

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
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New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO AUGUST 11, 1911

No. 32

Robinson's Patent Barley

Needs Little Pushing.
Your Customers Will Like
it, and a Demand
is Immediately Created.



Robinson's Patent Barley

is a Healthful and
Nutritious Food for Young
and Old.

For Particulars, Address

MAGOR, SON & CO.,

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

AGENTS FOR THE DOMINION OF CANADA

This Is The Poster

that is appearing on the billboards throughout
the Dominion and helping you and every other
grocer to increase your sales of Benson's Pre-
pared Corn. Yet this poster is but a single
detail in our sale-making helps for dealers.
Have YOU Benson's Prepared Corn in stock?

EDWARDSBURG Starch Company, Limited

MONTREAL CARDINAL TORONTO
BRANTFORD VANCOUVER

EDWARDSBURG STARCH CO. LIMITED



ALWAYS ASK FOR BENSON'S



How Can
I
Save Money?

You Can Save Money

for yourself and customers by serving them with the best product of its kind, no matter what that kind may be.

You save yourself money, because reliable products, which are known to the consumer or have in them the quality, that when once used always used, never stick to your shelves and become fly-specked members of the has-been counter.

You save your customer's money, because a quality product, although it may be a shade higher in price, can be served or prepared without any waste in a much more attractive manner and more readily than the inferior product, thereby saving your customer's time which is money, giving better satisfaction and insures your customer's confidence in prepared food products and in you.

You can readily see that you can save money by looking after the fine points of your business, as some might say trifles, but it is trifles that make perfection, although perfection is no trifle.

MacLAREN'S IMPERIAL PRODUCTS NOTHING BETTER

A Few Trifles That Will Help Perfect Your Business

MacLAREN'S IMPERIAL CHEESE
MacLAREN'S IMPERIAL OLIVES
MacLAREN'S IMPERIAL HONEY

MacLAREN'S IMPERIAL PEANUT BUTTER
MacLAREN'S IMPERIAL PREPARED MUSTARD
MacLAREN'S CANADA CREAM CHEESE
IMPERIAL DESSERT JELLY

FOR SALE BY ALL JOBBERS

FOR FURTHER PARTICULARS WRITE

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERY SPECIALTIES

OFFICES: NEW YORK
FACTORIES:

CHICAGO
WOODSTOCK, ONT.

DETROIT
WILLOWBY, ONT.

MONTREAL

TORONTO
DANFORTH, ONT.

**Highest
Quality**

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

Codou's Macaroni

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

**Highest
Quality**

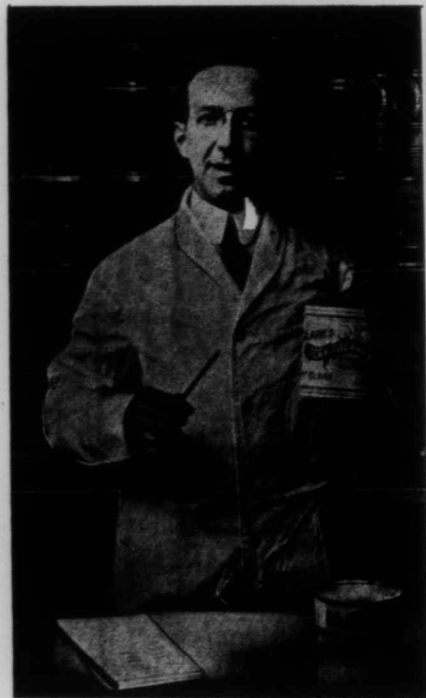
ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto

NOTICE THE NAME CLARK'S



"A SUCCESSFUL MERCHANT"

And take the opportunity of increasing your Customers, your profits, and your reputation, by carrying a bigger assortment of **CLARK'S PERFECTLY PREPARED MEATS.**

It doesn't signify that because you haven't been asked for certain of **CLARK'S DELICACIES** that you would not have any demand for them.

CLARK'S PREPARATIONS are extensively advertised all over the Dominion, and if you would but provide your Customers with the opportunity of buying what they want, you would very soon realize that it pays to cater to the public taste.

If it pays us to advertise, *surely it must pay you to sell the goods we advertise.*

Why not make a start right now and order an assortment from your Wholesaler.

WM. CLARK, MONTREAL

Manufacturer of the Celebrated "CHATEAU" Brand Concentrated Soups.



The Sauce With The Different Taste



The difference is decidedly in its favor and being in its favor will create a demand that will be profitable to you. When your customer asks for a select sauce recommend

BRAND'S A1 SAUCE

It is composed of the finest ingredients procurable. The formula is a very rare receipt of "Old Country" origin and one which has been used in Royal households.

Even the factory conditions where A1 is made have a tendency to make this famous brand a little superior to any other. Put up in neat bottles, attractively labelled, making good shelf display. Secure your stock now.

BRAND & CO., LIMITED Purveyors to H.M. the
Late King Edward VII.
MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

BORDEN'S EAGLE BRAND EVAPORATED MILK CONDENSED MILK PEERLESS BRAND

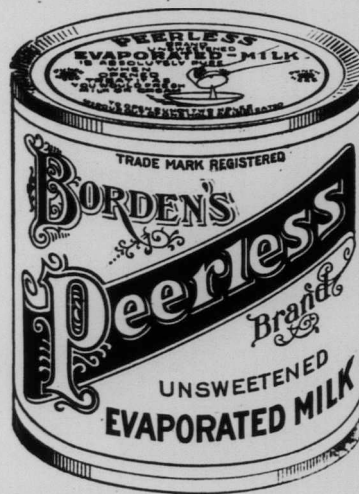


By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special
Appointment



Established 1817.

to His Majesty
King George V.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured
by this old-established and widely known Scotch
Firm are now being regularly imported and can be
— supplied in all parts of the Dominion. —

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO.,
852/864, Cambie Street, Vancouver, B.C.

An important fact to
remember is that

"Granola Digestive" Biscuits

are quite distinctive
in character, and
must not be confused
with the ordinary
varieties of whole-
meal or digestive
biscuits.

The word "Granola"
—registered as a
trade mark—is
stamped upon each
biscuit, and also
appears upon all
labels and packages.

Macfarlane Lang & Co's

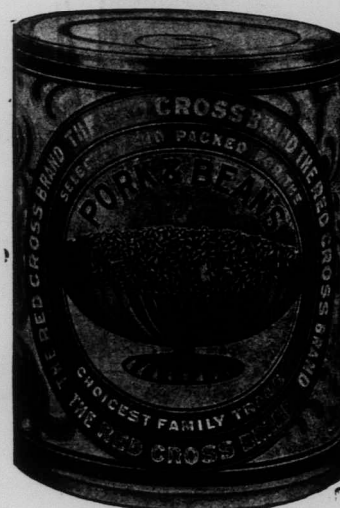
Biscuit Manufacturers,
Glasgow and London.

Consider Your Customers First By Passing Them Out These Brands



“Simcoe”
Baked Beans

With Tomato and Chili Sauce



“Red Cross”
Baked Beans

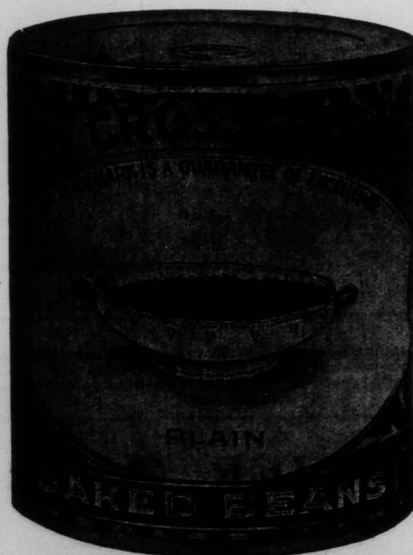
“Red Cross”

PORK & BEANS

You serve your customer's best interests and at the same time you are laying the foundation for future business. Every can contains hand-picked beans, prepared by a special process that gives them a rich, nutty flavor, packed solidly.

We put them up, both plain and with tomato or chili sauce, in large and small sized cans, suitable for family, hotel or restaurant use. Push “Simcoe” and “Red Cross.”

Your customers will look for the green label on the top of every can of 3's Family size. See that it is there.



There are more beans to the can in our Family size 3's than in the 3's Flat size offered by other packers.

Dominion Canners

Limited

Hamilton - Canada

Dominion Canners

Limited

Hamilton - Canada



A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the



St. Vincent Arrowroot Growers' and Exporters' Association
KINGSTOWN, - ST. VINCENT, B.W.I.

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscouts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



Made in one and two dozen sizes.

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

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

THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,
ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure.

Cleanliness is our motto.

**Wagstaffe's New Season's
Raspberry, Black Currant and all other kinds
Now Ready for Delivery.
All Fruits Are Scarce.**

Book your orders quickly.

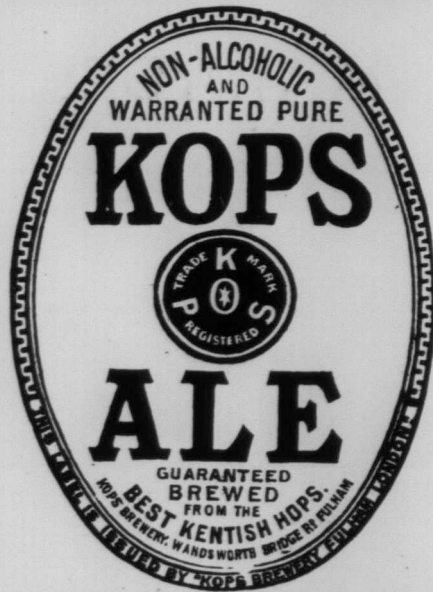
WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON

ONTARIO

KOPS NON-ALCOHOLIC ALE



Prepared from ingredients of undoubted purity, the bitter principle being derived from the finest hops. It has a delicious and appetizing aroma, and is an agreeable, salutary bitter, and whilst it will be found to act as a tonic stomachic and an aid to digestion, it is so free of alcohol that it will be found a veritable boon to total abstainers, sufficiently aerated to make them pleasantly sharp.

HAVE YOU TRIED IT?

By introducing it to your customers you will be creating NEW and very profitable trade. Printed catalogues and full particulars from us or our agents.

KOPS BREWERIES, London, S. W., England

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores, Ltd., St. John's, Nfld.

MEAKINS'

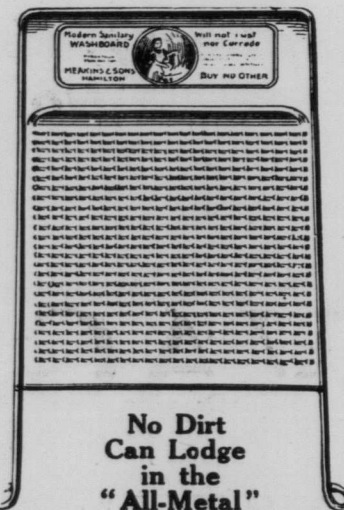
SANITARY WASHBOARDS

Have the qualities which recommend them to particular buyers.

These washboards are of metal construction throughout and have no wood to warp and no nails to come loose or rough edges of zinc to cut hands. They cannot retain dirt because each board is made in one piece.

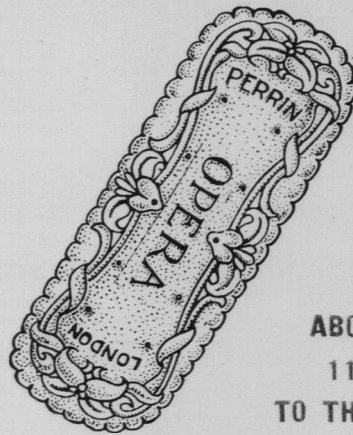
Send for Particulars and Prices to

Meakins & Sons, Hamilton, Ont.





ABOUT
110
TO THE LB.



ABOUT
110
TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit
delicacy



TRADE MARK REGISTERED

Dainty design, unique
and rich in flavor



SOMETHING THAT SELLS QUICKLY

We would not be kept so busy filling orders from different parts of Canada, nor would we be paying for this space regularly if we had not faith in our goods.

"Orsenigo" Brand Macaroni

is a brand that you will stock some day. Your customers will want it, and you should waste no time in taking advantage of present low prices.

The Best Tananrog Russian Wheat

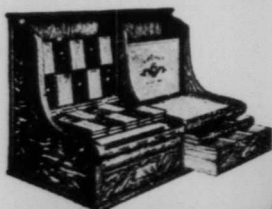
is used, which gives it that Gluten Quality necessary and indispensable in Quality Macaroni.

25 1-lb. Packages for \$2.00

Write Immediately

The Charles
Cicero
Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS
TORONTO - - - MONTREAL



They Ask for Their Saleslips

The seventy thousand merchants in all lines of business who use

*With
Only
One
Writing*

The McCASKEY SYSTEM

*The End
of
Drudg-
ery*



find that their customers ask for their saleslips—the itemized accounts of their purchases—showing the total amount due. *They want to know what they owe.*

¶ The McCaskey System saves time, labor and money for the merchant. It protects him against forgetting to charge, *(if he fails to write the slip the customer asks for it.)*

¶ The McCaskey System cuts out useless bookkeeping. It keeps every account posted and totaled to date. It is an automatic collector. It furnishes proof of loss in case of fire.

¶ It is an automatic credit limit.

¶ It flags the merchant at every danger point.

¶ No merchant can afford to be without it---it is sold on easy payments if desired and pays for itself.

¶ Information is free. Write for catalog to-day.

Dominion Register Co., Limited

90-98 Ontario Street,

Toronto, Canada

Agencies in all Principal Cities.

519-521 Corn and Produce Exchange, Manchester, Eng.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



The gum that is
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &
CANADA

"DOMINION"

"Noiseless" and "Reliable" are the two main features of the "Dominion" Silent Match. They are made of good quality, straight grained wood with sure lighting heads that won't fly off.



Silent Matches

Display these matches in your windows and on your cases. They are attractively boxed and will sell readily, giving entire satisfaction every time. Look up your stock now

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

OR THE SELLING AGENTS
Canada Brokerage Company, Limited, Toronto

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

**The Perfection
of Quality.**

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John, Nfd

Ramsay's
BEST BY TEST
Farm Cream Sodas

MADE BY RAMSAYS, MONTREAL

The rich, creamy flavor of "Farm Cream" Sodas not only pleases the taste of your customers, but adds coins to your treasury.

Every pound you sell to your old customers strengthens their faith in you and to new ones ensures you their regular patronage and goodwill. Ramsay's "Farm Cream" Sodas are always crisp and delicious.

Factory---29-31 Vitre St., MONTREAL

Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a fat living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—\$3.35 Princess Condensed Milk, 4 doz. in case—\$3.90
Banner Condensed Milk, 4 doz. in case—\$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

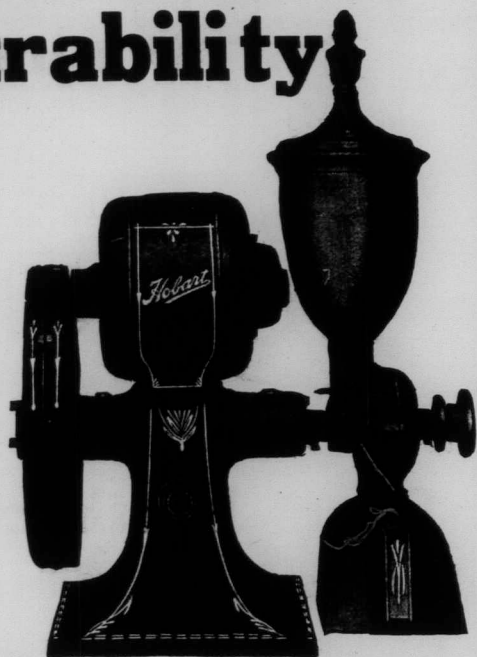
J. MALCOLM & SON

Order from your wholesaler or direct from the factory.

ST. GEORGE

ONT.

**Effectiveness
Appearance
Durability**



Here are three leading features which should make every grocer instal a

**HOBART
Coffee Grinder**

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release—an effective protection against accidental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices.

W. A. Freeman Co.
Limited
Hamilton

**Rowat's
Goods
Sell!**

**The Connoisseur's
Choice!**

Cater for your particular customer by featuring

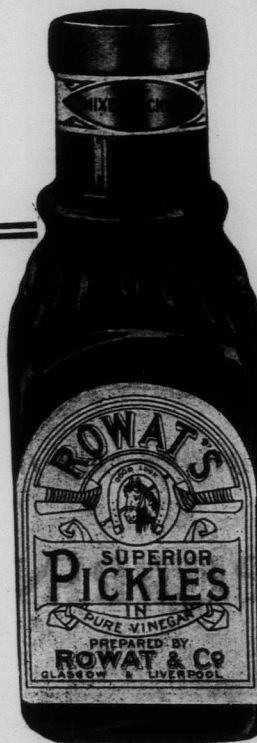


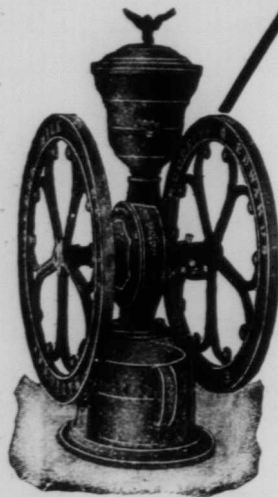
**Rowat's Pickles
AND
Paterson's Sauce**

They are 'quality' goods which never fail to satisfy.

ROWAT & CO.,
Glasgow, Scotland.

Canadian Distributors,—
Snowdon & Ebbitt, 325
Coristine Bldg., Montreal,
Quebec, Ontario, Manitoba,
and the North-west; F. K.
Warren, Halifax, N.S.; F. H.
Tippett & Co., St. John, N.
B.; C. E. Jarvis and Co,
Vancouver, B. C.





Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

**ELGIN
National Coffee Mill**

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability

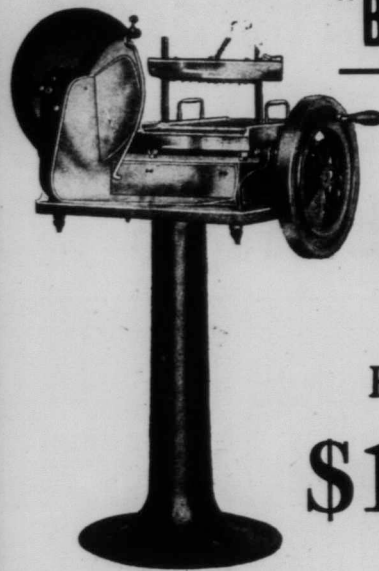
Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Harbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smita
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL. U.S.A.



"Blackslee"

Slicer

**None Better
FEW AS GOOD**

PRICE

\$150.00

SOLD ONLY BY

Ryan Brothers
110 James St. :: WINNIPEG

CANDY REASONS

why you should handle Perrin's Candies are numerous. Condensed, it means you get Purity of Material, Quality of Manufacture, backed by a guarantee that it is genuine, and a satisfaction to your trade that more than repays you for any extra outlay.

We make a large variety in "Newport" and other Chocolates, 5c. Bar Goods, Fancy Box Goods, Caramels, Marshmallows, Pan Goods, with many special values in Pail Goods.

"Perrin's Candies sell other Goods."

D. S. PERRIN & CO. Limited

LONDON

CANADA

Have Your Wife Try a Bottle



Mexican
Vanilla Bean
Gatherer

Take home a bottle of Shirriff's True Vanilla to-night. Have your wife use it for flavoring her sauces, puddings and cakes. Get her verdict. Then you'll know how pleased other women—your customers—will be when they have tried it on your recommendation.

Shirriff's True Vanilla



is made from first-quality Mexican Vanilla Beans. It is the REAL extract—aged until its strength, flavor and bouquet excel all others. Very economical—a little drop goes a long way.

You are doing your customer a good service in persuading her to

try Shirriff's True Vanilla in place of extracts which are vanilla in name only. There is a good profit on each bottle of Shirriff's True Vanilla. Each bottle you sell is another step gained in the "good-will" of your customer.



Imperial Extract Co.
TORONTO : CANADA

Dried Fruit for Particular People



Will Satisfy

This Mark on Every Box

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle.

Our extensive Advertising Campaign this year is making new customers for



FORCE

Are YOU taking advantage of this opportunity to get your share of this new business?

THE H-O COMPANY, Hamilton, Ont.

Tartan
BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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

Perfection is not attained in a day

It takes years of experiments, experience and expense to obtain a perfect article. Our product of perfection is



Rideau Hall Coffee

Our latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.



THE
"WALKER BIN"
SYSTEM



is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

Manitoba: Watson & Truendale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes,
Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Especially Good for

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First"
Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.



Infants and Invalids

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER.

The Aylmer Condensed Milk Company, Limited

Aylmer - - - Ontario

Head Offices: Hamilton, Ontario

THE CANADIAN GROCER

**DON'T ORDER BEFORE RECEIVING QUOTATIONS ON
NEW SEASON'S**

JAPAN TEAS

FROM

FURUYA & NISHIMURA

HEAD OFFICE—NEW YORK.

BRANCHES—MONTREAL and CHICAGO

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

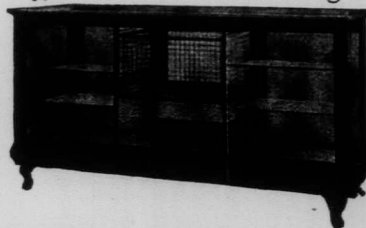
**The Canada Sugar Refining Co.,
Limited**
Montreal, Can.

Established in 1854 by John Redpath

Silent Salesman Refrigerator One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

**John Hillock & Co.
Limited**
Toronto, Ontario

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

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T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Lafamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax

A well-assorted stock of

"Melagama"

TEA and COFFEE

is a paying proposition for the grocer. The profit is good and they are quick sellers. A trial order will be appreciated and filled promptly. See price list on last page in this issue.

MINTO BROS.

TORONTO

Is Your Coffee Trade
Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR
CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade
Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

**THE MOLASSES THAT
INCREASES SALES!**

Apart from the unquestioned quality and
flavor of

**GINGERBREAD
BRAND
Molasses**

it will sell readily because the large
variety of sizes in which it is put up can-
not fail to suit every individual require-
ment of your customers.

Gingerbread Brand is a strong baker,
of good body, and a profitable line to
handle.

Put up in tins—2's, 3's, 5's, 10's and
20's; pails—1's, 2's, 3's and 5's; and in
barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,

LIMITED

HALIFAX

NOVA SCOTIA

Pure, Well-Packed  Sweet, Wholesome

Strengthen your hold on the profitable family
trade by featuring

"KING OSCAR"

NORWEGIAN SARDINES

A line that never fails to please the particular
palates of your best customers.



