

**PAGES
MISSING**

FEATURING HANDLING FRUITS IN SUMMER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII.

PUBLICATION OFFICE: TORONTO, JULY 24, 1914.

No. 30

A Natural Remedy

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The approved remedy for driving out disease germs. Its action is quick and thorough. It clears the intestines, rouses the torpid liver to new life, stimulates the mucous membrane to a healthy action, and cleanses and invigorates the whole digestive tract.



For more than forty years Eno's 'Fruit Salt' has been before the public both at home and abroad.

Largely advertised and well established, it is now in good demand, and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Limited, 'FRUIT SALT' Works, London, Eng.

CANADIAN GROCER

**We make it good;
its friends make it famous**

Domolco is a superior Molasses, made from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes.

It is carefully refined and purified—a healthy and economical food.

It has the character and quality which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins—the most sanitary, convenient, and profitable method of handling.

The quality and purity is absolutely guaranteed.

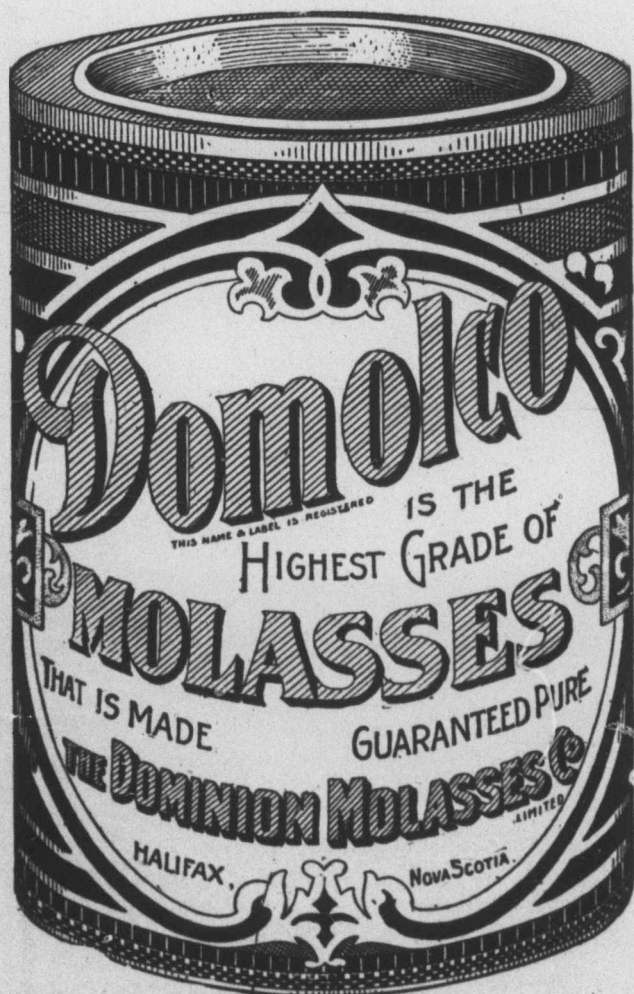
Contains no glucose.

Extensive consumer advertising has created a big demand. Profits are good.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.



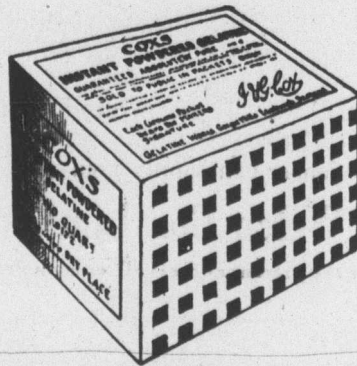
Note the
registered
L a b e l
Guaranteed
pure Cane
Molasses
Extensively
advertised

Distributors for Manitoba and Saskatchewan,
Messrs. The W. H. Escott Co., Limited, Winnipeg.

Up goes the temperature—80°, 90°, 100°

and with the rising temperature up goes the demand for summer drinks and hot weather desserts—something light, cooling, refreshing and healthful. The lines here shown present two of the most famous satisfiers of Great Britain—Stower's Lime Juice Cordial and Cox's Instant Powdered Gelatine.

Cox's Instant Powdered Gelatine



This makes the finest instant dessert when combined with either fresh or preserved fruits or nuts. It solves the heat-tired housewives' summer dessert troubles and is at the same time wholesome and nutritious.

In ordering, be sure to ask for Cox's as it is the standard the world over. Guaranteed absolutely pure.

Specialize on these two lines especially during the summer months. They're good the year 'round.

Arthur P. Tippet and Company

AGENTS

Montreal

Que.

As supplied to His Majesty King George



As supplied to the British House of Commons

Stower's Lime Juice Cordial

is prepared from freshly squeezed juice of the Lime Fruit with every impurity removed and carefully prepared to suit the taste of the most fastidious. It is ready for instant use and makes a very delicious, healthful and refreshing summer drink. **Keep it well displayed.**



NATIONAL APPROVAL Brings Home Production

Canadians throughout the Dominion have evidenced to Canadian merchants their approval of

Welch's

Grape Juice

Welch's Grape Juice moves quickly, sells easily because its fame has gone before it and because its quality satisfies and brings repeat orders.

Do not make the mistake of thinking that "grape juice" doesn't pay because of a disappointing experience with an unknown or unfavorably known brand.

This fall we will press Ontario's finest Concords in our new factory being built at St. Catharines, Ont.

Your jobber can supply you.

The Welch Co., Limited, St. Catharines, Ont.

For the present address all communications to WESTFIELD, NEW YORK.




Make Your Window Pay

When you make a display of berries or of some particularly choice fruit, make the window still more attractive and profitable to you by adding the sealed cartons and cloth bags of

Redpath

Extra Granulated Sugar

It's preserving time and your customers will buy—not only berries or fruit—but also the sugar as well—when your window displays remind them of both.

Canada Sugar Refining Co.
LIMITED
Montreal

In 2 and 5
pound cartons.

In 10, 20, 50
and 100 pound
cloth bags.

Forces that make sales a certainty

The force of good publicity backing the ultra purity and deliciousness of E.D.S. Fruit Products make them real sellers. It pays to stock well with the new season packs of E. D. S. Jams, Jellies, Marmalades, Catsups, etc.

E. D. S. Raspberry Vinegar is pure and refreshing—an ideal summer drink, and a real summer sale stimulator.



Made only by
E. D. Smith & Son
 Limited
 WINONA ONTARIO

AGENTS:
 NEWTON A. HILL - Toronto
 W. H. DUNN - Montreal
 MASON & HICKEY - Winnipeg
 R. B. COLWELL - Halifax, N.S.
 A. P. ARMSTRONG - Sydney, N.S.



"Pure Milk for Babies"

is an appropriate wording for a showcard in a display of

BORDEN'S Eagle Brand Condensed Milk

The absolute purity of Borden's makes it best for infant feeding as well as for other household purposes.

Eminently reliable medical tests have proven that this quality milk acts upon the infant stomach substantially the same as human mother's milk. Borden Milk Products are the "leaders of quality." They have stood every test for years.

Borden Milk Co., Limited

"Leaders of Quality"
 MONTREAL

Branch Office: No. 2 Arcade Building
 Vancouver, B.C.



FURUYA & NISHIMURA

SEE OUR SAMPLES OF JAPAN TEAS

RENNIES SEEDS

**PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.**

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto

**Finest
Quality**

Whittemore's Shoe Polishes

**Largest
Variety**

THE OLDEST AND LARGEST MANUFACTURERS OF DRESSINGS IN THE WORLD



"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. **LARGEST QUANTITY. FINEST QUALITY.** Its use saves time, labor and brushes, as it shines without brushing.

Sponge in every bottle, so Always Ready for Use.

Also for gents' kid, kangaroo, etc.

25c size.



"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use.
Shines Without Brushing.

10c size.

IF YOU HAVE NEVER SOLD

shoe polishes you should at least give them a trial. You will make no mistake in doing this because it is the almost universal experience of grocers and general merchants that they sell readily and quickly. A counter display alone will sell large quantities.

ASK YOUR JOBBER'S SALESMAN ABOUT THIS

DIRTY CANVAS SHOES

Made perfectly clean and white by using Whittemore's "QUICK-WHITE" Compound. In liquid form so it can be quickly and easily applied. A sponge in every package, so always ready for use. 10 and 25c sizes.



"DANDY" Russet Combination

Liquid for cleaning and paste for polishing all kinds of russet, tan or yellow-colored boots and shoes. Cover remover attached to each box.

10 and 25c sizes.

**"SOVEREIGN"
SALMON**

FINEST BRITISH COLUMBIA



SOCKEYE

QUALITY
IS OUR FIRST
CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

**Mind Your
P's and Q's,**

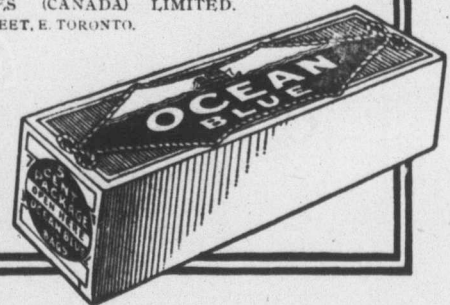
when you purchase Laundry Blue. In OCEAN BLUE there is just a little more Quality and Quantity than is expected; the Price is right; and Permanently Profitable Patronage is the result.

**OCEAN
BLUE**

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents:
For Man., Sask.
& Alta.
Nicholson & Bal:
Winnipeg,
Regina, Saska-
toon, Calgary and
Edmonton. For
B.C. and Yukon:
Donkin, Creeden
& Avery, 117,
Arcade Buildings
Vancouver, B.C.



WINDSOR
SALT

Ninety-nine
people out of a
hundred in Can-
ada use!

**WINDSOR TABLE
SALT**

Isn't it better for you to make
ninety-nine sales, than only one?

Canadian Salt Co., Limited
WINDSOR, ONT.

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.



CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.;
Montreal, Que.; St. John, N.B.;
Halifax, N. S.; Regina, Sask.;
Calgary, Alta.; Nelson, B.C.

PRUNES

Just one word to tell you.

We have now received into store:

800 Boxes BOSNIA, 27½ lbs., from 100s to 60s.

Nice and tender fruit, 6½c. to 9½c. lb.

SEEDED RAISINS

Do you know that the Association in California has advanced their prices on freshly seeded?

We just booked before the advance:

1500 boxes CHOICE, 36/16 oz., 8½c. pack.

CHOICE, 45/12 oz., 7¾c. “

Delivery in August.

CLEANED WASHED AMELIA CURRANTS

In Cartons

1000 Boxes, 16 oz. Packages, 7½c. pack.

Due here in August.

You make no mistake in placing your orders with us.

CANNED SALMON

We still have a few cases.

SOVEREIGN Talls, \$1.95 doz.

Don't delay, packers this year will ask \$2.00 per case more.

EVAPORATED APPLES

We are prepared to book New Pack Choice Winter stock, 50s and 25s boxes. Get in touch with us before prices are up.

CANNED BLUEBERRIES

We are able to name you a price on the best brands. We offer

3000 Cases 2s and gallons. 1914 pack.

We always have a nice assortment of goods.

PROMPT SHIPPERS.

SATISFACTION GUARANTEED.

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers, - MONTREAL

“How to make
more money
with Canned
Peas”—

Our Travellers
will supply you
with full informa-
tion very shortly.

DOMINION CANNERS
LIMITED, Hamilton, Ont.

NUGGET WHITE CLEANER



FOR BUCKSKIN
AND CANVAS

MOST EFFECTIVE FOR WHITE SHOE

WILL NOT RUB OFF

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

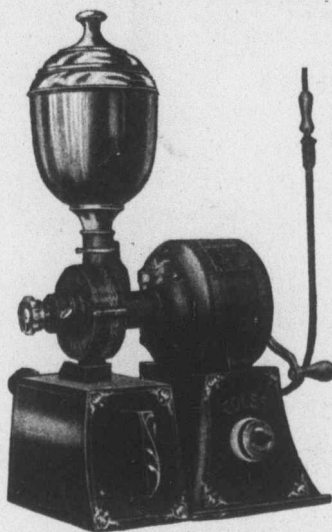
\$3.60

per case of 48 tins

Order from your Jobber

Kirkwood & Sons TORONTO

Don't Buy "An Electric Coffee Mill" Buy a **COLES GUARANTEED ELECTRIC MILL**



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

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. Mewburn & Co., Calgary, Alta.

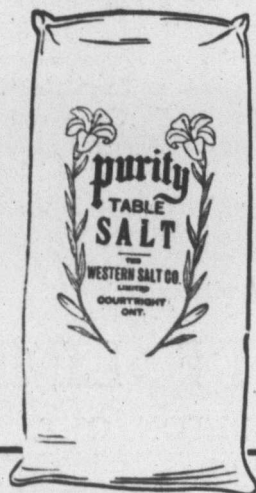
PURITY SALT

"The Salt That Satisfies"

It gives entire satisfaction throughout the year to all its users. It is rightly named because it consists exclusively of fine, dry, even crystals, refined and purified at a saltern of most up-to-the-minute equipment.

The salt for all household purposes—"Purity."

The **WESTERN SALT CO., Limited**
COURTRIGHT, ONT.



Why Not Adopt Us NOW



and share in the many repeat orders we are bringing Canadian Jobbers?

Write us or our Canadian Representative in your city for prices and samples.

WE WILL GROW WITHOUT NURSING

CANADIAN REPRESENTATIVES:

Winnipeg—Ruttan, Alderson & Lound, Ltd.
British Columbia—Hamblyn & Breerton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.
Montreal—Geo. Hodge & Son, Ltd.
Saskatoon—M. A. Schaffner.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

White MALT

CANADIAN AGENTS

Ruttan, Alderson & Lound, Ltd.
Winnipeg

L. A. Gastonquay,
60 Bedford Row, Halifax, N.S.

Schofield & Beer,
St. John, N.B.

Nelson, Shakespeare, Watkins,
Ltd., Vancouver, B.C.

Cottell's VINEGAR

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

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

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



The good old T & B Myrtle Cut

Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle Cut is the tobacco your pater smoked and appreciated

Your wholesaler has it.

TUCKETT LIMITED
HAMILTON, ONT.

CLARK'S Summer Trade Lines

are worth money to you,
MR. GROCER.

The following are all sellers:

Peanut Butter	Beef Ham Loaf	Sliced Smoked Beef
Corned Beef	Beef Loaf	Potted and Devilled Meats, all varieties.
Roast Beef	Boneless Pigs' Feet	Mincemeat
Boiled Beef	Minced Collops	Picnic Pates
Roast Mutton	Tomato Ketchup	Tongue, Ham and Veal Pates
Boiled Mutton	Beefsteak and Onions	Soups (Concentrated)
Plum Pudding	Jellied Hocks	Boneless Chicken
Lunch Ham	Stewed Kidney	Jellied Veal
English Brawn	Irish Stew	
Veal Loaf	Cambridge Sausage	

OX TONGUES in all sizes

Etc., Etc.



CLARK'S
Pork and Beans

Order Now



W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

—the finest sample that comes to Canada, packed by Hellyer & Co., expressly for our trade in 50-lb. boxes and 85-lb. half-chests, to retail at 50c. Branded Tartan Fancy Leaf.

Also 200 half-chests Rob Roy Japan packed by the same firm, to retail at 25c.—the cheapest Green Tea in the world.

Samples on application, or you can consult our travellers.

BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**

BUY STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

BLACK JACK

QUICK
CLEAN
HANDY

½-lb. tins—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBER



COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight

LIMITED
Manufacturers

MONTREAL

Rose
Quesnel

Smoking
Tobacco

THESE are two lines of tobacco that you should handle. They produce a good profit, are made of a fine blend of tobacco, are fragrant and non-irritating.

King
George
Navy Plug

Chewing
Tobacco

Rose Quesnel Smoking Tobacco is deliciously cool and sweet. It gives a pleasant smoke. King George Navy Plug appeals to the man who chews either in moderation or extensively. It is sweet, and does not irritate the throat.

Let us send you a trial order.

Rock City Tobacco Co.

LIMITED
QUEBEC

CANADIAN GROCER

YOU CAN INSURE

Your customers' success in putting down their Fruits, etc., by selling them

St. Lawrence

Granulated

The Sugar that's 100 per cent. pure cane.

Good Sugar means Good Fruit.

The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

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



Standard Biscuit Case

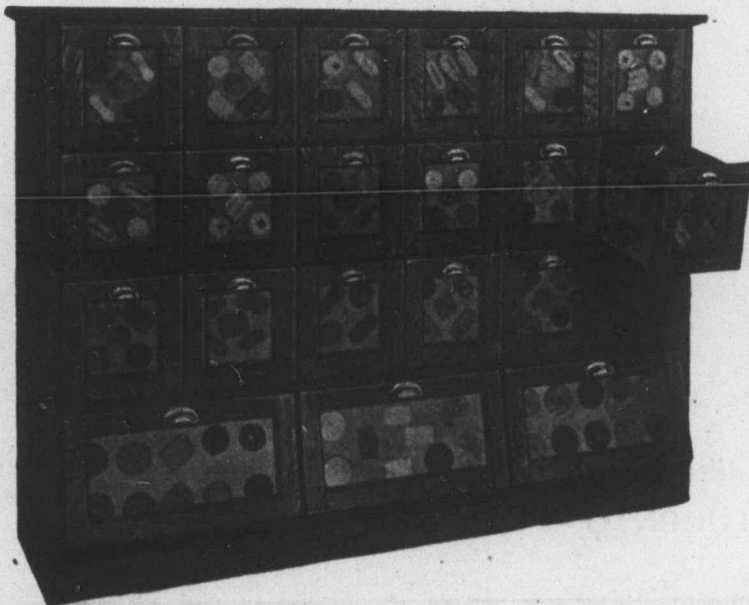
In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6' long and 54" high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running,

show your stock of cakes in tins. Every large bin in base adds two feet to length of case.

Stock lengths are 6', 8' and 10', but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.



Walker Bin & Store Fixture Co.,

LIMITED

Berlin,

Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta. and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—E. B. Rankine, 46 Adelaide St., St. John, N.B.

Whittaker's English-made Jams and Marmalade

New Season's Whole Fruit Strawberry

New Season's Whole Fruit Raspberry

New Season's Black Currant

Quality unsurpassed. Competitive prices

ORANGE JELLY MARMALADE

Brilliant in Colour

Delicious in Flavour

A big seller wherever introduced

Please call on or write to the Sole Agents in Canada,

DAVIDSON-BOWLES, Limited

86 Wellington Street West

TORONTO

The OVERSEA EXPORT CO., Limited

CHRISTIANIA, NORWAY

NORWEGIAN SARDINES

IN PURE OLIVE OIL

We can offer you the finest quality at the lowest price

Write to or call on the Sole Agents in Canada,

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West

TORONTO

Don't tie up a dollar

in a poor refrigerator and thereby lose scores—drop a card to-day asking about the

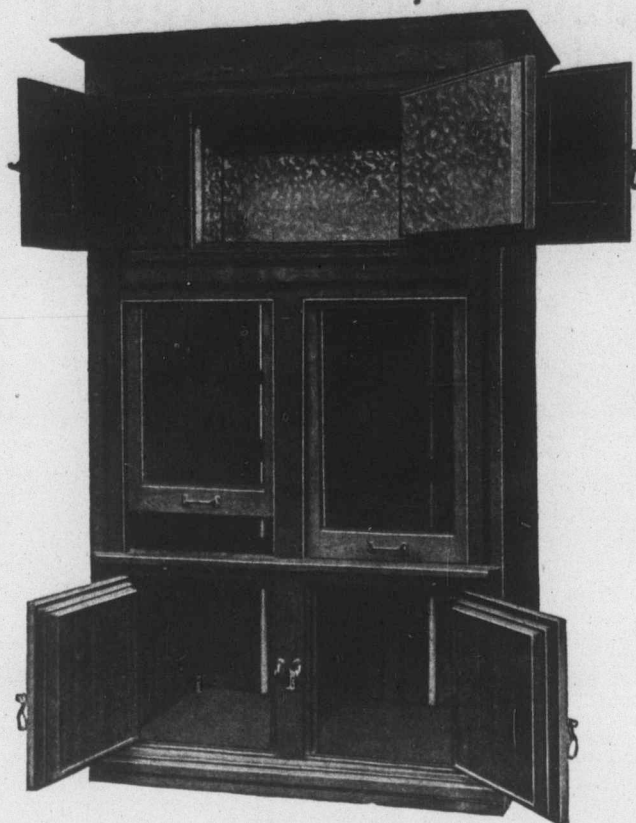
ARCTIC

—the refrigerator that's as cold as its name implies, as dry as it is cold and as handsome as long experience, an aggressive policy and money can make it. The "Arctic" refrigerator is so constructed that the air has an abundance of free circulating space which keeps it dry, the temperature is the lowest and the ice consumption is practically half of the ordinary refrigerator. Don't tie your money up in a refrigerator that is not scientifically and practically up to the standard of the "Arctic." Inefficient refrigeration not only ties your money up, but loses customers for you, which is worse. Examine the "Arctic."

Catalog sent on request.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONTARIO

Agents— Western Ontario: J. H. Galloway & Co., Hamilton.
Saskatchewan: Western Butchers' Supply Co., Regina,
Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.



JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY MM PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
 TORONTO
 Ontario representatives for D. S. Parthenopulo, Patras, Currants, J. H. Todd & Sons, Victoria, B.C., Salmon, brands: "Horseshoe," "Tiger" and "Sunflower."

