

THIS IS THE 1,340th ISSUE OF

CANADIAN GROCER

ONLY WEEKLY GROCERY PAPER PUBLISHED IN CANADA
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, AUGUST 15, 1913

No. 33



**BOVRIL
TAKEN**

**The
Body-Building
Power
of
BOVRIL
Taken**

Greatly increased demand for BOVRIL

Since the publication of the remarkable experiments with Bovril upon Human Subjects recently reported by the British Medical Association, the demand for Bovril has enormously increased. By these experiments the Body-Building Power of Bovril was proved to be from ten to twenty times the amount taken.

It will pay you to stock Bovril. Bovril sells itself. Send your order to-day and secure a share of this rapidly growing trade.

There is also an increasing demand for

Bovril Cordial

Bovril Cordial has the same Body-Building Power as Bovril, and is even more quickly soluble in hot water.

**BOVRIL, LIMITED,
27 St. Peter Street, MONTREAL.**

An amount of Bovril proportionate to the small black circle has been proved to produce an increase in flesh and muscle corresponding to the large yellow circle, showing the Body-Building Power of Bovril to be from 10 to 20 times the amount taken.

HERE THEY ARE

the new season's prices on

Upton's Products

Pure Jams, Pure Orange Marmalade, Pure Fruit Jams, etc.

Compare the quality—
then study the prices

The wise buyer is buying now and he is buying Upton's

UPTON'S PURE JAMS AND MARMALADES.

	16 oz. Glass 2 Doz. in Case	No. 5 Pails 9 Pails in Case
	Per doz.	Per pail.
Strawberry Jam	\$2.20	67c
Raspberry Jam	2.00	61c
Black Currant Jam	2.00	61c
Cherry Jam	1.90	61c
Red Currant Jam	1.75	52c
Gooseberry Jam	1.75	52c
Peach Jam	1.75	52c
Plum Jam	1.45	46c
Assorted Jam	1.75	50c
Grape Fruit Marmalade	1.60	45c
Orange Marmalade	1.50	42½c

UPTON'S PURE ORANGE MARMALADE.

12 oz. Glass Jars, 2 dozen in case	\$1.10 per doz.
16 oz. Glass Jars, 2 dozen in Case	1.50 per doz.
Pint Sealers, 1 dozen in case	2.25 per doz.
No. 2 Tins 2 dozen in case,	2.00 per doz.
No. 4 Tins, 2 dozen in case	35c per doz.
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.

UPTON'S PURE APPLE BUTTER AND PURE APPLE JELLY.

No. 5 Tin Pails, 9 pails in crate	40c. per pail
No. 7 Tin Pails, 6 pails in crate	55c. per pail
30 lb. Wood Pails	8c. per lb.

UPTON'S PURE JAMAICA HONEY.

12 oz. Glass Jars, 2 dozen in case	\$1.50 per doz.
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UPTON'S PURE CLOVER HONEY.

12 oz. Glass Jars, 2 dozen in case	\$1.95 per doz.
16 oz. Glass Jars, 2 dozen in case	2.75 per doz.

UPTON'S PURE TOMATO KETCHUP.

½ Pints, 2 dozen in case	\$1.00 per doz.
½ Pints, 10 dozen in barrel	.95 per doz.
Pints, 2 dozen in case	1.40 per doz.
Pints, 7 dozen in barrel	1.35 per doz.
Quarts, 1 dozen in case	1.75 per doz.
Quarts, 5 dozen in barrel	1.70 per doz.

UPTON'S PURE FRUIT JAMS.

Raspberry & Apple, Strawberry & Apple, Peach & Apple, Plum & Apple, Red Currant & Apple, Black Currant & Apple, Cherry & Apple, Apricot & Apple, Gooseberry & Apple, Huckleberry & Apple, Fig & Apple.

12 oz. Glass Jars, 2 dozen in case	\$1.00 per doz.
No. 2 Tins, 2 dozen 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	7¼c. per lb.

PACKED IN ASSORTED CASES OR CRATES IF DESIRED.

UPTON'S PURE FRUIT JELLIES.

Raspberry, Strawberry, Black Currant, Red Currant & Pineapple Flavors.

9 oz. Glass Tumblers, 2 dozen in case	.95c. per doz.
12 oz. Glass Jars, 2 dozen in case	\$1.00 per doz.
No. 2 Tin, 2 dozen 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	7¼c. per lb.

PACKED IN ASSORTED CASES OR CRATES IF DESIRED.

UPTON'S BAKER'S SPECIAL.

Raspberry Jam, in 30 lb. pails	8c. per lb.
Peach Butter, in 30 lb. pails	8c per lb.

Freight prepaid on ten cases or more shipped direct from factory to WINDSOR, NORTH BAY, MONTREAL and to all intervening points in Ontario. To all other points a freight allowance of 25c. per cwt. will be made.

LET US ADVISE YOU TO
GET INTO TOUCH AT ONCE

T. UPTON CO., LIMITED

Factory at:
HAMILTON, ONT.

Sales Dept.:
ST. CATHARINES, ONT.



“Le Calice” CASTILE SOAP

injures neither fine fabrics
or delicate complexions

For the washing of fine summer fabrics,
delicate lingeries, etc., recommend the pure
and perfect soap “*Le Calice*.”

Le Calice Castile Soap rings as honest and
true, as the matchless steel blades of the
old Spanish town from which it takes the
name “Castile.” It is not a tallow soap, posi-
tively contains no corrupt animal fat, *it is*
pure as oil and skill can make it.

People appreciate this soap because they can
rely on its purity and good washing quali-
ties. Substitute no other, Mr. Dealer, if you
haven't “*Le Calice*” in stock, get it from
your jobber, it will pay you. Made only by
Messrs. D. Leca & Co., Marseilles.

ARTHUR P. TIPPET & CO.

MONTREAL

Agents

TORONTO

Prepared in Copper Kettles Boiled in Silver Pans Packed in Gold Lined Pails and Glass.



Mr. Grocer:—

We have the price and quality.

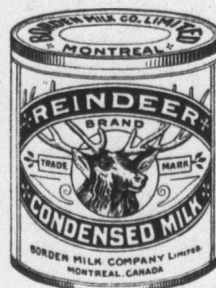
Compare ours with other makes before placing your orders for fall.

WAGSTAFFE PURE JAMS

New Season's Strawberry, Raspberry, Black Currant, etc., now ready for delivery.

Kindly get your orders in quickly, to avoid disappointment.

Wagstaffe Limited - - Hamilton, Can.



Borden's Milk Products are advertised, known and appreciated from one end of the continent to the other—they are the best that

experience and perfectness of system can produce. They sell easily because they are known.

BORDEN MILK CO., LIMITED, MONTREAL

"Leaders of Quality"

Branch Office: No. 2 Arcade Building

Vancouver, B.C.



John Gray & Co., Limited
Glasgow Scotland

1 lb. Floral Glass

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.



Tea Hints for Retailers

By John H. Blake

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects:

- The Tea Gardens of the World
- Tea from Seed to Leaf
- Tea from Leaf to Cup
- The Tea Marts of the Orient
- How to Test Teas
- Where to Buy Teas
- Is it Wise to Place an Importation Order?
- Bulk versus Package Teas
- HOW TO ESTABLISH A TEA TRADE
- Tea Blending

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00

MacLean Publishing Company

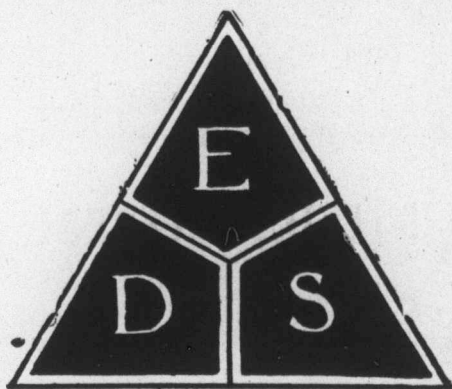
(Technical Book Department)

143-149 University Ave.,

TORONTO

Raspberry Jams

*Genuine because we make
them so—Genuine because
Government analyst says so*



*—they bear this trade mark, which
is your protection*

E.D.S. JAMS ARE MADE

100%
PURE

The E. D. S. policy is to make only pure, genuine fruit products, and it is this policy that makes it possible for such a meritorious Government report to go to press (see bulletin No. 244).

The policy that makes it necessary for a commodious, well equipped factory to be placed right in the centre of our thousand acre farm—the policy that causes fruits to be preserved a few minutes after being picked—the policy that supplies the finest grade of pure cane sugar, is the policy that is back of the E. D. S. trade mark.

This sterling mark of genuine purity in preserved fruits is your protection. Place your orders now for E. D. S. Jams and Jellies.

New pack Raspberry Jam now ready for shipment.

MADE AND PUT UP AT THEIR OWN FARMS BY

E. D. Smith & Sons, Ltd.
WINONA, ONT.

Agents: Newton A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

Simcoe Brand Baked Beans in their different styles—plain with chili or tomato sauce is the standard bean food of Canada.

The Simcoe Brand is very widely known from East to West, from North to South and everywhere known is the prime favorite. It is the family food, perfectly cooked and carefully prepared, by the most scientific process.

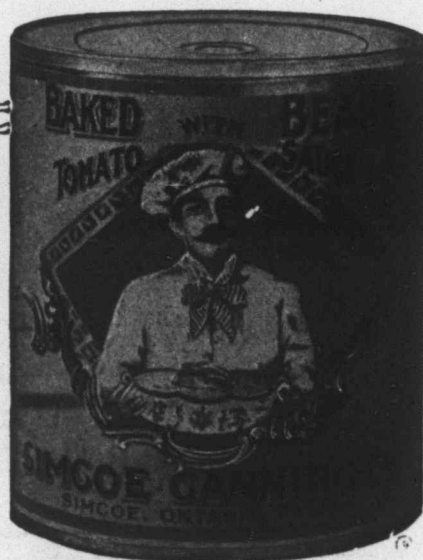
Few people appreciate the true-to-Boston bean flavor of the Simcoe Baked Beans as much as those who really know the flavor of the original Boston Baked Beans.

It is this appetizing flavor that makes the Simcoe Brand the most profitable for you to handle—that insures you quick, profitable turn-over.

Order Your Winter's Supply Now.

Dominion Cannery, Ltd.

HAMILTON, ONT.





A trade pulling force—

“I can safely say that our window makes sales to the amount of \$40 to \$50 per week, each week”—this is a statement made by a grocer who has installed the “Showall” Window Fixture. Words of praise from elated dealers are coming in from every hand. These display fixtures, not only give to the store that tone of refinement but they make artistic window displays possible with little effort.

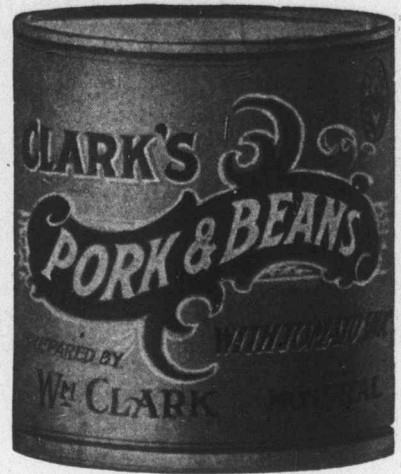
THE BRANTFORD “SHOWALL” FIXTURE

of adjustable metal (nicked) stands with plate glass shelves which can be arranged in a line of continuous shelves and forms the basis for a splendid background for any line of goods whatever. The “Showall” Fixture is used in the display of biscuits depicted above and 400 packages of biscuits were sold in three days. Drop a card for descriptive matter, inclosing measurement of window. The fixture will pay for itself in a few weeks. Delay means loss of sales to you.

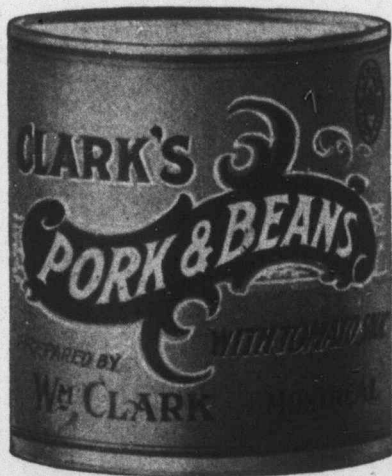
**The Brantford Showall Window
Fitting Co., Brantford
67 WILLIAM ST.**

QUALITY FIRST

has always been the motto of the Clark establishment and the enormous and rapidly increasing demand for Clark's PORK and BEANS is undoubtedly due to the care exercised in their preparation.



Clark's Pork and Beans



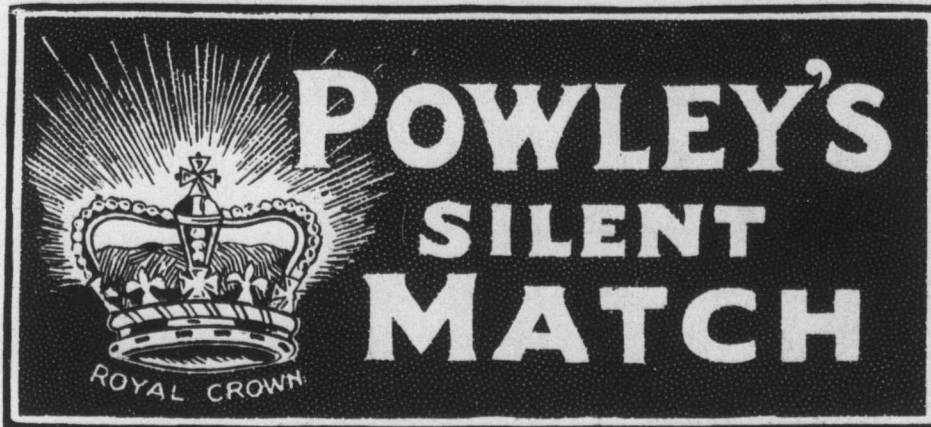
are your best sellers. they are known and appreciated by the consumer. They are advertised in a manner calculated to hold and increase your sales. Prices to dealer and consumer are right.

CLARK'S ARE LEADERS
W. CLARK, - MONTREAL

YOUR PROFIT 60%

It will pay you to sell

500 Good
silent
matches
in each
box.



144
attractively
labelled
boxes in
each case.

We carry a full line of Wrapping Papers—Manillas—Kraft—Foreign and Domestic Parchment Fibre—checked and striped papers—Star Egg Carriers and Trays. The Best grocery bags.

Write or phone for further particulars. Phones Adelaide 1392, 3077.

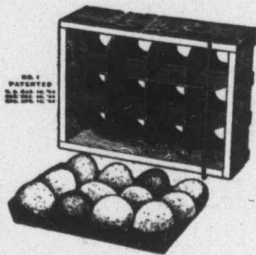
The Geo. Powley Paper Co., Limited

62-66 JOHN ST.

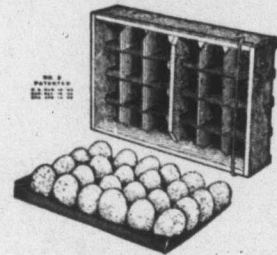
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TORONTO, ONT.



ONE DOZ. SIZE



TWO DOZ. SIZE

If You Knew

Positively, that STAR EGG CARRIERS and TRAYS would absolutely prevent breakage and miscounts—are a most efficient candler at no cost to you at all—and would save you money and your employees' time when used for vehicle egg delivery—wouldn't you equip yourself, to-day?

DO YOU KNOW—That STAR EGG CARRIERS and TRAYS are GUARANTEED by us, to do all of the above and pay for their own installation besides? They must be satisfactory to YOU or, NO SALE.

In other words, we are guaranteeing you EGG PROFITS if you will use STAR EGG CARRIERS and TRAYS, a fact which thousands of retailers have proven to their utmost satisfaction.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

Star Egg Carrier and Tray Mfg. Co.

1500 Jay St., Rochester, N.Y., U.S.A.



Extra STAR EGG CARRIER DIVISIONS cost little and lengthen the long life of the STAR EGG CARRIER while keeping it absolutely sanitary.

THE CANADIAN GROCER

SALMON

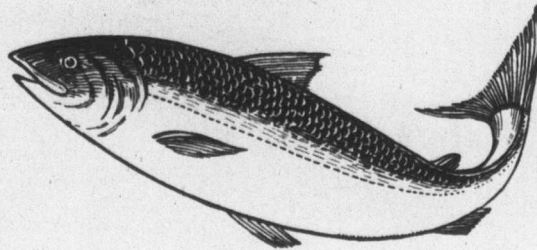
FINEST BRITISH COLUMBIA

SOVEREIGN



Caught in Salt Water
and Canned Immediately

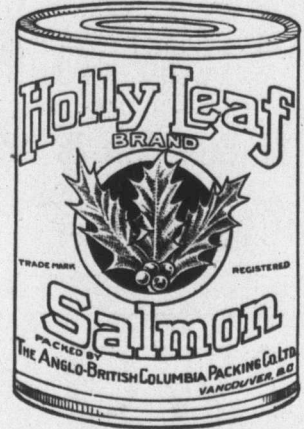
SOCKEYE



Anglo-B.C. Packing Co., Ltd.

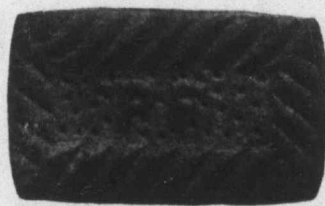
H. Bell-Irving & Co., Ltd.
VANCOUVER, B.C.

HOLLY LEAF



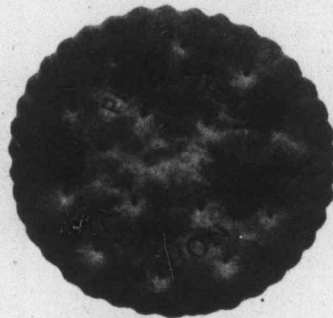
Quality is Our First
Consideration

THREE VERY POPULAR BISCUITS



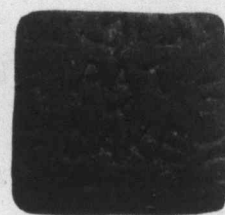
P.F. SHORTCAKE

Delicious shortbread biscuits.
About 32 to pound.
About 325,000,000 sold first year.



GOLDEN PUFF

Very light and flaky.
About 42 to pound.



PAT-A-CAKE (reg'd)

Dainty shortbread squares.
About 60 to pound.
Over 425,000,000 sold in one year.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Toronto—The Harry Horne Co., 309 and 311 King St. West, Toronto.
Ottawa and Eastern Canada—Frank L. Benedict & Co., Read
Building 45 St. Alexander St., Montreal.

PEEK, FREAN & CO., Limited, Biscuit Manufacturers
LONDON - ENGLAND

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and
also of your expense for skilled sales-
men.

Is this worth your consideration?

We manufacture the best in show
cases and refrigerator counters.

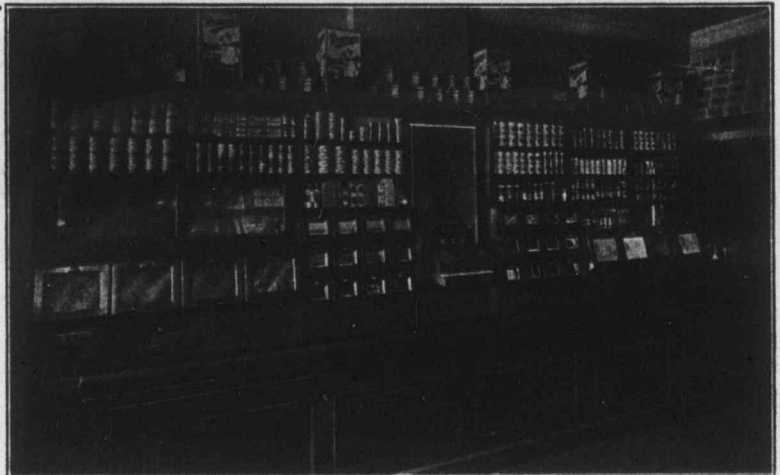
Write now for illustrated catalogue
and estimates.

Walker Bin & Store Fixture Co.,
LIMITED



Berlin,

Ontario



REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 696, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.



TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANTED AD. in this paper.

TO THE COFFEE & TEA TRADE

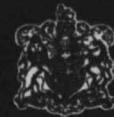


Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.

By Royal



Letters Patent

NELSON'S
Crystal
Leaf
GELATINE

Unrivalled in the kitchen,
can be obtained from

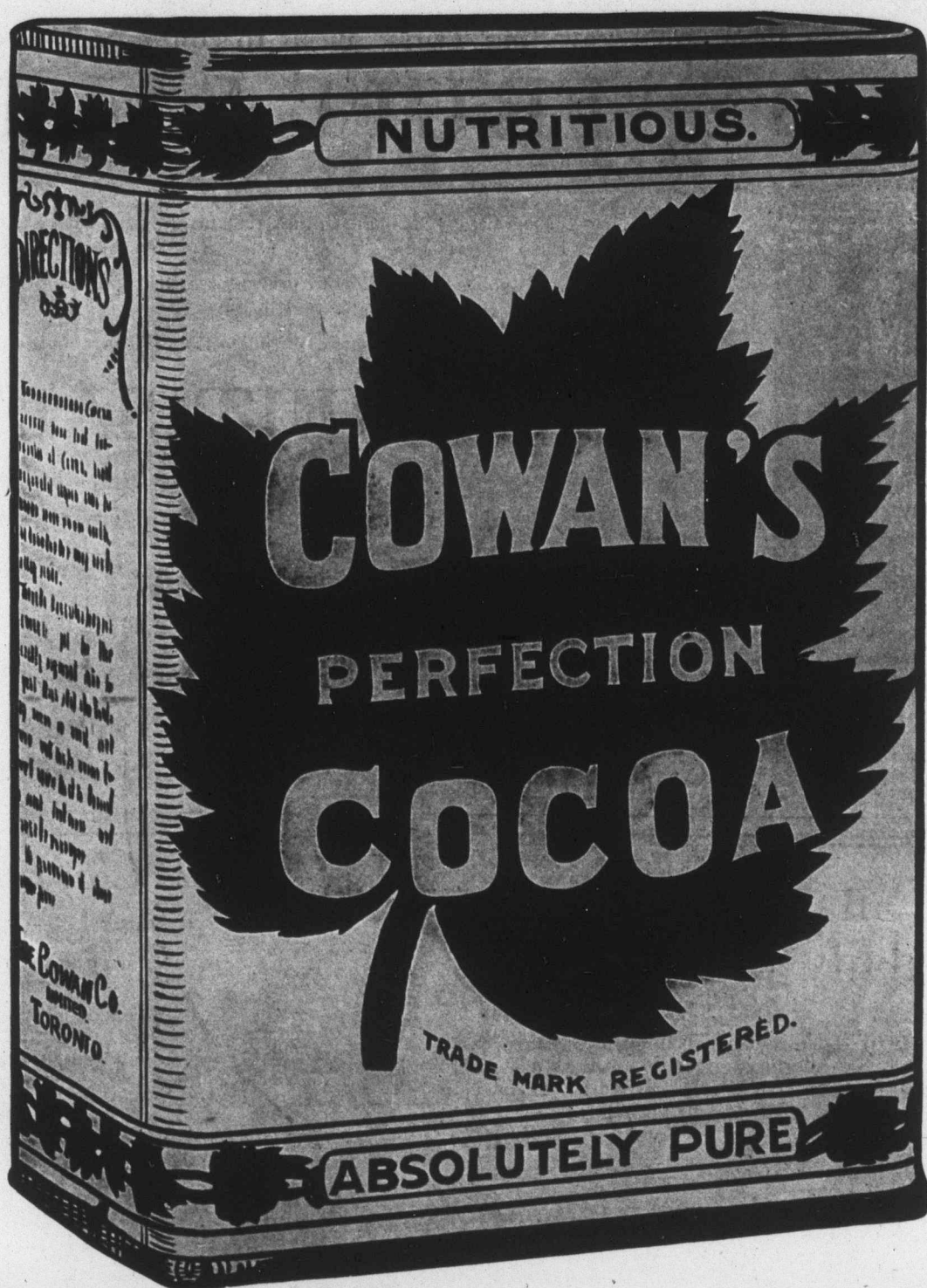
W.G. PATRICK & CO.
LIMITED

St. Paul St.,

Montreal.

York St.,

Toronto.



Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used. For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,

Cowan's Perfection Cocoa is unsurpassed.