"King Oscar" Brand are the primest Autumn-
caught fish, canned in our modern sanitary
factory and appeal to every grocer as a good
profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)

HAMILTON

::

::

ONTARIO

By Special royal permission.

IN THE LONG RUN

it pays best to consider your customers' interests as well as your own. At this time of the year, when the householder is putting down preserves, it is especially to your interest to give them the best sugar you can buy. The best is

St. Lawrence
GRANULATED

New Customers For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.

ORANGE MASS

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Canadian Specialty Co., Toronto
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MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg



Trade Mark of Quality

TO OUR MANY FRIENDS

Your customers delight in having rich spice flavors for their Pickles, Catsups, Chili Sauce, etc., etc. We are ready to supply your needs with the best in the land.

SWEETHEART BRAND PURE SPICES

now in the hands of our travellers. "QUALITY" OUR MOTTO.

I X L Spice & Coffee Mills, Ltd.
LONDON, ONTARIO

WHITE DOVE Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome and a great favorite with the first class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey,
MONTREAL, QUE.



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

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

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

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned

Apples
'ngersoll, - - Ontario
ESTABLISHED 1886

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THE PEOPLE OF JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

THE W.H. ESCOTT CO.

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING
Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

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

HIGH-GRADE OLIVE PRODUCTS

"Falcon" Brand Olive Oil, which is bottled or put in cans in Provence, France, is unsurpassed for quality. Its supremacy is everywhere acknowledged. Why not have the "Falcon" Quality bottled under your own label?

A. F. MACLAGAN

409 St. Nicholas Building - Montreal

Blackstrap Molasses

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W. S. GOODHUGH & CO.
304 Board of Trade Bldg.
MONTREAL

Leard's Lobsters, Canned Chicken,
Chicken Soup and Quahaugs.

Write for prices.

W. A. LEARD
SUMMERSIDE, P.E.I.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments.
Write us for prices. Phone order at our expense.

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

It's Up To You

We are spending money in telling your customers about our lines and they are interested because we are receiving numerous inquiries.

ARE THEY COMING TO US because you are not stocking the goods?



should be featured strongly.

1/2-lb. tins, \$0.90 per doz.

1/2-lb. size, 1.75 per doz

GIVE IT A TRIAL.

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

WANTED

To whom it may concern:

We wish to get in touch with shippers of **BEANS** and evaporated **APPLES** and **HONEY** manufacturers who desire representation in the West by a first-class firm.
Address

Box 34, CANADIAN GROCER
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To earn the subtle distinction of being the "best grocer" in town sell
FRUIT OF GOOD REPUTE.

MEYER'S CURRANTS

Have an unequalled reputation

The "best grocer" enjoys better profits. Meyer's Currants will demonstrate why. But take no other.

W. MEYER & CO., Limited, Patras, Greece

Packers of High Grade Currants and Salona Olives

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

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

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
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27 St. Sacramento Street, Montreal
TEL. MAIN 778 - - - BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. O: - position is your opportunity.
SASKATOON, - - - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to
Old Country, Canadian
and United States Manufacturers.

Currants

on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

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TORONTO

W. S. CLAWSON & CO.
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ST. JOHN, - - - N.B.
Open for a few more first-class lines.

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T. A. MACNAB & CO.
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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.

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

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

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Manufacturers' Agents
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Importers
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WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

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

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT
Lind Brokerage Co.
73 Front St. East - - - TORONTO

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

—WINNIPEG—
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Wholesale Broker and Manufacturers' Agent
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EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

WINNIPEG
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WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
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When writing advertisers kindly mention having seen the advertisement in this paper.

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WITH

St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.

FOUR BRANDS

"REGAL,"
 "NATIONAL,"
 "LAURENTIA,"
 "DAILY BREAD"

OF EQUAL PURITY

INQUIRIES SOLICITED
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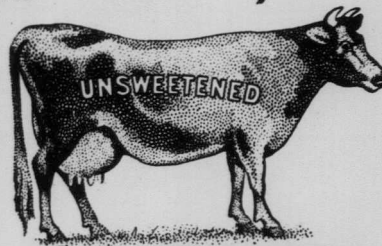
St. Lawrence Flour Mills Company, Limited

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"

EVAPORATED
MILK

RATED



ST. CHARLES MILK

IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.
INGERSOLL, ONTARIO, CANADA

AN APOLOGY

Owing to the very heavy heat we have been unable to make shipments of the famous

Meadow - Sweet Cheese

further West than Ontario.

We Want

you, however, not to forget the name "Meadow-Sweet," It stands for purity in the package cheese line and there will be a big business passing during the Fall.

Jobbers Everywhere

are in line to supply the big Fall demand.

GET YOUR ORDER IN

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

Let Us

Make This

One Point

Clear



CANADIAN MADE Macaroni is just as good as the imported, and as you have to pay **no duty** on the former, the goods are naturally cheaper. Hence **larger profits.**

The European Expert,

Monsieur Amouroux, who has just installed his latest patented machinery for us, bringing it all the way from France, voluntarily made this statement: "Your goods are just as good as those made in France or elsewhere."

SEND A TRIAL ORDER.

Macaroni, Vermicelli, Spaghetti.

L'ETOILE

Cie Francaise des Pates Alimentaires
6-9 HARMONY STREET, MONTREAL

Talking About Spices

Do you know that we import all our Spices direct from the country of growth? We clean and grind our Spices in our own mill—one of the finest, up-to-date, spice mills in the country. This enables us to give you Spices of Unexcelled Quality and at prices Exceptionally Low. Our lines of PACKAGE SPICES are new, packed in very attractive packages and are money makers.

Why not get in on the good things and send us your Spice orders?

EBY-BLAIN, LIMITED

Wholesale Importing and
Manufacturing Grocers.

TORONTO

CANNED PEAS

The crop is short all over.

Why not buy imported peas?

We have now in store

700 Cases L. A. Price & Cie., Bordeaux

French and Belgium

FINEST GOODS PACKED

"PRICES RIGHT TOO."

L. CHAPUT, FILS & CIE.

Wholesale Grocers
and Importers

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Ciceri
Cie Fr
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Domir
Domir
Domin
Downe

Why-B
Eckar
Edwar
Epps,
Escoe

THE CANADIAN GROCER



SOME DEALERS ALWAYS WANT TO SELL
WHAT THE PUBLIC DO NOT WANT TO BUY



In other words, anything that the people desire and are willing to pay for, they handle reluctantly. They think it is profitable to fight the consumer, but it is not. That kind of man eventually goes out of business, for anything that he sells with reluctance the public soon cease asking him for, and get elsewhere.

In Canada and the United States,



is the only tea for which there is a universal demand. It pleases every tea drinker and pays the grocer, in actual profit, very much better than any other tea. There is no article in a grocer's stock in which an investment of \$30.00 will show, at the end of the year, so much profit. That \$30.00 can be turned over every month or oftener and each time it will show 25 per cent. profit, so that at the end of the year he has made at least 300 per cent. on his original investment.

Some grocers (but they are getting fewer) prefer to invest a hundred or more dollars in bulk and other slow-selling packet teas because they make a little more per pound than they do on "SALADA" but they can't turn over this \$100 worth of tea inside of two years—profit 30 per cent. in the two years, against 300 per cent. in one year with "SALADA."

INDEX TO ADVERTISERS

A	Adamson, J. T., & Co. 22	Estabrooks, T. H. 39	McCabe, J. J. 52	S	St. Charles Condensing Co. 23
Allison Coupon Co. 44	Ewing, S. H., & Sons. 20	McDougall, D., & Co. 58	McLaren, W. D. 19	St. Lawrence Flour Mills Co. 23	
American Computing Co. 46	F	McLeod & Clarkson 38	McWilliam & Everist. 52	St. Vincent Arrowroot Growers and Exporters' Association. 6	
American Tobacco Co. 48	Farrow & Co., Jos. 17	M	Maclagan, A. F. 20	Salada Tea. 25	
Arnsby, J. K. 15	Fearman, F. W., Co. 42	Magor, Son & Co. outside front cover	Malcolm, Jno. & Son. 12	Sanitary Can Co. 10	
Aylmer Condensed Milk Co. 16	Fels & Co. 40	Marshall, C. L. Co. 21	Marshall Brokers Co., The. 22	Sherbrooke Cigar Co. 38	
B	Freeman & Co., The W. A. 13	Mathewson's Sons. 55	Mathieu, J. L. Co. 55	Smith, E. D. 51	
Baker, Walter, & Co. —	Furuys & Nishimura. 17	Meadow-sweet Cheese Co. 23	Mattison, H. G. 22	Smith & Schipper. 44	
Balfour-Smye & Co. 16	G	Meakins, Sons & Co. 8	Matheson, H. G. 22	Spirelli, & Co., D. 41	
Benedict, F. L. 20	Gillard, W. H., & Co. 62	Millman, W. H., & Son. 22	Matheson, J. L. Co. 55	Spurgeon, H. G. 22	
Bickle, J. W., & Greening. 18	Gillet, E. W. Co., Ltd. 45	Minto Bros. 18	Matheson's Sons. 55	Star Egg Carrier & Tray Mfg. Co. 6	
Borden Condensed Milk Co. 3	Goodhugh & Co., W. S. 20	Minute Tapioca Co. 19	Matheson, J. L. Co. 55	Stevens-Hepner Co. inside back cover	
Borden Condensed Milk Co. 3	Gorham, J. W., & Co. 22	Mooney Biscuit and Candy Co. 47	Matheson, J. L. Co. 55	Stevens & Solomon. 53	
Brand & Co. 3	Gorman, Eckert & Co. 16	Morse Bros. 62	Matheson, J. L. Co. 55	Stewart, I. C. 20	
British American Assurance Co. 59	Greek Currant Co. 51	Mott, John P. & Co. 46	Matheson, J. L. Co. 55	Stringer, W. B. 53	
C	Gums, Ltd. 42	H	Matheson, J. L. Co. 55	Synington Co., T. inside back cover	
Campbell Bros. & Wilson. 39	Heinz, H. J., Co. 45	Hillock & Co., Ltd., John. 17	N	Telfer Bros. outside back cover	
Canada Sugar Refining Co. 17	Hillock & Co., Ltd., John. 17	H. O. Co. 15	Newhall & Mason. 62	Tilton, J. A. 22	
Canadian Coconut Co. 41	I	O	Nicholson & Bain. 41	Tippet, Arthur P., & Co. 1	
Chaput, Fils & Cie. 46	Imperial Extract Co. 15	Ocean Mills. inside back cover	Nelson, Dale & Co. 49	T. Milinson & Semmens. 22	
Charr & Co. 44	Imperial Tobacco Co. 58	O-Pee-Chee-Gum Co. 22	Newhall & Mason. 62	Toronto Salt Works. 20	
Catelli, C. H. 44	Irish Grocer. 22	P	Nicholson & Bain. 41	Tuckett, Geo. E., & Son Co. 69	
Caivers & Co., F. 49	Island Lead Mills Co. 41	Patrick, W. G. & Co. 22	J	V	
Chivers & Co., S. 49	IXL Spices and Coffee Co. 19	Perrin, D. S. & Co. 9 14	Jameson Coffee Co. 38	Verret, Stewart Co. inside back cover	
Church & Dwight. inside back cover	J	Pickford & Black. inside back cover	Johnston, Baird & Co. 12	Victoria Fruit Exchange. 38	
Ciceri & Co., Chas. 9	Kops Ale. 8	Postum Cereal Co. 46	K	W	
Cie Francaise de Pates Alimentaires. 23	Lambe, W. G. A. 22	O	Krein, Ltd. 42	Wagstaffe Ltd. 7	
Clark, W. 22	Leard, W. A. 20	O-Pee-Chee-Gum Co. 22	Reindeer, Ltd. 42	Walker Bin and Store Fixture Co. 16	
Clawson & Co. 20	Lemon Bros. 49	P	Robinson & Co., O.E. 20	Walker, Hugh, & Son. 53	
Common Sense Mfg. Co. 2	Lind Brokerage Co. 22	Ramsays, Ltd. 12	Rock City Tobacco Co. 13	Warren, G. C. 22	
Concord Canning Co. 57	Lytle Co., T. A. 38	Reindeer, Ltd. 42	Royal Baking Powder Co. 57	Watson & Truesdale. 22	
Connors Bros. 55	L	Royal Polishes. 51	Royal Polishes. 51	Wellington Mills. inside back cover	
Crescent Mfg. Co. 47	MacFarlane, Lang & Co. 4	Ryan Bros. 14	Ryan Bros. 14	West India Co. 45	
D	MacLaren Imperial Cheese Co. 22	Rowat & Co. 13	Ryan, Wm. Co. 42	Western Assurance Co. 56	
Dalley, F. F. Co. 62	MacNab, T. A., & Co. 22	R	S	Western Distributors, Ltd. 22	
Distributors, Ltd. 22	M	Robinson & Co., O.E. 20	St. Charles Condensing Co. 23	Wetley, J. H. 40	
Dominion Canners, Ltd. 5	MacLaren Imperial Cheese Co. 22	Royal Baking Powder Co. 57	St. Lawrence Flour Mills Co. 23	White & Co. 53	
Dominion Coconut Butters, Ltd. 44	inside front cover	Royal Polishes. 51	St. Lawrence Sugar Refining Co. 19	White Swan Spice & Cereals, Ltd. 15	
Dominion Match Co. 12	M	Ryan Bros. 14	St. Vincent Arrowroot Growers and Exporters' Association. 6	Whitlock & Marlatt. 22	
Dominion Molasses Co. 18	McCabe, J. J. 52	Rowat & Co. 13	Salada Tea. 25	Wilson, Archdale. 50	
Dominion Registrar Co. 19	McDougall, D., & Co. 58	Ryan, Wm. Co. 42	Sanitary Can Co. 10	Woods & Co., Walter. 63	
Downey, W. F. 20	McLaren, W. D. 19	S	Sherbrooke Cigar Co. 38	Woodruff & Edwards. 14	
E	McLeod & Clarkson 38	St. Charles Condensing Co. 23	Smith, E. D. 51	Wrigley, Wm., Jr. 11	
Eckardt, H. P. 37	McWilliam & Everist. 52	St. Lawrence Flour Mills Co. 23	Smith & Schipper. 44		
Edwardsburg Starch. outside front cover	M	St. Lawrence Sugar Refining Co. 19	Spirelli, & Co., D. 41		
Epps, James & Co. 44	Magor, Son & Co. outside front cover	St. Vincent Arrowroot Growers and Exporters' Association. 6	Spurgeon, H. G. 22		
Escott, W. H. Co., The. 30	Malcolm, Jno. & Son. 12	Salada Tea. 25	Star Egg Carrier & Tray Mfg. Co. 6		

Safest to Figure From the Selling End

Wholesaler Gives Reasons to Support His Conviction That the Merchant Should do Estimating From Sales End of the Business, Rather Than the Buying—The Things to be Considered Before Actual Cost is Arrived at—Result Closer to Selling Than to Invoice Price—Some Examples.

By Hugh Blain.

I have carefully read the correspondence in your issue of the 7th July under "How are you going to figure Profits?"

Mr. Johnson, jr., is no doubt right in figuring the percentage of increase in population, which has only one element to consider, viz., the actual increase on a fixed basis of calculation. When, however, he comes to deal with money transactions, he has to take into account several features incidental to, and which must be reckoned with, in finding the cost of property, but which he has not made altogether clear. A property worth (costing) \$1,000 one year ago, may have cost the holder more or less than \$1,000 to-day. He must add interest and perhaps taxes, insurance, etc., and, if it has been sold, the legal fees in connection with the transfer of title and he may have to deduct a revenue earned or a charge for occupancy.

Getting at Cost.

In the case stated, where he sells for \$1,500, he does not make 50 per cent. unless the revenue was exactly equal to cost of holding it, nor 33 1-3 per cent. unless his outlay in the meantime was exactly \$125 more than the revenue. He cannot tell in advance, he must wait until he can ascertain exactly what the property costs, before he can find the actual rate of profit. The same reasoning applies to his sale at \$800, because you must add what it costs to carry and transfer the property, to the \$1,000 and deduct the revenue, if any, to get at the actual cost. In the case of vacant property where there is no revenue, interest at 6 per cent. alone would cost \$60 which would make the property cost \$1,060 or a loss of \$260 or 24 28-53 per cent., and if taxes or other charges, amounting to say \$40 more, it would cost \$100 during the year, and the total would be \$1,100 and he would lose \$300 or 27 3-11 per cent.

In merchandising business you must, in like manner, add to the invoice net cash price, all expenses such as interest freight, cartage, rent, light, wages, salary, depreciation, and a great many foreseen and unforeseen disbursements, all of which have to be provided for in holding and handling the goods, while the profits are the only revenue. These

added together make the actual cost, and this is the proper basis on which to calculate your profit or loss. This sum, divided into what you have lost or made, will give you the percentage of loss or gain, and this cost, so ascertained, compared with your sales, will show your profit on your loss.

Selling End Safest.

As already stated, the cost cannot be ascertained in advance, but it will be found in almost every case to be much nearer the selling price than the invoice price, and if you must fix on an arbitrary basis, then what is approximately nearest, if it be safe, should be selected, which is, as already mentioned, the selling price, and the percentage ascertained by calculating on the selling basis, is the safest for the merchant, because if his business is a paying one, he is sure that he is at least making as much as he calculates, while working on the invoice price, he never makes the profit he thinks he does, and is sure to be disappointed at the end of the year.

The Rule.

Your correspondent gives a "Table of quick methods" to find the selling price as compared with the invoice price, but does not give the rule. The rule is, to subtract the percentage required from 100, then multiply the invoice price by 100 and divide this sum by the sum you get by subtracting the percentage wanted from 100. For example, to sell the article mentioned as bought for \$3.75 at a price to give him 25 per cent. on the selling price, taking 25 from 100 gives 75, multiply \$3.75 by 100 and divide by 75. The result will be \$5. To prove the rule, 25 p.c. of \$5 is \$1.25, which added to \$3.75 makes \$5. This is absolute, and after subtracting the percentage required from 100, the question becomes one in simple proportion.

To simplify it, deduct the percentage from 100, treat the sum as a decimal and divide it into the price at which you bought. An article costing \$7.30 you want to sell at a profit of 27 per cent.; take 27 from 100 giving 73; remove the decimal point two figures to the left, making 73, divide into 27.30 gives \$10.00, the price to be sold at. Having a selling price given, to find what an article should cost, add the percentage you want to make to 100 and divide this

sum into the selling price after multiplying by 100. In the case already cited (sold at \$1,500) if you want to find the cost at a figure to give you 33 1-3 per cent., divide 133 1-3 into \$1,500, multiply by 100 and it will give you \$1,125 as what should be the total cost. To prove this, add 33 1-3 per cent. of \$1,125 equal to \$375 to \$1,125 and the result is \$1,500.

A Misleading Belief.

I have frequently asked a customer what profit he made, and have been told about 25 per cent. His opinion was that when he bought an article at \$1 and sold it at \$1.25 he was making 25 per cent., and upon inquiry he admitted that he was depending upon the results of his business from the standpoint of the rate of profits he was making on the volume of his sales for the year. I would then point out that \$1.25 was the sale price and that the 25c. which had been added was not 25 per cent. on \$1.25, but to be exact it was only 20 per cent. while he was depending upon getting 25 per cent. In fact he was doing business all the year in the belief that he was making 25 per cent. on his sales when he was only making 20 per cent. and, of course, was disappointed because he found that upon a turnover of say \$10,000, he only made \$2,000 over and above the amount of his purchases, instead of \$2,500. You can readily see how deceptive this would be for him to make only \$2,000 when he thought he was making \$2,500. He perhaps knew that his expenses would be about \$2,000 and wondered why he had not made any money during the year.

Safety the Important Thing.

This question is especially vital to the success of every wholesale and retail merchant, and your paper is doing a splendid service in educating the business community how to figure profits. Above all things in business the important feature is safety, and in the absence of a known cost it is safe to take the selling price, and the selling price represents the turnover, and all merchants calculate their rate of profits on the turnover at the end of the year.

I think I have covered the ground fairly well (without using mathematical terms) and trust it will be of some interest to your readers.

Profits in Raising Grade of Business

Suggestions for Lessening the Losses and Bettering the Working Conditions of Retail Grocers Throughout the Country—Some Coffee Ideas—Working From the Top Down—Knowledge of Knowing When to Stop Necessary—Pushing to Success.

By Henry Johnson, Jr.

It would hardly be right to call the next problem touched on at the recent convention of retail grocers as a question—rather is it an assortment of questions, as follows:

“How shall we increase the profits, lessen the losses and shorten the hours of the retail merchant?”

Surely, the attainment of these three desirable ends will carry us a long way forward toward the millennium; yet not only are these ends worthy of all effort to attain them but they can be attained; and not only that, but they will be attained, because we are now in process of their attainment.

Wheels Within Wheels.

But these are sweeping questions. The first involves all others, practically, since, to increase the profits really means to decrease the losses at the same time—though not absolutely so; and the full and complete answer to this question should cover almost all there is to successful merchandising.

To increase present profits we must RAISE THE GRADE of our business; that is the only way I have yet evolved to express the idea. For you cannot increase the profits through raising prices nor always through reducing costs; certainly not by substitution of inferior goods; and not thru merely knowing how to figure margins in the best way. No: you must blend all these things—except reduction of quality—into one and apply the result to the elevation of your business. This elevation is accomplished through taking time and giving deep meditation to the problem of how to advance the sale of goods which pay us well. Take the most important item first—coffee. Look over what you have, to satisfy yourself whether it is just the right assortment; whether it admits of pushing, with resultant satisfaction and profit, as it stands now. If it does, go to work on it. If it does not, work on it from the other end—to make it right FIRST. This last can be accomplished through taking the matter up with your roaster—going into heart-to-heart details with him; telling him just what you are after and how it is up to him to get you on the right track. If he is the right man, as I assume he is, he will see that you are in serious earnest and will give the matter the consideration it deserves. Then you mark what he tells you—learn the details of this complicated and profitable line as fast and fully as you can. Then when you have the right line, fix the right prices.

A Generous Margin.

Never mind temporary conditions, nor high markets, nor anything of that sort; but start with a generous margin for yourself—a margin which is wide enough to make it reasonably certain that you will not have to change your selling prices for years. I fixed my scale of prices when I bought a roaster, in 1902; and that scale was generous enough to enable me to stick at the same figures until January, 1911, when I advanced a flat 5c per pound. Now I feel reasonably sure that I shall never go back on those figures, no matter where the cost may go to; hence, as the market declines, I shall get back all I have gradually lost during the steady advance of the past three years.

Raising the Grade.