CHARLES H. COLE
 Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
 New Address:
33 Front Street East - Toronto
 Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
 CEREALS
 TORONTO, CANADA.
 Rolled Oats, Oatmeal, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."
W. H. Millman & Sons
 General Sales Agents for Canada

W. G. PATRICK & CO.
 Limited.
 Manufacturers' Agents and Importers.
 51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
 Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
 50 Front St. East TORONTO

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

ONTARIO (Continued)

HENRI DE LEEUW
 28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE; EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

COLLECTIONS
 Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
 77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
 Limited
 Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
 We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
 Importer, Wholesale Broker and Manufacturers' Agent.
 Trade Established, 15 years.
 Domestic and Foreign Agencies Solicited
 Warehouse: 1313 Garnet St.

LEADLAY LIMITED
 Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
 332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
 LIMITED
 Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA CALGARY EDMONTON

Hamblin & Brereton
 LIMITED
 Importers and Manufacturers' Agents, Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

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

COCKBURN-NOLAN CO.
 Limited
 Importers, Brokers and Commission Merchants
 Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
 312-314 Ross Avenue Winnipeg

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

FRANK H. WILEY
 Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
 Successors to **RUTTAN & CHIPMAN**
 Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

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.

O'Loane, Kiely & Co., Ltd.
 Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents, Inspectors and Shippers of Canned Salmon, Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
 References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

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.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers I am open for a few more agencies, and can handle them to advantage. Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP
223 Commissioners St., Montreal.

The
Condensed Ad.
page
will interest you

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders



are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

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 townProv.....



TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

TWO CENTS PER WORD

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

Investigate the **7-20-4**

It is an excellent cigar at the cost of an ordinary smoke. As a selling proposition it is a real money-getter. The 7-20-4 cigar coins money for any store that handles it and gives the kind of satisfaction that brings customers back.

Write for particulars.

THE SHERBROOKE CIGAR CO., LIMITED
Sherbrooke, P.Q.

ARE YOU SHARING

with us the steadily growing popularity of

MAPLEINE

ORDER FROM
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Can.
CRESCENT MFG. CO.
SEATTLE, WASH.



BRAND  STUHR.

**STUHR'S
CAVIARE
FILLETED ANCHOVIES**

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

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

"Vig-Nol"

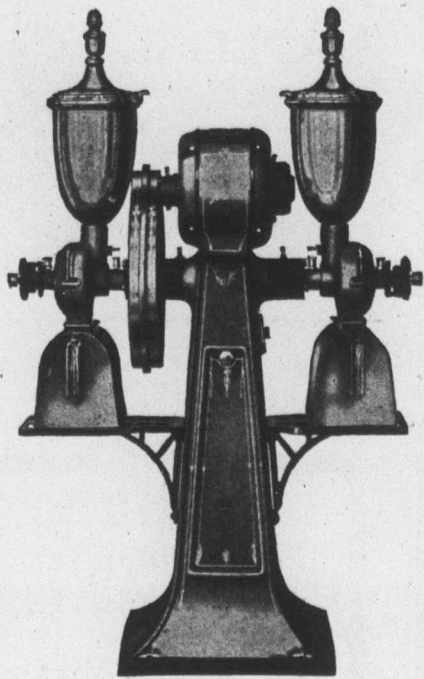
Not a soap powder, but a lightening cleanser,



for washing clothes without rubbing—put up in tablet form, saves labor and clothes, a big money-maker and a ready seller. Special introductory offer.

H. NAGLE & CO., P.O. Box 2024 Montreal

Jobbers—Write for Discounts
Distributors—Young Co., Ltd., Sudbury, Ont.
Will Hill & Son, Vancouver, B.C.



Mr. Grocer:—

What are you doing to give up-to-date SERVICE in selling Coffee?

Are you selling all the Coffee that all the customers whom you serve are consuming?

If not, there is a reason.

If yes, how do you know?

We can safely tell you that you are not selling all the coffee you can or should sell, if you are not properly equipped to give up-to-date Coffee SERVICE.

Write us for Free information for Increasing Coffee Sales.

The Hobart Manufacturing Co.

105 Church St., Toronto, Canada

RYAN BROS., 110 James St. East, Winnipeg, Agents for Manitoba, Sask., and Northern Ont.

The call to arms!



An army of salesmen consisting of nearly every progressive Grocer and Clerk in the Dominion read "Canadian Grocer," and are on the lookout to push just such a product as yours. Will they see your advertisement in this issue?

Get our rates without further delay---you are losing more than we by not advertising with us.

NEW PACK CANNED GOODS

“Swiss Bell” Brand

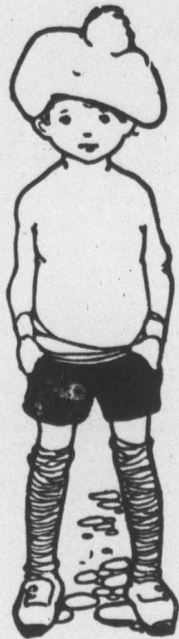
IF you have not placed your order for new goods for Fall delivery, we would strongly recommend you to do so. We will book a limited quantity, **this week only**, on very favorable terms. Write for particulars. Crop conditions at present are none too favorable.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

CANADA



They can't resist the deliciousness of Sharp's Kreemy Toffee

The Kiddies and Grown-ups are buying it all the time—it's so good, so tempting, they can't resist the desire for more.

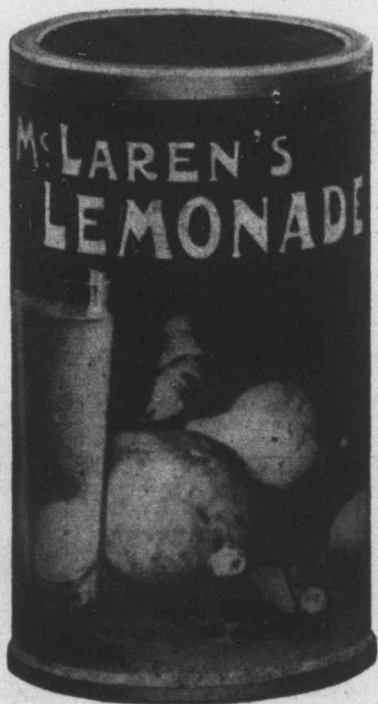
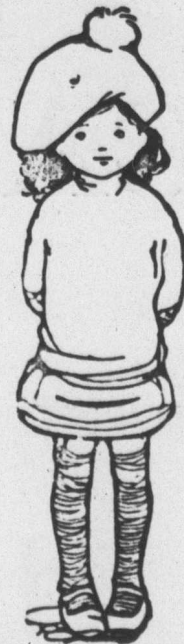
Get **ALL** the family coming your way—a counter or showcase display will do the trick. The profits are exceptionally good. Try a 100-lb. lot. Packed in 4-lb. boxes. It won't last long, but it will set the ball rolling.

Sells in 5-cent and 10-cent bars.

Write direct to our agents for a trial order.

Made at Kreemy Works, Maidstone, Eng., by
Edward Sharp & Company

The HARRY HORNE CO., of Toronto—For Ontario, Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.



WITH the inconvenience totally eliminated, here is a lemonade in powdered form which is the equal of the finest home-made beverage. It is made of pure lemon and sugar scientifically prepared and put up in a handy package.

MANUFACTURED BY

McLarens Limited of
Hamilton and Winnipeg.

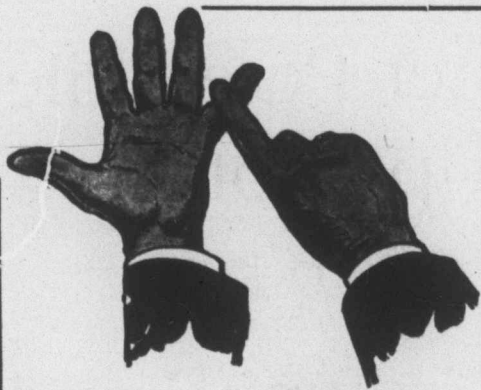
Send for trial shipment to-day

YOU

Pay the Penalty

when the inspector finds adulteration or misrepresentation. No matter what the manufacturer may claim about his products you pay unless he gives you a guarantee in the only form of warranty recognized by the Government. If the goods are right he'll gladly give this, but, if he won't, well don't take the risk, for every package of White Swan products is guaranteed and sealed with this Government warranty that absolutely protects you and assures you of an absolute "Surety of Purity" in every package.

White Swan Spices and Cereals, Limited
TORONTO, CANADA



Why

Bertrand's Macaroni

is so excellent

BECAUSE it is made from the finest Taganrog (Russian) wheat. It is handled under sanitary factory conditions. These combinations account for its superior quality and flavor.

**KEEP A GOOD STOCK
ORDER NOW FROM YOUR WHOLESALER
BERTRAND'S MACARONI
WILL PLEASE YOUR CUSTOMERS.**

Manufactured by Bertrand & Cie, France

Henri Jonas Co. - Montreal

Agents for Canada and United States

It is impossible

to keep perishable goods fresh and saleable during the hot summer days without a good system of refrigeration.



By installing the EUREKA—a system of refrigeration that has stood the test for over 28 years—you are assured of greater service with utmost economy.

The EUREKA is a system that carries the maker's guarantee. It pays for itself in one season.

It will pay you to investigate the exclusive merits of the EUREKA. It will cost you nothing to get our catalog showing the various styles and sizes. There is one to suit your requirements.

Eureka Refrigerator Co.

31 Brock Ave.

LIMITED
Toronto

Colman's *SAVORA*

Delicious Flavor, Delicate Aroma

The New Appetizer



"Appetizer" is the only word which rightly describes this new Condiment. It introduces an entirely new taste in this world of new things—one that cannot help but bring ready sale, new customers, and good profits.

Send a trial order to-day.

You'll handle it regularly in future.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., MONTREAL, 30 Church St., TORONTO

Peter, Peter, Pumpkin Eater,
Had a wife and couldn't keep her
Better food in vain they sought,
Till Crown Brand Syrup Peter bought.
Now they eat it all the time
Think it great and say it's fine!

Crown Brand Corn Syrup

This pure food costs so little and goes so far that its merits should be known in every household. Spread it on bread when the kiddies want a "piece." Serve it with pancakes and fritters. Use it to sweeten puddings, pastry and cakes. Most delicious taffy and candies can be made with Crown Brand Corn Syrup.

Our Free Recipe Book tells of numerous economies its use will effect in the kitchen. Send for a copy. Address Montreal Office.

The Canada Starch Co. Limited
Manufacturers of The Edwardsburgh Brands
MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

PETER'S PUMPKIN PIE

1 Pint Milk.
3 Cups Strained and Dried Pumpkin.
1 Cup Sugar.
1 Cup **Crown Brand Syrup**.
3 Eggs (beaten separately).
One half teaspoon Salt.
1 Teaspoon each Ginger and Cinnamon.

Beat all together until thoroughly mixed, and bake with under crust only.

Let Peter Pile Up Profits—

PETER, the famous pumpkin eater—has joined the crowd and now eats

Crown Brand Corn Syrup

He and five of his story-book friends are reminding Kiddies and their parents of this delicious table delicacy, in great big ads.—twice as wide and twice as high as this little reproduction.

More demand—same good profits—how about your stock?

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII

JULY 24, 1914

No. 30

Handling Fruits in Summer with a Net Profit

Further Methods Told by Canadian Dealers—Many Caution Careful Buying of Good Sound Fruit Wherever Possible—Is There Too Much Guess Work About Bananas?—Difficulties of the Man Away From Base of Supplies.

Written for Canadian Grocer by Canadian Merchants.

IN the last article on the handling of fruits in summer, the methods of a number of Canadian dealers were presented. Since that article went to press Canadian Grocer has heard from a number of others, and their methods are herewith given.

A. WILLIAMSON, VANCOUVER, B.C.—I always take the precaution to see the fruit before purchasing, and I invariably see that it is not too ripe. In British Columbia we do not have the extreme heat met with in Ontario and on the prairies, so that our difficulties are not so great. We make a net profit on oranges, lemons, berries and peaches, but I question whether we do on bananas. It is my opinion that bananas should be retailed by weight. Good displays in clean windows are effective in making sales. We also put up peaches in small baskets with price tickets.

MAPLE LEAF STORE, per J. W. Moyer, Regina, Sask.—If on receipt of fruits they are found not to be in good condition, they are returned at once and the wholesale house informed of the return. If every dealer did this, whole-

salers would be more careful of the quality of the goods they send out. With the exception of bananas, we make a net profit on fruits. It seems to me that there is too much guesswork in selling bananas. Our selling method is principally truth in describing the goods accurately. If no misrepresentation is indulged in, you get the confidence of the customer.

DIXON BROS., MAPLE CREEK, SASK.—We are careful to purchase fruits from only reliable firms, and in quantities we are likely to turn over at frequent intervals. We figure on making a net profit on bananas, oranges, pineapples and peaches, but it is questionable if we make money on berries. Berries are a little too perishable to handle at a profit. We aim for quick returns and reasonable profits.

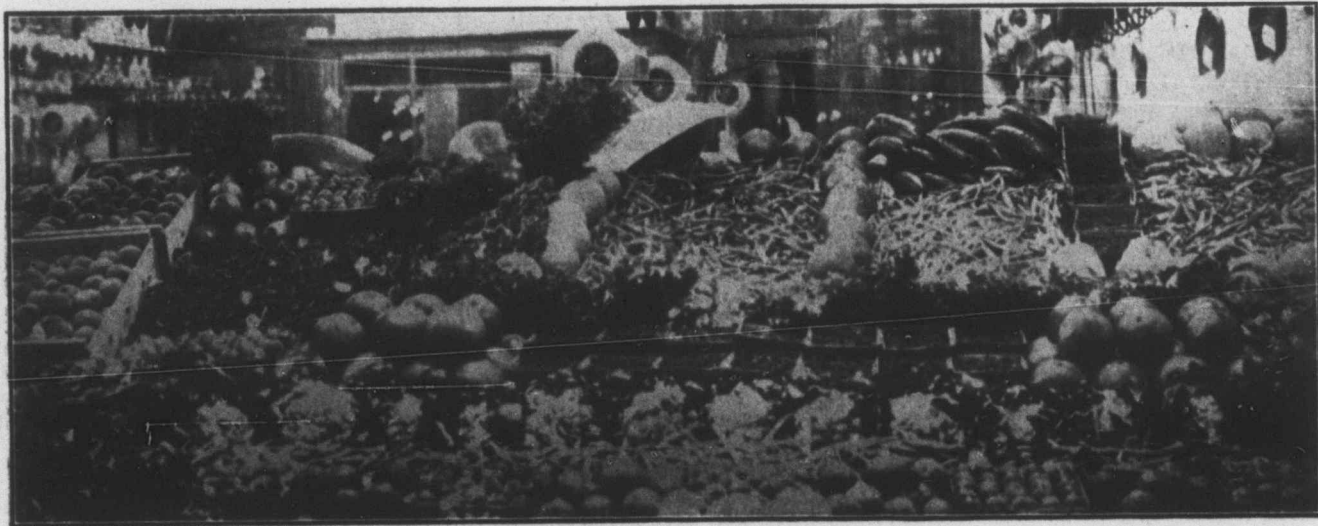
A. A. BLACK, FORT WILLIAM, ONT.—We send a man to the wholesale fruit house nearly every morning with instructions never to buy more perishable fruit than we can dispose of each day. We always go over our fruit and

grade it. So far as bananas are concerned, we cut all fruit off the bunch, and knowing our cost, can sell to make a profit of about 75c to \$1 a bunch. By cutting the fruit off the bunch we can put a few small bananas in each dozen, and in that way we realize fairly good prices.

Saves Money By Freight.

A. SWICHERL, CREDITON, ONT.—So far as possible we endeavor to take orders in advance on berries, peaches, pineapples, etc., for canning, and in this way we are able to purchase more intelligently. We buy oranges and lemons frequently as required. We purchase bananas green, thus avoiding loss in shipping, and at the same time we can get them by freight, which is much lower than by express. We make a net profit on all fruits.

JOHN RITTER, MILLBANK, ONT.—We only buy the best of fruit, inferior grades not being accepted unless at a much lower price. So far as a net profit is concerned, I figure we make



A summer fruit and vegetable display shown last year in the retail establishment of Matthews-Laing, Montreal.

one on all fruits, with the probable exception of berries.

J. B. MARSHALL, SELLWOOD, ONT.—I break even on bananas, but on oranges and lemons a net profit is made. On berries I do not think I get a profit. I buy direct from Toronto, and, of course, have to take whatever is sent me, and I never could get a credit note for any inferior stock.

Salesmanship Methods Used.

E. F. MASON & CO., PETERBORO', ONT.—We purchase berries and peaches daily in season, and by making good displays and calling customers' attention to the fruits over the phone or in the store, we are able to dispose of practically everything each day. We make a net profit on all fruits. In purchasing fruits other than berries and peaches, we see that they are not over-ripe, and we buy in quantities to obtain the better price. All, however, must be perfectly sound.

BRADLEY & SON, NIAGARA FALLS, ONT.—By knowing exactly the number of bananas in a bunch, we are able to make a net profit on practically everything we purchase. Our store is located on the market, so our fresh fruit is bought as required.

THE WILSON GROCERY, ST. CATHARINES, ONT.—WE purchase fruit just as we need it, which assists us in making a net profit on everything. Overstocking is one of the great drawbacks to getting out of fruit with a profit. We determine exactly the cost of everything and then add on what we think is a fair margin.

E. SESMARAIS, STONEY POINT, ONT.—We order bananas slightly green and we get all fruit by express. We are not sure whether we make a profit on bananas, but we do on oranges, lemons, and pineapples. We sell chiefly from displays.

WM. SMYE, HAMILTON, ONT.—By purchasing often, every day if necessary, we do not experience any great loss and are able to make a profit on fresh fruits. By keeping them before our customers all the time and in a fresh condition, we experience little difficulty in selling them.

D. J. GILLIES, CORNWALL, ONT.—We purchase bananas green and ripen them in a dark room. We find, however, this year it is somewhat difficult to make a net profit on them. We do, however, make money on the other fruits. So far as berries are concerned, I find it a good idea to buy each day only what I think I can dispose of.

FRUIT CAREFULLY ATTENDED TO.

"We never purchase perishable fruit that is not A1 in quality," states W. J. McCulley, a Stratford, Ont., grocer, in referring to this question of getting out of fruits with a profit. "We always believe in paying more money for good goods, than buying cheap goods at a small price.

"In handling bananas we always cut them off the stem, and sort them up in our banana trough, making two prices generally. This gives people a chance to see the difference in quality, and is also much better for the bananas than having them pulled off the stem.

"Oranges is one of our big lines for sale. During last year we made a special on one line of oranges (88's) running them at 20c a dozen; this helped our orange trade considerably. We then get a selection using the orange patent holders, and always get three or four boxes of each kind opened, giving the people a chance to select.

"Lemons are always dumped out of the crate into a basket, and no wrappers taken off except at the top of the basket.

"Our berry business is only done on a commission basis; this we find the most satisfactory way of handling perishable goods, such as raspberries, cherries and strawberries. Then you hold your packer responsible for the sale of the goods. You can keep in touch with him all the time, telling him what his trouble is, etc. We find out with a good many packers that they do not cool down their berries sufficiently after being picked in the hot sun. Strawberries that are packed under a warm sun, and put in a close box will get damaged more than in any way I know of.

"We found last year the only way to handle peaches was to do the same as with the strawberries and hold the packer responsible for his own goods; but this will not hold good if they have been chilled in cold storage, and then have them displayed in front of your store in the hot sun. We only try to keep a few on show at once. In this way we can keep our stock looking brighter. Last year we bought quite a lot of our peaches by the car.

"There are many things that could be said about handling fruit, but these are some of the principal things that we adopt in our store."

J. H. SAUNDERS, PROSPECT, ONT.—I do not buy very much fruit at a time and I try to see it all before purchasing. When it arrives I take out the bad fruit as soon as possible and keep everything in a cool, dry place. As a rule, we make a profit on bananas, and always on oranges, lemons and the other fruits. To encourage sales we keep fruit in a conspicuous place, with price cards attached usually.

Handles Lemons Carefully.

JNO. McKELLAR, TIVERTON, ONT.—When lemons arrive we find it wise to examine the box, and if any of the wrappers are moist we spread them out to dry and remove all decayed fruit. The fruit is then replaced in the box, with every lemon wrapped, in the original wrapper. We do not unwrap either lemons or oranges. Any profit we ever made on strawberries was realized by purchasing locally daily requirements and delivering them the same day to the consumer. Berries that come a long distance by express usually show too much waste. We are ten miles from an express office and delivery has to be made by stage. In our experience there is too much waste on bananas, but we make a profit on oranges, lemons and pineapples. In reference to bananas, I would advise all dealers outside of the large cities to buy them green in the hot weather, and in spring and fall when they are just turning ripe. With oranges and lemons we purchase our requirements only as we need them, except in the winter months.

A. M. McCORMICK & SON, PELEE ISLAND, ONT.—On account of being so far away from a wholesale base of supply we only handle bananas, oranges and lemons. We make a profit on the latter two, but it is questionable if we do on the former.

JOS. FITZPATRICK, BROCKVILLE, ONT.—As we have a wholesale fruit establishment in Brockville, we buy in small quantities. While we make a profit on bananas, it is not a large one, but we make money on the other fresh fruits. On account of there being so many peddlers, profits are cut down on practically all the fruits.

WOODMAN & McKEE, COATI-COOK, QUE.—By specializing on each line as it comes in season, both by window displays and through local advertising, we sell considerable fresh fruits. We watch the price quotations carefully on the different markets, and we do not buy too heavily, but often.

J. A. ROY, MONCTON, N.B.—On account of having a wholesale fruit dealer (Continued on page 38.)

Factors Which Count in a Losing Business

Observations of Good and Poor Features of Stores—The Problem of Courtesy and Examples of Discourteous Treatment of Customers—The Age Tending to Scientific Methods in Every Way.