The Cowan Company, Limited
TORONTO, ONT.

Every Household and Travelling Trunk ought to contain a bottle of
ENO'S "FRUIT SALT"



A gentle natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

Put "Snap" into your
 daily profits

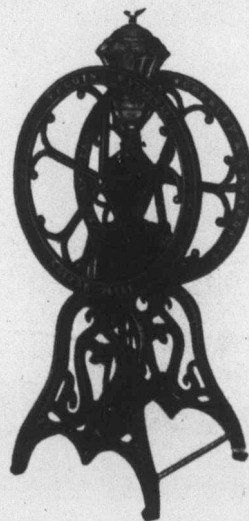
Every household in Canada is a prospective user of "Snap"—No house so refined, none so crude, but "Snap" may be used in it as a daily hand cleaner with absolute benefit. You can supply a great deal in your locality. Are you doing so?

Stock Now—Good Profits.

SNAP COMPANY, Limited
 MONTREAL



The Elgin Coffee Mill



Is made in all styles and classes to suit all requirements.

**THE FIRST COST IS
 THE ONLY COST**

The saving in the initial expense is only the beginning — there is no overhead expense for operation. A few turns and the coffee is ground, runs easily, grinds perfectly.

Ask any of these jobbers for our illustrated catalog.

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 TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
 MONTREAL—The Canadian Fairbanks Co. (and branches).
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 ST. JOHN, N. B.—G. E. Barbour Co., Dearborn & Co.
 WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. and branches.
 REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
 SASKATOON—Campbell Wilson & Adams, Ltd.
 EDMONTON, ALTA.—The A. MacDonald Co.
 CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
 VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**
 ELGIN, ILL., U.S.A.



Royal Shield Jellies

Pure, Delicious, Always Ready Sale

The increasing popularity of **Royal Shield Brand Jelly Powders** is the outcome of unequalled quality, the result of Royal Shield Service.

This is the best season of the whole year for the sale of jelly powders. They make particularly delicious jellies to be served either alone or with fresh ripe fruits.

Send for trial order of Royal Shield Teas, Coffees, Baking Powder and Jelly Powders.

Write to-day to any of our offices.



Campbell Bros. & Wilson, Limited
WINNIPEG

Campbell, Wilson & Adams, Limited
SASKATOON

Campbell, Wilson & Horne, Limited
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

WHOLESALE GROCERS AND IMPORTERS

There is a Scientific Reason

why the use of Blue makes linen white and

why Reckitt's Blue

is so good, but your

customers are only

interested in the results,

and when they see the

dainty whiteness produced by Reckitt's Blue they say

to themselves—"My store supplies the Best!"



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.

ONTARIO.

Brantford Cold Storage Co., Limited
Wholesale Produce Merchants.
Dealers in Eggs, Butter, Cheese,
Honey and Poultry.
In Car Lots a Specialty.
A Modern Cold Storage for Public
Storing.
BRANTFORD, ONT.

Japan Teas on Spot
Congou Teas on Spot
Ask for samples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

Import-Export 'Phones { Office 2190
Residence 1556
NORMAN D. McPHIE
MERCHANDISE BROKER
COMMISSION MERCHANT
MANUFACTURERS' AGENT
Handling General Grocery, Spice and
Produce Lines
Federal Life Building
HAMILTON, Ont., Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

**CONVENIENT, MODERN,
WAREHOUSING**
at Ottawa, tracks at the door, connec-
tion with steamers. Fireproof. Excise
Bond Free. Write for low rates.
DOMINION WAREHOUSING CO.,
46-52 Nicholas Street - Ottawa

WESTERN PROVINCES.

ORR & McLAIN

Importers, Buyers
and
Manufacturers' Agents
Domestic and Foreign Agencies Solicited
507 Confederation Life Building, Winnipeg

**H. P. PENNOCK & CO.,
LTD.**
Wholesale Grocery Brokers & Manufac-
turers' Agents,
WINNIPEG
We solicit accounts of large and progres-
sive manufacturers wanting live represen-
tatives.

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

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely.
The jobbing trade in Saskatoon, Yorkton,
North Battleford and Prince Albert is vis-
ited daily. We want to represent you in
this large and growing territory.

G. C. WARREN
Box 1086, Regina
**IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT.**
Trade Established. 15 Years
Domestic & Foreign Agencies Solicited

HOLLOWAY, REID & CO.
Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents
We specialize in Biscuits and Candies
We are still open for a few good Agencies

One of the most successful re-
tailers of late years says: "When
a firm advertises in trade papers it
is getting into good company. As
I pick up one of a dozen of these
periodicals here in my office, and
glance through it, I find that the
best people, the successful firms,
are represented in such a way as to
reflect their importance in the
trade."

WESTERN PROVINCES—Continued.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West
Western Agents for
Dominion Molasses Co.
Domelco and Gingerbread Molasses.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All
large centres visited monthly. Open for
agencies for all kinds of Store Fixtures
and Specialties. Warehousing facilities.
Suite 109 Willoughby-Sumner Stock
Saskatoon, Saskatchewan.

JOHN J. GILMOR & CO.
Wholesale Manufacturers' Agents and Com-
mission Brokers
WINNIPEG, MAN.
Covering Manitoba, Saskatchewan and Alberta.
We can give special attention to a few more
first class lines. Domestic and Foreign agencies
solicited.

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.
290 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

Western Provinces—Continued.

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers' Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St. Winnipeg Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers & Importers.
"Eiffel Tower Lemonade."
"Foster-Clarks Cream Custard."

BRITISH COLUMBIA.
McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
383-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office Vancouver, B.C.
Reference: The Bank of Montreal.



STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).
In Tins and Glasses.
"Please ask for our offer"
C. F. STUHR & CO., HAMBURG.



Oakey's
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH

JOHN Oakey & Sons, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

SHIP YOUR CARS TO
FERGUSON'S SIDING
Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland Railway. Cars distributed carefully.
FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.
We have records in our vaults covering ten years' satisfactory service.

C. E. DISHER & CO.
WHOLESALE GROCERY BROKERS AND COMMISSION AGENTS
CANNED AND DRIED FRUITS, BEANS, SALMON
Victoria VANCOUVER, B.C. Calgary

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street Vancouver B. C.

The CHAMBERLAIN-DOWNEY Company, Limited.
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.
TRACKAGE AND WAREHOUSE.
1214 Homer Street, Vancouver, B. C.

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

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

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.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache, if you are feverish, if you do not sleep well, if you are nervous, if you have LaGrippe, if you suffer from neuralgia.

These powders are very good for children cutting their teeth.

18 Powders for 25 cents

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's* Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.

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.

Tartan
BRAND
 THE SIGN OF PURITY

COFFEE

GROWN, ROASTED AND BLENDED FOR GROCERS WHO
 VALUE SATISFIED CUSTOMERS

Royal Stewart
 A blend of the
 highest grade to
 satisfy particular
 people.
 Retails at 45c.

Gordon
 A blend of high
 grade Coffees, pleas-
 ant and satisfying.
 Retails at 40c.

Highland Lassie.
 A blend of good
 Coffees to retail at
 35c.

Rob Roy
 Cheap in price but
 worthy in quality.
 To retail at 30c.

BALFOUR, SMYE & CO.,

Wholesale and
 Manufacturing Grocers

HAMILTON



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and
 its quality and flavor are remarkably fine.
 Taste 'Bluenose' yourself! Then you'll
 feel more enthusiastic about recom-
 mending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
 AND
 PROCTOR**
 SOLE PACKERS
 Halifax, - N.S.

A Seasonable Line

OUR NEW

**Sandwich and Salad
 Olive**

all ready for the table

**Pimento Stuffed
 Celery Stuffed
 Plain Pitted**

in salad form

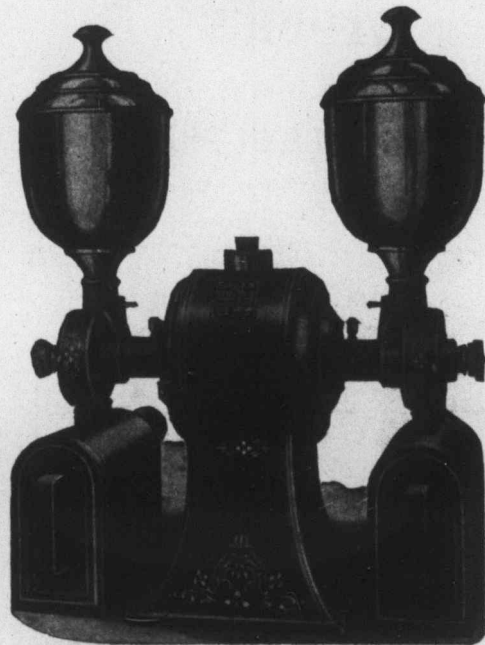
Ask your wholesaler for this 8 oz. bottle.
 Retails at 25c.

Gorman, Eckert & Co.
 LONDON, ONTARIO

Western Selling Agents:
 MASON & HICKEY, Winnipeg

**More Than Ever in a Class
 by Itself**

One of our
 12 new
 models.
 Wouldn't
 it be a
 good idea
 then to
 look into
 the Coles?
 It ranks
 with the
 best and
 meets your
 price.
 26 models
 of electric
 machines.
**Makers of
 Hand Coffee
 Mills for
 twenty-five
 years.**



COLES MANUFACTURING CO.
 1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co.,
 Winnipeg; Todhunter, Mitchell & Co., Toronto; James
 Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co.,
 Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

THE FISHERIES EXHIBIT

GOVERNMENT BUILDING,

Canadian National Exhibition,

Toronto

Aug. 23rd to Sept. 8th, 1913

is well worth a visit from every retailer.

To handle fish successfully you must get information from first hands.

VISIT OUR EXHIBIT

Our representative will welcome you and show you:—

Fish of all kinds, true to life, swimming in a specially constructed aquarium.

Boats and equipment used in the deep-sea fishing of North Atlantic Ocean.

Model refrigerating plant, showing the fish in cold storage.

All kinds of fresh and cured North Atlantic Sea Products.

During certain hours of each day fish will be cooked and distributed from a special counter near our Exhibit, while recipe books can be had on application.

Take home one of our free interesting illustrated booklets describing the catching and handling of **North Atlantic** fish.

CURIOS

Not freaks but remarkable. Every specimen in our cold storage plant worth a visit alone.

North Atlantic Fisheries, Limited,

Head Office: Halifax

Selling Branch: Montreal

PROFIT

There is more in **JAPAN TEAS** than any other kind. Consignments of new crops (owing to its excellent quality) are picked up immediately on receipt of shipping samples.

FURUYA & NISHIMURA

PURE STRAWBERRY JAM CHIVERS' QUALITY

We are in a position to protect you for your requirements in Strawberry and other Jams, either immediate or future delivery, and can supply you with CHIVERS' QUALITY.

Do not buy the first jam offered you, thinking you will not be able to secure your supplies. We can protect you, and besides guaranteeing delivery we can save you money and give you CHIVERS' Quality.

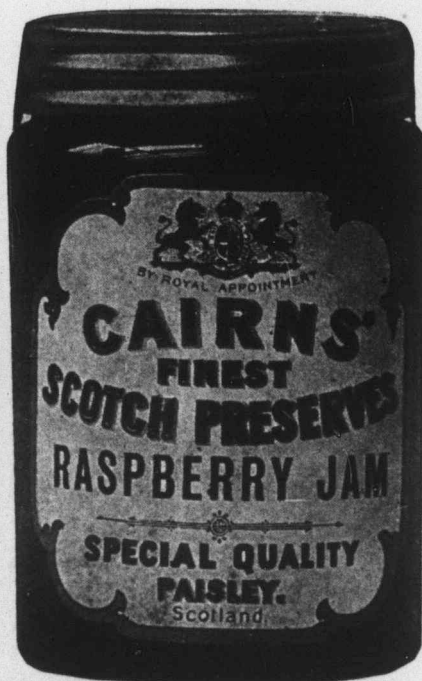
Our bookings are quite heavy owing to the complete satisfaction given by CHIVERS' goods in the past. Get in touch with our travellers or write us direct and take advantage of our SPECIAL 1913 INTRODUCTORY OFFER ON CHIVERS' LINES.

FENWICK, HENDRY & CO.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO

Cairns' Finest Scotch Preserves

—the finest in the land



They delight the most fastidious tastes and make a permanent place for themselves in the homes of the majority.

Dealers of quality goods find Cairns' Fruit Products excellent sellers.

Alexander Cairns & Sons

Paisley, Scotland

Canadian Agents:
Snowdon & Ebbitt
Montreal

McLeod & Clarkson
Vancouver

We Sell It For You

It is our aim to sell

SHREDDED WHEAT BISCUIT

before it goes on your shelves. There are many talking points about our product, but we do all the talking for you. It is the only cereal breakfast food made in biscuit form, and the only one that is packed in substantial wooden cases. Shredded Wheat is always ready-cooked, ready-to-serve. It is not only delicious as a breakfast food with milk or cream, but wholesome and nourishing with all kinds of fruits, stewed or preserved. Are you getting your share of the business we are creating for you?

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.



**The Canadian Shredded
Wheat Co., Ltd.**

Niagara Falls, Ont.

Toronto Office
49 Wellington Street E.

(S-93)

St. Lawrence Granulated

*- the sugar that is 100% pure
cane - that's always uniform*

The "Big Fruit" Season Means Big Sugar Sales

The season for the big fruit, such as peaches, pears, plums, etc., is knocking at your door. Are you prepared for it with a good stock of a high grade pure cane sugar? You can safely recommend St. Lawrence granulated and guarantee it 100 per cent. pure cane. It is put up in 2 and 5-pound cartons, 20 and 25-pound cotton bags — a very convenient way to handle sugar for both yourself and your trade. 100 lb. bags and barrels.

We give prompt delivery.


Order

St. Lawrence Granulated in any or all grains

Red Label
for fine grain

Blue Label
for medium grain

Green Label
for coarse grain



*You profit by selling
your trade the very best*

Welch's

Grape Juice

Canadian Grocers find Welch's a profitable, quick seller

Just as the retail grocer in the United States has found Welch's Grape Juice a profitable, quick seller, so has the Canadian grocer.

So, if you are not selling Welch's you are missing a big opportunity.

You will find that you, too, can build up a nice trade on Welch's, because every family in your community is a prospective user of Welch's.

Welch's is made of the pure juice of the finest Concord grapes, with all of the delicious, tart, fruity flavor retained—a family beverage for the old and the young.

Write for prices and names of Canadian distributors.

The Welch Grape Juice Company, Westfield, N.Y., U.S.A.



L. & B.

BANNER BRAND JAMS AND JELLIES

Stand at the very top for high quality, quick selling and profitability in fresh fruit products. Most aggressive dealers know that profitableness in Jams and Jellies depends on certain essentials. These are: delicious, fresh, full fruit flavored goods, the kind that makes repeats and sells at a moderate price. L. & B. Banner Brand fills these essentials to the letter. That is why they are so popular.

LINDNERS LIMITED

340 Dufferin St., TORONTO Phone Park 2985

Representatives:—The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, New Brunswick; W. H. Lyne Usher, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; Western Office at Winnipeg.

Messina Lemonade Powder

Just the thing for this hot weather. The truest lemon flavor is there. If you want any better, well, you will have to take a lemon itself.

Each Tin a Repeater,
And a Tin of Profit.

Henri Jonas & Co., Montreal

BUY

"Redona" and "Matador"

SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulp.

Monument Buildings, London, England

A ROYAL TEA HOUSE

The United Kingdom Tea Co. are now starting to open up Agencies in all Towns and Cities of Canada, with only ONE HOUSE in each place that will control this TEA. Apply now to Kirkwood & Sons, 176 Dupont Street, Toronto. U. K. TEAS are put up mixed and black, in ¼, ½ and 1 pound packages; each case contains 30 lbs. Terms 60 days, freight allowed on 5-case lots from stock in Toronto.

30 cent quality will cost you	24 cents
40 cent quality will cost you	28 cents
50 cent quality will cost you	35 cents

Figure your profits and compare with other Package Teas. In one sense this may be said to be a Royal Tea House. The United Kingdom Tea Company, Ltd., London, England, hold Warrants of Appointment to H.M. King George V., and H.M. Queen Alexandra, H.R.H. the Duke of Connaught, and others of the Royal Family; and are, likewise, Tea Merchants to both the House of Lords and House of Commons. The Company's tea is regularly supplied in the hotels and restaurants of the London and North Western Railway Company, the Great Western Railway Company, the Great Northern Railway Co., and the Great Eastern Railway Co., in upwards of three thousand other hotels and institutions, in numerous clubs, colleges, schools and hospitals, and to many of the canteens and messes of the Army, as well as to thousands of customers all over the world. The directors are Messrs. C. E. Ayshford, C. V. Henderson, and J. H. Morpew, and the continued success of the house is primarily due to these gentlemen, supported, as they are, by a picked staff, like themselves, of practical men. A long list of gold medals and awards carried off at great exhibitions attest to the value of the Company's output. There are branches at Dublin and Bombay, and Continental depots at Paris, Vienna, Berlin, Milan, Bucarest, and Galatz, whilst agencies exist in almost every part of the civilized world.

ROQUEFORT CHEESE

Guaranteed real Roquefort cheese, MADE FROM SHEEP'S MILK ONLY. Beware of IMITATIONS.

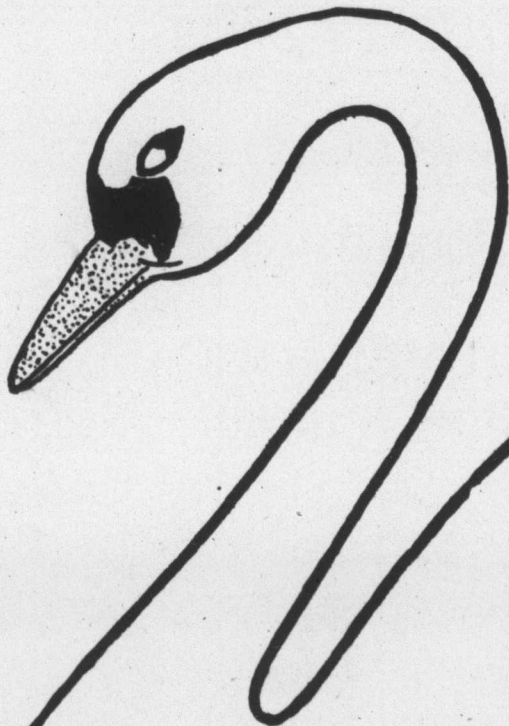
Le Phenix Brand, Gold Medal, Paris, France; Diploma of Honor, Toulouse, 1911; Grand Prize, Antwerp, 1911; Pau, 1912, and Limoge, 1912.

We represent one of the largest manufacturers in Roquefort, France, and are now booking orders for delivery about October 1st next.

Each cheese weigh about 5 lbs., 12 cheese per box. Price, delivered by Express, any station in Ontario, 34 cents per pound; all east of Ontario 35 cents per pound; all west of Ontario 36 cents per pound; f.o.b. Toronto, 33 cents per pound.

Kirkwood & Sons

176 Dupont Street,
Toronto, Ont.



White Swan

A Good Seller

White Swan Yeast always raises the housewife's bread evenly. She knows that she can always depend on having a good batch of bread when she uses White Swan Yeast, therefore, she always insists on having it. You can hold her trade by carrying this brand. Remember, we guarantee every package.



**WHITE SWAN YEAST
NEVER FAILS.**

"Surity
of
Purity"

Order From Your Wholesaler or Direct

WHITE SWAN SPICES & CEREALS LIMITED
TORONTO ONTARIO

THE CANADIAN GROCER



KEEN'S OXFORD BLUE is known and appreciated where the cleanest and whitest washing is done, and is to-day the favorite of the modern housewife, as it was the choice of her parents and grandparents.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada

Your Customers Return
For These Two Leaders!

BENSON'S
Prepared Corn
FOR CULINARY PURPOSES

SILVER GLOSS
Home Laundry Starch
THE WASH-DAY FAVORITE

Standards for over half a Century

IT'S THE QUALITY THAT BRINGS THE REPEAT ORDERS

THE CANADA STARCH CO., LIMITED

Manufacturers of the EDWARDSBURG BRANDS

Montreal

Cardinal

Toronto

Brantford

Vancouver

Getting The House Cleaning Trade



When one wakes up these mornings the air smells much like "Exhibition or Fall Fair Weather." There is a tint to it that makes a person understand that summer is on the wane and that the autumn season will soon be with us again. September brings with it the fall housecleaning time and every grocer should be well prepared to meet it with the proper goods. This is the first of a number of articles dealing with housecleaning goods, their uses and selling suggestions.

Fall housecleaning time is near at hand.

Are you getting ready for it

Not in your home, but in your store.

Are you planning a big campaign for pushing the sale of all kinds of housecleaning goods?

It will pay you in two ways: it's quite worth while for increasing sales, and, as in every other timely campaign, it will raise your stock throughout the whole neighborhood as an up-to-date merchant who is always supplied with the best of seasonable goods and is planning intelligently, so that he may be of the utmost service to his customers.

It is one of the best ways to win their confidence and hold their trade: and equally as effective in drawing in new customers.

The usual methods for pushing sales will be found available here: a window display, an inside display, advertising and personal canvassing of customers while you wait upon them.

Listing the Goods Required.

Before planning for your window perhaps it would be well to make a list of the goods that are in the field:—ammonia powders, chloride of lime, polishes of various kinds, sweeping powders and all dirt chasers. Bleaching powders should fall in line, and scrubbing brushes, and mops and those new but growingly popular dustless, chemically-treated, antiseptic mops and dusters. Silver polishes and glass polishes; articles that will "cut the grease" and scourers for pots and pans and burnishers for stoves and stove pipes.

Anything, in fact, that will make the dirt fly, walk or run, will come in handy

and your customers will appreciate the completeness of the "remedies" that you can lay before them.

Sell Goods of Quality.

But, as in everything else, be careful of what you sell, for it is becoming more and more an unwritten law of business that the man who sells an article, wittingly and unwittingly, gives with it a personal guarantee of quality, a pledge from himself that it will do the work for which he sells it. Failure to make good in these, as in all other lines, must always jeopardize his own reputation and his business relations.

Get acquainted, then, with these goods. Test the various powders yourself, or have your friends try them out. After that, with knowledge, you can recommend them.

Knowledge Pays Good Dividends.

Next learn something at least about how to use them, and get your clerks to do the same. Take ammonia powder. Know that in this form it is odorless, but a strong gas rises when water is added. Know that it is a disinfectant as well as a cleanser; that it is good for washing clothes and dishes; sometimes with and sometimes without soap; that it softens the water and is good for a bath as well. Also that it does not lose strength when kept dry. The more you know about any article, the better the chances for salesmanship.

When it comes to dressing your windows, a hundred ways may suggest themselves. You could specialize on a single line at a time, and make frequent changes to others. Or you could have a general display at first if you think that will give a stronger impression.

Suggestions for Displays.

But, whichever you choose, try to convey the idea in all your displays of what the article is used for. You could arrange the ammonia packages, for example, in various shapes to attract attention. Put up cards explaining the uses: one use on each card, perhaps, and scatter these about. Have the price on some cards also if you are accustomed to use price tickets; for the cheapness in this case is not the least of its attractions. Probably you might desire, to put a big label up across your window drawing attention to "housecleaning" generally.

But still there is something lacking, what is sometimes called the "environment," or the "atmosphere." That is why some window dressers add a tent and trees and a camp stove to a window filled with salmon and other campers' supplies. That is why a dry goods merchant in showing evening gowns often adds, as a background, the suggestion of a ballroom. But be careful to avoid the mistake of making the "environment" look more important than the goods you wish to sell.

Let the suggestion run along one or several lines; with scrubbing brushes, perhaps on the floor in front, or a tub with clothes in it, or a figure in the act of raising it, and so on. The ones that you can handle best will readily occur to you. And as the worth of advertising must always rest on its power to attract the attention of the reader, do not allow your windows to go more than two or three days without being made over.

(Continued on page 37.)



There will be no better time to test the value of Parcel Post than during the seeding season of 1914. In fact this will be the first good opportunity, because it is a time when the farmer will be especially busy and will welcome such assistance as the new system of post office delivery in the country will provide. This article is No. 4 of the series.