Suppose your line sells at 40c, 35c, 30c, 25c, 22c, and 20c. That gives you

six blends, which is enough for almost any store—certainly enough until your coffee trade exceeds a ton a month, when it may be widened to, say, ten blends. Note two things. That I name the higher grades first and work downwards; and that the lowest price named is 20c. In some localities—in many localities, in fact—it will be well to have one at 18c, and maybe even at 15c, though these should be avoided wherever possible. But the plan is to RAISE THE GRADE, and this is part of the plan. But to go back: The higher prices are named first, as a matter of psychology, since the suggestion conveyed is that the best is the desirable coffee and every decline from that is reaching an article less desirable—hence the tendency on the part of the buyer is to constantly lean toward the better grades. The 20c limit is placed for the excellent reason that you cannot sell anything GOOD for less and make any profit for yourself. Lastly, even where it is presently necessary to have one at 18c or 15c, the method I propose will gradually eliminate, often very rapidly, the need for anything below 20c value.

(Continued on page 30).

CARTOON TALKS ON SERVICE



In this drawing the cartoonist advises dealers and clerks not to handle the berries in a box when trying to make a sale.

Short Cut Course in Card Writing

LESSON II.

Instructions in Letter Formation and Shading—How to Hold the Brush in Order to Get Best Results—Gradual Development—Constant Practice Essential to Success—Watch the Arrow.

By J. C. Edwards. (Copyright Applied for).

The previous lesson (No. 1) dealt with "Single Brush Stroke Block Capitals." The capitals or upper cases, as printers know them, are used either as a whole word or line of words, or as the beginning of a word or series of words.

In show card writing the custom is to begin every line with a capital and in many cases every word. However, the privileges that a show card writer enjoys are greater than that of a printer, so long as he uses good judgment.

point to observe is that the shading on each letter is at the same angle. Say that the light falls on the letter at about 45 degrees it will cast a shadow about as shown in the accompanying card and plate. Shade with a mixture of zinc white and lampblack if a grey is desired. Do not get the shade too dark and always leave a narrow space between the shade and letter in relief shading. This shade is particularly advisable, as the wet shading ink is liable to cause

For instance, the space between the line and the letter "P" should be the same as that between the little "e" and the line in the word practice.

The same rule applies in the other lines and also at the top and bottom of the lettering. Of course, where a light shading on the letter is used, there need be little notice taken of the spacing of the shade, as the letter stands out prominently and the shade is merely a relief on the supposed shadow of the letter



Showing position of brush in hand while drawing straight lines.



Showing position of brush in hand while lettering.

The capital letter is not as speedy a letter as the lower case or small letters, and is, therefore, used mainly for emphasizing or strengthening certain portions of the card, while the rest of the lettering may be done in either lower case or capitals and lower case.

One illustration on this page shows the proper position for holding the brush while lettering, another cut shows the mode of lining a card, and the inset in the upper left hand corner of the large plate shows the outfit necessary for the beginner, also another position of the brush while lettering.

Shading the Letter.

It will be noticed in the plate on the opposite page that each completed miniature letter has been shaded on the left side and bottom. This is the simplest form and quickest accomplished shade in general use in card writing. The main

the block letter to run and smear the lighter shade.

Spacing Rules.

A great deal of practice is required to properly space a card, but if a person follows the simple rule that an even

itself, as will be noticed in the various shaded words in this lesson.

No Stroke is Too Easy to Practise Often—Watch the Arrows.

The letter "a" consists of three strokes as indicated by the arrows and



Card showing application of the single brush stroke block in bold face and condensed form.

amount of space should be left around the lettering, there will be little or no trouble.

numbers in the plate. Turn the brush slightly in the hand in the first stroke at each curve; the other two strokes are

Plate No. 2 - Single Brush Stroke Block
~ Lower Case ~



a a a a b b b c c c c d d d d
 e e e e f f f f g g g g
 h h h h i i i i j j j j k k k k l l l l m m m m
 n n n n o o o o p p p p q q q q r r r r s s s s
 t t t t u u u u v v v v w w w w x x x x
 y y y y z z z z ? ? ? ? ! ! ! !

No Red Tape
 in the
EDWARDS Short Cut **SYSTEM**
 Card Writing

Watch the arrows in these plates. They indicate the approved stroke for letter formation.

simply done with a single movement, being careful to over-lap them at the curve. The letter "b" shows the straight line ending with the curve at the bottom to the left and the reverse curve indicated by arrows 2 and 3.

"c" introduces another set of strokes which will appear in a great many of the letters in this and other alphabets and have already been shown in the capitals. "g" shows the "o" strokes with the segma—the figure at the top of the "g" which is an important one and should be practised much, as it appears often in many of the later lessons.

The straight lines come in the h, i, k, l, and many others in combination with the "o" or "c" formations and follow the various movements in the formation of each and every other letter. Note the arrows and the small marks indicating where curves are overlapped and you will soon learn the strokes accurately and with practice will be able to handle the brush with precision and speed.

Note.—Use a red sable flat brush in albata, about No. 6 to No. 8, a T square and a good lettering ink in black.

A stamped envelope to The Canadian Grocer, or to the author of this course in care of the MacLean Publishing Co., Toronto, will bring any information desired.

PROFITS IN RAISING GRADE OF BUSINESS.

(Continued from page 27).

Push for the Business.

Now PUSH! You have the right stuff—you KNOW you have it—you need take no back seat for anybody—have the strong courage of your well-founded conviction and GET THE BUSINESS. This is a long campaign; one without any end; for if you are to RAISE the GRADE of your selling, you must work at it all the time; and the game is worth the candle. First, train yourself, and your clerks steadily, and with infinite, kindly patience, to name prices on coffees—and naturally on all other things—from the top down. Work this all the time. Herein will come the greatest test of your ability as a salesman—to know when and where to stop in naming prices downward, so as to "get off" at exactly the right station. Some buyers can be raised quickly; some more slowly. Be careful about this. Raise them as fast as they will stand for it—but not fast enough to get them thinking that your store is high-priced. Advertise your coffees—never mind if this seems to overload that department, for the sale of coffees to people who are now buying elsewhere, whether your customers or others' customers, will mean the sale of other

goods in steadily increasing proportions. Display coffees; have a sample can, or bowl, of one coffee on your show case with a price-tag, or neat sign on it, indicating that this is the coffee you are working on this week and that you are shading the price 2c a pound as an inducement for the buyer to try this one. Do this every week, beginning with the 40c and running down to the 25c, occasionally displaying the 20c, say once in four weeks. Use your windows in the same way. Thus you will soon make your store the coffee-store of your town.

Dressing the Window.

Now observe: You cannot do this without quickly becoming conscious of any short-comings in your business. If you start to use a window which you have long neglected you will speedily and automatically realize that you have been abusing the best advertising medium you have—have been allowing the very forefront, the vestibule, of your store to be an adverse advertising medium, so that you have not only neglected to make it a good medium, but have been making it the worst handicap on your own progress. Likewise, when you come to use your show case, if you find it all littered up with miscellany in dusty, hodge-podge disorder, you will realize that here you have been handicapping your business in another direction. In both instances you will "clean up," vastly to your own betterment. And so it will go throughout your whole store methods. You will walk in an atmosphere of betterment every minute of the day—ideas will occur to you with every tick of the clock—before you know it, you will have the reputation for the neatest store in town.

You will next tackle any other goods to which your attention happens to be directed. Maybe chocolates, or canned vegetables, or soups—a line which has developed wonderful possibilities during the last five years—and whatever you take up you will look into in the same way; bettering the assortment, increasing the line, making attractive displays.

Feeling the Pulse.

In every particular you will keep your finger on the pulse of your trade, just as the physician does when administering anaesthesia (which is not saying that you are going to chloroform your trade, you know!) to see that you are not crowding things too fast. Keep your old line; have the cheaper goods, only do not display them; be quick to note whether a customer seems to want to be "let alone" with what she has had, and fulfill her expectations without a trace of friction; in other words, have the lower priced things, but intelligently push the the better goods. Your advertising and all your finer goods will

attract new trade of the best character and before you fully realize it, you will be doing a much larger business on a much higher plane.

Did I say there was a lot to this question? Yes: too much for this article. I must "continue in my next."

SWAT THE FLY.

If the grocer would stop to think that every fly is capable of carrying around with it a million germs and that only a few flies means a few million germs he would increase his efforts to rid his shop of every single one. All kinds of bacteria, all imaginable disease-causing microbes fasten themselves to the spongy, hair covered feet of the fly, and if the grocer allows him he will come into the shop and wipe his feet upon the different foodstuffs the grocer has on display.

There is no more industrious spreader of disease than the common house fly, and the dealer who is interested in the health of his customers upon whom he depends for his living will see that his foods are not exposed to the fly. His store is greatly improved in appearance by the absence of the fly so that it is to both his own and his customers' interest to banish it from the premises.

Remember the remedy, as has been set down before. Have every door and opening both back and front perfectly screened. The cost is small and results good. Then attempt to clear out all those that have taken up their habitation within and also clean up the surroundings of your store so that there will be no attraction for them.

WHAT EXTRACTS ARE.

The term "extract" is generally applied to those preparations obtained by evaporating expressed juices, or the decoctions, infusions or tinctures of vegetable or animal substances, until a mass of a solid, semi-solid, syrupy or fluid consistence is formed. Extracts differ from essences in that the former are less concentrated and usually contain water, alcohol, ether or other matter in which the base, or extract itself, has been dissolved. When water is employed, they are called aqueous extracts; when spirit is used as the solvent, they are called alcoholic extracts. When under-proof spirits are used, they are termed spirituous extracts; when acetic acid is employed, they are distinguished as acetic extracts. Sometimes ether is used, and then the extracts are called ethereal. Simple extract is a term applied to an extract prepared from a single plant, seed, fruit, flower or other vegetable substance. A compound extract is one prepared from two or more of such substances.

THE CANADIAN GROCER

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STILL ANOTHER SUGAR ADVANCE.

A further advance of 10 cents this week in refined sugar, places that staple 65 cents above the price ruling on July 1st. Even now the market exhibits considerable strength, so that any further adverse reports from Europe regarding the beet crop will probably result in reflected strength in the refined situation.

It is impossible just at the present to make any close estimate of the final output of the crop: many predictions are made including one as low as 6,500,000 tons, which is considered too low, but a conservative estimate sets the total European beet crop at 7,000,000 tons against 8,100,000 tons in 1910-11 and 6,136,911 in 1909-10—provided that improved weather conditions prevail during the remainder of the season.

While there is a feeling in some quarters that the damage to European beets has been fully discounted, under the impetus given by speculation which has entered into the market, still with raws on this side a full 30 points below Europe there seems still a margin of safety, while late advances in new crop, October and December tends to strengthen this idea.

WESTERN CROP SITUATION.

Much indignation is being expressed both by the Press and the grain growers of the West upon the continued reports that are being circulated of damage done by black rust to the growing crop. From reports received daily by The Grocer, it would indicate that these are being made by interested parties who desire to cause a scare on the Winnipeg grain market. No damage of any extent has as yet been reported. The season has undoubtedly been an admirable one for the development of this disease, but Western farmers are beginning to realize that it is better to treat the seed before sowing, and consequently little damage is reported.

The weather during the past week has been more favorable toward the ripening of the crop, although it is not yet all that could be desired. However, reports indicate that if a sharp frost does not appear too early, a good crop will be harvested. Help from the eastern provinces has already begun to arrive in the West, and

for the next four weeks, harvesting excursions will be the order of the day.

Barley cutting is already in progress, and some fields of wheat in the higher localities have been cut within the week. In two weeks it is expected, however, that the three provinces of the West will be in the throes of a gigantic harvest.

LOOK TO VINEGAR STOCKS.

With the pickling season approaching, the grocer should now be giving some attention to his stocks of vinegar. It is necessary that he be fully supplied, when the demand commences, for when it does come, it is with a rush.

The dealer who hopes to retain a customer's trade from year to year must necessarily supply her with quality vinegar. The housewife who finds her pickles spoiling through lack of best quality vinegar is likely, and most rightly too, to withdraw her trade from that store.

Leaks are liable to cut away the profits in vinegar unless carefully looked after. In this respect, leaking taps are the chief offenders, and to avoid this, many dealers have found a vinegar pump a good investment. Then, again, a dealer sends out vinegar in his own jars quite often and these are never returned. To overcome this defect, most grocers now charge for all jars or sealers sent out for this purpose. If the customer returns them, the amount charged is refunded.

BATTLE FOR YOUR OWN.

In one day last week, a mail order house in Toronto sent out catalogues weighing a total of 30 tons.

This gives an idea of the extensive manner in which consumers throughout the country are being reached by the big mail order houses in the city. It shows the large amount of money that is being spent by these houses to advertise to the people outside their own city and the attempt that is being made to draw trade that rightly belongs to the merchants in the smaller towns and villages. It should bring these merchants to a realization of the necessity of combating this evil of the trade.

Let this be the rallying cry for those merchants who are losing trade through the inroads of the mail order house to battle for the trade that rightly belongs to them. If the big stores are winning away their customers, let them make a determined effort to offset it. Now is the time to act before the outsider gets a hold on your trade that will not be so easily broken.

EDITORIAL NOTES.

Offer suggestions to the clerk on how they might improve their selling power.

Go to the store in the morning with a determination to increase your sales during the day.

At the convention of Merchants' Clerks, of the Province of Quebec, held in Quebec City recently, Charlemagne Rodier, legal adviser in connection with the early closing movement in Montreal, delivered an address in which he declared that hygienic, as well as humane reasons urged the limitation of the hours of the store clerk to ten. Controller Ainey, of Montreal, spoke in laudatory terms of the example of Quebec, and thought Montreal would do well to follow the lead of the Ancient Capital. He would limit, he said, to fourteen years, the age at which children could be employed in stores.

Practical Methods in Retail Stores

London Dealer Who Has Display Cases for Vegetables and Fruit on Sidewalk—Featuring Specials on Awnings—Systematic Collecting of Accounts—Wall Spaces for Bags—Calgary Man Believes Sanitary Methods Pay Well—Order-taking.

Show Cases in Front of Store.

London, Ont., Aug. 10. (Special).—Scandrett Brothers have taken advantage of the sidewalk space in front of their windows on Dundas street to instal two cases for the display of vegetables, fruit, poultry and such perishable goods. The case is not original, being made by a firm in Toronto, Ont., but the interest of the affair lies in the way in which they have been built to fit the space.

The Scandrett windows are farther back by a couple of feet than the store fronts on each side. The cases are about four and a half feet high, including the feet, and of course shut off almost entirely the view of the windows from the street, but they present seasonable goods in an insistent way, which is more important. A galvanized iron box in each holds a supply of ice to keep the goods cool, and handles at the ends permit of the whole thing being carried in. The space beneath the cases, the glass fronts and tops, constitute an excellent way of complying with the demands of the most exacting health inspector, in the matter of exposing goods.

System of Collecting Accounts.

Vancouver, B.C., Aug. 10.—A local merchant believes that the only way to successfully collect accounts is by a systematic follow-up method which continually keeps the matter before the customer.

He goes through his books at intervals and picks out all those accounts that are past due and that should be paid. For each of these he has a follow-up system of letters which he sends to each debtor at intervals. The idea in this is to start in a mild manner with a mere suggestion to the customer in reference to the account, gradually following it up with stronger letters. It is best to collect an account with the least unpleasantness possible for the merchant wishes to have the good will of as many people as possible. This merchant has a book in which he places the wording of each letter sent out, so that when he wishes to send another, he can look back and see just what he said before and therefore judge how strong this letter following should be.

Features Specials on Awnings.

St. John, N.B., Aug. 10.—The importance of having what he called a

"useful" awning was referred to the other day by a local grocer. He has four windows in his store with an awning over each, and one over the doorway as well.

"I don't believe," he said, "in letting any opportunity slip by when I can do a little advertising without costing me much. On account of having quite a stretch of awning I am able to feature specials each day on the coverings on the edges. I have had strips made of canvas on which I get letterings stamped featuring some particular line of goods which I wish to dispose of. For instance on a strip eight feet long and about four or five inches wide I have lettered "Fresh Henny Eggs To-day," on another I place "New Golden Molasses," or "Choice Vegetables Just Received," and so on. You get the idea? Of course I change these signs every day or two, and almost always affix the price of the goods featured.

"I really believe that by tacking up these strips of ads, I am getting more and better results than if I simply had lettered on my awnings, 'Groceries, Provisions, Fruits, etc.' as might otherwise have been the case."

Wall Spaces for Bags.

Port Arthur, Ont., Aug. 10.—"Up to a year ago I had kept my surplus supply of paper bags all piled together in a portion of the store house. If a clerk went out for two pound bags he would probably have to hunt through the whole pile to get what he required. Of course in these cases, the clerk is generally in a hurry and as a result quantities of bags were destroyed by being torn and strewn about the floor.

I decided to eliminate this loss and had spaces built on the wall that would just nicely hold a bundle of each size of bag. When a clerk went out all he had to do was to lift the required number off. This not only kept the bags in good shape but I was able to tell at a glance what bags I needed to order."

Banks on Sanitary Methods.

Calgary, Alta., Aug. 10.—A local dealer has demonstrated that a sanitary method of handling foods will in the end win out.

For some years he had been following the example of other grocers on the same street and displaying numerous articles of food outside. He recognized that this was not the proper method of

showing foodstuffs, as when they went to the customer they were covered with dust and dirt and other disgusting substances. When he decided to show nothing outside, he had an uphill fight, as other dealers around him continued in the old way. However, he pointed out to his customers that it was for their good that he did this, and in many cases they were so impressed with apparently unclean methods used by some other dealers that they began to buy all their foods from this merchant, and were willing to pay a little more, knowing that they were getting clean food.

Delivery Man an Order-taker.

Regina, Sask., Aug. 10.—The delivery-man can be of a great deal of help in selling goods along with his regular work.

A local dealer in telling of the excellent chances presented to the deliverer to sell goods said that he received a great deal of extra business through this channel. His man, while delivering is instructed to be on the look out for any extra orders and he does help the sales sheet out wonderfully. Last week while on his delivery trip, he took along a package of a jelly powder that the store had just stocked and as a result of his salesmanship efforts he sold over one dozen packages, and also interested several other housewives, so that orders from them will no doubt follow.

This merchant takes as much trouble in instructing his deliverers about the goods carried as he does the salesmen behind the counter.

A Dealer Who Praises Good Work.

Winnipeg, Aug. 10.—During the hot weather, the clerks' ambition in the matter of dressing windows and arranging counter displays, naturally lags a little, and of course it is the merchant who can maintain enthusiasm in his employes that will get the best results.

A local merchant who has made somewhat of a study of this recently said: "In order to keep the enthusiasm of the clerk up, I make suggestions now and again that I think will interest them. I will come in some morning and say: 'I see Jones has a good display of so and so,' and then offer a suggestion that I think would be a good one. The clerk then generally goes to work determined to turn out a window trim that will attract more attention than Jones.' When they do turn out a good window, I praise them for it, pointing out the great value of the window as a selling medium. When they see that I recognize their efforts and give them credit for their work, it induces them to try even harder.

The Markets --- Sugar Advances 10c.

Another Upward Movement in Refined—Unfavorable Reports From Europe—Market is Still Strong—Salmon Prices Expected to be Named Soon—Will Likely be Above Last Year's Opening Prices—Molasses up in Montreal—Mace, White Pepper and Cream Tartar Also Higher There—Excited California Prune Market.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—10c advance.
Peanuts— $\frac{1}{2}$ c increase.
Cream of Tartar—Up 2c.
Choice Molasses—2c advance.
Mace—Up 10c per lb.
White Pepper—Up 2c.

Montreal, Aug. 10.—A further 10c advance in refined sugar, bringing quotations \$1.05 above the lowest point for the year, is a feature of the grocery market this week. The market is still strong and expected to hold, at least for some time.

Molasses are in good demand and this week an advance of 2 cents has taken place in choice Barbadoes which in half barrels is quoted at 35 to 36 cents. The strong sugar market was responsible in part no doubt for this increase. A fairly good trade in corn syrups at the advanced prices is reported.

Sugar.—On Wednesday of this week, prices on refined sugars were again advanced 10 cents per cwt., bringing quotations here up to \$5.25. The general opinion seems to prevail that the market can be expected to hold for some little time, the movement in the immediate future depending on how the European beet crop progresses.

Granulated, bags	5 25
" 30-lb. bags	5 30
" Imperial	5 10
" Beaver	5 15
Paris lump, boxes, 100 lbs	5 95
" " 50 lbs	6 05
" " 25 lbs	6 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 95
" " 100 lb. boxes	6 05
" " 50 lb. "	6 15
" " 25 lb. "	6 35
" " 5 lb. cartons, each	0 37 $\frac{1}{2}$
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 $\frac{1}{2}$
Extra ground, bbls.	5 70
" " 50-lb. boxes	5 60
" " 25-lb. boxes	6 10
Powdered, bbls.	5 50
" " 50-lb. boxes	5 70
Phoenix	5 25
Bright coffee	5 10
No. 3 yellow	5 03
No. 2 "	5 00
No. 1 " bags	5 00
Bbls. granulated and yellow may be had at 5c. above bag prices.	4 85

Syrups and Molasses.—There is a good demand for molasses and syrups, and the business done during the past week has been very satisfactory. The high price of corn has naturally caused an increase in the price of syrup and dealers thought that there might be some slackening in the trade but they were under a wrong impression, and expect the prices to be maintained.