Written for Canadian Grocer by B. C. Walton.

SOMETIMES when I hear grocers talking to their customers, I marvel that they are able to remain in business. Yes, strange to say, some of them build up excellent businesses. One I have in mind has a splendid store in a Western city. He evidently has prospered, but not by courtesy to his customers. His goods must be the best, and at the right price, for I swear I would not trade with him a minute longer if he addressed me in the manner I once heard him address a woman.

The latter had entered the store accompanied by a dog, when the proprietor from behind the counter bawled out, "Take that dog out. We don't allow them in here." No doubt Mr. Grocer had been troubled with dogs before, but he could have found a nicer way of enforcing his rule than by shouting "Take that dog out!"

Listen to the sequel. The woman replied, "It's a perfectly domesticated animal, but to please you, I will remove it." After doing so, she walked up to the proprietor (who, by the way, has half a dozen clerks) and proceeded to order a long list of groceries. When the surprised man had taken them all down, the woman said: "Please charge them to Mrs. Blank." The change in his manner was killing. He rushed around the counter to open the door, and his bearing was as pleasing as it had hitherto been disgusting. Mrs. Blank was one of his very best customers, and this woman was her niece. Not knowing her, he had taken the liberty to be rude.

I happened to know the woman, and mentioned it to her when I met her on the street the following day. "Oh, it's ignorance," she exclaimed, "but it's very annoying. If someone were to tell him quietly, I believe he would try to be nicer. I'm surprised Mrs. Blank tolerates him. The only reason she does so is because his goods are of superior quality, and his store is clean and right at hand. Yesterday my aunt asked me to order some lard. He told me over the phone they sold it in pails. When I asked him how much the pails contained, he answered very gruffly, 'Oh, I don't know, I'll send one up, and you can send it back if it don't suit.'"

Such grocers certainly do not succeed by courtesy. They must lose customers every day by such conduct and, but for other strong points in their stores, they would surely go under.

Keeping Delivery Promises.

There is nothing that will displease a customer so quickly as not receiving an order which has been promised for a certain hour. Leading grocers are today attaching more and more importance to SERVICE than they have ever done before, and one of their rules is that when an order has been promised for a certain hour, by hook or crook it shall be there.

I was in a store the other day, and saw something that amused me greatly. A customer called up the grocer, and asked why her order had not been delivered as promised. "It's just leaving," replied the grocer. "Well," said the customer, "I want a bag of flour quick." "All right," said the grocer, "I'll stop him. Jack, wait a minute. You'll get it in fifteen minutes, Mrs. Jones." I looked around for Jack, but could not see a solitary person. Then I looked at the grocer. He saw me through the corner of his eye, but never said a word. He had done that before.

A Rendezvous for Rats

Bad manners and unkept promises are not the only factors that affect business

adversely. I often enter stores, particularly small stores in the outskirts of larger cities, which are so filthy, I feel sure they must do a big delivery business, or they could never live. In such a store, I drew attention to the fact that they had some nice fixtures. I noticed them particularly because they seemed to be out of place. They were of the modern bin type, with glass fronts. The bins were only partly filled, and the glass was so dirty, you could hardly see what they contained.

"Yes," said the proprietor, "you've got to have those nowadays, or the rats will eat everything up. We are worried to death with them." I quite believed it. Rats would think this a great place for a rendezvous.

Near the door, standing on a fixture, was a tin device for displaying biscuits—a sort of big wheel, with small glass cases on its periphery. The biscuits were the product of a well-known firm. As I examined it, the proprietor remarked that it was a rather clever idea, but they never sold any of the biscuits.

"Why?" I asked, rather amazed.

"We don't stock them," he replied.

"Then why show these samples?" I asked.

"I don't know where that came from," he explained. He gave the wheel a turn, playfully, and added, "It's been here quite a long time."

Judging from the thickening of dust on it and on the surrounding fixtures, I believed it.

Where Promptness is Encouraged.

During a visit to Calgary recently, I was struck by one of the rules contained in a book of instructions for the staff of the Hudson's Bay Co. It says, "Always be alert for customers, and step up to them as soon as they approach your counter." One of the largest grocers in Calgary also has a rule to this effect. "You cannot wait on customers too quickly to please us. Never keep a customer waiting a second longer than you can help." They are rules that look superfluous, but they are mighty important things to insist on. A clerk, seeing a woman wandering along a counter, gazing at displays, may say, "She's not sure what she wants. I'll give her a minute to decide." The woman is saying, "I wish that clerk would stop gossiping, and come and serve me."

(Continued on page 38.)



"Take that dog out—we don't allow them in here."

At the Weekly Conference



An Item in the Evening Newspaper Was Responsible for Holding This Conference on Cooked Meats—A Profitable Department Opened.

Conference No. 9.



HOLDING aloft an evening paper and pointing to an article with a double-column, heavy black type heading, Tom Pepper was given the floor when the staff of Henry Lawrence had assembled for their ninth weekly conference.

"What is the sensation to-night?" asked the chief, with a half smile at young Pepper's eager face.

"This article," he replied, "says that Mrs. Brown, who is one of our customers on Ripley Street, dropped dead to-day at noon while cooking a roast in a hot stove—the intense heat was too much for her. It seems to me that while we will all regret Mrs. Brown's demise, we can use the information to good advantage. In the past we have only been selling a little cooked ham and an occasional pound of back bacon. Down at the next corner Johnson, the butcher and provision man, is now getting not only good business from cooked ham and bacon, but from a dozen and one other cold meats which we should be pushing. At the same time, Johnson is carrying supplies of canned goods and all kinds of vegetables."

Grocery Store Comes First.

It was news to Henry Lawrence that Mrs. Brown had passed away, and after suggesting to Frank Hastings that a wreath be sent up to the family, agreed with Pepper that here was a splendid opportunity for a great deal of new business. "The very fact," he said, "that the grocery store has first call upon the average housewife should mean that we have a good chance to get her entire cooked meat trade. I have for some time contemplated going in for provisions more strongly, and now I think the time is ripe. The unfortunate incident up at Brown's can undoubtedly be capitalised successfully. What do you think, Frank?" he asked of Hastings.

"By a peculiar coincidence," answered the chief clerk, "I came to the same conclusion myself this morning when the salesman for the Williams Produce Co. was in the store. He pointed out that we should have a greater variety of cooked meats, and if so, we would easily work up a considerable trade. In fact,

he wanted to bet me that my wife was serving more cold meats these days than freshly cooked and that she wasn't buying them all from us. I couldn't take him up because I knew he was correct, and eventually I gave him an order for not only cooked ham, but for some jellied hock and tongue as well. Had I known that this conference would take the course it has taken, I would have ordered other lines."

The ball was now a-rolling smoothly and every member of the staff entered into the discussion with their usual enthusiasm.

Henry Lawrence was a keen business man and a good judge of human nature. He knew that the greatest good could be obtained only when the entire staff was working in unison. He knew, too, that if every clerk could have "a finger in the pie," in so far as the selling suggestions were concerned, everyone would be more anxious to see the plans develop successfully. With this idea in mind he wheeled around in his chair towards Art Burns, the clerk who a week before had brought down from the summer camp the cue for a summer dessert week, which was discussed in the last conference.

"To what use can we put the article which Tom has showed us?" he asked him.

"It seems to me," Arthur replied, "that whenever a customer comes in for groceries we can call her attention to the sudden death of Mrs. Brown, in a casual way, and then say that this is no kind of weather for any woman to be cooking over a hot stove. From this we could lead on to our enlarged stock of cooked meats and then show the economy of serving them."

"Capital," was the comment of the chief.

Frank Hastings added that he would get in touch with the provision salesman again and order a few more lines for immediate delivery. The staff agreed that baked luncheon loaf, minced luncheon loaf, some cooked specialty which the traveler had recommended as one of the cheapest and most delicious of all the lines, some jellied pork hocks, jellied

beef, head cheese, and Bologna, should all be included in the order. It was felt that with this range the Lawrence store would be able to secure a fair share of the trade that came to that section of the town for groceries and provisions. A strong advertisement in the daily papers as well as a tasty window display was also decided upon, Frank Hastings to look after the former and Tom Pepper the latter.

The question of a separate provision counter was also raised. Pepper felt that a nice clean separate counter, where the entire array of goods could be displayed to advantage when there were many customers in the store, could not do anything else but create appetites, and therefore sales. Mr. Lawrence said that the suggestion would soon be carried out. "In fact," he added, "just as soon as I find our provision trade warrants this attention the counter shall be installed. For the time being—this week at least—we can move the short counter at the rear to the front at the end of the long one. This will mean that everyone entering the store must first pass the provision counter to order groceries. Our display refrigerator will show up the various lines to advantage which we cannot keep on the counter. However, in the rush hours a little of the majority of the lines can be shown."

• • •

Next morning the sale of cooked meats began in earnest. The regrettable death was found to be a stimulant indirectly to the use of more cooked meats. The headline of the advertisement in the papers that day read: "Don't Cook Over a Hot Stove—Serve These Delicious and Wholesome Cooked Meats." This was followed up with a list of the various lines in stock and some interesting information about each, with their prices. The sale proved to be a splendid one, the week going by all too quickly for Henry Lawrence. He found, too, that it was an easy matter to keep up the interest in cooked meats during the remainder of the summer, and it was not very long until the special provision counter was installed, as well as a new computing scale and a slicer.

Fifty Years of Grocery History in Guelph

Daniel Jackson Has Spent Forty-six Years of Last Half Century in the Same Establishment, and is Still in Harness—An Evolution of Conditions Since the Early Days Before Railroads Opened the Section Between Owen Sound and the Royal City.

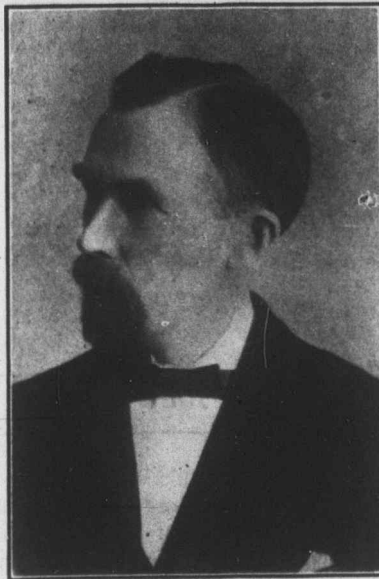
At eight o'clock in the morning and every morning of the week, with the exception of Sunday, if you happen to be on Wyndham street, Guelph, Ont., you will see coming down the thoroughfare the figure of a man—active, despite his advancing years, which have numbered beyond the three-score-and-ten—who wears chin beard, which gives rather an old-fashioned appearance to his alert features. At the premises of Jackson & Son, grocers, he turns and enters the portals of one of the oldest establishments on the street, as he has done every morning at the same or an earlier hour for the past forty-five years and more. He is Daniel Jackson, one of the founders of the old firm of Jackson & Hallet, which launched the business now carried on in the same premises by the senior partner and his sons—and he is the oldest of the veterans of the Royal City's retail business.

And Mr. Jackson, despite the fact that in years he numbers two milestones past the allotted span, not only goes to business at eight o'clock in the morning, when the store opens, but he is usually there until it closes in the evening. I met him at his home on a Saturday night after he had spent twelve hours in the store, with the exception of a short period for lunch. Could one get a more striking example of how the man who would make a success in the grocery business must work—of how the years of toil behind the counter become in the end a habit?

When Currency Was Scarce.

Interestingly did this patriarch of the business ranks of the Royal City tell of his experiences in the grocery trade—experiences which in themselves recount some of the most interesting phases of Guelph's history, and give an insight into the evolution of trade conditions in some of those cities which were distributing centres when railroads were few and when supplies were hauled for long distances over rough roads and through untrodden forests; when groceries were handled in bulk and not in packages; when there was little currency, and customers seldom had real money with which to discharge their obligations.

Guelph was then little more than a village in size, but in business significance it was probably more important than at the present day, for then there was no distributing point between what



DANIEL JACKSON, Guelph, Ont.,
From a picture taken some years ago. He has been connected with the grocery trade for about 50 years.

is now the Royal City and the lake ports of Owen Sound and Southampton, while Mr. Jackson states that there was even more clearing down about those places than around his home town, and in between the road was largely through unbroken forest, with the different villages along the way depending upon the wagon men to take out their products and bring them in their supplies.

Not What it Used to be.

There was a big difference between the business which Mr. Jackson's firm did in the early days and that which is being carried on in the same stand today. Then proprietary lines were practically unknown, and when an order was filled for one of the hamlets up in the bush it would consist of such commodities as tea, sugar, oatmeal, dried apples, cheese, coal oil, etc.

"Business isn't what it used to be," said the veteran, reminiscently, as his mind went back to the early days of his business, when it was largely jobbing—and most grocers who have been in business for a number of years will probably agree. "Things are now done in a much smaller way," he added, "and the profits are much closer."

The old jobbing business was done through the teamsters, and Mr. Jackson tells of how service even in those early days proved an important factor. The veteran smiled as he told of how they

influenced the teamsters to deal with them. This was good business, for the teamster usually had discretion as to where he placed the order. In this he was largely influenced by the manner in which he was able to dispose of the down load, largely consisting of dairy products—cheese and butter—also hogs, etc. By taking care of these jobbers and their loads the firm was able to get a big grip on the northern jobbing business.

This led to the firm getting extensively into the produce business, and Mr. Jackson tells of some of the transactions of the old days that seem like dreams from the present standpoint. In the produce business the firm co-operated with J. T. Brill, and the volume of trade often went in the thousands of kegs of butter.

Butter By Car Load.

"We shipped a car load of butter direct to the London market," said Mr. Jackson, speaking of one of their ventures, "and we hit the market right. Such was the success of this venture that we went to Chicago and bought two car loads there and brought it to Guelph in bond, shipping it through to London. But we found a different market, with the result that we lost heavily. I still believe that the bulk of the butter in that shipment was very much different from the samples on which we made the purchases," he concluded with a smile.

Railroads Came; Teamsters Went.

Speaking of the old business and its proportions, brought to the veteran's mind the big consignments of fish received from the lakes. He told of shipments as heavy as three car loads received at a time, consisting of salmon, herring, whitefish, etc., both salted and fresh, and this would be handled to the retail and jobbing trade. "But that has been knocked on the head long ago," he added; "business is not what it used to be. The W. G. and B. Railroad came through, and then there were other lines which cut into the territory; the teamsters disappeared when the steam whistle came."

Mr. Jackson tells very interestingly of some of the other ventures which the firm made. Dealing in hog carcasses led them to buy out Campbell's retail pork store, and this was operated for three or four years before being sold. Likewise

(Continued on page 47.)

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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TORONTO, JULY 24, 1914

INSTRUCTING SALESMEN.

MANY OF OUR LARGEST and most successful merchandising concerns have found that it pays to provide a course of special training for junior employees. The practical and definite instruction and information given them is a short-cut to the point of efficiency which would only otherwise be attained after many years' service, and after many costly and embarrassing mistakes. In the smaller stores there should be occasional meetings for the clerks, where problems which are constantly arising could be discussed and settled. Many of the larger stores in the larger cities have instructors who conduct classes in the same manner as they would be conducted in a specialized business college. Junior members of the sales-force are instructed in all branches that it is required they should understand, and special examinations are held to test the efficiency of the students. These large firms have found out that by conducting schools or classes of instruction they secure a higher and more efficient class of help than could be obtained otherwise. An American contemporary in commenting on the methods of some of the larger city stores said:

"The educational departments for employees of the Wanamaker stores, and several other big retail houses, are remarkably comprehensive and complete, and the good that is accomplished through them is almost beyond computation. Naturally the smaller store cannot afford an elaborate school for employees, but the thing can be handled in a smaller way according to circumstances. In some instances a regular school is not maintained but at intervals professional instructors are employed to lecture and demonstrate before the employees. The general custom is to have a course of lectures which employees are required to attend and take notes. Salespeople and others are encouraged to ask all the questions they may care to, and at the end of the course an examination is held to determine how much of the instruction has 'soaked in.'

"Merchants are continually bewailing the fact that good sales-people are practically impossible to find, and there is a good deal of reason for these complaints. Unquestionably the remedy lies in education. But where is that education to be had unless the merchant himself

furnishes it? At the present time, so far as we know, there are no public schools in which the prospective department store worker can secure adequate training."

Some Canadian grocery firms are working along the lines outlined above, but they are comparatively few in number, and there is great room for much educational work along this line.

MIXED FARMING COMING.

WRITING FROM CALGARY, Alta., a Canadian Grocer representative says:—The crop prospects in Southern Alberta this season are not as good as usual. The scarcity of rain over a large section has done considerable damage. However, during the last three weeks there have been frequent showers and a marked improvement has been made.

In the Northern and Middle section of the province there has been abundance of moisture and crops are in excellent condition. In fact they have not looked better for a number of years. Taking the province as a whole, the harvest will not be a bumper one, but promises a fair average. Of course, every one desires a big crop, but there are many who think that a bumper would not be an undivided blessing.

Through the greater part of the province there has been a marked change in farming methods during the past two years, and grain raising has very largely given place to mixed farming. At one little town north of Calgary, from which a large amount of grain used to be shipped in former years, last season there were only about two carloads sent out. At other places the changes are not nearly as marked. It is not that the farmers in those sections are not growing large quantities of grain, but the great bulk of it is fed to cattle and hogs.

Old residents of the West say that two or three times in its history farmers have drifted away from grain raising, but just when they would bet nicely started, along would come a bumper crop, with good prices, when there would be a rush back to the old method of raising grain almost exclusively. It is to be hoped the farmers have now learned their lesson, and that mixed farming has come to stay.

**Prices Upward Bound,
Not Down**

IN TIMES OF TEMPORARY business depression as at present, when many of that class which form the bulk of the trade with the grocery store are short of money through slackness in the manufacturing plants and general shortage of employment, the grocer may feel inclined to follow the example of his brother business men in other lines down the street and start in to hold a bargain sale. Some of them occasionally follow the inclination, but—

We repeat some of the grocers will at times cut prices and give bargains, BUT they are going it on a basis which will not give them any profit—probably in the hope of increasing their trade, they are selling goods at prices which will not cover the overhead expenses.

The difference is that the grocer is handling staple lines. There is nothing of novelty about his goods there is nothing of fashion to make it desirable to clear them out; there is absolutely no reason why he should cut prices unless he wants to lose money or unless he has been buying very foolishly and has too much stock on his shelves.

The argument to support this statement is not hard to find. We got down to the first business principle—the grocer cannot sell cheaper because he CANNOT BUY CHEAPER, and because there are not in the handling of groceries those elements of business speculation which cause price fluctuation.

Despite the fact that business has been quiet for some months, and that in regard to many lines of goods offered there are much lower prices quoted, the fact remains that the prices on staple groceries are rather higher than lower, and this applies to both plain and fancy lines. Nothing would prove more conclusively the solid basis upon which the grocery business is founded than that the flurry in trade has not affected the price quotations.

We print in connection with this article a summary of the most prominent of the staple lines which the grocer handles and the present quotations compared with those of a year ago, the figures in both cases being taken from Canadian Grocer. Sugar we find is dearer by 10c and flour by 20c.; prunes are much higher, beans are up 25c., potatoes are soaring away above last season, rolled oats are 10c. up and, although quotations are hard to give comparatively, we find that tea and coffee have both been continuing on the up trend and that to-day the tone of the market in most departments is very firm. Raisins, it will be noted are cheaper, currants about the same, syrup remains at the same figure, as also does rice. Butter is cheaper but produce is handled so close, and the market so dependable on local conditions, that this is not significant any further than to support the argument that the butter market in this country has been on too high a basis for a long time; eggs and cheese are on the same basis as in 1913. In fruit we find that oranges are much cheaper but this was due to the destruction of the California crop of 1912-1913 by frost which left the harvest very short for last season; lemons and bananas are also a little easier, probably in sympathy.

Canned goods can be sold a little cheaper for the reason that the big pack last year flooded the market and prices were cut so low that the packers did not make much money.

There is much for the grocer to consider in these figures if he is considering price-cutting, and there is a good argument in them to convince the customer who is

looking for cheap prices that the conditions of the market do not entitle him to bargains.

	1913	1914
Flour—Manitoba, 1st patent, . . .	\$5.50 to	\$5.70
Rolled Oats—90 lb. sacks . . .	2.25-2.30	2.30-2.40
Butter—Creamery	0.26-0.28	0.25-0.26
Eggs—New Laid	0.26-0.27	0.26-0.27
Ham—Light, smoked	0.17½-0.18	0.17½-0.18
Bacon	0.17 -0.18	0.17 -0.18
Cheese—New, large	0.14¼-0.14½	0.13¾-0.14½
Rice—Rangoon	0.03-1-3 -0.04	0.03 -0.04
Tapioca	0.09½	0.09½
Oranges—California Valencias	5.50-6.25	3.25
Lemons—Viridilla	5.50-6.00	5.00-5.50
Bananas—Bunch	1.50-2.25	1.50-2.00
Potatoes—New Brunswick	0.75	2.25
Potatoes—New	3.25-3.50	5.00-5.50
Sugar—		
Extra, granulated, bags	4.40	4.51
Raisins—		
Valencias	08 - .08½	.07 - .08
Prunes—		
30 to 40, 25 lb. boxes	12½-13¼	14 - 15
Currants—		
Patras07¾	.07½
Syrup—		
Corn, barrel03½	.03½
Beans—		
Canadian, H.P.	2.25	2.50

MAKING MONEY.