Just before the spring work begins on the farm, merchants at the cross-roads, and in the village, town or city, who have many country customers, should advise their customers of the aid of the Parcel Post system when the rush is on.

It is a fact that when the farmer is busy during seeding time he and his family will not take the time to go to town for goods they require, and for which they have the money to pay. Particularly is this the case when they live some distance from the town or city. They forego things they would like, and live on the products of the farm.

A Delivery in the Country.

To reach these people during the busy spring season Parcel Post will come in exceedingly handy. It gives the merchant who has an aggressive campaign mapped out a splendid opportunity of getting much extra trade. No dealer in the city can afford to send a delivery wagon several miles into the country, north, south, east and west. If he could, he would get more business.

Here is where the Parcel Post comes in. It provides for him a cheap delivery system that extends out into the country in every direction where there is rural mail delivery. It brings the farmer—like his city customer—into daily touch with him, and is bound to result in business he would not otherwise secure.

Ideas Count.

Give any thinking man an idea and he is going to make good use of it. Explain the time-saving and the trouble-

saving qualities of the new post office delivery system; point out its advantages in a rush season like spring seeding time; give to the farmer an idea, a suggestion, whereby he gains something, and you immediately get into his good graces.

Herewith is one suggestion for a circular letter which should prove effective if sent out at the proper time. It calls attention to the approach of a busy season for the farmer. It suggests that he does not necessarily have to do without foodstuffs that he would like. The Parcel Post system, where there is rural free mail delivery, will give him a daily delivery to his own

gate. The whole proposition gives him a higher opinion of his life's work, because it demonstrates that the legislators of the country are taking a deeper interest in the social problems of the farmer.

Map Out Year's Campaign.

To get business by Parcel Post a merchant must not be content with a single attempt. He must have a year's campaign mapped out. This should undoubtedly include a strong attempt to get business during the busy spring season. (N.B.—These articles should be kept on file. We are due to have Parcel Post on January 1 next, if not before.)

Save Time During the Spring Rush

¶ Soon you will be engaged in putting in the spring crop. You want all the time and all the horses at your disposal until the work is completed.

¶ By using the Parcel Post system recently begun by the Post Office department, you can get practically all the goods you want by mail. The rural mail delivery man will leave them at your gate.

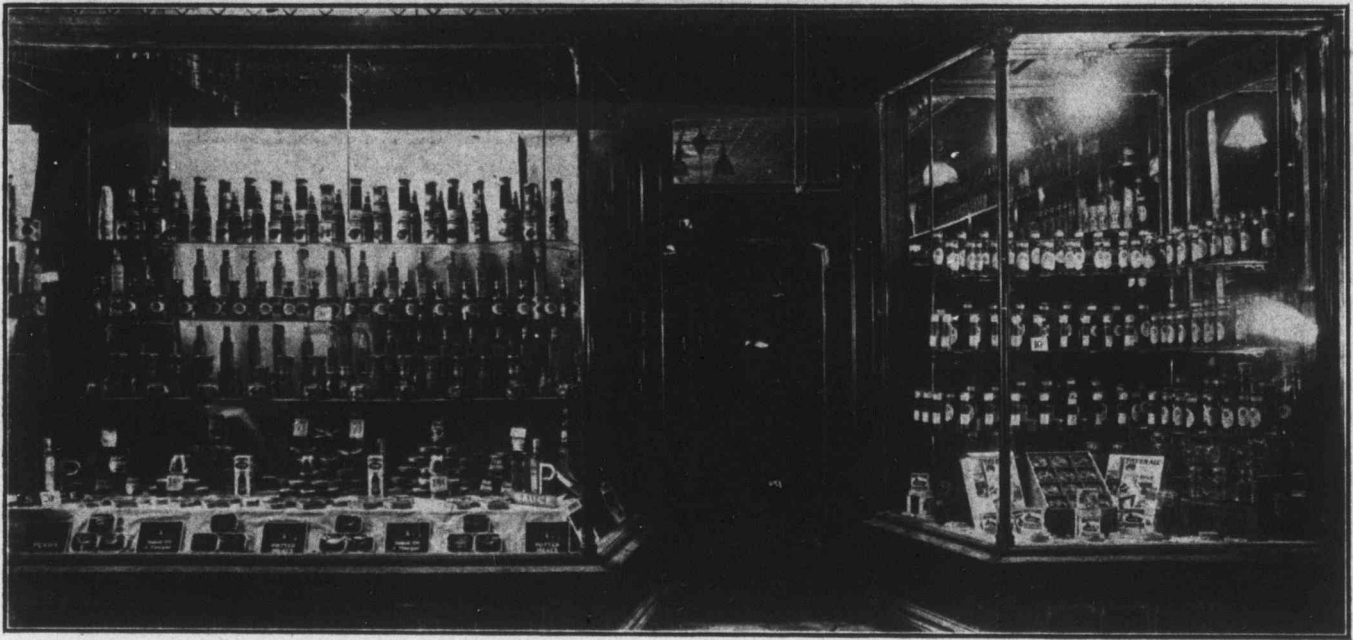
¶ He will carry for you parcels up to 11 pounds in weight.

¶ Write us a card or 'phone and we will have the goods go out by next mail.

Give this service a trial. We guarantee to supply you with the goods you order.

H. H. HUNTER. Phone 720 111 Main St., Jonesville

Above is suggestion for a circular to be sent out with all farmers' goods prior to the spring seeding time.



A good selling trim recently shown in the window of W J Snell, Queen St. East, Toronto. Mr. Snell has installed a new fixture in this window.

Neat Display Using New Fixture

The science of window dressing is rapidly progressing. Herewith is reproduced a particularly attractive trim shown recently in the window of W. J. Snell, Queen St. East, Toronto. Readers will note that this is an out-of-the-ordinary display inasmuch as the air space in the background is made good use of as well as the floor. Neither has the window a permanent background, yet bottles of goods may be seen neatly arranged in rows above the floor. This arrangement was made possible by the use of a new window fixture, which many grocers and other merchants are installing. This consists of shelves of plate glass bracketed securely so that the entire fixture becomes really a part of the window.

It will be seen from the illustration that Mr. Snell has this fixture in both windows, showing up the goods in splendid fashion. In the display to the left are olives, catsup, meat sauces, meats in glass and tins, sardines, etc., and in the right are olives and pickles and preserving utensils, such as sealers, rings and rubbers. The goods shown are all appropriate summer lines and the sales easily justified the work of putting in the window.

How Other Grocers Do Things

BUILT UP GOOD COFFEE TRADE.

"We tested various coffees for several years and when we found one that brought nothing but praise and repeat orders from our customers, we gave up the others and stuck to that and find that people all over, many of them not our regular customers, depend on us for coffee. That is how we have built up a large business in this line. We use a grinder for all we send out."

W. H. Martin, of Niagara Falls, South, made this remark recently.

From his present business with two delivery wagons, one could hardly imagine that nine years ago Mr. Martin started business with a small basket delivery. Now he owns his own building with a home above the store.

Mr. Martin feels that his business has increased by a canvass of his customers. He believes in a personal canvass as he understands his stock and prices better than one of his assistants.

CANNING UTENSIL WINDOW.

"Fruit season now on.
Eat what you can;
Can what you can't.
Headquarters for canning supplies."

This was the timely notice in the window of the store of J. S. Baxter & Son, Niagara Falls, South, a few days ago and was an introduction to an unusually attractive display of "canning" utensils—glass bottles in the three sizes, pints, quarts and half gallons; two bags of sugar; rubber rings, etc. The prices of the bottles were clearly marked and the whole display was calculated to increase the normal sale. The Baxter store has a taking motto, displayed prominently on the front, "Good Things to Eat."

INTRODUCING PARAFFINE.

Last year J. McDermid, a Georgetown, Ont., dealer got in a supply of sealing wax for the tops of fruit jars. Prior to that time he had little or no sale for paraffine for that purpose. He had to introduce the goods. To do this a demonstrator was secured. The goods were sold in packages. By means of this demonstration method, good sales were made last year.

This year, Mr. McDermid says, this sealing wax is selling splendidly. He

has been keeping a small neat pile of the packages on his counter where they can be readily seen, and his sales in it have been very encouraging.

• • •

A FIXTURE FOR BISCUIT SAMPLES

There is a space in almost every window which if added to the selling force by utilizing it properly, would mean extra business. The space referred to is the side wall. This in the majority of cases is simply a board or a plaster wall. Why not turn it into a display of some line or other?

H. W. Kennedy, a grocer in Georgetown, Ont., uses this space to show bis-



Drawing showing location of biscuit sample case in the side of the window.

cnits. He has had built into the side of the window a narrow fixture containing several receptacles for samples of biscuits, as shown by the accompanying illustration. The front is divided off into squares about the size of the end of a biscuit box; each has a glass front and all can readily be seen by a passer-by.

This fixture always suggests "biscuits" to those who look into the window. It does away with a bare wall which never sold anything and therefore becomes a silent booster of biscuit business itself.

• • •

VALUE OF THE STORE SAFE.

A good store safe can be purchased for something around \$125 with payments, if desired, about \$15 or so every quarter. There are many dealers who would not be without one and there are others who do not think it necessary. There is no doubt, however, that if a merchant can afford a safe at all, he

should have it. It is a great protection for accounts, books, money, etc., and in case of fire would easily pay for itself.

E. C. Matthews, a grocer on Parliament St., Toronto, who some time ago installed a safe, states that it is a valuable acquisition to the store. So far as money is concerned it comes in very handy for Sundays as he does not have to carry the proceeds of the Saturday sales around. He also keeps his accounts in it over night as well as his cost book which shows the amount of stock on hand when the last inventory was taken. The safe, too, holds his insurance papers, fire and life. It causes him to feel more comfortable away from the store, and cuts out considerable worry generally.



PARCEL POST TROUBLES.

The Interstate Grocer, of St. Louis, Mo., remarks:—"The parcel post situation has us all 'balled up.' First the news came from Washington that Burleson would increase the weight limit on packages from 11 to 20 pounds and merge the first and second zones into one local zone. Then it was said that he would defer action until after August 15 in order not to have the power to do so revoked by Congress. Now it is reported that he will institute the changes, willy-nilly. A positive announcement will be a positive relief."

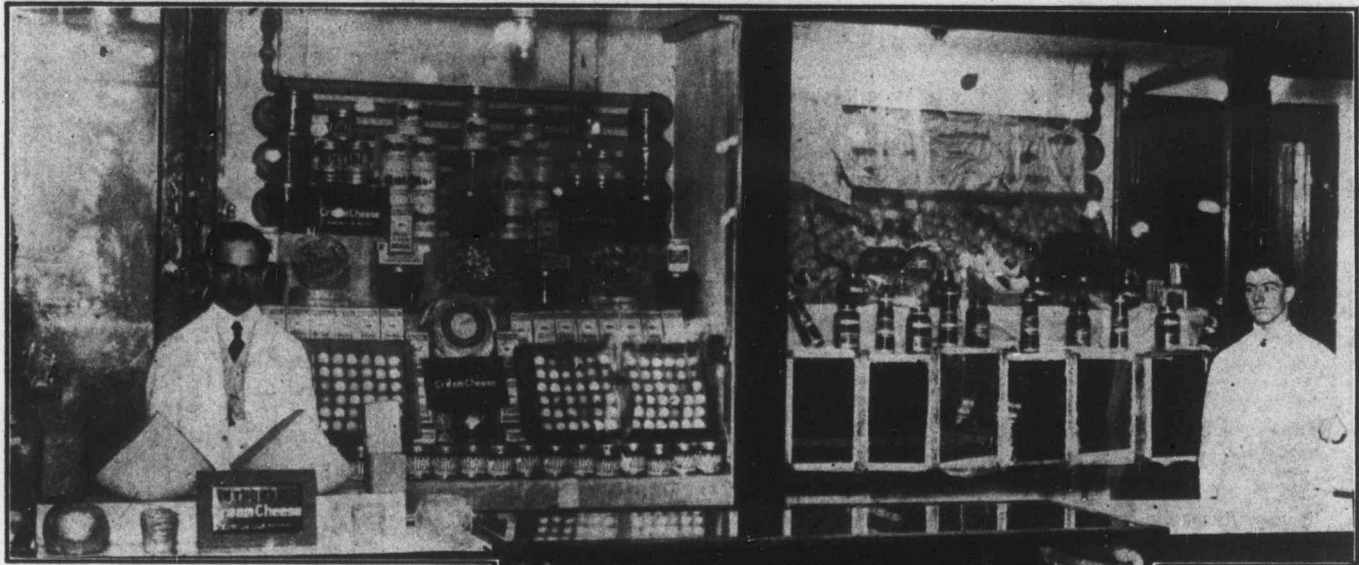


The customer who reads your advertisement needs some tangible inducement to make him want to buy. Be sure you put in a reason why.

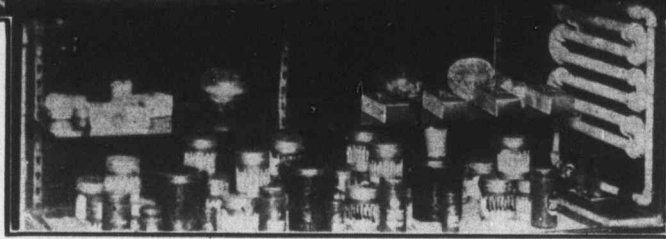
Don't leave your name in your advertisement so far in the background that it will be possible for people to read the ad. and not find out whose store it represents.

The merchant with a small store has almost as good a chance to get the trade of the farmers as the big store man. Farmers think less of the store than of the goods and the prices.

Don't think it is nobody's business but your own how much you owe and how much you own. Every question the commercial agency man asks deserves an answer because you owe the information to the people from whom you buy goods.



View of refrigerating plant in Goodwin's, Ltd., Montreal. Dried and fresh fruits, as well as fancy cheese, butter substitutes, lard, etc., are attractively displayed, as well as kept cool.



Note refrigeration system in the display counter show-case at the bottom.

Eliminating Losses From Evaporation

Importance Attached to the Refrigeration Plant by Goodwin's, Limited, Montreal—Glass Cases Built Into Counters—Separate Compartment for Bacon—Permits of Splendid Displays.

"This is where most of our waste in the grocery department is eliminated," stated J. Bailey, manager of this department in Goodwin's, Ltd., Montreal, as he pointed to their refrigeration plant and asked a representative of Canadian Grocer if he wished to be shown through it. Most particularly Mr. Bailey called attention to the displays of meats and provisions of all kinds, both in the front section of the plant itself which is laid off like a series of display windows, and also in the glass show cases built into the counters of the meat department. Here, while on display, meats, eggs, butter, etc., are at the same time cased in a department which registers a steady temperature of 40 degrees F., or lower if so desired. Thus loss through evaporation is eliminated.

The refrigeration plant is divided into four compartments, each of which is devoted to one line of goods, or to lines which can be placed together without deterioration through taking on foreign odors. For example one compartment is devoted entirely to cheese and bulk olives, two lines which have been found to go well together.

Shrinkage in Cheese High.

"Cheese is just as bad for evaporat-

ing as butter during this hot weather," states Mr. Bailey. "We sell about ten cheeses a week, so that all cheese for each day has to be skinned and cut up early in the morning. Had we not something of this kind, cheese would be a losing proposition with us, both from the standpoint of evaporation and our trade. Our loss in weight alone would be something enormous."

Bacon in Separate Department.

A second compartment is devoted solely to bacon, another line which for the keeping of other produce untainted needs to be set apart alone. Here a large stock of bacon can be kept, and always right close at hand to the man behind the counter.

In the third compartment is kept the week's supply of butter, sixty boxes in all, and also a full supply of dried fruits, such as peaches pears, apricots, etc.; while the fourth and last compartment is made a receptacle for all fresh fruits, vegetables, etc. In all of these evaporation would soon run up a heavy loss account. But this is not all, for fresh fruits and vegetables in particular, if exposed to the hot air of the store, would rapidly begin to decay, rendering them even more unsaleable

than a small amount of evaporation would do.

Double Purpose Served.

Thus in addition to preventing losses, the system proves a valuable asset in that it allows of displays of all these lines even while on ice. Refrigeration pipes run not only through the display sections in front of the four compartments, but also under the floor and into the counter silent salesmen, keeping all provisions in the department which are on display behind glass at an even low temperature.

The refrigeration system used in Goodwin's, Ltd., is fed with ammonia and brine, and driven by electrical power. Any temperature desired can be obtained, but that regularly sought is 40 degrees F., a temperature low enough to prevent all evaporation, but not sufficiently low to freeze any goods or render them cold storage stock.

"One of the main duties of the manager of any grocery store," states Mr. Bailey, "is to find out leaks and work out a successful method of avoiding them. This plant to us in this way has been a most valuable asset."

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

TORONTO, AUGUST 15, 1913

PRESERVING SEASON ACCESSORIES.

Here are three necessary requisites for the summer and autumn preserving and pickling season which the trade should not overlook—sealers, rings and sealing wax. An occasional window or counter trim of these lines will bring good results.

Sealers and rings have, of course, been sold by all grocers and given considerable attention for a good many years. But all dealers have not sold as many as they might if more aggressive measures had been used. During the preserving and pickling season these goods should not be allowed to remain in the warehouse. Few will be sold in such instances. The housewife will most naturally buy where she sees them displayed—probably in some fancy goods store.

With sealing wax, a good trade can be worked up just now. Many customers do not know the advantages of using wax to cover the mouths of sealers and bottles, and if they were shown once, sales would undoubtedly be increased.

Now is the time to place these three associated lines to the front. Get them moving out while the demand exists. It will pay.

ATTEND THE CANADIAN NATIONAL.

The great Canadian National Exhibition opens in Toronto on Saturday, August 23, and lasts until September 8. This event has developed into the greatest annual exhibition on the globe, and it is a great privilege—to those who have the opportunity—to attend it.

In this age we live to learn. The more we know and the better we utilize the knowledge at our command, the greater will be the pleasure derived from the work we have set out to do. Someone has stated in epigrammatic language that "the more we learn the less we know." And it is a fact sometimes that when people see the greatness of things at such an exhibition as the Canadian National they realize the smallness of the local sphere around which things have been revolving for them.

Canadian Grocer would urge as many members of the trade in Canada as possible to attend this exhibition. The exhibits by manufacturers of goods the trade handle

will alone be worth a great deal. If, therefore, holidays have not yet been had it would be a profitable outing to attend the Canadian National Exhibition this year.

SANITARY GRADING IN STORES.

In the Sanitary Food Guide, issued by the Board of Health, of Memphis, Tenn., all stores are listed and graded according to the standard of sanitary requirements enforced.

There are 279 grocers listed, of whom three come under the classification AA—"irreproachable;" 109 are in Class A, in which "every essential of precaution is used and whose equipment is of the best," and 169 in Class B, whose equipment is inferior. The campaign will, it is expected, greatly improve sanitary conditions in Memphis stores. The grocers have a larger number in the highest grades than the confectioners, bakers, druggists, hotels and restaurants.

SASKATCHEWAN CROP ESTIMATE.

It is now practically assured that the West will come forth with a great yield of grain this year. Writing from Creelman, Sask., a western correspondent of this paper says that the Saskatchewan crops are exceedingly good taken as a whole, and that an optimistic feeling among the people is rapidly growing.

He has forwarded an estimate of the yield of grain in Saskatchewan, compiled by the Provincial Department of Agriculture. This estimate and comparison with last year's yield is as follows:

	Bushels.	1913.	1912.	
Wheat ..	125,557,014	107,167,700	18,389,314	
Oats	121,435,630	107,619,948	13,815,682	
Barley ..	10,137,897	8,319,584	1,816,313	
Flax ..	13,539,819	14,171,214 (dec.)	631,296	
Total yield	270,670,459	237,278,446	33,392,013	

This shows that altogether the yield this year in Saskatchewan promises to be more than thirty-three million bushels ahead of 1912.

The decrease in the flax is due to the small acreage of that crop in the province this year and not to any failure in the production per acre.

The increase in the yield of wheat is approximately eighteen millions, in oats thirteen millions, and in barley two millions. The decrease in the flax crop is slightly over half a million.

The government estimate is based on a yield of twenty-two bushels to the acre for wheat; thirty-three bushels for barley, and fourteen bushels for flax.

The following is the final statement of the number of acres of each grain under cultivation:

- Wheat, 5,707,137 acres, an increase of 6 per cent. over 1912.
- Oats, 2,689,905 acres, an increase of 9 per cent. over 1912.
- Barley, 307,309 acres, an increase of 15 per cent. over 1912.
- Flax, 967,137 acres, a decrease of 17 per cent. under last year.

According to the latest crop reports from the correspondents of the department of agriculture, harvesting will be general throughout the entire province by August 20th. In the district in the neighborhood of Maple Creek, fifty per cent. of the barley is already cut, and a fair quantity of the oats and wheat. It is estimated that in the Regina

district the fifteenth of August will see the cutting of wheat well under way. The crop in this district and throughout the province is well up to the average height, and during the past fortnight it has improved greatly, though in the districts of Rosthern and Humboldt the crop will be retarded to some extent through the damage by hail storms.

The average yield for the provinces, as far as can be determined from the reports of the correspondents to date will be about twenty bushels to the acre, a proportionate increase over last year.

Slight frosts have been recorded in the Weyburn district, though little damage of any kind was done the crops. The weather during the past few weeks has been excellent for ripening, and it is believed that in a few cases the crops have ripened almost too rapidly.

There is as yet no demand from the farmers for harvest labor, but it is expected that the first applications will come in within a few days.

GIVING THE TRAVELLER A HEARING.

When a merchant approaches a possible customer expecting to sell her goods, he is entitled to, and usually gets, courteous treatment. Very rarely is it found that the person approached will tell him to get out, or will go on about her business without giving him a civil, courteous "yes" or "no."

Yet we find in many stores travellers are not given the same consideration by merchants that those same merchants expect and get from their customers and possible customers. It is true, however, that this sort of treatment is dying out. Merchants, who are keen business men and gentlemanly in their conduct towards others, always give the travelling salesman that to which he is entitled—a fair hearing. If they are too busy at the time the salesman calls they tell him so in a gentlemanly manner and promptly ask him to call again.

The gruff voice of the impatient can, nevertheless, still be heard in many a store. "Well, what do you want?" with the emphasis on the "you"; and "No time to listen to you," etc., etc., are scarcely the proper methods of dealing with the traveller whose firm is a reputable one, and whose presence in the store is to help—even if he doesn't sell—and not to injure one's business.

The Golden Rule holds good in the case of the travelling salesman. Treat him courteously, as you would desire a probable customer to treat you. If, when you hear his case, you do not want to buy, all well and good. You may learn something from him anyway, and when he leaves you, have the satisfaction of knowing that he was given a fair hearing.

THE PROPER ADVERTISING APPROPRIATION.

What percentage of the store's turnover should be applied to advertising?

This problem was submitted to Canadian Grocer by a subscriber the other day. It is what might safely be termed a "stickler," for the answer is hard to find. Opinions differ so vastly on the score of advertising and conditions in different localities vary to such an extent that it is impossible to fix a percentage which would apply to all cases or even to give an estimate average which would apply to most cases.

The term "advertising," would cover in this connection all publicity expenses and not apply merely to newspaper advertising. It would include window trimming expenses, store decorations, show cases and so on. It is found that as a general rule the larger the store and the place where it is located the larger the percentage that must be allowed for the cost of doing business. In the big cities, many merchants doing a business of \$100,000 or upwards pay out considerably over \$5,000 a year in advertising expenses. They are able to build up their turnover by this means. One man stated recently that he did not believe it possible for a store to thrive unless at least 5 per cent. was spent on advertising but quite apparently he was considering conditions as they exist in the large centres only. In the smaller cities and towns, merchants get along on a considerably smaller percentage, even when they do a reasonable amount of advertising. One Ontario merchant who does a \$75,000 business spends only \$1,500 in advertising and has the reputation of being keenly alive to the benefits of publicity at that.

Under the circumstances, The Canadian Grocer does not feel justified in making an estimate of the proper percentage. Can any reader answer the question?

EDITORIAL NOTES.

Now is the psychological time to display preserving season accessories.

When it comes to holding picnics, British Columbia merchants are well to the fore.

September is the first month containing the letter "r". Look to the oyster trade on its arrival.

The Toronto medical health officer in a recent mandate prohibits cats around bakeries in that city.

The trade should remember that a great many evaporation losses can be eliminated by proper refrigeration.

Folks are slowly returning from the summer resorts. Now is a good time to get after those accounts they had left unpaid.

A couple of days off to see the sights at the Canadian National Exhibition will be worth more than the money spent in the trip.

Don't neglect to file the weekly series of articles on Parcels Post. Lay your plans well ahead to get the most of this coming legislation.

The Prairie Provinces are now assured of a great crop. Western optimism so far as legitimate business is concerned, will be greater than ever.

Treat properly the children that from time to time enter your store. From the rule first come first served do not exclude the little ones. They are as sensitive on this point as their parents, and, while they may not have the courage to resent it, they will whisper their complaint to those that will.

B.C. Merchants Hold Gigantic Joint Picnic

Some 8,000 Business Men With Their Friends Assemble at New Westminster—
Many From Vancouver and Victoria—Big Parade, With Many Floats—Some
of the Prize-winners.

Special to Canadian Grocer.

Vancouver, B.C., Aug. 13.—Eight thousand persons gathered under the banner of the Merchants' Retail Association of British Columbia at New Westminster to enjoy the first annual picnic of the association, which proved a stupendous success. All the prominent grocers of Vancouver, Victoria, Nanaimo and New Westminster were present in company with their employees; while all the wholesale houses were strongly represented. The day was declared a general holiday for the grocers in this part of the province, and never before has such a crowd representing the trade gathered here in common sympathy.

While the event has passed, the memory still lingers in the minds of the thousands who, under blue skies and shining sun, enjoyed themselves from early morn to late at night. That the success of the undertaking will be an incentive to the promoters to work harder for the next affair of its kind cannot be denied. The Queen's Park, where the picnic was held, was filled with happy people throughout the long day. There was everything from a parade to a baseball game, from a fat man's race to a beauty contest. Employees forgot the "Misters" and "Sirs" to their employers, while the latter came through with the Charlie and Jim. They were all out for a good time and they got it.

Starts Off With Parade.

The crowds began to gather on Columbia Street as early as 9.30 o'clock, eagerly waiting for the order from Fire Chief Watson to start the parade. Just as in any other parade, whether it be circus or carnival, there was always something to keep the crowd in good humor before it actually started. The different floats as they wended their way towards the meeting point on Columbia Street from all sections of the city first got the eye of the crowd. The Highlanders Band from Vancouver forgot their time limit, and gave many selections, while the New Westminster Band was also kept busy.

Close to 11 o'clock the siren of the fire auto apparatus announced that a start would be in order and they got off. First came the Highlanders Band, all rigged out in the kilts; then followed the head officials of the associations promoting the picnic, the mayor and aldermen, and then the floats.

The parade is stated to have been one of the biggest ever held in British Col-

umbia. While the great majority formed part in the parade, there were those who went direct to the park, where at 11 a.m. was played a baseball game between the Kelly Douglas and Malkins' Victoria Cross teams. The game was of five innings, and was followed by a baseball competition among teams from the wholesale produce houses, each game being limited to three innings. An hour or two after the parade entered the grounds the vast crowd was still further augmented by additional contingents from Vancouver, Victoria and other points. While the majority of Vancouverites went over in the morning, there were those who did not close shop until noon, and, consequently, were not on hand until after the parade.

Something About the Floats.

The floats in the parade consisted of the following: T. J. Trapp, hardware float; Gilley Bros., auto truck loaded with sand; P. Burns & Co., truck from Vancouver; many Vancouver automobiles gaily bedecked with flowers; Brackman & Kerr, auto float, very elaborately got up with exhibit of cereal products; Lees, Ltd., truck decorated; Lees, Limited, float nicely decorated with exhibit of chairs, on which pretty young girls sat (they caught the eyes of the judges later); Annandale Supply Company, with a well turned out float; Denny & Ross, float, a miniature house on wheels; the city band; Model Grocery, five rigs, one most elaborately decorated with a fruit display, and a beautiful bell of flowers over it; sweet peas figured largely in masses in decoration, and a first prize fell to this exhibit later; Vancouver-Prince Rupert Meat Market, with an attractive exhibit of meats behind fly screens; Retail Clerks' Association, float; P. Burns & Co., float; The People's Dairy; The Public Supply Stores; C. A. Welsh, Ltd., with seven rigs; New Method Cleaners; Cunningham Transfer Company; Motor Transfer Company, with horse drawn rig; Annandale Supply Company; Fraser & MacLean; C. B. Deans.

Prizes for the best floats were considered when the park was reached, and the judges, E. M. Trowern, Toronto; John Rose, Vancouver, and H. J. Robinson, Saskatoon, were hard put to it to make their awards. Finally, they decided on the following awards:

Class A, industrials—T. J. Trapp & Co., Ltd.

Class B, wholesale—First prize,

Brackman Kerr; second, P. Burns & Co.

Class C, retail motor delivery rigs—First prize, Gilley Bros.; second, Lees, Limited; third, London Grocery.

Class D, retail horse delivery rigs—First, Model Grocery; second, Annandale Supply Company's fruit exhibit; third, Vancouver-Prince Rupert Meat Co.

Special Prizes.

Class E, advertising—First, T. J. Trapp & Co., Ltd.; second, Model Grocery.

Class F, comic—Denny & Ross with miniature house.

Special prize for all-round turnout—Lees, Limited.

Special prize for express or transfer—Cunningham Transfer Co.

VICTORIA GROCERS' TRIP.

Special to Canadian Grocer.

Victoria, B.C., Aug. 13.—The receipt by the local grocers of a cordial invitation from Vancouver and other mainland associations to join them at Queen's Park, New Westminster, on July 30, for sports and a general good time, was gladly taken up. The C.P.R. agreed to let us have their fine boat the Princess Sophia and to carry for this trip 650 passengers, being 150 more than usual. There was no trouble to sell the tickets. Five hours on a calm sea, among the numerous islands of the Georgia Gulf, with a first-class band of twenty pieces, playing most of the time; five hours in Westminster for the sports and sight-seeing, and five hours return in the cool of a summer's evening, was surely the height of perfection.

Passed the Salmon Fisheries.

The mouth of the Fraser River was crowded with fishing boats and nets, the great run of salmon being due this year, and more than three thousand licenses have been issued to fishermen. In the river we had to creep along and steer all kinds of courses, once going on a sand bar, which required a good head of steam to get off. We found later that a phone message got into Westminster that we were hard and fast and could not get in before four o'clock. The committee waiting at the landing to receive us went up to the sports, but left their band to welcome us, which they did at 2.30.

Motors and street cars soon took us to the grounds, where some seven thou-

sand people were watching the sports, bands playing, and everyone looking happy.

Some of the Victoria entries won several of the prizes, but they were handicapped by arriving so late.

Shortly after six, amid cheers and the playing by the band of "Auld Lang Syne," we started on the return to Victoria, which was reached at 12. By the kind consideration of the B. C. tram company, special cars were waiting to take the excursionists to all parts of the city, everyone delighted with the restful time on the water, and hoping they may have a similar holiday next year.

ASSOCIATION NEWS

A branch of the R. M. A. of Canada has been formed at Ingersoll, Ont., with the following officers:—

- President—F. McDougall.
- 1st Vice-President—Jas. MacKay.
- 2nd Vice-President—W. Surplice.
- Treasurer—W. I. Hogarth.
- Secretary—R. N. Thurtell.

Following the election of officers, some discussion took place in regard to the injustice of the retailer paying cartage at both ends. It was pointed out that a cartage company of Toronto had virtually control of the situation. They took the goods from the wholesale house to the station and the cost of cartage was billed against the retailer. A resolution was passed at the meeting that the central association take immediate action in the matter to see if the interests of the retailer could not be more considered in the matter of cartage.

W. C. Miller, Toronto, secretary of the Ontario Retail Grocers' Association, has received a request from the secretary of a local branch of the organization in an Ontario town for some assistance. Here is the trouble in a nutshell:—In this local association's charter is a clause to the effect that each member shall send to the local secretary regularly a list of delinquent customers—those who have left without paying their bills—so that the secretary may pass the information on for the guidance of the others. Some of the members have been withholding this information with the result that the others are losing money through bad debts which could easily have been guarded against.

Mr. Miller advised that the best method of handling these members was, not by threat of expulsion, but by getting together the president, secretary and one or two others, visiting the neg-

ligent ones and having a heart to heart talk over the whole matter. Since the secretary was the only man handling this delinquent debtor question, and as he is usually careful in what he does and says, it could be pointed out that no one else would know whether a grocer had lost any money or not. It could also be judiciously shown that unless every member did his share the most effective work could not be done. This undoubtedly would be best method of handing such a case.

A rider might be added to the clause in the constitution imposing a fine on any who violated it—not altogether with the intention of enforcing it in case of violation, but in the hope that it would

do some good towards prompt action on the part of some members.

A meeting of the Retail Merchants' Association of Swift Current district, Sask., was held in Swift Current recently and was well attended, about thirty merchants from Webb, Pambrum, Waldeck, and Cantaur being present. The event took the form of an informal luncheon, and addresses were delivered by E. M. Trowern, Secretary of the Dominion Retailers' Association, and H. J. Robinson, Provincial Secretary, Mayor Argue spoke a few words of encouragement to the retailers, setting forth the many advantages to be gained by organization.

Charcoal Price War Gives Dealers a Chance

Manufacturers Drop Price Some 30 Cents Per Dozen Bags— Many Retailers Filling Up Their Cellars—Various Prices Now Being Charged the Consumer.

Toronto, Aug. 14—(Special).— The cellars of many Toronto grocers just now are pretty well stocked with charcoal in paper bags. Everybody one talks to just now seems to be buying it. This, in the face of the fact that the winter season is somewhat distant, requires an explanation.

It is due to the fact that there is a little price war on among manufacturers and the price has been cut from 90 cents per dozen bags to 60 cents by one firm at least. Retailers are naturally taking advantage of the cut and are laying in stocks for the fall and winter season. It is quite unlikely charcoal will go any lower and as it is a regular 10 cent retail seller, the trade expects to make a little money on it this year. One man told The Canadian Grocer that he had purchased a stock already of more than 3,000 bags while others had over 1,000 in their cellars and were adding a little more regularly.

Some charcoal is selling now to the consumer but not a great deal for present purposes. There is, however, a difference of opinion as to what the retailer should charge. Some are selling at 10 cents straight—the usual price; some at 3 for a quarter, others 4 for a quarter and still others at 17 for a dollar.

"There's where, in my opinion," remarked one member of the trade, "retailers do not act fairly with themselves. I'm selling charcoal to-day at 10 cents straight and can get it easily enough. Here is an opportunity for every retailer in Toronto to make some money, and good money too, yet one or two

have to spoil the chances of everybody. "You know," he added, "that we are all losing on canned goods this year and here is a fine chance to get back part of it at least."

Unless cutting prices among the retail trade becomes general, however, it is not likely much charcoal will be sold before October so that if manufacturers' prices go up in the meantime the trade will stand to make some money on this line to help recompense them for the losses in canned goods.

A FLY SONG.

Ten little flies
All in a line;
One got a swat!
Then there were * * * * *

Nine little flies
Grimly sedate,
Licking their chops—
Swat! There were * * * * *

Eight little flies
Raising some more—
Swat! Swat! Swat! Swat!
Then there were * * * *

Four little flies
Colored green-blue;
Swat (Ain't it easy?)
Then there were * *

Two little flies
Dodged the civilian—
Early next day
There were a million.

The Clerks' Page

By the Cub Reporter

SMOOTHING OUT COMPLAINTS.

The Cub Reporter. — In answer to your inquiry about complaints clerks have had, and how they were smoothed out, I would like to give you one instance. The other day one of our customers who had bought a well-known line of goods, came in in a wrathful temper, and desired to know if we wanted to poison her. I assured her that nothing was further from our intentions and after she had quieted down I got from her the trouble. The color of the goods when opened, she said, showed them to have spoiled as they were a dark purple instead of a deep red.

But that is away from the point. This woman was one of our best customers and I knew that it was up to me to smooth out the difficulty. "The manufacturer of that article," I said, "is a reputable one and would not knowingly put up his goods in that way. That is the first complaint we have ever had about his goods so that evidently you have been unfortunate in getting the bad one of the lot."

She agreed she had been unfortunate.

"Our delivery man," I added, "will call at your place this afternoon to get the container. We shall then call the attention of the manufacturer to the trouble, and I'll give you now a credit check for the fifteen cents."

This, she agreed, was 'fair enough,' and as she noticed we were anxious to go to considerable trouble over her account, the matter was allowed to drop and I secured another nice order from her. In our store, we, like Marshall Field, agree that the customer is always right.

RETAIL CLERK.

Montreal, Que.

Editorial Note.—Above is a splendid contribution to our "complaint" inquiry in last week's issue. Send along some more and keep this page a live one.

ETIQUETTE FOR CLERKS.

By Harold Haggan, Aylmer, Ont.

The clerk that talks all of the time is not the one that finds favor with the customer; neither is he who does not talk unless he has to. Strike a happy medium.

Do not be afraid to work. Your employer will notice what you have done sooner or later.

Don't be afraid to get your hands dirty. Get right down and work until they get dirty. Then you will know that you have done something.

Ask your employer to let you dress a window. Of course your first attempt may not be a success, but do not be afraid to try again.

Keep your mind on your work. It is not the one who is always playing with the cat who succeeds.

Learn to be a salesman, not merely an ordertaker.

HONEST EFFORT PAYS.

Healthy work will never hurt anybody. Don't be afraid of doing too much for the business. Every honest effort you put forth in increasing business will come back to you in time in added confidence in yourself, and in greater earning ability, and these things always pay.

HOW PEANUTS GROW.

The peanut, probably the most popular of all nuts, has had a live commercial value in America only since about 1870. It was during the Civil War in the United States that the Northern soldiers took a fancy to these tasty nuts of the South, and the foundation of their present immense sale began. The peanut is supposed to have originated in Brazil, whence it was introduced into Africa and the East. The crop is worth over \$12,000,000 a year to the States.

The peanut is an annual, growing 12 inches in height. The peculiarity of it is that the flower bends over and makes its way into the soil where the seed matures. A common two-horse plough is used in harvesting. Men follow the plough and lift the peanuts up out of the dirt. They are placed in heaps and left three or four weeks to cure before they are picked. This usually is done by women and children. A good picker will handle eight to twelve bushels a day. Picking machines handle from 200 to 500 bushels a day. The average yield is 34 to 40 bushels per acre, and a few as high as 100 bushels.

Nuts are used chiefly for roasting and sold in shops and by street vendors. They are also used in candy-making, and for peanut butter. Peanut oil is in demand also as a substitute for the more expensive olive oil.

OBSERVATIONS OF THE CUB REPORTER.

Energy will do anything that can be done in the world.

Everything we do should be done to increase our efficiency.

What young men want to-day is not so much talent, but the will to work.

By helping one another we are enabled to help others to help themselves.

Co-operation of the sales force in the store is a most powerful medium to increased business.

Time is the most valuable thing in this world. Use it properly. Every minute in every hour wasted can never be recalled.

Current News of the Week

Maritime Provinces and Quebec.

W. L. Foy, grocer, Toronto, is succeeded by D. C. Russell.

J. C. Rose, of Rose & Laflamme, Ltd., Montreal, was in Toronto over the week end.

John A. Gunn, president of the firm of Gunn, Langlois & Co., Montreal, is in Boston this week.

W. R. Spooner, sales manager of the North Atlantic Fisheries Co., Montreal, will soon leave for Toronto where he will superintend the booths in the fisheries exhibit which is located in the Government building at the National Exhibition.

B. Trudel, manager of the tea and coffee department of Chaput Fils & Cie, Montreal, returned this week after a three weeks' holiday at the Veillet Club, North St., Maurice river. Mr. Trudel enjoys a good fishing trip and on such an occasion speckled trout interest him more than speculations.

It seems that every time a fire starts in a grocery store from an unknown cause, it is attributed to rats or mice and matches. Rats nibbling matches is thought to have been responsible for a \$1,500 fire in the grocery store of R. Labeau, Daniel St., Montreal. The loss was partly covered by insurance.

St. John, N.B.—Wholesale grocers are up in arms against the Intercolonial Railway in the matter of increased freight rates from St. John and they have taken steps to ascertain if possible if there is discrimination against them and other dealers of the lower provinces in favor of dealers in Upper Canada. The Grocers' Guild at a recent meeting instructed their secretary, S. A. Corbett, to communicate with the board of trade and request them to find out if freight rates on shipments from St. John to I. C. R. points had been effected without a similar increase on matter from points through Ontario and Quebec.

Ontario.

Walter S. Duggan, general merchant, Oil Springs, Ont., died recently.

F. W. Ford, of Ottawa, returned last week from Newfoundland where he spent the past two weeks in connection with the convention of a fraternal society.

Hugh McLean, general merchant, and Geo. Scott, grocer, Hensall, Ont., sustained fire losses recently.

Sparks from the fire of August 4th in Hensall, Ont., left a hole in the roof of George Scott's grocery, and during the

electric storm of August 8th and 9th a great deal of rain came in, almost flooding the place and damaging the stock considerably.

W. C. Miller, Toronto, secretary of the Ontario Retail Grocers' Association, is in Belleville, Ont., this week. Officially, his visit there is as a delegate from a

MONEY LEFT TO THE TRAVELERS.

Will of the Late President of Chase & Sanborn Much Out of the Ordinary.

The contents of the will of the late Charles D. Sias, senior member of the tea and coffee firm of Chase & Sanborn, Boston, Chicago and Montreal, gives evidence of great heartedness and personal interest in each individual employee of the firm by a most generous provision, the amount bequeathed aggregating about a quarter of a million dollars.

Each travelling salesman, fifty-five in number, receives, according to the length of service, from \$300 to \$2,000.

To all other employees, who have been for a continuous period of one year or more in the employ of the firm, in any of its various departments recognized as the Office Department, Salesroom Department, Shipping Department and Factory Department, three hundred dollars each.

In addition to the above, twenty-five hundred dollars is given to each of the widows of five travelling salesmen.

After many private bequests to relatives and friends, there follows a lengthy list of educational and charitable institutions who are generously remembered. By this will some 35 Montreal employees benefit.

fraternal society, but while in Belleville he is calling on the grocery trade in the interests of organization work.

The annual Civic Holiday picnic of the merchants of Brockville, Ont., was once again a successful event. The picnic went to Delta Lake. Motor boat trips, football, baseball, races, etc., were among the lengthy list of sports on the slate and a great day was the result.

Just before going to press the announcement was received that F. F. Dalley, of F. F. Dalley & Co., Hamilton, Ont., had passed away after a brief illness. He was 66 years of age and one of Hamilton's most respected business men. Two sons, Fred. and Norman, survive and one daughter, Mrs. Douglas.

Western Canada.

The Minard Trading Co. Minard, Sask., have recently opened for business in a new store.

Saskatoon, Sask., merchants, or at least a number of them, state that business during exhibition week this year was from 25 to 50 per cent. ahead of a year ago.

Harold F. Ritchie and S. G. Amsden, of Harold F. Ritchie & Co., manufacturers agents, Toronto, left this week on a business trip to the Canadian West. They will go to Vancouver and will probably be away until November.

The North-West Biscuit Co., Edmonton, Alta., expects to open its new biscuit factory about November 1. Harvey Shaw, of St. Joseph, Mo., who is behind the project was in Edmonton recently looking after details. Mr. Shaw was for many years with the National Biscuit Co.'s branch at St. Joseph, Mo.

LEAKS IN THE GROCERY STORE.

Many dealers go to the expense of purchasing decorations for store and window displays for particular seasons. These will include Thanksgiving, Christmas and Easter and probably other special occasions such as horse shows, fall fairs, etc.

When these seasons are over, what is done with these decorations? Are they taken down carefully and placed away where they can be easily found again? This is by no means always the case. Frequently they are torn down in any fashion and thrown in the warehouse or basement with the result that they are unfit for use again. This becomes a waste of money each year.

The Canadian Grocer ran across an instance the other day of a particular care in this regard. The dealer had very painstakingly placed his decorations—or at least the best of them—used at the three seasons above mentioned, in large cardboard boxes and piled them neatly in the warehouse. Each was labelled as well.

Here was a Leak effectively eliminated.

Canadian Salmon Prices Lower than U.S.

This is the Present Forecast of a Salmon Authority—B.C. Cannery Strike Settled
Advance in Brooms Owing to Rise in Corn—Evaporated Apples Likely to be
Higher—Coffees Firmer.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Butter advances one cent.
Pure and compound lard up ½ cent.
Hogs a shade firmer.
Good export demand for cheese.

FISH AND OYSTERS—

Big sale of sword fish.
Demand good on account of feast days.
Salmon season nearing end.

FLOUR AND CEREALS—

Rolled oats up 15 cents a barrel.
Cornmeal takes another advance.
Hominy also goes up.
Flour remains steady.

FRUITS AND VEGETABLES—

Tomatoes ripening fast and cheaper.
Good crop of potatoes expected.
Blueberries arriving somewhat slowly.
Raspberry season over.

GENERAL GROCERIES—

Brooms are advancing.
Evaporated apples going up.
Walnut primary market firm.
Unfavorable bean crop report.
Another advance in sardines.

ONTARIO.

PRODUCE AND PROVISIONS—

Prices generally firmer.
Large beans up ½ to 1 cent.
Butter and eggs strong.

FISH AND OYSTERS—

Demand shows improvement. Scarcity in whitefish and trout continues.

FRUIT AND VEGETABLES—

Apples drop 15 cents a basket.
Cherries and currants almost off the market. Last boxes of raspberries at 16 cents.
Canadian cantaloupes plentiful and import ceases.
Tomatoes dropped to 25c, but rose to 40c. Corn 2 cents lower.

FLOUR AND CEREALS—

Another advance in rolled oats of 7½c a bag, making 15 cents in past two weeks.
Corn crop 300,000,000 bushels of estimate given August 1.

GENERAL GROCERIES—

Brooms advance owing to high price of corn.
Dried apples will be higher.
New Japan teas 2 cents lower.
Canadian canned salmon will be lower than American prices.

QUEBEC MARKETS.

Montreal, Aug. 12.—One of the main themes up for discussion this week amongst the wholesale trade is the crops in the West. So far reports received regarding wheat have been most encouraging, and one dealer even goes so far as to state that he never saw finer samples of wheat shown. Some cool weather has been experienced, but to date there has been no frost, and the opinion generally expressed is that the most dangerous time is now over. When once the middle of the month is reached cause for worry will be largely removed.

While discouraging reports are current re corn and oats, these are more than outbalanced by the splendid wheat prospects.

SUGAR.—Sugar holds firm under almost a phenomenal demand, which is result of heavy consuming season and recent advance in price. Even were a reduction to be made on primary sources, it is doubtful if such a course would be followed here under existing conditions. Some refiners are still far behind with deliveries.

In New York, raws are again advancing, present quotations being \$3.79, as compared with \$3.75 on the last sale. Locally raws advanced during the week from 15 to 25 cents per cwt. in sympathy with foreign markets.

As to future of market, much depends upon European beet crop. Just now

everything looks well, but before end of August or 1st of September almost anything may happen.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20 lb. bags	4 00
2 and 5 lb. cartons	4 70
Second grade, in 100 lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50 lb. boxes	5 00
20 lb. boxes	5 20
Powdered Sugars—	
Barrels	4 60
50 lb. boxes	4 80
25 lb. boxes	5 00
Paris Lump—	
100 lb. boxes	5 15
50 lb. boxes	5 35
25 lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100 lb. boxes	5 35
50 lb. boxes	5 45
5 lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

SYRUP AND MOLASSES.—Situation in molasses holds practically unchanged from last week. On primary sources a few consignments rather heavier than usual have been received. This was not any appreciable quantity, but enough to cause a slight temporary demoralization of the market. In a few days this condition will likely be righted, and situation from all standpoints be firm as ever.

Barbados Molasses—	Prices for Island of Montreal.
	Extra Fancy. Fancy. Choice
Punchons	.44 .41 .39
Barrels	.47 .44 .42
Half Barrels	.49 .45 .44
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.	
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.	
Corn Syrups—	
Barrels, per lb. .63½; ½ bbls. .63¼; ¼ bbls. .63	

Pails, 38½ lbs. 1.75; 25 lbs.	1.25
Cases of 2 doz. 2-lb. tins, per case	2 40
Cases of 1 doz. 5-lb. tins, per case	2 75
Cases of ¼ doz. 10-lb. tins, per case	2 65
Cases of ¼ doz. 20 lb. tins, per case	2 60
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c. per lb., or per gal	1 00
Maple Sugar, pure, per lb.	0 10 0 11

DRIED FRUITS.—Prune crops in South are said to be showing up rather poorly. On primary sources prices have advanced to 5c bag basis, and at corresponding period last year ran at 4 to 4½ cents. Higher prices locally may be looked forward to.

Apricots, too, on primary sources have advanced 1½ to 2 cents, with light stocks reported. New crop is reported below average.

Peaches in Canada are said to be a good crop, but in California certain crops are reported much below average. Prices, however, should not run higher than last year by more than ½c or 1c according to present estimates made by dealers.

Evaporated apples continue to advance this week, 7½c to 8c being quoted on spot for choice, while three months ago sales were made at 5c to 5½c.

Reports regarding Valencia raisins are still quite encouraging. Old stock is practically off. Orders are being filled from California loose and Muscatels, of which some are still to be had.

Seeded raisins, according to latest reports, are likely to open about 1c to 1½c higher than opening prices of last year.

Evaporated Fruits.	Per lb.
Apples, 50-lb. boxes	0 07½ 0 08
Nectarines, choice	0 11
Peaches, choice	0 08½
Pears, choice	0 12½
Dried Fruits.	Per lb.
Candied Peels—	
Citron	0 17
Lemon	0 11
Orange	0 12
Currants—	
Amalias, loose	0 07
Amalias, 1-lb. pkgs.	0 07½ 0 05½
Fillatras, fine, loose	0 06½ 0 07
Dates—	
Dromedary, package stock, per pkg.	0 10
Fards, choicest	0 11
Hallowee, loose	0 05
Hallowee, 1-lb. pkgs.	0 05½
Figs—	
Finest, 6 crown, about 12 pounds	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.	
Prunes—	
40 to 50, in 25-lb. boxes	0 13
50 to 60, in 25-lb. boxes	0 12
60 to 70, in 25-lb. boxes	0 11
70 to 80, in 25-lb. boxes	0 07½
80 to 90, in 25-lb. boxes	0 07
Raisins—	
Malaga table, box of 22 lbs., according to quality	2 50 5 25
Muscatales, loose, 3 crown, lb.	0 05½
Sultana, loose	0 10
Sultana, 1 lb. pkgs.	0 11
Valencias, old stock	0 04
Seeded, fancy	0 05½
Seeded, choice	0 08
Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.	

TEA.—Re Japan teas—second crops now all over, but no cable report as yet has been received as to outlook of third crop. There has been considerable dry weather during latter part of July, and unless they are now getting rain the

THE CANADIAN GROCER

Japans, May picking	0 35	0 50
Japans, choice	0 35	0 45

NUTS.—The Tarragona almond crop is reported as a very good one and may tend to bring down prices which are high on the failure of the Sicily and Oriental crops. The Spanish nut crop generally is a good one. Local trade is fair and quite up to average.

Brazil	0 18	0 19
Tarragona almonds	0 16%	
Peanuts, roasted, Jumbos	0 13	
Peanuts, choice	0 11	
Pecans	0 23	
Marbot walnuts	0 13%	
Grenoble walnuts	0 16	
Sicily filberts	0 11%	
Shelled almonds	0 38	
Shelled walnuts	0 31	

BEANS.—Trade in white beans and kindred lines continues normal with prices unchanged.

Beans—		
Hand picked	2 35	
3 lb. picker	1 95	
Peas—		
Split peas, sack, 98 lbs.	3 85	
Whole peas, bushel	2 75	2 85
Barley—		
Pot barley, per sack 98 lbs.	4 75	
Pearl barley, per sack 98 lbs.	3 65	

FLOUR AND CEREALS.—The flour trade is featureless; the volume of business is steadily increasing. Export inquiry is quiet.

Best Patents, bbl.	5 60	
Seconds	5 10	
First Clears	4 20	
Low grade	2 90	3 10
Jute bags 10 cents less.		
Cornmeal, 98 lbs.	1 95	
Rolled Oats, 80 lbs.	1 65	
Wheat granules, bale, 16.60 ..	3 25	
Granulated Oatmeal, 98 lbs.	2 15	

FISH.—Salmon has declined 1 cent per lb., other lines of fish are steady and in fair demand. There is considerable Western poultry coming to hand at prices unchanged.

Fish—		
Fresh salmon	0 16	
Fresh halibut	0 10	
Steak cod, lb.	0 12%	
Lake Winnipeg, white fish	0 8%	
Fresh pickerel	0 14	
Haddock, lb.	0 06	
Market cod	0 10	
Finnon haddie	0 08	
Kippers, per box	2 00	
Lake trout, per pound	0 12	
Boaters, per box	1 50	
Glolland herring, keg	0 75	
Labrador herring, half barrel ..	4 25	4 50
Salt mackerels, kit	2 75	

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Aug. 13.—The markets show little change from last week. The expected drop in flour came on Monday. Ontario declined 25 cents, and Manitoba is expected to follow. Bumper crop reported from the West is given by dealers as reason. Some expect lower flour in all grades soon. Sugar is unchanged. Lard is higher, and pork is also firmer. Corn meal is slightly advanced. New vegetables are more plentiful. Eggs and butter are about same, the latter being firmer owing to haying season.

Bacon, roll	0 16	0 16%
Bacon, breakfast	0 20	0 22
Beans, Austrian, bushel	2 30	2 45
Beans, yellow eye, bushel	3 75	3 80
Butter, dairy, per lb.	0 24	0 25
Butter, creamery, per lb.	0 25	0 27
Buckwheat, W., grey, bag	2 75	2 85
Cheese, new, lb.	0 15%	0 14
Currants, 1½ lb.	0 97%	0 98
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	1 05%	1 05
Corn, doz.	0 97%	

Peas, No. 4	0 85	0 90
Peas, No. 3	0 87%	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2½ doz.	1 55	1 59
Peaches, 3½ doz.	2 35	2 40
Raspberries, doz.	1 97%	2 00
Strawberries	1 97%	2 00
Tomatoes	1 65	1 70
Cornmeal, gran.	5 00	
Cornmeal, bags	1 60	
Cornmeal, bbls.	3 75	
Eggs, hennery	0 24	0 26
Flour, Manitoba	6 45	
Flour, Ontario	5 70	
Lard, compound, lb.	0 11%	
Lard, pure, lb.	0 16	0 16½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 25	
Oatmeal, std.	5 80	
Pork, domestic mess	29 00	
Becks, American clear, bbl.	25 00	27 50
Potatoes, barrel, new	2 00	2 25
Raisins, California, seeded	0 08	0 09
Rice, per cwt.	3 60	3 70
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
Sugar—		
Standard granulated	4 60	
United Empire	4 50	
Bright yellow	4 40	
No. 1 yellow	4 10	
Paris lumps	5 60	

GETTING AFTER THE HOUSE-CLEANING TRADE.

(Continued from page 23.)

In your newspaper or circular advertising centralize on one point each time; one article and its main uses. Perhaps it will pay you to keep up some slogan at the top as an introduction in which the word "housecleaning" is involved.

Study Uses of Various Lines.

For the next two or three weeks The Canadian Grocer will present lists of general lines of housecleaning supplies with their main uses which may be of help in determining what lines to carry.

One that is coming to be used more and more and has been referred to before, is ammonia powder. The liquid was the earliest form as all will recall, it is still used, of course, with the powder as an alternative in an odorless form.

About Ammonia Powder.

Ammonia itself is a by-product of coal tar, called sulphate of ammonia from which ammonia is produced. Chemically it is known as a disinfectant and softener of water.

Among its uses are the following:—

For washing clothes, white goods or woollens—one tablespoonful to a pail of water.

For scouring milk bottles, dairy utensils, pans and pots, glassware, cutlery, and all other kinds of kitchenware, a tablespoonful to a pail of water. Nothing else is required in the water.

For washing a painted floor, or windows, or marble, a dessertspoonful to a pail, and nothing else.

For toilet use.—A tablespoonful to a pail of water. A teaspoonful in a basin of water is sufficient for cleansing the scalp, or to soothe tired feet. For the bath the powder makes the skin smooth and is invigorating.

It also takes the pain from bites or stings of insects.

There are in addition special patented powders of known efficiency, for scouring sinks, oilcloths, and kitchenware generally that it would be well to have on hand.

Chloride of lime is one of the oldest and best known of disinfectants and "strong" cleansers, that will always have a place in housecleaning. For preventing the spread of contagious diseases it has been found most valuable, and is useful also for bleaching.

Among the other lines which will be in demand at housecleaning time are special soaps and soap powders: lye and its compounds; borax powders; stove and metal polishes, and others for rusty and oily machinery, and so forth. The Canadian housekeeper will expect to receive a supply of these from her grocer in the next few weeks.



Following items are from Canadian Grocer of August 18, 1893:—

"Salmon fishing has made the Fraser River, B.C., hum with business in the last week and the 5,000 people directly or indirectly employed in the fishing business have had literally more than they could attend to. The record of salmon canning has been broken, not only on the Fraser but in the world, by the day's pack of one canning factory, and on Monday althought it sounds fishy, it is nevertheless a fact, that the river was literally full of salmon from side to side."

Editorial Note.—Every four years there is a big salmon run in the British Columbia rivers. By means of a little mental arithmetic it will be seen that 1893 was one of the big four.

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"President Clark, of the Toronto Retail Grocers' Association, presided over the regular meeting Monday night with the aid of a new gavel. Among those present were: vice-president Gibson, secretary Corrie, treasurer McMillian, F. S. Roberts, H. W. McCulloch, A. G. Booth, F. W. Johnston, J. S. Bond, Messrs. Sykes, White, Robt. Mills, J. Ferguson, J. McMahon."

Editorial Note.—Above is an extract from the report of the regular meeting of the Toronto Retail Grocers' Association in August, 1893.



Rolled Oats and Cornmeal Again Advance

Former Goes Up 15c Per Barrel, Cornmeal 30c, and Hominy Has Advanced 10c Per 100 Lbs.—Oat Quality Said to be Deficient—Flour Unchanged Except in St. John, Where Ontario Has Declined.

MONTREAL.

FLOUR.—Flour market holds firm in sympathy with continued strength of wheat. Trading locally is fair, and for export dull, but in spite of that wheat market insures a fairly firm feeling.

Comparing Saturday's prices on wheat with those of August 1, market shows practically no change. Prices closed firm at: Cash 96, October 90¼, December 88, and May 93¼. Whole market is firm in sympathy with oat and corn situation.

	Car lots, in bags, per bbl.	
Manitoba Wheat Flour—		
First patents	5 60	5 75
Second patents	5 10	5 45
Strong bakers'	4 90	5 25
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	5 00	5 20
90 per cent.		5 10
Straight roller		4 90
Blended flour	5 00	5 40

CEREALS.—Rolled oats up another 15c per barrel; cornmeal up another 30c per barrel, and hominy up 10c per 100 lbs. Such is the story in the cereal market for this week.

Though oat crop has been, and is reported in some ways as a bumper crop, it is now estimated that this refers only to bulk, and that quality is far below average. Thus rolled oats are moving upward and firm at new level. Some predict even higher prices for future, but others prefer to await more definite crop reports. In some sections damage from drought has been heavy.

Deterioration in corn crops has been heavy and rapid during past few days owing to extensive drought in large growing districts. The United States crop report, issued Friday, August 8, estimates the crop at three hundred million bushels less than the estimate made one month previous, and with drought still prevailing prospects are none too bright. Following this condition in corn, all other markets are firming up, as well as an advance being caused in cornmeal.

	Per 96-lb. sack	
Cornmeal—		
Kiln dried	2 20	
Softer grades	2 10	
Rolled Oats—	96s, in jute.	
Small lots	2 35	
25 bags or more	2 25	
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 96s, in jute.		
Rolled wheat—	100-lb. bbls.	

Small lots	2 85
Hominy, per 96-lb. sack	2 15

MILL FEEDS.—Situation in mill feeds holds practically unchanged owing to no further move having been made in wheat market. Prices are being firmly maintained.

Mill Feeds—	Car lots, per ton	
Bran	19 00	
Shorts	21 00	
Middlings	23 00	
Wheat moulee	25 00	
Feed flour	30 00	31 00

TORONTO.

FLOUR.—The flour market continues in a patient attitude awaiting the outcome of the next few days in the West. Harvesting has now become general, and reports continue bright. Reports of rust caused a slight advance in Winnipeg on Tuesday, but this was only temporary. Prices closed at 95c for No. 1 Northern. New Ontario flour is now offering.

Manitoba Wheat Flour—	Small lots, in bags, per bbl.	
First patent	5 50	
Second patent	5 00	
Strong bakers'	4 80	
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	5 00	5 20
90 per cent.	4 80	5 00
Straight roller	4 60	4 80
Blended flour	5 05	5 35

CEREALS.—This week a second advance in rolled oats must be registered 7½c, or 15c in the last ten days, the price thus rising from \$2.20 to \$2.35 for small lots. Reasons for this are variously assigned. One is that the American market for oats during the past few weeks has been higher than the Canadian, thus stimulating the importation of oats into the States. As a result prices in Canada advanced and the product followed.

Another reason, and one more generally accepted, is that the real factor has been the condition of the corn crop. In Chicago on Tuesday estimates that the corn crop had shrunk 300,000,000 bushels since August 1 exerted a powerful effect in lifting the market, and closing prices were firm, at a net advance of 7½c to 13½c. Oats rose 1½c to 3½c. It is believed that the influence of the corn shortage has been sufficiently discount-

ed, however, and unless some untoward event occurs in that direction prices from this cause will remain about the same.

Another appreciable factor in rolled oats is the strong demand for export, which naturally rallies the market.

Cornmeal, per 96 lb. bag—		
Kiln dried, 25 bag lots	1 95	2 10
Softer grades, 25 bag lots	1 80	1 85
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 35	2 37½
25 bags to car lots	2 23	2 27½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	1 80	
100 lb. barrels, small lots	2 80	
100 lb. barrels, 5 bbl. to car lots	2 80	

MILL FEEDS.—Prices remain steady, but unchanged.

Mill Feeds—	car lots, per ton.	
Bran	19 00	
Shorts	21 00	
Middlings	23 00	
Wheat Moulee	25 00	

FISH REFRIGERATOR CAR

Arrangements have now been completed for more fish, fresher fish, and better transportation services from the Atlantic coast to all parts of Quebec and Ontario. Beginning Saturday last, and every Saturday to follow an express refrigeration car will leave Mulgrave, N.S., at 11.30 a.m., consolidating at Truro with shipments leaving Halifax at 12.40 p.m. of the same day. This car will go on the Maritime Express to Montreal, arriving there at 6.30 Sunday evening. Shipments for points West of Montreal will be transferred to ordinary express cars going forward that night. This means that within less than 45 hours fresh fish can be brought from the coast to Toronto, and within 60 hours can be laid down at almost any point in Ontario. Previous to this arrangement refrigeration cars were brought up by express taking an average of two days longer to reach destination.



Drop in Tomatoes, Corn and Apples

Tomatoes Likely to Remain Steady at 40 Cents—Canadian Cantaloupes Coming in Freely—Eastern Potato Crop Good—Several Lines Off the Market.

MONTREAL.

GREEN FRUITS.—First Canadian cantaloupes arrived on market Monday and show excellent quality. These are in baskets containing from 2 to 8 melons each and run from \$1 to \$1.25 per basket. Last ear California melons arrived late last week and was rapidly snatched up.

Blueberries from New Brunswick have so far been arriving only in limited quantities. Though no definite statement has as yet been received about crop, reports coming forward are inclined to be unfavorable and all agree that crop is later than usual.

On Monday's auction Bartlett pears ran much higher than usual on account of heavy demand and good quality of fruit. Prices on all California fruits are being firmly maintained. Peaches, however, have been doing considerable fluctuating. Monday these sold out at \$1.35 to \$1.40, whereas, at end of week they cost \$1.70 laid down.

Raspberries and currants are practically done.

Some more pineapples have been appearing, selling 24's at \$4.25 and 30's at \$4.

Apples, Canadian, 11-qt. bkt.	0 45	0 50
Apples, Illinois, hpr.	2 00	2 00
Bananas, crate	2 00	2 50
Blueberries, N.B., per qt.	0 18	0 18
Cantaloupes, California, 45s, per crate.	4 50	5 00
Cantaloupes, Canadian, 2 in bkt.	1 25	1 25
Cantaloupes, Canadian, 3-8 in bkt.	1 00	1 00
Cherries, 11 qt. bkt.	1 16	1 25
Cherries, 6 qt. bkt.	0 60	0 70
Currants, red or white, qt.	0 08	0 10
Currants, black, gal.	0 60	0 60
Currants, black, 11-qt. bkt.	1 25	1 25
Grapes, Malaga, 25 lb. box	2 75	2 75
Grapefruit, Jamaica, case	6 00	6 50
Lemons, Verdell, case	4 25	4 50
Limes, Florida, box of 100	1 25	1 25
Oranges—		
Jamaicas, 126s to 250s	3 00	4 00
Sorrentos, 80s	2 50	2 50
Sorrentos, 160s	4 50	4 50
Sorrentos, 300s	5 00	5 00
Messina, 100s, half boxes	2 75	2 75
Messina, 80s, half boxes	2 50	2 50
Late Valencia	5 50	6 50
Pears, Gifford, Canadian, 8-qt. bkt.	0 80	0 80
Pears, Bartlett, California, box	4 25	4 50
Peaches, Clingstone, Canadian, 11-qt. bkt.	0 60	0 75
Peaches, Clingstone, Canadian, 6-qt. bkt.	0 35	0 40
Peaches, Crawford and Elbertas, California, box	1 35	1 40
Plums, Burbanks, Canadian, 8-qt. bkt.	0 80	0 80
Plums, California, Wickson and Burbanks, 4 bkt. carriers	2 25	2 50
Plums, California, Tragedies, 4 bkt. carriers	3 00	3 00

Raspberries, black, qt.	0 12	0 15
Raspberries, red, qt.	0 19	0 20
Watermelons, each	0 35	0 50

VEGETABLES. — Prospects all through Quebec and New Brunswick are for a big crop of potatoes, and if rot keeps out dealers see no reason why cheap prices should not prevail during season.

Dealers on the Bonsecour market have now stopped importing all cabbage, tomatoes, beans, cucumbers, etc., on account of farmers supplying all local trade in these lines.

Beans, wax, per bag of 25 lbs.	0 75	1 00
Beets, new, dozen	0 30	0 35
Beans, green, per bag of 25 lbs.	0 75	1 00
Cabbage, domestic, per doz.	0 90	0 90
Carrots, bunch of doz.	0 25	0 25
Cauliflower, hothouse, per dozen	1 50	2 50
Celery, domestic, dozen	0 50	0 50
Corn, domestic, per 10 doz. sack	1 50	1 50
Cucumbers, domestic, per doz.	0 40	0 40
Egg plant, box	3 50	3 50
Lettuce, domestic, heads, doz.	0 50	0 60
Onions—		
Egyptian, bag of 116 lbs.	2 50	2 50
Spanish, per case	3 00	3 00
New, green, per bunch	0 15	0 15
Peas, domestic, per 2 bkt. bag	1 00	1 00
Potatoes—		
Virginia, per bbl.	3 50	3 50
Domestic, new, barrel	3 50	3 50
Radishes, per dozen	0 15	0 20
Turnips, Quebec, bag	1 50	1 50
Turnips, bunch of doz.	0 25	0 25
Tomatoes, Canadian, outdoor, 11 qt. bkt.	0 40	0 50
Tomatoes, Canadian, box 33 lbs.	2 00	2 00
Vegetable marrow, doz.	1 00	1 50

TORONTO.

FRESH FRUIT.—The absence of rain has practically ended the raspberry crop the few boxes on the market this week bringing 16 cents. Lawtonberries were not so plentiful and sold regularly at 12 cents. Canadian apples came in in larger quantities and dropped from 40-50 to 25-40 cents with an improved quality. Cherries and currants are almost off the market, a few baskets of the former going at last week's prices, 75 to 90c. Canadian cantaloupes have replaced the imported and were selling at 75 to \$1.00 a basket with a liberal supply.

Apples, Canadian, basket	0 25	0 40
Bananas, per bunch	1 50	2 25
Cantaloupes, Canadian, crates	1 50	1 50
Cantaloupes, Canadian, baskets	0 75	1 00

Cocoanuts, per sack of 80	5 00	5 50
Lemons, Verdell, new	5 50	6 00
Oranges, California Valencia	5 50	6 25
Limes, per box of 100	1 00	1 00
Peaches, California, box of 8-10 dozen	1 50	1 75
Peaches, Canadian, small bkt.	0 40	0 50
Peaches, Canadian, large bkt.	0 75	0 90
Pears, California, boxes Bartlett	3 25	3 50
Pears, Canadian, 6 qt.	0 40	0 50
Pears, California, 11 qt.	1 75	2 25
Plums, Canadian	0 35	0 60
Raspberries, per qt.	0 16	0 16
Lawtonberries	0 12	0 12
Watermelons, 23 to 35 lbs.	0 40	0 50

VEGETABLES.—The slump in tomatoes continued, as predicted last week, until on Saturday the price had declined to 25 cents. The cooler weather, however, has checked the overloading of the market and prices on Tuesday recovered and 40 cents was the ruling price. This, it is believed by the commission men, will constitute the average price for first-class goods for the balance of the season. A few poor lots sold at 25 cents. Corn is coming in better and dropped to 15 cents. Ontario potatoes are still far below the average crop and prices remained steady at \$3.25 per bbl. Celery dropped to 40-50 cents a dozen.

Beans, wax, 11-qt., per basket	0 35	0 35
Beets, Canadian, new, per basket	0 25	0 30
Carrots, Canadian, new, doz. bchs.	0 25	0 25
Cabbage, Canadian, crate of 30	3 00	3 00
Cauliflower, Canadian, ca. of 2 doz.	1 25	1 25
Celery, domestic, doz.	0 40	0 50
Corn, new, doz.	0 15	0 15
Cucumbers, Canadian, basket	0 30	0 40
Lettuce, domestic heads, basket	0 30	0 35
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, crate	3 25	3 25
Green, bkt.	0 35	0 35
Parsley, bkt.	0 75	0 75
Peas, green, 11 qt. bkt.	0 50	0 60
Green peppers	0 40	0 50
Potatoes—		
New, per barrel	3 25	3 25
Ontario, new, per bushel	0 90	1 00
Radishes, doz. bunches, domestic	0 20	0 20
Tomatoes, Canadian, basket	0 40	0 50
Vegetable Marrow	0 35	0 40
Water cress, domestic, 11-qt. basket	0 35	0 60

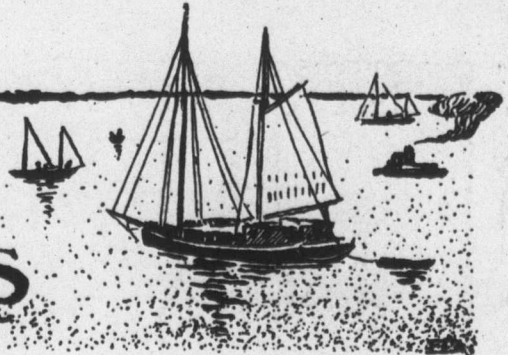
WINNIPEG.

FRUITS AND VEGETABLES. — There is an excellent demand for fresh fruits and vegetables and supplies are plentiful. It is expected that many lines of preserving fruits will be cheaper and more plentiful when Washington and British Columbia produce is on the market.

Bananas, per bunch	2 50	3 50
California lemons, crate	10 00	10 00
Messina oranges	7 50	7 50
Valencia oranges	6 50	7 00
Watermelons, dozen	6 00	6 00
Evaporated Cranberries	3 50	3 50
California plums, crate	2 75	2 75
California peaches, crate	1 90	1 90
Imported honey, box	5 50	5 50
California Bartlett pears	4 00	4 00
California cantaloupes	6 00	6 00
Ontario tomatoes, basket	1 50	1 50
Blueberries, basket	1 50	1 50
California tomatoes, per case	1 50	1 50
Manitoba new potatoes, basket	1 00	1 00



FISH & OYSTERS



A Heavy Consumption in Sword Fish

Season is, However, Nearly Over as is Also Case With Gaspe Salmon—Feast of L'Assumption Helps Trade in Fish—Good Quality Haddock Coming on.

MONTREAL.

FISH.—Owing to feast of L'Assumption coming Friday and Saturday of this week, dealers are anticipating an exceptionally heavy fish trade, and an even greater scarcity in popular lines than now prevails.

Greatest feature of market this week is the heavy trade in sword fish. Catches have been heavy, and quality exceptionally fine, so that the popularity of this fish as a food has been rapidly increasing.

Recently a boatload arriving in Boston contained 267 sword fish, and as these run from 100 to 700 pounds each some idea may be had of quantities offered for consumption. Season has now reached its height here and in another week will begin to fall off, ending altogether early in September. Prices have been reduced slightly this week.

Arrivals of halibut during past week have fallen off to such an extent as to cause a scarcity, and as demand is still heavy conditions would point to an advance in price next week.

Gaspe salmon, too, is now nearing a wind-up, supplies have greatly decreased and have caused a further advance of 2 cents to 22 cents per lb.

Receipts of doree during past few weeks have been small but as open season starts again September 1, larger supplies will be here within no great length of time.

Fresh herrings are now arriving freely. Prices quoted for large fish run at \$3 per 100.

High price struck last week on lobsters curtailed demand to some extent and as dealers figure that a certain quantity must move out during each remaining week of closed season, prices have again taken an easier tone, and are quoted as much as two cents lower.

First cars of smoked fish consisting largely of finnan haddies, fillets, kippers and bloaters are now on the way. With cooler weather demand has already commenced. Dealers look forward to a

heavy trade this season in all lines of smoked fish.

Frozen Stock—		
Roe shad, weight 3 lbs., each.....	1 00	1 25
Whitefish, per lb.	0 09	0 10
Fresh Caught—		
Haddock, per lb.	0 06 1/4	0 07
Halibut, per lb.	0 10	0 11
Herring, per lb.	0 05	0 04
Mackerel, weighing 1 1/4-3 lbs., each... ..	0 15	0 25
Pickrel, yellow, per lb.	0 05	0 12
Pike, per lb.	0 06	0 06
Roe shad, weight 3 lbs., each.....	1 00	1 50
Salmon, B.C., per lb.	0 07	0 08
Steak, cod, per lb.	0 10	0 12
Trout, per lb.	0 10	0 12
Whitefish, per lb.	0 10	0 12
Smoked—		
Finnan haddie, per lb.	0 08	0 08
Kippers, box of 40	1 10	1 25
Bloaters, box of 60	1 25	1 25
Prepared—		
Cod, 1 lb. tablets, case of 20.....	2 00	2 00
Salted and Pickled—		
Herring, Holland, per keg	0 60	0 60
Shell Fish, Fresh—		
Clams, per barrel	7 00	7 00
Crab meats, per gal.	2 50	2 50
Lobsters, live, per lb.	0 25	0 25
Lobsters, boiler, per lb.	0 25	0 25
Meats, bulk, standards, gal., \$1.50; selects	1 80	1 80
Meats, solid, standards, gal., \$1.80; selects	2 00	2 00
Oysters, Cape Cod, shell	12 00	12 00
Periwinkles, per bushel	2 50	2 50
Crabs, per gal.	2 00	2 00
Scallops, per gal.	2 75	2 75
Shrimps, per gal.	2 00	2 00
Frozen Stock—		
Haddock, per lb.	0 04	0 05
Herring, per 100 fish	1 50	1 50
Pike, per lb.	0 06	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 15
Salmon, Qualla, per lb.	0 07 1/4	0 08
Whitefish, per lb.	0 07	0 10
Prepared Stock—		
Boneless fish, 20 lb. pkgs.	0 07	0 08
Cod, pure, ca. of 20 tablets, per lb.	0 10 1/4	0 10 1/4
Cod, pure, 3 lb. box, per lb.	0 15	0 15
Cod, boneless strip, 30 lb. box, lb.	0 10	0 10
Cod, boneless strip, 2 lb. bks., in 20 lb. pkgs., lb.	0 07	0 08
Cod, shredded, box of 2 doz.	1 80	1 80
Cod, skinned, per 100 lb. box	6 00	6 00
Cod, dried, per 100 lb. bundle.....	6 50	6 50
Pollock, dried, per 100 lb. bundle.....	6 00	6 00
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	7 00	8 00
Cod, green, white napes, per 200-lb. bbl.	8 00	9 00
Haddock, No. 1, green, per 200 lbs.	5 00	6 00
Herring, Holland, per keg, 75c; per 1/2 bbl., \$5.00 to \$6.00; per bbl.	9 00	10 00
Herring, Labrador, 1/2 bbl., \$2.75, bbl.	5 00	5 00
Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; 1/2 bbl.	7 00	7 00
Mackerel, No. 1, 20 lb. kits, \$1.75, 1/2 bbl., \$7.50, bbl.	15 00	15 00
Salmon, Labrador, 1/2 bbl., \$8.00 to \$9.00, bbl.	15 00	16 00
Trout, lake, kegs	7 00	7 00
Trout, sea, half barrels	6 50	6 50
Smoked Stock—		
Bloaters, per box	1 00	1 10
Fillets, regular and fancy, lb.	0 10	0 12
Haddies, regular and fancy, lb.	0 06	0 08
Herring, new, per box	0 13	0 15
Kippers, small, box of 50 fish.....	1 00	1 25
Salmon, per lb.	0 22	0 22

TORONTO.

FISH.—The demand locally shows an improvement this week, but with the supply still heavier, especially in halibut. Whitefish and trout continue scarce. Prices remain unchanged.

Frozen Stock—		
Roe shad, weight 3 lbs., each.....	1 00	1 25
Whitefish, per lb.	0 09	0 10
Fresh Caught—		
Haddock, per lb.	0 06 1/4	0 07
Halibut, per lb.	0 10	0 11
Herring, per lb.	0 05	0 04
Mackerel, weighing 1 1/4-3 lbs., each... ..	0 15	0 25
Pickrel, yellow, per lb.	0 05	0 12
Pike, per lb.	0 06	0 06
Roe shad, weight 3 lbs., each.....	1 00	1 50
Salmon, B.C., per lb.	0 07	0 08
Steak, cod, per lb.	0 10	0 12
Trout, per lb.	0 10	0 12
Whitefish, per lb.	0 10	0 12
Smoked—		
Finnan haddie, per lb.	0 08	0 08
Kippers, box of 40	1 10	1 25
Bloaters, box of 60	1 25	1 25
Prepared—		
Cod, 1 lb. tablets, case of 20.....	2 00	2 00
Salted and Pickled—		
Herring, Holland, per keg	0 60	0 60

HALIFAX, N.S.

FISH.—Fresh fish continues in good supply in local market. Mackerel taken during the week are of a small run, but they find ready sale locally. Haddock now reaching market are of the finest quality, and are in fairly good demand. Sales of smoked haddies are also heavy. Receipts of halibut are light. Cod are plentiful, and fresh herring are in abundance at all local points. New pickled herring are selling freely. There is not much doing in salt fish trade, and prices will not be fixed for some weeks yet.

ST. JOHN, N.B.

FISH.—Local market was quite well stocked with fish last week. Catch was greatly aided by fine weather which prevailed along the coast. Salmon have but a week longer to run, but are still in good supply. No outside shipments of salmon have been made by dealers for some weeks. Prices remain unchanged and the demand continues brisk. This is nearing the close of the season for halibut and stocks are scarce and high. Cod and haddock are plentiful. Local fishermen have of late been catching tinker mackerel in the harbor, where they have not been caught in at least fifteen years. The offerings are small but of a choice quality and are selling well at the stands. Thus far larger mackerel caught at Canso and near Halifax have been rather scarce; but these fish run in schools the supply varies greatly. Nova Scotia fishermen have been catching large numbers of sword-fish but the local market has not yet been educated to their sale for table use, although shipments to the States are good.



Produce & Provisions



Prices Firmer in the Provision Market

Pure and Compound Lard Up Half a Cent in Montreal, and Eggs and Creamery Butter One Cent. Higher—Live Hogs Firmer All Along the Line.

The produce and provision market has a firmer tendency this week, following the easier feeling of a week ago. The market has fully recovered, and in Montreal creamery butter advanced 1 cent, and eggs took a similar rise. Toronto prices remained firm. Compound lard in Montreal followed the Toronto rise of last week, and is up 1/2 cent. Pure lard also advanced in the Eastern market, a dilatory tribute to the conditions in the "primary" market, but Toronto still holds at former prices. Live hogs are slightly firmer, though scarcely quotable.

The following were the transactions on the Toronto Produce Exchange on Monday:

BUTTER.—Dairy, none; creamery, 100 box solids, finest, 25c, not sold; 50 box solids, finest, 24 1/2c, not sold; 50 box solids, under finest, 23 1/2c, not sold; 20 box solids, finest, 24c, not sold; 20 box prints, finest, 25c, sold; 25 box prints, under finest, 24c, 23c bid.

EGGS.—50 cases rots out, 22 3/4c, sold; 50 cases candled, 24c, not sold; 50 cases candled, 23 3/4c, not sold; 10 cases, No. 2's, candled, 20c, not sold.

CHEESE.—25 box twins, new, 13 3/4c, not sold; 25 box, June, 1912, pfr., 15c, not sold; 25 box, Sept., 1912, pfr., 14c, not sold; 25 box, Sept., 1912, Stiltons, 14 3/4c, not sold.

HONEY.—100 doz. comb, finest clover, \$3, \$2.50 bid; 15,000, clover, new, bbl., 10 1/2c, not sold; 20,000 clover, new, 5, 10-60, 11c, not sold; 10 tins, 60's, 11c, 10c bid; 10 tins, 60's, old, 10 1/2c, 9 1/2c bid.

MONTREAL.

PROVISIONS.—Upward is still the trend of the provision market. Heavy short cut pork has advanced this week \$2 per barrel, and light hams 1 cent per pound. Lard also, both pure and compound, has moved up 1/2 cent all round—pure on account of greater firmness in

hogs, and compound owing to higher prices in cotton seed oil.

Prices on hogs are also somewhat firmer for live, but easier for dressed weights. This easiness in dressed is explained by conditions in Western markets.

	Per lb.		Per lb.
Hams—		Light, under 12 lbs.	0 22
		Medium, 12 to 20 lbs.	0 20 1/2
		Large, 20 to 40 lbs.	0 19 1/2
Backs—			
		Plain, bone in	0 23 1/2
		Boneless	0 26
		Peameal	0 26
Bacon—			
		Breakfast	0 21
		Roll	0 17
		Shoulders, bone in	0 16
		Shoulders, boneless	0 16 1/2
Cooked Meats—			
		Hams, boiled	0 31
		Hams, roasted	0 32
		Shoulders, boiled	0 27
		Shoulders, roasted	0 28
Dry Salt Meats—			
		Long clear bacon, 50-70 lbs.	0 15 1/2
		Long clear bacon, 80-100 lbs.	0 14 1/2
		Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—			
		Heavy short cut mess	31 00
		Heavy short cut clear	31 00
		Clear fat pork	29 00
		Clear pork	27 00
Lard, Pure—			
		Tierces, 375 lbs. net	0 14 1/2
		Tubs, 50 lbs. net	0 14 1/2
		Boxes, 50 lbs. net	0 14 1/2
		Pails, wood, 20 lbs. net	0 14 1/2
		Pails, tin, 20 lbs. gross	0 14 1/2
		Cases, 10-lb. tins, 60 in case	0 15
		Cases, 3 and 5-lb. tins, 60 in case	0 15 1/2
		Bricks, 1 lb. each	0 15 1/2
Lard, Compound—			
		Tierces, 375 lbs. net	0 11 1/2
		Tubs, 50 lbs. net	0 11 1/2
		Boxes, 50 lbs. net	0 11 1/2
		Pails, wood, 20 lbs. net	0 12
		Pails, tin, 20 lbs. gross	0 11 1/2
		Cases, 10-lb. tins, 60 in case	0 12 1/2
		Cases, 3 and 5-lb. tins, 60 in case	0 12 1/2
		Bricks, 1 lb. each	0 13 1/2
Hogs—			
		Live, f.o.b.	9 75
		Live, fed and watered	10 25
		Dressed	14 50

BUTTER.—Greater demand from Western points has caused an advance both locally and in country on prices of butter. In Montreal prices on creamery moved up 1 cent all round, during past week. St. Hyacinthe on Saturday quoted 23 3/8 and Cowansville 23 5/8, both of which show a good substantial advance over corresponding day of week ago. Market is now in much healthier condition, but some difference of opinion is expressed as to whether the advance will hold or not.

	Per lb.
Butter—	
Creamery prints, fresh	0 25 1/2
Creamery solids	0 26
Dairy prints	0 23
Dairy solids	0 23
Separator prints	0 23
Separator solids	0 23

EGGS.—Firmness prevails in market this week and has caused an advance of about 1 cent all around. At present there is no great desire on part of dealers to store away stocks, but demand has been increasing giving market a better tone.

	Per dozen.
Eggs, case lots—	
New laids	0 31
Selects	0 28
No. 1s	0 25
No. 2s	0 21
Splits	0 19
New laid eggs, in cartons	0 32

CHEESE.—Export demand for cheese continues quite active, but local trade is light. Though it is not supposed that stocks either here or in Great Britain are heavy, still there is the New Zealand market to contend with, and as prices quoted on that market for futures are low no great change in prices is anticipated here at present.

	New.	Old.
Cheese—		
Large	0 13 1/2	0 15
Strong white	0 14 1/2	0 17
Twins	0 14	0 15 1/2
30 lb. new	0 13 1/2	0 15
Stilton		0 17

POULTRY.—Outside of demand for live fowl coming from Jewish trade, there is little movement in the poultry business. Activity will again commence with the beginning of the game season.

	Per lb.
Frozen Stock, Dressed—	
Chickens	0 21
Ducks	0 22
Fowl	0 18
Turkeys	0 23
Fresh Stock—	
Broilers, spring, live	0 22
Broilers, spring, 3 lb. pr., dressed	1 25
Ducks, spring, dressed	0 26
Ducks, old, dressed	0 15
Fowl, live	0 16
Fowl, dressed	0 15
Turkeys, old Tom, dressed	0 22

TORONTO.

PROVISIONS.—The easier tone in the meat market did not continue long and this week sees it restored to its firm condition with a tendency to advance. Large hams have gone up 1/2 cent, a trifle behind the rest in this respect. Pure lard continues very firm and is expected to go up at any time. Indeed its stationary position has puzzled many produce men and some declare that this is due to stocks being heavy and the

tendency to use compound lard, as a substitute.

Hams—		
Light, per lb.	0 21¼	
Medium, per lb.	0 21¼	
Large, per lb.	0 19	0 20
Bacon—		
Plain, per lb.	0 24½	0 25½
Boneless, per lb.	0 25½	0 25½
Pea meal, per lb.	0 24½	0 25½
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15½
Cooked Meats—		
Hams, boiled, per lb.		0 31
Hams, roast, per lb.		0 31
Shoulders, boiled, per lb.		0 22½
Shoulders, roast, per lb.		0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 14	0 14½
Tubs, 60 lbs., per lb.	0 14	0 14½
Pails, 20 lbs., per lb.		0 14½
Pails, 3 and 5 lbs., per lb.		0 15½
Bricks, 1 lb., per lb.		0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs., per lb.	0 11½	0 11½
Pails, 20 lbs., per lb.	0 11½	0 11½
Hogs—		
Live, f.o.b., per cwt.		9 65
Live, fed and watered, per cwt.		10 00
Dressed, per cwt.		14 000

BUTTER.—There are two conflicting elements in the market which work to keep prices as they are. Stocks are heavy but on the other hand the pastures are in poor condition in most districts, owing to lack of rain for weeks. Americans are beginning to store again. In general, the market is firmer than last week and the cooler weather has improved the quality.

Butter—		Per lb.
Creamery prints, fresh	0 26	0 28
Creamery solids	0 24	0 25
Dairy prints, choice	0 21	0 23
Dairy solids	0 20	0 22
Separator prints	0 23	0 25
Separator solids	0 21	0 22

EGGS.—Prices a shade firmer with supplies beginning to improve in quality is the condition this week. Storing will commence in a couple of weeks which will have the effect of strengthening prices.

Eggs, case lots—		Per dozen.
Selected new laid	0 26	0 28
Selected, new laid, in cartons	0 29	0 30
Fresh gathered	0 24	0 25
No. 2's	0 18	0 20
Splits	0 17	0 18

CHEESE.—The same conditions that govern eggs and butter this week are observable in cheese market. There was a considerable amount of old cheese offering this week and the price broke about ¼ cent to 14¾. The sales on the cheese boards on Tuesday were at 12¾ and 12 11-16.

Cheese—		
Old, large	0 14½	0 15
Old, twins	0 15	0 15½
New, large	0 14½	0 14½
New, twins	0 14½	0 15

POULTRY.—The plentiful supply of broilers has dropped the price to 18-20 cents from 21 a week ago. Dressed broilers are also down three cents, to 22-25. Stocks, including ducks, promise to come in liberally in the next few weeks and any change in the market will be in a downward direction.

Frozen Stock—		Per lb.
Broilers, dressed	0 22	0 25
Chickens, milk fed, dressed		0 25
Chickens, dressed	0 20	0 22
Ducks, dressed	0 16	0 20
Fowl, dressed	0 17	0 18
Turkeys, dressed	0 24	0 25

Fresh Stock—		Live.	Dressed.
Broilers, spring	0 18—0 20	0 22—0 25	
Ducks, spring		0 11	0 15—0 16
Fowl		0 13	0 14—0 15
Turkeys, old Tom	0 14—0 18	0 18—0 20	

HONEY.—The supply was somewhat heavier this week with prices ruling the same, from 10½ to 11, and 11 to 11½ for small lots. Comb honey is steady at \$2.50-\$3.00 for firsts and \$2.25 for seconds.

WINNIPEG.

PRODUCE AND PROVISIONS.—Butter and cheese are steady on the local market. Eggs are dearer and complaints of unevenness in quality are common.

Cured meats vary some in prices, some lines being cheaper and some a little dearer. There is no change in lard.

Butter—		
Creamery	0 28	0 26
Dairy, best		0 22
Dairy, No. 1	0 17	0 18
Dairy, No. 2	0 16	0 17
Cooking		0 12
Eggs, per doz.	0 18	0 23
Cheese—		
Ontario, large		0 15½
Ontario, twins		0 15½
Lard—		
Tierces, per lb.		0 13½
50 lb. tubs		6 75
20 lb. pails		2 75
3 lb. tins, cases		8 55
5 lb. tins, cases		8 50
10 lb. tins, cases		8 40
Cured Meats—		
Hams	0 19	0 22
Bacon	0 21	0 22½
Long, clear, D.S.		0 15
Shoulders		0 15½
Mess Pork, bbl.		28 00
Seneca root, new crop, per lb.	0 50	0 55

Fast Maritime Express to Help Fish Trade

Thirty Hours From Halifax to Montreal Every Week-end—
Feast Days Coming on Will Mean Big Extra Demand for Fish
—Some Suggestions on Refrigeration.

Montreal, Aug. 14 (Special).—Thirty-one hours from Mulgrave, N.S., or 30 hours from Halifax, N.S., is now the time taken to lay down fresh fish in Montreal from these places. Every Saturday from now on a special refrigeration car leaves Mulgrave at 11.30 a.m., consolidating at Truro with shipments from Halifax, and arrives by Maritime express in Montreal at 6.30 Sunday evening.

For delivery outside of Montreal shipments will be transferred to regular express cars and go forward Sunday night. That this may be done, dealers ask that all orders for delivery by this service be received not later than Friday, as they have to be filled en route and transferred without delay to the several trains in Montreal leaving that night.

Previously refrigeration service was given only by freight, consignments arriving in Montreal Wednesday, in good time for Friday's retail trade.

The question now arises, "Is Monday the best day to have fish brought in?" Should the plan work out successfully it is possible that cars will be brought through more than once a week, but in the meantime retailers would do well to communicate with fish dealers and advise as to day most suitable for receiving deliveries.

Better Organized Industry.

Every year the fishing industry is becoming better organized. Halibut can be bought to-day at a rate really lower than that quoted ten years ago, and solely on account of heavier consumption and better transportation facilities. "This is the time of year to get after

the fish business," states T. W. C. Binns, with Matthews-Laing, in their retail store, 89 Rideau Street, Ottawa. "Fish are freshest at this time. Herrings have now been coming in fresh for a couple of weeks, but people aren't going after them. They will use four times as many when there is only frozen stock to be had. Here, then, is a chance for the fish dealer to get right after a line of business practically undeveloped."

"One of the big features of the fish business," states Mr. Binns, "is the service rendered. Nowadays people want fish sent home 'ready for the pot,' so to speak. And the man who makes it a practice of fixing up fish in every way that people desire it is the man who is now going to get the trade.

"In the store of the up-to-date fish retailer conditions are altogether different from those prevailing some years ago. Then all fish were kept in an ice box packed away as best they could be, but now anyone going into the business at all extensively needs a refrigeration system with its spacious chill rooms, which offer innumerable advantages from pure food and sanitary standpoints, to say nothing of those derived from even temperatures and automatically arranged service."

Good Demand From Now On.

Friday and Saturday of this week is the Feast of L'Assumption, and from this out fish days will be numerous. With better transportation service continually being arranged, advantages heretofore undreamed by the average retailer are being offered. All these are arguments strongly in favor of pushing the fish department to the last degree.

The Seed Drill and The Reaper

¶ Advertising and Personal Salesmanship are like the Seed Drill and the Reaper.

¶ They are separate and distinct. Each performs different functions, yet each is necessary for the common good.

¶ They work together, in the same field, for the same man, to the same end.

¶ Advertising is the Seed Drill of Modern Commerce.

¶ It plants the Seed of Good Will in the minds of prospective customers. The seed grows to interest, and interest turns gradually into a desire to possess. The harvest ripens and is garnered in by the ever-ready salesman.

¶ The Salesman is the Reaper of Modern Commerce.

¶ He reaps where advertising has sown.

¶ Advertising performs the missionary, the educational and the preliminary work—The Salesman comes along and finds the well-tilled field, ripe with a golden harvest. It is his business to gather in the sheaves.

¶ He reaps most who sows the best, and a just man will not forget the seed drill when the reaper is at work.

Rate Card and Full Information Gladly Furnished on Request.

Canadian Grocer

“The paper grocers read”

143 University Avenue, TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal-Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 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 ¼-lb. tins	1 35
Borwick's ½-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, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-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, 2½-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.

Koen's Oxford, per lb.	0 17
In 10-lb. 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 books ..each	0 04
100 books and over, each	0 08½
500 books to 1,000 books	0 08

For numbering cover and each coupon, extra per book, ¼ 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, 1912 pack	\$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 60	0 95
Black currant	0 60	0 95
Raspberry	0 60	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, 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.

Unsweetened Chocolate—

Supreme chocolate, ½'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, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ¼-lb. packages. 2 doz. in box, per doz..	0 90
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Chocolate Confections—per lb.

Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85

Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Rebson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ 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 & Perse, 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, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 28
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ¼'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.



Guaranteed Supreme Quality.

GLASSCO'S JAMS EXCEL

Guaranteed to be the best Product in Canada

Back of Glassco's Jams, Jellies, Marmalades and Catsups stands the experience of men who exert every energy to make their products the acme of high class purity, reinforced by facilities unequalled anywhere in the preserving business. Glassco foods are all fresh—none held over from last season.

Write or wire (collect) to us for a trial shipment. We invite comparison.

We use nothing but the Famous Oakville Strawberries.

GLASSCO - LIMITED, HAMILTON AND OAKVILLE

Preserving Plant, Oakville, Ont.

A complete stock kept in Winnipeg

Messrs. H. W. Glassco & Co., Agents—Confederation Life Building.

Toronto—Messrs. Eby-Blain, Limited

"One Grade Only and that the Highest."

The Customer Comes Back

to deal regularly at the store that gives her the best value for her money.

Melagama Tea & Coffee

Are acknowledged leaders
in quality, flavor and purity.

We guarantee sales and pay the freight. Wire, phone or write for a case of each TO-DAY.

Packed By

Minto Bros.
TORONTO

THE CANADIAN GROCER

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.
East of Fort William, Ont.
Preserved— Per Case.
Eagle Brand, ea. 4 doz....\$6 00
Reindeer Brand, ea. 4 doz. 6 00
Silver Cow Brand, ea. 4 doz. 5 40
Gold Seal Brand, ea. 4 doz. 5 25
Mayflower Brand, ea. 4 doz. 5 25
Purity Brand, ea. 4 doz... 5 25
Challenge Brand, ea. 4 doz. 4 75
Clover Brand, ea. 4 doz.... 4 75

Evaporated (Unsweetened)—
St. Charles Brand, small, ea. 4 dozen 2 00
Peerless Brand, small, ea. 4 doz. 2 00
St. Charles Brand, Family, ea. 4 doz. 3 90
Peerless Brand, Family, ea. 4 doz. 3 90
Jersey Brand, Family, ea. 4 doz. 3 90
St. Charles Brand, tall, ea. 4 doz. 4 50
Peerless Brand, tall, ea. 4 doz. 4 50
Jersey Brand, tall, ea. 4 dozen 4 50
St. Charles Brand, Hotel, ea. 2 doz. 4 25
Peerless Brand, Hotel, ea. 2 doz. 4 25
Jersey Brand, Hotel, ea. 2 doz. 4 25
St. Charles Brand, gallons, ea. ½ doz. 4 75
"Reindeer" Coffee & Milk, ea. 2 doz. 5 00
"Regal" Coffee and Milk, ea. 2 doz. 4 50
"Reindeer" Cocoa & Milk, ea. 2 doz. 4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.
1-lb. decorated tins, lb. 0 36
Mo-Ja, ½-lb. tins, lb. 0 32
Mo-Ja, 1-lb. tins, lb. 0 30
Mo-Ja, 2-lb. tins, lb. 0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.
Ground or bean— W.S.P. R.P.
1 and ½ 0 25 0 30
1 and ¾ 0 32 0 40
1 and ½ 0 37 0 50

Packed in 30's and 50lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFFS

Quintessential.
1 oz. (all flavors) doz.... 1 05
2 oz. (all flavors) doz.... 2 00
2½ oz. (all flavors) doz.... 2 30
4 oz. (all flavors) doz.... 3 50

5 oz. (all flavors) doz.... 4 50
8 oz. (all flavors) doz.... 6 50
16 oz. (all flavors) doz.... 12 00
22 oz. (all flavors) doz.... 22 00
Discount on application.

CRESCENT MFG. CO.

Maple— Per doz.
2 oz. bottles (retail at 50c) 4 50
4 oz. bottles (retail at 90) 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. ¼ doz. in case.... 6 50

LAPORTE. MARTIN. LIMITEE.
Montreal Agencies.

RASIN DE VICHY WATERS.

L'Admirable. 50 qts., cs.... 5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork
50 qts., cs. 8 00
50 pts., cs. 5 00
La Savoureuse "Claret Brown."
100 pts., cs. 9 00
St. Nicholas Champenoise Cork
50 qts., cs. 7 50

CASTLE SOAP.

"Le Soleil." 72 p.c. Olive Oil.
Cs. of 11 lb. bars, lb. 0 09½
Cs. 200 ¾ lb. pieces, cs... 4 00
Cs. 12 3 lb. bars, lb. 0 10½
Cs. 50 ¾ lb. pieces, cs... 3 75
Cs. 50 1 lb. sq. pieces, cs.. 4 50
Cs. 50 1 lb. long pieces, cs 4 50
Cs. 200 300 grs. pieces, cs 12 00
Cs. 100 300 grs. pieces, cs 6 00
Cs. 200 200 grs. pieces, cs 7 50

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 00
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts..... 3 75
Apple juice, 24 pts. 4 50
Champagne de Pomme, 24 p 5 90

Motts Golden Russett—

Sparkling Cider, 12 qts.... 4 50
Sparkling Cider, 24 pts.... 4 75
Sparkling Cider, 36 sp.... 4 90
Extra Fins, 100½ 16 00
Apple Vinegar, 12 qts..... 2 40

These prices are F.O.B. Montreal.
Imported Peas "Soleil"

Per case
Extra Fins, 50 1 kilo 14 50
Extra Fins, 100 ½ kilo.... 15 00
Tres Fins, 100 ½ kilo 13 50
Fins, 100 ½ kilo 11 50
Mi-Fins, 100 ½ kilo 11 00
Moyens No. 2 100 ½ kilo.. 9 50
Moyens No. 3, 100 ½ kilo.. 9 00
Fins 1 Frs Petit & Cie, 100 ½ kilo 10 00
Moyens, 1 Frs. Petit & Cie, 100 ½ kilo 7 50

MINERVA PURE OLIVE OIL.

Case—
12 litres 8 00
12 quarts 6 00
24 pints 6 50
24 ½-pints 4 25
Tins— Gall.
5 gals. 2s 2 00
2 gals. 6s 2 05
1 gal. 10s 2 10
20s, ½ gal. 2 60

CANNED HADDIES "THISTLE" 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, ½lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BOAR'S HEAD LARD

COMPOUND.

N. K. FAIRBANK CO., LTD.
Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 3 lbs., 20 to case.. 0 11½
Cases, 5 lbs., 12 to case.. 0 11½
Cases, 10 lbs., 6 to case.. 0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case). \$1.90 \$1.80
2 lb. glass (1 dz case). 3.20 3.00
4 lb. tin (1 dz case)... 5.50 5.35
7 lb. tin (½ dz case).. 8.60 8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case). \$1.60 \$1.55
2 lb. glass (1 dz case). 2.80 2.70
4 lb. tin (1 dz case)... 4.80 4.65
7 lb. tin (½ dz case)... 7.75 7.50

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

VERMICELLI AND MACARONI C. H. CATELLI CO., LIMITED.

Hirondelle Brand
1 lb. "pkgs. Loose

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases.... 7 6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each.... 7½ 7
Marguerite Brand.

Same assortment as above 6½ 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each..... 7 6½

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose) 5½
30 lb. cases, 1 lb. packages 6
Terms, Net 30 days.

D. SPINELLI CO., Registered. Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case 7 6½
Spinelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose) 5½
30 lb. cases, 1 lb. pkgs. . 6
Terms—Net, 30 days.

JELLY POWDERS. JELL-O.

Assorted case, contains 2 doz. 1 90
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 doz. 2 50
Straight.

Chocolate contains 2 doz... 2 50
Vanilla contains 2 doz.... 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 doz.... 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.
3 dozen to box 3 60
6 dozen to box 7 20
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 NAPTHA.

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 80
1 gall., doz. 19 20
1-16 gall., gross lot 20 80

The West is full of Activity



Everything is life in the Western country—the country of glimmering gold wheat, the granary of the world. Every day new blood is added, new demands show up for Eastern products, new channels for your goods. Are you going to take advantage of the growing West or allow others to step in ahead?

We offer our services in marketing your products—the service of a well trained and efficient staff, who call on the wholesalers throughout the entire West. We offer our warehouse facilities at the five main distributing points. Can you do better when we guarantee sales? **Write to-day.**

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers

HEAD OFFICE:

WINNIPEG, MAN.

BRANCHES: REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

BACON

Do not forget to put a piece of "Star Brand" English Bacon in the order for your customer when going to Camp or Summer Home. Boneless Bacon is the best and at the same time the cheapest line of either fresh or cured meats and will not fail to give your customer the best of Satisfaction.

Made under Government inspection.

F. W. FEARMAN CO.

LIMITED

HAMILTON

Established 1854

What is nicer for the camper
than a tin of

UPTON'S

Pure Fruit Jam or Orange Marmalade

Keep up your stock.

Don't neglect your opportunities.

Sold by all Jobbers

T. UPTON CO., Limited

Sales Office:

Factory at:

St. Catharines, Ont. Hamilton, Ont.

Prepare for House Cleaning Time

Stock up now with "Bull Dog" Brand Cleansers. Be prepared to satisfy the demand with cleansers that have *proven merit*—cleansers that will please your customers and build permanent business for YOU.

"Bull Dog" Brand Cleansers please every time—they bring repeat sales.

"BULL DOG" BRAND BLEACH-O is the best for washing white goods and flannels—removes stains.

"Bull Dog" Brand Ammonia Powder.

"Bull Dog" Brand Chloride of Lime.

"Bull Dog" Brand Borax.

"Bull Dog" Brand Liquid Blue.

"Bull Dog" Brand Liquid Ammonia.



WE CLEAN UP EVERYTHING

Call and see us at the Exhibition. Our booth is under the Grand Stand.

The John B. Paine Company, Limited

65 Pearl Street

Toronto

ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., ¹⁴³⁻¹⁴⁹ University Ave., Toronto, Can.

Canned Goods

Just think for a minute that you have an opportunity this year to buy

"PRIMUS" BRAND

High class **Canned Vegetables and Fruits**, at very attractive prices.
Quotations sent with pleasure on all lines. Full guarantee. Full delivery.

Belgium Peas (All qualities)

Just received a shipment. Prices reasonable. Quality unsurpassed.

Pates de Foie Gras and Puree

Just received a nice assortment.

L. A. PRICE & CIE., BORDEAUX

All sizes, tins and jars, 1-16 to 1 lb. Prices very low.

French Sprats 1-4s

300 CASES just received. Fine quality fish.

Lobsters, "New Pack"

We have a surplus yet, after filling our contracts. Quality guaranteed.

HERE IS A SNAP

BELGIUM GREEN PEAS, 220 lb. bagsNet 4½c lb.

NATURAL FIGS, Bags 30 lbs. grossNet \$1.25 bag

Quality of our goods always guaranteed.

At your disposal for prices, samples, information.

"SATISFACTION" our motto.

L. CHAPUT, FILS & CIE, Limitee

Wholesale Importers, Montreal

THE CANADIAN GROCER

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size\$4 50
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) 7 20
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.).... 6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz. 1 40
 5 lb. tins, 1 and 2 doz., crates, per doz. 3 90

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes. Cents
Laundry Starches—
 40 lbs. Canada Laundry.... .05½
 40 lbs., Canada white gloss, 1 lb. pkgs.06
 48 lbs., No. 1 white or blue, 4 lb. cartons06½
 48 lbs., No. 1 white or blue, 3 lb. cartons06½
 100 lbs., kegs, No. 1 white. .06
 200 lbs., bbls., No. 1 white .06
 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. .07½
 48 lbs., silver gloss, in 6-lb. tin canisters08
 36 lbs., silver gloss 6-lb. draw lid boxes08
 100 lbs., kegs, silver gloss, large crystals07
 28 lbs. Benson's satin, 1-lb. cartons, chrome label07½
 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 00
Culinary Starch.
 40 lbs. W. T. Benson & Co.'s prepared corn07½
 40 lbs. Canada pure corn starch06½
 (20-lb. boxes ¼c higher.)
 Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH. Ontario and Quebec.

Laundry Starches—
Canada Laundry—
 Boxes about 40 lbs.05½
Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06
First Quality White Laundry—
 3-lb. canisters, cs of 48 lbs. .06½
 Barrels, 200 lbs.06
 Kegs, 100 lbs.06
Lily White Gloss—
 1-lb. fancy cartons, cases 30 lbs.07½
 6-lb. toy trunks, lock and key, 3 in case08
 6-lb. toy drum, with drumsticks, 3 in case07½
Kegs, extra large crystals, 100 lbs.07
Canadian Electric Starch—
 Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—

Boxes containing 45 cartons, per case 3 60

Culinary Starches—

Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .05½
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07½
 "Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 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, Mulligatawny, 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 90
 Clear soups, in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 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.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 40
 5-lb. tins, 1 doz. in case... 2 75
 10-lb. tins, ½ doz. in case. 2 65
 20-lb. tins, ¼ doz. in case. 2 90
 Barrels, 700 lbs. 3 ¼
 Half barrels, 350 3 ¼
 Quarter barrels, 175 3 ¼
 Pails, 38½ 1 75
 Pails, 25 lbs. each 1 25

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 75
 5-lb. tins, 1 doz. in case... 3 10
 10-lb. tins, ½ doz. in case. 3 00
 20-lb. tins, ¼ doz. in case. 2 95
 (5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.
 Quebec, per case\$ 1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case.... 2 60
 Alberta, per case 2 70
 British Columbia, per case 2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.
 Quebec & Ontario, per case 2 60
 Manitoba, per case 3 00
 Saskatchewan, per case ... 3 20
 Alberta, per case 3 30
 British Columbia, per case. 3 10

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 00
 H. P. Pickles—
 Cases of 2 doz. pints.... 3 35
 Cases of 3 doz. ¼-pints.. 2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.
 6a size, gross\$ 2 40
 2a size, gross 2 50

NUGGET POLISHES. Doz.

Polish, Black and Tan 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Elack and Tar 3 25
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s... 45
 Black Watch, 12s 45
 Bobs, 5's and 10's 39
 Bully, 6s 44
 Currency, 6½s and 12s 39
 Stag, 5 1-3 to lb..... 39
 Old Fox, 6 lb. boxes 40
 Pay Roll Bars, 7½s 50
 Pay Roll, 7s 59
 War Horse, 6s 42
 Plug Smoking, Shamrock, 6s, plug or bar 45
 Rosebud Plug, 7s 50
 Empire, 6s and 12s..... 44
 Ivy, 7s 50
 Starlight, 7s 50
 Cut Smoking — Great West
 Pouches, 8s 50
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO. East of Winn'peg.

Wholesale R't'l
 Brown Label, 1s and ½s .25 .30
 Green Label, 1s and ½s .27 .35
 Blue Label, 1s, ½s, ¼s, and ⅛s 30 .40
 Red Label, 1s and ½s .. 36 .50
 Gold Label, ½s 44 .60
 Red-Gold Label, ½s 55 .80

LUDELLA CEYLON TEA.

Orange Label, ½s 24 .30
 Brown Label, ½s and 1s. 28 .40
 Brown Label, ½s 30 .40
 Green Label, ½s and 1s .35 .58
 Red Label, ½s 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, 1s, ½ or ¼ .30 .40
 Blue Label, 1s, ½ or ¼ .35 .50
 Yellow Label, 1s, ½ or ¼ .40 .60
 Purple Label, ¼ only... .55 .80
 Gold Label, ¼ only70 1.00

JAMS AND JELLIES. T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c. per pail; 30 lb. wood pails, 7 1-4c. per lb.
 Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 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; No. 7, tin pails 6 in. crate, 52½c; 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 SFICE 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 packages 1 15

Best food for youngsters, for grown ups—and best for your sales, too!

There is real gratification in recommending this most delicious, appetizing and digestible breakfast food. Your Customer not only appreciates your judgment, but never fails to come back for more.



“FORCE” TOASTED WHEAT FLAKES



Just the best Canadian wheat, cooked for hours with fine Barley Malt, rolled into dainty flakes, baked and crisped. Packed with never a touch of human hand. Rich in all the body-building elements and absolutely free from any quality that can possibly disturb the digestion.

Made by
The H-O Company
Hamilton, Ont.

Swallow Brand (Hirondelle)

Macaroni and Vermicelli is a brand of worth, because the best elements unite in its production, the result being the height of perfection from every standpoint.

There's Worth in Quality

The “Swallow” Brand proves the worth of its quality. Manufactured with the best quality of Canadian Flour, in the best equipped mills, and under the management of experts, it fears no competition as to quality and freshness from the imported article.

SOLD ANYWHERE
LIKED EVERYWHERE

C.H. CATELLI CO.,
LIMITED
MONTREAL

A Square Deal From Square People



Moral—“Always Stock GILMOUR'S”

Ours is the BIG YELLOW TIN with contents as soundly made as can be.

It is not a matter of big profits with us. But high quality, smaller profit, and BIGGER TRADE.

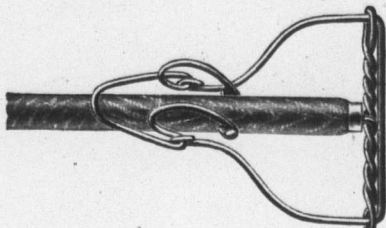
SEE THAT YOU GIVE THEM GILMOUR'S 'CAUSE GILMOUR'S TAKES THE DIRT OFF.

THE GILMOUR CO.
604 PAPINEAU AVE., MONTREAL

AGENTS:

E. O. Cornish, Vancouver; Watson & Truesdale, Winnipeg; Fenwick & Hendry, Kingston; F. E. Roberge, Ottawa; G. W. Gorham, Halifax; Edward Lacroix, North Sydney.

ELY'S No. 23



The New Wire Mop Head

Rustless, unbreakable, rigid, are points that cannot be overlooked in Ely's No. 23. The head and slide are made of No. 9 tinned wire. Head is double twisted to ensure strength and rigidity. Spring and lever are made of No. 10 tinned, spring tempered wire.

Will not mar baseboards and furniture, for it has no sharp corners.

A sample gross from your jobber or from us will prove our claims. Write us to-day.

Theo. J. Ely Mfg. Co.

Manufacturers of 23 styles of Mop Heads
25th and Ash Streets
Erie, Pennsylvania

**TOMATOES,
CELERY,
PINEAPPLES,
ORANGES,
BANANAS.**

Shipments of Fruits and
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

LEMON BROS.
Owen Sound, Ontario

Very Fine

No lemons on the market
the equal of

“St. Nicholas”
“Home Guard”
“Puck”
“Queen City”
“Kicking”

Mention in your order
the brand you want.

J. J. McCABE
Agent
Toronto, Ont.

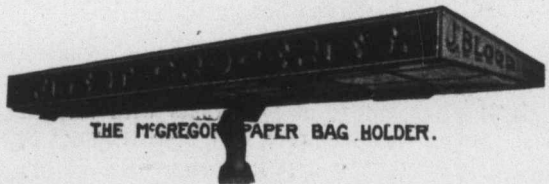
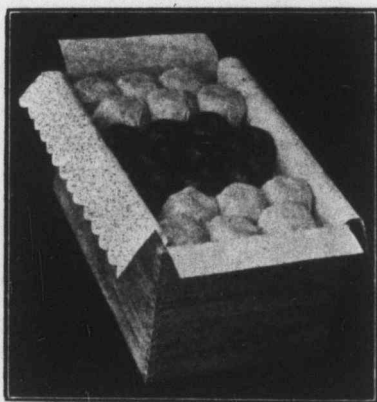
**CHOICE ONTARIO
APPLES**

In car lots, packed in barrels or boxes, straight or assorted varieties. Guaranteed full Government standard. Fruit all grown in our own orchard and packed in our own packing house at Waterdown, Ontario.

WRITE FOR PRICES

We also want a good connection in every town or city to take orders for Xmas box apples, delivered to any address in Great Britain or Ireland. Liberal commission. Choice evaporated apples always on hand from our own evaporators.

**THE WENTWORTH
ORCHARD CO., LIMITED**
Dundas, Ontario



THE MCGREGGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM ¼ TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
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O. P. MCGREGGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

**Baking Powders
are not all alike**

Some are pure and some are not. The purest of the pure is the powder with a pedigree

**COOK'S
FRIEND**

It is made purer than the law demands, in fact it cannot be made purer. Has been on the market for over 50 years.

Order from your wholesaler.

**W. D. McLaren
LIMITED**
Montreal Canada

Local Fruits

in Large Supply
AT THE FRUIT MARKET

TOMATOES CHEAPER

Canadian Peaches and Plums coming

California Peaches,
Pears, Plums,
Grapes, etc.

A Full Assortment

WHITE & CO., LIMITED

Wholesale Fruit and Fish
TORONTO HAMILTON

Home Grown Fruits

We receive large consignments of all varieties of Domestic Fruits and Vegetables every morning, fresh from the growers.

You are assured of getting the best quality at best prices if you leave your orders with us.

If you are not already on our mailing list for weekly quotations, advise us.

The House of Quality.

HUGH WALKER & SON

Established 1861
GUELPH and NORTH BAY

MEADOW CREAM SODAS

Delicious and Crisp

The value to the merchant and the satisfaction to the customer depends very largely on the length of time sodas stay fresh. Then, too, the ready sale of the sodas ensures quick turnover, and incidentally no stale stock.

Meadow Cream Sodas retain their crisp deliciousness indefinitely, and therefore sell readily. Have you tried them out? If not, introduce them to your patrons now. Send to-day.

The
W. J. Crothers Co.

Kingston, Ontario

THE BEST OF THEM ALL.

PURE  LEAF

Kettle Rendered Lard

has an A1 record that's hard to beat

Everything Elgin Brand is good, and we manufacture all lines of Pork and Pork products.

We are making a specialty this season of Old Canadian Cheese. The cheese with the flavor.

We solicit your consignments for Cold Storage. You will find our facilities are unexcelled.

Send for a Post Card Order Book.

The St. Thomas Packing Co.
LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books.

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for
Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

PACKARD'S WHITE "O" Shoe Polish



For Cleaning
White Canvas
Belts, Shoes,
Helmets, Etc.

PUT UP IN FOUR STYLES—viz:

Paper Wrappers at	-	-	-	.50 a doz.
Paper Boxes at	-	-	-	.75 a doz.
Wood Boxes at	-	-	-	1.00 a doz.
Zinc Boxes at	-	-	-	1.50 a doz.

A big seller at this time. For sale by all jobbers.

L.H. Packard & Co. Ltd
MONTREAL

Little Work

is necessary to work up a nice trade in Tobacco. Just a display or verbal introduction of the leaders will do the trick.

Rose Quesnel

—Smoking

King George Navy Plug

—Chewing

Tobacco users everywhere praise the delightful "Rose Quesnel" fragrance and fine flavor. It is a pure Canadian smoking tobacco, deliciously cool and sweet.

King George Navy Plug Chewing Tobacco meets the most stringent requirements of the epicure tobacco user.

Rock City Tobacco Co.,
LIMITED
QUEBEC

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

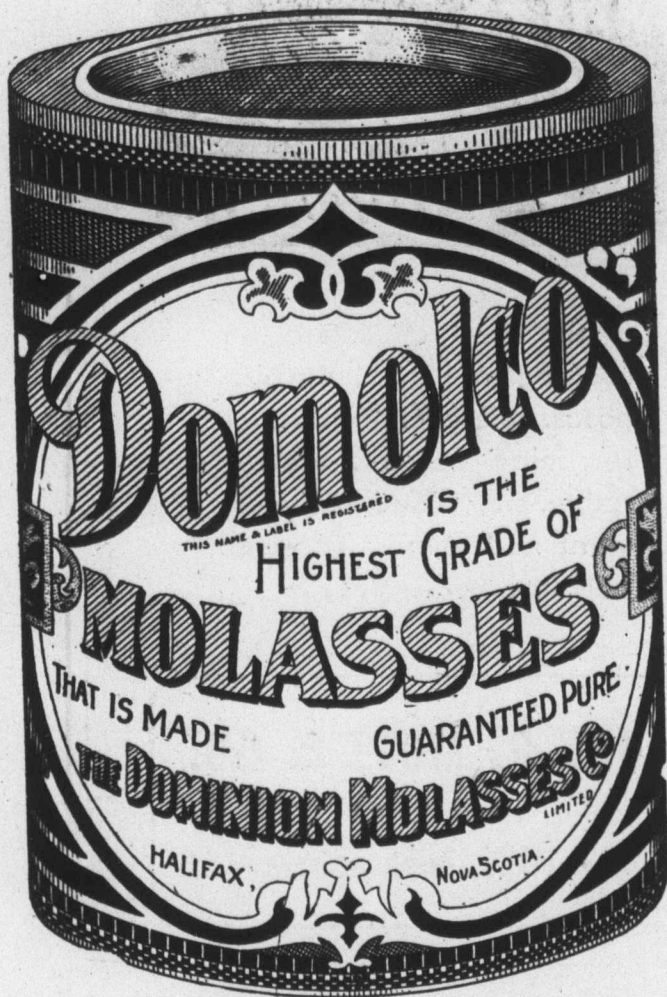
BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

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

WINN & HOLLAND, LIMITED

SOLE AGENTS
MONTREAL



Note the
registered
label

OFFERED
TO YOUR
PATRONS

as the most superior Molasses for table use to any other on the Canadian market.

We know this to be a strong statement, but the proof will be found in every tin.

Almost every family on your list of customers uses Molasses to some extent and the majority of them will come to your store regularly for their supply when once you get them started using

DOMOLCO

Put up in sanitary lever top tins in cases as appended:

No. 2's—2 dozen to the case.

No. 3's—2 dozen to the case.

No. 5's—1 dozen to the case.

No. 10's— $\frac{1}{2}$ dozen to the case.

No. 20's— $\frac{1}{4}$ dozen to the case.

THE

Dominion Molasses Co., Ltd.
HALIFAX, N.S.



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analyses and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—worth more.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Makers of "ANCHOR BRAND FLOURS"

Oak Lake, - - - Manitoba

**MATCHLESS
LIQUID GLOSS
A Ready Seller**

wherever a good polish can be used.

Makes dusting easy because it collects the dust instead of scattering it.

Tell your customers to try Matchless Liquid Gloss on linoleums and oil-cloths, too. It removes dirt and grease and brings back the original brightness.

Put up in attractive lithographed tins, half-pint to five gallons; also in half-barrels and barrels. Write to any of our agencies.



The Imperial Oil Co., Limited

Toronto Winnipeg Montreal
St. John Halifax



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

We have them

Giant

Prince

Globe

Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.

HAMILTON and WINNIPEG



Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
Limited
TORONTO

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVitie & Price, Limited

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

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RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP



Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER SOAP than any you can sell up to five times its price. It will please your customers better; it will SELL better. Women everywhere know the soap; grocers everywhere know its sale.

"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, MONTREAL



By Special Royal Permission.

None Quite So Good

You take no chance in pushing "King Oscar" Brand Sardines. Give them prominent display, for they are attractive and will create interest and sell quickly.

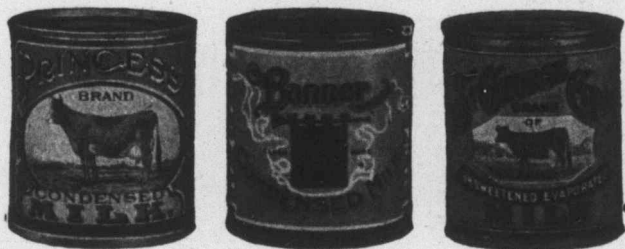
After they are sold the sardines will do the rest, for there is no other brand quite so good, none quite so tasty, as the "King Oscar." Try them.

CANADIAN AGENTS

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, Ontario



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 dozen in case	- \$3.60
Princess Condensed Milk, 4 dozen in case	- \$4.50
Banner Condensed Milk, 4 dozen in case	- \$5.25

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East or Halifax. We will prepay freight up to 50c. per 100 lbs.

J. MALCOLM & SON

St. George, Ontario

THE British Columbian Fisheries, Limited

Salmon Packers

SALMON BRANDS:—

"Location"
"Dreadnaught"
"Aliford Bay"

FRESH FISH

FISHING STATIONS:—

Skidegate
Aliford Bay
Cumshewa

Manufacturers of
**FISHMEAL, FERTILIZER, and
SKIDEGATE DOG FISH OIL
and RAT FISH OILS**

OFFICES—
Bank of Ottawa Building
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Telegrams "Fishfoods" Vancouver



Quality,
Purity,
Cleanliness

of pack, uniformity
of size and generally
bright labelling are
features that
recommend

ROWAT'S

—the pickle superb.

Rowat & Co.
Glasgow, Scotland

CANADIAN DISTRIBUTORS

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line Building, Montreal, Que-
bec, Ontario, Manitoba, and
the Northwest; F. K. Warren,
Halifax, N.S.; J. A. Tilley,
St. John, N.B.; C. E. Jarvis
& Co., Vancouver, B.C.

Pacific Coast Fish

Order your requirements from the most progressive fish concern on the continent.

The Canadian Fishing Company, Limited
VANCOUVER, BRITISH COLUMBIA

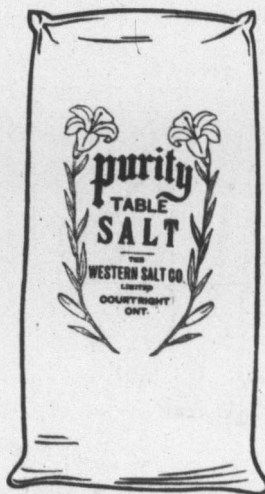
Producers and shippers of all varieties of fish — fresh, frozen, smoked, salted and kippered.

Write us for prices and information.

Quality and Service Unequaled

The Seasoner That Sells All Seasons

Purity Salt is a line that gives entire satisfaction throughout the year to both dealer and consumer. PURITY SALT is rightly named because it consists exclusively of fine dry, even crystals free from all foreign substances.



It is pure—that is why the women think so highly of it. Good profits assured. Insist on getting Purity when next ordering.

The Western Salt Co.
LIMITED

Courtright, Ontario

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order — here is a partial list:—

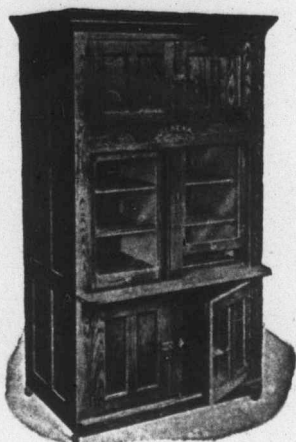
¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

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. de Carteret, 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.



How much of your stock goes to waste every summer?



Avoid this waste and unnecessary loss by installing the perfect refrigerator—The Eureka. In one or two seasons the saving alone will pay for the original cost of the refrigerator.

The Eureka is built on the most modern principles of cold, dry air circulation. No zinc or galvanized iron lining to rust and corrode.

Every Eureka Refrigerator is built on the experience and perfection of over 27 years.

Get our catalog and prices before buying.

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.



"SHELL" BRAND

Castile Soap

("La Coquille")

The Standard of Purity

A Pure Oil Soap

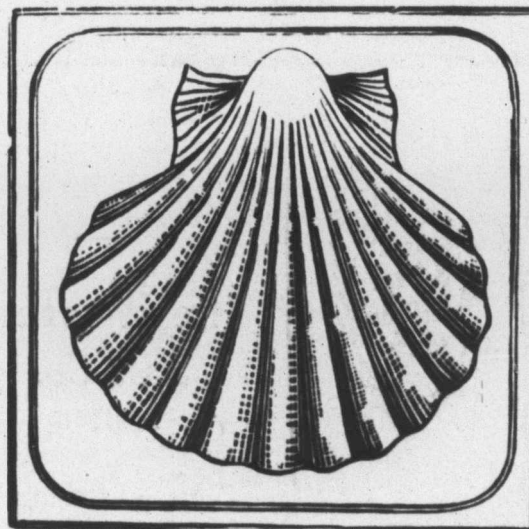
Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS:

P. L. MASON & CO.

TORONTO



Halt!

Before going further you should get acquainted with the various lines of Young-Thomas Soap Co., products. It is now time to get your soap orders in for the fall house-cleaning season.

"PURITY" LAUNDRY SOAP, a cake soap for those who prefer soap in the lump form. Gives splendid satisfaction.

"YOUNG-TOM" WASHING POWER for washing clothes, floors, dishes, windows, etc., performs a maximum of service with minimum labor. It does not injure the hands.

PURE OLIVE OIL SOAP. The purest soap made. A splendid cleanser and a toilet delight for particular people. Wash the Baby with Pure Olive Oil Soap.

We also make Liquid Olive Oil Soap, Liquid Olive Oil Shampoo, and Liquid Tar Shampoo.

GET OUR PRICES.

Young-Thomas Soap Co., Ltd.

Regina, Sask.

Take your first step into a customer's confidence with Chase & Sanborn's Coffee, and the rest of the journey will be easy.

CHASE & SANBORN
MONTREAL, QUEBEC

Protection from the Summer Heat

This is not an advertisement of a summer resort, but a straightforward talk to grocers who are not observing the best method to big cheese profits.

Summer heat, flies, and insects go together—all are destructive to cheese and deteriorating to its value. This is the remedy—

The Perfection Cheese Cutter and Cabinet

It is the only properly sanitary and absolutely practical device for retaining cheese in a store in summer. *CHEESE* has to be displayed well to sell it. Get a wood and glass cabinet that displays and protects the cheese at the same time.

Write us to-day for further convincing proof of the **PERFECTION CHEESE CUTTER** as a summer guardian of your cheese.



**American Computing Co.
of Canada**

Hamilton

Canada

Made in Canada

W I N D O W D I S P L A Y S W A N T E D

Many good window displays are going to waste all over the country—that is so far as the trade in other towns and cities are concerned. Next time you or your clerks dress an attractive window—one that makes many sales—why not get a photograph of it and send it in to The Canadian Grocer. We are on the lookout for all good window displays. Their publication shows our readers from Halifax to Vancouver how other grocers sell things by window display. It will also help you and your clerks to surpass former efforts each time a window is trimmed. Send the next good one along—whether it be canned goods, preserved fruits, green fruits and vegetables, or housecleaning lines.

Red Rose



BAKING POWDER

Made from the pure French cream of tartar.

Manufactured only by

A. W. Hugman, Limited - Montreal

Cor. St. Paul and St. Gabriel Streets

Western Agents: Orr & McLain, Winnipeg



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

We have just received a supply of most attractive advertising matter and samples.

Write to-day—for YOUR share.

SAMPLES AND SPECIAL ADVERTISING FREE

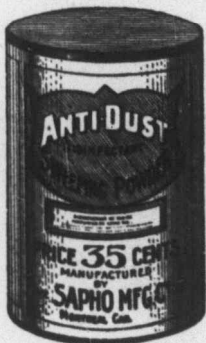
JAMES EPPS & CO., Limited, LONDON, ENG.

25 East Front Street Toronto

Dust on The Floor Means Dust
on The Sunbeam. That Means
Dust all Over.

Keep the Dust Down by Using

ANTI-DUST



After you find how nicely it works, tell your Customers all about it.

For Attractiveness of Tin and Quality of Powder You Can't Beat ANTI-DUST.

Sapho Mfg. Co., Limited
MONTREAL

"This Washboard Has Given Me
Splendid Service---It's CANE'S"



Every Sale of a

CANE WASHBOARD

Leads to Other Sales

Nothing is better evidence of quality than service. Cane's Washboards always prove their good quality. They are attractive and well finished and pay a good profit.

With Cane's Washboards you can meet every demand because they are made in 13 styles and grades.

Write for catalog on Cane's Washday Woodenware.

The Wm. Cane & Sons Co., Ltd.
NEWMARKET, ONT.

CLASSIFIED ADVERTISING

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

Contractions count as one word, but five figures (as \$1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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

FOR SALE

NEW ARCTIC REFRIGERATOR, SIZE 7 ft. x 9 ft. x 10 ft. high (up-to-date), bargain for quick sale. Also new Toledo Scale. Apply Box 322, Simcoe, Ont.

FOR SALE—BAKE SHOP, STORE AND house located on Portage Ave., Winnipeg, two miles from centre of the city, in the thriving suburb of St. James. \$3,000 cash down will handle, or arrangements can be made for rental. Box 489, Canadian Grocer, 34 Royal Bank Bldg., Winnipeg.

A LARGE WHOLESALE RETAIL AND MAIL order business situated in Western Ontario well established for years and doing an increasing and profitable business all over Canada, many lines being exclusive with unlimited opportunities for expansion. If you are a progressive business man and cannot expand where you are this is one of the best opportunities in Canada to-day. Address Post Office Box 223, London, Ont. (33)

GOOD GOING GROCERY BUSINESS FOR sale. Averages \$600.00 weekly. Rent or sell building; 3 stories. Owner going West. Apply Box 491 Canadian Grocer.

GROCERY FOR SALE

HIGH-CLASS GROCERY AND PROVISION business and fixtures for sale. Situated in Toronto, on corner in rapidly growing locality. Modern equipment; 2 delivery outfits, coffee mill, computing scales and interior fittings. Lease can be renewed at reasonable terms. Communicate direct with us. D. M. Johnson & Co., Real Estate, 948 Gerrard St. E., Toronto.

REPRESENTATIVES WANTED

A SIDE LINE FOR COMPETENT SALESMEN—a commission of 25% will be paid to salesmen of ability calling on grocery, drug, cigar stores, confectionery stores, etc., throughout Canada. Strictly high-grade goods manufactured by largest concerns in Canada. Only men of ability need apply, and by letter only. H. Jackson, Room 724, 64 Wellington St. W., Toronto.

SIDE LINES WANTED

TRAVELLER CALLING ON THE RETAIL trade and mines in Northern Ontario would like some good side line. Address A. L. Box 155, Byng Inlet, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (11)

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

COPELAND - CHATTERSON SYSTEMS—Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating

and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 184, Stair Building, Toronto.

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.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (11)

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 rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (11)

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a 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.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

LIKE EVERY SUCCESS

MAPLEINE

has been followed by imitations and would-be substitutes, but remains pre-eminent as

AN ORIGINAL FLAVOR

It won't cook or freeze out. Order from your Jobber, or:

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.
Mason & Hickey 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE. WASH.



SAFETY FIRST

Think of the mercantile houses, large and small, which GO TO THE WALL because they fail to "play safe." Many a failure could be averted, many a hard season bridged over if you would just make sure you don't lose a lot of credit accounts.



Allison Coupon Books

are safety insurance for the retailer who does credit business. And they promote system, accuracy and economy.

HERE'S HOW THEY WORK

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no disputes, no errors, no time wasted.

For Sale Everywhere by Jobbers.

Manufactured by

ALLISON COUPON CO.,

Indianapolis,

Indiana, U.S.A.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

The Condensed Ads. in this Paper will bring good results

Buyers' Guide

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.

O. E. Robinson & Co.

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

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

COMTE BURNT OUT
Premises Gutted. All Correspondence
Destroyed—All applicants for agency for
our Superior Coffee please repeat
application.

A FEW MORE GOOD AGENCIES OPEN
AUG. COMTE & CIE., LIMITEE
P. O. Box 2963, MONTREAL

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 in-
creased distribution.

Uneeda Specialty Mfg. Co.
236 Gladstone Ave., Toronto
Manufacturers of the original Uneeda
Wonder Dustless Dusters, Dustless
Mops, Uneeda Wax Oil Mop.
Special Brushes to order.
Write for Prices.

**Importers and Brokers Wanted
THROUGHOUT THE DOMINION FOR
WELL KNOWN OLD COUNTRY
TOFFEES PRESERVES
BOOT POLISHES HEALTH SALINE
FLY-CATCHERS, ETC.**
Apply **EDWARD KIDD & CO.**
1090 Hamilton St., VANCOUVER, B.C.

THE "WANT AD."

The "want ad." has grown from a
little used force in business life,
into one of the great necessities of
the present day.
Business men nowadays turn to
the "want ad." as a matter of course
for a hundred small services.
The "want ad." gets work for
workers and workers for work.
It gets clerks for employers and
finds employers for clerks. It brings
together buyer and seller, and en-
ables them to do business though
they may be thousands of miles
apart.
The "want ad." is the great force
in the small affairs and incidents of
daily life.

**ONE CUSTOMER
TELLS ANOTHER**
They are so pleased with the results
of Vol-Peek, that they pass the good
news, telling that Vol-Peek mends
holes easily and quickly in all kitch-
enware made of Granite, Iron, Tin,
Aluminum, etc.
You will have many sales of Vol-
Peek at a good profit as soon as you
stock same.
Advertising supplied with each order.
SAMPLES ETC. FROM
H. NAGLE & CO., MONTREAL
OR
Fenwick, Hendry & Co., Kingston, Ont.
AGENTS

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Camble Street VANCOUVER, B.C.

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

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

HOLLAND RUSK

No other food product compares with Holland Rusk. It
is in a class by itself and will bring and hold trade for you.
Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



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Every Tin of That Dirt-
chasing, Stain-removing
Zip Hand Cleaner

You sell, means dead sure repeats.
Not only is quality the best obtainable,
but there is an advertising scheme con-
nected with it, which makes things
doubly interesting.

WE ARE NOW
Intently Planning
to show you still better gain
The Zip Mfg. Company, - Sutton, P. Q.
AGENTS—R. E. Boyd & Co., Montreal; The Harry Horne Co.,
Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec,
Que.; C. O. Genest & Fils, Sherbrooke, Que.



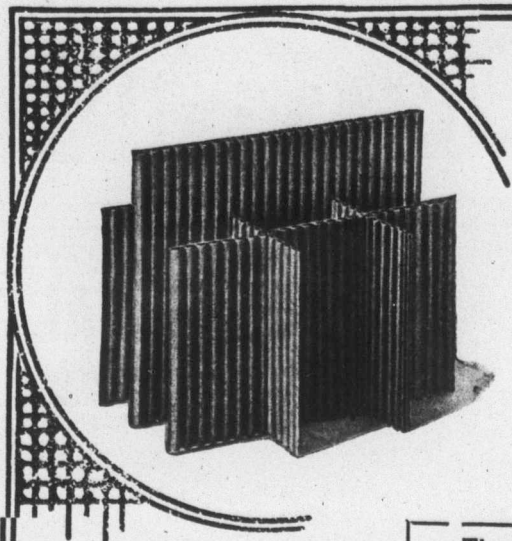
BLACK JACK



**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case

TRY IT
**SOLD BY
ALL
JOBBER'S**



Corrugated Partition Packing FOR THE SHIPMENT OF BOTTLES, ETC.

The old time saw-dust method of packing bottles, jars, etc. is fast becoming extinct in the best preserving and canning factories. The corrugated paper partition packing is the best insurance against breakage, allows of easier packing, saves labor and muss for both the shipper and the consignee.

T. & N. Corrugated Boxes are used for all kinds of shipping. Send a sample case at our expense and we will return it to you packed in our goods.



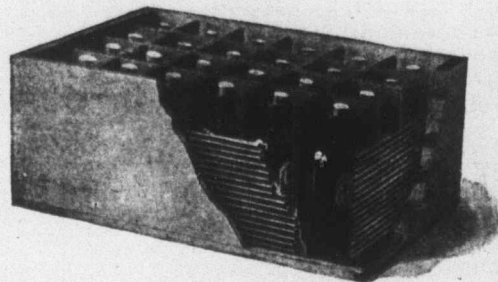
The Thompson & Norris Co.
of Canada, Limited
Niagara Falls, Ontario

Send further particulars :

Name

Address

C.G.



The Thompson & Norris Co. of Canada, Limited
NIAGARA FALLS, ONTARIO

BROOKLYN, N. Y.

BOSTON, MASS.

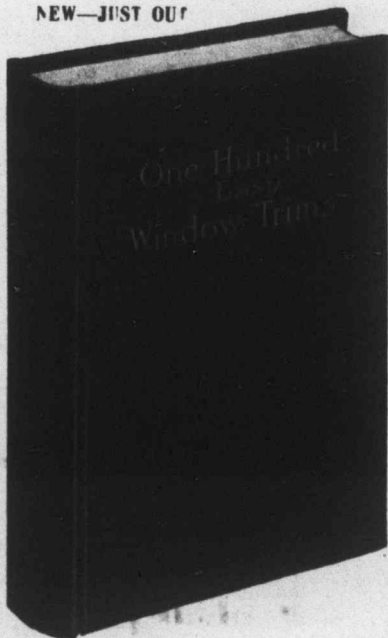
BROOKVILLE, IND.

LONDON, ENGLAND

JULICH, GERMANY

One Hundred Easy Window Trims

NEW—JUST OUT



The Only Popular-Priced Window Trimming Book.
The Only Book with inexpensive Window Trims.
The Only Window Trimming Book Written Exclusively for the Small Store.

224 Pages. 104 Full Page Illustrations.
Bound in Cloth. Price \$1.00 Postpaid.

Includes backgrounds and displays for all classes of goods, each illustrated and clearly described so that any clerk can handle it.

All the materials are from the store or can be supplied at very little if any cost. This is just the kind of a book the merchant with limited capital, unable to employ experienced window trimmers has been looking for. With this book he can change his window once a week and have enough ideas to last two years.

It is the biggest value and the most practical book on the subject ever offered.

SYNOPSIS OF CONTENTS

PART I.

Chapter I.—Using the Windows—The general principles of display. Some specific instances. Some combination window display offers.

Chapter II.—One Idea Window Displays—Advising against trying to show all the goods at once.

Chapter III.—Window Display Profits—How to make windows actually produce direct sales.

Chapter IV.—Showing the Goods—No matter what the class of merchandise, sales are increased if it is attractively displayed.

Chapter V.—Window Displays that Cost Nothing—Some special windows described and illustrated.

Chapter VI.—The Use of Window Fixtures—Displays can be made much more attractive with modern fixtures.

Chapter VII.—Let the Money in Through Your Windows—Making a success of a paint department through attractive displays.

Chapter VIII.—Keeping Frost from Windows—Suggestions on this important subject from several sources.

Chapter IX.—A Few Suggestions for Easy Displays—These can be arranged with but little expense.

Chapter X.—Window Card Pointers—Some good suggestions in the making of show cards and the correct colors to use.

Chapter XI.—Show Window Photographs—How to take good pictures, avoid reflection and get proper contrast.

PART II.

Practical Displays—One hundred windows, each illustrated and described so that any clerk can arrange them with little or no expense. (143 pages.)

The MacLean Publishing Co., Ltd. 143-149 UNIVERSITY AVE. **Toronto**
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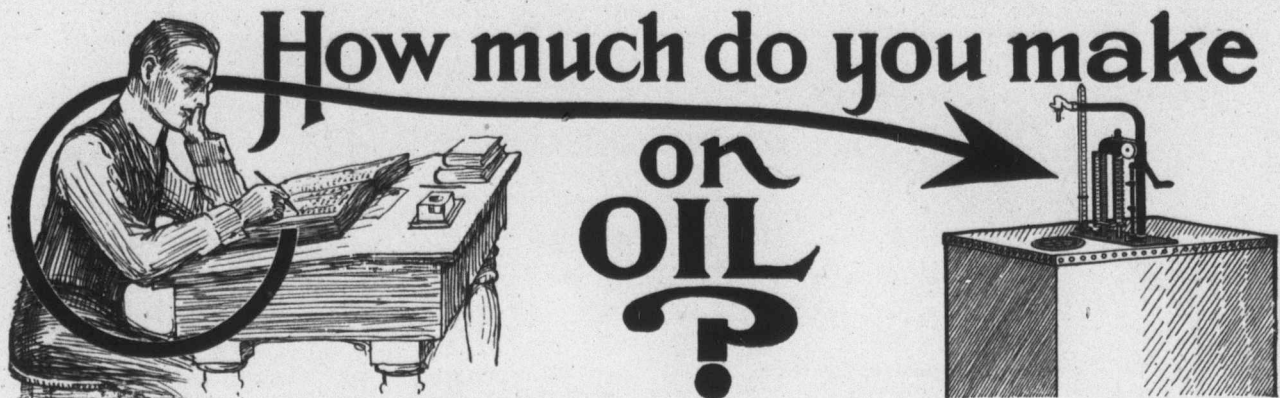
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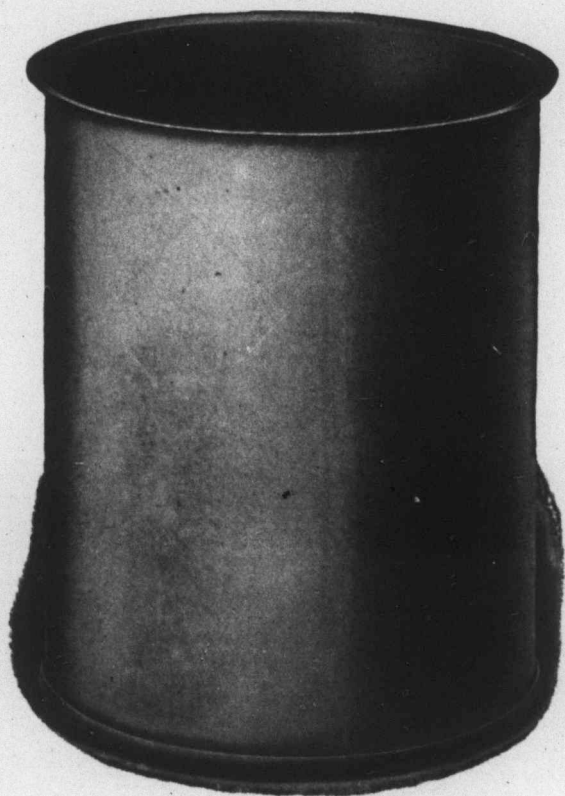
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