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 31
" " barrels	0 31	0 34
" " half-barrels	0 33	0 36

New Orleans	0 25	28
Antigua	0 30	30
Porto Rico	0 40	40
Corn syrups, bbls.	0 03 $\frac{1}{2}$	03 $\frac{1}{2}$
" " 1-bbls.	0 03 $\frac{1}{2}$	03 $\frac{1}{2}$
" " 38 $\frac{1}{2}$ -lb. pails	1 75	75
" " 25-lb. pails	1 25	25
Cases, 2-lb. tins, 2 doz. per case	2 40	40
" " 5-lb. " 1 doz. "	2 75	75
" " 10-lb. " 1 doz. "	2 65	65
" " 20-lb. " 1 doz. "	2 60	60

Dried Fruits.—Other years this market has proven quite interesting at this period, but to-day the stocks are so short that things are practically at a standstill. There are many seeking Valencia raisins, but practically none can be had.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14 $\frac{1}{2}$	0 16
Evaporated peaches	0 13	0 15
Currants, fine filiatras, per lb., not cleaned	0 07	0 07
" " cleaned	0 07 $\frac{1}{2}$	0 08
" " 1-lb. packages, fine filiatras, cleaned	0 08	0 08 $\frac{1}{2}$
" " Patras, per lb.	0 08	0 09
" " Vostizzas, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06 $\frac{1}{2}$	0 7 $\frac{1}{2}$
Dates, Hallowee, loose	0 04 $\frac{1}{2}$	0 04 $\frac{1}{2}$
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08 $\frac{1}{2}$
Figs, 4 crown	0 09	0 09
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14

Prunes—		
30-40	0 17 $\frac{1}{2}$	0 17 $\frac{1}{2}$
40-50	0 15 $\frac{1}{2}$	0 16
50-60	0 15	0 15
60-70	0 14 $\frac{1}{2}$	0 14 $\frac{1}{2}$
70-80	0 14	0 14
80-90	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$
90-100	0 13	0 13

Raisins—		
Choice seeded raisins	0 09 $\frac{1}{2}$	0 10
" " fancy seeded, 1-lb. pkgs.	0 09	0 10
" " loose muscatels, 3-cr. wn, per lb.	0 08	0 08 $\frac{1}{2}$
" " 4-crown, per lb.	0 08 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Select raisins, 7-lb. box, per box	0 52 $\frac{1}{2}$	0 52 $\frac{1}{2}$
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07 $\frac{1}{2}$
" " select, per lb.	0 08	0 08 $\frac{1}{2}$
" " 4-crown layers, per lb.	0 09	0 09

Tea.—There is practically no change in the Japan tea market since last report. Teas are active and buyers are picking up small quantities of early picked teas which had been already shipped here at full prices. The home market remains quite firm and during the week import orders have been cabled out at a slight advance in many instances. The market is now practically bare of last season's teas.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 25
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoes	0 20	0 22
" Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
" Hyson	0 24	0 25
" Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Prices remain at the same level and there is no likelihood of any decrease. There were no new features in the primary markets, the arrival of coffee being of fair volume and the tone steady.

Mocha	0 22	0 30	Santos	0 19	0 22
Rio, No. 7	0 19	0 21	Maracaibo	0 21	0 25
Mexican	0 22	0 30			

Spices.—The spice market is quite active, no doubt due to the fact that the pickling season is at hand. Mace now figures at 85, while white peppers show an advance of two cents. It is not at all unlikely, that black peppers will also go higher. Cream of tartar is in a strong position and was advanced 2 cents.

Allspice	Per lb	0 13	0 13	Ginger, whole	Per lb	0 17	0 30	
Cinnamon, whole	0 16	0 18	" ground	0 15	0 19	Mace	0 17	0 20
" " ground	0 28	0 35	" " "	0 21	0 35	Nutmegs	0 25	0 60
Cloves, whole	0 21	0 35	" " "	0 25	0 32	Peppers, black	0 16	0 18
" " ground	0 25	0 32	" " "	0 22	0 27	Peppers, white	0 22	0 27

Nuts.—There is a steady trade passing in nuts but the chief demand is for peanuts. The latter have increased $\frac{1}{2}$ cent since last week, while Bordeaux walnuts can be had at a two cent decrease.

In shell—		
Brazils	0 16 $\frac{1}{2}$	0 17
Filberts, Sicily, per lb.	0 11 $\frac{1}{2}$	0 13
" Barcelona, per lb.	0 13	0 10 $\frac{1}{2}$
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenobles, per lb.	0 17	0 18
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11 $\frac{1}{2}$	0 11 $\frac{1}{2}$

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
(in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17

Peanuts—		
American—		
Coon, roasted	0 09	0 09 $\frac{1}{2}$
Coon green	0 08	0 08 $\frac{1}{2}$
Diamond G, roasted	0 19	0 10 $\frac{1}{2}$
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12 $\frac{1}{2}$	0 13 $\frac{1}{2}$
Bon Ton, green	0 10 $\frac{1}{2}$	0 11
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 75	0 75

Walnuts—		
Bordeaux halves	0 33	0 35
Broken	0 30	0 32

Rice and Tapioca.—The market remains steady, there being a fair demand both for price and tapioca. It is not expected that there will be any activity shown till the arrival of the Japans and Honduras.

Rice, grade B, bags, 250 pounds	2 90	
" " " 100 "	2 90	
" " " 50 "	2 90	
" " pockets 25 pounds	3 00	
" " " 12 $\frac{1}{2}$ pounds	3 15	
" grade c.c., 250 pounds	2 80	
" " " 100 "	2 80	
" " " 50 "	2 80	
" " pockets, 25 pounds	2 90	
" " " 12 $\frac{1}{2}$ pounds	2 95	
Velvet head Carolina rice, per lb.	0 09	0 10
Brown sago	0 05	0 06
Tapioca, medium pearl	0 07	0 09
Seed	0 36	0 08

CANNED GOODS

Toronto.—Prices on new pack canned salmon are expected to be named at any time now. While it is believed that opening prices will be higher than last year, the extent of the advance is uncertain.

Prospects for tomatoes have shown some improvement of late and a normal pack is expected if conditions continue favorable. They have got a fairly early

THE CANADIAN GROCER

start and much now depends on the length of the season. Indications are that there will be a good pack of corn. Opening prices on tomatoes and corn will not be named until late in September. Last year they were announced on Sept. 28th.

The general opinion is that strawberries are well worth the money now asked for them. "There is not a large demand for canned strawberries here," said one wholesaler, "but this year it will be larger than usual as few strawberries were reserved this year."

Prices on spot tomatoes and corn are seemingly well maintained. Canned apples are practically cleaned up. Salmon is in fair demand.

Chicken.....	4 00	Soup, 2's.....	1 9
Turkey.....	4 00	Soup, 1's.....	1 40
Ducks.....	4 00		

ONTARIO MARKETS

POINTERS—

- Sugar—Up 10c.
- Prunes—Futures high.
- Salmon—Opening prices soon expected.

Toronto, Aug. 10.—Trade is quite satisfactory for the season of the year, demand being pretty well spread over general lines. Summer lines are still in good demand, while a fair movement is reported in sugar, although it is expected to be larger later on when late fruits become more plentiful.

Continued unfavorable reports from the European beet district have forced raws upward and a further advance of 10 cents has taken place in refined, making quotation \$5.35, a total advance of \$1.00 since Feb. 1st. The market is still strong and expected to hold until near October, and probably afterwards. Any further unfavorable reports from Europe will likely result in another upward movement in refined.

Re-orders for sealers have not been large as yet, retailers being well supplied, the amount of fruits preserved this year so far having been rather small with a consequent slackness in demand for sealers.

Sugar.—Another 10 cents was added to refined sugar prices on Wednesday of this week, bringing quotations in Toronto up to \$5.35, and making a total advance of 65 cents since July 1st, a phenomenal rise indeed. The case may be summed up in that further adverse reports of the growing beet crop in Europe has caused further expansion in raws. Holders in New York have in many cases withdrawn offerings, and Cuban raws are nominally \$4.61, while sales for August are reported at \$4.74 and the latter is nearer correct value to-day. Reports from Europe continue unfavorable and authorities agree that the weight of roots at present shows a deficiency of 50 per cent. Some authorities estimate that the crop will be a full million tons short, while other estimates exceed that amount. It is generally agreed that sugar can be expected to hold until close on October 1st, with further advances if conditions of growing beets keep unfavorable. The opinion is gaining ground that it will hold even after that, probably until the new crop in January, but this is still uncertain. This opinion has been strengthened by the fact that beet quotations for October and December have been advancing of late.

Extra granulated, bags.....	5 35
Imperial granulated.....	5 45
Beaver granulated.....	5 15
Yellow, bags.....	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	4 95

Extra ground, brls.....	5 75
" " 50-lb. boxes.....	5 95
" " 25-lb. boxes.....	6 05
Powdered, brls.....	5 55
" " 50-lb. boxes.....	5 55
" " 25-lb. boxes.....	5 95
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 25
" " in 50-lb. ".....	6 35
" " in 25-lb. ".....	6 55

Syrups and Molasses.—Trade in corn syrups even at the advanced prices is fairly satisfactory for the season. Molasses is steady in price but trade is inclined to quietness.

Syrups—	Per case	Molasses—	
2 lb. tins, 2 doz.....	2 40	Gallons, 6 to case.....	4 80
in case.....	2 40	" " 12 ".....	5 40
5 lb. tins, 1 doz.....	2 75	Quarts, 24 ".....	5 40
in case.....	2 75	Pints, 24 ".....	3 00
10 lb. tins, 1 doz.....	2 65	New Orleans, medium.....	0 30 0 35
in case.....	2 60	New Orleans, bbls.....	0 28 32
20 lb. tins, 1 doz.....	0 03	Barbadoes, extra fancy.....	0 45
Barrels, per lb.....	0 03	Porto Rico.....	0 45 0 52
Half barrels, lb.....	0 03	Muscovado.....	0 30
Quarter ".....	1 75		
Pails, 36 1/2 lbs. ea.....	1 25		
" " ".....	1 25		

Dried Fruits.—The excitement in the California prune market has partially subsided. Just whether the high price reached will be held is somewhat uncertain and in this respect differences of opinion are expressed. A local fruit broker said, "I believe that prices will be maintained, for the drought that has affected the sugar beet in Europe has also damaged the prune crop and for that reason Europe has been purchasing California prunes." Another broker thought that prices had been advanced to an unwarranted basis, considering the large crop in California. "With the country's consumption only 40 per cent. of the probable output, even if Europe does take a large quantity, I do not see how the market can hold, and without the interests come to the rescue by buying up and holding surplus supplies, I expect to see a break. I have quotations on prunes from Servia and Bosnia in Europe at 1 cent per pound less than present California prices."

"Currants is another line in which I would not be surprised to see a break," he continued, "for while the crop is a large one, prices have opened just as high as last year. Valencia raisins are on a fairly reasonable basis, around 23 shillings which will allow them to be retailed at 3 pounds for 25 cents."

There have been reports from Europe that the citron crop will be 50 per cent. short and the candied product is accordingly firm.

Prunes—	
30 to 40, in 25-lb. boxes.....	0 17
40 to 50 ".....	0 16 1/2
Same fruit in 50-lb. boxes 1/2 cent less.	
Apricots—	
Choice, 25 lb boxes.....	0 20 0 21
Fancy, ".....	0 20 0 22
Candied Peels—	
Lemon.....	0 09 0 11
Orange.....	0 10 0 12 1/2
Oltron.....	0 15 0 17
Figs—	
Element, per lb.....	0 11 1/2 0 12 1/2
1 1/2 inches.....	0 08 0 10
2 ".....	0 08 1/2 0 10 1/2
2 1/2 ".....	0 09 1/2 0 12
Umbrella boxes.....	0 12 0 14
Tapnets, ".....	0 04 0 04 1/2
Bag figs.....	0 04 1/2 0 05
Dried peaches.....	0 13 1/2
Dried apples.....	0 09 0 09 1/2
Evaporated apples.....	0 16
Currants—	
Fine Filizras.....	0 07 1/2 0 08
Patras.....	0 08 0 08 1/2
Vostizas.....	0 10 0 12
Uncleaned to less	

VEGETABLES

2s—Asparagus Tips.....	2 52 1/2	2 5 1/2
2s—Beans, crystal wax.....	1 00	1 25
2s—Beans, golden wax, midget, Auto brand.....	1 00	1 25
2s—Beans, golden wax.....	1 37 1/2	1 40
Gal—Beans, golden wax.....	4 02 1/2	4 05
2s—Beans, refugee or valentine (green).....	1 00	1 25
3s—Beans, refugee (green).....	1 37 1/2	1 40
2s—Bean, refugee midget, Auto brand.....	1 75	1 77 1/2
2s—Peas, extra fine sifted, size 1.....	1 35	1 35
2s—Peas, sweet wrinkle, size 1.....	1 30	1 30
2s—Peas, standard, size 4.....	1 25	1 25
2s—Spinach table.....	1 27 1/2	1 30
3s—Spinach table.....	1 77 1/2	1 80
Gal—Spinach, table.....	5 3 1/2	5 32 1/2

FRUITS

2s—Cherries, black pitted, heavy syrup.....	1 92 1/2	1 95
2s—Cherries, black, not pitted, heavy syrup.....	1 52 1/2	1 55
2s—Cherries, red, pitted, heavy syrup.....	1 92 1/2	1 95
2s—Cherries, red, not pitted, heavy syrup.....	1 52 1/2	1 55
Gal—Cherries, red, pitted.....	8 52 1/2	8 55
2s—Cherries, white, pitted, heavy syrup.....	2 02 1/2	2 05
2s—Cherries, white, not pitted, heavy syrup.....	1 62 1/2	1 65
2s—Currants, black, heavy syrup.....	2 37 1/2	2 40
2s—Currants, black, standard.....	5 27 1/2	5 30
Gal—Currants, black, solid pack.....	8 27 1/2	8 30
2s—Currants, red, heavy syrup.....	1 97 1/2	2 00
2s—Currants, red, preserved.....	2 27 1/2	2 30
Gal—Currants, red, standard.....	5 27 1/2	5 30
2s—Gooseberries, heavy syrup.....	7 69	7 72 1/2
Gal—Gooseberries, standard.....	1 77 1/2	1 80
2s—Lawtonberries (blackberries), h. syrup.....	1 97 1/2	2 00
Gal—Lawtonberries, standard.....	7 02 1/2	7 05
2s—Pineapple, sliced, heavy syrup.....	1 77 1/2	1 80
2s—Pineapple, grated, heavy syrup.....	1 77 1/2	1 80
2s—Pineapple, whole, heavy syrup.....	2 32 1/2	2 35
3s—Pineapple, whole, heavy syrup.....	2 00	2 02 1/2
2s—Raspberries, black, heavy syrup.....	2 25	2 27 1/2
Gal—Raspberries, black, preserved.....	7 25	7 27 1/2
Gal—Raspberries, black, solid pack.....	9 50	9 52 1/2
2s—Raspberries, red, heavy syrup.....	2 00	2 02 1/2
2s—Raspberries, red, preserved.....	2 25	2 27 1/2
Gal—Raspberries, red, standard.....	7 25	7 27 1/2
Gal—Raspberries, red, solid pack.....	9 50	9 52 1/2
2s—Rhubarb, preserved.....	1 02 1/2	1 05
3s—Rhubarb, preserved.....	2 27 1/2	2 30
Gal—Rhubarb, standard.....	3 50	3 52 1/2
2s—Strawberries, heavy syrup.....	1 89	2 00
2s—Strawberries, preserved.....	2 02 1/2	2 05
Gal—Strawberries, standard.....	7 25	7 27 1/2
Gal—Strawberries, solid pack.....	9 50	9 52 1/2

VEGETABLES

Beets, sliced, blood red, 2s.....	0 97 1/2	1 00
" whole, blood red, 2s.....	0 97 1/2	1 00
" sliced, blood red, 3s.....	1 32 1/2	1 35
" whole, blood red, 3s.....	1 37 1/2	1 40
" whole, Rosebud, 2s.....	1 30	1 30
" " 3s.....	1 55	1 55
Cabbage, 3s.....	0 97 1/2	1 00
Carrots, 2s.....	0 97 1/2	1 00
Corn, 2s.....	1 10	1 10
" fancy, 2s.....	1 10	1 15
" on cob, gal.....	4 77 1/2	4 77 1/2
Pumpkin, 3s.....	0 97 1/2	1 00
Tomatoes, 2s.....	3 02 1/2	3 05
" 3s.....	1 05	1 07 1/2
" gala.....	1 60	1 65
Turnips, 3s.....	3 75	4 02 1/2
" ".....	1 12 1/2	1 15

FRUIT

Apples, standard, 3s.....	1 80
" " gal.....	3 75
Blueberries, standard, 2s.....	1 27 1/2
gal.....	5 27 1/2
Peaches, 2s, white, heavy syrup.....	1 87 1/2
" 2s, yellow, heavy syrup.....	1 87 1/2
Clover Leaf and Horseshoe brands salmon:	
1-lb. tins, dozen 2 25 2 27 1/2	Cohoos, per doz..... 1 77
1-lb. flats, dozen 1 42 1 45	Red Spring, doz 2 10 2 15
1-lb. flats, dozen 2 45 2 47 1/2	
Other salmon prices	Lobsters, halves, per dozen..... 2 60 2 75
are:	Lobsters, quarters, per dozen..... 1 60
Humpbacks, doz 1 30 1 35	Northern River Sockeye..... 2 20 2 25
Pinks..... 1 30 1 35	

Raisins—
Sultana.....
" ".....
" ".....
Valencia Seeded, 1.....
" 1.....
Dates—
Hallow.....
Full boxes.....
Tea.....
regard marke.....
tenden.....
Coffee.....
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Rio, roas.....
Green B.....
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Allspice.....
Cinnamon.....
Cayenne.....
Cloves.....
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Curry po.....
Ginger.....
Mace.....
Nutmeg.....
Pepper, 1.....
Pepper, 2.....
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Pickling.....
Turmeri.....
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Pecans.....
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MANITOBA MARKETS

POINTERS—

Sugar—Advance of 10c.
Coffee—Firm.
Beans—Advanced 5c.
Prunes—Advanced.

Winnipeg, Aug. 10.—Trade continues to be as active as ever in all grocery lines, and with the ripening of the crop a feeling of security is beginning to prevail amongst the wholesalers. Optimism, however, has been a feature of the trade this summer, and it is confidently expected that if a good crop is reaped this year, one of the best fall trades in the history of the West will be encountered. Harvesters have already begun to arrive and retail merchants at the present time are fairly well stocked with canned goods, and other lines, that will be needed by the various private farmers and threshing outfits, who will make use of this extra help.

The sharp advances in sugar which have been a feature of the trade during the last three weeks is not yet broken, another advance occurring this week. The local market is following very closely the attitude of the southern raw markets, and at the present time is very firm. There appears to be little chance of reduction, as from all sides nothing but higher prices are being talked. The arrival of the new crop is looked forward to with much anticipation.

The situation in the coffee market is practically unchanged from last week, except that no advance has been made within the last few days. As was pointed out last week, the present situation is very black, and the clouds have by no means cleared away yet. Local stocks are of medium size, and wholesalers are keenly watching the market to the south of us.

Dried fruits are practically cleaned up. Apricots and evaporated apples are off the market, and it would be hard to find enough odd lines in the whole city to fill a small order. A small stock of prunes are still being held, and this took a sharp advance during the week. It is confidently expected, however, that the market will be completely bare by fall.

Beans are the only line which has continued on its upward advance, and an increase of 5c. per bush. has taken place this week. This is the fourth advance in five weeks, and from the reports of scarcity in the east there is little doubt that higher prices will prevail. Peas are reported to be 5c. lower.

Sugar.—The demand for sugar continues as strong as ever, several country merchants having anticipated the further advance of this week. Prices quoted below are by the carload, and in small lots would be 5c. higher.

Montreal and B.C. granulated, in bbls.	5 75
" " in sacks.	5 60
" yellow, in bbls.	5 35
" " in sacks.	5 30
Icing sugar, in bbls.	6 10
" " in boxes (25 lbs.)	6 35
Powdered sugar, in bbls.	5 90
" " in boxes.	5 90
" " in small quantities.	6 65
Lump, hard, in bbls.	6 60
" " in 4-bbls.	6 70
" " in 100-lb. cases.	6 60

Syrup.—The syrup market is being watched closely at the present time, and although it is hard to predict exactly what will take place, the tendency is for higher prices. Local stocks are good size, but the demand is strong, and it is quite possible that any bullish reports from southern and eastern centres will have the effect of sending prices up. There was no advance this week, and prices remain as follows:

Syrups—	
24 2-lb. tins, per case.	2 23
12 5-lb. tins, per case.	2 58
6 10-lb. tins, per case.	2 46
3 20-lb. tins, per case.	2 47
Half barrels, per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon.	0 62
New Orleans molasses, half barrels, per gallon.	0 45
New Orleans molasses, per barrel, per gallon.	0 47

Dried Fruit.—The dried fruit market, as stated above, is practically bare at the present time, and all merchants are awaiting for the arrival of the new crop. A sharp advance has taken place during the week in prunes and 90 to 100s. are now worth 15c. per lb.

Coffee.—In spite of the steady market to the south of us the coffee market shows no advance this week, but the local dealers are keeping their weather eye open, and are fully alive to the southern situation. An active trade is being carried on, and prices remain as follows:

Coffee, standard Rio.	0 15	Coffee, choice.	0 15
Coffee, extra choice.	0 17		

Beans and Peas.—As stated above, an advance of 5c. per bush. in beans took place again this week. Scarcity in the southern market has accounted for this advance of 25c. per bush. which has taken place within the last few weeks. It is predicted by many of the large firms that higher prices will yet be seen. Split peas are quoted this week at a reduction of 10c. per bushel from last week's price.

Beans, 3-lb. picker, per bushel	2 30
Hand picked, per bushel	2 40
Peas, split, 100 lbs.	2 75

NOVA SCOTIA MARKETS.

Halifax, Aug. 10.—Wholesale grocers report business good in all lines, and collections fully up to the average for the season of the year. Dried fruits have practically all been cleaned up. Local packers have advanced the price of hams and bacon one cent per pound during the present week. Sales of syrups and lime juice are very heavy this season, and sugar is in good demand at all districts. Sugar advanced 10c this week.

Good dairy butter in small tubs is plentiful in the local market, and some

Raisins—		
Sultana	0 10	0 12
" fancy	0 11	0 13
" extra fancy	0 14	0 16
Valencia selected	0 08 1/2	0 09
Seeded, 1 lb packets, fancy	0 10	
" 16 oz. packets, choice	0 09 1/2	0 09 1/2
Dates—		
Halloweens—		
Full boxes	0 05 1/2	0 06
Sais		0 05
Package dates,		
per 1 lb.	0 06 1/2	0 06 1/2
Pards choicest.	0 10	0 10 1/2

Tea.—There is little new to report in regard to tea. Cables from all primary markets reflect steadiness with the same tendency in the local situation.

Coffee.—A tone of steadiness prevails in the local coffee market with trade measuring well up with the business transacted in other years. Coffee options in New York continue to fluctuate, but the market on the whole is fairly steady.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 23
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican	0 25	
Maricao	0 22	0 24	Guatemala	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicoory	0 12	

Spices.—With the pickling season gradually approaching, orders for their supplies continue to arrive freely from retailers. Mixed pickling spice is one of the big sellers. Spices in general are firm, and in this respect pepper is perhaps most noticeable. Prices, however, show no change.