A MAN WHO was once in the retail business and who now holds a minor position with a jobbing house remarked that "He made a lot of money when he was in the retail business, but he lost it all in bad accounts." He is typical of many retail merchants to-day who think they are making lots of money, but who will eventually find out that they have lost it all, or a considerable portion of it in bad accounts. He really did not make the money, but for several years he labored under the delusion that he was making money. His main object was to have a large turnover, and he did remarkably well in this respect. He found that many people were willing to pay a long price for the goods if they could only get credit. The indiscriminate giving of credit is a pit in which many retailers appear to fall, and which in many cases put them out of business. The retailer must constantly be on guard in order to keep the dead-beat and the many who cannot pay.

The dead-beat is a troublesome foe, but there is room for an argument as to whether or not he is the most troublesome customer with which the retailer has to contend. One of the most troublesome debtors is the man whose intentions at the time of purchasing are good, and who places a large order for supplies, but finds out later on that he is unable to make a settlement. He belongs to a class of customers who cause endless trouble to the retailer. Many retailers are themselves to blame for much loss through bad accounts, on account of not watching collections closely and not employing a systematic method of collecting. This is a very important feature of successful retailing and too much stress cannot be laid upon it. July and August are two good months for pushing collections. The summer slackness gives the merchant and his staff plenty of time to devote to collecting accounts. The money gathered in now will help in paying for fall goods. You will probably find it easier to collect the accounts now than later on, because the longer an account remains on the books the harder it will be to collect.

Marking Goods and Inventorying

The Accepted Way Sanctioned by Custom and Convenience —
Playing Safe in the Computation of Cost—The Policy of Large
Firms.

Written for Canadian Grocer by Henry Johnson, Jr.

A CORRESPONDENT asks:
"In marking goods should they be marked at wholesale or should the cost of doing business be added?"

"When taking stock, how should this be done? Put down at wholesale cost or which way?"

Goods are customarily marked at the wholesale cost, plus transportation and drayage charges, etc. In fact, I do not know of any grocer who does otherwise, nor can I see just how he could do otherwise. I should modify that statement by saying that such is the accepted rule and method, though many grocers are careless and inaccurate in the doing of it.

The proper way up to date, and the only practicable way I know about, is to take the wholesale cost and add to that all expenses incident to getting the goods into your store ready to sell, plus any reasonable allowance for shrinkage, according to the character of the items covered. The sum of these various factors will constitute your **COST**.

Be Liberal in Computing Cost.

The object is, of course, to get **COST** and all of it, just as accurately as possible. As, however, there is not an item which is not subject to some shrinkage, some moderate "buffer" should always be included in the computation. What the buffer shall be depends on the goods.

A case of canned tomatoes will yield so nearly 100% of its contents in sales that the least possible fraction needs to be added to cover losses. Thus, if you consider that the weight, gross, is 83½ lbs., it is well to work it up as 85 lbs. and figure freight and drayage thereon. Probably this will yield a total transportation cost of 13c. This should be called 15c, or 7½c the dozen. Thereafter you will always figure 7½c per dozen as the laid-in expense of any 2½ lbs. canned goods from an equal distance or the same wholesale point, unless there be a great variation in charges. You see, you will soon get over the ground and know just about what the cost will be on each size of package from the jobbing points at which you are accustomed to buy.

For contrast, take a box of fresh, ripe tomatoes, or rather such as we buy in semi-ripe condition. Here the shrinkage will be 50% or worse, though these are turned so quickly that the cost never reaches any cost-record. The point is that we must get our total cost and then a fair margin out of 50% of the total quantity paid for.

To get back to real groceries, let us take the case of 1 doz. wash-tubs. If you have plenty of excellent storage room, have good fortune in your help to

handle such items and then enjoy a reasonably brisk sale on woodenware, this item will run into a possible shrinkage of perhaps only 10% to 16%. If you sell very few wash-tubs and they "knock around" six months or so before you sell 1 dozen, your shrinkage will run to 33 1-3%. Omitting all discussion of how to better such a condition and taking it simply as an existing circumstance, it is obvious that you must figure shrinkage according to your trade in wash-tubs.

Again, and finally, sugar will run almost invariably to a shrinkage of only about ½%—if more, there is something very wrong about your method of handling.

Accuracy is What You Want.

As stated, what you want is accuracy. But as all human things vary more or less, you cannot attain absolute accuracy, so what you must do is be sure to get in all the known factors and then take just a trifle more for "good measure." Once you get round the circle you will have accomplished several desirable things. You will have ascertained some solid facts about your costs which will open your eyes. You will have become so familiar with certain figures that future computations will come more readily and speedily to you. You will know more about your business. You will probably be a more careful buyer.

Impracticable to Figure Otherwise.

How could you pursue the other method?

Take your sugar as an example. Say it costs you \$4.70 to-day and that your average expense of doing business is 17%. Divide the \$4.70 by 83 (100 less 17) and your result will be \$5.66 plus. That shows the cost of sugar to you plus your average expense, yet you sell sugar to-day at about 5c the pound. Here, then, you would show a loss of 2-3c on each pound sold, 66c on each 100 lbs. What kind of complicated accounting are you going to install to take care of such problems as that?

Again, take a canned peach which costs you \$1.60, and sells for 20c the can. This stands at \$1.67½ laid in and sells for \$2.40. Figuring roughly, you add first the 17% expense, which gives you \$2. Then you still have 16 2-3% absolute net margin, or true profit on this item.

These various examples indicate why it is much more practicable, in fact, the only practicable way, to average the margins as well as the expense, being everlastingly **CAREFUL** all the time to get costs **RIGHT** and be liberal with yourself.

(Continued on page 47.)

Thousands Follow the Grocers to the Falls

Hamilton and Brantford Associations Again Unite for a Great Day—More Than Eleven Hundred Gallons of Beverages Given Away—Many Races, a Ball Game and a Tug-of-War.

Covered for Canadian Grocer by Staff Correspondent.

NIAGARA FALLS, Ont., July 22. —Once a year the waters of the big cataract fall to the tune of the Highland Pipers, a Highlanders' band and a "rube" orchestra. On the occasion in question there is, of course, other music there, and it is only necessary to mention that you also hear the musical oratory of "Bay" Hill and the megaphonic transmission of notes that announce a baby show or a soap race, to be able to guess that the Hamilton and Brantford grocers have invaded the place. On picnic day in Hamilton the streets, they say, are deserted. It would be about as difficult to purchase a pound of tea on the great day—at least from a member of the association—as to turn the falls themselves back the other way. "The one big day of all the year," is how the poet would sing it, and when you watch from 50 to 60 car loads of people amble into Victoria Park you realize that the man of verse hasn't shot very wide of the mark.

Statisticians have since been figuring on the number present and from latest reports it exceeds 6,000 souls—a mighty throng for President J. M. Semmens to control. Then besides, the Brantford Retail Grocers and Butchers Association brought over a contingent of some eight or nine hundred to swell the army.

Free Drinks for All.

If you don't believe the above figures, just harken unto this. The Hamilton and Brantford grocers are philanthropic men. That the grocery store is the biggest charitable institution in the country is a truism that has long been true. While it may be that the charity is not dispensed altogether gratuitously, nevertheless it is real just the same; but herein may lie the chief difference between this variety of charity and

the philanthropy practiced by the grocers on the occasion of their annual picnic. In an enormous pavilion—one that would rank in size favorably with the barn on a 200-acre farm—were dispensed to all ticket holders all the free drinks they had a mind to desire. "Ask and ye shall receive" was the imaginary sign that hung above the entrance. It was a case of history, and Biblical history at that, repeating itself. In all, 560 gallons of tea and coffee were given away; 200 gallons of lemonade and orangeade, and 200 gallons of milk, making 1,160 gallons of liquid altogether, or 4,640 quarts. No less than 200 lbs. of sugar were required to make the beverages more palatable, and 4,500

pasteboard pails in which to carry away the wet goods.

The two presidents, John Kew, of Brantford, and J. M. Semmens, of Hamilton, wore their brightest summer smiles. One would have thought that neither ever had a care in his life. Old Sol smiled, too, and anyway who would not upon such an assemblage? The park was never so thickly populated since the last picnic, and our old friend, the aforementioned Sol, never before looked down on the green sward of the park when the several engagements were more

keenly contested or of such a



variety. Youth and beauty shone resplendent, and, while the latter is possibly not actually a requirement in winning athletic contests, yet it invariably runs a favorite. Particularly is this the case when the judges and a coterie of their aide-de-camps are watching for the victors in a ladies' soap or tea engagement.

If the big grocers' picnic has become famous among new mothers for one thing more than another it is the baby show. The 91st Band, while it would undoubtedly stand its ground even in the thickest of a military encounter, had to vacate the grand stand before the advance of the mothers with their offspring. Brave men they say are cowards in love—and the philosopher might have added when the ruler of the household sways the chastening rod. So the band moved away, and the mothers, each with "the best baby in creation," held the fort. Some thirty of the rising generation entered the contest, and it was a proud moment for our mutual friend Jim Burns, the grocer, of Brantford, when his grandchild captured the coveted trophy. Then there were contests for heavy babies and twin



No. 1—The Baby Judges—Mayor Allan, H. E. Commissioner Ellis, and D. B. Wood. No. 2—J. A. McIntosh, H. Kirkpatrick, Jno. Kew and others. No. 3—Wm. Smye, Eric Jamieson, Jas. Burns are conspicuous.

babies, also for those who were babies at the earliest dates in the last century. A man of 85 and a woman of 70, who have long since entered upon the eventide of life, were judged the winners in the old-age contests. J. A. McIntosh, Eric C. Jamieson and M. R. Hill acted as guard on the grand stand during the judging of the babies, but it was later learned that the judges escaped unscathed.

From a Hamilton standpoint the ball game in the morning was a dainty sweetmeat, but a rather bitter pill to the Brantford braves. Over in Mohawk Park, which lies resplendent in the evening shadows of the Telephone City, there was once a ball game between the same rivals. And if the pages of history are turned back (Canadian Grocer, Sept. 19, 1913) there will be found recorded the story of a ball game in which the principal character was one Michael Cummings. On that occasion the lot fell upon him to do the twirling, and he won even in the face of 13 runs being scored against him in one of the innings.

It is often said of ball players as well as prize-fighters that they never come back; nevertheless, Michael came, and Hamilton carried off the smokes with the long end of a 9 to 3 score. Eye-witnesses say that Mr. Cummings was pretty much the whole works. It was not until the last inning that Brantford secured a run, and that was due to the missing of the "balloon"—it was the indoor brand—by one of the outfielders. Otherwise the Hamilton pitcher claimed a shut out. He also helped himself to being a participant in a fast double play and a home run. President J. M. Semmens himself was not to be outdone, and in the words of the daily paper sporting writer, "put the ball into the bleachers for a circuit clout." A sparkling double play was too perpetuated by D. Hobson for the Hams. On the word of the official scorer, there was not a single error charged up against either team—a remarkable record—and one that speaks well for the scientific methods of the grocers of these two live Western Ontario cities.

Pitcher Hammar of the Brants, and E. Croley, the receiver, were perhaps the shining lights of the losers—but then what can a scientific battery accomplish when the players in the ranks don't wear skirts? The ball simply passes through. But in the autumn at the Hump the Brantford boys say there will be a different story to tell.

The combatants lined up as follows for the fray: BRANTFORD—Newham, 1b.; W. Greensides, 2b.; B. James, ss.; H. Croley, 3b.; Roy Hadden, cf.; W. Jewell, lf.; T. Hammar, p.; C. Miller, rf.; E. Croley, c.



Top snap is one of the Highland pipers—or rather one and a half. No. 2 shows a group of Hamilton grocers with the wind blowing, and No. 3, on the grand stand, with Bay Hill, judging the babies.

HAMILTON—H. Cummings, p.; J. Blowie, c.; H. B. Blowie, 1b.; D. Hobson, 2b.; J. M. Semmens, 3b.; Geo. Cann, ss.; J. Jamieson, rf.; E. Henderson, cf.; H. Smith, lf.

At the Hamilton and Brantford picnic there are always a number of ladies' contests. This year was no exception. And of course the winners require the attention of the judges and their friends on the line. There are always several applicants for the position, and it was

easily worth the trip to watch Jno. Kew, Geo. Bickle, J. A. McIntosh and the others handle the "grab bags" as they touched the tape. The soap race was a feature as usual, and it can safely be said that when the critical eye of a contestant viewed her lingerie remains the following morning, the soap would be found an exceedingly timely article.

Within earshot of the tumbling waters were heard at frequent intervals all afternoon the stentorian tones of the announcer. The megaphone worked overtime, for there were contests of all sorts and varieties. Among them were four tea races; races for all kinds of ladies, both married and single; cart-wheel and pick-a-back races; a red feather race; men's and women's walking races; fat men's and sack races, shoe races, and races for all shapes and sizes of the human race.

We have all heard and talked of the pulling power of an ad., the pulling power of a window display, and of good fixtures, but at the picnic the pulling power of man was demonstrated. This was in the tug-of-war between picked teams of Brantford and Hamilton grocers. Messrs Whittington, Hodiganson, Whittingham, Gilligan, Walsh, Hoe and Warren were the gladiators selected by the Brantford men, and M. Sullivan, W. Hartley, J. L. Brown, F. Dunsmore, A. Adams, J. Sutterbee and G. Ante upheld the honor for Hamilton. The latter was given the decision after a few moments of intense strenuous pulling—and once again the Hamilton boys smoked.

The grocers' picnic is one the travelers are fond of. It is a day on which they can mingle with their customers without "boning" them for an order. So the knights of the grip men left their samples at home and handed out handshakes, smiles, puzzles and cigars, all of which made the great day a greater one. Many of them divided their attention—like a fickle admirer—between the Heights at Queenston and Victoria Park. At the former location the Toronto grocers and their friends were disporting themselves in the shadow of the tall monument—so almost the entire Niagara Peninsula was alive with the trade that day.

The Hamilton Games Committee consisted of J. L. Brown, Chairman, E. H. Young, Secretary, E. M. Souls, J. Forth, J. McLachlin, J. Vanator.

John L. Brown was the chairman of the Excursion Committee, Jas. Main, Treasurer, and M. R. Hill, secretary.

Chairmen of the other committees were:—Transportation—J. Kirkpatrick. Refreshment—Adam Ballantyne. Printing—W. Smye. Music—H. Taylor. Reception—J. A. McIntosh. Finance—E.

(Continued on page 38.)

London Grocers Enjoy Excursion in Toronto

Came by Train and Took in Many Side Trips—Some Amusing Incidents of the Day—Hat, Cigars and Sandwiches Lost.

London, Ont., July 22.—(Special.)—On Wednesday last the London Grocers' Association enjoyed their tenth annual excursion, as announced briefly in last week's issue. After several wet and cloudy days, the sun broke forth in all its glory to welcome the grocers, their wives, friends and sweethearts, that assembled at the C.P.R. depot early in the morning to board the special train of ten vestibule coaches and baggage car for Toronto.

Before the train had gone far afield the hustling committee men became actively engaged in the chief duty of the trip—the passing around of the baskets of sandwiches, oranges, bananas, olives, soft drinks, etc. This is but one evidence of how the London grocers treat their friends when they meet them outside the store. Smiles are not confined to faces behind the counter. The D. S. Perrin Company, the McCormick Company, and the Noble Biscuit Company gave away souvenir packages of biscuits and candies, which, together with the good things passed around, made the trip a most pleasant one. Under the guidance of President Adam W. Palmer, all went merry as a marriage bell. Gordon Drake, George H. Ellis and George Ecclestone were, perhaps, the busiest men on the train apart from the engineer and fireman. They took up their positions behind the counter in the baggage car, both going and coming, and demonstrated to the satisfaction of everybody that they are by no means novices when it comes to serving people. President Palmer, Treasurer Thomas

Shaw, J. A. McFarlane, Harry Ranahan, H. P. Rosser, J. W. Eddy, H. R. Hooper, "Billy" Elliott and Secretary Harry Harley looked after the distribution of the good things from the baskets. They certainly made everybody feel at home.

A Place for Everyone.

Arriving at Toronto about 10 a.m., the excursionists went out to enjoy themselves according to their hearts' desire. Some took motor car trips around the city; others went to the Island; still others to the theatres, Scarboro' Beach and the Canadian League ball game. The London grocers were represented everywhere. It is reported that Past President Ranahan bid good-bye to the ball game in the fifth innings—too many errors was evidently the cause. It was, too, fortunate that the prices of hats were all marked down in the Toronto stores from the standpoint of Gordon Drake. His London headgear, it is said, was left with a Toronto millionaire. Lew Summers, with others, spent the best part of the day at Scarboro' Beach. "I love the cows and chickens, but this is the life" was one of the remarks that might have been heard from him on the return journey. J. A. McFarlane very wisely looked for the cool spots and found them on the ferry boat. It is nothing but natural that Treasurer Tom Shaw, who is one of London's most ardent bowlers, should seek out the finest pair of bowls for his big tournament next week.

A most pleasing feature of the journey was the concert in the baggage car. E.

J. Ryan, H. P. Rosser, H. Fountaine, George Ellis and Harry Ranahan contributed solos and choruses, while George Ecclestone, Tom Shaw and Harry Harley entertained the company with impromptu speeches. After his effort, Ed Ryan was presented with the mustard for some unaccountable reason. One of the few mishaps of the day was the departure from the baggage car at the Union Station of seven boxes of "smokes." Just whether the market clerk will retain his position of door-keeper another year is a question.

In the midst of their gaiety the London grocers are not unmindful of the folks at home. A quantity of sandwiches and fruit that was left over from the picnic was to be sent to the Orphans' Homes on Thursday, but unfortunately it disappeared from the C.P.R. yards here early that morning. There evidently is a case here for some adventurous Sharlock Holmes, as the doors were locked and the windows barred.

The committee in charge of the excursion was:—President A. W. Palmer, Secretary Harry Harley, Geo. H. Ellis, J. W. Eddy, Thomas Shaw, G. B. Drake, Geo. Ecclestone, Harry Ranahan, H. P. Rosser, H. R. Hooper, J. A. McFarlane, Alfred Care, R. E. Blinn, J. T. May, W. J. Teeple and E. J. Ryan.

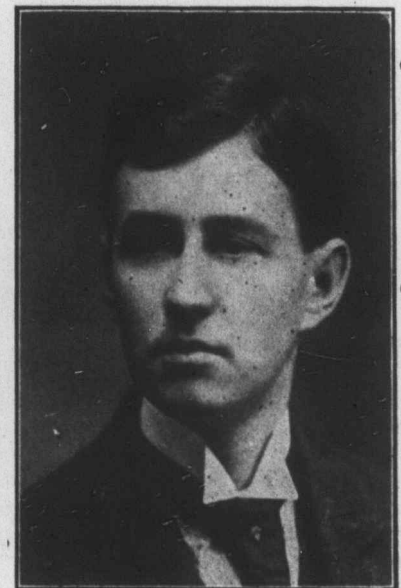
Among the friends of the grocers present were: W. Hungerford, of A. M. Smith & Co.; W. Ripley, of M. Masuret & Co.; R. J. Donaghy, grocery broker; Dan Carter and John Diprose, a former president of the association.



ADAM PALMER,
President London R.G.A., which held its excursion last Wednesday.



THOS. SHAW,
The Treasurer who found time to enjoy the trip.



G. B. DRAKE,
Member of the committee who helped to serve behind the counter in the baggage car.

Toronto Grocers Have Big Day at Queenston

A Beautiful Sail, Ball Game, Sprinting Contests Among the Features—Travelers Emerge Winners in the Soft Ball Game—Some Marathoners Among the Grocers.

Reported by Staff Correspondent.

QUEENSTON HEIGHTS, July 22. —A hundred years ago when General Brock drove the enemy from a tall hill on the banks of the Niagara River, little did he think that the place would feel the tread and tramp of thousands and thousands of the coming generations. But since that time historic Queenston Heights have bowed greetings to army after army, but of peaceful men, as they climbed the now well-worn path to the seat of the great monument, which all through the ages has ever gazed over the smiling fields below.

On Wednesday last there were battles here again, but not of the dreaded war-like variety. The Toronto Retail Grocers' Association invaded the place with several hundred of their friends, and captured it without a struggle—but the subsequent skirmishes between grocers and travelers, grocers themselves, fat men, young ladies, and young men were not won without a contest every time. It was indeed a treat to see the members of the trade scamper like "two-year-olds" over the green sward in picnic garb; but no evidence has as yet come to hand testifying that they all "legged" it as rapidly to their stores the following morning. If the whole truth were known, the surmise would probably be correct that a few bottles of liniment were absorbed by contrary muscles before the effects of the outing passed from the legs and arms of the marathoners.

Closed For The Day.

Be that as it may, the boys had a great day. The Toronto grocers' picnic is a popular one in the Queen City and the "absent" sign hung in front of many a store. Of course, there are a few people not connected with the trade—apart from the fact that they find the grocery store a convenient place when supplies for meal time are required—who were unaware of the cruise to the Heights under Admiral Neil Carmichael. This was responsible for the remark of one of them as told by a member of the Association. He happened to be passing a store in the morning which bore every evidence that the proprietor was not open for business that day. "Who's dead?" he asked as he observed the absence of the customary activity; but the proprietor of that store was very

much alive here at Queenston Heights, as shown by subsequent events.

Notable among the features of the day was the sail across Lake Ontario. The good ship ploughed her way through not only the blue waters, but the silvery rays of as resplendent a sun as ever rose up from the underground. "O Perfect Day" was hummed under the breath of many a grocer. As a matter of fact, the grocers always have a fine day and a fine time, Providence, no doubt, being anxious to make atonement for their cares and worries of the rest of the year.

