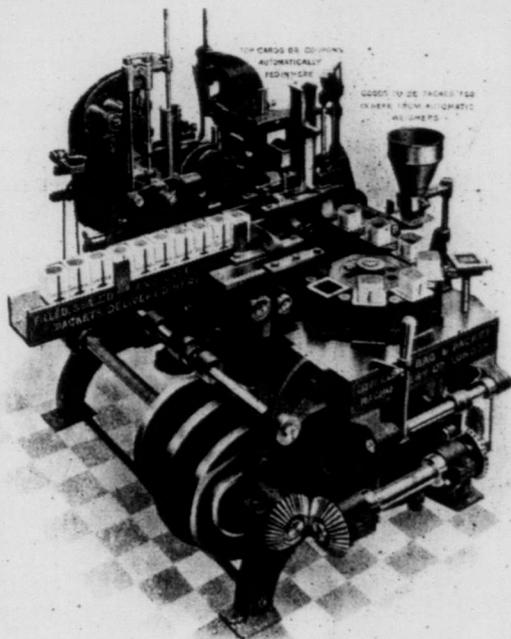
THE CANADIAN GROCER

BAG-MAKING & PACKETING

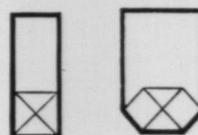
Machinery of

Every Description

Labelling,
Wrapping,
etc., etc.



Bag Machines



With folding in both
these methods

THE NEW LOVELL PACKETTER
with automatic coupon feed and labelling attachments.

SEND US SAMPLES AND LET US SUGGEST WHERE WE CAN SAVE YOU MONEY

LOVELL'S BAG AND PACKET MACHINERY, Limited 59-60 Gracechurch St., LONDON

ADVERTISE YOUR STORE



Made in one and two dozen sizes

SHOW THE PEOPLE THAT YOU ARE
WIDE-AWAKE—USE

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books
"SAFE EGG DELIVERY" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

MAY TELEPHONE 30

To Messrs Dominion Register Co.

Com Exchange, Manchester

April 24 1912

PETER YATES & SONS,
Grocers and Bakers,

5, Queen Street,

LEIGH,

ENGLAND

Gentlemen

We have had one of your Registers in use for two months and are thoroughly satisfied that the system is all that you claim for it.

We find that the carrying forward of each transaction of any outstanding balance does away entirely with the leakage from small accounts left unpaid through a customer's negligence - formerly a fruitful source of trouble with us; we are sure that this alone is quite sufficient to justify the installation of the system.

Another feature that appeals to us is that we can compile an absolutely accurate total of our outstanding credit accounts in less than ten minutes at any time, without any previous posting or preparation being necessary; a feat hitherto impossible to us.

We shall be pleased to allow any interested person to inspect our Register at any time on receipt of a request from any of your representatives.

Yours truly

Peter Yates Sons

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a COLES mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?



COLES MFG. CO., Philadelphia, Pa.

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



The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1**. It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.
LIMITED

Hamilton, Canada

Buffalo, U.S.A.

THE CANADIAN GROCER

TEES & PERSSE LIMITED

ESTABLISHED 1884

**Manufacturers' Agents
and Warehousemen**

Your business requires
systematic representation in
Western Canada.

TEES & PERSSE LIMITED
Established 1884

have warehouses and selling
staffs in

**Fort William
Winnipeg
Regina
Moose Jaw
Saskatoon
Calgary
Edmonton**

and calls are periodically made
on the Jobbers in

**Port Arthur
Brandon
Weyburn
Medicine Hat
Lethbridge
Ferne
Camrose**

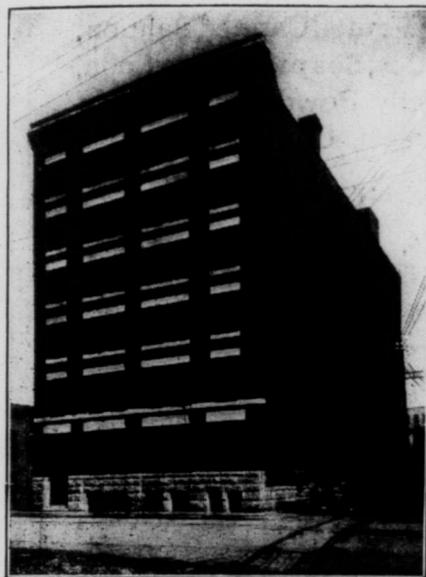
Consider the advantages of
placing your agency with
**ONE FIRM COVERING
WESTERN CANADA.**

**AGENCIES SOLICITED
TEES & PERSSE LIMITED
WINNIPEG**

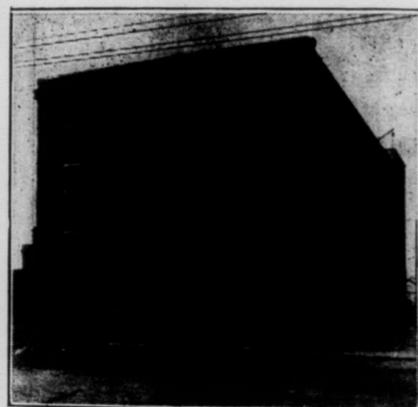
**TEES & PERSSE OF ALBERTA
LIMITED, CALGARY**

**"From the Great Lakes to
the Rockies."**

15



WINNIPEG WAREHOUSE



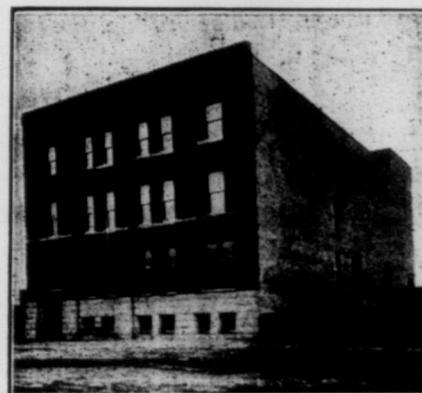
SASKATOON WAREHOUSE



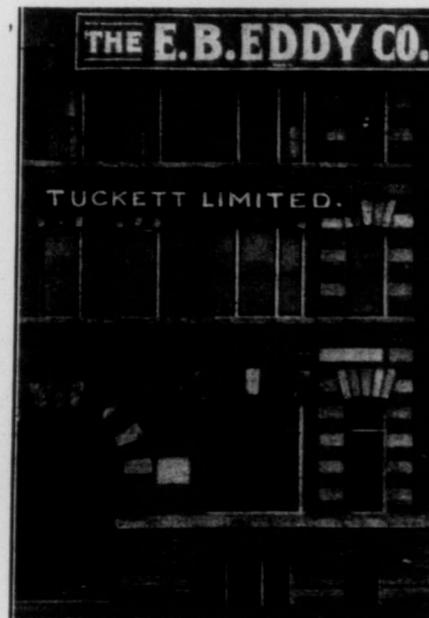
CALGARY WAREHOUSE



REGINA WAREHOUSE



MOOSE JAW WAREHOUSE



EDMONTON WAREHOUSE

2

2

Tartan BRAND

THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

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

Our mail order service is just what you need. PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Every Live Grocer

Should know about

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment—the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

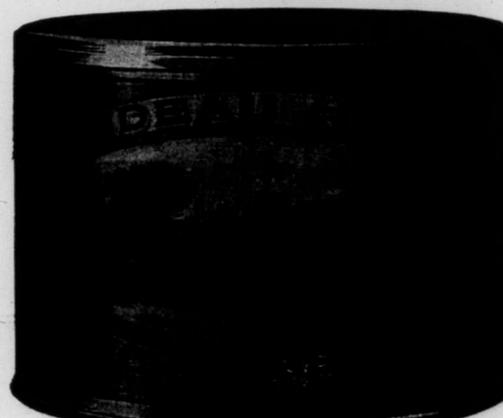
Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES.—

Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario



RIDEAU
HALL
COFFEE

Our triumph in perfect blending and roasting is Rideau Hall Coffee. Sell your customers the best. Packed in one pound and 25c. tins only.

Gorman, Eckert & Co., Limited
London, Ont. :- Winnipeg, Man.

We are in the midst of the preserving campaign. The housewife only gets one chance in each boiling, so give her

St. Lawrence

Granulated

and take no chance of spoiling her preserves.

SALT RICE'S SALT

IS

Always Pure

Increase your business and also your profits by handling a good article—your customers appreciate it and you keep their trade.

RICE'S SALT for Table, Dairy and general use is a good seller and always reliable. Write us for prices.

THE NORTH AMERICAN CHEMICAL CO., Clinton, Ont.



Just A Little Better
THAN THE
Other Fellows' Best

Canadian Coconut Co., Montreal

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon



By Special royal permission.

Sardines

Are Healthful
Food!

RECOMMEND "KING
OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine abounds will reach your customer in the best form.

Pure olive oil with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

Canadian Agents

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON

ONTARIO

JAPAN TEAS

FURUYA & NISHIMURA

are receiving shipments of NEW CROP per every incoming "Empress."

Constant advertising is creating a demand in almost every part of Canada for MATHIEU'S NERVINE POWDERS

So many people realize the value of this remedy as a specific for headaches that it is to your interest to see that are you well stocked up with them.



If you don't know them, and happen to suffer from headaches, try Mathieu's Nervine Powders yourself at our expense as per coupon attached. As a remedy for colds Mathieu's Syrup of Tar and Cod Liver Oil is known from coast to coast.

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name.....
With (Name of firm).....
Street.....
City or town..... Prov.....



Laurentia Milk and Cream

(Not condensed)

will not turn sour during this hot summer weather; it will keep sweet indefinitely in any temperature above freezing, and after opening it will keep longer than ordinary milk. No chemical ingredients are added; it is absolutely pure rich milk that has passed through the mechanical process of homogenization.

Send for prices and descriptive literature

LAURENTIA MILK CO., Limited
371 Queen Street West, Toronto, Ont.

Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—
THE VERY BEST.

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Larner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

John Gray & Co., Ltd.

Glasgow

TEA DEALERS LOOK AHEAD!!
WHAT DOES THE PENDULUM TELL YOU?
CAST ASIDE STRAIGHT TEAS!
GRADUALLY WEAR DOWN THE PACKET!!
GET ON TO RELIABLE STANDARD BLENDS!!!

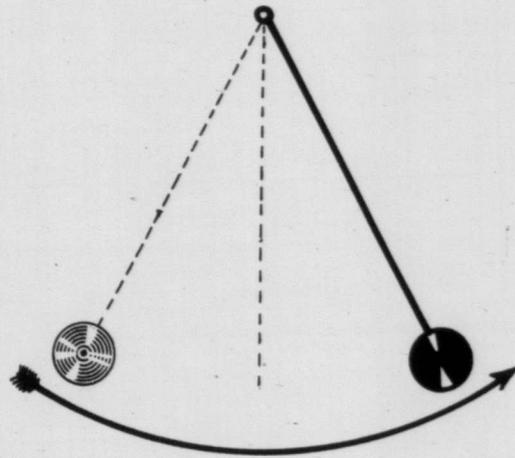
PAST

STRAIGHT TEAS

—
PACKETS

—
SMALL PROFITS

—
PROPRIETARY
TEA BUSINESS



PRESENT

and FUTURE

RELIABLE STANDARD
BLENDS

—
SOUND PROFITS

—
YOUR OWN TEA
BUSINESS

**BELOW IS A RARE COMBINATION FOR
ALL YOUR CANISTERS**

4 Star at 27c

2 Star at 19c

3 Star at 22c

5 Star at 27c

6 Star at 32c

Black, Green or Mixed of Each Grade with the Exception of
THE NOW FAMOUS 4 Star GENUINE ENGLISH BREAKFAST TEA

EBY-BLAIN, LIMITED

TEA BLENDEES TO THE TRADE

TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES.

ESCOTT & HARMER
Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-
Winnipeg, Regina, Calgary,
and Edmonton

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

H. G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies
Solicited.
230 Chambers of Commerce,
P.O. Box 1812.

The J. J. TOMLINSON CO.
WINNIPEG

Wholesale Grocery Brokers.
Office and Track Warehouse,
92 Alexander St. E.
Correspondence solicited on domestic
and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG

The TURNBULL Company

DIRECT IMPORTERS OF
GROCER SPECIALTIES.
Open for additional first-class lines.
179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

WESTERN PROVINCES—Continued.

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Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT
Trade Established 12 Years.
Domestic & Foreign Agencies Solicited.

DISTRIBUTORS, LIMITED

P. O. Drawer 99
EDMONTON, ALBERTA.
Manufacturers' Agents, Commission
Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN

WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.

Commission Brokers, Customs Brokers
and Manufacturers Agents, Shipments
stored and distributed, Bonded warehouse
in connection. Your business
solicited.
222 Ninth Ave. West - Calgary, Alta.

ONTARIO.

IN ONE OF THE BEST TOWNS
IN ONTARIO, a splendid grocery
business will be sold on account of
owner's ill health; capital or security
required \$3,000. For full particulars
apply

W. H. MILLMAN & SONS

Toronto

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.

TORONTO
Grocery Brokers and Agents.
Established 1885.

ONTARIO—Continued.

MacLaren Imperial Chese

Co. Limited
DEPARTMENT AGENCY
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS,
Greek cleaned, in half cases,
before purchasing
LIND BROKERAGE CO.
49 Wellington St. East - Toronto

LONDON.

**THE MARSHALL
BROKERAGE COMPANY**
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully
equipped to act as agents for British,
American and Canadian grocery
lines. WRITE US.

MARITIME PROVINCES.

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS
AND GROCERY BROKERS.
HALIFAX NOVA SCOTIA
First-class frost-proof storage facilities.
Correspondence solicited on Domestic
and Foreign lines.

W. S. CLAWSON & CO.

Manufacturers Agents and
Grocery Brokers
Warehousemen
ST. JOHN, N. B.
Open for a few more first-class lines.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. Highest
Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

QUEBEC

L. EMILE GABOURY

Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

CONFECTIONERY STORE

Located in town of 12,000 people. Tables, chairs, and all fixtures. Barber shop at back. Rent \$35.00. Receipts \$100 weekly. Price \$1,800. V. de la Ronde, Business Broker, Room 14, 16 McGill College Ave., Montreal.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

L. H. MAJOR and
J. SOUBLIERE, Limited
Wholesale Brokers and
Manufacturers' Agents
Canadian, British and Foreign Agencies
Solicited
Sussex Street, Ottawa, Canada

THE PEOPLE OF JAMAICA

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

KINGSTON "GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

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

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

Write us for New Price List of WINDSOR SALT

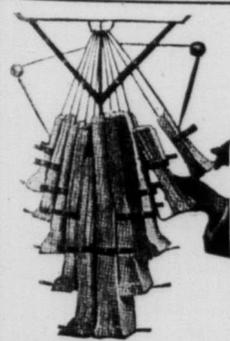
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision
and General Trades' Journal
if you are interested in Irish Trade



No Odor
It dries them up
Common Sense
KILLS { Roaches and Bed-Bugs
Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



The BROWN is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy. Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Mfg. Co.
Creston, Iowa, U.S.A.

ESTABLISHED 1849 BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

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

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 CO., 138 Front Street, New York



THE MCGREGOR PATENT PAPER BAG HOLDER.

Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

TEA LEAD
(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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



THE PERFECT MATCH

To be a perfect match it must comply with qualifications, such as non-spluttering, instant lighting, no noise, good wood stems. There is a demand for this easy-selling staple.

DOMINION MATCH CO., LIMITED
DESERONTO, ONTARIO

Or The Canada Brokerage Company, Limited, Toronto, Ont.;
The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt,
Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton,
St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

When Your
Customers
Ask For
'Soap Powder'



SELL THEM "BABBITT'S"

not only because it pays you a good profit, but also because it will please them best, and, that means lots of sales for you.

"BABBITT'S" is the original soap powder, has great cleansing power because of its concentrated form, and always gives satisfaction.

Premium Store, 396 St. Paul St., Montreal, Canada

B. T. BABBITT, INC.
NEW YORK

CASTILE SOAP



"LA VIERGE"

The Virgin Brand
EXTRA SUPERIOR QUALITY

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA



=KNOX=



A Special Package, Specially Advertised and Easy to Sell

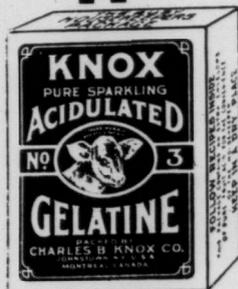
Our advertising in the big magazines is teaching your customers the advantage of KNOX ACIDULATED GELATINE. We're telling them about the extra envelope of concentrated lemon juice, which saves them the trouble of preparing the fruits. We're telling them how superior such gelatine is to the cheap, ready-flavored kinds. We're telling them about the big moneysworth—every package of KNOX GELATINE makes two full quarts of jelly. You'll find customers ready to buy BOTH *Knox* packages if you'll let them know you can supply them. There's a good profit for you in the 15 cents per package.

"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y.

BRANCH FACTORY: MONTREAL, CANADA



- 5 Cases at\$4.15
with 20 bars Naptha free.
- 10 Cases at\$4.05
with 40 bars Naptha free.
- 25 Cases at\$4.05
with 150 bars Naptha free,

FREIGHT PREPAID

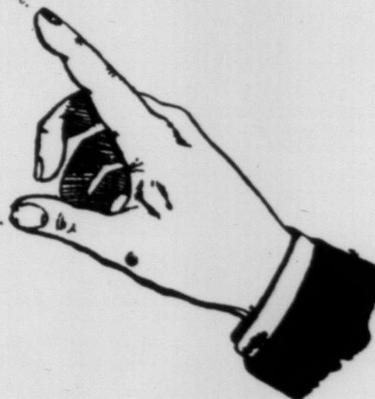
Net 30 days. 1% Cash.
Assorted or otherwise.



The best 5c. line with an extra good margin of profit.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

A fifty-year-old favorite—Quality counts.



FREE OFFER

For every dozen Lemonade or Orangeade ordered, we offer **FREE** one ten cent bottle. Order from your Wholesaler, or direct from us, at the following prices:

Lemo and Orangeo, 10c. size, 90c. per dozen.

Lemo and Orangeo, 25c. size, \$2.25 per dozen.

REMEMBER:

Thirteen bottles to the dozen.

The Lemo Manufacturing Co.

BOLTON AVE., TORONTO

MEADOW CREAM SODAS



are known this country over as a reliable and wholly satisfactory soda. The factory in Kingston is known for its cleanliness and modern methods. Only the choicest ingredients are allowed in the manufacture of Meadow Cream Sodas—hence

the extra choice quality.

They satisfy—they bring them back—and they give you a good margin on each sale.

SEND FOR PRICES TO-DAY

The W. J. CROTHERS CO.

KINGSTON, ONT.

Quality is the Main Consideration
in the Manufacture of Foodstuffs



GLOBE

Macaroni and Vermicelli

are made from hard wheat, no maize or rice flour mixed with them—in fact only the purest ingredients are used in their manufacture.

Manufactured in a modern, scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

D. SPINELLI & CO.,

Registered

MONTREAL.



A FAIR TRIAL

That is all we ask for. We know that our flour cannot be anything but high class. If it were not, then we would unfortunately have to acknowledge the loss of thousands of dollars. We made sure, however, by numerous experiments, that we had the right goods before we sought the co-operation of the retailer.

FOUR GOOD BRANDS

"Laurentia,"

"Daily Bread,"

"Regal,"

"National,"

One Cent.

One Card.

One Minute

Isn't it worth while sitting down right now and asking us for further particulars?

The St. Lawrence Flour Mills, Ltd.

MONTREAL

OVER TWO MILLION TINS OF
WAGSTAFFE'S JAMS SUPPLIED TO
HIS MAJESTY'S TROOPS IN SOUTH AFRICA

TELEPHONE 1249



17 YEARS REPUTATION
IN MANCHESTER ENGLAND

WAGSTAFFE Limited

MAKERS OF

HIGH CLASS PURE JAMS AND MARMALADES

SEALED FRUITS IN GLASS

FINE OLD ENGLISH MINCEMEAT AND PLUM PUDDING

MAPLE AVENUE

Hamilton, Canada, July 5th, 1912

Gentlemen:—

Listen, Read, Use Your Own Judgment.

DEARTH OF STRAWBERRIES

SMALL AND DEAR SUPPLIES FOR JAM MAKERS

Only by a continuation of such sunshine as yesterday's can the strawberry crop in Hampshire and Kent be saved. For the rain of the past few days has done great harm and mildew has attacked the fruit. Large quantities of fruit are rotting on the ground. The remaining strawberries, needing the sun to ripen them, are so small that the growers declare that the strawberry season will not last more than a week.

In every way the strawberry growers have had a very poor harvest. The crop in the first instance was one of the smallest experienced for years. "Many farms in Kent, where the strawberry yield in an average year amounts to several hundreds of tons," said a grower yesterday, "have this year had scarcely any strawberries. The hot summer of last year affected the plants. Then this year night frosts cut off the blossom, and the rain came when we need-

ed the sun to ripen the small crops we had got. So far as Kent is concerned, it is a very bad strawberry year indeed."

DEARER JAM.

The jam manufacturers are finding it extremely difficult to get anything like the supplies they usually receive. "We are now having to pay £20 to £30 a ton for strawberries," said the manager of one London firm, "as against the ordinary price of £11 to £13 per ton, and even at that high figure we cannot get all the strawberries we want. As a result, strawberry jam will be scarce and dearer than usual.

At the London markets the strawberry supplies were short yesterday and the quality of the fruit poor. The retail price was 4d. to 8d. a pound, according to the class of trade. At this time of June, in a good strawberry year, the price would be 2d. to 6d. a lb.

—Cutting from The London Daily Mail, June 18th

Since this article appeared, our cables from England, Ireland, Scotland, Holland, France, Belgium, the United States and our own Canadian Markets warrant a careful study of the conditions of Strawberry supplies.

Yours truly,

James Wagstaffe
Managing Director.

JAMS

This is the JAM SEASON—and if you are careful to see that you handle reliable goods, your sales are bound to increase.
FOR SATISFACTION YOU SHOULD STOCK

HOW
IS
YOUR
STOCK
?

“ANCHOR” Brand PURE JAMS

16 oz. glass RASPBERRY, STRAWBERRY, APRICOT
4 lb. sealed tins BLACK CURRANT, GREEN GAGE

Quality is Guaranteed FRESH FRUIT and PURE GRANULATED SUGAR
ONLY USED IN THEIR PRODUCTION.

QUOTATIONS
UPON
REQUEST

“ANCHOR” Brand MARMALADE

16 oz. glass The finest quality manufactured in
4 lb. sealed tins Scotland, the home of good
7 lb. sealed tins marmalade.

ORDER
NOW

These lines show you a good margin of profit.

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto



Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

AGENTS:

Wallace Anderson, 49 Wellington Street, Toronto.

L. H. Millen, Hamilton, Canada

There's no disputing the fact that

KEEN'S



OXFORD

BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the trade; stock up with KEEN'S—it's always in family demand.

For Sale by all the Canadian Jobbing Trade

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

30 Church Street Toronto

AGENTS FOR THE DOMINION OF CANADA



The Young Wife Will Welcome
Benson's Prepared Corn

As An Indispensable Aid in Cooking

¶ She will be quick to appreciate the delicate fineness and delicious flavor it lends to bread and pastry, the smoothness it gives gravies and sauces, and the richness it adds to custards, ice cream, blanc mange, etc.

¶ She will be a permanent customer for Benson's because no other Corn Starch will do.

The first sale of Benson's creates a permanent demand.

Your order will receive prompt attention.

THE EDWARDSBURG STARCH CO.
LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Fruit and

Eli

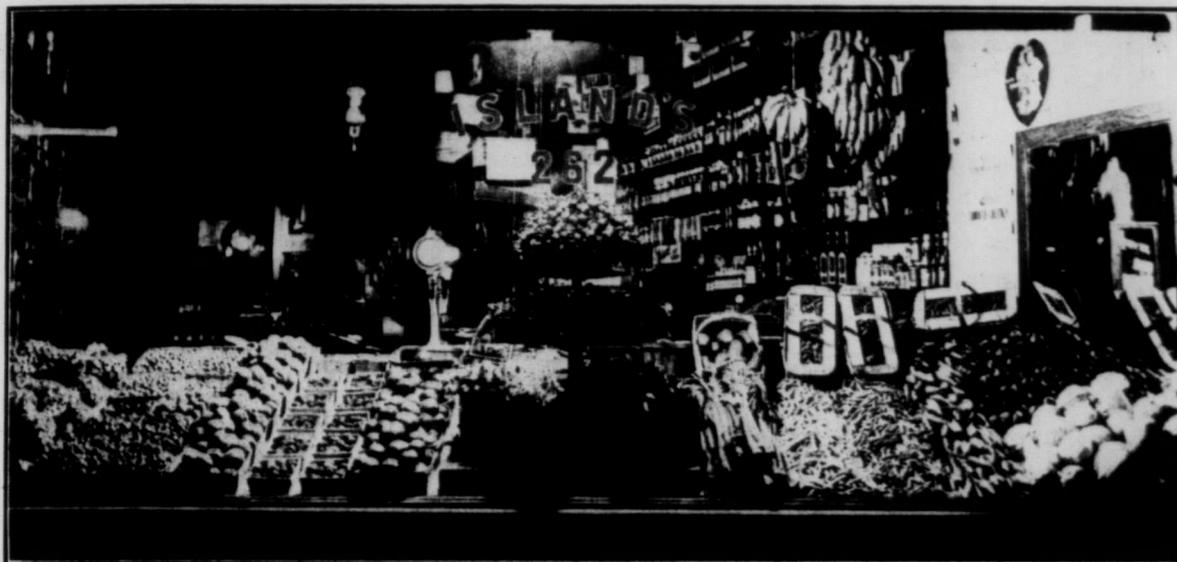
One of the is to devise eliminating to the conse helps us t money.

In the hot ing work of the end of quantity of chased, he v them off his wilt. On t depends the

To sell a people must of them, or only is sup be large. T one who inc margin of pr power of th highly recon

Nature

J. W. Islar is a consiste and vegetabl makes know method, and vice which all waste in his displays as the equip a vegetable the centre o up a consta placed on its



Fruit and Vegetable Window, with Display Fountain in centre. Accompanying article explains how the Fountain has increased sales.

Eliminating the Waste in Vegetables

How One Dealer Combines His Window with Display Fountain to Prevent Waste and Increase Sales—Claims He Doesn't Lose Ten Cents Worth in a Week, and at Same Time Turnover is Much Greater — Fresh Nature of the Vegetables Stops the Passerby.

One of the great works of the scientist is to devise methods and means for eliminating waste. His life is given up to the conservation of things. His brain helps us to save time, energy and money.

In the hot summer days the most trying work of the grocer is also done to the end of eliminating waste. When a quantity of perishable goods are purchased, he wonders if he is going to get them off his hands before they spoil or wilt. On the measure of his success depends the extent of his profit or loss.

To sell any quantity of goods, the people must either read about them, hear of them, or see them. If actual demand only is supplied sales are not going to be large. The successful dealer is the one who increases his sales at a fair margin of profit. In this connection the power of the window cannot be too highly recommended.

Nature of Summer Displays.

J. W. Island, 262 Dundas St., Toronto, is a consistent window dresser of fruits and vegetables in the summer time. He makes known his stock by the display method, and at the same time has a device which practically dispenses with all waste in small vegetables. One of his displays is herewith shown, as well as the equipment referred to. This is a vegetable display fountain set up in the centre of the window which keeps up a constant spray over the goods placed on its various shelves.

A Valuable Equipment.

"We purchased the vegetable fountain last year," states Mr. Island, "and we have found it to be one of our best investments. We saw it advertised in *The Canadian Grocer* and sent for particulars: We wouldn't take \$200 for it now, if we couldn't get another."

Mr. Island declares that from week to week he never wastes 10 cents worth of goods placed on the fountain. More than that, he sells a great deal more vegetables because of this display stand.

"On Friday and Saturday now we sell from 40 to 50 dozen lettuce, whereas we could only dispose of about a box formerly. When 6 o'clock comes on a Saturday night we are usually cleaned out of small vegetables," he further stated.

Attracts Occupants of Autos.

This fountain has frequently been the means of stopping passing automobiles. Not the way a telegraph pole would stop them, but because the displays are so inviting with the water trickling over the vegetables that occupants of the autos have come back to purchase on seeing the window.

An inspection of the above photograph will show how the window was dressed last week. The vegetable fountain contains radish, asparagus, onions, beets and lettuce. The shelves are kept

well filled all the time, so that customers who buy from them are assured of fresh goods.

On the left of the stand are tomatoes, strawberries, peaches, cherries, gooseberries, plums and pines, arranged carefully and systematically so as to present a good showing. To the right are rhubarb, cucumbers, beans, peas, carrots, beets, cabbage, and green peas. This variety is almost sure to catch the eye of the passerby, and Mr. Island claims there are few things better than a fruit and vegetable display to bring the people inside the store. As soon as summer comes he makes it a point to always show them. They are summer goods and are sure to sell with little persuasion.

Requires Little Attention.

The display fountain in this store needs little attention. There is a waste pipe attached to carry off the water, and once in ten days the holes in the top shelves collect a few leaves, which have to be removed. Otherwise it requires little or no attention.

The above window was dressed in about an hour's time, and, considering the results which were obtained, the time was profitably spent. This display is another evidence of the importance of making aggressive efforts to increase trade. Wait for it and it doesn't come. Go after it and results are sure to follow.

A Young Grocer Who is Entirely at Sea

Has Good Store Front and Good Stand But is Grossly Careless and Seemingly Indifferent—Evidently Did Not Assimilate Much During Apprenticeship Although His Employer Was a Thoroughly Modern Grocer — Little Attention Paid to Windows.

By O. S. Johnston.

Human nature is just as frail to-day as it was one hundred years ago, and we are none the less prone to make mistakes, although it may be conceded that the man who fails to benefit by the experience of those gone before is not at all justified when he deliberately errs and sets down his negligence to "didn't know."

The writer not long ago happened into a grocery store which could boast of a good front and being located at a corner seemed well in the running for catching a large amount of transient trade to say nothing of regular custom. But it did not take a keen power of observation to bring about the decision that the young proprietor had either forgotten all he had learned or learned nothing from his former employer; in other words that he had failed miserably to put in practice the good retail methods employed at the store where he had served his apprenticeship. It would take up too much space to point out all the deficiencies—there are so many—in this man's way of doing business, but some observations made on various calls should prove of benefit to the young men now contemplating starting business for themselves.

Cutting Prices Led to Chaos.

Noticing that his competitor across the way had the greater share of the business going, he concluded that the best way to secure some of the best accounts would be to cut prices all round to such an extent that they could hardly be anything but enticing. Slips of paper badly printed were pasted on his three large windows late one Saturday night and on the following Monday the doors were thrown open even though little preparation had been made for the expected avalanche of business. Late in the morning the sweeping was being done and of course plenty of dust was being sent through the entire store.

Customer No. 1 Arrives.

A woman entered evidently having prepared a tall order and ready to take advantage of the low prices. But Mr. Grocer and his clerk at that time were busy moving a few dozen canned goods from shelves to counter and in spite of the absence of a chair or stool for the woman, chatted away and kept the customer standing for five minutes. Final-

ly the proprietor came along somewhat like a funeral, and without making any apology asked for the order. He had five or six articles entered on his order form when he was asked the price of a popular sauce. Now, whether he regarded this woman as an innocent June bride or not the writer cannot say, but he certainly thought he would get back part of the profit he was losing on the goods just ordered, and quoted five cents above the general selling price. The result was that she disputed such a price for this particular sauce. Instead of using a little tact and covering up his attempted deceit, the order taker (we cannot call him a salesman, there's a difference) said, "What's next madam?" "Nothing, I want absolutely nothing from you," was the unexpected reply, and this bit of carelessness, to say the least of it, lost a nice order and in all likelihood further business.

There is little necessity to deal any further with this transaction, but it might be said in passing that the cut-price notices remained on the windows for about five days after the game had failed and the ordinary schedule had been resumed.

Doesn't Utilise Valuable Windows.

At the outset this "would be" grocer did not realize, let us hope that he does now, that cut prices are not permanent trade builders, and he may also be regarded as either ignorant of or indifferent to the pulling power of good window display. Instead of keeping the three large windows well dressed he lets them remain in such a state that they are an eyesore so bad indeed that a genuine "something for nothing" offer would in nine cases out of ten fail to induce the particular housewife to enter.

A traveler from a large cereal company made a most attractive display for him quite recently but in a week's time it was hard for outsiders to decipher the brand on the cartons owing to thick layers of dust on the window panes and cartons, caused of course, by careless sweeping and the dust coming through the open doors.

Flies seemed to enjoy the sunny windows and were there in numbers, some lying dead half buried in the dust on floor of window with the cartons standing over them like tombstones. What a

fine graveyard scene and yet in a window which was supposed to attract trade!

A Jack of All Trades.

On another call, the writer noticed the clerk who had the honor of working under such an "advanced" employer, cut some bacon for a customer, and then proceed to weigh out a pound of tub butter with the same knife. It was wise of him, though not to wipe on his apron after finishing the bacon slicing, as the linen seemed to have escaped the attention of the nearby laundry expert, Mr. Woo Chong Kee, for a considerable period.

A Humorous Side.

Quite recently a number of people were obliged to take shelter from the rain in his doorway, pending the arrival of a car for down town. A confectionery traveler who happened to be there (the time was about 8.45 a.m.), told the writer that just before the car arrived the store was opened for the first time that day and Mr. Late Riser, with a look of surprise at the number outside, asked, "Waiting to get in?" Was it any wonder that a couple laughed, and a few giggled at this question when people were seen coming out of the store opposite which had been opened at 7.30 a.m.

How long this young man will be in business it is hard to say, but we have no hesitation in stating that unless he changes his methods and takes a few lessons in salesmanship and store management he would be wise in closing up and seeking a more suitable occupation.

An expression of opinion from readers on the possibilities of this young man retrieving his lost position and winning confidence from residents in his district would be interesting. What would you consider to be the best way to secure trade again if you were in his shoes? Do you think it is possible for him to continue at same stand and do business there under different methods?



The board of food and drug inspection of the United States has rendered a decision that the term "candied citron" can only be applied to the candied peel of fruit of the citron tree.

Scie

About the mathematics questioned T rectness in f was decided the science r press their o ter to presen reply.

On May 17 was sent to was almost t present there

One

To give ou side of the q is herewith r

Dear Sir,—

Re your te the writer the fits, we are g ity of taking cause it will of the proble cerned.

Our standp rect to figure practicable, a invoice cost le thinking him actually is, a method of cal or turnover.

Wha

In a merel tain the actual invoice net ca pense such as rent, light, wa depreciation, I have to be re turning over e actual total e difference betv the goods plus the selling pri

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Science Teacher Has Made No Reply

Letter Sent More Than Month Ago Explaining the Trade's Method of Figuring Profits, But No Answer Returned—He Had Questioned by Phone the Correctness of Basing Profit Percentage on Sales—An Explanation of The Grocer's Contention.

About the middle of May a teacher of mathematics in a collegiate institute questioned The Canadian Grocer's correctness in figuring profits on sales. It was decided over the phone that both the science master and The Grocer express their opinions in writing, the latter to present its case and the former to reply.

On May 17 the letter appearing below was sent to the mathematician. That was almost two months ago. Up to the present there has been no reply.

One View of Problem.

To give our readers the benefit of one side of the question The Grocer's letter is herewith reproduced:—

Dear Sir,—

Re your telephone conversation with the writer the other day on figuring profits, we are glad to have the opportunity of taking the matter up with you because it will lead to a better knowledge of the problem on the part of all concerned.

Our standpoint is that while it is correct to figure profits on costs, it is not practicable, and figuring profits on the invoice cost leads many a merchant into thinking himself much better off than he actually is, and that the only safe method of calculation is on selling price or turnover.

What Cost Includes.

In a merchandising business to obtain the actual cost one must add to the invoice net cash price all items of expense such as interest, freight, cartage, rent, light, wages, salary for proprietor, depreciation, bad debts, etc., all of which have to be reckoned on in holding and turning over goods, and which show the actual total cost of doing business. The difference between the amount paid for the goods plus the handling of them and the selling price constitutes the profit.

But it is not practicable to figure on this basis. No dealer knows absolutely what the cost will be until the goods have been sold and the money collected. The matter of interest on outstanding accounts and bad debts, as well as the length of time goods are held in stock, together with their depreciation in value are always uncertain elements until every cent of the sales are in the merchant's cash register. When this result is obtained he can figure out his rate of profit on the actual total cost if he so

desires, but he could not so figure in advance with any degree of accuracy.

The Only Definite Basis.

The uncertainty of what the actual total cost will be affords no safe basis for figuring in advance what the selling price should be. One should have some good, sound basis. The invoice cost would not do, because that is only a part of what has to be paid out in disposing of the goods. The total cost would not do, because that is never known until the last article leaves the store, and an inventory is taken at the end of the year. The only sound, practicable method, we submit, is, therefore, to figure from the selling price or turnover.

The total cost, as above stated, cannot be estimated in advance, but it will be found in almost every case so far as the retail trade is concerned, to be much nearer the selling price than the invoice price, and if an arbitrary basis is to be decided upon, then what is approximately nearest should be selected—which is the selling price. The percentage ascertained by calculating on the selling price is safest for the dealer because he is certain if he adds a reasonable advance he is at least making as much as he calculated. On the other hand if he works on the invoice cost, he never makes the profit he thinks he does, and is sure to be disappointed at the end of the year, because he is looking forward to his profits on the basis of his year's turnover.

Figuring Backward on Cost.

If the merchant finds at the end of the year he paid \$10,000 for goods and it cost him \$2,000 to cover all overhead expenses, and he received \$14,000 in sales, the inventory of goods on hand being the same, he knows he has made a profit of \$2,000. The profit percentage can then be figured on the actual total cost, which was \$12,000, being 16 2-3 per cent., and this would be absolutely correct. If figured on the invoice cost of \$10,000 the percentage would be 40 (which would be greater than made) and if figured on the turnover of \$14,000 it would be 14 2-7 per cent., or at less than actually made.

This shows in a striking manner the danger of figuring profits on the invoice cost. The inference might fairly be drawn from the above that a merchant who has been in business for longer

than a year could easily discover what his business cost him during the previous years and add the percentage to the invoice price to obtain the cost price. This would be approximately much nearer the actual cost than figuring on the basis of either invoice cost or selling price. But as the cost of doing business and volume of business are not fixed quantities it could hardly be considered as the absolute cost.

Thinks of Margin on Sales.

Ask a merchant who has on a certain day had cash sales amounting to \$100, what percentage of profit he has made, and he immediately thinks of the profit on the sales. The cost of buying and marketing these goods is not known to him, or considered by him at this time, so that the only definite basis is the amount of the sales.

In conclusion we would like to emphasize the importance of safety in business. You will, we have no doubt, discover there is a great element of safety in calculating profits on the sales which as a rule, if you will allow us to repeat, affords a margin of safety over and above the expected results.

Yours very truly,

The Editor Canadian Grocer.

Toronto, May 17, 1912.

A reply to this letter from anyone would be interesting, and no doubt appreciated by readers who are making a study of this important question. The science teacher's contention was, of course, that profits should be figured on cost.



MUST STOP CALLING WARES.

Toronto, July 11.—The third reading was given, at the Toronto Council meeting on Monday, to a by-law regulating street peddlers. When the by-law becomes law next January peddlers will be subject to a fine if they call out their wares on the street. This is what the Toronto R.G.A. have been contending for, as peddlers were wont to go about, subject to a meagre license, and sell inferior goods by calling people from the houses.

The old by-law contained the word "hawkers" and "moderately calling their wares." These words will be omitted from the new. Any further licenses taken out between now and Jan. 1 will be subject to the new by-law.

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SUMMER DRINKS IN FULL SWING.

These days the soda fountain is a favorite haunt of the public. The reason for their presence there is self-evident. They are in search of something to refresh and relieve as much as possible the effects of the oppressive weather. They are trying to counterbalance the scorching rays of Old Sol.

This search on the part of the public gives the grocer an excellent cue to more business. Why cannot the grocer come in here and point out that they might just as well partake of their summer refreshments at their own homes? By putting in a supply, a refreshing drink is always available without the trouble of a walk to the nearest dispenser's shop.

Besides, at this time of the year there are many picnic and camping parties who will want to take along some cooling liquid refreshments. At many camping grounds good drinking water is not always obtainable, at least without some trouble, so that it is well for the camper to be supplied. To picnicker and camper, as well as to the householder, the grocer would do well to suggest these lines and urge the advantage of a good supply.

In the line of summer drinks the grocer has much to offer, including lemonade powder, concentrated lemonade, soft drinks of various kinds, fruit vinegars, cider, grape juice, mineral and aerated waters, etc. These are the lines which the grocer would do well to swing into prominence now and push strongly. Added to personal talks to customers, window and counter display as well as advertising are the valuable selling features.

MUSTY CEREALS LOSE CUSTOM.

We learn a great deal sometimes from our own as well as the errors of other people—at least from those that are made public. Probably the following incidents, related by the heads of two households, explaining why they stopped dealing at a certain grocery store, may result in more careful attention to goods in stock, as well as to buying.

Both complaints refer to bulk cereals. One woman, who was a buyer for an old folks' home in a Western Ontario city, had purchased a hundred pounds of a certain cereal. The morning after it was delivered to the

home, the woman in charge of the cooking complained to the purchaser that the cereal was musty and could not be used. Further investigation proved the original analysis to be correct, with the result that the grocer not only had to take back the goods, but in future lost his share of the home's trade. In addition to these losses, the woman who made the purchase declares she will buy nothing more at that store.

This same dealer lost another regular customer by selling her a musty wheat cereal. In this case he will probably never know the cause as she has never gone back. The cereal was thrown out and the money wasted, which was sufficient justification, in her estimation, for a complete change.

These instances of the loss of customers should be carefully considered. A dissatisfied customer generally voices her disapproval of inferior service, and the exact loss is never known. It is the men who prevent altogether the dissatisfied customer who make the most of the grocery business, other things being equal.

Now that the hot weather is here with a vengeance, especial care should be taken with cereals. Careful buying will assist a great deal, as well as care in giving them proper attention.

SURVIVAL OF THE FITTEST.

The poor, we shall always have with us; likewise the indolent.

A story is told by O. S. Johnston on another page of this issue of a young Canadian dealer who, in spite of the fact that he has every opportunity to build up a successful business, actually, by his indolence, drives away trade. Imagine a live, up-to-date dealer these days allowing a customer to wait five minutes before serving her, while he and his clerk continue with their dusting operations well onto the middle of the forenoon! Yet this is the business crime marked up against the young man in question.

The more representatives of The Grocer move about the country in search of trade news and methods, the more do they realize the importance of aggressive business campaigns. Dealers who are alive to opportunities have the least complaints to make about quietness of trade and business going elsewhere. They are the men who are using every facility at their command to attract new custom and to increase sales among their regular patrons.

There is little room to-day for the indolent man in the grocery trade. He will never be a success because there are too many competitors ready with superior service to attract business. The fittest will survive while the weak will be forced against the wall.

RESULTS FROM BUTTER INSPECTION.

It was pointed out in last week's issue that the Government butter standard stipulated that butter must not contain more than 16 per cent. of water. During the week a report from the Inland Revenue Department has come to hand describing 157 samples of butter collected in Canada by inspectors during February and March of this year. It contains many interesting points.

The standard also defines legal butter as containing not more than 17.5 per cent. of substances other than milk fat, the other substances being usually water, salt and curd. Therefore, butter containing more than 16 per cent. water and 17.5 per cent. of all substances other than milk fat, is a fraud on the public in the eyes of the Government.

From the investigations of the inspectors the maximum of 16 per cent. of water is evidently higher than necessary, as only one out of the 157 samples was above this figure. In fact, 133 samples contained less than 10 per cent., and only 33 between 10 and 16 per cent.

If we are to assume that the best butter contains the least water, then Prince Edward Island is the best butter producing province. Ten samples from there show an average of 3.93 per cent. water. The same number of samples taken at Ottawa show 5.13 per cent., and New Brunswick comes third with 5.66 per cent.

At the time the inspections were made, the price of good butter varied from 29.5 cents per pound in Prince Edward Island, where it was cheapest, to 44 cents per pound in Alberta where the ruling price was highest.

FRUIT PROSPECTS FAIRLY BRIGHT.

It is encouraging to note that British Columbia apple growers are making preparations for the biggest crop in the history of the province. In fact the prospects generally are for an excellent crop throughout Canada. The wet weather of May and early part of June in some districts had the effect of retarding pollination, resulting in the falling of embryo apples, but on the whole there is every indication so far of a good crop.

The outlook in Nova Scotia is for another crop nearly, if not as large as last year's. There was a particularly heavy bloom on the Gravenstein, and if nothing occurs to mar growth, the yield will be heavy.

In the Niagara district there is a fairly good setting of most varieties of peaches, but the crop in southwestern Ontario is reported to be short, probably not enough to supply the home market.

Plums and pears are on the whole a fairly good crop. Sweet cherries are showing some signs of winter killing, but the sour variety is an excellent crop almost everywhere. A medium crop of grapes is expected, although many vines were winter killed.

In Great Britain the fruit growers have been complaining seriously of dry weather and insect depredations, more particularly in small fruits.

ARE YOU ON SCHEDULED TIME?

Standing upon the threshold of the last half of the year, it is well that the merchant cast an eye back over the first six months that have just come to a close, and sum up the results of that period.

It is the desire of every merchant to show a gain each year over the previous one. In fact, a healthy business should show a gradual growth. Just at this time it would be wise for the grocer to review the first six months of 1912 and compare them with the same period of 1911 to ascertain if there has been any increase, or if the ideals, with which the year was started, have not been realized.

If the financial sheets either relative to sales or profit show no improvement or not enough improvement so far this year, there is no reason to give up in despair. In fact, if such be true, it should have a directly opposite effect—that of spurring the merchant on to greater efforts.

Now is the time to begin in real earnest if sales at the end of the year are to look big. If a dealer hopes to

attain his ideal, he cannot afford to wait until October or November before finding out how he is progressing.

THE CROPS IN THE WEST.

Rains last week relieved the dry spell in the West, with the result that anxiety regarding the growing grain has been removed. There is yet the frost bugbear to contend with, but in many districts in Alberta and Saskatchewan crops are a couple of weeks in advance of a year ago.

Authoritative reports from Southern Alberta state that the crop will be 60 per cent. greater than a year ago. Winter wheat is averaging 30 inches and should be almost ready for harvest towards the end of the month. Spring wheat has headed out, and has reached a growth of from 8 to 24 inches.

If good growing weather continues it will, combined with the increased acreage, give the West a record crop. At the present time, therefore, Western conditions, which depend largely on the crops, are sound.

THE SEASONABLE DISPLAY

It does not require much thought to see the advantages of a seasonable window display, particularly if it consists of goods that might perhaps be overlooked by the feminine shopper if they were not to be seen.

The man who takes advantage of seasons and special occasions to trim appropriate windows, and does his work neatly and judiciously is sure to increase sales above what the shopper actually had in mind on leaving her home.

The power of display cannot be too highly magnified as a business getter. But there are displays and displays. The best get the bulk of the extra business.

EDITORIAL NOTES.

In business as well as in war it is the same survival of the fittest.

* * *

If you have not mapped out your holidays, Mr. Grocer, now is the time. Everybody's doin' it.

* * *

'Tis good advice to make hay while the sun shines. 'Tis well also to push summer drinks at the same time.

* * *

The increased cost of raw material and higher wages to workmen is given as the cause for recent advance in paper.

* * *

Take advantage of the summer's disadvantages. Fly destroyers, cooling drinks and appetite coaxers, make this possible.

* * *

A retrospect of the first six months' business of 1912 should be beneficial. Compare it with the first half of last year.

* * *

The Canadian Grocer was the first public journal to advocate the building of large local elevators in the West for the storing of grain during the winter to relieve the grain congestion. Both political parties in Saskatchewan prior to the election advocated this.

Account With a Business Men's Club

Case Where Union Isn't Always Strength—Club Included Some of Town's Best Men, But Yet Payments Were Slow—How Cooperation in Same Town Has Prevented Bad Debts—The Humble Origin of the System.

*By Henry Johnson, Jr.

A junior partner in Johnson & Son has been getting some valuable experience in credit-extension. Maybe the experience will cost the firm some money: maybe it will come out all right. That is one advantage of being interested in a business which is not all your own—you can get some experience at another's expense.

This partner took a fancy to the account of a newly-established Business Men's Club, not, perhaps, for any particular reason, but by one of those psychological kinks that will get all of us occasionally. In fact, there is only one safeguard against that kind of thing; that is to have rules—definite, fixed rules,—which nobody can break, and then have a conference on any extension of credit beyond the limits and abide by the decisions of the conferrees.

Purchased Best of Everything.

This account was, and is, for the experience is not yet complete, a nice one to handle. The orders were liberal. They wanted the best goods. When it came to choice between extra quality and a trifle of saving, the saving had to go—for they wanted the best. This was natural; for that is the way with men's clubs everywhere. They think it the mark of good breeding to spend to the limit. The trouble was the usual one; that at the end of the month, they did not pay. Details of management, especially involving the payment of bills promptly, are not strong features in men's clubs.

A few days after the first of the month after the account was opened, I asked my partner how about it. He "was not very sure, but would find out." He did not find out very much except that he got no money. In fact, he seemed to gain the impression that the payment of money was a sort of low, sordid thought that clubs should not properly entertain to speak of. And we got no money.

Account Ran for Three Months.

My plan would have been to cut off the outgo and proceed quickly to get what we could; but I yielded to let the young fellow try out his ideas. So the second and third month went by and

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

the account was upwards of \$600. It was a very "good" account, you see! Then I thought things had gone far enough, so I put it right up to my young friend to get that money. I felt we had as much invested in that one experience as we could take chances with.

Well, by dint of pressure, and going to see this and that, the boy got in \$180, which was the amount of the first of the three months' bills. But, while money was scarce, "assurances" were plentiful. Many told him not to have any anxiety because "that club was composed of the very best men in this town and they would not allow any of the bills to go by default." When this was reported to me, I gave the young man my views in detail; and I shall insert them here because I think they are sound, and I believe they may be memorized by almost any retail merchant with profit to himself.

Where Union is Not Strength.

"Now, John," I said; "it is just the right time for you and me to go into the details of this situation a bit. I want to show you how I regard that account and why I so regard it. Then you may change your attitude a little.

"It is true that the 'best men' of this town are members. Yes; there are several members there who individually, for their own household purposes, might have such an account here and I should not lose a minute of sleep over it. But this is a case where union is not a source of strength, but of weakness, and I'll show you why. Individually, those men are good. They pay their bills promptly and to the last cent. Why? Because their credit is valuable to them; they make it a rule to pay; and they are honorable. Because of this very fact, you will find that those men have paid their dues at the club very promptly. Also, because of this fact, they are not the kind of men to pay those dues twice. They would not think of paying one of our bills twice, no matter how much we might need the money, though they are as good as the wheat to pay their just bills. And why? Because they are quick to recognize and discharge an obligation, they will not feel any obligation to go any further.

If the Club Should Fail?

"Thus, all this talk about the certainty that those men would not let the

club go down in disgrace is bosh. If that club should fail to pay, where would any obligation rest on them? Would they not feel that they were free—had they not paid their dues promptly? Take Judge Ryan, or Dr. Chapin, or Deacon Burrows—every man of them good for anything they want to buy at Johnson's, even past the usual limits—do you think those men would feel any twinges of conscience if the club should fail? No; nor would they need to feel under any obligation?

"No: your feeling that such membership was a source of strength is wrong. It is, in fact, a source of weakness. If the membership were a little slower pay there would actually be more security, because then you might hope to scrape up something in unpaid dues; but now you have nothing to fall back on. That is NOT the kind of account you can permit to run a day over its proper time. Get busy, now and get the money."

Well, we are not done yet, as I say. That is, we are not sure we are "done." But I have my suspicions. What?

We Get By Giving.

While I am on this question of credit-giving, I think of a recent Convention Question: "Can a local federation with few members properly organize a credit rating system?" That seems to me to be akin to the question: "How much does it take to start a business?" For one man can start on \$5 and get rich and another will fail on a capital investment of \$50,000. Likewise, a federation of two merchants can start a credit rating system, if they are the right kind of men; while 500 may readily fail to make this work because they do not enter it in the right spirit. Trouble is that nearly every merchant immediately thinks of what he is going to GET out of the system—not what he is going to GIVE it; and until a goodly proportion of any federation gets the idea of GIVING, the system will not amount to anything.

The Origin of a System.

In our town there is hardly any need of any system to take care of credits. Why? Because we began right, years ago, to HELP each other. I am somewhat to blame for this condition myself, so I'll tell you how it began.

About 18 or 20 years ago I took to visiting neighbors. I went when I had a little time, without any particular plans or intention. It seemed a little strange and awkward at first; but we got personally acquainted; chatted together—not much business—mostly just learning to know each other. On the second round I talked a few problems and suggested, or hinted at, betterment of some difficulties. When credit was talked about, I made it a point to offer

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information on any customer at any time. The way was thus partly prepared, but still some action was needed to galvanize the thing into life; so I took the action.

The Promiscuous Credit.

I decided that I should grant credit on precisely the same basis as I got credit—through the passing of references. I also decided that I would take no account where the applicant owed a brother grocer a past-due account. Thus, it was not long before I had occasion to call up a neighbor and ask him whether he knew Peter Filkins and how his credit

was. After getting the information, I thanked my informant and repeated my offer to help him any time he wanted help that I could supply. Little by little this idea spread, until to-day we ask each other freely back and forward. That is why we need little protection from bad accounts. If we take on slow ones, we do it with our eyes open—as my partner took on that club, for instance.

So here you have examples of the Union which is Strength and the other Union which is Weakness. You can see the difference.

Claim Auto Delivery Equals Three Horses

Experience of New Zealand Firm Who are First to Introduce New System Into that Country—Advertising Valued Placed at \$500 a Year—Covers 300 Miles a Day.

The first robin, the first straw hat and the first strawberry of the season are all objects of note. And so is the first automobile delivery in any town or city. Greater still is the first motor in a country—and Hill & Barton, merchants of Wellington, New Zealand, whose delivery car is shown herewith, can boast of this honor.

Comparison With Horse Delivery.

This firm is quite enthusiastic over the innovation, their experience being

and all incidental expenses. To their mind there is no comparison between the motor delivery and horses and wagon method.

A Profitable Advertisement.

"We consider," says Mr. Hill, "the advertising value of the car is at least £100 per annum. You will, therefore, see that we are getting every satisfaction with it although many predicted that our enterprise would result in failure."



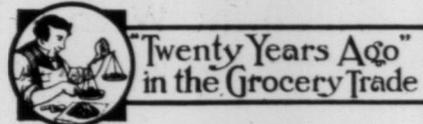
The first automobile delivery in New Zealand. Owners say it does the work of three horses and three men.

that it is more satisfactory and more economical than the horse and wagon systems. In a letter to The Grocer, which they read every week, H. G. Hill states that the car is a 14-16 h.p., the body being specially insulated. The total cost of the car was £500 (\$2500), and it is doing the work of three teams of horses and three men. The average distance covered is 300 miles per week and the cost works out at 8d. per mile. This cost includes wages of men and depreciation at the rate of 25 per cent. per annum interest on capital outlay

The opposite, however, has been the case. They have found the motor car superior to the old system both as to advertising value and economy.

Big Work for Three Horses.

Three hundred miles covered in one day means 30 miles an hour in a 10-hour day. This would appear to be greater than the work of three horses, as it would take a pretty good horse to travel a third of 30 miles in an hour, or 100 miles a day. Few horses in Canada, at any rate, could accomplish such a feat.



J. F. Eby, of Eby Blain & Co., Toronto, left on Thursday for a fortnight's holidaying in the Midland district. He has a houseboat on that part of Georgian Bay.

Editor's Note.—At the present time Mr. Eby is away on a holiday, but he is out West instead of at Georgian Bay. He will visit Vancouver as well as some Pacific coast United States centres before returning.

"The Montreal Retail Grocers' Association intend holding their annual picnic on July 27 at Hudson. The following committees have been appointed:—Games, music and dancing, S. D. Valliers, chairman. Refreshments, printing and advertising, A. D. Fraser, chairman, Jno. Robertson, E. Elliott, J. O. Levesque, and J. E. Manning. Finance, S. Demers (chairman), A. D. Fraser, S. Valliers, Ald. T. Gauthier, and Jno. Scanlon."

Editor's Note.—This year the Montreal grocers will picnic on July 24 at Valleyfield, Que. July 27 comes on a Saturday, or it might be chosen again.

"London (Ont.), merchants and others now refuse mutilated silver coins except at a discount."

Editor's Note.—The practice of refusing these coins has now become quite general among all classes.

"At the last meeting of the Halifax Retail Grocers' Association, a resolution of sympathy and condolence was passed and ordered to be sent to the widow and family of the late Jno. H. Nisbet, who at the time of his death was treasurer of the association."

"William Burleigh, who gave himself out as a 'bad debts collecting agent' at Smith's Falls, was sent up for trial for obtaining money under false pretences, was found guilty, and sentenced to six months in the Central Prison, Toronto."

Editor's Note.—Even after the lapse of two decades, we still have this class of collection agent with us, although met with infrequently.

Lesson 18--Complete Course in Cardwriting

Showing the Lower Case of the Capitals Demonstrated in the Previous Lesson
—The Three Cards Illustrated Introduce the Trade Mark Idea in Cardwriting.

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

How many stores or commercial institutions work the trade mark idea to the extent that is possible? There are some that do, but there are hundreds that don't, and these are the businesses that remain small and immature, and the heads of these places wonder why those others grow and become industrial concerns.

The reason lies, to a great extent, in the advertising; either the advertising is too weak, or too little.

We suggest the selection of a good trade mark and advertising it everywhere, keeping it constantly before the public eye—in every advertisement, on every sign, on your electric signs, on every window card. Make it so common that every time it is seen it is at once associated with the firm's name.

The Trade Mark on Cards.

To demonstrate the trade mark idea on the show card, we are illustrating three sample cards showing the manner in which it is used.

The "hand bag" card has the double diamond trade mark, with the firm name or the firm's catch phrase inside. The space between the two diamonds is in a color which makes it stand out strongly in relief. In the "layette" card, the trade mark is more in keeping with the nature of the goods being advertised, the outline of the shield being in a light shade with the centre white, and the lettering in a light shade. The strength of the trade mark should be regulated by the style of card it goes on. The "suits" card shows still another style which is in keeping with the general effect of the card, viz., the lined style.

Working Up a Design.

Get an idea into your head and improve on it wherever you can. Sketch the design in pencil first, just roughly, then, if it suits you, ink it in.

The design in the "hand bag" card makes a very good effect. The circles were made with an ink compass in alternate black and white lines, and then cross hatched with black ink. This design may be carried out to splendid effect in colors or tints. The floral effect is very simple, in fact only a suggestion is needed to illuminate the design.

First, the outline is made with the brush, then a light tint is added or filled in, with a few touches of the brush in the centre to complete it.

The Stork a Suitable Decoration.

If illustrations are used or drawings made on a card, they should harmonize with the inscription. The stork decoration used on the Layette card is quite in keeping with the "Dainty, Snowy Layette," as it is symbolic of infantile reception. This design is made by first drawing the bird in outline on the light champagne card, then coating the whole design with white and touching it up with a light grey and dark grey for the tips of the wings, the beak and the feet. The apple blossom designs used in the panel also lends a dainty touch to the card.

An Unusually Simple Treatment.

Note the very simple decoration used in the suits card. It certainly is "distinctly different" and yet refined.

The word "suits" is outlined first, with a brush No. 4, red sable, square point, drawn down small. Then the white line decoration is made, using the

T square and small pen, say a number 5 or 6 soennecken, as shown in the upper corner of the plate. These lines may be made first, if desired, and the letter outlined over the top of them.

The letters then are filled in, leaving the space, as shown, open, allowing the white lines to show through.

The words "distinctly different" are made with a small soennecken pen and left in outline.

Ruling With the Square.

In ruling with the T square, be careful not to allow it to rest on the card, but to raise it high enough to allow the wide part or shoulder of the pen to rest against the edge. Hold the hand and T square steady and give a firm, quick stroke.

Another device for ruling is known as the ruling pen. It is a double affair, which may be regulated by turning a set screw. The ink is dropped in as needed.

Dainty Outline Lettering.

Nothing but dainty lettering should be used on such cards as the illustrated "layette" card. The pen outline letter gives a daintier effect than if filled in. The word "layette" is outlined with a grey shade and filled in with black, which brings this word out more prominently, as it is the main word of the inscription.

The Hand Bag Card.

The object in making the word "linen" the most prominent on the card is to bring out the importance of the novelty, otherwise the words "hand bag" would be given the foremost place.

For further particulars re brushes, pens, etc., write to the editor of this paper, 143 University Ave., Toronto.



Seasonable cards, introducing trade mark idea. See article.

Plate No 18 - Brush or Pen Outline Roman
- Lever Case -



This plate illustrates a letter that is particularly useful for fancy show card headings.

Current News of the Week

Quebec and Maritime Provinces.

H. E. Vipond, fruit merchant, Montreal, is spending the week ends at Woodlands.

Dr. Rene Hebert has been appointed a director of Hudson, Hebert & Co., Limited, Montreal.

Alywn Coristine, manager of Poultry Supplies & Sales Co., Montreal, is now on holidays at Murray Bay.

The warehouse of A. F. Randolph & Sons, wholesale grocers, at Hartland, N. B., was damaged by fire.

MacLure & Langley, commission merchants, Montreal and Toronto, intend opening warehouses in Montreal.

Zepherim Hebert, president Hudson Hebert & Co., Limited, is now at his summer residence in the Chambly Basin.

Frank Hodgson, general manager Montreal Biscuit Co., will soon close up his city residence and take up summer quarters at Hudson.

F. F. Hughes, of F. Hughes & Co., Montreal, is now in Quebec City on business, and will soon leave for a short holiday at Murray Bay.

J. O. Dandurand, of Bergeron, Whissell & Co., wholesale grocers, Montreal, is now living at his summer home in the Chateauguay Basin.

H. Laporte, president of Laporte, Martin & Co., Ltd., Montreal, has just returned from a short holiday in St. Adele in the Laurentian Mountains.

G. F. Lalonde, of Lalonde & Desroches, wholesale grocers, Montreal, is on his way from Calgary, where he has spent some time both on pleasure and business.

W. R. Spooner, manager of the Halifax Cold Storage Co., Limited, has been on a visit to the headquarters at Halifax, and was also business bent in Newfoundland.

J. McNow, of Mathewson's Sons, wholesale grocers of Montreal, has just returned from a business trip along the Gaspé Coast and will now resume operations in his usual territory.

Chas. Chaput and wife have left Montreal for a few weeks' holiday at Old Orchard Beach, while Emile Chaput, also connected with the firm of L. Chaput Fils et Cie, Limitee, has taken his family to St. Hilaire, on the banks of the Riche-lieu.

Harold F. Hughes, of F. Hughes & Co., Montreal, Canadian agents for Spratt & Co., Limited, London, Eng., manufacturers of dog biscuits, etc., is busy making preparations for the com-

ing National Exhibition in Toronto. He will attend the show, as his principals have been appointed "feeders."

The National Cannery Limited have opened a suite of offices in the Transportation Building, Montreal.

There is a scarcity of hominy (cracked white corn) in Montreal owing to slow shipments. Montreal consumes between 3,000 and 4,000 bags annually.

S. J. Mathewson, of Mathewson's Sons, Montreal, is trying to dodge King Sol, and is now in hiding at his summer home, Eagle Point, Little Metis.

F. H. Anson, general superintendent Ogilvie Flour Mills, Ltd., has resigned from the company to assume the management of the new sugar refinery in St. John, N. B.

A. W. Hugman, of A. W. Hugman, Ltd., Montreal, manufacturers of polishes, baking powder, etc., is now on a business trip taking in all the important centres from Montreal to Vancouver. This is his initial Western trip.

A. G. Snowdon, of Snowdon & Ebbitt, commission merchants, Montreal, will soon leave on his annual northwestern trip. Snowdon & Ebbitt have added to their list of agencies that of Alexander Cavins & Sons, of Paisley, Scotland, manufacturers of jams, jellies and marmalades.

Ontario.

W. G. Begg, general merchant, of Col-lingwood, Ont., died last week.

Ingersoll merchants have agreed to close on Thursday afternoons during July and August.

H. B. Clemes, manager of the produce department Gunns Limited, Front St., Toronto, is on a holiday, Port Perry, Lake Seugog.

A. F. Choate, general merchant, Warsaw, Ont., has opened his branch store at McCracken's Landing, Stony Lake, for the summer.

A number of merchants of Gananoque, Ont., including several grocers, have agreed to a weekly half holiday on Wednesday afternoons during July and August.

A merger is being arranged between the Renfrew Roller Mills, Renfrew, Ont., and the Dowd Milling Co.'s mill at Pakenham, Que., under the name of the Renfrew Roller Mills, Ltd.

C. W. Cox, manager of Jones Bros., Montreal manufacturers of stove fixtures, has returned from Quebec, where he was superintending installation work in some of the large stoves.

At the Toronto horse show held on Dominion Day, a number of prizes were offered grocers and provision dealers and needless to say some fine turnouts were witnessed in these classes. In the single horse and outfit class open to grocers east of Yonge street, R. Matthews, Yonge street, took first; R. H. White, Church street, second, and T. A. Gilpin, Carlton street, third. In the same class, open to fruit, fish and game dealers, Clemes Bros. and McWilliam & Everist of Church street, won first and second respectively and A. Spalla, Elm street, third. Gunns Limited captured both first and second for single horse and outfit open to wholesale and retail produce dealers, with J. A. McLean Produce Co., third. John Sloan & Co., wholesale grocers, Church street, took first in class 45 which was open to all other trades east of Yonge street.

Western Canada.

Howard W. Wilson, general merchant, Edmonton, Alta., has sold to N. S. Wilson.

The Capital City Flour Mills Regina, was one of the firms to suffer loss by last week's cyclone.

The Saskatoon Industrial League has appointed an industrial commissioner at a salary of \$7,500 a year. An extensive campaign for new industries will be undertaken.

Seven tons of strawberries were destroyed in Saskatoon, Sask., as being unfit for human consumption. The car in which they arrived was not properly iced. The loss is estimated at \$1,200.

The Vancouver Retail Grocers' Association will hold their picnic on Wednesday, Aug. 14. This day is Citizens' Day at the exhibition and will be a civic holiday. The parade this year will be a big feature.

Calgary, Alta., has announced the holding of its first annual pure food show for the week of August 12. Some of the business men of the city have taken hold of the proposition. H. S. McKay is the secretary.

The health authorities of Moose Jaw Sask., recently ordered the destruction of decayed fruit. The fruit destroyed were strawberries and cherries. A number of cases of fruit bought by restaurants for food were also thrown out. The health inspectors are making daily rounds of the restaurants for the purpose of keeping in touch with the quality of the fruit and food served.

Condensed Milk and Rice Up---Sugar Weak

Many Changes of Note During the Week—Another Firm Places Sugar in Cartons on the Market—Brooms Easier—Prospects in New Pack Fruits—Salmon Market Strong.

QUEBEC MARKETS.

POINTERS—

Rice—Up 15 cents.

Sugar—Weak.

Shelled Walnuts—Primary advance.

Montreal, July 11.—It is hardly surprising nowadays to hear of an advance in any particular foodstuff so general is the movement upward.

The higher grades of salmon are \$1 to \$1.50 per case dearer while the cheaper also show an advance of 50 cents. All packers in Vancouver are trying to induce eastern buyers to interest themselves in 1/2 lb. flat tins. It appears that packers for past few years have been getting a high price for salmon in 1/2 lb. flats for shipment to England, and we have reports this year to the effect that large orders have been booked on a basis of \$10.50 per case f.o.b. shipping point unlabelled. But eastern buyers will hardly be induced to substitute the 1/2 lb. flat for the 1-lb. tall. At present prices, as there is not much sale for the 1/2-lb. flat except from laborers for their lunch pails.

Authoritative news has been received from the Old Country to the effect that there is a shortage of fruit and that jam prices are advancing as much as 3d.

There will be some canned mackerel on the market in about three weeks' time prices having been fixed at \$1.45.

Business on the whole is surprisingly good and wholesalers are looking for records in turnover this year.

SUGAR.—The market on the whole is weak due to improved prospects of ample supplies throughout the world and to continued increase in present Cuba crop.

There should be considerable business done during coming week as present heatwave, to say nothing of the preserving season means a large consumption owing to large sale of ice cream and soft drinks.

No doubt brokers are inclined to believe that hand-to-mouth order of things, which has prevailed for the past few months, must soon cease and that the trade will buy in larger quantities to take care of increased demand. On the other hand the trade looks for another decline basing opinion on big margin between \$3.77 for raws and \$4.95 for good granulated in New York. But refiners have also something to say in the matter claiming that the cost of supplies has not been altogether in their favor, even if the raw market has been on a steady decline.

However, changed conditions in Cuba as aforesaid, have brought about a desire on part of planters to make concessions because the present crop is 230,000 tons greater than in 1911 and considerable operation is going on still in different estates. They are not over anxious to have a heavy accumulation of supplies which with the approach of the rainy season, are liable to deteriorate.

Granulated, bags	5 06
Granulated, 20-lb. bags	5 15
Granulated, 5-lb. cartons	5 35
Granulated, Imperial	4 90
Granulated, Beaver	4 90
Paris lump, boxes 100 lbs.	5 80
Paris lump, boxes 50 lbs.	5 90
Paris lump, boxes 25 lbs.	6 10
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 70
Crystal diamonds, 100-lb. boxes	5 80
Crystal diamonds, 50-lb. boxes	5 90
Crystal diamonds, 25-lb. boxes	6 10
Crystal diamonds, 5-lb. cartons	6 60
Crystal Diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 45
Extra ground, 50-lb. boxes	5 65
Extra ground, 25-lb. boxes	5 85
Powdered, bbls.	5 25
Powdered, 50-lb. boxes	5 45
Powdered, 25-lb. boxes	5 65
Phoenix	5 65
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 yellow	4 80
No. 1 yellow	4 65
Bbls. granulated and yellow may be had at 5c above bag prices.	

SYRUP AND MOLASSES.—The molasses market is steady there being fair amount of business transacted for grocery grades. It is believed that Barbados has now nothing further for export but there are some who doubt it. While at one time it was thought prices would move upward, yet we are now inclined to tell the trade to study the sugar market carefully from all standpoints as on it depends the tendency of molasses.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
Corn syrups, half-barrels	0 03 3/4	
Corn syrups, quarter-barrels	0 04	
Corn syrups, 3 3/4-lb. pails	1 90	
Corn syrups, 25-lb. pails	1 35	
Cases, 2-lb. tins, 2 doz. per case	2 90	
Cases, 5-lb. tins, 1 doz. per case	3 25	
Cases, 10-lb. tins, 1/2 doz. per case	3 15	
Cases, 20-lb. tins, 1/4 doz. per case	3 10	

NUTS.—A sensational advance has occurred in shelled walnuts, the price quoted in primary markets being equal to 26 1/4 Montreal. The local market so far is unchanged as there are still some stocks on spot but it can easily be seen that it is only the matter of a short time before the extra price is asked. The cause is attributed to short crop.

There is a stronger tone to market for Brazil nuts as a result of recent purchases which have cleaned up most of recent arrivals.

All shelled nuts are firm as result of reports of likely short crops.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10 1/2	0 12

Filberts, Barcelona, per lb.	0 11	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14 1/2	0 15 1/2
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13 1/2	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop.	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08 1/2	
Coon, roasted	0 08 1/2	0 09
Diamond G. roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 12	
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 75	
Walnuts—		
Bordeaux halves, bright	0 25	0 28
Broken	0 27	0 29

DRIED FRUITS.—There is nothing of particular interest to note in this market, things on the whole being dull.

There has been little business done in raisins of late and reports from the coast only duplicate conditions here.

Prunes are also slow to move, although a good business would be on if holders made slight concessions but are advised that this is hardly likely as holdings are not particularly heavy.

Apricots and peaches present dullness also and it is just hard to say what is coming over the market. However, it might be stated there is every prospect of large crop of peaches and undertone is easy, while same thing may be said of apricots.

Currants are steady and prices remain the same. The latest reports from Greece show that crop is progressing in good shape, market being firm with no prospects of decline.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08 1/2	0 09 1/2
Currants, 1-lb. pkgs., fine filiatras, cleaned	0 07	0 07 1/2
Currants, 1-lb. pkgs., fine filiatras, cleaned	0 08	0 08 1/2
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizzas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 06 1/2	
Dates, Hallowee, loose	0 06	
Figs	0 11	
Figs, 3 crown	0 07 1/2	0 08 1/2
Figs, 4 crown	0 08	0 08 1/2
Figs, 5 crown	0 08 1/2	0 09
Figs, 6 crown	0 09	0 10
Figs, 7 crown	0 10	0 11
Figs, 8 crown	0 11	0 12
Figs, 9 crown	0 12	0 13
Comrade figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07	0 07 1/2
Prunes—		
20-30	0 13	
30-40	0 12	
40-50	0 11	
50-60	0 10	
60-70	0 09 1/2	
70-80	0 09	
80-90	0 08 1/2	
90-100	0 08	
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 08	
Choice fancy seeded, 1-lb. pkgs.	0 08 1/2	
Choice loose muscatels, 3-crown, per lb.	0 08	
Choice loose muscatels, 4-crown, per lb.	0 08 1/2	
Seedless, new, in packages	0 07 1/2	0 07 1/2
Select raisins, 7-lb. box, per box	0 07 1/2	0 08
Sultana raisins, loose, per lb.	0 11	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box.	2 50	5 75 1/2
Malaga table raisins, clusters, per 1/4 box.	0 80	1 90
Valencia, fine, off stalk, per lb.	0 06	0 07 1/2
Valencia, select, per lb.	0 06 1/2	0 07 1/2
Valencia, 4-crown layers, per lb.	0 07 1/2	0 08

RICE AND TAPIOCA.—It seems we have been perfectly justified in report-

ing strained Eastern conditions in rice as again this week we have to announce further increase of 15 cents.

Rangoons are much firmer owing to strong eastern demand, especially from Tapair and as a result business with Europe has been greatly curtailed.

The Saigon market also remains firm with continued demand from Manilla; paddy is dearer, and higher prices are expected.

Firmness also prevails in the China market. A lot of Hunan rice has been imported to Shanghai but quality is inferior to qualities generally consumed, having been secured chiefly for sale amongst poorer classes to relieve distress caused by the soaring of prices. The tendency throughout is for still higher prices.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 90	4 00
Rice, grade B, bags, 100 lbs.	3 90	4 00
Rice, grade B, bags, 50 lbs.	3 90	4 00
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	4 10	4 20
Rice, grade B, pockets 25 lbs.	4 00	4 10
Rice, grade C.C., bags 250 lbs.	3 80	3 90
Rice, grade C.C., bags 100 lbs.	3 80	3 90
Rice, grade C.C., bags 50 lbs.	3 80	3 90
Rice, grade C.C., pockets 25 lbs.	3 90	4 00
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	4 00	4 10
Patna, polished	4 45	4 50
Pearl	5 00	4 10
Imperial Glace	5 40	5 50
Sparkle	5 55	5 65
Crystal	5 55	5 65
Snow	5 85	5 95
Ice Dips	6 10	6 20
Carolina Rice	7 40	7 50
Brown Sage, lb.	0 96	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

TEA.—Tea market is fairly active there being a good jobbing inquiry for current requirements. Buying is still going on actively in the east. A cable reports that Pingsueys are firmer and samples are expected soon.

There is nothing of unusual interest in local market.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

SPICES.—The market has not been any too active for the past few days. Peppers are keeping up as are cloves, nutmegs and cassias.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	0 17	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

COFFEE.—As might be expected there is no change in local market as any increase of few points in primary market has little or no effect here. It may be of interest to know that while weather in Brazil is good nevertheless

coffee crop is backward and ripening is uneven. The general opinion is that crop will be small one, but some planters state that these reports come from some who simply take a casual glance at the trees, and don't examine them closely. They further add that while some trees look bare nevertheless they carry quite an amount of fruit under the branches.

Mocha	0 25	0 28
Rio	0 21 1/2	0 23 1/2
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26 1/2

ONTARIO MARKETS.

POINTERS:—

Condensed Milk—Up 15c and 25c.

Brooms.—Lower grades easier.

Rice—Advanced 15c cwt.

Haddies—New pack arrives.

Sugar—Weak.

Toronto, July 11.—Since week ago an advance of 15 cents on family size and 25c per case, hotel size, has been made in condensed milk. Scarcity of milk is given as the cause.

Rice has gone up 15 cents per cwt. and liable to go still higher, so great is the shortage in the East.

Wholesalers are waiting for opening prices on early canned goods. One wholesaler this week had chance to sell a car load of strawberries to buyers for a Western Canadian firm, but will have to await the opening price. Last year these were out on strawberries, raspberries, cherries, peas, beans, etc., on July 20, but they may be later this year. A Western Ontario preserve and jam manufacturer has sent out his new prices, strawberries being placed at \$2.30 as compared to \$2 a year ago, and raspberries \$2.25 as compared to \$1.90 last year, the advance being about 10 per cent.

The new pack of Thistle haddies has arrived, price being \$5.40 per case, same as year ago.

The St. Lawrence Sugar Refining Co. have placed on the market 2 and 5 pound cartons of sugar, and pack 100 pounds to the case.

There was some talk of a rise in prices of matches, but this did not materialize at time of going to press.

SUGAR.—The sugar market has remained unchanged from week ago. There is no tendency at the moment upwards, but from all appearances the next change should be down. The European beet crop is reported good, an estimate of 8,500,000 tons being placed on it. If this materializes, it will be a couple of million tons ahead of last year, and more than a million ahead of 1910-1911. It all, of course, depends on future weather conditions. There are close students of the sugar market who see the slump that followed the high record of February, 1905. In January, 1904, the price was \$3.95 on Montreal basis. This gradu-

ally rose to \$5.75 in Feb., 1905, and then declined to \$4.00 in March, 1906. The Cuban output up to June 20 is placed at 1,770,988 tons, so that everything seems favorable—except possibly the cost of production—for a declining market. Whether the weather will upset these calculations or not is of course impossible to state.

Extra granulated, bags	5 15
Extra granulated, 20-lb. bags	5 25
Extra granulated, 5-lb. cartons	5 45
Imperial granulated	5 00
Beaver granulated	5 00
Yellow, bags	4 75
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 55
Extra ground, 50-lb. boxes	5 75
Extra ground, 25-lb. boxes	5 95
Powdered, bbls.	5 35
Powdered, 25-lb. boxes	5 75
Powdered, 50-lb. boxes	5 55
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	5 90
Paris lumps, in 50-lb. boxes	6 00
Paris lumps, in 25-lb. boxes	6 30

SYRUPS.—Wholesalers report sales in syrup as pretty fair for this time of year. There are no price changes.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, 1/2 doz. in case	2 80
20-lb. tins, 1/4 doz. in case	2 75
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 04
Quarter barrels, lb.	1 90
Pails, 38 1/2 lbs. each	1 35
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
1/2 gals., 12 to case	5 40
3/4 gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
1/2 gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 60
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30
New Orleans, barrels	0 26
Barbados, extra fancy	0 50
Porto Rico	0 45
Muscovado	0 30

DRIED FRUITS. — In majority of cases wholesalers have sufficient prunes to meet their trade. While the California crop is good advices indicate heavy buying from Europe, where Bosnia and Servia are reported small crops. Oregon prunes are decidedly short, as it looks as if the big California crop will be easily taken up.

Greece advices state the currant market is excited over rain damages and some think prices will be higher. Apricots are easier.

Prunes—		
30 to 40, in 25-lb. boxes	0 12 1/2	0 13 1/2
40 to 50, in 25-lb. boxes	0 11 1/2	0 12 1/2
50 to 60, in 25-lb. boxes	0 11	0 11 1/2
60 to 70, in 25-lb. boxes	0 10 1/2	0 11
70 to 80, in 25-lb. boxes	0 10	0 10 1/2
80 to 90, in 25-lb. boxes	0 09	0 09 1/2
90 to 100, in 25-lb. boxes	0 09	0 09
Same fruit in 50-lb. boxes, 1/4 cent less.		
Bosnia prunes	0 07 1/2	0 09
Apricots—		
Choice, 25-lb. boxes	0 20	
Slabs	0 18	
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12 1/2
Citron	0 15	0 17
Tartar	0 04 1/2	0 04 1/2
Figs, 2 to 2 1/2 inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09 1/2	0 10
Evaporated apples	0 10 1/2	0 11 1/2
Currants—		
Patras	0 08	0 08 1/2
Fine Filiatras	0 07 1/2	0 08
Vostizzas	0 10	0 12
Uncleaned, 3/4c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14 1/2	0 15 1/2
Valencias, selected	0 08	0 08 1/2
Seeded, 1 lb. packets, fancy	0 08 1/2	
Seeded, 16-oz. packets, choice	0 08 1/2	

Dates—
Hallow
Packs
Fardis
Fardis
TEA
ticular
weaker
COF
will r
upward
as infe
Rio, roas
Green, r
Santos, r
Maracaibo,
Bagotas
Mocha, r
Java, roa
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THE CANADIAN GROCER

Dates—
 Hallowee full boxes 0 06½
 Package dates, per 1 lb. 0 07
 Parda, choicest, 12-lb. boxes 0 09½
 Parda, choicest, 60-lb. boxes 0 06½

TEA.—The market is quite firm, particularly for teas with flavor, with no weakening tendency whatever in sight.

COFFEE.—Coffee market is firm and will remain so. All coffees are moving upwards steadily, the superior as well as inferior grades.

Rio, roasted	0 23	0 24
Green, Rio	0 20	0 20
Santos, roasted	0 24	0 25
Maricao, roasted	0 25	0 26
Bagelas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES. — Demand from the retail trade for pickling spices is already quite keen. Manufacturers claim that the best dealers are buying quality goods, while majority of the smaller purchase for price. The general tendency is to raise the standard of quality regardless of price. Firm markets are the rule in many spices. This is particularly the case in celery seed, cloves, mace and mustard seed. Celery, for instance, used to sell to the trade at 15 cents; now it is around 40 and 45c per pound.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	15-19	60-0 70	70-0 80
Cassia	20-32	85-1 15	95-1 25
Cayenne pepper	23-33	80-1 05	90-1 15
Cloves	25-29	90-0 95	85-1 10
Cream tartar	25-26	90-0 00	
Curry powder	25-00		
Ginger	22-27	65-0 85	75-0 95
Mace	65-80		0-2 75
Nutmegs	30-60	80-0 00	1 60-2 50
Peppers, black	19-22	87-0 75	80-0 90
Peppers, white	23-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	11-18	75-0 00	75-0 00
Turmeric	16-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.
 Mustard seed, per lb., in bulk 0 10 0 12
 Celery seed, per lb., in bulk 0 40 0 45
 Shredded coconut, in pails 0 16½ 0 17½

RICE AND TAPIOCA.—Another advance of 15 cents per cwt. has taken place in standard B rice. At the first of the year it was \$3.65 f.o.b. Montreal, whereas present price is \$3.90. From present indications the market will maintain its firmness.

Standard B., from mills, 500 lbs. or over.	
f.o.b. Montreal	3 90
Rice, standard B., f.o.b., Toronto	3 98
Per lb.	
Hangoon	0 04 0 04½
Fancy hangoon	0 05½ 0 06½
Patna	0 06½ 0 07
Japan	0 06 0 07
Java	0 06½ 0 07
Carolina	0 08 0 10
Sago, medium brown	0 06½ 0 07
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 08
Seed	0 06½ 0 07

NUTS.—Market is quiet locally in nuts. Shelled walnuts are reported high in the primary. This market has been going up and down, up and down, for so long that it is sometimes difficult to know where it is at.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bonfeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled	0 28	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18

Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 07	0 08½
Peanuts, green, jumbo	0 10	0 10

BEANS.—Season has been a good one for beans. The market is pretty high for Canadian stock, with Hungarian 20 to 60 cents cheaper. The latter is not as good stock. It is too early yet to forecast crops in western Ontario. While up to present growth is good, yet the outcome depends entirely on future weather conditions.

Prime beans, per bush.	3 10
Hand picked, per bush.	3 25
California Lima, lb.	0 08 0 08½
Hungarian, per bush.	2 05 2 80

CANNED GOODS.

TORONTO.—Spot stocks of good salmon are light, and prices on new pack are expected to be high. Sockeye salmon in one pound tins is quite scarce.

Wholesalers anticipate getting old stocks of canned goods down pretty well before new pack comes on. The majority of lines will likely be down to vanishing point. Corn is moving out well, and with two months yet to go a good deal more will be sold. Reason for recent weakness in corn prices is given as incident upon Western Canadian market being able to purchase from the U.S. for \$1, Winnipeg, whereas Eastern wholesalers were naming \$1 here.

Sales of canned beets have increased about 150 per cent., with some wholesalers during past two years. This is a splendid line for retailers to feature.

It is believed that opening prices on strawberries will not be less than year ago. In fact, tendency points upward, as reports from Old Country indicate poor crops and high prices for prepared jam, etc.

MANITOBA MARKETS.

POINTERS:—

- Canned Lobster—New pack.
- Sugar—Weak.
- Nuts—Good trade.

WINNIPEG, July 1.—Both wholesale and retail grocers anticipate an extremely busy fortnight during the Winnipeg Industrial Exhibition and during the visit of H.R.H. the Duke of Connaught. A particularly active demand for canned goods, fruits and nuts is certain, and hotels and restaurants have been stocking heavily in advance.

The crop situation has vastly improved with the advent of heavy rains generally throughout the West.

Labor troubles are not yet ended, but there seems now no danger of anything like a general tie-up of the building trades. It looks now as if the strikes will peter out without any definite results being attained.

The new pack of canned lobsters is now on the market.

Sugar is still weak and farther declines in price are considered as probable; at the same time there is an extremely good demand, which will likely grow stronger as the preserving season advances.

June collections were fairly good, and retailers report volume of cash trade as above the average.

SUGAR.—Sugar is still unsettled. Europe has touched a lower point than for some months past, a new low level in a not long drawn-out downward course. The chances on the Continent seem good for a big beet crop. The weather has been favorable. There is a probability of Cuba's crop now ending, amounting to 1,900,000 tons. This tonnage would be nearly 100,000 over the previous record crop, 1910. Big production and the probability of big outturns to be reaped in most of the important producing countries means lots of sugar and is causing traders to go slow. Sugar will likely be cheaper yet.

Montreal and B.C. granulated, in bbls.	5 60
Montreal and B.C. in sacks	5 55
Montreal and B.C. yellow, in bbls.	5 20
Montreal yellow and B.C. yellow, in sacks	5 15
Icing sugar, in bbls.	5 05
Icing sugar, in boxes (25 lbs.)	6 30
Powdered sugar, in bbls.	5 80
Powdered sugar, in boxes	5 80
Powdered sugar, in small quantities	5 60
Lump, hard, in bbls.	6 50
Lump, hard, in half-bbls.	6 55
Lump, hard, in 100-lb. cases	6 50

SYRUPS.—There is nothing new in the syrup situation. Prices are steady, demand moderate.

Syrups—	
24 2-lb. tins, per case	2 38
12 5-lb. tins, per case	2 78
6 10-lb. tins, per case	2 66
3 20-lb. tins, per case	2 67
Half-barrels, per cwt.	4 20
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
½ gals., 1 doz. case	3 85
Gals., ½ doz. case	5 40

DRIED FRUITS.—At present there is some uncertainty as to the bulk of the carry-over of prunes on the Pacific coast, but all agree that there is stock enough to carry through the balance of 1912, and that the crop now ripening will be ample for requirements of 1913. Apricots are an average crop. Peaches plentiful.

New Prunes—		Per lb.
90-100s, 25s, s.p.	0 07	
99-100s, 10s, s.p.	0 06½	
80-90s, 25s, s.p.	0 07½	
80-90s, 10s, s.p.	0 08	
70-80s, 25s, s.p.	0 08	
70-80s, 10s, s.p.	0 08½	
60-70s, 25s, s.p.	0 08½	
50-60s, 25s, s.p.	0 09	
40-50s, 25s, s.p.	0 10	
Cooking Figs—		
Choice boxes	0 05½	
Half boxes	0 05½	
Half bags	0 04½	
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box	2 25	
Fine, selected, 28s, s.p., per box	2 40	
4-crown layers, 22s, s.p., per box	5 35	
4-crown layers, 14s, s.p., per box	1 25	
4-crown layers, 7s, s.p., per box	0 70	
Ne plus ultra, 82s, s.p., per box	2 20	
Currants—		
Dry, clean, per lb.	0 08	
Washes, per lb.	0 08½	
1-lb. package	0 08½	
2-lb. package	0 17½	

COFFEE.—Prices now depend on the coming crop in the Brazils, and accurate information is lacking. The valorizationists predict short yield for Santos, but their conclusions are open to doubt.

THE CANADIAN GROCER

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16½
Green Santos	0 19
Roasted Santos	0 24
Chicory	0 12½

BEANS.—This market shows no change from a week ago.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—There is an active business in nuts just now, and retailers expect big sales during next two weeks. Some changes in prices are to be noted.

Nuts—	Per lb.
Almonds	0 17
Almonds, shelled, in 25-lb. boxes	0 34
Almonds, shelled, less than 25-lb.	0 35
Chestnuts, per lb.	0 20
Cocoanuts, per doz.	0 90
Cocoanuts, sacks	5 00
Peanuts, roasted, choice	0 11
Peanuts, roasted, extra fancy	0 12½
Peanuts, shelled, not roasted	0 08
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 18
Pecans, large	0 20½
Brazils	0 18
Nutmegs	0 20
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 50 lbs.	0 51
Walnuts, shelled, in less quantities	0 32
Walnuts, California soft shelled, per lb.	0 20

NEW BRUNSWICK MARKETS.

St. John, July 10.—Fine weather last week proved great help in stimulating business which had been rather slow for a time, and the trade is well satisfied at the orders and receipts which have been produced. So far as the markets are concerned there is little change of interest. Sugar is ten cents lower in all grades from last report, as was predicted would be the case some weeks ago. The price of canned salmon has gone up and is expected to remain at that price for a time, even though the demand for the canned stock at present is not excessive because of large receipts of fresh river and harbor salmon.

The past week has proven also of decided help in vegetation and fruit growing, and in consequence, there is a better supply of early green goods and berries in local grocery stores than for any time previous this year. Strawberries are being received from up-river districts in large numbers, and at present are fairly low in price. Tuesday and Wednesday of this week were probably the banner days for this berry. The quality is particularly good, the demand brisk, and the price easy.

Bacon	\$ 15
Beans, hand picked, bushel	3 00
Beans, yellow eye, bushel	2 90
Butter, dairy, per lb.	0 23
Butter, creamery, per lb.	0 21
Buckwheat, W. grey, bag	0 14½
Cheese, new, lb.	0 11½
Currants, 1's, lb.	0 08½
Canned Goods—	
Beans, baked	\$ 1 15
Beans, string	1 20
Corn, doz.	1 00
Peas, No. 4	1 20
Peas, No. 3	1 25
Peas, No. 2	1 30
Peas, No. 1	1 80
Peaches, 2's, doz.	1 85
Peaches, 3's, doz.	3 00
Raspberries, doz.	2 05
Strawberries	1 85
Tomatoes	1 75
Clams	4 00
Cornmeal, gran.	5 25
Cornmeal, bags	1 90
Cornmeal, bbls.	3 85
Eggs, henney	0 22
Eggs, case	0 19
Finnan Haddies	4 40
Fish, cod, dry	4 50

Flour, Manitoba	6 65	6 75
Flour, Ontario	6 30	6 20
Lard, compound, lb.	0 12½	0 12½
Lard, pure, lb.	0 14½	0 15
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 35	0 36
Oatmeal, rolled	5 75	5 75
Oatmeal, std.	6 35	6 35
Pork, domestic mess	24 50	24 75
Pork, American clear	23 50	25 50
Potatoes, barrel	2 25	2 80

Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 04	0 04½
Salmon, Case—		
Rad Spring	8 50	8 75
Cohoos	7 50	7 75
Sugar—		
Standard granulated	5 20	5 30
Austrian granulated	5 00	5 10
Bright yellow	5 00	5 10
No. 1 yellow	4 70	4 80
Paris lumps	6 15	6 40

Retail Grocers Join in Advertising Plan

Use Page Space Every Tuesday to Tell Housekeepers of the Economy in Buying From Association Members—Triangle is Their Trade Mark—This Appears on all Their Windows—700 Grocers in the Plan.

The Retail Grocers' Association, of Philadelphia, have commenced a co-operative advertising plan. They publish a page advertisement in one of the local papers on Tuesday morning of each week. On each page the heading is the same, "Pure Food Economy," it is, "a bulletin issued by the Grocers' Association to promote honest grocery values, encourage the pure food movement and help reduce the cost of living."

More than 700 reputable grocers belong to the association. A complete list of members with the addresses of each store was published in the second advertisement. That the value of the general advertising may be secured by each member, a triangle emblem has been adopted which is shown on the advertisements and appears on the windows of each store. The consumers are told to "look for the store in your neighborhood with the triangle emblem."

Business Talk in Each Ad.

An editorial forms an important part of each advertisement. Here are some of the talks:

"When you need groceries, look for a store with a Triangle Emblem. In giving such a store your patronage you will be dealing at a reliable store, independent of any trust; you can depend upon the purity of any article you buy there and upon honest value and full weight and measure.

Co-operate to Reduce Costs.

"We do not expect to clean up all of the factories and prevent adulteration of food stuffs in a day, but if you will co-operate with us we know that we can greatly improve existing conditions and gradually bring about a reduction in the cost of living."

From editorials in other advertisements statements which can be used by any dealer who seeks for strong arguments in his advertising.

"If you underpay you underget. Buy groceries of known quality from a merchant in your home neighborhood and hold him responsible for their purity and quality, and you will do more to protect yourself against impure food

stuffs and unfair prices than all the laws of all the states."

Here is another:

"Looking at it from the viewpoint of the consumer, the retail grocer occupies the most important place in modern commerce. To him we look for the things most necessary to the maintenance of life and health. He supplies the fuel that keeps our vital processes in motion. Our lives are literally in his hands.

"Direct contact with him is desirable. His personal supervision over your purchases of groceries and their delivery to your home is invaluable. He knows the requirements of the community in his immediate neighborhood and is equipped to meet them promptly. The triangle emblem on his window stands for all that is good in the grocery business—purity, honesty, reliability, prompt delivery and courteous treatment."

Here is where the department stores and the chain stores come in:—

"A few department stores throughout the country maintain grocery departments and so-called pure food exhibitions and make extravagant claims about the high quality of their groceries and the low prices at which they are sold.

"As a matter of fact there is no such thing as higher quality groceries than those sold in the triangle stores; and the prices at which they are sold, quality considered, are as low and quite often lower than in any department store anywhere in America."

NEW COFFEE FILLER ON MARKET.

The Sleepy Eye Flour Mills Co., with headquarters at Minneapolis, Minn., are placing on the Canadian market a coffee filler called Koffio. The agents in Canada are Mason & Hickey, Winnipeg, and P. S. Doyle & Co., Montreal.

The world's annual consumption of prunes is estimated at 360,000,000 pounds. The production in 1911 amounted to 376,400,000 pounds.



Rolled Oats Recover the Lost Ground

Decline of Last Week, Followed on Monday by Similar Advance
—During Interval of Lower Prices Wholesale Trade Restocked
—Flour Situation Unchanged—Crop Prospects in United States and Canada.

As intimated last week, the rolled oats decline was not warranted by market conditions. On Monday of this week prices recovered again, going back to the former figure. It will be remembered that the extent of the decline a week ago was 15 cents per cwt. Present quotations appear to be well able to maintain themselves for a time at least. After the decline the trade stocked up pretty well.

The flour market remains about the same as week ago. The eyes of all grain and flour dealers are now centred on the growing crops, on the outcome of which the market will largely depend. It is not only estimated, but now practically assured, that the total wheat crop in the United States will exceed that of last year. The prospects are that the quality of the hard winter wheat will be exceptionally fine. Although the winter wheat is now being harvested in large quantities, the market is still above export basis.

Of Canada it is too early to forecast with any degree of certainty the result of the harvest, as cutting is some distance off. With the considerable increase in acreage, however, the moderately warm weather, and the general rains in the three prairie provinces last week, for which the growers had been praying, the present outlook is bright. It is true that possible early frosts will keep the result uncertain to the end, but against this stands the fact that in some parts of the northwest planting was two weeks earlier than usual. In England the wheat is reported to be in healthy condition.

MONTREAL.

FLOUR.—The volume of business being done is fairly large, and millers have no reason to complain. There has been more business transacted over the cable lately than during past week, and quotations are fairly well in line.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 80	5 30
Manitoba straight patents, in bags	5 30	5 10
Manitoba strong bakers, in bags	5 10	4 70
Manitoba second, in bags	4 70	

CEREALS.—The recent drop in price of rolled oats, as stated in last issue, was hardly warranted by market conditions, and prices have gone back to what they were a fortnight ago. There is not a heavy trade passing, as new oats will be on the market in another month or so, and dealers are inclined to wait.

Fine oatmeal, single bag lots	2 56
Standard oatmeal, single bag lots	2 56
Granulated oatmeal, single bag lots	2 56
Bolton Cornmeal, 100 bags	2 25
Rolled oats, jute bags, 90-lb. single bag lots	2 50
Rolled oats, cotton bags, 90-lb. single bag lots	2 55
Rolled oats, barrels	2 25
Rolled wheat, bbl.	12 80

TORONTO.

FLOUR.—The flour market is in much the same condition as week ago, with no particular indications either way. Grain markets are inclined to the easy side, however, and this may have some bearing later on.

Manitoba Wheat.	
1st patent, in car lots, per bbl.	5 70
2nd patents, in car lots, per bbl.	5 20
Strong bakers, in car lots, per bbl.	5 00
Feed flour, in car lots, per ton	31 00 33 00
Winter Wheat.	
Fancy patents, domestic consumption	5 10 5 40
Patents, 90 p.c., domestic consumption	4 80 5 10
Straight roller, domestic consumption	4 60 4 80
Blendel, domestic consumption	5 10 5 30

CEREALS.—Rolled oats on Monday recovered the 15 cents per cwt. lost last week. At that time the market didn't really warrant the break, which was probably due in part to induce trade this hot weather. During the week after the decline wholesale grocers stocked up pretty well, being assured of steady future market. Oats are, however, at time of writing, on the weak side.

Rolled oats, small lots, 90 lb. sacks	2 50
Rolled oats, 25 bags to car lots	2 40
Standard and granulated oatmeal, 96-lb. sk.	2 64
Rolled wheat, small lots, 100-lb. bbls.	2 30
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 96 lb. bags 25 bag lots	2 10
Rolled oats in cotton sacks, 5 cents more.	

WINNIPEG.

FLOUR AND CEREALS.—No further changes since last week's advance are reported, but as wheat is much weaker following improved crop prospects, a reduction is not unlikely.

Flour—	
1st patents, cwt.	3 05 3 15
2nd patents, cwt.	2 85 2 85
Strong bakers', cwt.	2 75 2 75
Rolled Oats—	
20 lb. sack	0 69
40 lb. sack	1 35
80 lb. sack	2 65
Granulated oatmeal, per cwt.	2 90
Corn Meal—	
98 lb. sacks	2 30
49 lb. sacks	1 20

Grocers' Letter Box

Editor Canadian Grocer.—Can you let me know where we can get "Yorkshire Relish"?

Kirby Bros.

Sarnia, Ont.

Editorial Note.—Chas. Gyde & Co., Montreal are Canadian agents for this line.

In last week's Letter Box information was wanted on potato flour. It has since been learned that information re this line can be secured from Henry Bye, 30 St. John St., Montreal, whose brother manufactures it in the Old Country.

Customer: Do you guarantee this to be Ceylon tea?

Cocksure Salesman: Absolutely madam. Mr. Ceylon's name is on every package.

"How do you tell bad eggs?" asked the young housewife.

"I never told any," replied the shopman; "but if I had any thing to tell a bad egg, I'd break it gently."

Kelowna, B.C., June 26.

The Canadian Grocer.—Enclosed find my cheque for four dollars in payment of my subscription to The Grocer, and also for one each of the Retail Advertising Books and "1,000 Ways and Schemes to Attract Trade." I find The Grocer a great help in my business, and think that it is easily worth the amount charged for same.

I have a nice photo of my store (interior) which I would be pleased to send you any time you would like to have any for your Journal

K. F. OXLEY.



Lemons Up; Canadian Vegetables Arriving

Hot Weather Makes Heavy Calling on the Lemon — Canadian Vegetables Including Tomatoes, Peas, Beans, Beets and Carrots Forcing Out Imported Stock—New Potatoes Declining Further—First Raspberries Arrive—Prospects for the Crop.

The Canadian fruit and vegetable markets these days present as many new arrivals as a popular summer resort in hot weather. At the same time other lines are disappearing as the season advances. For instance this week we have raspberries, Canadian outdoor tomatoes, green peas and beans, beets and carrots, etc.

The first crates of raspberries arrived on the Toronto fruit market on Monday and Tuesday and as the week wore on their arrival was accelerated. They were picked at Queenston and St. David's, and sold at 20 cents per box. From prospects at present raspberries will only be a fair crop. Numbers of the vines were winter killed and the dry weather of past few weeks has retarded growth and hastened ripening. The strawberry season is almost over being hurried on by the drought. As early predicted there were no cheap berries this season.

The lemon situation is interesting. Prices in some centres have been put up on account of the large quantities used in manufacture of lemonade this hot weather. Almost every family has a stock and retail demand is heavy.

Cherries will be at their height during the next 10 days so that every advantage should be taken by the dealer to move them out while sales are easy. Gooseberries are a rather light crop this year.

Green beans from Streetsville and Windsor, Ont., were offered during the week. The arrival also of Canadian beets and carrots will stop importations henceforth. Outdoor grown tomatoes also attracted attention.

A further decline has taken place on some markets at least in new imported potatoes. Canadian grown stock will soon make their appearance when prices will have to go further down.

MONTREAL.

GREEN FRUITS.—Bananas are moving out freely while strawberries are be-

coming somewhat scarcer and prices show a slight increase. Lemons are in good demand owing to heavy consumption during recent and present hot weather. Oranges are following the lead of other lines and are moving upwards.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 50	2 75
Cocanuts, bags	3 75	4 00
Grape fruit, Florida, case	7 00	7 50
Lemons	3 00	3 50
Limes, box		1 50
Oranges—		
Navels	3 50	4 00
Mexican		2 50
Sorento	2 00	2 50
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 12	0 15

VEGETABLES.—Prices are still on the high side but demand is thoroughly satisfactory. Some Canadian vegetables are now on the market and are considered much higher in quality than similar goods imported. Beans are a little easier and prices are lower. Carrots are scarce.

Beans, green, hamper	2 00
Wax beans	2 00
Carrots, dozen	1 00
Cabbage, crate	3 00
Cauliflower, dozen	1 75
Celery, Bermuda, dozen	1 50
Cucumbers, dozen	1 50
Peppers, green, crate of 6 baskets	4 00
Lettuce, Boston, doz.	0 50
Leeks, dozen (N.Y.)	1 00
Onions—	
New Egyptian, per lb.	0 04½
Radishes, dozen	0 10
Sweet potatoes, per basket	3 50
Potatoes, Green Mountains, bag	1 75
New potatoes, per bbl.	4 00
Spinage, per bbl.	1 50
Parsnips, bag	3 00
Tomatoes—(Florida)—	
Choice	3 75
Fancy	4 00
Turnips, per bag	1 25

TORONTO.

FRUITS.—The continued hot weather has boosted the price of lemons. The local price at time of going to press is \$5 for both Verdelli and November cuts. These are practically the only lines on the market. That prices will not recede much as long as present retail demand lasts is a certainty. California navel oranges are about over, and our summer orange the late Valencias are selling well, prices being advanced about 50 cents case from week ago.

Strawberries are on their last legs after a fairly good run. The rains of last Friday and Saturday helped the

last berries and prices on Saturday were fairly reasonable. In fact on Monday and Tuesday berries were selling wholesale as low as 8½ with best quality at 13 cents. The rains were however too late to prolong the crop but helped along raspberries a few of which began to arrive on the market early in the week. The opening price was 20 cents per box.

There is a fair supply of watermelons coming along and they are being bought up rapidly. They are however a little scarcer than usual.

The present as well as the next 10 days or so will see the cherry market at its height. Some nice California pears, plums and peaches are arriving.

Bananas, per bunch	1 50	2 00
Red bananas, per bunch	3 75	4 00
Raspberries, qt. box	0 15	0 18
Lemons, November cuts		5 00
Lemons, Verdelli		5 00
Limes, per 100		1 50
Oranges—		
California navels		4 00
California, late Valencias, case		4 25
Tangerines, half box	1 50	2 00
Pineapples	3 00	3 50
Strawberries, quart	0 08½	0 13
Rhubarb, per dozen	0 30	0 40
Raspberries, per box		0 20
Watermelons, each	0 50	0 65
Canadian cherries, red, sour, 11-qt. bkt.	1 00	1 25
Canadian Cherries, black, 11-qt. basket		1 50
Canadian Cherries, white, 11-qt. basket	1 00	1 25
Raspberries, per box		0 20
Gooseberries, 11-qt. basket	1 00	1 25
California Fruits—		
Peaches, box	2 00	2 50
Pears, per half box		2 00
Apricots, box	1 50	1 75
Plums, box	2 00	2 50
Cherries, box		1 50

VEGETABLES.—Several new Canadian vegetables have made their debut on market during the week. These include beans, outdoor tomatoes, beets, carrots and peas. Beets and carrots are quoted at 40 cents per dozen, but with the others will gradually get cheaper as season advances. The tomatoes have come in from St. Catharines and Leamington districts and sold early in week for \$1.25 to \$1.75 a basket, according to quality. The arrival of these vegetables means that United States shipments are practically at an end. Canadian asparagus is about over, while celery from Kalamazoo is being offered.

New potatoes have declined again from a week ago from 50 to 75 cents per barrel. Future easing off may be expected as season advances and supplies secured from further north.

Beets, new, Canadian, dozen	0 40
Carrots, new, dozen	0 40
Cabbage, new, per crate	2 50
Celery, U.S., per dozen	0 50
Cucumbers, Florida, hamper	2 00
Green Beans, Canadian, bushel	2 50
Green beans, Canadian, bskt. 11 qts.	0 90
Egyptian onions, 110-lb. bags	3 00
Texas onions, 50-lb. crate	1 75

Egg plant, ea
New radish, 1
Onions—
Egyptian (Texas onion)
Peas, Can., 1
Potatoes, N.B.
Potatoes, P.E.
Potatoes, Ont.
Potatoes, new.
Green peas, h
Tomatoes, flat
Tomatoes, Ca
Spinach, ham
Green peppers
Green peppers

FRUITS

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Fruits—

Apricots, crate
Water melons,
Bananas, bun
California lem
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Cucumbers, dc
Florida celery,
Cherries, case
Florida tomato
Limes, box ..
Messina lemon
Washington a
Onions, Cal.,
Onions, Berna
Peaches, crate
Plums, crate
Peppers, bask
Potatoes, per
Carload lots,
Pineapples, ca
Raspberries, c
Florida tomato
Oranges, Vale

FILLING

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Egg plant, each	0 25
New radish, per doz.	0 12½
Onions—	
Egyptian onions, 110-lb. bags	3 00
Texas onions, 50-lb. crate	2 00
Peas, Can., 11-qt. basket	0 75
Potatoes, N.B.	1 75
Potatoes, P.E.I.	1 60
Potatoes, Ontario, bag	1 65
Potatoes, new, bbl.	3 75
Green peas, hamper	2 50
Tomatoes, flats, 4 basket crate	1 00
Tomatoes, Canadian, basket	1 25
Spinach, hamper	0 90
Green peppers, case	6 00
Green peppers, basket	1 25

WINNIPEG.

FRUITS AND VEGETABLES. — There is the greatest activity in these lines at present, and the heaviest trade on record is anticipated during the visit of the Governor-General and exhibition week. This is also the season of summer fairs and picnics, and the holiday trade is good. Potatoes are much cheaper, demand poor. New potatoes are 4 cents per lb.

Fruits—	
Apricots, crate	2 00
Water melons, doz.	7 00
Bananas, bunch	2 50
California lemons, crate	3 50
Cauliflower	3 50
Cucumbers, doz.	1 50
Florida celery, dozen	1 65
Cherries, case	2 25
Florida tomatoes, crate	5 50
Limes, box	2 25
Messina lemons	5 00
Washington apples, box	3 00
Onions, Cal., sack	3 50
Onions, Bermuda, case	2 75
Peaches, crate	2 00
Plums, crate	2 50
Peppers, basket	1 25
Potatoes, per bushel	0 80
Carload lots, F.O.B.	0 60
Pineapples, case	4 00
Raspberries, case	4 50
Florida tomatoes	5 00
Oranges, Valencia	4 50

FILLING IN THE SPARE MOMENTS.

There are clerks who find time hanging heavily on their hands. In the grocery store where there are so many things that can be done, such should not be the case. It is an open secret that the way to make time go quickly is to keep busy. It is the busy day that appears short and the short days which are happy, contented ones.

Most people are busy through necessity. It requires some practice before the average person can see enough things ahead to keep his mind off the flight of time. The person who does one thing and then sits down to figure out what to do next is likely to be keeping an eye on the clock. It is the fellow who sees many things ahead who forgets all about time.

A good method is to plan in the morning a number of things you intend to do during your spare moments that day. Some days perhaps you will not be able to get over the whole list, but it will hold good for the following day. The grocery clerk should not find it difficult to keep busy. There is always a window to be cleaned or trimmed, shelves to arrange, counters to dust, show cases to clean and arrange, displays to be made, show cards to be printed, and so many other things that the clerk should easily be able to put in a busy day. And it is the clerk who puts in a busy day, not one, but many, who is successful.

How Newfoundland Grocer Sells Fresh Fish

His Summer Sales Are Kept Up By Devoting One of His Display Windows to This Line—Built Zinc Lined Vessel in the Window and Sprays the Goods Continuously — Waste Water Carried Away by Second Pipe.

St. John's, Nfld., July 8.—(Special)—A source of anxiety sometimes to a grocer is his inability to display his stock of fresh salmon, lobsters, halibut, etc., to the best advantage, and make them attractive to customers.

Outside of the store of W. E. Bearns, a local dealer on some specially built stand was the only available place that suited all right in cool weather. But now with the hot days, and dirt and dust blowing around the streets goods could not be displayed in this way. Goods in side would only attract persons who came in regularly, but by the judicious and persistent use of a blackboard outside, goods, of course, could be well advertised; but this is nothing like the actual display of the goods themselves as that is considered by far the best method of selling.

Mr. Bearns hit upon this idea, which is perhaps new to some of the trade. He decided to give up the whole space of one window to display this class of goods. He built up in the window a zinc lined receptacle, the whole breadth of the window. This receptacle he connected at the back with the water system. The pipe continues along the centre and then goes up through the surface about three feet. At the top of the pipe he has a perforated nozzle, and by turning on the water at any time he can spray and keep cool all the goods displayed. Another pipe carries off all the water used. Besides keeping the goods cool, he is able to keep them free from dirt and dust incident to a store. Scattered all over the receptacle he has ice in small lots.

It is an admirable arrangement and gives the goods a clean, healthy and wholesome appearance, and makes them attractive to customers. Besides useful for fresh fish display, it can also be utilized for other goods of a perishable nature, such as fresh eggs, fresh rhubarb, or anything of the kind.

Has Large Window Space.

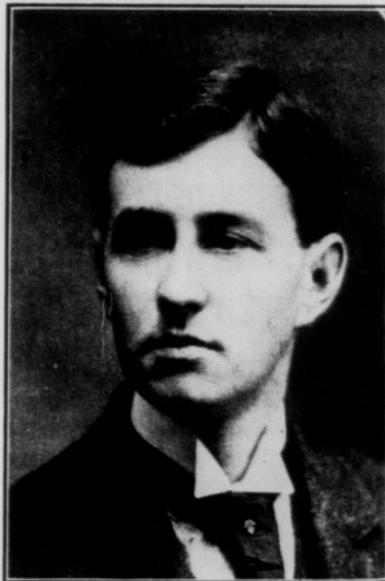
Of course, Mr. Bearns possesses abundant window space, and his other goods do not suffer anything. But to a grocer with only two windows it is a question if the amount of trade to be done would warrant him giving up one of his windows exclusively to a fresh fish display.

The arrangement is simple, useful, and costs but little to fix up, and the certainty of always having goods fresh and clean and no chance of spoiling would more than warrant the small outlay. It

is likely other grocers will be installing something similar as the goods will be always displayed to the public.

A Youthful President

Gordon Drake, a London, Ont., grocer, is one of the younger members of the trade who is taking an active interest in organization work. He is president of the Hamilton Road Section of the London R.G.A., and a member of the executive of the main body. He was vice-president of the latter last year. The

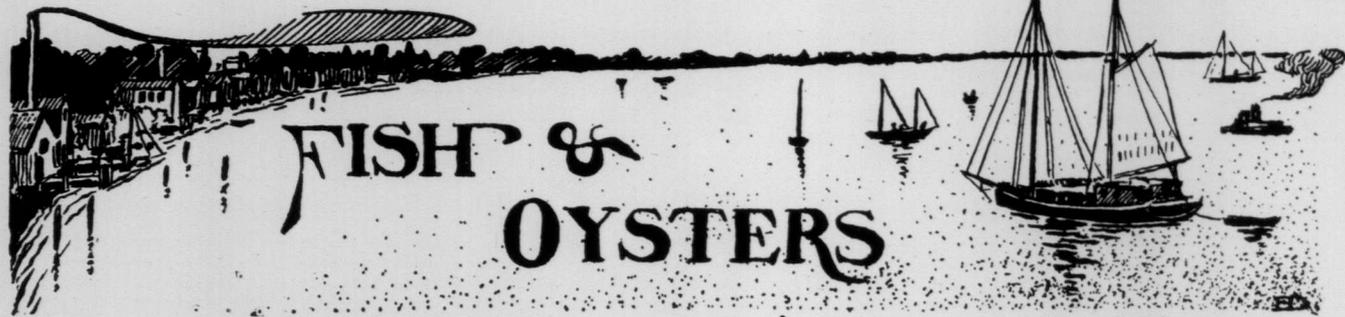


G. B. DRAKE, President of the Hamilton Road section of the London Retail Grocers' Association.

Hamilton Road Section has a membership of 16, and meets twice a month. Mr. Drake was largely instrumental in its organization.

One good result of this Association is that no person can obtain credit from any member unless he has paid his bill where he has been previously dealing. The members have also agreed to close their stores on Wednesday afternoons during May, June, July and August, going the main body one better as its members close during three months only.

If any grievances crop up from time to time the members get each other on the phone and discuss them frankly.



FISH & OYSTERS

Hot Weather Hard on Fresh Fish Trade

Easily Sold if it Could be Kept Fresh—Dealers With Good Facilities Making Money—Big Catches of Cod in the East Resulting in Easier Prices—Lobster Season Just Closed a Good One.

It requires considerable ice these days to keep fish fresh, and it does not appear from the sum total of sales that all grocers are maintaining their fish departments during summer. Fish, however, has a good reputation as a summer food, and those dealers who are giving it the proper care and attention are making good money and at same time attracting customers for other goods. Thursdays and Fridays are the big days of the week for the retailer and those handling fish are selling good quantities.

Reports from the Maritime provinces indicate splendid catches of cod, and the lobster season just closed is claimed to have been a good one. Newfoundland and Norway fishermen have met with good success in cod, and market is quite easy.

In Montreal, lake trout and whitefish are not as plentiful as usual, and prices are firmer. On Toronto market, however, there is sufficient of everything to meet demand.

QUEBEC.

MONTREAL.—Haddock and cod remain plentiful, and are in good demand as prices are quite reasonable. Lake trout and whitefish are not so plentiful, and prices are firmer. Gaspe salmon also shows a dropping off in price. Fancy large mackerel are scarce, and price has advanced. Smoked eels are also coming along in good quantities now.

FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 18	0 20
Large shad herring, each	0 02	
Market cod, cases, 250 lbs., per lb.	0 04	
Less than case	0 04½	
Smelts, fancy	0 10	
Haddock	0 04½	
Halibut, per lb.	0 10	
Herring, frozen, per 100 fish	1 90	
Mulletts	0 04½	0 05
Pike, dressed and headless, lb.	0 08	
Steak, cod	0 08	
Mackerel	0 10	
B.C. red salmon	0 10	0 11
New Gaspe salmon, per lb.	0 15	
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	0 09	
Lake trout, per lb.	0 12	
Whitefish, large, per lb.	0 09	
Pure cod tablets, 20 1-lb. tablets	2 30	
Whitefish, small, lb.	0 08	
Barbotte (dressed) bullheads, per lb.	0 08½	

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, lb
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, full	2 00
No. 1 mackerel, half bbls.	5 00
Lake trout, kegs	5 00
No. 1 green haddock, per 200 lbs.	1 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	5 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Romeless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Filletts, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal.	\$1.75; selects, gal.	2 00
Boiled lobsters, per lb.		0 20

ONTARIO.

TORONTO.—Practically no change has taken place in price quotations on fish from week ago. This is usual during the hot summer season and few changes may be expected. While fairly large quantities of fresh fish are going into consumption, yet the great majority of retailers have not yet decided that fish in summer can be made profitable if attended to properly. The hot weather is therefore against distribution while in favor of consumption.

The chief fresh fish on this market are white, trout and halibut, and there are plenty of these to meet the retail demand. Thursdays are naturally the big fish days so far as sales to the trade are concerned.

FRESH CAUGHT FISH.

White fish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 12
Steak, cod	0 08	0 09
Haddock	0 07	0 09
Halibut	0 11	0 12
Flounders	0 07	0 07
Lake Erie herrings, per lb.	0 06	0 06
Pike	0 07	0 08
Perch	0 07	0 07
Suckers	0 05	0 05

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Finnan Haddie	0 08
Mackerel, each	0 22

NOVA SCOTIA.

HALIFAX.—There is a big slump in the dry fish market, the prices having declined from \$7 to \$5 per quintal for cod-fish. The situation has been brought about by the phenomenal catch of the Lunenburg fleet, coupled with successful fishing on Labrador and Newfoundland coasts, and also the record breaking catch in Norway. The heavy shipments from Norway to the Cuban market have also caused prices to take a sudden drop, and will seriously affect exports from Nova Scotia.

A few cargoes of fresh fish were placed here at prices ranging from \$6.25 to \$5.00 per quintal. From that price the decline continued, some cargoes being sold at \$4.50 and \$4.00, but the quality of the fish was not as good. A reduction of 20 per cent. in the price of fish is in direct contrast with the price of meat which has advanced about the same percentage.

While no quantities of spring Mackerel have been arriving, it is stated that the price will be about \$8.50 per barrel for No. 3 stock, which is about \$2.50 less than at same season last year.

The lobster season is now closed, and the pack is quite heavy. The action of the French Government in making new regulations regarding the marking of cans continues to cause some uneasiness among the exporters, as nothing definite has yet been heard from the Canadian Government. Prices now rule about as follows:—

Cod, large	\$ 4 50	\$ 5 00
Cod, bank	4 00	4 00
Cod, shore	3 00	3 00
Haddock	3 00	3 00
Newfoundland herring	2 00	2 00
Fat shore herring	2 00	2 00
Mackerel, No. 3, large	8 00	8 00

MANITOBA.

WINNIPEG.—Seasonable trade is quite up to the average, and the market will be supplied in all lines.

Fish—	
Fresh salmon	0 05
Lake Winnipeg whitefish, lb.	0 05½
Fresh pickerel	0 09
Steak cod	0 07
Trout	0 12
Halibut	0 10
Finnan haddies	0 08
Bloaters, per box	1 50
Holland herrings, keg	4 00
Kipperred herrings, box	4 50
Labrador herrings, half barrel	2 75
Mackerel, salt, keg	2 75

Butte

The hot the provisi lines. At for the ma ed and sr anxious to as possible and lard h last report perience m ers will fin mer selling

Reports large ship made to th is buying since the l be avail quantities age in the early July for this p firms are : has been r ness and ad week ago. are being r the United to consump These con butter mar may expec next winte plies now ; ket. Fresh onto mark 21 to 24 e are from 2

These ar er has to l working o from the h heavy. In firm condit numbers of Few if any on account wholesale about gettin



Produce & Provisions



Butter and Eggs Show Firmer Tendency

Advances Made in Each Case on Some Markets— Considerable Butter Going to the West and Into Cold Storage—Shrinkage in Eggs High—Refrigerator Cars Wanted — Cooked Meats Meet With Favor in Hot Weather.

The hot spell has been a deterrent to the provision business as well as to other lines. At the same time it is responsible for the maintenance of demand in cooked and smoked meats as women are anxious to get along with as little heat as possible in the house. Dressed hogs and lard have eased off somewhat since last report at some points. If we experience much more hot weather retailers will find cooked meats an easy summer selling line.

Reports from Montreal show that large shipments of butter are being made to the Canadian West. Vancouver is buying from Eastern Canada now, since the New Zealand market will not be available again till fall. Large quantities are reported going into storage in the far West as the June and early July make is particularly desired for this purpose. Eastern wholesale firms are storing as well, all of which has been responsible for increased firmness and advances in some places from a week ago. Large shipments of cream are being made from Quebec province to the United States and much is going into consumption in the form of ice cream. These conditions combine to make the butter market high at present and we may expect comparatively high prices next winter on storage stock when supplies now going in are put on the market. Fresh creamery prints on the Toronto market a year ago ranged from 21 to 24 cents, whereas this year they are from 27 to 29 to the trade.

These are the days when the egg buyer has to be careful. The candlers are working overtime selecting the fresh from the heat-affected as shrinkage is heavy. In fact this has much to do with firm conditions of the market as large numbers of eggs have to be discarded. Few if any are now going into storage on account of the heat and anyway wholesale dealers generally are just about getting enough to supply their re-

tail demand. Receipts as natural in humid weather are not at all on the increase as the hen feels the heat as well as other bipeds. For these reasons eggs are slightly firmer than a week ago. Montreal wholesale men make an attempt to get refrigerator cars for carrying eggs as well as butter. This would undoubtedly check shrinkage to great extent as most eggs are fresh when starting out.

While the undertone to the cheese market may be steady the price of new cheese eased off a bit since last report. In view of the comparatively high price this season factories are probably getting better supplies of milk lately. At the same time the British market is weaker and buyers of Canadian cheese boards are paying less in order that profits may be maintained. Statistics show that exports from Montreal last week were 76,869 as compared to 88,806 the corresponding week of a year ago.

MONTREAL.

PROVISIONS. — Although things pointed to higher prices for lard, the feeling is a little easier owing to accumulation of stocks. Still there is little hope of lower prices just now.

There is quite a good demand for smoked meat, etc., for camping trade, and on the whole business is good.

Long clear bacon, heavy, lb.	0 13½
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 16
Medium sizes, 15 to 19 lbs., per lb.	0 17½
Extra small sizes, 10 to 14 lbs., per lb.	0 17½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 19
Spiced roll bacon, boneless, short, per lb.	0 15
Boiled ham, small, skinned, boneless	0 25
Hogs, live, per cwt.	9 25
Hogs, dress, per cwt.	13 00
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14½
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½

Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 50 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 50 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10½
One pound bricks	0 11

Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces	25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pork, bbl.	26 50
Plate beef, 100 lb. bbls.	17 50
Plate beef, 200 lb. bbls.	17 00
Plate beef, 300 lb. bbls.	26 00
Dry Salt Meats—	
Green bacon, flanks, lb.	11

BUTTER.—There is every indication of a higher market and while there is no change in local situation as yet nevertheless prices have stiffened up at country points.

Creamery blocks	0 26	0 26½
Dairy tubs, lb.	0 21	0 23
Fresh, dairy rolls	0 21½	0 22

EGGS.—There is no change in prices just yet in local market but new laids will certainly go higher in the course of a few days, as the warm weather is practically killing production. Furthermore wholesalers are receiving eggs in a bad condition even though they have been shipped fresh, and representations are likely to be made to Government in order that refrigerator cars be placed at disposal of shippers just as in the case of butter.

New laids	0 29
Selects	0 27
No. 1	0 24

POULTRY.—Poultry is moving well under a good local demand. Turkeys are selling freely but there is somewhat of a scarcity in fowls and prices show a slight increase

Turkeys, No. 1, per lb.	0 24
Turkeys, No. 2, per lb.	1 24
Chickens, per lb.	0 16
Fowls, per lb.	0 15
Ducks, per lb.	0 25
Geese, per lb.	0 15

HONEY.—Market is still on the dull side and little hope can be held out for activity until cold weather sets in. Prices remain unchanged.

White clover, strained	0 10½
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS. — The retail demand for cooked meats has of late been good. This is accounted for by the fact that the retailer is pushing cooked ham during the hot weather. Women are simply rebelling against standing over a hot

stove while beef is roasted and are easily persuaded to eliminate this work by buying ready cooked goods. Roll bacon is marked down from a 1/4 to a 1/2 cent per lb. since last week and dressed hogs have weakened 50 cents per cwt. The supply has been fairly good and as remarked by one provision dealer, "hogs have been a little too high." Pure lard has also eased off to the extent of a quarter of a cent.

Smoked Meats—		
Light hams, per lb.	0 17 1/2	0 18
Medium hams, per lb.	0 17	0 17 1/2
Large hams, per lb.	0 16	0 17
Bacon, plain, per lb.	0 19	0 20
Bacon, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 13 1/2	0 13 1/2
Shoulders	0 11 1/2	0 12
Pickled Meats—i.e. less than smoked.		
Roll bacon, per lb.	0 13	0 13 1/2
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13 1/2	0 13 1/2
Lard, tubs, per lb.	0 14	0 13 1/2
Lard, pails, per lb.	0 10	0 10
Lard, compounds, per lb., tierces	0 10	0 10
Live hogs, at country points	7 50	7 50
Live hogs, local	8 00	8 00
Dressed hogs	11 00	11 50

BUTTER. — There is no weakening sign to butter market. In fact quotations are advanced from a week ago from a half cent to one and in some cases two cents. Demand is given by all as the chief cause. In some cases reports are being received regarding burning up of pastures in the country; but this is by no means general and is not as yet a deciding factor in advancing tendency. A continuation of the hot spell, however, would soon result in substantial decline in production. The fact that cheese is a good price is resulting in increased quantities of milk going to factories and this year larger quantities of cream than usual are being used for ice cream and household purposes, all of which tends to curtail butter production. The June make of butter is considered a good one for storage purposes and a large quantity has been put away. Western demand is heavy, too, and there are, therefore, not many weakening tendencies just now.

	Per lb.	
Fresh creamery print	0 27	0 29
Creamery solids	0 26	0 27
Farmers' separator butter	0 25	0 24
Dairy prints, choice	0 21	0 22
Dairy solids	0 20	0 21

EGGS.—Naturally the shrinkage in eggs is now heavy. Eggs exposed to a temperature of from 80 to 90 degrees for any length of time are apt to deteriorate in value and that is just what is happening. Commission houses report receipts fair but their prices to the trade are kept up by loss in bad stock. All receipts are being turned into present trade channels as hot weather eggs are not desirable for storing. Few, if any will be put away this month or the first part of August. Some firms quoted new lays to the retail trade this week as high as 25 cents.

New laid eggs, per doz.	0 23	0 25
Fresh eggs, per doz.	0 22	0 22

CHEESE.—The increased make of cheese and the weakening market in the Old Country are responsible for an easing off in new cheese prices this week of about 1/2 a cent per pound. The British market is a big factor in ruling our prices as buyers must buy at a price that will mean a profit. Old cheese is in small bounds, some wholesale firms getting 19 cents. Stiltons are practically off the market.

Old Cheese—		
Large	0 17 1/2	0 19
Twin	0 18	0 19 1/2
New Cheese—		
Large	0 14	0 14 1/2
Twin	0 14 1/2	0 14 1/2
1/2 Twin	0 14 1/2	0 14 1/2

HONEY. — Few honey sales are reported this hot weather. Retailers are selling fresh fruits instead. Prices are steady with no change.

Honey—strained—		
Amber honey, 60-lb. tins, per lb.	0 07	0 08
Buckwheat, 60-lb. tins, per lb.	0 07	0 08

Special Care Being Given to Provisions

Newmarket, Ont., Dealer Has Set Aside Two Display Cases for Them—Maintains that They Should be Seen—Has Meat Slicer and Considers it of Great Assistance.

Newmarket, Ont., July 11.—(Special.) —The provision department has an important place in the grocery store. Such is the opinion of W. L. Bosworth, a grocer of Newmarket, who believes also that if it is worth having in the store it is worth specializing on to some extent. Therefore, with this store, provisions have been worked into quite an important department.

Meats hidden behind refrigerator door, under the counter or in the cellar will not sell. Situated thus they may be boosted into a degree of prominence by advertising, and bringing them to customer's attention frequently by personal talks. However, Mr. Bosworth thinks that proper display of these lines will assist materially in their sale. When goods can be seen they are much more likely to create a favorable impression on the customer. This is perhaps more true of provisions than many other lines.

Mr. Bosworth has become cognizant of this fact and has arranged this department accordingly. It occupies quite a prominent position close to the main counter. For the display of provisions to good advantage, there are two display cases. One of these is square-shaped, with four shelves. The bottom shelf holds cheese, while on the others different varieties of smoked meats are shown. The other show case is a smaller one, with three flats, and is used for the display of cooked meats. This line is kept prominently before customers who visit the store, and, being under cover, impresses customers that goods are carefully cared for, more so than if they were exposed.

WINNIPEG.

PRODUCE AND PROVISIONS. — Creamery butter has advanced 2 cents, attributed to the falling off in cream supply during extremely hot weather. Cured meats and lard are steady. Eggs are steady, with good demand. Manitoba cheese is now on the market.

Lard—		
Tierces	0 13 1/2	0 13 1/2
50 lb. tubs	7 00	7 00
20 lb. tubs	2 85	2 85
10 lb. cases	3 70	3 70
5 lb. cases	3 38	3 38
3 lb. cases	3 85	3 85
Cured Meats—		
Hams	0 17 1/2	0 18
Bacon	0 18 1/2	0 19
Smoked shoulders	0 14 1/2	0 14 1/2
Long clear	0 13 1/2	0 13 1/2
Mess pork	26 00	26 00
Pigs feet, kits	1 10	1 10
Butter—		
Creamery butter	0 27	0 25
Dairy butter, tubs	0 21	0 18
Eggs—		
Strictly fresh	0 19	0 20
Cheese—		
Ontario, large, new	0 15 1/2	0 15 1/2
Twins, new	0 16	0 16
Manitoba large	0 15	0 15
Manitoba, twins	0 15 1/2	0 15 1/2
Old, twins	0 19 1/2	0 19 1/2

Uses Meat Slicer.

A slicing machine is another important feature of this department, and is considered as a good investment by Mr. Bosworth. "One of the advantages," he says, "is the quickness with which meats can be sliced. With this machine four or five pounds can be sliced while one pound is being cut by the old method. This means a great deal on busy days. It allows customers to be served much more quickly.

"We get to know just about the exact number of slices it takes to make a pound of each kind, so that it does not require so much running back and forth from the scales to obtain the desired weight."

There is also another advantage to which no little importance is attached, namely, the much better work which is done by the machine. Most people want their meats sliced thin, and this the machine does to perfection. If there is a customer who wishes thicker slices the machine may be adjusted to the thickness desired.

Just at the present time there is a big demand for cooked ham for sandwiches and for this purpose it is desirable to have it sliced thin. In fact, customers demand it thus, and this is where the value of the machine shows up.

The season for cooked meats, and smoked meats as well, is now just nicely getting under way. Grocers would do well to give more than usual attention to these lines during the next couple of months. They will be in demand, and the dealer who boosts them is the one who is going to get the trade.

A RIVAL OF COFFEE "KOFFIO"



Have you heard of the new sensational coffee filler or substitute now being marketed under the trade name of "KOFFIO?"

It is the latest thing in the coffee world, and well warrants your close investigation. It is named "KOFFIO," because it looks, tastes, smells and weighs the same as good coffee, and has a similar qualitative chemical composition. It is a Pure Cereal product, and contains no chicory. Manufactured under a special process by trained artisans, and in "style" and "cup" there is no chicory or other substitute to compare with it; has good body. A rich, delicious flavor and aroma that will improve the drink of any harsh type of coffee. Sold from one end of the United States to the other and exported to two foreign countries.

WE ARE JUST ENTERING THE CANADIAN MARKET, and cordially invite criticism of this material from experts or anyone interested.

We have local representatives and local stocks at Montreal and Winnipeg from which practically immediate deliveries can be made.

For samples and literature address:

**CHEMICAL ANALYSIS OF COFFEE
AND "KOFFIO"**

(DRY MATERIAL)	Coffee	"Koffio"
Moisture	1.55	5.71
Proteids	12.98	18.37
Fat	11.40	4.02
Ash	3.85	4.19
Carbohydrates	70.22	67.71

NOTE.—Sample labels which comply with all requirements furnished our customers.

P.S.—This material complies with the most stringent Pure Food Laws of the States, and a legally executed guarantee of purity and keeping qualities is furnished all customers.

P. S. DOYLE & COMPANY

Eastern Canada representatives

3 St. Nicholas Street, - Montreal, Canada

—or—

MASON & HICKEY

Western Canada representatives

287 Stanley Street, - Winnipeg, Canada



YOUR AIM SHOULD BE

to have efficient representation to introduce your products in the rapidly growing extensive Western market. The people in this centre of activity are liberal buyers and prompt payers, and our connection with this trade enables the Manufacturer to open up new and larger accounts. Our large Warehouses in the five great distributing centres and our daily calls on all Jobbing Houses in Manitoba, Saskatchewan and Alberta insure you best results.

WILL BE PLEASED TO HANDLE YOUR ACCOUNT

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - WINNIPEG, Man.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.
Diamond.
1-lb. tins, 2 doz. in case ..\$2 00
1/2-lb. tins, 3 doz. in case... 1 25
1/4-lb. tins, 4 doz. in case... 0 75

ROYAL BAKING POWDER.

Sizes. Per doz.
Royal-Dime 0 95
" 1/4-lb. 1 40
" 6-oz. 1 95
" 1/2-lb. 2 55
" 12-oz. 3 85
" 1-lb. 4 90
" 3-lb. 13 00
" 5-lb. 22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—
5-lb. size, \$8.25; 1-lb. tins, \$2;
12-oz. tins, \$1.60; 8-oz. tins, \$1.20;
6-oz. tins, 90c; 4-oz. tins, 65c;
5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes. Per doz. tins.
Borwick's 1/4-lb. tins 1 35
Borwick's 1/2-lb. tins 2 35
Borwick's 1-lb. tins 4 65

COOK'S FRIEND BAKING POWDER.

Cartons— Per doz.
No. 1, 1-lb., 4 dozen 2 40
No. 1, 1-lb., 2 dozen 2 50
No. 2, 5-oz., 6 dozen 0 80
No. 2, 5-oz., 3 dozen 0 85
No. 3, 2 1/2-oz., 4 dozen 0 45
No. 10, 12-oz., 4 dozen 2 10
No. 10, 12-oz., 2 dozen 2 20
No. 12, 4-oz., 6 dozen 0 70
No. 12, 4-oz., 3 dozen 0 75

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

FOREST CITY BAKING POWDER.
6-oz. tins 0 75
12-oz. tins 1 25
16-oz. tins 1 75

BLUE.

Keen's Oxford, per lb. ... 0 17
In 10-box lots or case 0 16

COUPON BOOKS—ALLISON'S.
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 bookseach 0 04
100 books and over each 0 03 1/2
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book 1/2 cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.80.
White Swan Barley Crisps, per doz., \$1.
White Swan Self-rising Buckwheat Flour, per dozen, \$1.
White Swan Self-rising Pancake Flour, per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams. Per doz.
Strawberry 1 95
Raspberry 1 95
Black currant 1 95
Red currant 1 75
Peach 1 80
Pear 1 70

Jellies.

Red currant 2 00
Black currant 2 15
Crabapple 1 45
Raspberry and red currant 1 95
Raspberry and gooseberry 1 80
Plum jam 1 55
Green Gage plum, stoneless 1 75
Gooseberry 1 75
Plum 1 70
Grape 1 85

Marmalade.

Orange jelly 1 55
Green fig 2 25
Lemon 1 90
Pineapple 1 95
Ginger 2 25

Pure Preserves—Bulk.

5-lbs. 7-lbs.
Strawberry 0 59 0 82
Black currant 0 59 0 82
Raspberry 0 59 0 82
14's and 30's per lb.
Strawberry 0 10 1/4
Black currant 0 10 1/4
Raspberry 0 10 1/4
Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins, doz.. 4 40
Perfection, 1/2-lb. tins, doz. 2 35
Perfection, 1/4-lb. tins, doz. 1 25
Perfection, 10c size, doz .. 0 90
Perfection, 5-lb. ins, per lb. 0 35
Soluble, bulk, No. 1, lb. ... 0 20
Soluble, bulk, No. 2, lb. ... 0 18
London Pearl, per lb. 0 22
Special quotations for Cocoa in barrels, kegs, etc.

Unsweptened Chocolate—

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.. 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes 0 35
Diamond, 8's, 6 and 12-lb. boxes 0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
Diamond, 1/4's, 6 and 12-lb. boxes 0 25

Iceings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages. 2 doz. in box, per doz... 0 90
Chocolate Confections—Per lb.
Maple buds, 5-lb. boxes ... 0 36
Milk medallions, 5-lb. bxs. 0 36

Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 30
Nonpareil wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 30
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-lb. boxes .. 0 36
Lunch bars, 5-lb. boxes .. 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars 24 bars, per box 0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In 1/4, 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
Elite, 10c size (for cooking) dozen 0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz. 0 85
Nut milk bars, 2 dozen in box 0 80
" breakfast cocoa, 1/4's and 1/2's 0 36
" No. 1 chocolate 0 30
" Navy, chocolate, 1/2's.. 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, 1/2's 0 24
" Plain choice chocolate liquors 20 50
" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, 1/2, and 1/4-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/2 and 1/4-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.
The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.
Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. pkgs. White Moss ... 0 26

1/2-lb. pkgs. White Moss .. 0 27
1/4-lb. pkgs. White Moss .. 0 28
1 and 1/2-lb. pkgs., assorted 0 26 1/2
1/4 and 1/2-lb. pkgs., asstd 0 27 1/2
1/4-lb. pkgs., asstd. in 5-lb. boxes 0 28
1/2-lb. pkgs., asstd., in 5-lb. boxes 0 29
1/4-lb. pkgs., asstd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.
Pails Tins Bbls.
White Moss, fine
strip 0 19 0 21 0 17
Best shredded . 0 18 0 16
Ribbon 0 19 0 17
Macaroon 0 17 0 15
Desiccated 0 16 0 14

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

Per Case
Eagle Brand, each 4 doz.. \$6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 00
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 75
Peerless Brand, "Small," each 4 doz. 2 00
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 75
St. Charles Evaporated Milk (hotel size) 4 00
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50
Reindeer Brand (4 doz. in case) 5 50
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
Reindeer Jersey Brand, Family (4 doz. in case). 3 75
Reindeer Jersey Brand, tall (4 doz. in case).... 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand, Gallon (1/2 doz. in case) 4 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co. Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50



BOLOGNA

(In waxed or ordinary casing)

Superior in quality and flavor, will satisfy that most particular customer. The bologna season is now on, the demand is exceptionally good and there is a good profit in it for the grocer.

Why not send us a trial order?

GUNNS LIMITED

WEST TORONTO

Beef and Pork Packers, Cotton Oil Refiners.

FOR CHEAPER LIVING

We can recommend our Sugar Cured Smoked Rolls. These are absolutely boneless, cured just the same as "Star Brand" Hams and sell at much less money.

We have them also pickled and cooked.

Made under Government Inspection.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

Reindeer Brand, in glass jars (2 doz. in case) 6 20
COCOA.
 (Combined with Milk and Sugar)
 Reindeer Brand (2 doz. in case) 4 80

COFFEES.
EBY-BLAIN, LIMITED.
 Standard Coffees
 Roasted whole or ground, packed in damp-proof bags.
 King Edward 0 34
 Club House 0 33
 Nectar 0 32
 Royal Java and Mocha. 0 32
 Empress 0 30
 Duchess 0 29
 Ambrosia 0 28
 Plantation 0 26½
 Fancy Bourbon 0 26
 Crushed Java and Mocha 0 19

Package Coffee.
 Gold Medal, 2-lb. tins, whole or ground 0 31
 Gold Medal, 1-lb. tins, do 0 32
 Gold Medal, ½-lb. tins do 0 33
 Anchor Brand, 2-lb. tins, do. 0 31
 German Dandelion, 1-lb. tins, ground 0 26
 German Dandelion, ½-lb. tins, ground 0 28
 English Breakfast, 1½ lb. tins, ground 0 19
 Grand Prix, 1 and 2-lb. tins, ground 0 30
 Demi-Tasse, 1 and 2-lb. tins, ground 0 30
 Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb. ... 0 32
 Mo-Ja, ½-lb. tins, lb. 0 30
 Mo-Ja, 1-lb. tins, lb. 0 28
 Mo-Ja, 2-lb. tins, lb. 0 28
 Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.
 Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.
 Presentation (with tumblers) \$3 per doz.

MINTO BROS.
MELAGAMA BLEND.
 Ground or bean— W.S.P. R.P.
 1 and ½ 0 25 0 30
 1 and ½ 0 32 0 40
 1 and ½ 0 37 0 50
 Packed in 30's and 50-lb. case.
 Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.
AGENT: F. COWARD.
 402 Spadina Avenue, Toronto.
 Small size\$1.45 per doz., net
 Large size\$2.85 per doz., net
 In 3 dozen free cases. Freight paid on ½ gross order.

CEREALS.
 Grape Nuts—No. 22, \$3; No. 23, \$4.50.
 Post Toasties—No. T3, \$2.85.
 Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

CONFECTIONS.
PEANUT BUTTER.
 Ontario Prices
 MacLaren's Imperial— Per doz
 Small, 2 doz. 0 95
 Medium, 2 doz. 1 80
 Large, 1 doz. 2 75
 Tumblers, 2 doz. 1 35
 Pails, 24 lbs., per lb.... 0 15

CHEESE.
MACLAREN'S IMPERIAL.
 Ontario prices per doz.
 Individual (each 2 doz.) .. 1 00
 Small (each 2 doz.) 2 40
 Medium (each 1 doz.) 4 50
 Large (each ½ doz.) 8 25
 MacLaren's Roquefort—
 Small (each 2 doz.) 1 40
 Large (each 1 doz.) 2 40
 MacLaren's Canada Cream—
 Small (each 1 doz.) 0 90
 Medium (each 2 doz.) 1 35
 Large (each 1 doz.) 2 40

FLAVORING EXTRACTS.
SHIRRIFF'S.
 1 oz. (all flavors) doz. 1 00
 2 oz. (all flavors) doz. 1 75
 2½ oz. (all flavors) doz. .. 2 00
 4 oz. (all flavors) doz. 3 00
 5 oz. (all flavors) doz. 3 75
 8 oz. (all flavors) doz. 5 50
 16 oz. (all flavors) doz. 10 00
 32 oz. (all flavors) doz. ... 18 00
 Discount on application.

CRESCENT MFG. CO.
Mapleine— Per doz.
 2 oz. bottle (retail at 50c) 4 50
 4 oz. bottle (retail at 90c) 6 80
 8 oz. bottles (retail at \$1.50) 12 50
 16 oz. bottles (retail at \$3) 24 00
 Gal. bottles (retail at \$20) 15 00

GELATINE.
 Knox Plain Gelatine (2 qt. size), per doz. 1 30
 Knox Acidulated Gelatine (2 qt. size), per doz. 1 30
CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.
 No. 1, 4 doz. in case 0 60
 No. 2, 2 doz. in case 0 95
 No. 3, flats, 2 doz. in case 1 15
 No. 3, talls, 2 doz. in case 1 35
 No. 6, 1 doz. in case 4 00
 No. 12, ½ doz. in case 6 50
LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"
 Per case
 Sur Extra Fins, ½ fcacons, 40 bou. 11 00
 Sur Extra Fins, tins, ½ kilo, 100 tins 15 50
 Extra Fins, tins, ½ kilo, 100 tins 15 00
 Tres Fins, ½ kilo, 100 tins 14 00
 Fins, tins, ½ kilo, 100 tins 12 50
 Mi-Fins, tins, ½ kilo, 100 tins 11 00
 Moyens No. 1, tins, ½ kilo, 100 tins 10 00
 Moyens No. 2, tins, ½ kilo, 100 tins 9 50
 Moyens No. 3 8 75
 Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.
 Case—
 12 litres 6 50
 12 quarts 5 75
 24 pints 6 25
 24 ½-pints 4 25
 Tins—
 5 gals. 2s 23 00
 2 gals. 6s 29 00
 1 gal. 10s 25 00
 ½-gal. 20s 26 00
 ¼-gal. 20s 13 50
 ½-gal. 48s sq. 17 00
 ½-gal. 48s rd. 15 50

BASSIN DE VICHY WATERS.
 La Capitale, 50 qts. 5 00
 La Neptune, 50 qts. 6 00
 St. Nicholas, 50 qts. 7 00
 La Sanitas Sparkling, 50 quarts 8 00

La Sanitas Sparkling, 100 pints 9 00
 La Sanitas Sparkling, 100 splits 4 00
 Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.
 "Le Soleil," 72 p.c. olive oil.
 Case, 12 lbs. 2½-lb. bars, lb 0 08½
 Case 25 lbs., 11-lb. bars, lb 0 07½
 Case 50 lbs. ¾-lb. bars case 3 50
 Case 200 lbs. 3¼-oz., case. 3 75
 "La Lune," 65 p.c. olive oil.
 Case 25 lbs. 11-lb. bars, lb. 0 07
 Case 12 lbs. 2½-lb. bars, lb 0 08
 Case 50 lbs., ¾-lb. bars, case 3 25
 Case 100 lbs. 3¼-oz. bars, case 1 80
 Case 200 lbs. 3¼-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.
 Macaroni, Vermicelli, Animals, Small Pastes, etc.
 Box, 25 lbs., 1 lb. 0 07½
 Box, 25 lbs., loose 0 07
DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
 Grape Juice, 24 pts. 5 15
 Grape Juice, 36 splts 4 75
 Apple Juice, 12 qts. 4 50
 Apple Juice, 24 qts. 4 75
 Champagne de Pomme, 12 q 5 60
 Champagne de Pomme, 24 p 5 50
 Matts Golden Russett—
 Sparkling Cider, 12 qts. .. 5 00
 Sparkling Cider, 24 pts. .. 5 50
 Apple Vinegar, 12 qts. 2 50

CANNED HADDIES "THIS-TLE" BRAND.
A. P. TIPPET & CO., Agents.
 Cases 4 doz. each, flats, per case 5 40
 Cases 4 doz. each, ovals, per case 5 40
INFANTS' FOOD.
 Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

LARD.
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
 Tierces 11½
 Tubs 11½
 Pails 12
 Tins, 20 lbs. 11½
 Cases, 3 lbs. 12½
 Cases, 5 lbs. 12¾
 Cases, 10 lbs. 12¾
F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORT-ENING.
 Tierces 0 10
 Tubs 0 10½
 20-lb. pails 0 10½
 20-lb. tins 0 10
 10-lb. tins 0 10½
 5-lb. tins 0 11
 3-lb. tins 0 11
 1-lb. cartons 0 11½

MARMALADE.
SHIRRIFF BRAND.
 "Imperial Scotch"—
 1-lb. glass, doz. 1 55
 2-lb. glass, doz. 2 30
 4-lb. tins, doz. 4 35
 7-lb. tins, doz. 7 35
 "Shredded"—
 1-lb. glass, doz. 1 00
 2-lb. glass, doz. 3 10
 7-lb. tins, doz. 8 25

MUSTARD.
COLMAN'S OR KEEN'S.
 Per doz. tins
 D. S. F., ¼-lb. 1 40
 D. S. F., ½-lb. 2 50
 D. S. F., 1-lb. 5 00

F. D., ¼-lb. 0 85
 F. D., ½-lb. 1 45
 Per jar
 Durham, 4-lb. jar 0 75
 Durham, 1-lb. jar 0 25
MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.
 Small case 4 doz., per doz. 0 45
 Medium, cases 2 doz., doz. 0 90
 Large, cases, 1 doz., doz. 1 35
VERMICELLI AND MACARONI
D. SPINELLI C'Y., MONTREAL
 Fine.
 4-lb. box "Special" per box 0 22
 8-lb. box "Special," box. 0 44
 5-lb. box "Standard" box 0 27½
 10-lb. box "Standard," box 0 55
 60-lb. cases or 75-lb. bbls. per lb. 0 05
 25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06
Globe Brand.
 5-lb. box "Standard" box 0 30
 10-lb. box "Standard," box 0 60
 25-lb. cases (loose) per lb. 0 06
 25-lb. cases, 1-lb. pkgs., lb 0 06½

JELLY POWDERS.
JELL-O.
 Assorted case, contains 2 doz. 1 80
 Straight
 Lemon contains 2 doz. 1 80
 Orange contains 2 doz. 1 80
 Raspberry contains 2 doz. 1 80
 Strawberry contains 2 doz. 1 80
 Chocolate contains 2 doz. 1 80
 Cherry contains 2 doz. 1 80
 Peach contains 2 doz. 1 80
 Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.
 Assorted case, contains 2 dozen 2 50
 Straight
 Chocolate contains 2 doz. 2 50
 Vanilla contains 2 dozen. 2 50
 Strawberry contains 2 doz. 2 50
 Lemon contains 2 dozen... 2 50
 Unflavored contains 2 doz. 2 50
 Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.
 Ontario Prices.
 Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.
 Cartons, 1 doz., 90c per dozen.
SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.
 Criole soap, per gross\$10 20
 Floriola soap, per gross.. 12 00
 Straw hat polish, per gr. 18 20
SNAP HAND CLEANER.
 3 dozen to box\$ 3 00
 6 dozen to box 7 90
 30 days.

RICHARDS PURE SOAP.
 5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.
 Richards Quick Naptha Soap GENUINE. Packed 100 bars to case.

FELS NAPHTHA.
 Prices—Ontario and Quebec:
 Less than 5 cases\$ 5 00
 Five cases or more 4 95
SAPHO MFG. CO., LTD. MONTREAL "SAPHO" INSECTICIDE
 1-16 gall., doz.\$ 2 00
 ¼-gall., doz. 6 00
 ½-gall., doz. 10 00
 1 gall., doz. 19 20
 1-16 gall. gross lot 20 00

THE CANADIAN GROCER

"ANTI-DUST" SWEEPING POWDER.
Size No. 1, 3 doz. crates, per doz. \$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.
EDWARDSBURG STARCH CO.
Boxes Cents

Laundry Starches—
40 lbs., Canada Laundry.. .05½
40 lbs., Canada white gloss, 1 lb. pkgs. .06½
48 lbs., No. 1 white or blue, 4 lb. cartons .07
48 lbs., No. 1, white or blue, 3 lb. cartons .07
100 lbs., kegs, No. 1 white .06½
200 lbs., bbls., No. 1 white .06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs .07½
48 lbs., silver gloss, in 6-lb. tin canisters .08
36 lbs., silver gloss, 6-lb. draw lid boxes .08
100 lbs., kegs, silver gloss, large crystals .07
28 lbs. Benson's satin, 1-lb. cartons, chromo label .07½
40 lbs., Benson's Enamel (cold water) per case . 3 00
20 lbs. Benson's Enamel (cold water) per case . 1 50
Celluloid—boxes containing 45 cartons, per case . 3 60
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn .07½
40 lbs. Canada pure corn starch .05½
(20-lb. boxes ¼c higher.)

BRANTFORD STARCH
Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.... .05½
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs .06½
First Quality White Laundry—
3 lb. canisters, cs of 48 lbs. .07½
Barrels, 200 lbs. .06½
Kegs, 100 lbs. .06½
Lily White Gloss—
1 lb. fancy cartons, cases 30 lbs. .07½
6 lb. toy trunks, lock and key, 8 in case . .08½
6 lb. toy drums, with drumsticks, 2 in case. .08
Kegs, extra large crystals, 100 lbs. .07½
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case . 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case . 3 75
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts, boxes of 40 lbs. .06
Brantford Prepared Corn—
1-lb. pkts, boxes of 40 lbs .07½
"Crystal Malze" Corn Starch.
1 lb. pkts., boxes 40 lbs.. .07½
(20 lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.
Chinese starch. 48 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.00; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-

oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED
CHATEAU BRAND.
Vegetable, Mutton Broth, Mulligataway, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.
SYMINGTON'S SOUPS.
Quart packets, 9 varieties, doz. 0 60
Clear soups in stone jars, 5 varieties, doz. 1 40
SODA—COW BRAND.
Case of 1-lb., containing 30 packages, per box, \$3.00.
Case of ½-lb., containing 120 packages, per box, \$3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.
SYRUP.
EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP
2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case . 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3½
Half Barrels, 350 3¼
Quarter Barrels, 175 4
Pails, 38½ \$1 90
" 25 lbs. each 1 35
LILY WHITE CORN SYRUP.
2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)
BEAVER BRAND MAPLE SYRUP.
2-lb. tins, 2 doz. in case.. \$3.50
5-lb. tins, 1 doz. in case . 4.00
10-lb. tins, ½ doz. in case.. 3.95
20-lb. tins, ¼ doz. in case.. 3.90
(5, 10 and 20 lb. tins have wire handles.)
Terms: 30 days net. No discount for prepayment.
Freight prepaid on 5 case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.
To points beyond North Bay we prepay freight to North Bay only.
MOLASSES.
DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's—2 doz. to case, per doz. 83
3's—2 doz. to case 1 45
Winnipeg.
2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails, 5's, each 2 55
DOMOLCO BRAND.
Maritime Provinces and Ontario:
2's, 2 doz. case, per doz... \$1 85
3's, 2 doz. case, per doz . 1 95

5's, 1 doz. case, per doz. . 3 75
10's, ½ doz. case, per case. 3 40
20's, ¼ doz. case, per case. 3 05
Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60
3's, 2 doz. case, per doz... 2 35
5's, 1 doz. case, per doz... 4 00
10's, ½ doz. case, per case. 4 15
20's, ¼ doz. case, per case 3 80

SAUCES.
PATERSON'S WORCESTER SAUCE.
½-pint bottles 3 and 6 doz. cases, doz. \$0 90
Pint bottles, 3 doz. cases, doz. 1 75
H. P.
H. P. Sauce— Per doz.
Cases of 3 dozen \$1 90
H. P. Pickles—
Cases of 2 doz. pints . \$3 35
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.
Per doz.
Large, packed in 3-doz. case \$2 25
Medium, packed in 3-doz. case 1 40
HOLBROOK'S IMP. WORCES- TERSHIRE SAUCE.
Per doz.
Rep. ½ pints, packed in 6- doz. case \$2 25
Imp. ½-pints, packed in 4- doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.
JAMES DOME BLACK LEAD.
6a size, gross \$2 40
2a size, gross 2 50
NUGGET POLISHES.
Dozen.
Polish, Black and Tan . . 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.
IMPERIAL TOBACCO COM- PANY OF CANADA.
Chewing—Black Watch 6s . . 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6½s and 12s . . . 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7½s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West
Pouches, 8s 53
Regal Cube Cut, 9s 70

TEAS.
THE "SALADA" TEA CO.
East of Winnipeg.
Wholesale R't'l
Brown Label 1's and ½'s .25 .30
Green Label, 1's and ½'s .27 .35
Blue Label, 1's, ½'s, ¼'s and ⅓'s .30 .40
Red Label, 1's and ½'s.. .36 .50
Gold Label, ½'s 44 .60
Red-Gold Label, ½'s 55 .80

LUDELLA CEYLON TEA.
Orange Label, ½'s 24 .30
Brown Label, ½'s & 1's .28 .40

Brown Label, ¼'s 30 .40
Green Label, ½'s & 1s.. .35 .50
Red Label, ½'s 40 .60
MELAGAMA TEA.
MINTO BROS.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.
Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
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Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 55

JAMS AND JELLIES.
T. UPTON & CO.
Compound Jams—Red Rasp- berry, strawberry, peach, plum, red currant, black currant, cher- ry, gooseberry, blueberry, apri- cot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.
Pure Orange Marmalade— Guaranteed finest quality. 12- oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
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List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.
YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pack- ages 1 15

Wholesale R't'l
Brown Label, 1-lb. or ½ .25 .30
Red Label, 1-lb. or ½ 27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only 55 .80
Gold Label, ¼ only 70 1.00
"KOLONA" TEA.
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. 42
Gold Label, retail at 80c. 5

The Hot Weather Brings Increased Business

It is perhaps a little unfortunate that people in the Grocery trade have to work much harder in the summer than in any other time of the year, but the conditions cannot be altered so that the only thing to do is to minimize the work as much as possible and pile in and be thankful that we are in a business that does sometimes, if not always, keep us busy. Consumers are less inclined than ever to do any summer work that can possibly be avoided; result—they look to the grocer to supply them with canned and preserved fruits, jams, jellies, pickles, sauces, ketchup, vegetables, etc. To a certain extent they have been educated and thereby led into this condition by firms such as H. J. Heinz Company, who, putting out the highest standard possible to be attained by brains, backed up by an unlimited supply of money have captivated the palates of consumers with their luscious goods. Can it be wondered at then, that the Grocer is looked to for a great deal of the product that would otherwise have to be put up in hot kitchens in the holiday time? Women won't do it—and the sooner you grasp the fact that you are to be the principal medium through which table supplies are to be obtained, provision accordingly, the more money there will be in it for you.

The Heinz Main Plant is built around a series of open courts, affording unlimited admittance of fresh air and sunshine to every

the product that would otherwise have to be put up in hot kitchens in the holiday time? Women won't do it—and the sooner you grasp the fact that you are to be the principal medium through which table supplies are to be furnished, provision accordingly, the more money there will be in it for you.

The Heinz Main Plant is built around a series of open courts, affording unlimited admittance of fresh air and sunshine to every part. Its kitchens are clean and bright. Its employees are uniformed. No home kitchen could improve upon their surroundings or methods.

Their establishment is open to the public every working day and welcomes more than forty thousand visitors annually; thereby affording opportunity for the most critical housewife to satisfy herself of the quality of materials, skill and care which enter into the preparation of Heinz Foods.

The Canadian factory at Leamington, Ontario, is worked along the same identical lines as the main plant at Pittsburg.

Heinz 57 Varieties are Winners all along the line.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Front and Scott Streets,

- - -

TORONTO

Strawberries

are now arriving freely. Selling reasonable price.

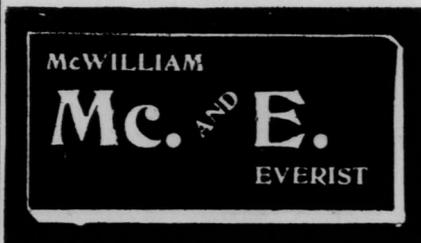
Now is the time to buy.

Car mixed California fruit:—

Peaches, Plums, Pears,
Apricots and Cherries.

PRICES RIGHT

Tomatoes Cabbage
Cucumbers Beans
etc., etc.



25-27 CHURCH TORONTO
are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

—
We invite
enquiry

—
Prompt attention and first-class
service.

—
WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

This Hot Weather

there's money in

LEMONS

Get a supply of

“St. Nicholas” Verdellis

THEY'RE FINE

J. J. McCabe

Agent

Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



OAKLEY'S

The original and only
Genuine Preparation
for cleaning Cutlery,
6d. and 1s. Canisters.

‘WELLINGTON’

KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass
and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Frequency of Sailings

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

For further particulars
apply to

PICKFORD & BLACK, LIMITED
HALIFAX, N.S. Agents

Not an Enterprise for the “Quitter”

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

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

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

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

HOT WEATHER LEMONS

FULL SUPPLIES OF

**Lemons, Limes, Oranges
and California Peaches,
Plums and Apricots**

For the Hot Weather at
either Toronto or Hamilton

WHITE & CO., LTD.

LEMONADE WEATHER

Extra Fancy Verdillis—Long Keepers

ALSO

Few Fresh Cuts—for immediate
use—cheap. Do not let your
supply run out as everyone is
using lemons these hot days.

WATERMELONS

Big, Heavy Tom Watsons—large,
ripe fruit. Everything good in
fruit.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

GUELPH and NORTH BAY

YOUR CUSTOMERS KNOW THAT
HEINZ QUALITY MEANS
HIGHEST QUALITY IN
FOOD PRODUCTS

They know, furthermore, that
they can get their money back if
any of

HEINZ 57 VARIETIES

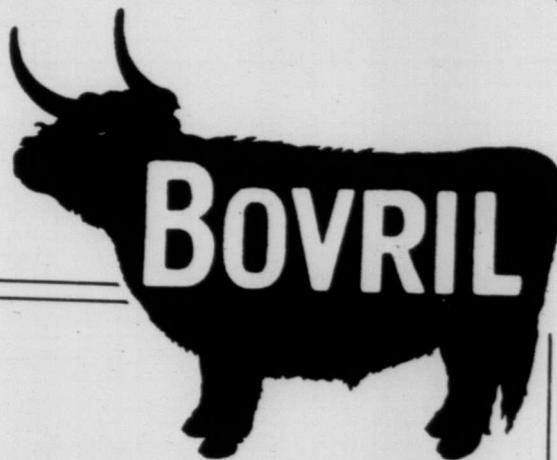
Pure Food Products

ever fail to please in any way.

They have confidence in the
goods, and that's why the de-
mand for Heinz's foods is con-
stantly increasing.

Did you ever stop to think
how much you benefit by that
established demand?

H. J. HEINZ COMPANY



needs no introduction to
your customers. Just
send for a set of the hand-
some window and interior
advertising cards we fur-
nish free and prepaid.
They will get the sales
for YOU.

It's a good profit too.

BOVRIL, LIMITED, - MONTREAL

SPECIAL TO ONTARIO GROCERS

The MacLaren Imperial Cheese Co
TORONTO
are now Distributors in Ontario of
ANTI-DUST
DISINFECTANT SWEEPING POWDER

Sales jumped over 300% in six weeks.

*If you aren't getting some of this business
 write the MacLaren Imperial Cheese Co. Ltd.*

*ANTI-DUST is something quite different to
 ordinary compounds - its quite a favorite*
SAPHO MFG CO. LIMITED - MONTREAL P. Q.

Strength	Your	Purity
guarantee of profit lies in "COW BRAND" Baking Soda		
		
because of its popularity with the housewife! Order from your jobber. CHURCH & DWIGHT Manufacturers LIMITED MONTREAL		
Uniformity	MONTREAL	Reliability

"By Their Works"

Every housewife must needs use a broom, and unless you stock a good grade your other business will suffer. Sell them a W. W. Co. broom and you are sure then of giving them satisfaction. By their works you will profit by getting the buyer's steady trade in all lines.

Walter Woods & Co.
 HAMILTON and WINNIPEG

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Bull

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J. V.

W. :

W.

Mars

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W. Llo



LOOK!
Bigger Sales
and
Better Goods

This covers the following lines:—

- Bull Dog Ammonia Powder**
- Bull Dog Chloride of Lime**
- Bull Dog Borax**
- Bull Dog Liquid Blueing**
- Bull Dog Liquid Ammonia**

Sold from Coast to Coast

Manufactured by

The John B. Paine Co., Ltd.
TORONTO

AGENTS:

- J. W. Gorham & Co., Halifax, N.S.
- W. S. Clawson & Co., St. John, N.B.
- W. and F. P. Currie, Montreal, Que.
- Marshall Brokerage Co., London, Ont.
- Dodd & Reid, Saskatoon, Sask.
- W. Lloyd Lock & Co., Winnipeg, Calgary
and Vancouver, B.C.

Let's Look at it From
This View-point---
Quality of the Fish of



Brunswick Brand
Sea Foods

which stand pre-eminent for cleanliness. Our factory employs only skilled and expert packers and each department seeks to excel—and succeeds.

What character of custom do YOU think such a high quality product will have?

Isn't it quite reasonable that such canned fish stock APPEALS to the buyers of families' foods and others? IT DOES—and to a greater extent than any other brand of canned fish.

Handle the line, Mr. Grocer, that SELLS and also gives good profit.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

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



A Good Profit Assured

Satisfaction Warranted in the sale of the well-known long, shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock, always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer.

Write for particulars to

W. P. Downey
MONTREAL



Every packet of

WILSON'S FLY PADS

will kill more flies than 300 sheets of any sticky fly catcher on the market

NATION'S CUSTARD POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto.
(For Ontario)

The W. H. Escott Co.,
Winnipeg, Man.

McKelvie, Cardell, Ltd.,
Calgary, Alta.

Distributors, Ltd.,
Edmonton, Alta.

Ayre & Sons, Ltd.,
St. John's, Newfoundland.

J. M. Crosswell & Co.,
Kingston, Jamaica.

Samples free by post.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
Trade-Mark

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

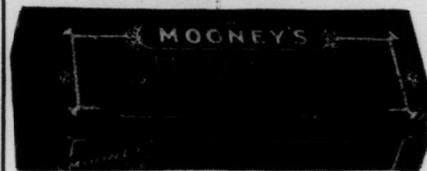
Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring results from all over Canada.

When writing advertisers, kindly mention this paper.



Delightfully Different

There is something delightfully different about the Perfection Cream Sodas which distinguishes them from other soda biscuits, and which has created an insistent demand for them throughout the Dominion.

Mooney's Perfection Cream Sodas are so good because they are made of the purest materials, by the highest skilled labor in an up-to-the-minute factory of perfect light and sanitation.

The Mooney Biscuit and Candy Co., Limited

Factories at

Stratford, Ont. Winnipeg, Man.

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

All Good Things
are Imitated.

MAPLEINE

(The flavor de Luxe)

Is not the exception.

Try the imitation yourself and note the difference.

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. - Wn.



YOU
A PROFIT
YOU
OTHERS
ORDI
SMALL I

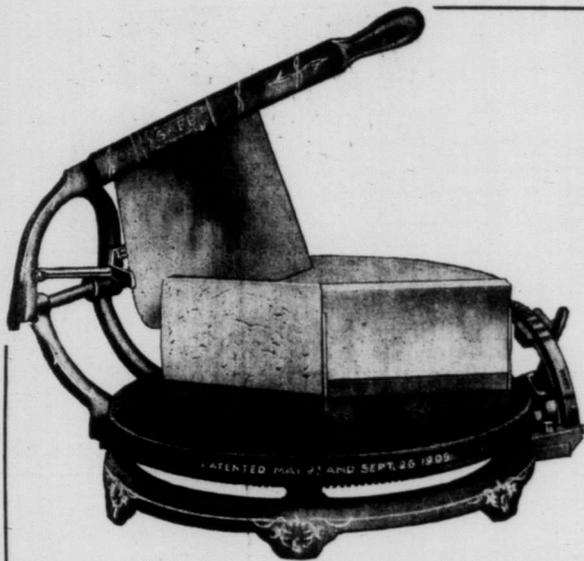
C
621-625

Grocers of Canada

You are not in Business
Just for the Fun of it.

That's the reason why

**The Safe Computing Cheese Cutter
Should Be In Use In Your Store NOW**



- (1) It will maintain absolute accuracy in your cheese department.
- (2) It will pay for itself in a few weeks or a few months, according to the cheese business you do.
- (3) It is so simple in construction it can be correctly operated in the dark. Mistakes with a SAFE are impossible.
- (4) It is a handsome piece of store furniture that costs little and lasts a lifetime.

YOU NEED NO LONGER SELL CHEESE AT A LOSS. EVERY CUT IS UNIFORM AND GIVES YOU A PROFIT.

YOU CAN MAKE MONEY ON YOUR CHEESE BY USING A SAFE COMPUTING CHEESE CUTTER. OTHERS ARE DOING SO. YOU CAN DO THE SAME.

ORDER ONE TO-DAY FROM YOUR JOBBER. DON'T PUT IT OFF. STOP THE LOSS WITH A SMALL INVESTMENT.

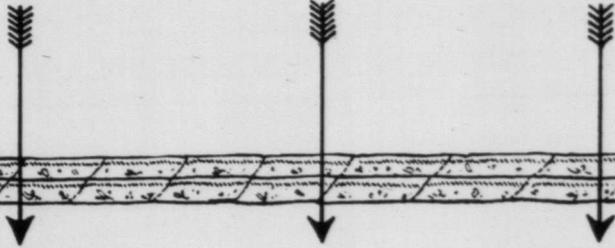
Sold by leading Canadian Wholesale Grocery Houses.

Get a booklet, which tells all about it.

COMPUTING CHEESE CUTTER COMPANY

621-625 Main Street

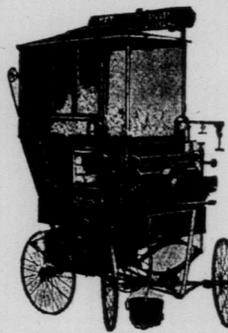
ANDERSON, IND., U.S.A.



BIG N.P. BAR

is a line of soap that has outdistanced all competitors. It is a good, honest piece of bar soap that gives your customers full value for their money, with better satisfaction. The N. P. Bar is a soap revelation that is the subject of the talk of a good many housewives on washday. Get our proposition and prices.

David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.



Why Don't You do Like Him?

H. J. Buckley of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut cylinder extra for \$94.00.

He writes that the machine is doing fine. I pay \$40.00 per month rent and have four people employed and machine pays rent and help.

Now to get at his profits in this little, big business, let's do a little figuring. Rent \$480 per year. Four clerks at \$5.00 per week each, \$1,040, total \$1,520 or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from \$8.50 to \$350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.

Cincinnati, Ohio



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Quaker Baked Beans

HAVE
NOT
ADVANCED
YET

HAVE YOU
GOT YOUR
STOCK IN?

ASK OUR TRAVELLERS OR WRITE

Mathewson's Sons

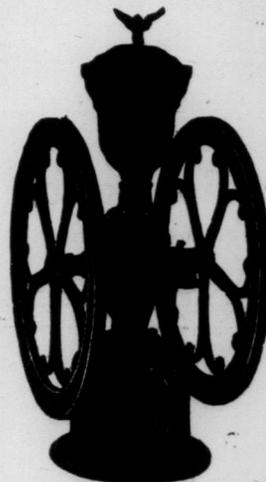
MONTREAL

YOU ARE THE MAN WE WANT

—that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches)

VANCOUVER—The W. H. Malkin Co., Ltd.; Wm Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.

LONDON—Gorman, Eckert & Co. ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches). EDMONTON, Alta.—The A. MacDonald Co.

**Woodruff & Edwards
CO.**

ELGIN U.L., U.S.A.

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Tone up
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St. Geo
Princes
Banner

Order fr
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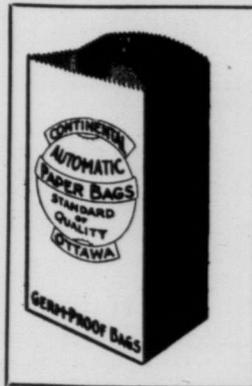
ST. GE

COOK'S FRIEND

"The Baking Powder With a Pedigree," made from pure grape cream of tartar and containing no alum or other deleterious ingredients, has been conforming to Pure Food Laws before their existence. It costs no more than unknown brands and is equal to imported powders at double the price. Sell **Cook's Friend** and reap the benefits of our advertising.

Purer than the Law Demands
Contains No Alum

W. D. McLAREN, Limited, Montreal



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited

SOLE MANUFACTURERS
OTTAWA, CANADA



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

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

St. George Evaporated Milk, 4 doz. in case, \$3.50
Princess Condensed Milk, 4 doz. in case, \$4.20
Banner Condensed Milk, 4 doz. in case, \$5.00

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

J. MALCOLM & SON
ST. GEORGE, ONTARIO.

GOOD HOT DAYS

suggest to the sweltering public a cooling drink—none is so thirst-quenching or refreshing as



**Raspberry
Vinegar**

It is popular with all classes, because it satisfies the test they put it to.

Get some to-day—it is profitable, seasonable stock.

The T. A. Lytle Co.
LIMITED

Sterling Rd., Toronto



Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to-day.

The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

A PLEASING REVELATION

To the customers who have never tried Rowat's Pickles there is a treat in store.

If you would seal your trade to your business just sell them their first bottle of Rowat's pickles—the difference that is all Rowat's from any other line spells repeat orders for your store.

Big sales during summer. Have you ordered yet?

ROWAT & CO.
Glasgow - Scotland

CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



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

For Fly Destruction
—Lasts All Summer



There is no surer, speedier or cleaner method to destroy flies than by the Wonder Fly Killer.

It is good stock, because it never grows old, and is worth its full value any time.

Dominion Agent: **Joseph R. Wilson** 204 Stair Bldg. TORONTO

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

AURORA COFFEE

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

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

**INVESTIGATE THE
7-20-4 CIGAR**

A Fine
Cigar at the
cost of an ordinary
smoke. It's a proposi-
tion that is a sure money-
getter. The 7-20-4 Cigar coins
money for any store that
handles it, and gives the
kind of satisfaction that
brings customers
back.

Write for Particulars.

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

TOBACCO DON'TS

- Don't** say "I haven't it" when a customer asks for tobacco, say "I'll get it."
- Don't** think you can't sell tobacco, because **you can**. You have the best of chances.
- Don't** wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.
- Don't** make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - - Chewing

The Rock City Tobacco Co.
Quebec Winnipeg

Tuckett's
Orinoco
Tobacco

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THAN**

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.



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CASH REGISTER FOR SALE—GOOD AS new. Total adder. Prints detail strip. Apply E. A. Stahl, Berlin, Ont.

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GROCER BUSINESS FOR SALE — GOOD paying trade, well established, best location in town. Apply Box 435, Canadian Grocer.

FOR SALE—NEW GENERAL STOCK WITH new 2-storey cement block store, in a village; sales \$15,000 yearly, can be easily increased. Post office and telegraph office in store, also telephone connection. Apply Box 33, Amherstburg, Ont.

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ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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

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

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YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

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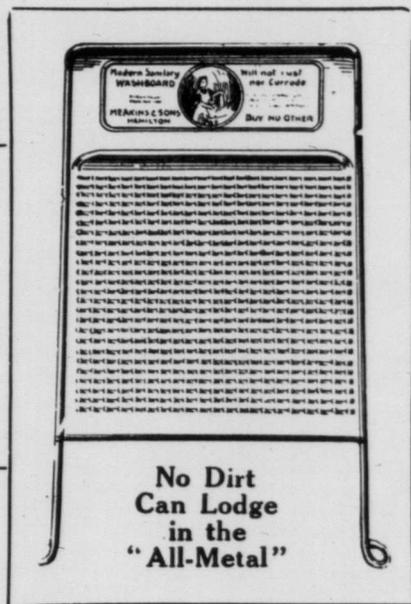
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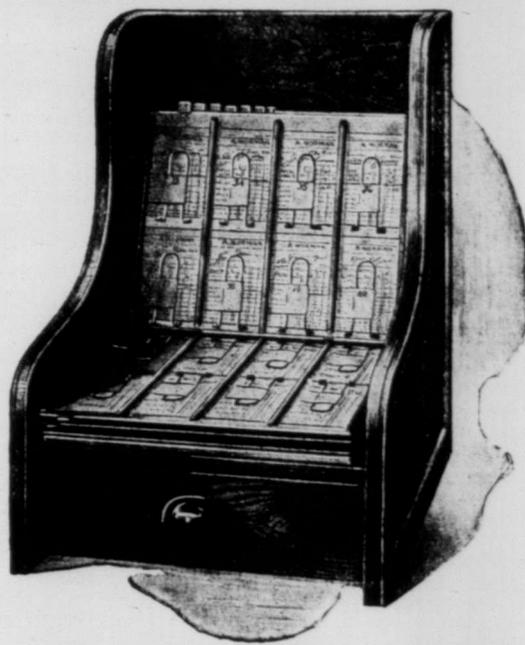
Make a trial of your household trade for the sale of a washboard that abounds enough in good features to sell instantly. Where it is in stock and is seen by the woman who uses a washboard — a sale invariably follows.



Meakins' Sanitary Washboards

are economical — lasting many times as long as the plain wooden kind. They are healthful because all metal — no dirt or germs can lodge in any part—will not rust or corrode. Send for particulars.

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Hamilton, Ontario



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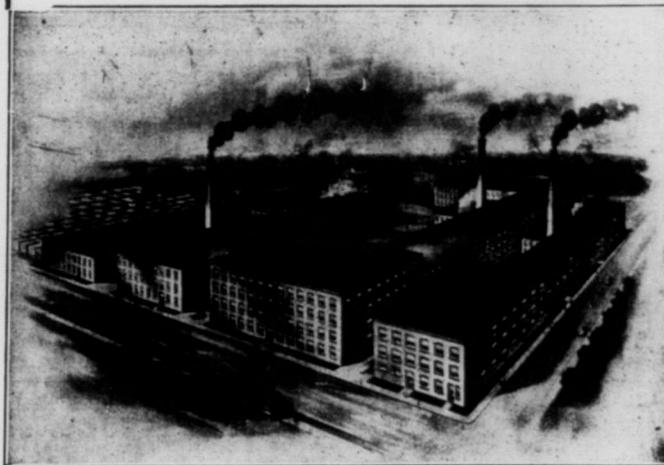
The ULLMAN Account Register

is the safest, simplest, quickest, surest to charge and most satisfactory of any system on the market. It satisfies the customer as well as the merchant. There is a decided advantage to the grocer who uses an Ullman Account Register. The customer knows, every time he makes a purchase, how much he owes, and naturally tries to keep it as low as possible. Put in an Ullman Account Register and stop the incessant night work and worry of retail book-keeping.

Send for illustrated booklet or ask for demonstration.

We want dealers to handle the Ullman Account Register in some localities.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario



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**Stuhr's
DELICACIES.**
Genuine Caviare,
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IN TINS AND CLASSES.
Sold by all High-class Provision Dealers.
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Adopt the ONLY WAY to make
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**ALLISON COUPON
BOOKS**
Are in Use All Over the World.
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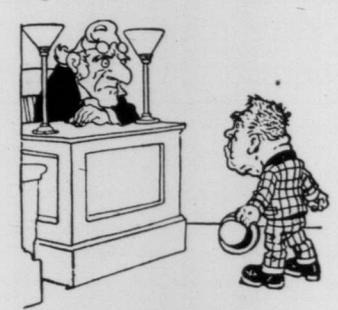
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him sign form at
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comes then his pro-
misory note to you.
As he buys, you
tear out coupons,
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surely lost, and
customers lost
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substitute for
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THE IDEAL
BREAKFAST AND
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FOR ALL
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EPPS'S
GRATEFUL AND COMFORTING
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melts in the mouth with a delightful smoothness and
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Yes, Mr. Grocer, we'll let
you be the judge. Simply
let us come before you
with samples of

**The Ermaline
Cooking Bag**

The bag which
has made ALL
cooking pleasant,
and we feel con-
fident that your
judgment will be
entirely favor-
able.

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Vanilla

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How Many of Your Customers Know the Flavor of Real Vanilla?

Literally thousands of people do not know the flavor of real vanilla extract—

Shirriff's True Vanilla



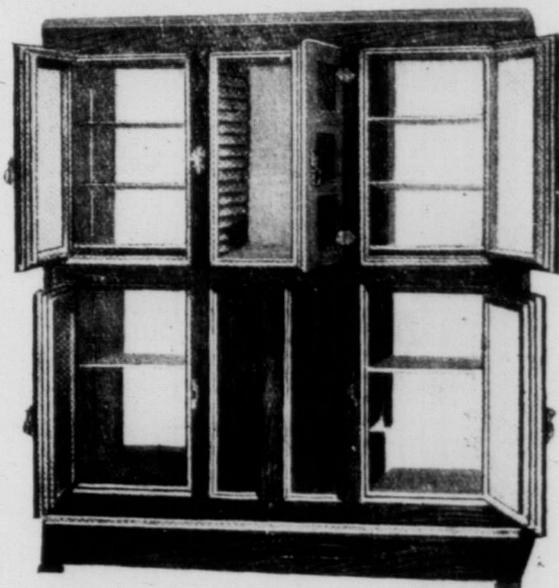
They have simply been buying vanilla in name only. They have not known that a bottle with a vanilla label might contain a chemical imitation of the real thing. Lately, many progressive grocers have been pointing this fact out to their customers, and telling them the advantages of using the real vanilla extract of Mexican Vanilla beans. Housewives always feel under an obligation to grocers who show them how to improve their cooking. And Shirriff's True Vanilla certainly does improve the flavor of puddings, cakes and sauces, much to the housewives' delight.

There is good profit for grocers in getting their customers to use true vanilla extract. A list of selling points that have proved successful in increasing the retail sales of Shirriff's True Vanilla will be sent to you on request.

Imperial Extract Co.
TORONTO, ONT.

The Distinguishing Features

of our refrigerators are perfect circulation of air and high class workmanship, making a refrigerator of sure efficiency and durability besides a selling force of immense strength.



THE NORTH STAR REFRIGERATORS

are scientifically constructed with the view to give the grocer the full benefit of the ice, an absolutely dry air circulation, so dry that a match can be lighted on the interior walls at any time.

Milk, butter, fish, ham or onions may be kept in the same chamber without tainting from one another.

Send for catalogue now. It will be of interest to every grocer or provision dealer.

Estate of **JAMES DAVIDSON**
OTTAWA, ONTARIO



Goods That Always Sell

With the L. & B. Banner Brand Jams and Jellies in stock you need not fear their sale. Quality goods as L. & B. Banner Brand will always find ready sales, for the simple reason that they are superior in flavor and compare favorably in price with any other make.

Send order now for new pack strawberries, raspberries, plums, etc. Packed in 2, 5, and 7-lb. gold lacquered pails, and 30-lb. wooden pails.

LINDNER & BENNER, TORONTO

Phone Park 2985 291 Arthur St.

WESTERN AGENTS:

Laing Bros., Wholesale Grocers, Winnipeg, Manitoba

CENTURY SALT

Good Quality Throughout

To build a business honestly you must sell purity in good products. Century Salt from one year end to the other is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy — you can satisfy every customer with Century Salt.



THE DOMINION SALT CO. LIMITED
SARNIA ONTARIO

Cut this out!

Here's a list containing a few of our agencies, which we would suggest you should clip out and put in your note book, as it will be of service to you when ordering. Further lists will be published from time to time.

JUST A FEW:

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Kunkelman & Co.	Reims	Champagne
Union Champenoise	Epernay	Cardinal Champagne
Ph. Richard	St. Jean d'Angely	Brandy
Mitchell Bros. & Co.	Glasgow	Scotch Whiskey
Mitchell & Co., of Belfast, Ltd.	Belfast	Irish Whiskey
J. P. Wiser & Sons, Ltd.	Prescott	Canadian Whiskey
Herman Jansen	Shiedam	Gold Finch Gin
Diez Hermanos	Jerez dela Frontera	Sherry "Favorito"
Morin Pere & Fils	Nuits St. Georges	Burgundy Wines
A. Sarrazin's Establish-ment.	Dijon	"Bacchus" Tonic Wines
Real Campania Vinicola	Portugal	Port Wines
Societe des Vins de Banyuls	Banyuls sur Mer	Banyuls-Bartissol Wines
P. Garnier	Enghien les Bains	Sweet Liqueurs
Belfast Mineral Water Co.	Belfast	Trayder Ginger Ale
American Fruit Produce Co.	Rochester, N.Y.	Apple & Grape Juice
Blanc & Fils	Valance Sur Rhone	Alimentary Pastes
E. E. Bouille & Cie.	Marseille	Minerva Olive Oil
Societe Anonyme "Le Soleil"	Malines	Preserved Vegetables
Feyret & Pisan	Bordeaux	Alimentary Preserves
D. E. Milliau & Fils	Marseille	Castile Soap
A. & L. Lehuicher	Paris	Lecourt's Mushrooms
Societe des Usines Remy	Louvain	The Famous Remy Rice Starch
A. Delor & Cie.	Bordeaux	Bordeaux Wines
Fenech Artell	Tarragone	Mass Wines, Sanctuaire & Vatican
W. E. Johnson & Co.	Liverpool	Bass Ale & Stout

Laporte, Martin & Co. Limited

568 ST. PAUL STREET

TEL. MAIN 3766

MONTREAL

Allison Coupon C
Aylmer Condensed

Ralfour-Smye & C
Bradstreets
Rabbitt, B. T.,
Baker, Walter
Battle Creek To
Co.
Benedict, F. L.
Bickle, J. W., &
Borden Condensed
Bovril, Ltd.
Brown Manfg. C

Canadian Cocoanu
Clark, W.
Casson & Co.
Coles Mfg. Co.
Common Sense M
Connors Bros.
Cairns, Alexander
Crescent Mfg. Co.
Crothers, W. J.,
Church & Dwight
Computing Cheese
Continental Bag
Chivers & Sons

Dalley, F. F., C
Davidson, James,
De La Rond Bush
Distributors, Ltd.
Dominion Cannery
Dominion Cocoanu
Dominion Match
Dominion Register
Dominion Salt
Downey, W. P.

Ely Blain, Limit
Edwardsburg Star
Escott & Harmer
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The

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OFI

JAMES

THE CANADIAN GROCER
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GROCERS, BUTCHERS, HOTELS, Etc.
WINNERS IN THE U. S. SINCE 1856.

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BY

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ALEXANDER AND BRIGHTON

Delicious with Fresh Fruit

The Sweetheart
of the Corn



The Food for
Body and Brain

Canada's Popular Breakfast Food

There is nothing more delicious for breakfast through the berry season than Kellogg's Toasted Corn Flakes and fresh fruit; and it is becoming known widely for the rare treat this high-grade cereal and berries put up. Every atom of food and every vestige of sweetness in the corn are reproduced in crisp, creamy, nutritious form in

KELLOGG'S Toasted Corn Flakes

You need not fear of a shelf of unsold cereals if you stock Kellogg's. It sells fast the two main reasons are that it is a good quality to stock; and that it is well advertised—we all know that advertising creates desire, causing readers to wish for well-advertised goods.

You get the business with a stock of Kellogg's on hand. See to it to-day.

The Battle Creek Toasted Corn Flake Co. Limited
LONDON, ONTARIO

THE CANADIAN GROCER

HOLBROOKS

of Birmingham, England

Sole Manufacturers and Proprietors of

HOLBROOK'S

Worcestershire

SAUCE

Imported Absolutely!!



The most extensively advertised Worcestershire Sauce in the Dominion of Canada and throughout the World.

Used in the Dining Rooms of the English House of Commons, House of Lords and also the leading Hotels and Clubs throughout the Dominion.

Yields a larger percentage of profit to the grocery trade than any other advertised product.

General Offices for Canada and U.S.A., - TORONTO, Ontario

Manager; H. GILBERT NOBBS

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner—
it is Chivers.

J. C. LEITCH (LTD.)
34 Royal Bank Bldg



FLAVORED WITH
RIPE FRUIT JUICES

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

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CAMBRIDGE

ENGLAND

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FRANK L. BENEDICT & CO.
144 Craig St. West
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(Canada and Newfoundland)

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Vol. XXVI

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