	Bbls.	Pa. or Boxes	Tins	1/2 lb. Pkg. dz	1/2 lb. 4 lbs doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Ceyenne pepper	0 23 1/2	0 24 1/2	0 26 1/2	0 90	0 90
Cloves	0 24 1/2	0 25 1/2	0 27 1/2	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	0 90
Curry powder	0 22	0 24	0 25	0 80	0 80
Ginger	0 22	0 24	0 26	0 80	0 80
Mace	0 22	0 24	0 26	0 80	0 80
Nutmegs	0 22	0 24	0 26	0 80	0 80
Pepper, black	0 15	0 16	0 17 1/2	0 75	0 80
Pepper, white	0 15	0 16	0 17 1/2	0 75	0 80
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	0 15	0 16	0 18	0 75	0 75
Mustard seed, per lb. in bulk				0 12	
Celery seed, per lb. in bulk				0 12	

Nuts.—Trade in nuts at this season is not particularly bright. The peanut stand disposes of a large quantity of this kind. Shelled varieties are in fair demand, but the other lines are decidedly quiet. The general situation in Brazil nuts is one of steadiness.

Almonds, Formigetta	0 15	0 16
" Tarragona	0 15	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15 1/2	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 16 1/2
" shelled	0 38	0 40
Filberts	0 12	0 12 1/2
Pecans	0 18	0 20 1/2
Brazil (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12 1/2

Rice and Tapioca.—There are no special features to report in either rice or tapioca. Trade is satisfactory.

Standard B, from mills, 500 lbs. or over, f.o.b.		
Montreal		2 80
Rice, stand B.	0 03	0 03 1/2
Rangoon	0 03 1/2	0 03 1/2
Patna	0 05 1/2	0 06 1/2
Japan	0 04 1/2	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago, medimm		0 05 1/2
Tapioa—		
brown	0 05 1/2	0 06
Bullet, double		0 08
goat		0 08
Medium pearl	0 06 1/2	0 07
Flake	0 15	0 08
Seed	0 06 1/2	0 07

Beans.—With supplies not plentiful, prices of beans are well maintained. Prospects for the growing crop have been none too bright, although somewhat improved by the recent rains in the bean growing districts in Ontario.

Prime beans, per bushel	2 15	2 25
Hand picked beans, per bushel	2 25	2 35

of the dealers are quoting it at 20c to 21c. The stock is choice, and the price is considered reasonable, as just now the majority of farmers are busy making hay instead of butter. Fresh eggs are in light supply, particularly Nova Scotia stock. The price, however, remains unchanged.

The fruit trade continues brisk, and fruit is in good demand. The stocks of Jamaica oranges are pretty well cleaned up, but a steamer is expected along from the West Indies in the course of a few days. The last stock of repacked Jamaicas sold at \$7.50. California pears are 50c lower, at \$4 per box. Some early varieties of American apples are selling from \$5 to \$6 per barrel. Lemons are firm, and fancy stock is quoted at \$6. Bananas are coming along slowly, and are selling at \$1.75 to \$2.50.

NEW BRUNSWICK.

St. John, Aug. 8.—Several interesting changes were noted in the local market during the past week, and because it is still in an unsettled condition, dealers look for other sharp changes in the market at almost any time now. Naturally, the most striking, although anticipated, feature of the market is the persistent rise in sugar, that commodity having ascended 55c in a month, and 10 cents again this month. Molasses is firm.

Pork is reported to be scarce, and an increase is noted in American clear. Beans are still on the upward trend, a further advance being looked for.

Beans, hand picked, bus .. 2 30 2 35	Molasses, fcy. Barbados, gl 0 29 0 30
Beans, yellow eye, bus .. 2 50 2 55	Potatoes, bbl .. 2 25 2 40
Cheese, new, lb. 0 12 0 13	Butter, dairy, lb .. 0 19 0 21
Currants, 1/2 lb. 0 08 0 09	Butter, cream- ery, lb .. 0 22 0 23
Canned goods—	Eggs, henney 0 17 0 18
Peas, No. 4 .. 1 02 1 03	Eggs, case .. 0 16 0 16 1/2
" No. 3 .. 1 17 1 17 1/2	Ham .. 0 16 0 16
" No. 2 .. 1 22 1 22 1/2	Rice, lb .. 0 03 1/2 0 03 1/2
" No. 1 .. 1 80 1 80	Lard, compound lb .. 0 11 0 11 1/2
Peaches, 3/4, dozen .. 1 95 2 00	Lard, pure, lb. 0 11 1/2 0 12
Peaches, 3/4, dozen .. 3 00 3 05	Bacon .. 0 18 0 18
Raspberries, dozen .. 2 05 2 10	Pork, domestic meas. .. 21 00 21 50
Tomatoes .. 1 65 1 60	Pork, Ameri- can clear .. 20 50 22 25
Strawberries .. 1 85 1 90	Salmon, case—
Flour, Manitoba 6 15 6 20	Red spring .. 7 50 8 00
" Ontario .. 5 10 5 15	Cohoos .. 6 75 7 00
Fish—	Baked beans, dozen .. 1 15 1 25
Cod, dry .. 5 75	Lemons, Mess- ena, per box .. 4 50 5 00
Cornmeal, gran. .. 4 75	Sugar—
Cornmeal, bags .. 1 60	Standard gran. 5 40 5 50
" bbls. .. 3 35	Austrian .. 5 30 5 40
Oatmeal, bbls. 5 50 5 55	Bright yellow .. 5 20 5 30
Std. oatmeal .. 6 00	No. 1 yellow .. 4 90 5 00
Roll'd oatmeal .. 5 50	Paris lumps .. 6 10 6 35
Buck wheat, west. gray, bag 2 65 2 70	
Cal. raisins, seed .. 0 10 1/2 0 10 1/2	

FORMER SUGAR FLURRY RECALLED.

The damage to the European sugar beet crops recalls a somewhat similar occurrence in 1904-05, but the damage to the crop was not fully realized until late in the year. The first regular estimate of that crop was 5,120,000 tons (Oct. 20, 1904), but the crop finally

outturned only 4,708,758 tons, being over-estimated 411,242 tons. Quotations during the campaign ruled as follows:

	Beet	Centrifugals
Oct. 20-04	11s 0 3/4 d	4.25
Nov. 10-04	15s 4 1/2 d	4.41
Nov. 23-04	14s 1 1/2 d	4.75
Jan. 5-05	15s 0 d	4.87
Jan. 19-05	16s 3 3/4 d	5.24

After the high prices of January 19, the "bubble" burst with widespread disaster in Europe, ruining numerous speculators including parties outside of the regular sugar trade; prices declined steadily until 8s. 8 1/4 d. was reached in Aug. 1905, on indications of an increase of 2,000,000 tons in the next beet crop.

In June, 1904, refined sugar on a Montreal basis was \$4.35, gradually expanding until quotations on Jan. 19th were \$5.75. Then followed the decline.

Chatham Likely to Get the Beet Sugar Factory

Chatham, Ont., Aug. 10.—"We are going to build a beet sugar factory in Chatham as sure as you are sitting in that chair," was the definite and specific announcement made by D. A. Gordon, manager of the Dominion Sugar Company, which now has large factories in Wallaceburg and Berlin. "You may say for me that the sugar factory for Chatham is a sure thing and we expect to start work in a very short time preparing for next season. We are prepared to rush the building through in time for the next sugar beet campaign."

Chatham is granting the company a free site of 20 acres on the Barr farm, west of the city, together with a fixed assessment and, if desired, free water. The new factory will cost approximately \$700,000 according to Mr. Gordon, in addition to which a drier will be constructed costing \$90,000 to eliminate the odors and convert the beet pulp into stock food. The factory will be run as a branch of the Dominion Sugar Company, and will have a capacity of 1,000 tons of beets daily.

A by-law to grant the necessary concessions will very shortly be submitted to the electors of Chatham.

FUNERAL OF MONTREAL WHOLE-SALER.

Montreal, Aug. 10.—(Special)—The funeral of the late Albert Hebert, who died suddenly in Switzerland about a month ago, took place on Saturday. Financial, commercial and industrial men of Montreal were largely represented in the cortege. Among those in attendance, in addition to near relatives, were the following: Hon. L. P. Brodeur,

Minister of Marine and Fisheries; G. W. Prescott, Panet Raymond, A. Ouimet, J. A. Brodeur, N. Dupuis, O. S. Perreault, Samuel Nesbitt, M.P., R. L. Innis, Senator Wilson, Lawrence A. Wilson and Colin Campbell.

TRADE NOTES.

Sarnia, Ont., grocers will picnic on August 30, at Lake Huron Park.

Munn Brothers have opened a new grocery store in Kamloops, B.C.

Wm. Fleming, Dundalk, Ont., has joined the clerking staff of the Stephens Store, Collingwood.

The Gaspe Fish Co., with headquarters at Petit Rocher, N.B., has been incorporated, with a capital stock of \$50,000.

With the retirement from the grocery business of W. Clark, Vancouver, B.C., the retail trade of this city loses one who has always taken a considerable and active interest in everything tending to the advancement of the business. For two years he has been president of the Vancouver Retail Grocers' Association, and was also concerned in the extension of the scope of organization to the provincial field. His store has been taken over by Chris. H. Casher and R. Wilson, but the old name will be continued. Mr. Casher has been with Mr. Clark for ten years. Mr. Wilson has also been associated with him for two years.

THE VALUE OF HARMONY.

The business men in every town should work together. In this way much can be accomplished for the benefit of all concerned. In each town the merchants generally have similar troubles, and by working together, much can be done to remedy or improve these obstacles.

If the mail order house is found to be encroaching upon the merchants' trade, much more can be accomplished by combined action than by each merchant, single handed. In such a case as this, the merchants in the town should decide to do all their trading in their own town, purchasing their wants from one another. It would also be well to interest the printer or newspaperman in the town, for with his help a great deal more can be done.

Then those obstacles, against which the merchants in every town have to contend can be remedied much easier if the business men will only work in harmony. Some new and valuable measure that would greatly benefit trade sometimes may fail to be adopted because there is no union between the different men concerned. This should be different and each dealer should do his part to bring about a union of the merchants in the town.

Canned Salmon

Only a short time now until the prices for new pack will be named. From what information we can gather the market is likely to open at high figures. We are offering for shipment now:

Victor Red Salmon, 1's Tall, = \$1.75 Doz.
 Shamrock Red Sockeye Salmon, 1's Flat, 1 90 Doz.

Both excellent value.

Dates

Most kinds of dried fruit are now unobtainable, having gone into consumption at high prices. No doubt there are buyers who are looking for something to offer their trade at a reasonable price. We have some Choice Halloween Dates at a price that should appeal to all---4³/₄ per lb.

Think of the puddings and cookies that can be made with this delicious fruit.

Coffee

Do not overlook our specials in this line:

Monarch, 30c. per lb.

Victor, 26c. “

Pantry, 21c. “

Whole or ground, in 10 and 25 lb. tins.

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets :: TORONTO

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade
Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 141 Water Street, Vancouver.

TRY A

Condensed Ad.

IN

Canadian Grocer

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

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

The Condensed Ads. in this
Paper will bring good results

There's Profit in Every 7-20-4 Cigar

There's Satisfaction In Every Smoke

A cigar department in a grocery
store is a profit-producing section,
especially if you feature the cigar
that is making a hit with the con-
noisseur smoker—the

7-20-4 CIGAR

This cigar is the most satisfying
of any moderate-priced article;
made of superior quality leaf and
properly rolled.

WRITE FOR DETAILS AND PRICES

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.



PICKLING TIME! PROBLEMS SOLVED

for heat-tired house-
wives in the

Sterling BRAND

A pail of our Sweet Mixed Pickles
prominently and invitingly displayed in
your store will settle the Pickle Problem
for many a woman. Try it and be convinced.
Be sure it is Sterling Brand. They Satisfy.

SEE TO YOUR STOCKS TO-DAY
The T. A. LYTTLE CO., Limited
STERLING ROAD, TORONTO

ROYAL SHIELD BRAND COFFEES

Campbell Bros. & Wilson, Limited WINNIPEG

Selected beans, evenly roasted and ground on premises, guaranteed absolutely pure and of the highest quality of any coffee on the market. We supervise the packing of every pound of Royal Shield Brand Coffee we sell.

ORDER YOUR REQUIREMENTS NOW.

Our Royal Brand Teas, Extracts, Jelly Powders, etc., are of the same high standard as our "Royal Brand Coffees." Get our prices now.

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson, & Smith, Limited
Regina



Write to our nearest office regarding our prices on standard Canned Fruits and Vegetables. Only the choice brands stocked.

Campbell, Wilson & Adams, Limited
Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

Don't Trust to Luck

YOU never yet knew a fatalist who was a success. The man who makes good is not the man who lets things happen but the man who makes things happen.

If you are a man with selling ability and have not full scope for it in your present situation, you can find an outlet by becoming the MacLean representative in your district.

The MacLean Publishing Company are the publishers of MacLean's Magazine, for which new and renewal subscriptions are needed. If you can secure them it will pay you well.

This need not interfere with your other work—unless you find, as many others have done, that it pays you to give your whole time to it.

The MacLean Publishing Company

143-149 University Avenue,

Toronto, Canada

EDUCATE CONSUMER TO A HIGHER KNOWLEDGE

Suggestion That Retail Merchants Everywhere Should Exert Every Energy to Offset Apparent Conviction in Public Mind as to Oppression of Distributors of Foodstuffs—The Bettering of Trade Conditions by Conventions of Trade Sections.

By A. H. Harvey.

There seems to prevail in the minds of a great many consumers, the belief that the retail dealer is exacting more than a fair profit from them. Every convention of retail or wholesale dealers is looked upon with a certain amount of suspicion by the general public, who are inclined to believe that at these meetings, those interested "cook" plans for their own benefit, but never give a thought to the consumer. That such a belief exists is shown by a recent short communication to a Toronto paper, which read:

THE POOR CONSUMER.

Editor World,—Do you think it is fair to let the consumer of groceries broil while the wholesalers and gilded retailers cook plans for honest dealing? Who at the grocers' convention spoke for the consumer? Is it not a fact that the consumer simply has to take what is given to him? Why not have the consumers convene and agree to do their own grocery business?

Co-operation.

This shows that every move made by grocers' associations is believed to be for their own benefit, and will, in the end, exact a higher rate for the goods from the consumer. This prejudice is one of the big difficulties against which the dealer has to contend. If it could be removed, it would certainly be of wonderful benefit to the trade in general.

Just how it may be overcome is somewhat of a problem, but each individual dealer, knowing that such does exist, should do what little he can to overcome it. Much could be done if each dealer would try to win the confidence of his customers by impressing on them the facts that he takes them into consideration as well as himself, that he wants a fair living profit upon the goods sold and no more, and that association work is for the improvement of trade conditions in general, and is not any union of dealers to rob the consumer. Such would work for both the good of each dealer and the trade in general. But it is wished to be impressed upon the dealer that he do nothing that will in appearance strengthen this prejudice which has already gained ground in the consumer's mind.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.
The establishment of the C. H. Catelli Co., Ltd., manufacturers of alimentary pastes, is situated in Upper St. Denis Ward, corner of Comte and Sanguinet Streets, Montreal. It is under the management of an European expert and the manufacturing of all varieties of macaroni, vermicelli, spaghetti, macaroni short cut, small pastes assorted, melon seeds, stars, egg noodles, is an enlightenment to anyone. The success obtained by this factory with their

"Swallow" brand depends in a large measure from the best flour, which is used and the method of mixing and preparing the paste mechanically in order to insure its perfect homogeneity. The best and newest machinery is exclusively used. A great advantage which this factory possesses over foreign factories is that it can deliver goods in a more palatable and fresher form. Another superiority which speaks volumes for the Catelli Company is the perfect control exercised on the standard weight of every package. They insist on this fact, because it is a guarantee of the highest, both for the trader and the consumer.

The Development

(and decline) of imitations of Fels-Naptha soap have always been accompanied by frequent changes: of appearance, packing—and quality!

Fels-Naptha soap's whole career has been unique for absolute general uniformity—especially of Quality!



Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

**WETHEY'S
MINCE MEAT?**

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and **PUSH IT, IT WILL PAY YOU.**

J. H. Wethey, Limited

ST. CATHARINES,

ONTARIO

**YOUR GOODS KEPT
PROMINENTLY BE-
FORE THE WHOLE-
SALE TRADE** ❁ ❁



Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the whole-sale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move.

Nicholson & Bain

Wholesale Commission Merchants and Brokers
HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO. TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Very Little Persuasion

is needed to make your particular customer try

"GLOBE"

Macaroni and Vermicelli



GLOBE

because they are made from hard wheat with no maize or rice flour mixed with it and they are absolutely free from any glutinous substance. They possess a quality which gives distinctive flavor.

You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while. Order from your jobber, or

D. SPINELLI & CO.,

REGISTERED

MONTREAL, - - QUEBEC

You'll Never
On McLean's



Lose Money
"White Moss"

Cocoanut

of Quality

Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package.

Canadian Cocoanut Co., Sole Makers, Montreal

BARREL PORK

SHORT CUT
HEAVY MESS
GUNNS PLATE PORK
GUNNS LEAN PORK
PICKLED ROLLS

—
SPECIAL PRICES
—

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

LARD

With butter becoming scarcer every day and constantly going higher in price, we think good pure lard like Fearman's should recommend itself to you as a good purchase at present prices. We think so. Try it.

F. W. Fearman Co.
HAMILTON LIMITED



Reindeer Brand Milk

has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give **REINDEER CONDENSED MILK** a richness and flavor all its own. Reindeer is freer (than other brands) from that cooked taste.

Your customers expect **REINDEER BRAND** when they order Condensed Milk.



TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED.
AS FINE AS ANY BREAK-FAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Big Trade in Cooked and Smoked Meats

Cooked Meats in Demand During Hot Weather—Temporary Lull in Trade for Other Lines—Hot Spell Affects Appetites—Provision Prices are Steady—Live Hogs Unchanged—Butter is Firmer—Prices High in England—Eggs Unchanged.

The warm weather of the past week has not worked any good for the provision trade, for as the temperature goes up, appetites for pork products seemingly take a slump. However, it is only a temporary decline and with a change to cooler weather, demand will again be switched back into its ordinary channels. The feature of the summer, and especially of warm spells like the past week, has been the big demand for cooked and smoked meats.

Provisions on the whole are steady in regard to prices. Live hogs are practically unchanged on Canadian markets. The English bacon market last week was none too firm, but live hogs in the western States are maintaining their position well.

Butter is firm, with slight advances reported from some centres, higher prices ruling at country points. The farmers are now busily engaged in harvesting, which may account for smaller receipts at some points. The price of butter in England is higher than for some time back, due to the prolonged dry hot spell there.

There has been no notable change in the egg situation. There is quite a quantity of eggs arriving, receipts being on about a par with this time last year. Shrinkage continues heavy to the case. There is a good demand for strictly new laid stock.

A somewhat uncertain situation seemingly prevails in lard. While the Toronto market is firm, with some firms quoting slight advances, in Montreal the compound product has declined 1/2 cent per pound.

MONTREAL.

Provisions—Although the supply of hogs was much smaller than a week ago yet the feeling in the market was weaker, and prices ruled 50c per 100 lbs. lower than a week ago. At this reduction the demand from packers was fairly good and trade was more active, with sales of selected lots at \$7 to \$7.25 per 100 lbs., weighed off cars, but there were a number of lots which were contracted for at the latter end of last week, delivered at \$7.50. The market is still strong, owing to the increased demand resulting from the hot weather. Prices for hams and bacon are all higher, and the price of pork has been advanced 50c per barrel. Compound lard has declined 1/2c per lb.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11 1/2
Cases, tins, each 1 1/2 lbs., per lb.	0 10 1/2
" " " 3 " " "	0 11
Pails wood, 20 lbs. net, per lb.	0 10 1/2
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10 1/2
Tierces, 3.5 lbs., per lb.	0 10 1/2
One pound bricks	0 11 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 10
" " " 3 " " "	0 0 1/2
Pails, wood, 20 lbs. net, per lb.	0 10
Pails, tin, 20 lbs. gross, per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 09 1/2
Tierces, 3 1/2 lbs., per lb.	0 09
One pound bricks	0 10 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 10
" " 200 "	14 50
" " 300 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09 1/2
Long clear bacon, light, lb.	0 11 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 14 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 13 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 11
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 14
Hogs, live, per cwt.	7 00
" " dressed, per cwt.	10 25

Butter—Receipts of butter on Monday were 1,250 packages. There is a good export demand and the market is strong in tone.

Eggs—Receipts of eggs on Monday were 420 cases. The market is unchanged, prices being firm, with a fair trade.

New laid..... 0 27 0 28
 Selects..... 0 24
 No. 1..... 0 21

Cheese—Receipts of cheese were 6,401 boxes. The local market is firm, finest western being quoted at 12 1/2c to 12 3/4c.

Quebec, large.....	0 12
Western, large.....	0 12 1/2
" " small, 20 lbs.....	0 12 1/2
Old cheese, large.....	0 13 0 10

TORONTO.

Provisions—Just at the moment, under the torrid weather now prevailing, demand for pork products is inclined to quietness, but with a change to cooler weather, trade will, no doubt, return to normal again. Cooked and smoked meats are being given a good deal of attention. One firm quotes lard this week at 1/4c advance over present quotations in both pure and compound. While a representative of a Chicago house is quoting pure at a full 1/2c advance. Live hogs are unchanged.

Smoked meats—	
Light hams, per lb.	0 17 1/2 0 18
Medium hams, per lb.	0 17 0 18
Large hams, per lb.	0 15 1/2 0 16
Backs, plain, per lb.	0 19 0 20
" " pea meal	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11 1/2 0 12

Shoulders.....	0 11 0 11 1/2
Pickled meats—1 cent less than smoke	
Long clear ham, per lb.	0 11 1/2
Heavy mess pork, per lb.	19 00 20 00
Short cut, per bbl.	20 00 21 00
Cooked hams.....	0 26 0 28
Lard, tierces, per lb.	0 10 0 1 1/2
" " tubs " "	0 10 0 10 1/2
" " pails " "	0 10 0 10 1/2
" " compound, per lb.	0 08 1/2 0 09
Live hogs, at country points.....	7 35
Live hogs, local.....	7 70
Dressed hogs.....	9 75 10 50

Butter—The steadiness in the butter market reported last week has turned into an advance of 1c per pound in some lines of both creamery and dairy. Dairy was none too plentiful last week, but arrivals of late have been more free. The weather is affecting it to some extent.

Fresh creamery print	Per lb.
Creamery solids.....	0 25 0 26
Farmers separator butter.....	0 21 0 22
Dairy print, choice.....	0 20 0 21
No. 1 tubs or boxes.....	0 17 0 18
No. 2 tubs or boxes.....	0 15 0 16

Eggs—There is no particular change in the egg situation. Supplies are none too plentiful. Shrinkage is present in many lots. Strictly new laid eggs are in good demand.

Fresh gathered eggs.....	0 18 0 20
New laid eggs.....	0 22 0 23

Cheese—The situation in cheese at the present time is one of steadiness. Some old cheese is still available, although extremely scarce at 15c to 16c. Limburger is quoted at 18c per pound and Roquefort at 34c.