In the absence of his wife who is West on a visit, Donald McLean, apparently taking advantage of the occasion, decided on the elimination of a portion of his features just prior to the picnic. In short, his moustache was missing, and he was kept so busy re-introducing himself during the day that he did not get a chance to win any of the prizes. The shining lights from the standpoint of the races were Dave Clark, Fred Thorne, and Harry MacDonald. The former took leave of the grounds with a first and third prize which meant sufficient sugar and cereal (for table use) to carry him through the alleged trade depression. Fred Thorne captured a first and second and incidentally a quantity of tea, pork and beans, canned chicken, etc., so that he is prepared for his annual outing trip whenever the time arrives. Our Sorau-aren Avenue friend, Harry McDonald, drew a hammock, a case of rolled oats and a floor polisher in three times up. The most notable races of them all were those in which the fat men were engaged and the Dominion Sugar contest. These were won respectively by Mr. McDonald and Mr. Clark by a stomach, so the judges claimed. In the sugar race W. J. Parks and I. V. Marshall were the runners-up, and with each getting sugar for the attempts, were very acceptable visitors in the homes of their wives that night.

The St. Lawrence sugar race of 100 yards, open to the trade, was taken by H. Lush, F. Marshall and L. Kennedy.

The Travelers Benefit.

M. Blendin, H. Lush, and J. Connolly showed their heels to the rest of the field in the Toledo Scale race, open to grocers and clerks. Some soap, cleaning powder, and ham were distributed among W. C. Patterson, W. G. Varty and W. Wil-

liams in the travelers' race. The first two items will possibly be very welcome if the hot weather continues longer. They will come in quite handy after a train trip on a windy day.

Condensed milk and coffee and rolled oats were "copped" by the victors in the Grocers' Handicap. The fleetfooters in this were J. E. Thompson, H. Lush and H. G. MacDonald. In the Grocery Clerks' and Drivers' contest, P. Beaume, E. G. Bush and P. Fivell demonstrated just how rapidly they could get to the store in the morning in a pinch.

W. Aston and H. T. Davidson were there to see the Reckitts Polish race for grocers' wives—also the husbands of the wives were interested bystanders. The husbands of Mrs. Hastings, Mrs. Bush and Mrs. Barrie were the lucky men. While Dave Bell was not among these fortunate ones, he nevertheless ran a close second to Fred Thorne in the committee race, with W. J. Parks and H. G. MacDonald third and fourth.

Won By A Single Run.

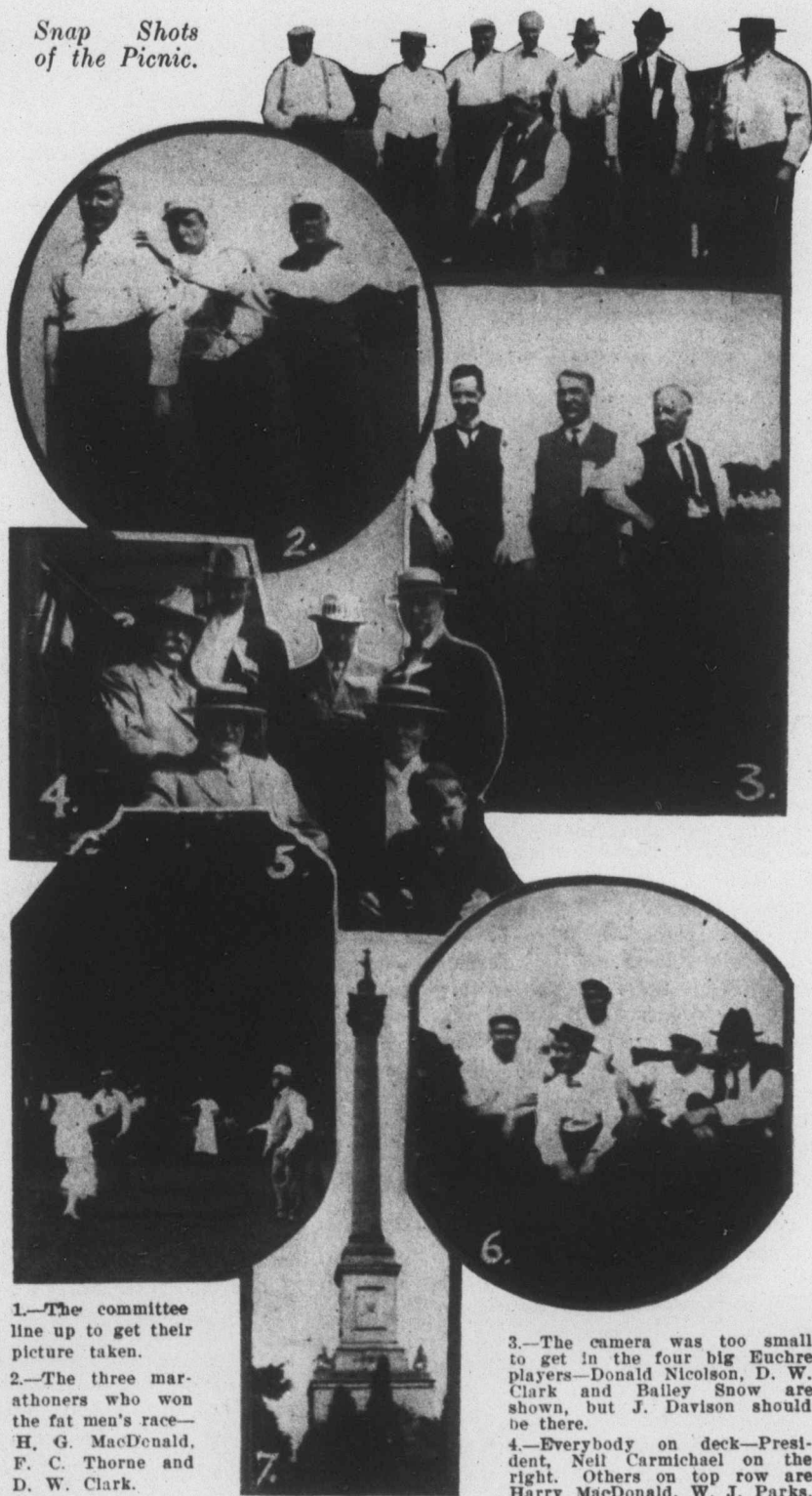
A whisper on the side from a grocer who took part in the ball game was to the effect that it be not recorded in this history. Nevertheless we feel it our painful duty to find it a place in the archives. At that the score was mighty close, according to D. W. Clark, the official scorer—but the drummers won, 11 to 10. J. S. Bond took his life in his hands when he essayed to umpire; but his quick, decisive and unrelenting decisions early in the game soon demonstrated he was master of the situation, just as was General Brock a century before a few yards from the now peaceful ball grounds. The following phalanx of travelers lined themselves up for the game:—Deag, Miller, Patterson, Cormick, Geo. Patterson, Baumgarten, Davidson, and O'Leary. The grocers in the game were McLean, Canfield, Johnson, Canfield, Cork, Stalford, Lawrence, Burns and Bullock.

On The Side.

Wherever there is a table not in use, there will you soon see four euchre players, namely, Donald Nicolson, D. W. Clark, Bailey Snow, and J. Davison.

If one had no puzzle to solve going over on the boat it was his own fault. There were biscuit and baking powder puzzles, baby guessing contests (ask

Snap Shots of the Picnic.



1.—The committee line up to get their picture taken.

2.—The three marathons who won the fat men's race—H. G. MacDonald, F. C. Thorne and D. W. Clark.

3.—The camera was too small to get in the four big Euchre players—Donald Nicolson, D. W. Clark and Bailey Snow are shown, but J. Davison should be there.

4.—Everybody on deck—President, Neil Carmichael on the right. Others on top row are Harry MacDonald, W. J. Parks, and D. W. Clark. In front are

J. S. Bond and Donald McLean minus his moustache. 5.—President Carmichael picking the winner. 6.—A few of the boys—among them "Billy" Miller and Dave Bell. 7.—Brock's Monument.

Wes Williams about this), mechanical puzzles and a dozen and one others.

"Billy" Miller has a story to tell about a blue-berry pie, a boiled shirt front and a funny yarn—and later a laundry.

President Neil Carmichael spent a busy day catching winners. One of the snap-shots shows him in the act.

Seventen annual pic-nics without a bad day is among Donald McLean's remembrances.

W. J. Parks announced the skirmishes through the big megaphone.

Harry MacDonald was starter and J. S. Bond, J. M. Cork and D. W. Clark the judges.

The Toronto City Council was represented by the popular alderman from Ward 6, D. Spence.

A fair maiden gazing intently at the Brock monument, proudly exclaimed: "Our street's named after him."

One grocer who was closed all day was interrupted at breakfast by a call at the side door with the query: "Who's dead?"

Wes Williams has become so aldermanic-like, that it was necessary for him to "sit down"—you're rocking the boat.

To the Boys at the Falls we send our regards,

The heat is so 'tense we're all playing cards;

I never saw such ability shown,

On the "order up" and play it alone.

—A greeting conveyed from Queenston by E. C. Jamieson.

THE PICNIC IN VERSE.

Although impressed with the fact that his copy must be in early, the official picnic bard sent in the following just as we were about to go to press:—

Near the monument of Isaac Brock
Some Toronto grocers got a shock;
'Twas something they did not expect;
In after years they'll recollect.

How President Neil, he put one over,
Just like a "home run" into clover,
And now the story we will tell:
In the leading "role" was David Bell.

The day was fine; the sun was hot.
All said "A Drink" would help a lot.
A generous firm had sent a case
Of Grape Juice donated for a race.

But "Neil" he knew that it was there,
And to all guests he did it share.
It was soon gone; "of it I'm fond—
Nothing stronger for me," said J. S. Bond.

Now those who didn't have Grape Juice
Were dry; and some as mad's the deuce.
But the news went round that MacDonald
knew
That Neil was "wise" to some other "Brew."

So a dozen or more
Did Neil implore
To give them the key
To get at the "Ski,"
"We're all thirsty."

The Country Store and the Farmer

The Situation Reviewed by a Western Lady

Quoth Nell:
"Come hither boys,
Make not a noise;
Neath yonder tree
And I'll give thee
'A Drink, a Drink,' in Secrecy."

With stealthy step
And lapping tongue,
Fred, Thorne expects
To force the "Bang"
And quench his thirst in Secrecy.

And on they went;
Some glanced around
To make dead sure
No wives were round
To queer that Drink in Secrecy.

"Have we far to go?"
Asked Bailey Snow.
"Look out for your wives,
It's worth your lives
If we're caught at it in Secrecy.

Leading the bunch was David Bell;
Any outsider could easily tell
His eyes were fixed right on the mark,
And at his heels was David Clark.

A wink a nod, the crowd it grew.
I counted them, just twenty-two.
Nell paused a minute to borrow a glass
From a picnic party on the grass,
To give that drink in Secrecy.

"I'm as dry as a fish,
I do so wish
You'd fill mine to the hilt."
Said one called Milt.
I'm a Church man, "nuf sed" in Secrecy.

They arrived at the "Heu";
"Bond" took in the view;
Parks sat on the ground,
While Jerry Burns looked round
To have that drink in Secrecy.

"Abolish the bar
Would be a shame
On a day like this,"
Said Donald McLean,
"Just a mouthful for me" in Secrecy.

Just then Mr. Nell, who's as smooth as silk,
Rolled round from the tree five gallons of
milk;
But on opening the can
There wasn't a man
Who said "I'm thirsty."

THE WINNER.

The man who wins is an average man,
Not built on any peculiar plan,
Not blest with any peculiar luck,
Just steady and earnest and full of
pluck.

When asked a question, he does not
"guess,"

He knows, and answers "no" or "yes,"
When set at a task that the rest can't do,
He buckles down till he's put it through.
Three things he's learned; that the man

who tries,
Finds favor in his employer's eyes;
That it pays to know more than one
thing well;
That it doesn't pay all he knows to tell.

So he works and waits, till one fine day
There's a better job with bigger pay,
And the men who shirked whenever
they could
Are bossed by the man whose work
made good.

For the man who wins is the man who
works,

Who neither labor nor trouble shirks,
Who uses his hands, his head, his eyes;
The man who wins is the man who tries.

—The Optimist.

Editor's Note.—Out in the West there is an elderly lady living on a farm who has never spent a cent with the mail order houses! This sensible person has bought all her goods from local merchants because she has realized that her interests and theirs are identical. Canadian Grocer heard of her and decided that it would be interesting if she could be induced to give her reasons for patronizing the home merchant. In reply she has written what she believes to be the way that merchants can encourage farming customers to forget the mail order habit. In letter a suggestion is made that the country merchants would benefit by the services of efficiency experts who would call on the country merchants and explain the workings of new systems, methods, etc., thus helping the country merchant to be better equipped to combat mail order competition. The suggestion is a good one; but this very plan has been followed out for many years past by the trade journals. Mail order competition has been discussed from all angles, new methods adopted by dealers have been explained. Suggestions covering all phases of the country merchant business have been discussed time and time again. It is doubtful if any corps of organizers or efficiency men could begin to benefit the retail merchant to the extent which has been accomplished and will in future be accomplished by the trade journal.

THERE is a great deal of discontent these times in small country towns and villages over the decreasing local business done and the increasing trade going to the big mail order houses. This is becoming a serious issue in many districts, and any suggestions that will help to put things on a better footing ought to be welcomed by storekeepers and farmers alike. There is no doubt that in days gone by the country stores were very profitable. There was little competition, and they could charge what they liked. The farmer felt this, but had no recourse but to buy locally. Now, however, with increased railway facilities, or a parcel post, they can trade in the city with the mail order house, where they get greater choice and where the prices are sometimes less than in the country store. And, after all, farmers are human, or want to buy as cheaply as they can.

They probably have not realized that by deserting their home store, they have taken the first step in the wrong direction. They have not thought that if everybody did the same, there would be very little business left for the local storekeeper; they have not realized that all money so sent away is lost to the community and never finds its way back.

On the one hand the storekeepers are discouraged at their losses; a few have taken the right way and are introducing better methods and winning back their

business, but many do not understand where they are wrong or how to set about bettering things.

On the other hand, the farmers feel that they are a little bit smart to get ahead of their local men. What is wanted is co-operation between the farmers and storekeepers and not stand-off resentment, which will never result in any benefit to anybody. Let the farmers go to the storekeepers and say frankly, "If you can give us what we want at reasonable prices, we will be glad to deal with you;" on the other hand, the local man can cater to him a great deal better than a distant mail order house that doesn't know him or his tastes and has no personal interest in the matter.

What the country storekeeper wants is some sort of advisory expert, as they have in other businesses, who would visit the country store, go over everything and help with advice.

Suppose a factory is not paying as it should, an expert is called in who goes over each department, timing the machines and the men at work, calculating the cost of each hour's work, etc.; until he ferrets out where the loss is occurring.

On the old worn-out farms, where the farmers have got discouraged and the land seems to them only fit to grow weeds, the Government is sending out expert young farmers from the colleges, to live on the farm with the farmer and test out and try new methods, and are succeeding in making them pay their way.

It needs practical demonstrations to introduce new methods; and right here I see an opening for a few capable clever organizers to go out and remodel the country stores, and have heart-to-heart talks with the customers. Such men might well be sent out by the wholesale houses combined, the storekeepers being charged a certain amount for the benefit of their help.

That it is possible for the country store to compete with the mail order houses has been proved, and the farmers will soon find that it is more convenient and a great saving in time and money to buy at home. That in patronizing their local men they are indirectly benefiting themselves.

Adolphe Paquette, a Montreal grocer, sustained fire loss recently.

THE CLERKS' DEPARTMENT

"CUTTING IT OUT."

By J. Victor Tobay.

Jack was a grocer. He was young, had saved up a little money and had launched into business for himself. Like most young men, he was fond of company and was a "boy among the boys." Not bad, but just a light-hearted, jolly sort of a fellow who was popular with everyone.

Coming into his store one day a fastidious young lady complained that the groceries she had got the day before smelled of tobacco smoke. Jack made some sort of lame explanation, but all of a sudden he realized that smoke and groceries would never do in the same place. Picking up his favorite pipe and throwing it into the stove, he simply said, "I am going to cut this out." And he did. Never again did a customer see Jack with a pipe in his mouth during business hours.

One night Jack was out with the boys. Taking a glass or two too many, he came to business the next morning with a headache, and with the "morning-after-the-night-before" feeling. Totaling up a monthly account which a customer had hurriedly run in to pay, he made a mistake of \$10 in the customer's favor. Shortly after when his bookkeeper discovered his mistake, he thought of his indiscretion the night before and simply said, "This will never do; I am going to cut it out." And he did.

Finding that there was a leak in the profits somewhere and that his business was not growing as it should, he immediately started to find the cause. Carefully watching his clerks, he found that every one without exception, in their ardor to give honest weight gave from $\frac{1}{2}$ oz. to 2 ozs. overweight in nearly every instance. A little rapid calculation showed Jack this leak alone ran into hundreds of dollars a year. Calling his clerks together, he explained the situation and they "cut out" the overweight and a decided improvement in the profits was soon noted.

As time went on Jack noticed that the net total of business done was not growing as it should. As he wondered why, he began to ask himself if he was not absent from business more than he should be, and if the bowling lawn and

the game of tennis had not too great an attraction for him. He decided that he was guilty, and made up his mind to "cut it out"—at least during store hours. He soon discovered that no matter how efficient a staff of clerks might be, they could never do the work of the "boss," especially in a small business.

So Jack went on "cutting out" this and that and adopting ways and means that were up-to-date and productive business-getters. The result was the best-known and successful grocery business in all the city.

Years sped on, and Jack, still in harness, but weary of work and the weight of years, fell sick. The body grew weak, the heart worked lazily and breathing became impossible. So Jack "cut it out," and thus died a successful grocer.

"THE KNACK OF SELLING."

The System Magazine, Wabash Avenue and Madison Avenue, Chicago, have issued an excellent set of booklets on the topic of salesmanship under the title "The Knack of Selling." They summarize in a very attractive and informing way some of the best principles of salesmanship. The books are entitled "Mapping Out the Canvass," "Managing the Interview," "How and When to Close," "Finding and Correcting Your Weak Points," "Getting In to See a Prospect," "Acquiring the Art of Mixing." The books are written in an attractive and readable style, while numerous illustrations from the experience of successful salesmen increase the value of the set. To many salesmen some of the individual suggestions will be easily worth the cost of the whole set of books, which is \$5. The books are convenient in size and shape to carry in the pocket for utilization in spare time.

We are always learning something new. The man who thinks he knows everything, proves he doesn't.

The men who spend all their time reading the Bible will be surprised when they get to Heaven and find that the men who always paid their grocery bills are occupying reserved seats in front.—Ex.

THE ENCYCLOPEDIA

BRUSSELS SPROUTS.

Brussels sprouts is one of the numerous special varieties of cabbage, cultivated in Belgium since early in the thirteenth century and now grown in every temperate climate. It is distinguished by its long stalk, to which are attached a number of miniature cabbages, each an inch or so in diameter, which in the best varieties are when raw nearly as firm and hard as the stalk itself, but when cooked are as tender as fine caulifloker, and possess a very delicate flavor. The chief season is from September to January. The outer skins should be peeled off before cooking, and boiling should be continued only long enough to make the "sprouts" tender—their best qualities are lost and they become watery and mushy if overcooked.

TURMERIC.

Turmeric is the yellow root-stock of a plant of the ginger family marketed both in root form and as a powder. It is the principal ingredient in curry powders and is also used for mixing with mustard and other spices. Its yellow color, after extraction, known as Curcuma oil and Curcumin, is employed as a dye-stuff, in chemistry, etc.

ANCHOVIES.

The anchovy is a small fish of fine and peculiar flavor, a member of the herring tribe, and closely resembling the English sprat. It is found in several parts of Europe, but is most abundant in the Mediterranean, especially in the vicinity of the Island of Gorgona, near Leghorn, where also the catch is generally conceded to be of the finest quality.

Anchovies are prepared for exportation by removing the heads, intestines and pectoral fins and packing in rock salt in small kegs, to be later bottled, whole or filleted, in oil or salt, etc., or otherwise repacked for retailing. The small fish are valued more highly than the larger.

Anchovies are also extensively potted and made into a butter or paste and a sauce or essence. The ancient Greeks and Romans prepared the sauce or relish known as "Garum" from them.

GROCCERS AT THE FALLS.

(Continued from page 32.)

Hazell. Auditors—G. Dawson and J. A. McIntosh.

Gus. Ante was the games committee chairman for Brantford, and E. H. Young, the secretary.

PICNICLETS.

Jno. Kew and Jas. Main made sure the money was safely in the bank at Niagara Falls before they became ordinary picnickers.

J. W. Mellen, of Brantford, president of the Ontario Grocers' Section and also of the newly formed Dominion Grocers' Section of the R. M. A. could not be found by your correspondent. No doubt he was lobbying for "jiners" for the organization.

Eric C. Jamieson has some Montreal yarns to tell—get him into a corner.

It was reported late in the afternoon that "Bay" Hill was last seen assisting the baby judges. Could it be that he gained the displeasure of any of the mothers?

Geo. Bickle, of Brantford, assisted on the line to grab some of the fair runners.

The skirling of the bag-pipes kept J. A. McIntosh and the other brawny Scotchmen in fighting trim.

FACTORS WHICH COUNT IN A LOSING BUSINESS.

(Continued from page 25.)

The next minute another customer enters, and walks straight to the clerk, who attends to her. Lots of women would leave a store for such a simple thing.