New cheese—		New twins.....	0 13 1/2
Large.....	0 13	Old Stiltons.....	0 15 0 16 1/2
Old cheese.....	0 15 0 16		

Poultry—The tendency to lower prices in poultry was mentioned last week. Prices for live fowl and ducklings are down 2c per pound, while broilers are 1c lower. Increased supplies is given as the reason, while the quality of the poultry arriving of late could not exactly be called the best.

Fowl, live.....	0 11 0 12	Duckling, live.....	0 11 0 12
Broilers, live.....	0 14 0 16		

Honey—This season's new clover honey will soon be on the market. No. 1 comb honey for delivery in two weeks is quoted at \$2.50 per doz.

WINNIPEG.

Poultry—A little activity was noticed in the poultry market last week with the arrival of a small supply of chickens from the country. At present the supplies received are from Manitoba alone, as eastern goods will not arrive until the Christmas season. The outlook at the present time for the fall trade is very good. Supplies are expected to be a little larger, but it is predicted that trade will be more active, as the high prices which prevailed last year, both for buying and selling, are agreed to be a detriment to the volume of trade transacted, and consequently lower prices are likely to prevail this year. It is rumored that some houses which bought stocks at the high prices prevailing last year are barely clearing expenses at present prices.

BEAN PROSPECTS ARE IMPROVED

Chatham, Ont., Aug. 10.—That the recent rains throughout the bean-growing district practically ensure the big crop of approximately one million bushels predicted earlier in the season was the statement made to-day by N. H. Stevens, president of the Canada Flour Mills Co., and one of the leading Canadian authorities on bean-growing.

"The bean crop has improved wonderfully in the past two weeks," he declared. "I think we can look for the crop of beans to go 20 per cent. more bushels than we got last year. There are some fields where the vines are curled, but these little showers lately have brought them along nicely. The acreage is about 20 per cent. higher than last year."

Mr. Stevens estimated the 1910 crop at between 700,000 and 800,000 bushels. This year it will quite likely reach the million mark. The rains in mid-July came at a critical moment, and have proven immensely beneficial.

TRADE CHANGES.

David Price, grocer, Winnipeg, has sold to Neil Bros. & Co.

S. P. Wilson, grocer, Kisbey, Sask., has sold to H. L. Whicher.

Pierre Maurel, grocer, Gravelhurst, Sask., has sold to C. W. St. Germain.

A. H. Loepky, general merchant, Waldeck, Sask., has sold to David Brownstone.

Forron Bros., Artland, Sask., have sold their general store to L. Wainstock.

James Hemming has opened a grocery at North Battleford, Sask.

Trace Bros., general merchants, Innisfree, Alta., have opened a branch at Ranfurly.

G. Ogan has opened a grocery store at Cedar Cottage, B.C.

J. M. Redding, grocer, Lethbridge, Alta., is succeeded by J. O. Walton, of Macleod.

Horswell & Abson will open a grocery store at Coalmont, B.C.

B. W. Gerow has opened a cash grocery at Halbrite, Sask.

Munn Bros. have opened a grocery store at Kamloops, B.C.

TELL YOUR CUSTOMERS.

A little corn starch, mixed with salt, will keep it from caking inside the shaker.

Why Grocers Should Use

Allison Coupon Books

—Simply because they are credit customers.



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, 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.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND.

For sale everywhere by jobbers.

KEEP POSTED ON SUGAR

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

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto.
J. W. GORHAM & CO. Halifax, N.S.

Manitoba: BUCHANAN & GORDON, Winnipeg
C. A. MUNRO, St. John, N.B.

Rice is a wholesome and nutritious food and imposes little work on the digestive organs.

Arrowroot can be used in making up an endless variety of table dainties, being excellent for custards, cakes, puddings, blanc manges, soups, etc.

Alimentary Pastes of the "Swallow" Brand

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow" Brand are great favorites. **TRY THEM,** You will appreciate their exquisite taste.

SOLD EVERYWHERE

The C. H. Catell Company, Ltd.
MONTREAL CANADA

Ask Your Wholesaler for

KO-KO-BUT

The Perfect Cooking Butter

**ECONOMICAL
WHOLESOME
DIGESTIBLE**

100%

Pure Vegetable Butter

Dominion Coconut Butters LIMITED

MONTREAL



A Good Storekeeper

studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

MAGIC BAKING POWDER

is the kind that pleases the people.



ESTABLISHED 1852.

☞ Merchants should recommend food-products that are produced in **clean** factories.

Grocery Profit Insurance

- ☞ You can get Insurance against many losses, but none to prevent loss of profits.
- ☞ The best profit insurance is a stock of saleable goods; most of the losses result from "dead stock."
- ☞ HEINZ PURE FOOD PRODUCTS are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always saleable.
- ☞ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

TO THE WHOLESALE TRADE :

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal	R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg	Tees & Perse Calgary
	Johnston & Yockney Edmonton
	Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

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

Perfection Computing Cheese Cutter

Made in Canada

Encased in our Standard Automatic Cabinet—a handsome glass and wood cabinet, highly polished and very practical.

Adds Greatly to the Appearance of the Store

Modern equipment gains business. The well fitted store, being distinctive, wins the trade of the fastidious buyer and the confidence of every customer. No fixture in the grocery store performs a more useful duty than the "Perfection" Cheese Cutter, both in appearance and actual cash savings.



American Computing Company of Canada
HAMILTON, ONT.

Automatic Cutter Cabinet

A Steady Demand, A Clean Profit—No Argument

Post Toasties

"The Memory Lingers"

For both Grocer and Customer.

Canadian Postum Cereal Company, Limited
Windsor, Ont.

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Flour is Firm Under Higher Wheat

Some Talk by Millers of Advancing Prices—Others Wish to Find Out if Wheat Will Hold Before Making Change—Wheat Prices Forced up by Black Rust Reports—Amount of Damage Done Somewhat Uncertain.

Flour, under higher quotations for wheat, has taken on a much firmer aspect this week, and there has been some talk by millers of advancing prices. Some mills have advanced prices 20c per barrel in the Maritime Provinces, but there has been no change elsewhere. Others are inclined to wait until it is found if the wheat market is going to hold. Whether any advance takes place or not in flour depends on the action of the wheat market. On Tuesday prices broke slightly, for while the quotation on the Toronto market at the end of the week was \$1.06 for No. 1 Manitoba, on Tuesday it declined to \$1.04½.

Black rust reports from both United States and Canadian wheat fields have been the chief factor in the recent expansion of wheat prices. Just the exact damage that has been done by black rust is uncertain, for until early in the week Canadian authorities denied anything serious from this cause. A report from Chicago says: "Crop experts declare the atmospheric conditions in the Canadian west just the kind to spread black rust and to hold the growing grain back enough to increase the chance of frost in the west about the middle of the month." There may be no truth in this whatever.

Trade in flour and cereals, as is natural for the season, is inclined to quietude, business being of a hand-to-mouth character. Western Canada reports an improved trade in flour with the Orient, and there seems to be a good opening for the Canadian product in this part of the world.

MONTREAL.

Flour—There continues to be a steady demand from foreign buyers for old crop Manitoba spring wheat for August shipment, and the prices bid show an increase last week. The market is steady at the above prices.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers	4 60
" second	4 20

Rolled Oats—The trade is quieter, but the undertone to the market is firm. Cornmeal is also quiet. Receipts of rolled oats for the week were 4,638 barrels, as against 4,858 for the same week a year ago.

Fine oatmeal, bags	2 47½
Standard oatmeal, bags	2 47½
Granulated "	2 47½
Bolled cornmeal, 100-bags	1 70
Rolled oats, jute bags, 90 lb.	1 80
" " cotton bags, 90 lb.	2 30
" " barrels	4 75

TORONTO.

Flour—Under pressure of black rust reports, both in the Canadian and United States west, wheat prices have been advanced during the past week. Under the higher price for wheat there has been some talk of advancing prices on flour, but some mills are inclined to wait in order to ascertain whether wheat is going to hold before making any change. One Toronto firm reports an advance of 20 cents per barrel in the Maritime Provinces. Trade continues routine in character.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals—Cereals in general are steady in price, but the market is bare of any special features. Trade, as natural for the season, is not large, but compares quite favorably with other years.

Rolled oats, small lots, 90 lb. sacks	2 35
" " 25 bags to car lots	2 25
Standard and granulated oatmeal, 58 lb. sacks	2 70
Rolled wheat, small lots, 100 lb. bris.	2 90
" " 5 bris. to car lots	2 75
Cornmeal, 100-lb. bags	1 90
Rolled oats in cotton sacks, 5 cents more.	

WINNIPEG.

Flour—Domestic trade in flour continues to be exceptionally brisk in all provinces of the west. Export trade to the Orient is rapidly developing. One large company at the present time is sending monthly shipments of high-grade flour to Suva, Fiji, and report not only that the prospects are very bright for the development of trade at this port, but that there is a large field opening up for Canadian flour in other parts of the Orient. Prices remain unchanged from last week. Quotations are:

1st Patents, per 98-lb. sack	2 65
2nds " 25 bags to car lots	2 45
3rds	2 25
1st Clares	2 00
Common grades	1 50

Mill Feeds—An increased interest appears to be taken in bran and mill feeds this week, and in view of the strong demand, bran has advanced to \$17, and shorts to \$19. Eastern provinces are the best customers at the present time, and in view of the activity of the eastern trade prices have advanced. A large part of the local mill feeds is being sent to the New England States of America, where the farmers are busy putting flesh on their feed stock. Winnipeg firms are able to put their stocks on the American market, after paying duty and heavy freight rates, at the same price as the local mills are able to do.



HEAD AND SHOULDERS ABOVE OTHERS' BEST

The name Perfection was decided upon because it represented our ideal in biscuit making. Public opinion seems to have verified our ideal which is now our claim, by the ever increasing demand for

Perfection Cream Sodas

They are so much superior in rich creamy quality and light crispness of the majority of biscuits to-day, that we feel "head and shoulders above them." Win and keep customers by always giving them "Perfection Cream Sodas."

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. - Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B., Halifax, N.S., Fort William, Calgary, Vancouver, St. John's, Nfld.



MR. GROCER-MAN!
Your Interests Are Ours. Too. Sell
MAPLEINE
A DISTINCTIVE FLAVORING
BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.
Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used anywhere a flavoring is desired.

Advertised everywhere—Nice profit—demand steady and growing.

Order to-day from your jobber

Selling Agent: Frederick E. Robson Co., 26 Front St. East, Crescent Mfg. Co., Seattle, Wash.

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

The Time to Look to Stocks of Spices

Rapid Approach of Pickling Season Renders Advisable an Inspection of Supplies—How Dealer Could Anticipate Amount to Buy—Some of the Things to be Considered if Maximum Profits are to be Reaped From Minimum of Expense.

While the pickling season is not yet here, still it is close enough for the grocer to begin thinking. Now, when business is none too brisk, is an excellent time for the dealer to anticipate his wants. Nothing will be gained by holding off to the last moment when the rush of the season is on.

When forming an estimate of his wants, the dealer should consider the amount he has sold in previous years and also the amount now on hand. If his spice trade has been gaining ground from year to year, he will probably find it necessary to order a little more than last year. If there are any lines which were asked for last year and which he has not in stock he should consider the advisability of stocking those. Some dealers may argue that only a couple of customers asked for those particular lines. But if two customers asked for them, why cannot a demand be created among other consumers for them? The retailer should attempt, as far as possible, to supply all the wants of his customers.

The Housewife's Pride.

The pride of the housewife in a shelf-full of home-made pickles has created a big general demand for spices during the annual pickling season. In some places a large percentage of this trade is going to the druggist simply because the grocers in those towns or districts have not given to this important fall side-line the attention they should. But those dealers who have put forth some extra efforts in this direction have found the results pleasing.

Spices are not the easiest thing in the store to handle, but by proper arrangement this handicap may be reduce to a minimum. It must be remembered that spices contain a volatile oil, which is really the strength of the spice. This oil easily evaporates, and to avoid this the spice should be contained in a receptacle that will prevent evaporation.

How Spices are Kept.

A tin canister, in which spices are generally sold to the retail trade, is as good as any, but care should be taken that it does not become dinged so that the top will not fit on securely. Spices in packages hold their strength well, too.

Some grocers also keep their spices in wooden receptacles, with apparently good results. Others have them in glass bottles with glass stoppers, which, be-

sides preserving the strength of the spice, displays it to good advantage. The stopper must, however, fit tightly. The name should, of course, appear on each vessel.

When new stock arrives—if bought in bulk—and is opened up, care must be taken to place each spice in its proper receptacle. Mistakes in mixing two spices and the consequent displeasure of customers has been bad, not only for the spice trade, but the store. If possible, a separate scoop should be used for each spice, as traces of turmeric amongst cloves, for instance, does not work well for the store's reputation for carefulness.

The Keynote.

Carefulness is the keynote of a successful spice trade, with weighing also a most important feature. Purchases being mostly in small quantities, and in the majority of cases in two-ounce parcels, this is all the more necessary. The most sensitive scale that can be bought should be used if the grocer wishes to retain his full profit on this line. Exact weight—no more and no less—should be forcibly impressed upon the clerks.

"How can I sell the largest quantity?" is a question the grocer will ask. Of course, ample advertising will do much in this direction. The keynote should be quality, and accordingly it should be backed up by quality goods.

Displaying of spices in the window is a difficult matter, because, thus exposed to the air, they are liable to lose a certain percentage of their strength. However, a small quantity of each kind could be shown, with price card attached, or, if the grocer can arrange some method of showing them in glass, so much the better. When the pickling season opens the spice receptacles should be moved up to a position of prominence.

A good fair profit is reaped from the properly-conducted spice department, but, as said before, carefulness and no "leaks" are necessary.

Grocers' Letter Box

Editor Canadian Grocer.—A question which has been asked often is: "What should clerks pay for their goods?" Should they receive a percentage off all goods purchased for themselves? Should each clerk take his own order and send

it out without being checked? Please answer through the columns of The Grocer. Our clerks will find out through the paper, as it is watched keenly.

H. B. O.

Victoria, B.C., Aug.

Grocer.

Editorial Note.—The question raised in the foregoing letter is one that all merchants do not regard in the same light. There are some merchants who give employees as much as 10 per cent. off all goods purchased for themselves; others give a smaller reduction, while many refuse to give any discount whatever on the goods purchased by salesmen. One merchant in giving his opinion on this matter to The Grocer, said: "I prefer not to give any discount whatever to any clerk. I, myself, would rather pay a little higher wage to a clerk, and let him pay the regular price for his goods. Some years ago I did give a percentage off to my help but I found the privilege in some cases to be abused by clerks buying goods for their friends and relatives and securing a rake-off on the deal. Of course, a really honest clerk would not do this, but in many instances it was the case, and accordingly the just had to suffer, if they really did suffer, with the unjust, for I did away with the discount practice."


"In my opinion," said another grocer, "it does not seem as if it made much difference to the employe which way it works. If he gets a percentage off, he is not really entitled to the same salary as he otherwise would. Then, again, some clerks will not require any groceries at all, and if a percentage off is given to other clerks, other things being equal they are being given a preference over those who do not purchase goods, but who have to pay their board. The next thing the unmarried clerk would be asking a discount off his landlady's groceries, so he might secure his board cheaper.

"In the face of this, I think it would be better not to give any discounts whatever to clerks. The large city stores, which are somewhat of a model in business methods, give no discounts to employees.

"In regard to clerks doing up their own goods and sending them out without being checked up by another member of the staff, this should not be. Not that any dishonesty might be practised but most clerks would wish, and demand, that this be done just to remove or prevent any suspicion that the employer might have that he was taking more than he paid for."

Both the lemons and oranges now coming on the market are of excellent quality.

By Royal Letters Patent



NELSON'S Powdered GELATINE

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

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

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

SIX GOOD LINES

CHIVERS' CARPET SOAP

Best and Simplest Carpet Cleaner in the world. Over 50 years' success. Hundreds of testimonials. In Balls.

CHIVERS' CLOTH SOAP

For Cleaning Suits and Dresses. In Tablets.

CHIVERS' MOTOR SOAP

Specially prepared for removing oil, grease and dirt from the hands. In Tablets.

CHIVERS' PLATE POWDER

The effect on Silver and plated goods is really brilliant and pleasing. In boxes.

CHIVERS' FURNITURE POLISH

Unequaled for producing a quick and durable polish on all kinds of furniture. In jars.

CHIVERS' FLOOR POLISH

Gives a bright and lasting polish to stained floors and linoleums. It is also splendid for all kinds of leather work. In small and large tins.



Sole Manufacturers:

F. CHIVERS & CO., ALBANY WORKS, BATH, ENG.

Agents for Canada:

HARRISON & SON
ST. NICHOLAS BLDG., MONTREAL
Who will esteem your enquiries.

"Chivers' Pickles

are just fine, and so reasonable. We are glad you called our attention to them."

Pleased Customers

mean better business. Don't you want everyone to speak to you as above?

CHIVERS'

is the name you should always insist on when stocking Pickles.

WRITE US

S. CHIVERS CO., Limited
CARDIFF WALES

CANADA:
112 St. Francois Xavier St., Montreal

When writing advertisers kindly mention this paper.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered U. S. Pat. O'd.

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

Walter Baker & Co., Ltd.

Established 1789

DORCHESTER, MASS.

WHEN SERVICE COUNTS.

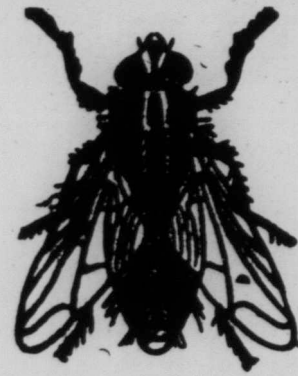
Department Store Salesman Explains How Courtesy Helped Him.

"Several years ago," said a salesman recently, "I was employed in a departmental store. Now the clerks in these establishments are not always as obliging or polite as they might be, but I realized that it did not cost anything and as it helped in sales, I was always as courteous as possible. One day a lady came to my counter and I succeeded in selling her quite a good sized bill of goods. When she had finished she enquired my number and I began to wonder what I had done to offend her, thinking that she was going to report me for some offence. However, I heard nothing of it until about a week later, the manager of my department walked up to my counter with this same lady and said, "This is the number you enquired for." I thought that I was surely in for it, but I found out differently. The lady told me that I was the first clerk who had ever been really civil to her in the store and she had enquired my number so that she might come to me each time she came to purchase. Now, my courtesy brought that lady back to my counter many times to be served, while her enquiry of the manager for me had placed me most favorably in his opinion."

It certainly pays the clerk to be courteous. Not only should he be civil but should do all in his power to oblige customers. A store's patronage depends upon the service given and nothing is so much appreciated by customers than these little obliging acts of the clerk. It may be only opening the door for the customer to pass out, tying a parcel extra well or many of the other small things that the clerk may find to do, but the customer nevertheless makes a mental note of them and they help in binding the customer to the store or the salesman. The cost is small when compared with the results.

THE STORY HE TOLD THAT NIGHT.

Not often does the public have the opportunity of hearing some of the great men of the country talk and spin yarns in their leisure moments. A newspaperman was in the Mount Royal Club the other night and happened to be able to get a little group of old railway pioneers together—men who are now financial forces in Canada. One of them, whose name has to be withheld, but who used to be "The Assistant Engineer" out in the Rockies when the C.P.R. was built, tells a tale about himself and a horse—a yellow horse—which is really worth reading. It appears in MacLean's Magazine for August.



THE SALE OF
Wilson's
FLY PADS

Has trebled in two years.

The retail Grocer's profit is 66 $\frac{2}{3}$ to 75%.

Sugar Market Report In This Paper Made Much Money For Manitoba Dealer

When a merchant can say he made more than Two Hundred Dollars reading a trade paper, that paper must be closely studied. S. H. Wright, Dauphin, Manitoba, is another of our thousands of readers who makes The Canadian Grocer a profitable investment. He writes as follows:—

"Dear Sirs,—

"Enclosed you will find \$2.00. Kindly renew my subscription to The Canadian Grocer, as I feel I cannot be without it.

"It made over One Hundred times its subscription for one year for me in one sugar deal, when I bought just in time, after reading The Canadian Grocer.

"Yours truly,

S. H. Wright"

"Dauphin, Man.

A paper that makes money for its readers is bound to be a profitable one to advertisers, its advertising pages will command attention and must form impressions on the minds of readers.

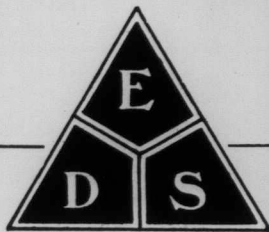
E. D. S. BRANDS EXCEL

They are absolutely pure (100 p.c. Government test). They are the select fruits of their own farm and the greatest amount of care is used in the preparing and preserving of all lines. Not an ounce of chemical preservatives is used, thus rendering the finished product whether it be PRESERVES, CATSUPS, GRAPE JUICE, JELLIES or JAMS, perfectly pure and free from all foreign flavors unnatural to the fresh ripe fruit. Quote E. D. S. Brand to your customers and you are assured of big business.

Stock our line to-day if you have not already.

Made only by **E. D. SMITH,**
at his own fruit farms, **Winona, Ont.**

Agents—MASON & HICKEY, Winnipeg;
R. B. COLWELL, Halifax, N.S.;
NEWTON A. HILL, 25 Front St. E., Toronto;
J. GIBBS, Hamilton; W. H. DUNN, Montreal.



Here It Is! What?

The line that will help you polish up your Bank account.

ROYAL POLISHES

are made in Canada, and in purchasing them you get full value for your money. You are not paying CUSTOMS DUTY.

Just as good for Gold as for Brass. Non-Injurious.
A Line of Sustained Profit.

ROYAL
POLISHES
COMPANY



MONTREAL

CURRANTS

We are proprietors of

“AFRODITE” brand, the best AMALIAS
currant on the market,

“NARCISSUS,” fine FILIATRA currants,
“ELEKTRA,” fine FILIATRA cleaned
currants,

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA
currants.

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

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

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
McKELVIE & CARDELL, LTD.,
Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

Home Grown Fruits in Larger Supply

Late Canadian Fruits Now on the Market—Trade on Fruit Markets is Brisk—Lemons in Good Demand—Prices are Unchanged—Tomatoes are Lower—Larger Supplies of Canadian Potatoes—Watermelons Sell Well.

Impetus has been given to the fruit markets at most centres by the arrival of home-grown fruits in larger quantities. Small fruits of various kinds are now nearing an end, but considerable late fruits, such as peaches, pears and plums, are being offered, and retailers are beginning to push the sale of these lines for preserving.

Lemons are in good demand at present, the weather at most centres being more favorable for their sale. Supplies on the whole are only normal and prices will likely rule steady for a time, much, however, depending on the weather and the consequent demand. Oranges are holding their own, although prices in New York last week were slightly easier, due largely to the increasing supply of fresh apples. One report from New York says: "The general impression seems to be that the stock will clean out pretty well at the present market price. It is pointed out that there is a marked falling off in shipments from the coast, and that this is going to have its effect on the situation here before the end of the month."

Potatoes are unchanged, but the tendency can naturally be expected to be easier, as the supply of Canadian potatoes increased. Prices at buying centres in the United States were easier at the first of the week. The available supply of Canadian potatoes falls far short of total requirements and will for some little time. High prices are inducing farmers to dig them before they have attained their full growth, so that many lots are small in size.

MONTREAL.

Green Fruits—In spite of the high prices prevailing, dealers report good business and seem more satisfied than they were this time last year. California plums are somewhat cheaper this week, as are watermelons. Valencia oranges are dearer, but are expected to resume their former prices very soon.

Apricots, California, box.....	2 25 2 50	Lemons.....	5 00
Apples, Spies, extra fancy.....	9 00 9 50	Limes, a box	1 25 1 50
Bananas, bunch.....	1 75 2 25	Oranges—	
Bananas, crated.....	2 00 2 50	Valencia.....	5 00 5 50
Blueberries, Can. box 22 qts.....	2 75	Sorrento.....	3 25 3 50
Cantaloupes, Cal.....	5 00 6 00	Mexican.....	2 75 3 00
Cherries, Canadian.....	1 50 1 60	Peaches, California, crate.....	1 75 2 00
Cherries, California, box.....	2 75	Pears, Cal., crate.....	3 00 3 25
Cocoanuts, bags.....	3 75	Pineapples—	
Currents, red, basket.....	1 00 1 25	Florida, case.....	3 00 4 75
Currents, black, basket.....	1 25 1 75	Plums, California, box.....	2 25 2 50
Grape fruit, Fla. 3 75 4 50		Raspberries, box.....	0 15
		Strawberries, Canadian.....	0 15
		Watermelons, each.....	0 50

Vegetables—Prices still remain high and consequently there are few big or-

ders going. However, dealers are not grumbling too much, as there is never very much to be done in this line during these months. There is a fair demand for cucumbers and corn, while tomatoes are moving out pretty well, in spite of high prices.

Beans, wax, hamper.....	2 00	Canadian lettuce per doz.....	0 40 0 50
Beets, doz.....	1 00	Onions—	
Carrots, doz.....	0 25	Bermuda, crate.....	3 00
Cabbage, doz.....	0 40 0 80	Montreal potatoes, new, bag.....	1 50 1 75
Corn, per doz.....	0 10 12½	per barrel.....	3 00 4 75
Cucumbers, doz.....	0 10 0 15	Radishes, dozen bunches.....	0 20
Garlic, 2 bunches.....	0 25	Tomatoes, Jersey bushel.....	2 25
Green Peppers, bushel basket.....	1 75 2 25	Turnips, bunch.....	0 40
Leeks, doz.....	1 50 1 75		

TORONTO.

Green Fruits—Trade in fruits is quite brisk at present, the arrival in larger quantities of Canadian fruits having given impetus to demand. Prices on peaches, pears and plums are lower, with a good brisk trade being done. Tomatoes are coming in freely, the recent warm weather having ripened them quickly, with the result that prices are down to 30 to 40 cents per basket. Lemons are steady, while oranges hold their advance fairly well. The present weather is bringing a good trade in lemons. Lawton berries are plentiful and this week are down to 5 to 7 cents.

Bananas.....	1 00 1 75	California Peaches, box.....	1 75 2 00
Cocoanuts, sack.....	4 75	Plums.....	2 00 2 25
Lemons—		Pears.....	3 00
Verdelli.....	5 00	Cherries, Canadian, 11-q. bak.....	1 00 1 25
Limes, box.....	1 25 1 50	Watermelons.....	0 35 0 50
Oranges—		Canadian plums, small basket.....	0 15 0 25
Late valencias.....	4 75 5 00	11-q. basket.....	0 30 0 50
Pineapples crate.....	3 00 3 50	Can. peaches, small basket.....	0 20 0 25
Lawton berries.....	0 05 0 07	11-q. basket.....	0 50 1 00
Blueberries, bak.....	1 00 1 50	Can. pears, small basket.....	0 20
Black currants, basket.....	1 50 1 75	11-q. basket.....	0 25 0 35
Can. tomatoes, 11-q. baskets.....	0 30 0 40		
Rhubarb, doz.....	0 25 0 40		

Vegetables—New crop Spanish onions now arriving are meeting with a good reception. The quality of some lots, however, is not quite all that could be desired. Canadian beets, carrots, lettuce, cucumbers, etc., are plentiful. Potatoes are unchanged, although primary markets are slightly lower. There are considerable Canadian potatoes on the market now, but receipts will not measure up to demand for some time yet. Green corn is a present good seller.

Canadian beet, basket.....	0 30 0 40	Cauliflowers, dz.....	1 25
Cabbage, Canadian, crate.....	2 50 2 75	Green peppers, basket.....	0 65 0 75
Carrots, new, doz.....	0 40 0 50	Canadian beans, 11 qt. basket.....	0 30 0 50
Cucumbers, Canadian, bak.....	0 15 0 25	Onions—	
Lettuce, Canadian, head.....	0 25 0 30	American cooking, 70 lb. bag.....	1 40
Green corn, doz.....	0 17	Spanish.....	2 50 3 00
Egg plant, bsk.....	0 75	Potatoes, new, barrels.....	4 75 5 00
Celery, per doz heads.....	0 45 0 50	Fansley, per doz New turnips, per 11-q. basket.....	0 15 0 20

WINNIPEG.

Fresh Fruit—An active demand is in existence for fresh fruits, and large sup-

CALIFORNIA FRUITS

Peaches, Plums, Pears

We handle the Anchor Brand, they are fine Canadian Peaches. Early varieties Plums and Pears.

TOMATOES, CUCUMBERS APPLES

are now coming in freely.

PRICES RIGHT



25-27 CHURCH ST TORONTO
are Largest Receivers

Positively Pleasing

is the steadily-increasing Demand for those Honestly-packed, Extra Fancy

"ST. NICHOLAS"

AND

"HOME GUARD"

Lemons

J. J. McCABE

AGENT

TORONTO, : : ONT.

plies are being received at the present time from Ontario, as well as British Columbia. From the latter place a moderate supply of cherries and raspberries are still coming in. The plum and peach crop of B. C. is reported to be very short, and it is not likely that there will be any of this line for this market. This western province has the largest apple crop in her history, and as Ontario is also reported to be shipping freely, it is likely that this fruit will be fairly cheap on the local market this winter.

Green Vegetables—There is little new in the green vegetable market this week, except a few minor changes in prices. American vegetables are practically off the market, having been replaced by the native-grown, and a few from Ontario. Prices have fallen with the arrival of local supplies, but they are, nevertheless, at a figure which pay market gardeners a very remunerative revenue for the growing of the same.

California Peaches

We are headquarters for California Fruits - handling many cars weekly. This coming week we offer finest **ELBERTA PEACHES**, good size; sound.

Per Box, - \$1.50

This price is reasonable and will show a good profit to retailer.

WHITE & CO., LTD.

FANCY FRUITS

TORONTO & HAMILTON.

Lawton Berries

OR

Thimbleberries

Plums, Peaches,
Harvest Apples,

Tomatoes, etc., etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS
OF CANADIAN FRUITS

HAMILTON, ONT.

SEASONABLE FRUITS

PEACHES

PEARS

PLUMS

CANTALOUPE

WATER MELONS

TOMATOES

CUCUMBERS

POTATOES

ORANGES

LEMONS

BANANAS

Place a standing order to be filled from fresh arrivals each morning.

The House of Quality

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



BUSTER BROWN

VERDELLI LEMONS

GROWN AND PACKED IN PALERMO

are the best. At Sales in New York last week our Palermo Verdellis sold at from 25c. to 75c. per box more than Messina Verdellis. This confirms our statement that our Lemons are the best value. Be sure you mention "Follina's Pack" when ordering from your wholesaler.



W. B. STRINGER, Sales Agent

FOLLINA, BROS., Packers



Fish - Oysters



Season of Quietness in Fish Trade

Warm Weather Naturally Brings Slackness in Fish Trade—
No Improvement Until Cool Weather—Oyster Season Will
Open Around September 1st—Nova Scotia Receipts are Small
—Bait Continues Scarce, While Weather Has Been Bad.

The warm weather prevailing in most parts of the Dominion is not proving beneficial to the fish trade. Business under such conditions is slack and no great improvement can be looked for until the cooler weather. The oyster season will open the end of the month.

Receipts of fish on the Nova Scotian coast have been light of late, due to two causes, the continued scarcity of bait and the bad weather prevailing. The arrivals were principally cod and haddock. The latter showing a marked improvement in quality of late.

QUEBEC.

Montreal.—The present hot weather is not proving beneficial to any of the wholesalers. Business is slack and will remain so till the colder weather arrives.

Haddock and cod are plentiful, but the prices are low. Fresh Gaspé or Eastern salmon are about finished. Brook trout and fresh dore are scarce yet, but will be in a better supply by September. Boneless and skinless cod are scarce.

FRESH	
Alewives (shad herring) per 100 fish.....	2 00
Bluefish per lb.....	0 13
Dressed perch, per lb.....	2 10
Dressed bull-heads, per lb.....	0 10
Eels, fresh, each.....	0 25
Mackerel.....	0 12
Haddock, per lb.....	0 04
Steak cod headless, per lb.....	0 05
Halibut, express per lb.....	0 10
Salmon, B.C., lb.....	0 15
Salmon, Gaspé.....	0 16
Shad, buck, each.....	0 30
Shad, roe, each.....	0 60
Sea trout.....	0 10
Sea bass, per lb.....	0 10
Trout, brook.....	0 25
Lake trout, lb.....	0 11
Pike, per lb.....	0 08
Pickrel or dore.....	0 14
Whitefish, lb.....	0 11
FROZEN	
Haddock.....	0 03
Halibut, per lb.....	0 09
Pike round lb.....	0 05
Pike, dressed & headless, cases 150 lbs., per lb.....	0 06
Gras pike.....	0 05
Steak cod.....	0 04
Mackerel.....	0 11 0 12
Salmon, B.C., red.....	0 10
Gaspé salmon, per lb.....	0 15
Qualla salmon.....	0 09
No. 1 Smelts, boxes, 10 and 15 lbs. each.....	0 07
Whitefish, large, lb.....	0 08
Whitefish, small.....	0 06

SALTED AND PICKLED	
Labrador sea trout, bbls.....	12 00
Labrador sea trout, half bbls.....	6 10
No. 1 mackerel, pail.....	2 00
No. 1 mackerel, bbls.....	8 00
Scotia herring, No. 2 bbl.....	6 00
Lake trout, half bbl.....	6 00
Choice mackerel, half pail.....	2 00
Salmon, B.C., red, bbl.....	14 00
Salmon, B.C., pink, bl.....	12 00
Salmon, Labrador, bl.....	16 00
Salmon, Labrador, half bl.....	8 50
Salmon, Labrador, trols, 300 lbs.....	21 01
Salt eels, per lb.....	0 07
Sea trout, 1/2 bbl.....	6 50
Sea trout, bbls.....	12 00
Scotch herring.....	6 00
Scotch herring, keg.....	1 00
Holland herring, 1/2 bl.....	5 50
Holland herring, keg.....	0 75

SMOKED	
Bloaters, large, per box, 60s.....	1 10
Haddies.....	0 08
Herring, new smoked, per box.....	0 25
Kipperd herring, per half box.....	1 50
New fillets, per lb.....	0 10

SHELL FISH

Shell oysters, choice, barrel.....	12 00	13 00
XXX shell oysters.....	10 00	
Lobsters, live, per lb.....	0 35	
Oysters, choice, bulk, Imp. gallon.....	1 40	
Oysters, bulk, select.....	1 60	
Solid meats - Standards, gal., \$1.75; select, gal., \$3.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	8, 10, 11
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 50

MANITOBA.

Winnipeg.—An active fish trade has been in existence, as this summer fresh white fish has been in good demand and is selling at 9c. per lb. The source of supply is practically exhausted as the limit of catch has been reached in Lake Winnipeg. This will tend to have a depression on the trade in this line, as fresh frozen fish will have to be used in place of the fresh fish. A few may be expected from western points, but the quantity will not be large enough to have any material effect on the trade. Trout, which is received from Rosspport and Port Arthur, have been a little scarce during the last three or four weeks but is expected to be fairly plentiful toward the end of September. Present price is 11c. per lb. Halibut, which is received from Vancouver, has been steady, and supplies are extensive. This fish is selling at the same price as white fish. Salmon at the present time is commanding the highest price of all, namely 15c. per lb., and is predicted to go higher, owing to the scarcity prevailing in New Westminster and Vancouver, from where our supplies are received. In spite of the high price prevailing in this line, the demand has been very strong, and the volume of trade transacted very satisfactory.

ONTARIO.

Toronto.—Trade in fish is quiet, for while the warm weather should be a good time for the sale of this line, still the difficulty in shipping and handling during the torrid weather causes the retail dealer to lose interest in this line at this time of the year. Prices are unchanged as well as the whole general situation in the fish market. The oyster season will open around the first of September.

FRESH CAUGHT FISH

Steak cod.....	0 07 1/2	Fresh caught white..	0 12
Fresh halibut.....	0 10	Fresh caught herring	0 05
Ferch.....	0 06	Haddock.....	0 06 0 07
Fresh trout.....	0 11	Pickrel.....	0 10

FROZEN FISH

Gold eyes.....	0 05	White fish, winter caught.....	0 08
Pike.....	0 05	Yellow pickrel.....	0 08 1/2
Pink sea salmon.....	0 08 0 09	Mulletts.....	0 04
Round red salmon.....	0 09	Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH

Shrimps, per gal.....	1 25
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NOVA SCOTIA.

Halifax.—Trade continues quiet in the local fish markets. The receipts during the past week have been light. The arrivals were principally cod and haddock. There has been a marked improvement in the quality of the latter fish, in fact they are now better than for several months. Smoked fish is in good demand and local dealers report largely increased sales of finan haddies. Orders are on hand for all the smoked haddies that the dealers can fill, but the weather is bad for curing, and also for exporting. Some shipments of Nova Scotia haddies that were sent to the Canadian market arrived in poor condition, owing to the excessive heat, and the dealers therefore are not over anxious about making shipments during the warm weather.

Scarcity of bait continues to be the principal drawback to the vessels operating on the Banks. The weather has also been bad. Several of the Lunenburg fleet put into Newfoundland this week for bait, but failed to procure any. Their catches ranged from 500 to 700 quintals each, which is considerably below the average. Some small catches of mackerel have been made on the Nova Scotia coast this week, but there are not enough fish on the market to supply the local demand.

STORE PHILOSOPHY.

It is important that your clerks know just what you are advertising and what you are saying about it.

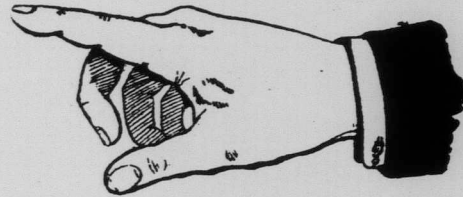
It is a bad thing for salesmen to have too little to say, and equally as bad for them to talk too much. Educate them to the happy medium.

One good quality in your make up won't make you a success. You must have many. Honesty, courtesy, hustle, and the other qualities, single handed are of no great use.

Teach your clerks how to serve a customer correctly by setting them a good example.

Don't allow your talk to customers to become mechanical, like some clerks, who hit on a certain line of talk in the morning and keep it up all day.

If you have a clerk who is a relative, don't let that be an excuse for treating him any differently to the rest of the staff.



When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

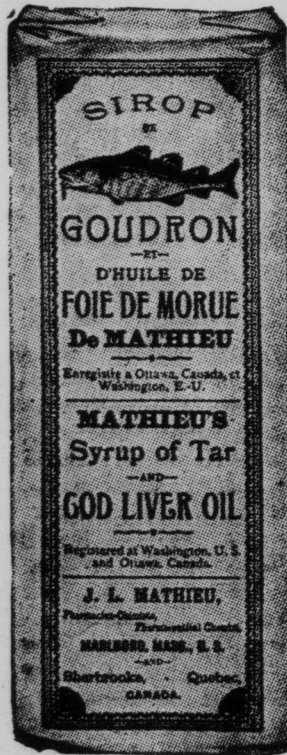
It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited Black's Harbour, N. B.

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

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

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver
L. Chaput Fils & Cie., Wholesale Depot, Montreal

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees
Purity and the Highest of
Quality.

What about your supplies?

You want some of these
choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS
MONTREAL.

The Merchant and the Mail Order House

Encroachment of Department Store More Apparent in Places Where Dealers are Inclined to Hang Fire on the Question.—A Comparison Between City and Country Prices.—The Power of the Merchant's Example.

By W. J. B.

It is an undisputed fact that the heads of mail order houses in the large centres are fast growing rich with the enormous trade they are receiving from all parts of the country, and which rightly belongs to the home merchant.

It is also well known that this trade has been growing larger of recent years and that it will continue unless the merchants of the country make a determined attempt to combat it.

A great deal of this trade which is helping to swell the revenue of the departmental stores comes from the towns and villages, and it is the merchants of these places that are affected to the greater extent. But the merchants who have suffered the most and whose trade has been affected most by the inroads of the large city stores are those who have done nothing whatever to combat it. If there is anyone who is to blame that customers are sending out of town for goods it is themselves, for allowing the mail order house to entice their customers away.

Some there have been, here and there, among the many, who have made some little effort to hold their own, but evidently they have not commenced with a determination to win out, or they would now be enjoying a much larger patronage. Most dealers expect loyalty to their home town to keep the people from trading elsewhere. But loyalty alone will not. People will buy where prices are lowest, quality and service considered. Dealers have waged loyalty campaigns, with such slogans as "Trade at home," "Build up your own town," etc., but to no purpose. If you wish to secure the trade of the people of your own town, you must appeal to their business instinct.

Merchants' Prices Lower.

It is true that most merchants in the smaller towns can undersell the mail order houses. This fact has been demonstrated many times. A careful comparison of the prices of any dealer with those of the mail order house will show it. The city houses may undersell on a few lines which they use as a "bait," but taken straight through everything considered, the country dealer has them "beaten to a standstill." If this is not so, there is certainly something radically wrong.

That this is true is only what can be expected when one carefully considers the question. The expenses of the mail

order houses are enormous: They pay out thousands annually in the issuing of their catalogues alone. They have many expenses that the smaller merchant has not. They have higher rents and wages to pay, as well as many other extra items. All these must be paid and the people who deal with them must pay it.

The fact that the country dealer can sell as cheap or cheaper than the mail order house is not however going to hold the trade at home. Past experiences have demonstrated that. The people must be convinced that such is the case, and how to do so is the problem with which the merchant is confronted. The first step in this direction is that the merchant be thoroughly convinced himself, which should be easily done by a comparison of prices, and then follows the work of convincing the customer. A great many of the merchants in the smaller towns and villages are convinced themselves that the country dealer can sell as low as the mail order house, but even in the face of that belief they will themselves at times send to the mail order houses for goods.

Case of Furniture Dealer.

In a country town not more than a hundred miles from a big centre is a furniture dealer who bitterly complains about the damages that the mail order houses are doing to his business. Yet this same dealer, who claims that the people should buy their furniture in their home town, sends to the mail order houses himself for supplies of dry goods and groceries. Why he does so is not explainable, because he states that the country dealer can sell just as cheaply as the mail order house. At any rate, this is another example of a man's action being completely contrary to his advice.

How, in the face of his own actions, can this man expect the people of that town to continue to purchase goods of him. Whether it is or not, it looks like an admission on his part that the mail order houses can give more for the money than the country dealer. At least, that is the way that the people in that town will take it any way.

This policy is no doubt carried out in many other towns throughout the country. The retail grocer is complaining that the department store draws trade from him, that the wives and daughters of the dry goods, the boot and shoe and of the furniture dealer send to the de-

partment store for their groceries, but he does not take into account perhaps that his own wife and daughters send to the same place for dry goods, instead of making their purchases in their home town.

Loyalty Versus Pocket.

In other words, loyalty to his town goes just so far as it affects his own pocket. When it is a question of groceries, the citizen who sends to the city for them shows shameful disloyalty to his town. The dealer hotly discusses the question, asks the citizen who helps pay his taxes, build his sidewalks and maintains his town. He declares, and proves it accurately in figures, that the country dealer can sell just as cheaply as the mail order house, and his customers are inclined to believe him. Then, a few days afterwards, they see the expressman deliver a parcel from a mail order house to his home. What is the result? Only too well the dealer knows. Merchants in other lines of business in that town do the same thing and as a result the yearly purchases of the merchants themselves from the mail order houses amount to a considerable sum and the citizens of that town, under this demonstration begin to more strongly believe that the mail order house is the cheapest place to buy.

Let Merchants Remember.

It would be well if merchants in these towns would form a friendly compact among themselves and agree to purchase all their supplies from home dealers. This would be one step in helping to convince the people of the genuineness of their arguments and would have a much greater effect than the reader on first thought would think. Example is a strong asset in directing the actions of the public and in this case would be of great advantage to the merchant.

TALES FOR SUMMER WEATHER.

For six months the editorial department of MacLean's Magazine has been collecting little short stories from Canadian writers, until now there is a large enough stock to allow the magazine to give in the August number several of these "Little Tales for Summer Weather" all at once. There is "The Green Hour," by Deshler Welsh, a regular contributor for the better American Magazines. Then "Sally's Soul," "The Lonesomeness," "Music Hath Charms," and others, offer short, crisp reading for these hot months. Of course, in addition to these articles there are the regular longer short stories. There is another of O. Henry's inimitable tales of New York life, and other material from some of the best Canadian, English and American writers.

ROYAL



BAKING POWDER

Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

CONCORD

Norwegian Sardines

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
 A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
 Radifer & Janion, Vancouver and Victoria, B.C.



Talking to the Point

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

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

TRY A CONDENSED AD IN THIS PAPER

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.

James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15 1/2 Toronto St., Toronto, 52 Canada Life Building, Montreal.

The Grocer's Encyclopedia--Macaroni

Facts in Connection With the Manufacture of This Foodstuff—How the Essentials Entering Into the Making are Mixed Together—A Comparison of Food Qualities With Other Standard Products.