I saw a Chinaman enter a store one day. He asked me for a certain article, thinking I was a clerk. I pointed across the store, but he would not move. Then I called the manager's attention, and he touched a gong. Still the Chinaman was not served. Five minutes later, after gazing into one or two cases, the Celestial got tired and walked out. His purchase would have amounted to a dollar. No one can say how much business he took to the next store.

I had finished a pleasant interview with a grocer in Fort Rouge, Man., in the month of March, and as I prepared to go, he said: "I am always pleased to chat with men like you. There is not a traveler comes into this store with whom I do not find time to speak. If I am not buying, I tell him so, but I am always

glad to see him, for I learn something from them all. I know lots of merchants who are always too busy to see anyone unless they are buying something. They miss a whole lot."

Yes, I often pity the poor travelers who have to deal with this man's opposites. Some grocers would profit by joining a sunshine club. They have studied system, window-dressing and questions of cost until they have grown sour. The day of stopping a customer in the street and enquiring about the baby has passed with a great many, but as soon as a merchant loses his manners, he loses some of his business. It is good to be able to say that the majority of the men who are building up prosperous businesses are those who are not only students in all phases of salesmanship, but who are courteous to customers, and who operate clean stores and prompt deliveries.

HANDLING FRUITS IN SUMMER.

(Continued from page 23.)

in the city, I order fresh fruits every morning and just the quantity I think I can handle during the day. On bananas I make from 75c to \$1 a bunch. On oranges I average 25 per cent., on berries 20 to 25 per cent., on pineapples from 40c to 50c a dozen; but on lemons I do not always get out with a profit.

G. E. WILSON, CENTREVILLE, N.B.—I never accept a shipment which does not open out well, and I try to purchase in safe quantities. The best fruit is always bought, it is handled carefully and kept in the refrigerator at nights. I aim to turn my entire stock over twice every week at least. When the goods arrive they are all repacked. I keep a prominent display at all times, and suggest fruit to my customers by phone or in the store, and particularly on the arrival of such goods as berries. In this way I make money on all the fruits carried.

G. T. WHELPLY, FREDERICTON, N.B.—Rapid handling and small margins are my chief selling methods. While I do not always make a profit on bananas, berries and peaches, I do on the other fruits. In buying, great care is taken to purchase only fresh, firm fruits of the best quality. Competition, hot weather and fruit received in bad condition are the great drawbacks to profits.

J. L. WHITE, GRAND FALLS, N.B.—In selling fruits I aim to get a good price on oranges, grape fruit, lemons, etc., which helps make up any loss that may occur on bananas. The banana is a delicate fruit and will not keep well if shipped too ripe.

THE CIGAR CORNER

No. 3.

From the standpoint of the retail grocer the most important thing about cigars is the handling of them in the particular climate in which he is located. The same principles, of course, apply everywhere, but the climate makes a difference in how they are employed.

Did you ever realize how thirsty a thing the cigar is? For something inanimate it is really surprising. In fact, in countries where the leaf that makes the cigar grows the people use it as a barometer. Hang up a bunch of dry tobacco leaf in a damp place and see how it attracts the moisture. It will become limp and pliable in no time. If dry leaf gets moist in the open air, it is usually a sign that rain is not far off. The finished cigar has hereditary inclinations. If dry, it hankers for moisture, and if it does not get it, it becomes crisp and hard and readily crumbles. Smokers, as a rule, do not appreciate cigars in that condition, and will not remain permanent customers of the dealer who dispenses that variety.

The men who operate good cigar factories have, of course, made a study of the business. It has become a science with them. When a number of cigars are made and packed in a box, that is not the end of the matter. They are not sent out immediately. They have to mature. Usually two or three months pass before they are sent out to the trade. The time depends on the destination. If they are going to a moist climate like British Columbia, for instance, they are held for maturing the time limit. If, on the other hand, they are being sent to a province where the air is dry, comparatively new goods are delivered because of the moisture they contain on leaving the factory. They should be sold as readily as possible, because they dry out so quickly. The same applies to the Maritime Provinces, Quebec and Ontario, although on a lesser scale.

In the cigar factory is a humidor—a room in which is maintained a certain degree of moisture. If the outside air is moist, then it is not necessary to produce artificial moisture in the humidor. But if the outside atmosphere is very dry, moisture is forced throughout the room by means of low water tanks or steam. The main point is that scientific methods are used to keep the cigars in a properly moist condition, so that they will reach the retail trade in a saleable condition. The retailer should maintain them in that condition, and next week's article will deal with the subject from his particular standpoint.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Alex. Clark, a Montreal grocer, died last week.

Moncton, N.B., merchants will picnic again this year at Point du Chene during the second week in August.

Michel Landau, Montreal representative of Henry Clay and Bock & Co., Havana, has been appointed vice-president of the Sterling Gum Company of Canada, Limited, Toronto. While Mr. Landau will particularly manage the selling end of the company, he will continue to look after the interests of Henry Clay and Bock & Co., whom he has represented for the past 12 years.

Two decisions of interest to grocers and other store-keepers were handed down by a Montreal magistrate, when in dealing with a group of early closing cases, the Recorder laid down the proposition that all stores in which any groceries were kept must remain closed on Wednesday and Thursday night after seven o'clock. The plea of the defence that a store in which groceries were kept might remain open for other business provided the groceries were covered or separated from the rest of the goods by a partition was rejected.

Ontario.

John Turner succeeds J. Y. Patrick, grocer, Westboro', Ont.

H. Crawshaw, grocer, Ottawa, is succeeded by E. J. Bradley.

J. H. Towe retires from the Clayton Canning Co., Colborne, Ont.

Wm. Coutts, a Galt, Ont., grocer for many years, died last week.

G. A. Lehman, general merchant, Kilworthy, Ont., has sold to John Beatty.

Alexander Bell and Arthur Hunt, Toronto grocers, have sold their businesses.

C. R. Parker, Sault Ste. Marie, Ont., is contemplating the erection of a new store.

The International Safe and Register Co., Fort Erie, Ont., has obtained a charter.

Alfred Sara, clerk in the store of Marks, Clavet & Dobie, Port Arthur, Ont., has gone to England on a two months' vacation.

The West Toronto retail merchants held their annual picnic at Berlin, Ont., on Wednesday. Practically all stores closed for the day.

H. H. Grace, who has been in business in Chadlean for the past five years, has

purchased the grocery business of Mr. McRae, near Sudbury, Ont.

Hanlon & O'Brien, general merchants, Centralla, Ont., have dissolved partnership, O'Brien retiring. The new company will be known as P. Hanlon & Son.

Wilson & Greenwood, Sudbury, Ont., are building a three-storey concrete building on a site adjacent to their present one. They expect to occupy it this week.

An authentic Hamilton, Ont., report states that Proctor & Gamble Company, Cincinnati, soap manufacturers, etc., will erect a Canadian manufactory to supply its Canadian trade.

Western Canada.

R. Wilson, grocer, Grand Vital, Man., has sold to A. Irish.

M. Goldin, grocer, Winnipeg, is succeeded by J. Sacks.

A. Satton, general merchant, Canora, Sask., has sold his business.

C. J. A. Haas has moved his general store stock from Gimli to Haas, Man.

The estate of A. Miller, Rossendale, Man., has been sold to W. G. Neelands.

Allison & Wayson, general merchants, Wawota, Sask., are succeeded by Allison Bros.

The Nanaimo Trading Co., Nanaimo, B.C., have erected new premises. J. B. Davies is the manager.

The staff of F. R. MacMillan, Saskatoon, Sask., held their annual picnic at the Exhibition Grounds last Wednesday.

The Stirling Trading Co., general merchants, Calgary, Alta., have sold their stock to Williams & Little, Lethbridge, Alta.

F. J. E. Crowhurst, baker and confection, Sturgeon Creek, Man., has sold the confectionery end of the business to Robert Fischer.

The Regina Trading Company, Regina, Sask., held a picnic recently, when the entire staff enjoyed the day at Fort Qu'Appelle. A special train was chartered by the Trading Company and lunch on the grounds was provided at the expense of the company. About five hundred attended, including the members of the staff and their friends.

Because it was alleged that certain wholesalers were in the habit of selling direct to farmers, hotel-keepers and restaurateurs, a complaint was sent in by F. E. Raymond, of Saskatoon, Sask. provincial secretary of the

Retail Merchants' Association, to the Canadian Credit Men's Association, of such a practice. The general manager of the Canadian Credit Men's Association endorsed Mr. Raymond's stand, and assured him of his assistance. He intends to send circulars to the wholesale merchants throughout the province, pointing out what such a practice leads to. He felt that particular instances of this direct selling should be reported by members of the Retail Merchants' Association.

RE INTERNATIONAL CONFERENCE Secretary John A. Green Writes as to What is Being Done.

Canadian Grocer is in receipt of the following letter from Secretary Green, of the National Retail Grocers' Association of the United States:—

Mr. B. T. Huston, Editor,
Canadian Grocer,
Toronto, Canada.

Dear Mr. Huston:

Your letter of July 2 came safely to hand, and I have carefully noted the contents. I wish to thank you for your kindly interest in the matter of an Internal Conference at San Francisco. I am waiting to hear from Mr. Giles as to the intent of the English grocers. I understand that they have recently had their annual convention. The officers no doubt will take this matter up and come to some conclusion.

I met some of the members of the Victoria and Vancouver Associations at the Washington Convention in Seattle four or five years ago. I have no doubt that they will be glad to come to San Francisco, seeing that the fair is there, and they could take in the two things at the same time. I will try to get in touch with some of them either through Mr. Trowern or some of our people on the coast.

I trust that we shall have some at least from Ontario attend our National Convention. The Ohio people will run a special train, and they could arrange to go with us in that train.

Again thanking you for courtesy extended and trusting to hear from you again, I beg to remain,

Very truly yours,
JOHN A. GREEN, Secretary.
Cleveland, O., July 9, 1914.

Outlook Now Is for Small Pack of Peas

Drought and Pea Fly Have Created Considerable Havoc and Pack Will be Much Below Original Expectations — Grocery Situation on the Whole Fair—Readjustment in Many Prices Will Come Sooner or Later.

Office of Publication, Toronto, July 23, 1914.

WHILE it is impossible to get away from the fact that the grocery business is not what it was in 1912, nevertheless, when it is viewed in the light of the present temporary depression, it is generally speaking, good. The worst feature about hard times is talking about them. There are thousands of people to-day all over the country who are in a much better condition financially than they ever were. Yet they are hanging onto their money simply because a few are predicting blue-ruin. They are actually spending less than they were two years ago, and they can afford it better. The spreading of the depression talk has undoubtedly created more tight money than the actual conditions would warrant.

Wholesale grocers generally are satisfied with the present business passing. They realize that the system of buying from hand to mouth is going to make more careful merchants and they know that what is being purchased is really required. There is not much speculation being practised, and this has placed grocery conditions on a comparatively sound basis. The older heads among the trade advise a continuation of this method of buying, and it is their contention that the man who indulges to any extent in speculative buying is, in the vernacular of the street, going to get "stung."

The crop outlook hasn't improved any from a week ago. Reports continue to arrive from the West of parched areas that have not been blessed with nearly a sufficient quantity of rain. Nevertheless, on the whole, the Prairie Provinces will produce a big harvest and if grain prices revive, the proceeds will go a long way to liquidate old debts.

From a market standpoint there is not much change from a week ago. Prices are generally holding steady, with the exception of fruits and vegetables, which in view of the domestic article taking the place of the foreign, are gradually dropping in price. They are too going into consumption rapidly.

QUEBEC MARKETS.

MONTREAL, July 23.—Business continues satisfactory in the grocery lines when general conditions are taken into consideration, but reports indicate that the depression has affected different houses in different departments. On the one hand, there is the report that the summer exodus from the city has affected the urban business and that country trade is brisk, while from other sources the tendency seems to be the reverse; on the other hand, there are indications that it is the demand for luxuries which has fallen away, while again other houses are finding the demand for the fancy lines staying pretty strong. Generally, however, the state of business is not what it might be. Prices generally show little change of importance.

SUGAR.—The market is without change and the prices remain steady on the strength of the last advance in New York, which was made under conditions which do not apply to business in this country. Dealers report that sales are light and that wholesalers and retailers

are holding heavy stocks which were bought on the recent upward trend, while up to the present there has not been the demand on the part of ultimate consumers which might be expected. For this there appears to be two reasons; there has been a fruit shortage which has lessened the demand for preserving and there is a general falling off in the consumption of confections and other luxuries in the manufacture of which sugar plays an important part.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 45
30 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 95
50 lb. boxes	5 15
25 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 95
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lump—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

Markets in Brief

QUEBEC MARKETS.

FISH AND OYSTERS—
Hot weather hits business. Little demand for fresh varieties. First interest shown in other lines.

FLOUR AND CEREALS—
Market still very quiet. Demand continues for mill feeds. Hominy is up 10c.

FRUITS AND VEGETABLES—
Native cabbages, celery, cucumbers. Hot weather makes good business. Ontario tomatoes \$1 basket.

PRODUCE AND PROVISIONS—
Good demand for cooked meats. Eggs in smaller supply. Butter higher in price. Cheese firm on export demand.

GENERAL GROCERIES—
Dried apples dearer. Peaches cheaper. Business quiet in teas. Demand for sugar quiet.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour market quiet, millers awaiting crop outcome. Rolled oats firm, although demand is not great. Drought affecting crops adversely in many districts.

FRUITS AND VEGETABLES—
Canadian products taking place of imported. Potatoes and tomatoes lower. Raspberries at height of season — prices down to 9c wholesale early in week. Lawtonberries on the market. Vegetables generally dropping with increased supplies.

PRODUCE AND PROVISIONS—
Heavy sales of cooked meats, and prices a shade firmer. Pure lard shows little strength. Butter market dull—prices considered too high for export. Eggs steady, with city demand less. Honey market clogged. Cheese production less than year ago.

GENERAL GROCERIES—
Sugar selling on hand-to-mouth basis. Evaporated apples getting scarcer. Prunes are scarce. New Sockeye salmon to be high. Short pack of canned peas certain—no new prices issued yet. Big sales of pickling spices.

DRIED FRUITS.—In this market, although there is not a strong demand at present, the prices remain firm generally with some changes in both directions. Dried apples are getting very scarce and have advanced a half to a cent. Peaches are cheaper, being generally offered at 93/4c. Pears have advanced a couple of cents. The latter changes are due to revised quotations by the packers in California. Prunes are in short supply and the prices are firm with prospects for continued high quotations for the new stock.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 11
Nectarines, choice	0 11

CANADIAN GROCER

Table listing various fruits and their prices, including Peaches, Apples, Dried Fruits, Dates, and Raisins.

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

NUTS. — Demand is not heavy and stocks are short with a wide range of quality which has widened the basis of prices.

Table listing various nuts and their prices, including Shelled almonds, Walnuts, and Pecans.

RICE.—Prices continue firm with a small volume of business. The season has affected the prices for imported lines and Patnas are fractionally lower on small demand and heavier receipts.

Table listing various rice types and their prices, including Rangoon Rice, India bright, and Fancy Rice.

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 30c for half-pockets (12 1/2 lbs.).

Table listing imported Patna rice and their prices.

MOLASSES.—Market continues quiet with no change in prices and no immediate prospect of change in sight. Dealers report that things have been pretty well cleared up until the fall demand sets in again.

Table listing Barbadoes Molasses and their prices.

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal. Careful lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Table listing Corn Syrups and their prices.

Table listing Maple Syrups and their prices.

DRIED VEGETABLES. — Market is firm, although demand is not strong at this time. Stocks are low.

Table listing Beans and their prices, including Hand picked, Canadian white, and Yellow eye.

SPICES.—In spices the dull market continues without feature and dealers are looking for little activity until the latter part of August or the 1st of September.

Table listing various spices and their prices, including Allspice, Cayenne pepper, Cloves, and Turmeric.

Range for pure spices according to grade, Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Table listing various seeds and their prices, including Cardamon seed, Caraway, and Mustard seed.

COFFEES.—Business in coffees is seasonably quiet and prices remain on the same basis although there have been some fluctuations in the big markets.

Table listing various coffee types and their prices, including Bogotas, Guatemala, and Santos.

TEAS.—Demand is very light at present and has not been picking up as the season would warrant. The range of prices continues without change although there has been a little easiness displayed with regard to the Ceylons and Indians.

Table listing various tea types and their prices, including Java, Marathi, and Rio.

The first deliveries of Japans are now coming to hand and the prices are 1c to 1 1/2c above first quotations of last year; Chinas are strong in sympathy.

Table listing various tea types and their prices, including Japan, Ceylon, and China Green.

ONTARIO MARKETS.

Toronto, July 23.—The past week has seen very few changes in the grocery situation. Price changes are few and far between, and business is being conducted on a safe and sound hand-to-mouth basis. The trade is discussing with interest the probable outcome of the pea pack. While a few weeks ago it was universally considered that the pack this year would be a heavy one, conditions in nature have since upset

these calculations. The continued drought in many parts of Ontario and the pea-fly, together with the devastations of the army worm, have changed the general aspect of things considerably. That the pack of peas will be short is assured. To just what percentage of normal it will reach has yet to be decided upon, but some were looking for less than 50 per cent., and some even less than 40 per cent. of the usual.

Trade is particularly good just now in pickling spices. Manufacturers and wholesalers are reaping a splendid harvest, from which it would appear that things are going ahead in a normal way.

SUGAR.—There has been little new development in this market from one week ago. Buying is not extra brisk, for the reason that a great many took advantage of the advancing market a couple of months ago and laid in heavy stocks. Those, however, who are buying are doing so on a careful basis. From present indications there seems to be little chance of a change in the market in the near future. The retail sales of sugar are continuing with their usual July regularity, and will do so from now until the end of the preserving season.

Table listing various sugar types and their prices, including Extra Granulated Sugars, Powdered Sugar, and Crystal Diamonds.

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Evaporated apples are getting into small compass. This seems to be the case with practically all jobbers. Prunes locally are also not plentiful. The currant market is steady, and there is not likely to be any great change in it from present prospects. A report comes from Asia Minor to the effect that political troubles are having their effect on exported goods. In view of the fact that the Turkish Government have either induced or compelled many thousands of their citizens to inhabit the Smyrna district, things have been upset a little. Some exporters have already advised agents in foreign countries to keep an eye on the situation, and some have even advanced prices a shade. This condition of affairs will affect Sultana raisins and figs more than anything else. However, the situation will scarcely mean any great change in prices to the retailer here.

FLOUR and CEREALS

Flour Market Continues Dull, But Rolled Oats Hold Firm

Not Much Change in Situation From Week Ago
—Many Look for Lower Prices—Drought
Affecting Oat Crop in Many Districts—Mill
Feed Firm.

MONTREAL.

FLOUR.—With mills running to get enough mill feeds to meet the demands of the trade, and with the dealers stocked about to their limit, the flour business is very quiet and generally lower prices are looked for as soon as new wheat gets to grinders. There is nothing doing in export way on account of the spread between Canadian and American quotations, the latter having fallen away on account of cheapness of new wheat, which is already in hand. Dealers are stocked in many cases because they had to buy flour in the winter to get feeds, but millers are not attempting to impose this condition at the present time.

Manitoba Wheat Flour—	per bbl.
First patents	5 00
Second patents	4 50
Strong bakers	4 50
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 25	5 50
90 per cent.	4 50	5 10
Straight roller	4 70	4 50
Blended flour	4 85	5 25

CEREALS.—Business is fair for the hot weather season, but last week saw a falling off of the demand in some quarters owing to the extremely high temperatures. The market is generally steady, with a firmness for corn products which led to an advance of 10c on hominy in 93 lbs. sacks. There is no immediate prospect of change in any of the other departments.

Cornmeal—	Per 95-lb. sack
Klin dried	2 10
Softer grades	1 85

Roller Oats—	90's in Jute
Small lots	2 25
25 bags or more	2 15
Roller oats in cotton sacks, 5 cents more.	

Oatmeal—fine, standard and granulated, 10 per cent. over roller oats in 90s, in jute.	100-lb. bbls.
Small lots	2 85
Hominy, per 95-lb. sack	2 60

MILL FEEDS.—The demand continues very strong for mill feeds, and such is the condition of the market that millers are grinding steadily to keep up supply. The high prices in this department, which continue on the old basis, are the only bright spots in the milling business at present, and the shortness of the pasturage and the hay crop indicate that they will continue so.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	25 00
Middlings	25 00
Wheat middies	25 00
Feed Flour	25 00
Mixed, chop, ton	25 00
Crushed oats, ton	25 00

Barley, pot. 95 lbs.	2 75	3 00
Oat chop, ton	30 00	30 00
Barley chop, ton	30 00	30 00

TORONTO.

FLOUR.—The flour trade is quiet. Just now millers are figuring on the development of the growing crops. The United States fall wheat situation is weak, with a good crop, but the Canadian West has now been suffering for some time from drought, and in many places the yield will be poor. The outcome is awaited with interest.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 20	5 00
90 per cent.	4 80	4 60
Straight roller	4 70	4 50
Blended flour	5 05	4 85

CEREALS.—The rolled oats market remains much the same as a week ago, prices being held fairly firmly. This would appear as if the manufacturers are not anticipating an extra large oat harvest this year. Drought in Eastern Ontario in many places, as well as throughout the West, is not conducive to a lower market just now.

Barley, pearl, 95 lbs.	4 60
Barley, Dutch pearl, 95 lbs.	4 75
Buckwheat grits, 95 lbs.	4 75
Corn flour, 95 lbs.	2 50
Cornmeal, yellow, 95 lbs.	2 30
Graham flour, 95 lbs.	2 70
Hominy, granulated, 95 lbs.	2 50
Hominy, pearl, 95 lbs.	2 50
Oatmeal, standard, 95 lbs.	2 50
Oatmeal, granulated, 95 lbs.	2 50
Peas, Canadian, boiling, bush.	2 00
Peas, split, 95 lbs.	3 35
Roller oats, 90-lb. bags	2 30
Roller wheat, 100-lb. bbl.	3 15
Rye flour, 95 lbs.	2 75
Wheatlets, 95 lbs.	2 90
Whole wheat flour, 95 lbs.	2 50

MILL FEEDS.—Mill feed prices are well maintained on account of poor pasturage in many districts.

Mill Feeds—	Mixed cars, per ton
Bran	25 00
Shorts	25 00
Middlings	27 00
Wheat middies	26 00
Feed flour, per bag	1 85

WINNIPEG.

FLOUR AND CEREALS.—The demand here continues steady. No change in prices are noted and none are expected immediately.

Manitoba Wheat Flour—	Per bbl.
First patents	5 30
Second patents	4 90
Strong bakers	4 80

Cereals—	Per 95 lbs.
Roller oats, per 95 lbs.	1 85
Oatmeal, fine, standard and gran'd, 95 lbs.	2 25

VIEWS OF "JIM" THE GROCER.

Editor, Canadian Grocer: There are many problems in mercantile life which are hard to solve. There are so many pros and cons to consider that it resolves itself into that little algebraic sum X—Y = 0.

One of the problems is the fruit business. A sends B 25 baskets of strawberries and in taking the order tells B that they are exceptionally fine, firm, and of good color and flavor and grown by the lake side. This fair picture appeals to B and A has all the appearance of a man who was brought up in the nurture and admonition of the law.

Express man drives up to B's store with a heavy gaited horse and slides off the fruit. B examines it and finds the fruit wet and sagged in the boxes and not inviting for sales purposes. He wonders if he had better accept it or not, and finally acts good Samaritan and takes it, writes to the grower explaining the facts and does the best he can with it, sends a cheque in full, only deducting the express charges and getting out without enough profit to buy a street car check.

He is surprised on receiving a reply from A to find the latter dissatisfied and wants the express charges. This is a sample of what hundreds of merchants have to put up with, and it would be wise for merchants not to accept such in future.

Another annoyance is claims made on express companies for broken packages. These claims are generally paid after fighting the company fifteen or twenty months.

The remedy is, don't accept the shipment. Alas! perhaps you have part sold and feel you have to.

Kingston is at present in the throes of a foreign peddler nuisance. The license is only \$75 a year. It should be \$200. The peddler business tends to pull down a city instead of building it up. Peddlers (at least some of them) carry disease from door to door and the health department of cities should get after them.

"JIM," THE GROCER.

Kingston, Ont.

Canadian Grocer is in receipt of an anonymous letter in reply to one that recently appeared in this paper. This, of course, cannot be published. Apart altogether from its merits, no communication of a controversial character can receive recognition unless the name is attached—not necessarily for publication, but as a matter of good faith.

PRODUCE & PROVISIONS

Hot Weather Boosts Cooked Meats; Some Foreign Enquiry for Butter

Housewives Don't Like the Burning Stoves When Mercury Rises—Egg Situation Steady—Not Much Strength in Pure Lard—Good Sales of Bacon.

MONTREAL.

PROVISIONS.—Business is rather quiet, except in some departments where hot weather has had the effect of improving demand. There is a good sale for hams and bacon, but there is little chance of an advance in price. Pure lard continues easy.

	Per lb.		Per lb.
Hams—			
Medium, per lb.	0 15	0 19	
Large, per lb.	0 17½	0 18	
Bacon—			
Plain, bone in	0 22		
Light, per lb.	0 19		
Boneless	0 25		
Peameal	0 26		
Bacon—			
Breakfast, per lb.	0 17	0 16	
Roll	0 17		
Shoulders, bone in	0 15		
Shoulders, boneless	0 15½		
Cooked Meats—			
Hams, boiled, per lb.	0 27		
Hams, roast, per lb.	0 28	0 27	
Shoulders, boiled	0 25		
Shoulders, roasted	0 27		
Dry Salt Meats—			
Long clear bacon, 50-70 lbs.	0 15½		
Long clear bacon, 80-100 lbs.	0 14½		
Flanks, bone in, not smoked	0 15½		
Barrelled Pork—			
Heavy short cut mess	27 50		
Heavy short cut clear	27 50		
Clear fat pork	27 00		
Clear pork	26 50		
Lard, Pure—			
Tierces, 375 lbs. net	0 12		
Tubs, 50 lbs. net	0 12½		
Boxes, 50 lbs. net	0 12½		
Pails, wood, 20 lbs. net	0 12½		
Pails, tin, 20 lbs. gross	0 12		
Cases, 10-lb. tins, 60 in case	0 12½		
Cases, 3 and 5-lb. tins, 60 in case	0 13		
Bricks, 1 lb. each	0 13½		
Lard, Compound—			
Tierces, 375 lbs. net	0 10½		
Tubs, 50 lbs. net	0 10½		
Boxes, 50 lbs. net	0 10½		
Pails, wood, 20 lbs. net	0 10½		
Pails, tin, 20 lbs. gross	0 10½		
Cases, 10-lb. tins, 60 in case	0 11½		
Cases, 3 and 5-lb. tins, 60 in case	0 11½		
Bricks, 1 lb. each	0 12		
Hogs—			
Dressed, abattoir killed	12 75	13 00	

BUTTER.—English importers have finally come into market for Canadian butter, and result has been a somewhat firmer tone, an advance of 1½¢ a lb. being noted at St. Hyacinthe and ½¢ at Cowansville. It is also reported that American buyers have been speculating on the Canadian market, which has given further strength.

Butter—
Finest creamery, new milk 0 25½ 0 28
Dairy butter 0 20 0 22

CHEESE.—There has been more activity in demand during the week and result has been fractional advances in prices. England has been stronger in the market, and considerable of the products of eastern makers has been picked up, this being preferred to the western make at lower price prevailing.

Cheese—
New make 0 14½ 0 15
Old specials, per lb. 0 15 0 15
Stilton 0 17

EGGS.—Receipts of eggs have begun to fall off with the hot weather, and although the packers have dropped out of the market, there is still sufficient demand in proportion to the supply, and prices remain steady with a firm tendency for strictly fresh stock. Nothing is being done with regard to exporting.

Eggs, case lots—	Per dozen.
New laid	0 27
Selects	0 25
No. 1s	0 23
Splits	0 20

HONEY.—Market continues quiet, although new stock should be coming in now in a couple of weeks. One wholesaler is of the opinion that no matter what the shortness of the clover honey crop may be, there is now sufficient in stocks held in storage to meet demands.

Honey—	White Clover	Buckwheat
	per lb.	per lb.
Barrels	0 11½	0 08½
Tubs, 60 lbs.	0 12	0 09
Tubs, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15-0 16

POULTRY.—Hot weather has affected the demand in this market, although there is a place for poultry in the fancy trade.

	Live.	Dressed.
Fresh stock—		
Broilers, per lb.	0 18-0 19	0 18-0 19
Ducks, milk fed	0 15-0 16	0 15-0 16
Fowl	0 15-0 17	0 15-0 16
Geese	0 15-0 16	0 15-0 16
Turkeys, spring	0 14-0 16	0 14-0 16
Turkeys, old Tom	0 14-0 16	0 14-0 16
Milk fed chickens, lb.	0 20	0 20
Milk fed broilers, lb.	0 20	0 20

TORONTO.

PROVISIONS.—Local wholesale provision men report brisk sales of cooked meats. This is, of course, due to the sultry weather, as the housewife does not care to spend very much time over a hot stove. This has had a tendency here to firm up the price of provisions, some houses quoting hams, breakfast and rolled bacon ½¢ a lb. higher. Boneless backs also show a shade advance, but dry salt meat, as represented by long clear bacon, can be bought for ¼¢ lower than a week ago. Pure lard is a shade easier, with some firms holding last week's prices and others quoting from ¼¢ to ½¢ lower for tierces and tubs, with a shade firmer prices on pails and tins. Compound lard remains the same. No doubt the number of butter substitutes for cooking on the market is having its effect on prices of pure lard.

Bacon is also selling fairly well because it is not very difficult to cook.

Hams—			
Light, per lb.	0 18	0 18½	
Medium, per lb.	0 18	0 18½	
Large, per lb.	0 16	0 16½	
Backs—			
Backs, per lb.	0 22	0 23	
Boneless, per lb.	0 24	0 25	
Pea meal, per lb.	0 23	0 24	
Bacon—			
Breakfast, per lb.	0 18	0 19	
Roll, per lb.	0 14½	0 15	
Shoulders, per lb.	0 14	0 14½	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, light	0 14	0 14½	
Cooked Meats—			
Hams, boiled, per lb.	0 28	0 27	
Hams, roast, per lb.	0 28	0 28	
Shoulders, boiled, per lb.	0 22	0 23	
Shoulders, roast, per lb.	0 22	0 23	
Barrelled Pork—			
Heavy mess pork, per bbl.	25 00	25 00	
Short cut, per bbl.	27 50	28 00	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 11½	0 11½	
Tubs, 60 lbs.	0 11½	0 12	
Pails, 20 lbs., per lb.	0 12½	0 12½	
Tins, 3 and 5 lbs., per lb.	0 12½	0 13	
Bricks, 1 lb., per lb.	0 13½	0 14	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 09½	0 10½	
Tubs, 50 lbs., per lb.	0 10	0 10½	
Pails, 20 lbs., per lb.	0 10½	0 11	
Hogs—			
P.O.B., live, per cwt.	8 60	8 60	
Live, fed and watered, per cwt.	8 65	8 90	
Dressed, per cwt.	11 75	12 25	

BUTTER.—While Montreal reports indicate that butter is firmer in view of inquiry from the Old Country, local produce men do not seem to view the situation in that way. Butter, from a Toronto standpoint, is weak, creamery prints being shaded a little from a week ago. The trouble seems to be that although butter is from 2c to 3c lower than at a corresponding period a year ago, it is still too high for export. One dealer pointed out that some 9,000,000 lbs. were held over from last season by United States packers, and this has made the situation weak on the other side. At the same time, because the West is producing practically enough butter to supply the demand, Eastern butter is finding no market in that part of the country. The situation, therefore, is dull and not likely to improve until export begins on a substantial basis.

Butter—		
Creamery prints, fresh made	0 24	0 25
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—The egg market is steady this week, with no changes in price. The demand is only fair, the majority of people apparently having a greater desire this hot weather for fruits, which are comparatively cheap. So far as the city trade is concerned, the demand is weakening in view of so many people having gone to the summer resorts.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons	0 27 0 28
Selects	0 25 0 26
Straights	0 23 0 24
Trade eggs	0 20 0 21

HONEY.—The mere mention of the word honey to the majority of produce men brings forward somewhat of a melancholy smile. The honey market is un-

CANADIAN GROCER

doubtedly not in the best of shape from the standpoint of the holder. The abundance of fresh fruits is also holding down sales of this line. Most wholesalers have yet considerable stocks in their warehouses.

Honey—		
Clover, bbls., per lb.	0 09%	
60 30-lb. tins, per lb.	0 10%	
10 6-lb. tins, per lb.	0 11	
Buckwheat, bbls.	0 08%	0 07
Buckwheat, tins	0 07	0 07%
Comb	1 75	2 00

CHEESE.—The prospects are that there will not be as much cheese manufactured this year as last, particularly in Eastern Ontario. Grass there is reported in a more or less parched condition, and not at all satisfactory from the dairy man's standpoint. In some places farmers are actually supplementing the pasture food with barn fodder. The market is unchanged and steady.

Cheese—		
Old, large	0 16%	0 17
Old, twins	0 16%	0 16%
New, large	0 13%	0 14%
New, twins	0 14	0 14%

POULTRY.—Wholesale poultry men are not handling a great deal of new chickens as yet. In August, however, this market will pick up wonderfully from a selling standpoint and a greater range in prices will then be observed.

Fresh Stock—		
Fowl	Live, Dressed.	
Spring chicken, lb.	0 13	0 14
Turkeys, young	0 22	0 25
Turkeys, old Tom	0 15	0 18
Ducklings	0 13	0 15

The following transactions took place at the meeting of the Toronto Produce Exchange on Monday:—

Butter—700 creamery prints, 23½c asked, 23c bid.

Cheese—50 boxes large parf., 13c asked; 25 boxes large parf., 13c asked; 50 boxes twins parf., 13½c asked, 13c bid; 25 boxes twins parf., 13½c asked; 50 boxes trip parf., 13¾c asked; 25 boxes trip, parf., 13¾c asked; 50 boxes Stilton, new, 14c asked; 50 boxes Stilton, Sept., 15¼c asked.

WINNIPEG.

PRODUCE AND PROVISIONS. —

Lard has had further decline. Cured meats steady. Butter and eggs unchanged.

Eggs—		
Extra first	0 24	
Checks	0 17	
Extras, in cartons	0 27	
Butter—		
Creamery, Manitoba	0 27	
Dairy	0 19	0 24
Cooking	0 12	0 16
Cured Meats—		
Hams, per lb.	0 21	
Shoulders, per lb.	0 13	
Bacon, per lb.	0 22	
Long clear, D.S., per lb.	0 14	
Meat pork, bbl.	25 00	
Lard—		
Tierces	0 11½	
Tubs, 60s	5 37	
Pails, 20s	2 22	
Cases, 5s	6 82	
Cases, 3s	6 90	

FIFTY YEARS OF GROCERY HISTORY IN CANADA.

(Continued from page 27.)

they bought the seed store of Sharp Brothers, which they also conducted for

several years, importing stocks from the Old Country and selling to the farmers; the business was largely in field seeds in bulk. In this connection there was also a garden for raising young plants, which were sold retail. Concerning these ventures Canadian Grocer asked an opinion.

"They were all right if they were run right," was the admission made, but it was explained that the firm could not get the right kind of co-operation from the men in charge, and as they did not know much of these businesses themselves, a few seasons decided them to sell out and devote full energy to the groceries.

A Corner in Coal Oil.

There was in Guelph in the old days an oil refinery which was run by John L. Lewis, whose store Mr. Jackson and his partner bought when they started in business; and Mr. Jackson tells of one little venture through this connection which made them some money. Mr. Lewis gave them inside information that oil was likely to advance, and they bought a large number of barrels. "We made a good thing out of that," was the brief comment of the veteran, who explained that in those days there was money to be made by keeping closely in touch with the market, and buying when there was an advance in sight; in this respect things have changed to a large extent, because the grocer does not handle so many commodities in bulk as in the past.

Of the forty-six years that Mr. Jackson has worked daily in the same establishment, over forty have seen him as proprietor. But his grocery experience in Guelph goes back further than that, for he was a clerk for five years in Rutherford's, which was one of the big general stores in those days, and employed eleven hands. At this time he was fresh from England, and had worked for about six years at the grocery trade in Cumberland and Liverpool, emigrating to Canada at the age of manhood. From the Rutherford store he joined the staff of John L. Lewis, who was located in the exact premises which are occupied by the firm of Jackson & Son to-day, with the exception that a portion which was devoted to the sale of liquors has been cut off, this business having been sold. Five years in the Lewis store, and young Jackson and his partner, Hallet, also a clerk in the store, got together and made a deal to take over the business which they conducted for about thirty-five years when the present firm was formed.

To-day, while Mr. Jackson still takes an active interest, the business is largely conducted by his two sons, who have been associated with him for many years, and who are to a considerable de-

gree responsible for maintaining the popularity of the establishment.

MARKING GOODS AND INVENTORYING.

(Continued from page 30.)

Inventory Costs.

In the ordinary way of inventorying, only the cost prices are used. The best way is to run the cost and selling prices in two parallel columns and compute both ways.

In this case "boost" is estimated or "taken" differently. Big dealers and jobbers take their goods at present value as a rule. Thus they disregard what they paid for their stock and put it in on the basis of what the stock would cost them to-day. No doubt that is the right way for them to do. Even here, however, houses have ways and habits of their own. For instance, one very big and markedly successful house does this: At inventory, every item which has declined in value is taken on the basis of present replacement cost. But any item which has enhanced in value is taken in at its original cost. You can see that the result of this kind of buffering is to give that house always and invariably a stock that is worth MORE than their own figures indicate. Such process must necessarily make for increased success.

A Safe Method.

For the retail grocer, the practical way, almost all along the line, is to take his stock at the original laid-in cost. This is pretty safe for him. Naturally, he will figure a new cost on any goods which have shrunk in value to any great extent; but it would be better for him not to take the benefit of any advance to speak of. Take things very conservatively. Do not be guilty of fooling yourself. What is good for very big houses, those which are known to be very successful, should certainly be good for us who are smaller.

The taking costs and selling prices in parallel columns will show you just what your average spread actually is. That is something which will be valuable to you.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.



A Pure Jam at a popular price



LONG strides in the manufacture of pure food have been made in the past, but in most lines pure food means expensive food. In Jam, however, it has fallen to our lot to produce an article that for purity has no superior, for quality and flavor few can equal it, and above all, is low-priced and gets the popular vote.

This is Banner Brand Pure Fruit Jams made of the finest quality fresh fruit, pure apple jelly and cane sugar, blended in such a way as to emphasize the rich, natural flavor. No preservatives or glucose are used—only the finest fresh ripe fruits and sugar.

Put up in the original tumbler, 12 oz.; No. 2, 5 and 7 gold-lacquered, sanitary pails, and 30-lb. wood pails for bakers' use.

Splendid profits—order now from your Wholesaler.

Lindners Limited
WINNIPEG TORONTO
306 Ross Ave. 340 Dufferin St.

Representatives:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.....	\$ 2 25
No. 1 (25c size), 2 doz.....	2 25
No. 2 (10c size), 6 doz.....	0 80
No. 2 (10c size), 3 doz.....	0 80
No. 3 (5c size), 4 doz.....	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal-Dime	\$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 85
" 12-oz.	8 85
" 1-lb.	4 90
" 3-lb.	13 00
" 5-lb.	22 85

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, \$1.20 per doz.; 12-oz. tin, \$1.60 per doz.; 16-oz. tin, \$2.25 per doz.; 3-lb. tin, 65 per doz.; 5-lb. tin, \$9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	\$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	\$ 0 17
In 10-lb. lots or case	0 13

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.

100 books and over, each	0 08½
500 books to 1,000 books.	0 09

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 doz., \$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 heavy 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 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

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.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 60	0 95
Black currant ...	0 13	
Raspberry	0 13	

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 50
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 85
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.

TO RENT

IN OUR

New Edmonton Warehouse

3 FLOORS 50 x 130

Building—Solid Mill Construction

Insurance—Very Low

Trackage Facilities

WILL LEASE FOR A TERM OF YEARS—OR RENT BY THE MONTH.

For Particulars Write

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches, Regina, Calgary, Edmonton, Saskatoon,
Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

- St. George Brand Coffee, 2 doz. in case\$4.80
- St. George Evaporated Milk, 4 doz. in case 3.60
- Banner Condensed Milk, 4 doz. in case 5.25
- Princess Condensed Milk, 4 doz. in case 4.50
- Premier Machine Skimmed, 4 doz. in case 3.80

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

Malcolm's Condensing Co.

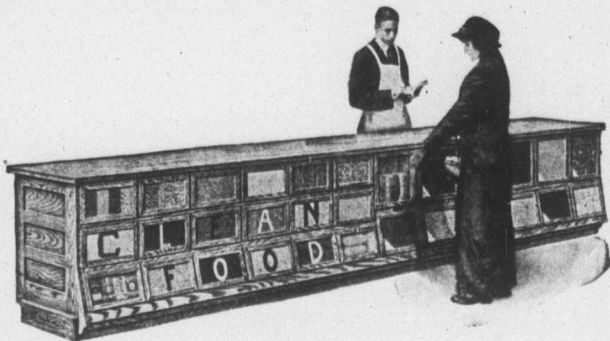
St. George, Ontario



"Sherer's" Grocery Counter

For 20 Years the Leader

and leadership means excellence, but unfortunately it also means imitators, and cheap ones at that.



PATENT PENDING

The argument in favor of the Sherer Counter is perfection in adaptability to the grocer's use—perfection in material and perfection in construction.

The Imitator's talk is of the cheapness of his product.

But Quality is worth the price, and the name of "Sherer" on a Counter is a guaranty of Quality.

Full information in our
free Catalog Number C10

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

Say You Saw It

in

Canadian Grocer

Unsweetened Chocolate.

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes.	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes.	0 35
Diamond, 8's, 6 and 12-lb. boxes.	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, 1/4's, 6 and 12-lb. boxes.	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2 lb. packages, 2 doz. in box, per doz.	0 90
Chocolate confections Per lb.	
Maple buds, 5-lb. boxes.	0 37
Milk medallions, 5-lb. boxes.	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 28
Chocolate ginger, 5-lb. boxes.	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, 1/2's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 1/4'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

EPP'S.

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

In 1/4, 1/2, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

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) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ...	0 85
Nut milk bars, 2 dozen in box.	0 80
Nut milk breakfast cocoa, 1/4's and 1/2's.	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, 1/4's.	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, 1/4's.	0 24
Nut milk plain choice chocolate liquors.	20 30
Nut milk sweet chocolate coatings.	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, 1/4 and 1/2-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, 1/2-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per case.	
Eagle Brand, each 4 doz.	\$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—

St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, 1/4-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 1/2.	0 25 0 30
1 and 1/2.	0 32 0 40
1 and 1/2.	0 37 0 38
Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.	

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.	
1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2 1/2 oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
6 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00
Discount on application.	

CRESCENT MFG. CO.

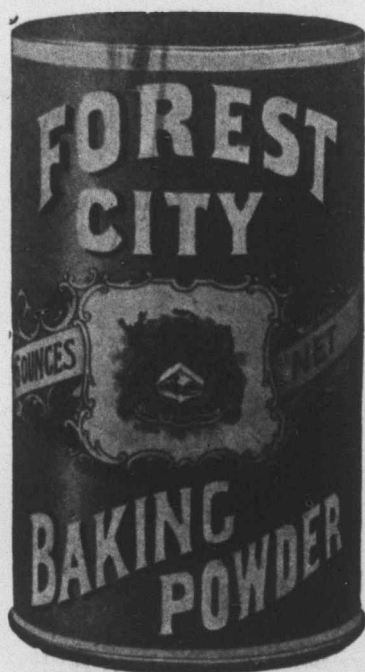
Mapeleine— Per doz.	
2-oz. bottles (retail at 50c) 4 50	
4-oz. bottles (retail at 90c) 6 80	
8-oz. bottle (retail at \$1.50) 12 50	
16-oz. bottles (retail at \$3) 24 00	
Gal. bottles (retail at \$30) 15 00	

Probably the best reason why you should sell

CHASE & SANBORN'S High-Grade Coffees

is because your customers have learned to like
and ask for them.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES



—makes the
baking good

When the housewife uses
Forest City Baking
Powder the result is light,
fine-grained, tasty baking.

To the dealer it means a
satisfied customer and
continued patronage.

Forest City has been a
home favorite for over 25
years.

Stock and Display.

Gorman, Eckert & Company

LIMITED

London

Ontario

Western Selling Agents
Mason & Hickey, Winnipeg

Cooked Hams

This is the Season for
Cooked Meats. Are
you cultivating this
trade on your pro-
vision counter? You
will find it both pro-
fitable and attrac-
tive. Let us send
you particulars.

F. W. FEARMAN CO., Limited

Hamilton, Ont.

When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

**"PANSY" brand
Fancy Quality**

**"DAPHNE" brand
Choice Quality**

Packed by

**Guggenlime & Co.
San Francisco, California**

SUMMER FRUITS

Cantaloupes

Genuine Sweet Deckers

California Pears

Plums

Finest Georgia Peaches

In 6-Basket Crates

Watermelons New Potatoes

Lemons Oranges Limes

and a full assortment of local Fruits and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10 1/4
Tubs, 60 lbs.	0 10 1/2
Pails, 20 lbs.	0 09 1/2
Tins, 20 lbs.	0 10 1/4
Cases, 3 lbs., 20 to case	0 11 1/4
Cases, 5 lbs., 12 to case	0 11 1/2
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	\$1 90	\$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (1/2 doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	\$1 60	\$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (1/2 doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins.	
D. S. F., 1/4-lb.	\$1 40
D. S. F., 1/2-lb.	2 50
D. S. F., 1-lb.	6 00
F. D., 1/4-lb.	0 85
F. D., 1/2-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.

Prices for Quebec.

1 lb. pkgs. Loose.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7 6 1/2
Egg noodles, case 10 lbs., loose; cases 60 pkgs., 1/2 lb. each	7 1/2 7

Marguerite Brand.

Same assortment as above

Catelli Brand.	
Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5 1/2
30 lb. cases, 1 lb. pkgs.	5 1/2

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07 1/2
1 lb. pkg., less than 25 case lots	.07 1/2
5 lb. box, loose, per lb.	.05 1/2
10 lb. box, loose, per lb.	.05 1/2
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange contains 2 doz	1 80
Strawberry, contains 2 doz	1 80
Chocolate, contains 2 doz	1 50
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 Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	\$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06 1/2
200 lbs., bbls., No. 1 white	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 1/2
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 1/2
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

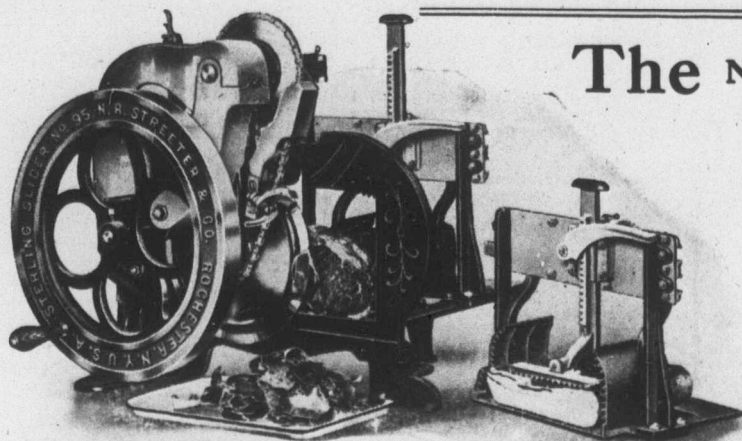
Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07 1/2
40 lbs. Canada pure corn starch	.06
(120-lb. boxes 1/4c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06 1/2
First Quality White Laundry—	
3-lb. canisters, ca. of 48 lbs.	.07
Barrels, 200 lbs.	.06 1/2
Kegs, 100 lbs.	.06 1/2
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07 1/2
8 in case	.07 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
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.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
(20-lb. boxes 1/4c higher than 40's.)	



The No. 95 Sterling Slicer

"A SURE TRADE-GETTER"

Slices the ends and pieces.
Slices bacon, boiled ham evenly.
Slices thin as a wafer to $\frac{3}{8}$ in. thick.
Few live merchants are without one.

Price \$80.00 Complete

Ryan Brothers

Toledo Scales—Hobart Coffee Mills
Eclipse Refrigerators

Winnipeg

VACUUM SEALING

All food packers know the value of sealing food products under a Vacuum. Goods properly packed and sealed in this manner keep indefinitely. This method has been used successfully for years with tin cans, but only recently has it been possible with glass containers.

The essential requirements are speed, easy handling, economy and an absolutely air-tight seal. The Anchor method fulfills all of these, and in addition provides a serviceable reseal after the first one has been broken. Anchor caps have a mechanical seal as well as the Vacuum, so that should a package for any reason lose its vacuum, the contents are still much more effectually and securely sealed than by any other known method.

Anchor caps are quickly and easily applied; an unskilled operator can seal from twenty-five to thirty a minute; cheap when compared with results and satisfaction obtained, and are made in a great variety of sizes to suit all styles of tumblers, jars and bottles.

Write us for catalogue and price list, or have our representative call.

ANCHOR CAP & CLOSURE CORPORATION OF CANADA LIMITED



Turkish Delight

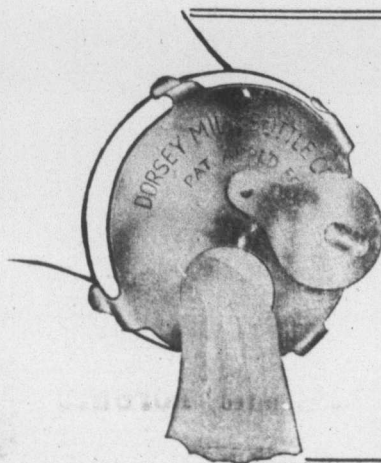
makes a really delightful money-making proposition for progressive dealers.

Let us send you a free sample and prices. You will then realize why it is such a good seller and profit-maker.

Drop us a card to-day.

Write

Oriental Produce Co., Montreal



The Dorsey Milk Bottle Cover

IS A WINNER

One merely has to remove the paper cover from a milk bottle, snap on a Dorsey cover and the bottle is ready for use as a pitcher. No constant removing and replacing of paper cover. No waste. No flies. No dirt. No odors. Never fail to please every housekeeper. Dorsey covers retail at 10c. Send for sample and prices. Canadian sales agency: Westmount Commercial Bldg.

Dept. H. Montreal



The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.

For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

- 1/4 Oil Sardines,
- 3/4 Mustard Sardines,
- Kippered Herring,
- Herring in Tomato Sauce,
- Finner Haddies (oval and round tins)
- Clams,
- Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.

Limited

Black's Harbor - N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack, 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack, 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack, 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack, 4 doz. per case, \$4; Ocean Borax, 8 oz. pack, 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack, 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack, 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack, 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack, 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack, 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 30 Packages, Mixed. 3 30
1/2 lb. 60

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 50
5-lb. tins, 1 doz. in case ... 2 85
10-lb. tins, 1/2 doz. in case ... 2 75
20-lb. tins, 1/4 doz. in case ... 2 70
Barrels, 700 lbs. 3 1/2
Half barrels, 350 lbs. 3 1/4
Quarter barrels, 175 lbs. 4.
Pails, 35 1/2 lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 05
5-lb. tins, 1 doz. in case ... 3 20
10-lb. tins, 1/2 doz. in case ... 3 10
20-lb. tins, 1/4 doz. in case ... 3 05
(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 35
Ontario, per case 1 50
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 and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen ... 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/4-pints. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

Polish, Black and Tan ... 0 35
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s 1/2 butts, 9 lbs., boxes 5 lbs. 0 45
Bobs, 5s, 1/2 cads, 12 lbs., 1/4 cads., 6 lbs. 0 39
Bobs, 10s, 1/2 butts, 12 lbs., 1/4 cads., 6 lbs. 0 39
Currency, 5s, 1/2 butts, 9 lbs., boxes 6 lbs. 0 39
Currency Navy, 10s, 1/2 cads, 12 lbs., boxes 6 lbs. 0 39
Stag Bars, 5 1-3s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7 1/2s, 1/2 butts, 10 lbs., boxes 5 1/2 lbs. 0 59
Pay Roll, thin, 7 1/2s, 1/2 butts, 10 lbs., boxes 5 lbs. 0 59
Pay Roll, 7 1/2s, 1/2 cads, 12 lbs., 1/4 cads, boxes 6 1/2 lbs. 0 59
Shamrock bars, 6 2-3s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., 1/4 cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs., 1/4 cads, boxes 6 lbs. 0 44
Ivy, 7s, butts, 17 lbs., 1/2 butts, 8 1/2 lbs. 0 50
Great West, 8s 0 59
Regal, 9s, 0 70
Starlight, 7s, 1/2 butts, 8 1/2 lbs. 0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, R't'l.
Brown Label 1s and 1/2s 25 30
Green Label, 1s and 1/2s 27 35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 30 40
Red Label, 1s and 1/2s . 36 50
Gold Label, 1/2s 44 60
Red-Gold Label, 1/2s ... 55 80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label 1/2s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, 1/2s 0 24
Brown Label 1s and 1/2s ... 0 23
Brown Label, 1/2s 0 30
Green Label 1s and 1/2s ... 0 35
Red Label, 1/2s 0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO.

Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

RASPBERRIES

Fresh picked berries every morning. Nothing held over night. Let us look after your preserving orders.

CHERRIES

The poor strawberry crop just over and shortage of peaches will make big demand for cherries. Ask us for special quotations on large lots.

**BANANAS, ORANGES, LEMONS,
DOMESTIC and IMPORTED**
FRUITS and VEGETABLES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String, No. 100, \$3.00 line at \$2.40

4 " " 200, \$3.20 " \$2.60

4 " " 300, \$3.60 " \$3.00

Regular goods.

Walter Woods & Co.
Hamilton

CANADIAN GROCER

Do you know the reason why so many dealers handle D. W. C. Spanish Olives? They give the customers more in quality and quantity for the money. D. W. C. Olives are quick sellers with a good profit.



Rowat & Co.
Glasgow, Scotland
CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest;
F. K. Warren, Halifax, N. S.;
J. A. Tilton, St. John, N.B.;
E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Price	Weight
	Doz.	Lbs.
12-oz. Glass Jars, 2 doz. to case	\$1.00	33
Special Tumbler, 2 doz. to case	0.95	30½
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
		Pall. Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1-lb. or ½	.30	.40
Blue Label, 1-lb. or ½	.35	.50
Yellow Label, 1-lb. or ½	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 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 pkgs. 1.15

Diamond Cleanser

Has no equal as a cleaner. Perfectly odorless. Harmless to hands.

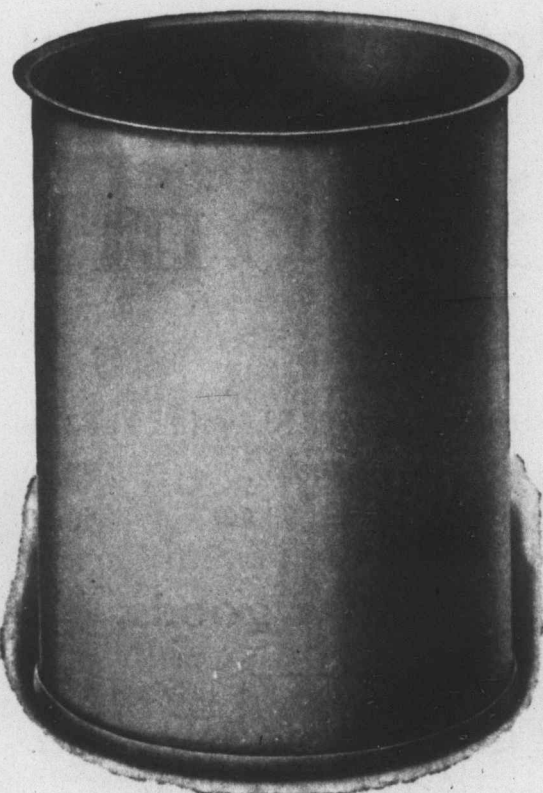
COSTS \$3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five case lots cost \$2.85 a case. Handled by all jobbers.

Manufactured by
Stephens, Welch & Co.

7 Ossington Av., Toronto



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Early Vegetables

*Tomatoes, Celery,
Lettuce, Radishes,
Etc.*

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

Ain't this great
weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

CIGAR EXCELLENCE BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

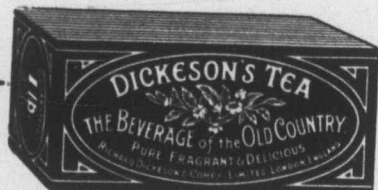
Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

You can talk across the Continent for two cents per word with a want ad. in this paper.

Even more Fels-Naptha

soap can be sold by every dealer if enough effort is made by the merchant and his salesmen to show new customers its unique quality. The great point about Fels-Naptha is that no boiling or scalding is needed at all; and the wash is the better for it.



The Tea that wins and holds trade.

This fine old country Tea is scoring victories all along the line. Reports of its success are coming in from all quarters, and dealers who are now stocking it say that it brings more praise than any tea they have ever handled.

DICKESON'S TEA

"The Beverage of the Old Country"

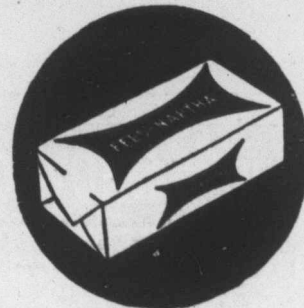
is ready to speed up your tea sales. You'll find it a popular line—a line easy to sell. It wins on Quality. Try it yourself. Note its fine, rich flavor and strength. Sold in the original aluminum wrapper.

Dickeson's Tea is the Best Tea.

Write to any of these Agents:

Toronto—Frederick E. Robson Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.

London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd Lock & Co.



Buyers' Guide

Write us for New Price List of
WINDSOR SALT

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

You Want This
Taylor's Prepared Mustard
IN JARS
Over 100 years of success. A great deal
different and a great deal better.
Royalty has used it.
Agents Wanted
H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale.
We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL
COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

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.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs.
A very simple process for preserving eggs
from one laying season to another without
losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavien Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

is not an article that will be tried and disused after
one day. It has real merit and it will be well worth
your while to push it.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



Raw Materials and Equipment

Some of the largest bakers in America are
placing the buying of their materials and
equipment in our hands. They know that they
get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER-
WORD WITH A WANT AD. IN THIS PAPER.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
Trade-Mark

Our Cocoa and Chocolate
preparations are Absolu-
tely Pure—free from
coloring matter, chemical
solvents, or adulterants
of any kind, and are
therefore in full conform-
ity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit
give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the
credit customers
put you out of
business, as they
have done many
a man. Control
the situation
yourself—when a
man wants credit
give him an All-
ison Coupon Book,
and have him
sign form at the
front, which be-
comes 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 time wasted, no errors, no
disputes.



For sale by the jobbing trade everywhere.

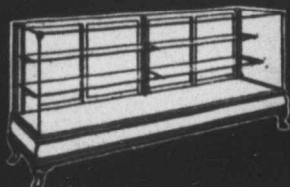
Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Before
placing
YOUR ORDER
for

**SHOW CASES,
STORE FRONTS
ETC.**



Write us for full
particulars
and
estimates

**KENT, SON
& CO.**

261 King St. West
TORONTO

This Page Is The Clearing House for Grocers' Wants
WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, by practically every progressive and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

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.

MISCELLANEOUS

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

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

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

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.

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. Arthur, Ont.

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

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.

WANTED

A MAN WITH 15 YEARS' EXPERIENCE blending and tasting tea is open for engagement. Box 55, Canadian Grocer. 8/7/14

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES in grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs. Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoulin, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in South-western States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (717)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 812

BUSINESS FOR SALE

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of \$19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

WANTED, INFORMATION REGARDING good grocery or meat market for sale. Send description and price.—North-Western Business Agency, Minneapolis, Minn. (tf)

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over \$90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Mistakes Destroy Confidence



Counter Cabinet Style—Closed

Install the Barr Account Register System and Avoid Them

The Barr Account Register is the simplest and most quickly operated system yet introduced. Its exclusive features put it in a class by itself, and is without a successful competitor in many points of efficiency. Made to accommodate from 100 to 1,000 accounts, and requires less counter or floor space than any other account system—*mistakes are an impossibility.*

WRITE TO-DAY FOR ALL PARTICULARS AND
ASK FOR DEMONSTRATION.

BARR REGISTERS LIMITED TRENTON, ONTARIO

Great Britain: Head Offices, Dacre House, No. 5 Arundel Street,
Strand, London, W.C. Factory, Birmingham, England.

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against such patents, notwithstanding competitors' talk to the contrary. We make this announcement as we understand some merchants have been imposed upon and have been induced to buy other Registers through such talk.

BARR REGISTERS, LIMITED.



Length, 425 feet.

Height, 115 feet.
Capacity: 200,000 Barrels a year.

Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new 1/2-dozen or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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Increase your sales of Tea and Canned Goods

Stock only **Good Teas**. They pay better, because they bring repeat orders. Our "**Victoria**" and "**Princess Louise**" Brands will please your customers and increase your Tea Sales.

Canadian Canned Goods 1914 Pack

We are now booking orders for our well-known "**Victoria**" brand; also for the popular Brands of The Dominion Cannerns.

We have on hand a complete assortment of 1913 Pack Canned Goods at interesting prices.

Imported Canned Goods 1914 Pack

The sales of "**Le Soleil**" brand Imported Vegetables and Soups are increasing each year. We sell these goods on their **merit**, and each initial sale means an assured customer.

Take advantage of the parcel post, and write for samples.

VERY IMPORTANT

We guarantee all goods labelled "**Victoria**" Brand. We know its quality.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.



With SNAP all hands can be clean

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes. It will pay you to put lots of Snap into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get Snap going in your locality. It pays.

SNAP COMPANY, Limited
MONTREAL

Continental Grocery Bags

Let the fame of the name be your guide in buying.

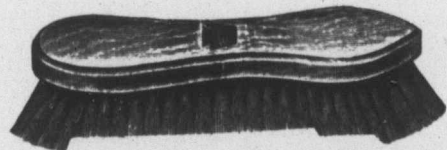
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa
Branches: MONTREAL and TORONTO
Agencies throughout Canada



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

CANADIAN GROCER



"CAMEL" FIGS

BEST — OF — ALL



The figs packed under this brand are the pick of the crop. They are especially thin-skinned, and have a nice, honey-like flavor.

Camel Figs are the only ones packed by Aram Hamparzum, and buyers have his guarantee for absolute cleanliness in packing.

The Camel Fig Package is so distinctly superior in appearance that it appeals very strongly to dealer and consumer alike.

Packers also of
ROYAL
EXCELSIOR
and DROME-
DARY DATES

Packers also of
ROYAL
EXCELSIOR
and DROME-
DARY CUR-
RANTS

SOLE DISTRIBUTORS FOR
UNITED STATES AND CANADA

THE HILLS BROTHERS CO.

NEW YORK

How about increasing your profits? The way to do it most surely is by better goods—better service.

Take another step forward and add Quaker Flour to your stock. Every one of your customers understands that the Quaker trademark stands for the highest possible quality. You will find that it will mean "flour satisfaction," consequently more flour profit.

Total Flour Capacity
5,000 Barrels Per Day

Sold the World Over



Made by the Manufacturers of
Quaker Oats, Puffed Wheat,
Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

150% Profit on Cost
60% Profit on Selling Price

Figure as you like, you can't get away from the big
CASH PROFIT on

The Introductory Package
of
Adams' Pepsin Tutti Frutti Gum

In order to place the new style of wrapping this brand quickly before the public, until August 15th next, 3 boxes are being sold for \$1.20, the regular price of 2.

The 3 boxes contain 60 five-cent bars of gum, which sell for \$3.00, giving \$1.80 cash profit on a \$1.20 purchase, and on an advertised brand at that.

Bill posters and street car cards are being displayed in all available cities from coast to coast. The quality of Adams' Pepsin Tutti Frutti Gum is such that this big cost is justified.

Samples for you to try are put in each box, so if you like the gum, tell your customers about it. They know you and your good word counts.

It means 3 cents profit on every five-cent sale for you.

Your wholesaler would like to ship your order early.

This brand is manufactured by

Canadian Chewing Gum Company
Toronto **Limited**