Retail grocers throughout Canada are showing a more lively interest in macaroni during the past year or so, and, as business has increased appreciably, it is wondered by manufacturers why this article has not been more generally received long before this present year of grace.

It is wholesome and nutritious and the price is surely well within the range of the average pocket. Everything seems in its favor. It is not that macaroni is not a familiar term, and most people have tasted it at some time or other. One is led to believe that the grocer has not put his selling power behind this article. It is one of the goods that he has probably bought "just to have in stock," forgetting that in it he had something which offered many strong selling points. This is perhaps one reason and because of the fact that the handling of macaroni presents another avenue of profits it should surely commend itself to the retail grocer.

What Macaroni Is.

To begin with macaroni is made of flour and water. The flour used, for macaroni of the best quality, is the finest product of the Canadian West. Two bags of flour are mixed with about 40 lbs. of water. This is believed to be the average, although with some manufactures it may vary more or less. The "dough," if such it may be called for convenience, is thoroughly mixed in a special machine. It is passed into another where all the lumps are broken up, and following this operation it is passed into the "presser." Most people have seen a sausage machine and have watched the operator filling the castings—the material pressed out through a single opening. In the manufacture of macaroni the bottom of the press has numerous holes of whatever design is required. The machine exerts a pressure of—in at least one particular case—1,400 lbs. to the square inch. There are no casings into which the macaroni is passed. The long tubes appear through the openings at the base of the machine and hold their form after coming out, thanks to the fact that there was only the necessary percentage of water.

The macaroni tubes are cut into certain lengths, are allowed to dry, and are then ready to be placed in boxes for shipment. Roughly, this is the method usually followed, and it is surely evidence of the nutritiousness of macaroni.

In the best quality macaroni, as manufactured in Canada, a mixture is made

of semolina and the best winter wheat flour. The semolina is the heart of the wheat. It is simply so many little crystals, whereas flour is powdery. To those who have never seen macaroni made the outstanding feature is the seeming simplicity with which it is accomplished. Of course the real difficulties occur in the proper mixing of the flour and water in the right constituencies that will give a dough sufficiently moist to pass through the press and yet not too moist so that it would fall to pieces after it had come through.

It will be understood of course that the dough is quite firm. Just sufficient water is added to hold the flour together. At least that is all that appears to the onlooker. The press works slowly, otherwise the machine would be unable to withstand the strain, and some part would have to go. When you examine a stick of macaroni you will be able to realize how firmly the particles have been pressed together, thus explaining the reason for their remaining in their tubular form.

Macaroni and Its Uses.

It is not necessary to go into the history of macaroni. That will probably be done in the course of another article on this subject. The principal point is to show that it is worthy of attention from the retailer. It has been often said that bread is the staff of life. So it is, and also it occupies a prominent position in the list of necessities that keep life in us. But compare the nutritious qualities of bread with those of macaroni. The latter is the essence or rather quintessence of the

wheat. It might also be worthy of note to know that macaroni has been a favorite with many of the foreigners who do our railroad construction work and other laborious tasks, and if it has proved valuable as a food to them it is surely good for others. Macaroni is wholesome, nutritious, and there is a good profit in it, facts all that should appeal to the retail grocer who is willing to put a little effort behind it.

FRUIT MARKET NOTES.

A 63 pound watermelon was grown on a Georgia estate.

New York report plentiful stocks of cocoanuts both spot and on the way.

Canadian dealers report an improved movement of limes during the past month.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL

Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

You cannot too highly praise it—

Black Watch

The Biggest and Best
Plug Chewing Tobacco

Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.



"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. B. Brock, Vice-President
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CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

WESTERN Incorporated
1851
ASSURANCE COMPANY

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President
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Tuckett's
Orinoco
Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

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CLASSIFIED ADVERTISING

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

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

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

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

BUSINESS CHANCES.

FOR SALE—General store and stock of \$6,000 in village of 900 or 1000. Good business, owing to good farming country around. To be sold at a snap as owner is ordered to Coast for his health. Apply Box 395, CANADIAN GROCER, Toronto.

SPLENDID opening for dry goods and grocery store in thriving town on Grand Trunk Pacific, Tofield to Calgary. Investigate. Further information Box 1266, Calgary.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Day Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Allee Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

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

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

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

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

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

MISCELLANEOUS.

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

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

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

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

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

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department
143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

Baking Powder
W. H. GILLARD & CO.

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

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
1-dozen	6-oz.	0 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1-dozen	2 1/2-lb.	10 50
1-dozen	5-lb.	19 80

MAGIC BAKING POWDER
Ontario and Quebec Prices

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	8 " "	1 30
4 " "	12 " "	1 85
4 " "	16 " "	2 30
2 " "	2 1/2-lb.	5 00
1 " "	5-lb.	9 60

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Cases	Sizes	Per doz.
Royal-Dime	1/40	\$0 95
" "	1-lb.	1 40
" "	1-lb.	1 95
" "	1-lb.	2 55
" "	12-oz.	3 55
" "	1-lb.	4 90
" "	3-lb.	13 60
" "	5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—5-lb. size, \$2.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.

Borwick's Baking Powder

Sizes	Per doz. tins
Borwick's 1-lb. tins	\$1 35
" 1-lb. tins	2 35
" 1-lb. tins	4 65

COOKS FRIEND BAKING POWDER
BREAD, PANCAKES, PIE CRUST, OTHER PASTRY

Cartoons—Per doz

No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 8 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 3-oz., 4 doz	0 45
No. 10, 12-oz., 4 doz	1 10
No. 10, 12-oz., 3 doz	2 20
No. 12, 4-oz., 5 doz	0 70
No. 12, 4-oz., 3 doz	0 75
In Tin Boxes—	
No. 1, 1-lb., 2 doz	3 00
No. 1, 1-lb., 3 doz	1 75
No. 15, 4-oz., 4 doz	1 10
No. 15, 4-oz., 3 doz	7 25
No. 17, 5-lb.	14 00

FOREST CITY BAKING POWDER

Dozen	Per doz.
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals
WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case \$3.00.
The King's Food, 2 dz. in case, per case \$4.80.
White Swan Barley Crisp, per doz. \$1.
White Swan Self-rising Buckwheat Flour, per dozen \$1.
White Swan Self-rising Pa n c a k e Flour, per dozen \$1.
White Swan Wheat Kernels, per doz. \$1.50.
White Swan F l a k e d Rice, per dozen \$1.
White Swan F l a k e d Peas, per dozen \$1.

DOMINION CANNERS, LIMITED
Aylmer Jams Peach..... 1 80
Per doz Pear..... 1 70

Strawberry..... 1 95
Raspberry..... 1 95
Black currant..... 2 15
Red currant..... 1 75

Oranapple..... 1 45

Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Fig	2 25
Greengage plum, seedless	1 75
Lemon	1 95
Gooseberry	1 75
Finger	2 25

Pure Preserves—Bulk
5 lbs. 7 lbs. 14's & 30's per lb.

Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

Wholesale allowed up to 25c per 100 lb.

Blue

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, 1/2-gross box	2 00

Cocoa and Chocolate
THE COWAN CO. LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1/2-lb. tins, per doz.	2 40
Perfection, 3/4-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

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—

Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes	0 40
Queen's Dessert, 1/2's, 12-lb. boxes	0 40
Vanilla, 1-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/2's, 6 and 12-lb. boxes	0 25

Icings for cake—
Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in 1-lb. packages, 2 dozen in box, per dozen..... 0 90

Chocolate Confections—

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

Agents, O. E. Olson & Son, Montreal.
In 1/2, 3/4 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities..... 0 37

JOHN P. MOTT & CO.'S
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

MOTT'S DIAMOND CHOCOLATE

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

WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1/4 lb. cakes, 35c. lb.; Breakfast cocoa, 1-1/2, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1 and 1/2 lb. cakes, 4-lb. box, 36c. lb.; Caracas sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. box, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. box, 32c. lb.; Vanilla sweet chocolate, 1/2 lb.

cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 32c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

Cocoanut
CANADIAN COCOANUT CO., MONTREAL.

Packages	5c.	10c.	20c.	40c.
1-lb. packages	0 26	0 27	0 28	0 29
1-lb. packages, assorted	0 26	0 27	0 28	0 29
1-lb. packages, assorted, in 5-lb. boxes	0 26	0 27	0 28	0 29
1-lb. packages, assorted, in 5-lb. boxes	0 26	0 27	0 28	0 29

Condensed Milk
BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	Cases.	Doz.
Eagle Brand Condensed Milk	\$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk (five cent size (4 dozen))	3 00	0 50
Peerless Brand Evaporated Milk (family size)	3 50	0 90
Peerless Brand Evaporated Milk (pint size (4 dozen))	4 80	1 20
Peerless Brand Evaporated Milk (hotel size)	3 70	1 85

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	\$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80

ST. CHARLES CONDENSING COMPANY.

Prices:	St. Charles Milk, family size, per case	2 00
	Baby size, per case	3 75
	Silver Cow Milk	4 50
	Purity Milk	4 25
	Good Luck	4 00

COFFEES
EBY, BLAIN CO. LIMITED.

Standard Coffees	Roasted whole or ground. Packed in damp-proof bags and tins.
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 27
Crushed Java and Mocha	0 18
" " ground	0 18

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " 1/2 lb. tins, " "	0 32
Anchor Brand, 2 lb. tins	0 31
" " 1 lb. tins	0 32
German Dandelion, 1 lb. tins, ground	0 26
English breakfast, 1 lb. tins	0 28
Grand Prix, 1 and 2 lb. tins	0 30
Demi-Fasse, 1 and 2 lb. tins	0 30
Flower Pot, 1 lb. pots	0 22

Confections
IMPERIAL PEANUT BUTTER

Small, cases zen	0 95 dozen
Medium, cases dozen	1 80
Large, cases 1 dozen	2 75
Tumblers, cases 2 dozen	1 35
25-lb. pails	6 15 lb.

WHITE SWAN SPICES AND CEREALS LTD
White Swan Blend.

MOCHA & JAVA COFFEE

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

Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.60
Cafe l'Aromatic—1-lb. amber glass jars, per doz., \$4
Presentation (with tumblers) \$3 per doz.

LAGAN COFFEE

Ground or bean—	W.S.P.	R.F.
1 and 1/2	0 25	0 30
1 and 1/2	0 30	0 40
1 and 1/2	0 35	0 50

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

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

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

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

Canada Cream Cheese—
In cartons, each 1 dozen..... 0 90
Large blocks, dozen..... 2 30
Medium blocks, dozen..... 1 30

Cream
FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.80
"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.50

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

UN-NUMBERED
Under 100 books..... each 04
100 books and over..... each 03 1/2
500 books to 1000 books..... 08
For numbering cover and each coupon, extra per book 1/2 cent.

Infants' Food
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts
SHIRRIFF'S

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

Discount on application.

CRESCENT MFG. CO.
Mapleine.

Per doz.	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	18 00

A GROCER'S CO-OPERATION



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

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

The world's Best Shoe Polish	2	Preserves the boots and makes them pliable. Is waterproof
2 IN 1		
Rapid Seller, leaving a good profit for you	1	Order to-day and don't delay
The F. F. DALLEY Co., Ltd.		Hamilton, CAN., and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

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

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD!
IT'S
MASON'S

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., **Wholesalers** **HAMILTON, ONT.**

THE CANADIAN GROCER

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross.....	\$10 20
Maypole soap, black, per gross.....	15 30
Crisle soap, per gross.....	10 20
Florida soap, per gross.....	12 00
Straw hat polish, per gross.....	18 20



3 doz. to box..... \$3 50
6 doz. to box..... \$7 20
30 days.



5-case lots (delivered), \$4.15 each, with 20 bars of Quick-Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 95

Starch

EDWARDSBURG STARCH CO., LIMITED	
Boxes contain	Laundry Starches
40 lbs. Canada Laundry.....	0 05
40 lbs. Canada white gloss, 1 lb. pkgs.	0 05
48 lbs. No. 1 white or blue, 4 lb. cart's	0 06
48 lbs. No. 1 white or blue, 3 lb. cart's	0 06
100 lbs. kegs, No. 1 white.....	0 06
200 lbs. bbls., No. 1 white.....	0 06
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages.....	0 07
48 lbs. Silver gloss, in 6 lb. canisters.....	0 07
36 lbs. Silver gloss, 6 lb. draw lid boxes	0 07
100 lbs. kegs, Silver gloss, large crystals	0 06
28 lbs. Benson's satin, 1 lb. cartons, chromo label.....	0 07
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 48 cart's, per case.....	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn.....	0 07
40 lbs. Canada pure corn starch.....	0 04
(20 lb. boxes &c. higher)	
BRANTFORD STARCH WORKS, LIMITED	
Ontario and Quebec.	
Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Home Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06
Finest Quality White Laundry—	
2-lb. canisters, cases of 48 lb.	0 06
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 05

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 3 in cases.....	0 08
6-lb. toy drums, with drumsticks	
8 in case.....	0 07
Kegs, ex. crystals, 100 lb.....	0 06
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.....	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



Ocean borax, 48 8-oz., \$1.50; Ocean cough syrup, 36 8-oz., \$8.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

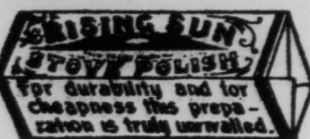
Soups

CHATEAU BRAND CONCENTRATED SOUPS	
Vegetable Mutton Broth	
Mulligatawny Chicken	
Ox Tail Chicken	
Scotch Broth	
Mock Turtle	
Vermicelli Tomato	
Consomme Tomato	
No. 1's, 95c. per dozen.	
Individuals, 45c. per dozen	
Packed 4 dozen in a case.	

Soda	
DWOIGHT'S	
Case of 1-lb. containing 60 packages per box \$3.00.	
Case of 1/2-lb. containing 120 packages per box \$3.00.	
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.	
Case of 5c. packages, containing 96 packages, per box \$3.00.	

MAGIC SODA	
Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages.....	1 case \$2 85
No. 2, " 120 1/2-lb. ".....	1 case 2 75
No. 3, " (30 1-lb. and 60 1/2-lb. ".....	1 case 2 85
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case.....	2 90
5 cases.....	2 80

Stove Polish	
Rising Sun, No. 1 cakes, 1/2 & 3/4 grs. boxes	\$8 50
Rising Sun, No. 3 cakes, gross boxes..	4 50
No. 5 Sun Paste, 1 gross boxes.....	5 40
No. 10 Sun Paste, 1 gross boxes.....	9 00



JAMES DOME BLACK LEAD
6a size, gross, \$3.40. 2a size, gross, \$2.50

Syrup	
EDWARDSBURG STARCH CO., LTD.	
"Crown" Brand Perfection Syrup	
Barrels, 700 lbs.....	0 03
Half-barrels, 350 lbs.....	0 03
1/4-barrels, 175 lbs.....	0 03
Pails, 25 lbs.....	1 20 each
38 1/2 lbs.....	1 70

Crown Brand Corn Syrup	
2-lb. tins, 2 doz. in case, per case.....	2 40
5-lb. tins, 1 doz. in case, per case.....	2 75
10-lb. tins, 1/2 doz. in case, per case.....	2 85
20-lb. tins, 1/4 doz. in case, per case.....	2 60
Barrels, 700 lbs.....	0 03
Half barrels, 350 lbs.....	0 03
Quarter barrels, 175 lbs.....	0 03
Pails, 25 lbs.....	1 75
Pails, 38 1/2 lbs., each.....	1 25

Lily White Corn Syrup.	
Plain tins, with label—	Per case
5 lb. tins, 2 doz. in case.....	2 65
10 " " " " ".....	3 00
10 " " " " ".....	2 90
30 " " " " ".....	2 85
5, 10 and 20 lb. tins have wire handles)	

Beaver Brand Maple Syrup.	
2 lb. tins 2 doz in case.....	\$3 50
5 " " " " ".....	4 00
10 " " " " ".....	3 95
20 " " " " ".....	3 90
(5, 10 and 20 lb. tins have wire handles)	

Canned Haddies, "Thistle" Brand
A. P. TIPPET & CO., AGENTS
Cases 4 doz. each, flats, per case..... \$5 00
Cases 4 doz. each, ovals, per case..... 5 00

Cream Tartar.

GILFLET'S CREAM TARTAR	
Ontario and Quebec Prices.	
1-lb. paper pkgs., 4 doz. in case.....	\$1 00
1-lb. paper pkgs., 4 doz. in case.....	2 00
4 doz. 1/2-lb. paper pkgs. } assorted.....	\$8 00
3 doz. 1/2-lb. paper pkgs. }	
1-lb. cans with screw covers, 4 doz. in case.....	\$2 20
1-lb. cans with screw covers, 3 doz. in case.....	4 10
5-lb. sq. canisters, 1 doz. in case.....	0 33
10-lb. wooden boxes.....	0 30
25-lb. wooden boxes.....	0 30
100-lb. kegs.....	0 28
260-lb. barrels.....	0 28

Gum



Milk.

CANADA FIRST BRAND	
The Aymer Condensed Milk Co., Ltd.	
Per case	
Canada First Evap. Cream family size.....	3 50
Canada First Evap. Cream medium size.....	4 80
Canada First Evaporated Cream, hotel size.....	3 70
Canada First Evaporated Cream, baby size.....	2 00
Canada First Condensed Milk.....	4 55
Beaver Condensed Milk.....	4 00
Rosebud Condensed Milk.....	4 25

Sauces

PATERSON'S WORCESTER SAUCE	
1-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.....	1 75



H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 3 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz 1/2 pts. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE	
Large, packed in 3-doz. case, per doz.....	2 25
Medium, packed in 3-doz. case, per doz.....	1 40
HOLBROOK'S IMP. WORCESTERSHIRE SAUCE	
Rep. 1/2 pints, packed in 6-doz. case.....	2 25
Imp. 1/2 pints, packed in 4-doz. case.....	3 15
Rep. quarts, packed in 2-doz. case.....	6 50

Vermicelli and Macaroni.

D. SPINELLI C.Y. MONTREAL.	
Fine.	
4 lbs. box "Special".....	per box 0 22
8 lbs. " " " " ".....	0 44
5 lbs. " " " " ".....	0 27
10 lbs. " " " " ".....	0 55
60 lbs. cases or 75 lbs. bbls.....	per lb. 0 06
25 lbs. cases 1 lb. pkgs (Vermicelli) ".....	0 06
Globe Brand.	
5 lbs. box "Standard".....	per box 0 30
10 lbs. " " " " ".....	0 60
25 lbs. cases (loose).....	per lb. 0 06
25 lbs. cases, 1 lb. packages.....	0 06

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.	
Chewing—Black Watch, 6s.....	44
Black Watch, 12s.....	44
Bob's, 6s and 12s.....	44
Bully, 6s.....	44
Currency, 6s and 12s.....	44
Stag, 6 1/2-s.....	44
Old Fox, 12s.....	44
Pay Roll, 7s.....	56
Pay Roll, 7s.....	56
War Horse, 6s.....	43

Plug Smoking—Shamrock, 6s., plug or bar. 5
Rosebud Bars, 6s..... 54
Empire, 6s and 12s..... 54
Ivy, 7s..... 56
Starlight, 7s..... 56
Out Smoking—Great West Pouches, 6s..... 56



Teas

THE "SALADA" TEA CO.	
Wholesale Retail	
Brown Label, 1's and 1/2's.....	\$0 25 \$0 30
Green Label, 1's and 1/2's.....	0 27 0 35
Blue Label, 1's, 1/2's, 3's and 4's.....	0 30 0 40
Red Label, 1's and 1/2's.....	0 36 0 50
Gold Label, 1/2's.....	0 44 0 60
Red-Gold Label, 1/2's.....	0 55 0 80



Blue Label, 1/2's.....	0 21	0 26
Blue Label, 1's.....	0 20	0 25
Orange Label, 1's and 1/2's.....	0 23	0 30
Brown Label, 1's and 1/2's.....	0 28	0 40
Brown Label, 1/2's.....	0 30	0 40
Green Label, 1's and 1/2's.....	0 35	0 50
Red Label, 1/2's.....	0 40	0 60



MELAGAMA TEA	
MINTO BROS., 45 Front St. East	
We pack in 60 and 100 lb. cases. All delivered prices.	
Wholesale Retail	
Brown Label, 1 lb. or 1/2 lb. only.....	0 25 0 30
Red " " " " ".....	0 27 0 35
Green " " " " ".....	0 30 0 40
Blue " " " " ".....	0 35 0 50
Yellow " " " " ".....	0 40 0 60
Purple " " " " ".....	0 55 0 80
Gold " " " " ".....	0 70 1 00



Black Label, 1-lb., retail at 25c.....	\$0 20
Black Label, 1/2-lb., retail at 25c.....	0 21
Blue Label, retail at 30c.....	0 24
Green Label, retail at 40c.....	0 30
Red Label, retail at 50c.....	0 35
Brown Label, retail at 60c.....	0 42
Gold Label, retail at 80c.....	0 55

Jams and Jellies

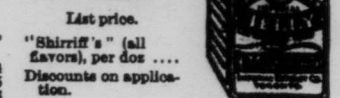
BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. \$3 20

T. UPTON & CO.	
Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.....	1 80
5 and 7 lb. tin pkgs, 8 and 6 pkgs in crate, per lb.....	0 07
7 wood pails, 6 pkgs in crate, per lb.....	0 07
30-lb. wood pails, per lb.....	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.....	1 00
2-lb. tins, 2 doz. in case, per lb.....	1 00
7-lb. wood pails, 6 pkgs in crate, per lb.	0 07
30-lb. wood pails.....	0 07

Jelly Powders

WHITE SWAN SPIRIT AND CEREALS, LTD	
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.	



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

Yeast

Ontario and Quebec Prices.	
Royal Yeast, 3 doz. 5 cent pkgs.....	\$1 15
Gillett's Cream Yeast, 3 doz. in box.....	1 15




Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

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

BRUSHES

—NEW LINES—

Very attractive values.
Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by


Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber




CHURCH and DWIGHT
Manufacturers Limited
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



Oakey's

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Containers.

'WELLINGTON'

KNIFE POLISH

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

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER
ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

SALT FOR
TABLE
DAIRY
MEATS
HIDES

Verret, Stewart & Co., Limited
SALT SELLERS : : : : MONTREAL



10^{c.} WORTH
OF DELICIOUS
SATISFACTION

to your customers and much more to yourself. Every satisfied customer you make by selling them an article that satisfies, adds dollars to your "bank roll" and insures you future business increase.

Telfer's Graham Wafers

are packed fresh and crisp from the ovens into "aertite" packages which preserve their appetizing crispness until opened ready for the table. They not only reach you fresh, but, what is more important, they reach your customers the same.

All they retail for is 10c. and every package is an A 1 advertisement for you. Stock them now—Don't delay.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM.