THIS IS THE 1,280 th ISSUE OF

## CANADIANGROCER

THE MACLEAN PUBLISHING COMPANY, LTD.

Pure Jams, Jellies, Catsups, Marmalade and Canned Goods are guaranteed strictly high 'grade. All Canned Goods packed in sanitary cans only.
Fresh Fruit and Pure Cane Sugar only used in the manufacture of all our Jams.
Our new up-to-date factory - just completed has all the latest equipment throughout. Our aim is to produce the PUREST and BEST.
FRETZ LIMITED
cor. barton and bellevue ave.
ONTARIO


HARVEST BRAND

## ORANGE Marmalade Jellies, Jams,


d The Grocer that handles UPTON'S Marmalades, Jellies, Jams, Catsups, etc., is supplying his patronage with Canada's Quality Leaders.
aL Canadian fruit (second to none) and Canadian refined sugar together with scientific processes produce the pure much - in - demand UPTON Fruit and Vegetable lines.

Order from your jobber.

The T. Upton Company HAMILTON, ONTARIO


Every user of Cox's Gelatine may be put down as so much sure business for your store. Its superior quality has worked a "good will" that will always be yours and mean business that will grow indefinitely.

For upwards of a century the name Cox has been connected with the making of Gelatine. To-day it towers over all competitors and is the tribute to genuiness of British manufacture, because it has not varied one iota from that perfection attained years ago.

Made by
J. \& G. Cox, Limited Edinburgh

For sale everywhere


## Imitations are Not Succeeding

The sales of Kellogg's Toasted Corn Flakes are increasing every month.

There can be no stronger proof of the worth of an article than the fact that it is being imitated.


Consequently the name BORDEN'S is a strong guarantee in the sale of MILK PRODUCTS

A Trio of Leaders:
BORDEN'S
Eagle Brand Condensed Milk St. Charles Brand Evaporated Milk Reindeer Brand Condensed Coffee

DEALERS---Stocking these brands are catering to the demands of the general public and adding prestige to their business


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"Leaders of Quality" Montreal

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

Regular Lines put up in:
5c. Parchmentine
10c. Red Label
10c. Cartons
25c. Cardboard
30c. and 35 c . Tins

D. S. Perrin \& Co., Limited LONDON<br>canada

# SODAS 

An Ideal and Healthy Food Quality unourpaseed. Teat the flavor and criepnese

The Phone offers the bousewife a quick way of ordering her groceries, and gives you an excellent opportunity to suggest goods not asked for.

When the housewife is ordering her groceries for a "rush meal," suggest to her delicious "SIMCOE" BAKED BEANS. They are ready for the table and make a nutritious, wholesome and tasty meal. "SIMCOE" BAKED BEANS can be obtained either plain or with chili or tomato sauces.

FEATURE THE FAMILY SIZE-"THE LARGER CAN AT THE SMALLER PRICE"

## DOMINION CAMNERS LIMITED

 hamiltoM, canada
## WHEN YOU HAVE THE HOUSEWIFE ON THE PHONE, SUGEEST



NEW IDEAS NEW BOXES NEW CENTRES NEW SERIES OF HIGH GRADE GOODS

MR. J. P. WRIGHT has left Canada for Australia, but hopes to see his friends in the Dominion again on his homeward journey in the Fall.

## H. J. Packer \& Co., Ltd., yhandidatures Bristol, <br> England



Flies are increasing rapidly and the dealer has many excellent opportunities of suggesting to his patrons the effectiveness of the modern fly exterminator

## Wonder Fly Killer

It will last the entire season and give the best satisfaction to the buyer and a profitable margin for the dealer.

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## The Silent Salesman Refrigerator



Protects your perishable stock as no other will. A most valuable asset to the grocer during the heat of summer.

Order now or write for 1912 catalog.

Representatives in the west: Donnelly. Watson
\& Brown, Calgary, Alta.

JOHN HILLOCK \& CO., LIMITED TORONTO, ONT.

THE CANADIAN GROCER



## WAGSTAFFE'S

 fine Old English
## Pure Jams, Jellies, Marmalades

NEW SEASON
1912
PURE


WHOLE FRUIT STRAWBERRY JAM NOW READY FOR DELIVERY

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 <br> WAGSTAFFE LIMITED

Pure Fruit Preservers
Hamilton
Ontario

THE CANADIAN GROCER

## CLARK'S

## PORK and BEANS



The Brand that everybody KNOWS The Brand that everybody WANTS The Brand that every grocer SELLS

The housewife has proven their quality, the bread winner appreciates their worth, the children clamor for them. ALL the people like them.

## THEY NEED NO EXTRA PUSH



Recommend Clark's Soups

STOCK CLARK'S PORK AND BEANS .DISPLAY CLARK'S PORK AND BEANS They will sell themselves and increase YOUR business.

## W. CLARK - MONTREAL

## CANADIAN DEALERS SELL


and make large turnover and substantial profits. Packed in various sized packages: $\$ 1.00,75 \mathrm{c} ., 60 \mathrm{c} ., 50 \mathrm{c} ., 40 \mathrm{c}$.

JOSEPH TETLEY \& CO., LIMITED on every package-the guarantee of quality and excellence.

110 JAMES STREET
WINNIPEG, MAN.

## Wonderful <br> S纚: SOAP

## Points of Significance

that recommend WONDERFUL SOAP above all others, lie in the points of merit-Safe-Sure-Speedy.
Safe-in that it does not injure the finest fabrics.
Sure-It thoroughly cleanses all classes of dirty and soiled clothing.
Speedy-Its thoroughness and quickness of cleansing soiled clothes commend it to the busy housewife.
THE GUELPH SOAP COMPANY GUELPH, ONTARIO

## POTATOES

ENGLISH STOCK IN GOOD ORDER GOOD COOKERS

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

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

Put up in $90-\mathrm{lb}$. bags. We quote exwarehouse Toronto:

5 bags at $\$ 1.35$ per bag. 10 bags at $\$ 1.25$ per bag. 50 bags at $\$ 1.15$ per bag.
GEO. KEITH \& SONS
124 King Street East, - TORONTO


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There is no simpler, safer, or more agreeable preparation than ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.
Should consequently be stocked by all Chemists, Grocers and Stores.

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

TORONTO CANADA.

Prepared ready for use. Save the housewife a lotl of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

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# English Brewed Ale and Stout 

The most healthful drink of old England is KOPS ALE, brewed fromi finest Kentish hops. It is in enormous demand in all parts of ! the world, and our several breweries, situated in London, Birmingham and elsewhere, are keptlbusy all the year round.

## Kops Ale or Kops Stout

willibe'found the best for luncheon or dinner, and are refreshir andlstimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE \{ABSOLUTELY NON-INTOXICATING. Good for all the year rounditrade. Let us correspond with you and send you Analytical report with other information.

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WE don't try to make many things. We just make BROOMS and WHISKS as well as we possibly can.

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 is the last word in workmanship. Order them from any wholesale grocer anywhere.We guarantee them.
THE PARKER BROOM CO.
692 Wellington St.
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 SUMMER LINE

The housewife avoids cooking as much as possible during the summer, her inclinations being toward the buying of prepared meats.

## Brand's Turkey Tongue

is a favorite and can be highly recommended to those who have not yet tried this delicacy. It is excellent for pienic or camping parties, and with a little introduction the dealer can make many profitable sales.

## Brand \& Co., Limited

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By Roys


## OUR TREAT

We want every good grocer to have a good drink of good coffee that will show you a good profit, and so you are invited to send for a free sample of-

## KIT COFFEE -DO IT NOW

KIT COFFEE CO. GOVAN, GLASGOW.
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TORONTO


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Playing a great part at the tail end of the wash, every Blue has to satisfy the searching eye of the critical woman, which means every woman. If it does not satisfy-if in purity, strength, and colour it fails under the microscope of experience-somebody at the counter is going to face a "breeze." "OCEAN" Blue signifies not strength alone, or brilliant colour only, or purity, but all three -as much of them as can be packed into the best 5 cent packets sold. And they never vary, or somebody would have said so.

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Squares in 5 cent. packets.
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Cheap enough for the million.
Good enough for the millionaire.
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THE GREATEST
Dry air circulating Refrigerator of the age.


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

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

Made all sizes and prices for every purpose.

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THE SIGN OF PURITY

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

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants. Every package or tin fully guaranteed by

# James Methven, Son \& Co., Limited 

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.
Also at Liverpool and Glasgow
Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

## Every Live Grocer should know about "Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.
They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

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

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


Its
Merils


Forest City Baking Powder satisfies your customers because of its reliability. Satisfies you because it holds trade and sells with profit.
Gorman, Eckert \& Co.
LIMITED
LONDON, Ont.
WINNIPEG, Man.

THE CANADIAN GROCER

## PRESERVING SEASON

for Strawberries is now in full swing. Your customers will have reason to thank you if you sell them only

## Granulated

THIS IS THE BEST SUGAR ON THE MARKET

## OLD AND GOOD <br> Although the oldest on the market <br> JAMES DOME BLACK LEAD

is still the best quality of any stove polish made.
NO DUST NO DIRT NO WASTE
W. G. A. LAMBE \& CO. - Canadian Agents

## THE RELIABLE MATCH

MATCH IT WITH ANY OTHER MAKE OF MATCH, YOU WILL SEE THAT THE QUALITY MATCH, YOU WILL SEE THAT THE QUALITY
OF THE DOMINION IS UNMATCHABLE. THE BEST SELLER.


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sell the most modern and most effective fly destructor on the market?

## Pyramid Fly Catcher <br> (REGISTERED)

Is famed as the most practical and quickselling fly catcher ever produced.

Each case contains forty cartons of fifty
Pyramids each.
ORDER BY THE NAME "PYRAMID."
WM. H. DUNN
Sole Agent
and Importer
Montreal, Toronto
Vancouver.
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Agents for
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Saskatchewan.


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have early picked NEW SEASON'S JAPAN TEAS and SIFTINGS arriving at different points about the 22nd instant.

## The Perfection of Purity and Quality or in other words SWEETHEART BRAND GOODS

Your customers demand goods of high merit. The problem is solved by handling our line.

A FEW OF OUR STANDARDS
6-12-16 oz. Baking Powder. 4 oz . D.S.F. Mustard. 4-8 oz. IXL Mustard. Finest Blend Coffee. Pure Fruit Flavoring. Delicious Jelly
Trade Mark of Quality
IXL SPICE $\Omega_{\text {COFFE }}$ MILLS, Limited LONDON ONTARIO


## STANDARD BLENDS

## To the Grocer:

Dear Sir-Possibly in the past you have been imposed upon by Tea Dealers selling you teas that have been anything but right and consequently you are sceptical of our offer.
There is no necessity to be so, for the simple reason that you have nothing to lose, nothing even to rlsk.
When a reputable FIrm has such confidence in the value they are offering, that they undertake to take back, at their own expense, goods that do not give satisfaction-rest assured there is something In the offer. If you do not care to mail your order right away-at least send us a card for free samples. Test them by making Tea for your own household. Have thelr opinion on the merlt of the respective Blends, and as sure as we write th/s advertlsement your order will follow. In those districts where there are numbers of Old Country folk do not fail to order $\frac{7}{}$ STAR at 27 c . per lb ., as it is just the Tea they used to drink in the Old Land, and they will buy regularly.

## Take us at our word and send along your order.

2 STAR
Fine liquor-good regular leaf.
Black, mixed or green.

Choice, flavory, rich liquor. Hand-
some leaf. Black or mixed.
Cost Grocer

- 19 c .

Sell Retail 25 c

## 3 DIAMOND

22c. 30c.


3 DIAMOND

Golden color. Piquant liquor. Fine appearance.

- 22c. 30c.

5 STAR
Choice growths of India and Ceylon.
Splendid appearance.
ENGLISH Breakfast Tea. A powerful blend of Indian and Ceylon Teas, having fine quality and flavor.

## EBY-BLAIN, LIMITED

Tea Blenders to the Trade

# Manufacturers' Agents and Brokers' Directory 

## Manuracturers and merchants cannot expect to develop, maintais

 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.
## WESTERN PROVINCES

## Escott \& Harmer

Successors to W, H. ESCOTT CO WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta Write us re your consignments.

WATSON \& TRUESDALE
Wholeaale Commission Brokers and Manufacturers' Agents.
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## -WINNIPEG

## H. G. SPURGEON

Wholeaale Broker and Manufacturers' Agent Oandian, Britiah and Foreign Agencies Solicited. 220 Chambers of Commerce. P.O. Box 1812

## WINNIPEG <br> THE J. J. TOMLINSON CO. WHOLESALE GROCERY BROKERS

 Office and Track Warehouse, - 92 Alexander St. E. Correspondence solicited on domestic and foreign lines.FRANK H. WILEY
MANUPACTURERS' AGENT and IMPORTER
757 Henry Ave., WINNIPEG.
THE TURNBULL Company
DIRECT IMPORTERS OF GROCER SPECIALTIES Open for additional first class lines.

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WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merohants, Customs Brokers And Manufacturers' Agents.' Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Busin
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IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS' AGENT
Trade Eatablished 12 Years.
Domestic and Foreign Agencles Solicited
DISTRIBUTORS, LIMITED P. O. Drawer 99

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WHOLESALE GROCERY BROKERS
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Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in conneotion. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta
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Our Specialties,
WHITE BEANS
EVAPORATED APPLES CURRANTS AND CANNED GOODS

Soliciting inquiries.

## W.H.Millman \& Sons

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Toronto
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Grocery Brokers and Ageate.
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MacLaren Imperial Cheese Co. AGENCY DEPARTMENT
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TORONTO, Ont. DETROIT, Mich.
Secure our prices for
Fine FILIATRA CURRANTS, Greek cleaned, in half cases,
before purchasing.
LIND BROKERAGE CO. 49 Wellington. St East - TORONTO

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HALIFAX - NOVA SCOTIA Firroteleaso froot-proof storago treillitee.
W. S. CLAWSON \& CO.

Manufacturers' Agents and Grocery Brokers.
ST. JOHN, Warahousemea
Open for a few more first-olass lizes.

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T. A. MACNAB \& CO. ST. JOHN'S. NEWFOUNDLAND MANUFACTURERS'AGENTS and COMMISION MERCHANTS Importenn and exportari, Prompt and oaveful th-


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

# Manufacturers' Agents and Brokers' Directory <br> (Continued.) 

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Write us for New Price List of MT1SO: SALT

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

ever sold in Canada

FOR SALE EVERYWHERE

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L. EMILE GABOURY Manaficturers' Afent and Commission Merchant 235 St. John St., QUEBEC, CAN. Correspondence solicited with brokers or manufacturers looking for/a reliable representative. Can furnish best of references.

THE PEOPLEOF 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

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might bring inquiries. Better write for rates to

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enves PERFECT LIGHT

The most economical high-grade oil


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Offices Throughout the Civilized World offices in canada:
 eonseientious and suecessful work.
 TORONTO

When writing advertisers kindly mention this paper.


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

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

## TEA LEAD IBaot moorracilibe

 Buy "PRIDE OF THE ISLAND" Brandas extensively used for years past by most of the leading packers of Tea in Canada.
ISLAND LEAD MILLS, LIMITED
Tol. Addrose: "Lambated." London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

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British America Assurance Company
A.D. 1833 FIRE \& MARINE Head Office, Toronto

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## MacLean's WHITE MOSS

is THE Seller; Take the Tip."

Canadian Cocoanut Co., Montreal

## SALI RICE'S SALT IS Always Pure

Increase your business and also your profits by handling a good article-your customers appreciate it and you keep their trade.
RICE'S SALT for Table, Dairy and general use is a good seller and always reliable. Write us for prices. THE NORTH AMERICAN CHEMICAL CO., Clinton, Ont.


It took us years of extensive study of flavour blending to bring ${ }^{66}$ MELAGAMA" to its present stage of perfection and high

Users are
enthusiastic in the praise of its unique merits. Why not become a buyer?



## mONEY MAKING SATISFACTION GIIING KO-KO-BUT

is one line to which you should give your most careful attention, because it is bound to please, both for its economical use and lack of greasy odors.

## KO-KO-BUT

packed in neat, lithographed tins makes your shelves look attractive. More economical than butter or lard. One pooud Ko-Ko-But goes as far as one and a half pounds butter, lard or any other cooking substitute.

Write re special free advertising scheme.

Dominion Cocoanut Butters Limited
Montreal


25

## The Most Profitable Stock

for the average grocer is the stock the public asks for. By our large advertising campaign we are telling millions of people in Canada why they should ask for Chase \& Sanborn's High Grade Coffees.
CHASE \& SANBORN
COFFEES
MONTREAL

## WON NATIONAL FAME

It has been the policy of hundreds of housewives to use bar soap, for various good reasons; day by day hundreds more are seeing the advantage ; and now it is the policy of the housewives of the entire nation to use N. P. Bar Soap.
It lasts longer-gives better.satisfaction, and is more economical than any cake soap.
These features, and "the fact ${ }^{n}$ that it pays you"good profit are reasons why you could and should sell N. P. Bar Soap.
Send for prices, etc.
David Morton \& Sons, Limited
Victor Soap Works
HAMILTON, ONT.

## Things Seldom Just "Happen"

There are sound reasons, if you look for them.
Red Rose Tea is as distinctive in cup quality as it is in name. This didn't just "happen." The reason is that in Red Rose Tea we use a proportion of the rich, strong teas of Northern India-teas grown in the district of Assam, where the tea bush is said to have had its origin, and where it grows so luxuriantly that the bush in its wild state sometimes reaches a height of 25 ft . or more.

These teas, when blended with the finer sorts of Ceylon teas give that rich strength, and pleasing flavor which are the distinctive characteristics of Red Rose Tea: especially so in the Blue Label quality.

Head Office, St. John, N.B.

| Western | Winnipeg, 156 Lombard St. |
| :--- | :--- |
| Branches | Calgary, 322 - 326 Ninth Ave. W. |

T. H. Estabrooks Co., Limited

7 Front St. E.

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One that will fill your spare time with congenial work-bringing good money. Are you interested ? You are. Well, here are the details. Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.
Some of our most successful salesmen were "spare time men" first.

> Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY
143-149 University Avenue,

:-<br>TORONTO, CANADA



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INVESTIGATE THE FACTS ABOUT

## MAISONNEUVE

IN ADDITION TO EXEMPTION FROM TAXES FOR TEN YEARS

## MAISONNEUVE OFFERS

TO INDUSTRIAL INTERESTS.
Five Freight Lines, reaching all parts of the Dominion and the States
Deep Waterways, excellent Wharfage, Freight and Passenger Docks now being built.
Very desirable factory sites on railroad lines and near river front.
Good wagon roads-a progressive municipal government.
Water, Gas, Electricity, Telephone and every public service to be had in any city in Canada.
Good drainage system and Fire Protection.
Absence of labor troubles.
Write us for further particulars.

TO WORKINGMEN
Beautiful Parks and Play Grounds. Pleasant home surroundings. Good education facilities.
LOWER RENTS-lower gas, electric, water and tax rates than any other city of its size. Factories employing high-class mechanics. Good Fire Protection.
Modern Residences and Mercantile Buildings. Good walks. Macadamized Roads.
A city government that DOES things for its people.
A desirable class of citizens.
A large percentage of property owners

What Some Business Men Have Done After Investigating
Vickers-Maxim Son's Co. have decided to establish a large naval yard and docks here.-United Shoe Machinery Co. are building large factory, costing nearly $\$ 2,000,000$.-Montreal Steel Works, American Rubber Co., Bell Telephone Exchange Building, Bank of Toronto, Molsons struction.-Over $\$ 900,000$ spent in building operations last 12 months.-Population increase of struction.-Over $\$ 900,000$
$221 / 2$ per cent. in one year
"Better Make It in Maisonneuve"
WRITE
M. G. Ecrement

Secy-Treas.
Town of Maisonneuve

Harris \& L'Esperance
Commissioners
13 Bank of Toronto Bldg., Montreal

## The Maximum of Quality "SALADA"

Tea for twenty years has served the Public with unequalled quality. Its reputation for reliability in purity and fine flavor has won the public confidence and the enormous demand makes selling easy. There is no uncertainty in handling "SALADA"; both the sale and the profit is sure, and every pound you sell advertises you as a dealer in "Quality." Make "SALADA" the leader in your Tea Department and see what it will do for you.

# The "SALADA" Tea Company 

"ANCHOR" QUALITY IS THE FINEST IT IS POSSIBLE TO PRODUCE.

## "ANCHOR" brand

 English JAMSAPRICOT, BLACK CURRANT, GREEN GAGE RASPBERRY, STRAWBERRY

16 oz . Glass Jars, Cases 4 doz., $\$ 2.00$ doz. 41/1b. Sealed Tins, Cases 12 tins, 60c. tin.

Made from fresh fruit and best granulated sugar only. $A_{-}^{-}$TRADE WINNER-that's profitable.

## "West of England" PICKLES MIXED CHOW AND ONIONS <br> 32 oz . Octagon brls., 3 doz., $\$ 2.35$ 20 oz . Octagon brls., 6 doz., 1.75 <br> Exceptionally fine goods in English Vinegar.

The BEST value on the market.

Get our quotations on
DOMESTIC SARDINES

They are low.
$5 \mathrm{c} s$ lots delivered from factory.

## For Years in the Lead Still Leading

is the unparalleled record of these two brands of staple condiment.

## COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality

In square tins.
by Specill Warrant MANUFACTURERS TO THE QUEEN COT $]$ O $]^{2}$ $\underset{\text { BRAD }}{\text { TRLLS }}$

## MAGOR, SON \& CO.

AGENTS FOR THE DOMINION OF CANADA
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## To Your Family Trade You Can Offer No Better

 Pure Food Product Than
## Benson's Prepared Corn

I The purest and finest Corn Starch obtainable. The busy Housewife knows that with Benson's she can quickly prepare delicious and nourishing Summer dishes-rich custards, blanc mange, ice
cream, etc.-that will appeal to every member of the family.
I She knows that children, elderly people and convalescents thrive on Benson's. I She wants Benson's because no other Corn Starch will do.

Display Benson's on your counter and shelves-Sales will quickly follow.
YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION


# The Store Front--As Business Builder 

Should Have Some Distinctive Character to Attract Business-A Quebec City Store Exterior With Four Display Win iows - The Value of Favorable First Impression-Lighting of the Display Window.

That a man is known by the clothes he wears, is considered much of a truism these days. The careless, ill-dressed individual who mopes along in half-hearted fashion, isn't likely to create much of a furore in the office of an employer of salesmen, technical or skilled labor. The exterior of the store is somewhat analagous to the exterior of a man. No particular customer is attracted by a dirty, uninviting store front. She would not likely give the service of such a store even a chance to make good. On the other hand cases are numerous where the front of the store has been the means of securing not only oceasional business but permanent customers. Such an exterior becomes a valuable asset; it is a business builder and therefore merits careful attention when a new building is being planned or an old one remodelled.

## The Favorable First Impression.

First impressions, says the artist, are usually best. When he erases his original sketch his ideal sometimes disappears. His second effort is inadequate to improve or even equal his first impression.
The same applies to the purchaser of food stuffs. The woman or man on a shopping expedition, whose first impression of a store exterior, is favorable, will frequently be found later on to be a regular customer of that store. It
sometimes takes a great deal of inadequate service inside the store to dispel the power of the original idea formed.
It must also be realized that the store front has the first call on a passerby towards getting new business. The windows, the doorway, the arehitecture and the building itself either speak out to the public to come, or they repel.

## An Introspection Advisable.

Many dealers, however, are blind to their own shortcomings. Robert Burns' immortal prayer on "Wad some po'er the siftie gie us," etc., has not yet been answered to many of us. We fail to see the beam in our own eye, but even a mote looms large in that part of our neighbor's. This presents a splendid opportunity in the study of store fronts. By getting out and observing the exteriors of other establishments: by noticing the attracting powers of the windows and doorway, and taking it all to heart, one cean easily see the defects and advantages and apply them to his own case.
There is character to the store front illustrated above. It comes from the old city of Quebee, and one who is familar with the architecture of the ancient stronghold will realize its appropriateness. A. Grenier, the proprietor, is one of Quebee's progressive dealers. He realizes the selling power of attractive windows set in a distinctive store front.

With four display windows always available and an inviting doorway, he secures considerable business that otherwise would go elsewhere.

## Advanced Store Front Ideas.

The planning and erection of store fronts has reached a degree of importance that calls for manufacturers who make this work a specialty. In many of the present day retail establishments seientific and practical principles are introduced which were unheard of a few years ago. For instance manufacturers of store fronts are urging the use of copper, brass, bronze and aluminum, as these metals do not rot, rust, nor is it necessary to paint or decorate them in any way. Insurance, too, is saved.
Improvements have been rapid in deviees for regulating ventilation and drainage. By means, for instance, of a metal sash, ventilation can be regulated by simply operating a slide. In winter this prevents the accumulation of frost, and if desired the entrance of air can be entirely cut off.
The lighting of the front window at night ealls for a few remarks. It should be remembered that the light should always come from the top, and the lights so located that they are not visible to the passerby. Crities, too, claim that lights should not be placed in vertical rows as they are glaring to the eyes and detraet from the riehness of the display.

THE CANADIAN GROCER
Help the Housewife Kill the House Fly
Now is the Time to Sell Fly Destroyers-Advice on Why the Pest Should be Done Away With Early Will be Worth While -Ridding the Store of Flies Necessary to Hold and Attract Custom-Watch the Window.

It is not an uncommon sight at this time of the year to see the busy housewife with grim countenance, denoting determination and several other things, armed with broom, club, mop or flat iron taking vigorous calisthenic exercise in every room of the house. These calisthenics are not gone through for mere exercise, nor does she move from room to room for a change of air. It is in an effort to clear every part of the housewell, to get down to brass tacks, she is in pursuit of that troublesome little pest, the housefly.
work, which is not appreciated in, hot weather. Besides it is becoming recognized that because of the capacity of the fly for carrying disease germs, it has no place within the home.

## The Opportunity Here.

These facts should surely give a cue to the dealer which he should be able to turn into increased business and profit. Now is the time for the dealer to get his campaign of selling fly destroyers under way. He has strong arguments to put forth to convince the housewife why


This cartoon explains what customers are likely to do if flies are allowed to hover about

Backward in Coming.
Thanks to the kind consideration of the weather man, the fly this year has not yet become so troublesome a nuisance in either home or store as is usual at this season. Special emphasis should be laid on the word "yet," for while the production of flies has, like the season in general, been rather backward to date, we may soon expect to see it blossom forth in full array-and it will not be a thing to gladden the heart of the housewife.
If there is anything that the housewife detests, it is the presence in the house of flies. Not only are they bothersome, but they cause a great deal more
she should purchase now. It is in her own interests to early annihilate as many as possible, for one fly killed now means as much as a great many more killed later in the season.
Now is the time to begin when they are few in number. Once the real warm weather sets in, the number will show an enormous increase, in proportion to the number the housewife has failed to destroy.
These lines should be swung into prominence, so that the customer will frequently be reminded of them. More than that, the dealer and his clerks should take every opportunity to talk them up. Advertising space may be
made good use of because one has strong and convincing arguments to put forth why they should be purchased.

## The Store to be Watched.

But there is another side to this question for the grocer. With the advent of warm weather and the appearance of the fly in large numbers, many grocery windows become almost valueless. In fact, some windows even swing over to the opposite extreme and become a detriment. An unclean, ill-kept window instead of carrying out the purpose of selling goods, drives customers away. The same may be said to be true of the interior of the store as well, unless some steps are taken to prevent it.

## The "No Admittance" Sign.

A little money spent in barring the fly from the store and the display window is money well spent. Those dealers who have not already made provision for "no admittance" to the fly should do so at once.
A start should be made by the removal of all refuse and filth from the neighborhood of the store, for this is the breeding ground of the fly. A screening of all openings that will prevent the fly entering, is the next step, while the dealer should himself put his fly destroyers to work to clear the place of those which have already congregated.
The window being a valuable selling medium, it is important that arrangements be made to maintain its value during fly time. Some dealers have already a closed in display window. Others, however, have not. A good many of the latter class have screens fitted info the back of the window during the summer months. One dealer has several frames about a yard wide over which ordinary fly netting is stretched. A good point about these is that it allows a free circulation of air into the window. With this latter plan one frame only needs to be removed when the window is being dressed.

## A Deterrent to Trade.

But the fly should be driven from the store for its presence there will drive customers away. Newspapers are continually harping at the general public to beware of flies, and people are beginning to look with marked ill-favor on the store where flies hover in swarms over exposed food. Here is a sample of what some newspapers are saying about the fly:
"They are born in filth; they feed on filth; they walk on filth; and then with filth sticking to their feet, legs and bodies, they feed and walk on the food which has been prepared for human beings to eat."

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## they feed

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## Wholesalers and Peddlers in Limelight

Some of the Former Again Alleged to be Selling to Consum-ers-Retailers Ask Legislation Committee of City Council to Stop Peddlers Calling Out Their Wares on the Streets-Beginning With January of Next Year Fee of Members of Toronto R. G. A. Will be \$2-One Dollar to Go to Provincial Body.

Toronto, June 20 (Special)-That the problem of some wholesalers selling direet to consumers is showing no improvement, but on the other hand is becoming worse, was the declaration of many members of the Toronto Retail Grocers at their monthly meeting on Monday night. The association has before denounced the practice as unfair to the retail grocers, and appears determined that it shall be checked. Many instances of alleged violation of this trade principle were cited by the members.

## Delivering to Dealers' Customers.

"On our street, which is not much over 300 yards long," declared one member, "I have seen the wagons of five different wholesale fruit men delivering goods at wholesale to my, customers. One customer told me the price she paid for pines, and it was exactly the same as I have to pay.
" Another customer came in the other day and was wondering if she too could get her pines wholesale. Moreover, she declared she was getting two different kinds of cereals at wholesale, and the price she quoted was exactly the same as I pay."
"The fruit men are big offenders in this regard," said another, "I have a customer who claims he can get fruit from any fruit house he wants to.'

## On Drivers' Books.

"If you look over the drivers' books," chimed in another, "you will find there is a great deal of selling to consumers. Just the other day I saw three pounds of butter going out to a customer of mine."
"We can be loyal to the people that are loyal to us," remarked a member. He suggested that the association point out to members the names of reliable and upright firms. It was suggested by another that two companies that were willing to refrain from selling consumers be asked to sign an agreement to forfeit a certain amount for each proven offence, and that the names of the companies that would do this be posted up in the association's rooms.
It was finally decided to communicate with all wholesale firms, asking them if they will agree to refrain from selling to consumers. This will allow the association to ascertain just how each house views the problem.

It was decided that the association
meet the legislature committee of the aty council, and urge on them the passing of a by-law prohibiting peddleds from calling out their wares on the street. Wm. C. Miller was appointed to lead the deputation. They waited on this body on Tuesday afternoon, the request being forcibly put by Mr. Miller, backed up by D. W. Clark, Neil Carmichael and J. S. Bond. The chairman of the Civic Legislation Committee, Ald. McGuire, favorably received the deputation, adding that peddlers calling out their wares were a great annoyance to the sick, citing a case in point. It took the members of the committee but a few minutes to recommend to the council an amendment to the by-law, embodying the request of the grocers, who will further their cause before the couneil next Monday when the matter comes up.
The deputation while at the city hall called on Dr. Hastings, Medical Health Officer, to ask him to see that the bylaw re covering fruit such as berries, etc., be enforced, and that an amendment be brought in compelling all fruit to be kept inside the store. The doctor gave a favorable ear to the requests, promising his support in both cases, and advising the deputation to lay the latter matter before the health board at it meeting on the first Wednesday in July. It would then be referred to him and he would advise its adoption.
Dr. Hastings pointed out that netting could not now be used to cover fruit.

## Breaking Sanitary By-Law.

The opinion of the grocers expressed at their meeting was that fruits being peddled around were not properly covered, that the grocers were complying with the law regarding the covering of fruit, while foreign fruit dealers were not, that the goods being peddled were not rigidly inspected, and a lot of inferior goods were being sold; that policemen did not understand many of the by-laws of the city, and last but not least, that the city medical health officer did not himself understand the scope of some of the by-laws he has had passed.

Two motions, notices of which were given at last meeting, brought forth a deal of warm discussion. There were several tilts among members as to parliamentary rules. The following motions were finally put through: That $\$ 1$ per member be drawn from the trust
fund to pay the association dues to provincial association," and "that fees of the association be raised from $\$ 1$ to $\$ 2$, commencing January 1, 1913, one dollar to go to provincial association and $\$ 1$ to local association.'
Some of the members wanted the passing of this last motion deferred until later in the year. They thought the rise in fees might affect the membership. This was not the opinion of majority, however. "Two dollars is little enough," ." Our fees have been too low anyway," "'anyone who wants to belong will be willing to pay $\$ 2$," were some of the comments.

## Notes and Comments.

Fred Giles, College Street, and H. G. Macdonald, Sorauren Ave., were admitted as members.
"The canopy of cotron some peddlers have on their wagons is no good. The dust blows right through it."
"That netting cover is a farce."
"Is there a house that doesn't give discounts to certain customers?"
"Where are we going to draw the consumer line? I don't think even big hotels should be sold."

## Provincial Association Work.

The platform of the association has been distributed throughout the province.
Secretary W. C. Miller has written to the Wholesale Grocers' Guild regarding the selling to consumers question, but as yet has received no reply.

The executive have been busy on the Weights and Measure inspection question. They are planning to wait on the Government at next session.

## NEW BULK TEA CONCERN.

Stock in the Canada Tea Company is being offered this week. It has just been incorporated under an Ontario charter, and has taken over five other companies operating tea routes from Woodstock. Brantford, Peterboro, Hamilton and Toronto. These companies, which have been in existence from four to ten years, were formerly operated by J. S. A. Whealy, of Toronto, who is president of the new company. C. J. Scandrett, late partner of Hayter \& Scandrett, tea importers, Toronto, is managing director.

The increased capital according to the prospectus will enable the company to purchase at more advantageous times and to take advantage of all discounts. It is very important that a sufficient quantity of certain teas, composing the company's blends, should be purchased at one season of the year, in order that the blends may be kept uniform. This will now be possible owing to the additional capital provided which will be ample to meet the company's requirements."

THE CANADIAN GROCER

## The CANADIAN GROCER <br> Established - - 1886

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PUBLISHED EVERY FRIDAY.

## TORONTO, JUNE 21, 1912

## ASK FOR WARRANTY.

A dealer has been fined for selling adulterated ginger. It cost $\$ 5$, plus the analysis fee, and that of the prosecution lawyer, amounting in all to some $\$ 37$, to settle the matter.

Retailers who are honest should realize that there is no reason whatever why they should have to pay fines for selling adulterated foods There is a section of the Adulteration Act by which a dealer, in order to protect himself against fraud, can demand a warranty from the manufacturer that the goods are pure. If this warranty, which amounts to a sworn declaration, is obtained, the retailer cannot be held accountable for selling adulterated goods. The onus then belongs to the manufacturer or party who gave the warranty.

This is a protection which every dealer, an ious to buy and sell pure goods, should avail himself of. It costs him nothing, and insures him against a manufacturer unloading on him goods of inferior quality.

## DOMINION DAY SELLERS.

This is haying time in the country. Farmers are following that old but wise advice, "Make hay while the sun shines." It is good advice for the grocer as well to consider. For instance, around every holiday the grocer has an opportunity of getting extra business. The wise merchant makes hay while the sun shines.

The next Canadian holiday is July 1. Dominion Day is one of our most important holidays, and already people are eagerly looking forward to its celebration. It is this spirit of celebration, of holidaying, of more than usual generosity in the expenditure of money, that works greatly to the advantage of the merchant who is live enough to realize the results to be attained by working in unison with this holiday spirit.

There are several lines of goods in special request at this time in which the grocer should anticipate his wants, and be prepared to supply the demand. Fruits
of almost every variety will sell well and should be given extra prominence. Another line which needs little effort to move at all holiday periods is confectionery, and it should also be wheeled into the limelight.

Both fruit and confectionery should be given liberal counter space, while a window display showing these two lines separately or combined is desirable. It would naturally add much to the attracting power of such a window to have a setting appropriate to the day. Flags may be made good use of in the decoration of the window.

There will also be many pienies and outings, and the dealer would do well to suggest by window and counter dispiay lines that will assist in packing the lunch hamper. Any pienic goods would make a suitable subject for display.

The dealer will find it greatly to his advantage to reap as large a harvest as possible while the opportunity is at hand.

## -

## ATTITUDE OF THE DAILY PRESS.

It is a good many knocks the retail dealer receives in a year from the average large daily newspaper. Every opportunity that arises, the retailer is condemned for this or that, for charging excessive profits, holding up prices, combining to agree on margins and scores of other alleged irregularities, until he has almost become a fit inmate for the penitentiary among the usurers.

It was only last week that a Toronto evening paper practically accused retailers of making 92 per cent. profit on potatoes. It is safe to say that any retailer would be pleased to supply the writer of that article with his yearly potato requirements if he could show how any dealer might make 92 per cent. margin on such a well known line. The fact of the matter was some potatoes could be bought wholesale for somewhere around $\$ 1.30$ and $\$ 1.50$, the general price being from $\$ 1.85$ to $\$ 2.00$ for best stock, and some retail dealers were uoting $\$ 2.50$ per bag. The article in question made it appear that the retailer who bought for the $\$ 1.30$ price was selling at $\$ 2.50$-a preposterous assumption for these days of competition.

It is refreshing to note, however, in another large Canadian daily, an editorial taking the part of the grocer on the charge of forestalling on the market, for which offence a number of St. John, N. B., dealers were recently fined $\$ 20$ each. This was referred to in The Grocer of a couple of weeks ago, but the paper in question is worth quoting so far as its reference to the obstruction of the middleman is concerned. It says:

Carlyle says the human mind treats what it does not know as if it did not exist. That accounts for the prevalence of such obstructions as the anti-forestalling law of St. John, the market charges and restrictions of Toronto and other well-intentioned obstructions. The consumer sees a dealer buy in wholesale quantities from a farmer and offer at retail at increased prices. The impulse is to prevent this, and it usually prevails. The obstructionists compel the farmer to stay for three hours before selling, when his time could be more profitably spent elsewhere. They do not see that they must pay for this time, just as they must pay for the time of the middleman when they allow him to exist. He has the business better in hand and better organized, and there is less waste to be paid for in his case.
This is an unusually frank statement from a source that generally flies to the side of the "poor, dear consumer" in any such controversy.

## THE CANADIAN GROCER

## SELLING PROFITABLE LINES.

The example of the retail dealer referred to in the article in this issue on the placing of Crisco on the United States market, is one that should be taken home by every member of the trade. This man was the indirect means of getting for the trade of the United States a fair profit on a new line destined to become a large seller.

There are many Canadian dealers to-day giving greater attention to articles on which the gross profit is scarcely sufficient to cover their share of the overhead expenses than to lines bearing good margins. Providing the quality of the latter variety is equal to or better than the former, there is no earthly reason why it should not be pushed. It undoubtedly can be sold by the progressive dealer even if customers have never heard of it before. This is true, because we have so many evidences of the selling power of the retail merchant who comes face to face with the ultimate consumer.

The article referred to above should be read by every dealer. It shows a man of character who will stand up for his profits, and who does not submit to the low profession of giving his time, energy and ability to the sale of the goods of a manufacturer for nothing. There would be no umprofifable goods on the market to-day if every dealer insisted on a fair margin on every line.

## TWENTY YEARS AGO.

A new column has been berun in this week's issue, which, we have every reason to believe, will prove interesting to the trade. It contains "Twenty Years Ago" items from the pages of The Canadian Grocer of the year 1892.

This column will appear from week to week, and will contain a few of the brief interesting items published two decades ago. As far as possible items will be used which can be connected up with situations and incidents of the present day. It will be particularly appreciated by old timers in the trade, but there will be a number of references to events that will appeal to the more recent generation.

Wateh for these items every week. Some interesting coincidences may be expected.

## FOLLY OF INCONSISTENCY.

A woman called at a certain large provision store in a Canadian city to purchase a pound of breakfast bacon -the woman tells this story herself-and was easily persuaded by the salesman to take the pound off a Wiltshire cut at a few cents above the price of the ordinary variety. The salesman explained that Wiltshire was a quality above the average, being cured especially for the British market, that it was superior to any other kind on the market, and that he was sure if she ever tried it she would want no other kind in future.

The appeal, as above intimated, was quite successful. The bacon was tried and found by this particular woman to be all that had been claimed for it.

Some time later she went back to the same store for bacon and chose the same salesman to serve her. He , of course, was not aware she had ever purchased from him before. It was a big city, he waited on many people during a week, and at any rate this partieular woman had only been in the store once or twice previously.
"I want some Wiltshire bacon," she asked, with confidence in her capabilities as a purchaser of good goods.
"We haven't any Wiltshire to-day, madam," he replied, "but I'll show you some just as good.'
"I thought Wiltshire was the best," was her next venture. "Isn't it better than the ordinary kind 9 " remembering her recent conversation with the same man.
"Why no, madame; there is no better bacon produced than this breakfact bacon; it is superior to the Wiltshire and 1 'm sure you would like it.'

The purchase wasn't made. It looked too much like attempting to effect a sale at the cost of any statement, regardless of principle. That store is now regarded as one not to be depended upon. Satisfaction cannot be secured and there is one member of the publie who will henceforth pass it by.

The moral need no comment.

## EDITORIAL NOTES

Watch The Grocer's "twenty years ago" column for early news of the trade.

The great army of those who figure profits and expenses on turnover continues to grow.

There should be no let up on the crusade against the houselly. The dealer should do his share.

A good display in season is a force of power in selling goods that otherwise might not be thought of.

Sometimes the daily press does get down to a sound reasoning basis in discussing retail problems.

Dominion Day is one week from Monday. Prepare early for a big day's business the preceding Saturday.

You re early of late," remarked the pleased grocer at the sight of his clerk one morning; " you were behind betore, but now you're first at last.'

If the Toronto grocers succeed in silencing the* hollering" street peddler, they will be doing a good turn to humanity. Selling in this manner seems to be about the lowest form of salesmanship one could think of.

P'cople like to read an advertisement that tells them something that is going to help them. Give some news in an ad, some information about your store, your goods. your prices, your service, and people will eagerly read it.

The man who works for nothing in these days of high prices must be either a millionaire, a remittance man or an indigent individual in an old folk ${ }^{*}$ home. It will be noted the retailer is not included in any of these classes.

The Modern Grocer of Chicago submitted a problem on profit figuring to all their readers similar to the one The Canadian Grocer published some weeks ago for clerks only. The result was that only a little over 50 per cent. were correct.

# To Pay Grocers a Legitimate Profit 

A Big United States Food Concern Changes Its Entire Selling Policy-Finds That It Cannot Afford to be Antagonistic to the Dealer-Co-operation Necessary to Ultimate Success.

By R. Bigelow Lockwood.

The Story of Crisco, the new cooking fat that has made butter "infamous," has as its dominating character a certain individual about whom very little is known outside of those who have made his study their specialty; the retail grocer.

In the scramble to "reach the consumer," manufacturers of products selling through grocers have been prone to forget that the grocer is the mouthpiece between them and the person who uses their goods. The fact remains that grocers and their solicitors know their customers so well that it is safe to say that the ordinary retail grocer can sell seven out of ten customers any brand of food he wants to. Granted that consumer, influenced by an advertisement in the general magazines, asks for a certain product, the grocer is able in most cases to substitute something else if he wants to, for the simple reason that the customer knows him and trusts to his judgment.

Created Baking Powder Demand.
To illustrate just one case where this relation between grocer and customer offset the influence of advertising. The Acme Tea Company, of Philadelphia, a chain of nearly 250 stores, sells four times as much of a certain baking powder as it does another brand. Next to nothing has been spent on advertising the former to consumers, and probably $\$ 500,000$ per annum has been spent on the latter.
When a manufacturer reaches grocers he reaches their customers. Creating a demand on the part of the consumer is important, but beware lest the tendency be to overestimate the consumer end of the campaign to the detriment of securing active co-operation with the dealer. Work on the dealers is the missing link in modern selling methods; or if not actually missing, it is often the weakest link in the chain. Every manufacturer has to cross a certain bridge - and that bridge is the retailer, provided his product is one which must be sold through this channel.

## Dealer Needs Profit Story.

The manufacturers selling a product through the medium of the retail grocer must convey two messages: one to the consumer about Quality, and an entirely different one to the grocer about Profit. If a consumer, and we are speaking now of the honsewife, could remember a
manufacturer's message and repeat it verbatim it would hold not the slightest particle of interest for the grocer. The grocer must be sent a message which cannot be entrusted to the consumera message regarding Profits which will make him push the manufacturer's roods. The consumer cannot be expected to convey this message: there is no reason why she should, and it would not be the best policy to let her know it anyway.
The logical campaign is to reach both grocers and consumers-but reach the grocers first. Thus when launching a new grocery product the dealer cam-


Reduced from full page trade paper ad.
paign should be started at least 30 days before general advertising begins.

## A Triangular Relationship.

Now, perhaps you are thinking what all this has to do with Crisco. The answer is just this: Before we take up the actual story of the product, it is necessary to thoroughly understand the actual field conditions and the relations which exist between the three corners of the triangle-manufacturer, grocer and consumer. Once this relationship is established we shall be able to follow clearly each move in the Crisco campaign.

In the way of enlightenment regarding the character and importance of the
retail grocer, I am indebted to the C. M. Wessels Co., of Philadelphia, and to Paul Findlay, the New York manager of the company, and a recognized authority on grocery store management and other matters of general and specific detail about the retail grocery business. Should there by chance be an isolated reader who does not know what Crisco is, then let me advise him to ask his wife. For the benefit of those who are not so fortunate as to possess wives, Crisco is a wholesome cooking fat made entirely from edible vegetable oils by a secret process. It is also a Proctor \& Gamble product.

## Method of Introduction

When Proctor \& Gamble fired their opening gun at the retail grocers and dealers the following letter came, in the usual course of procedure, to the hands of a Mr. Hjermstad, proprietor of a general merchandise store at Chippewa Falls, Wis.

Cincinnati, Ohio, Dec. 12, 1911.
Dear Sir:
"We are expressing you to-day, charges pre-paid, six packages ( 25 e size) of Crisco. Please accept these packages with our compliments-they are given to you absolutely free.
-Our national advertising campaign on Crisco begins in January, when large advertisements appear in practically all of the leading magazines, especially in the household publications, which are so largely read by housekeepers.
"We want you to have Crisco in stock, so that you can supply the first demand this advertising will create among your customers. It will be big advertising and the magazines will be read in several million families. You will have calls for Crisco, and so will every other grocer who sells to a good family trade. Sell the six cans, and then order what further supply you need from your jobber.

The price is as follows:
1 case ( 36 cans each) $\$ 7.50$ per case. 5 cases ( 36 cans each) $\$ 7.45$ per case.
10 cases (36 cans each) $\$ 7.40$ per case.
'We enclose copy of our January advertisement, which we feel sure you will read with much interest.
"At the present time the jobbers only have Crisco in the 25 cent size the same that we have sent to you, but after the

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d to the C. lelphia, and ork manager :ognized au management and specific ry business an isolated what Crisco to ask his sese ig fat made le oils by a Proctor \&
ion.
fired their grocers and ame, in the the hands or of a genChippewa 5 ( 25 e size) e packages are given
campaign when large etically all pecially in which are sers. Crisco in $y$ the first rill create vill be big es will be ilies. You nd so will to a good cans, and y you need
) per case. $\$ 7.45$ per
$\$ 7.40$ per
inuary ad-
bbers only a the same after the
first of the year we will be in a position to supply Criseo in 50 -cent and $\$ 1$ sizes also.

Any further information you may desire will be promptly given you.

Yours respectfully,
The Proctor \& Gamble Distributing Co.'

## Didn't Suit the Retailer.

Mr. Hjermstad replied to this letter as follows:-

## 'The Proctor \& Gamble Distributing

 Co., Cincinnati, Ohio."Gentlemen:-
"We have received the six cans of Crisco, forwarded to us by express in accordance with your circular letter, dated the 12th.
"While we appreciate your kindness in sending us the six cans free of charge and recognize the spirit which prompted you to present us, entirely unsolicited, with so generous a gift, we cannot conscientiously act upon your suggestion to place an order with our jobber for your product.
' At your quoted price of $\$ 7.50$ per case of 36 . 25 -cent cans, each can of Crisco would cost us nearly 21c. It costs us clove to 18 per cent. to do business, which would leave us a net profit of less than one cent per can.
"We call it bad business to ask a merchant to handle your goods on such a basis of profit.

- We trust your advertising campaign will not be a disappointment to you and that the hundreds of thousands of dollars yon will thu-spend will not be entirely wasted. Personally, we think if part of that money were spent with the grocer in the way of better profits to him, the result would be far more satisfactory to both manufacturer and deal-

Anyway, we know it is time for the retail grocer to wake up and protest against the unfair treatment accorded to him by so many of the national advertisers of the day who want to make of him a mere automaton for the vending of their wares, with little or no compensation for services rendered; the customer simply puts the money in the slot and the manufacturer gets it all.

## Yours truly,

The Success Store Co.
Per O. P. K. H., Secretary.'
By this it might be inferred that Mr. Hjermstad had a grievance. Also that something was wrong with the Crisco selling scheme to provoke such an attitude on the part of a distributor.

## A Question for Thought.

Paul Findlay, who was conducting a department under the name of "Hy Credit," in the Twin City Commercial Bulletin, for the benefit and uplift of the retail grocer received these letters
from Mr. Hjermstad with the request to look into the matter.

With the arrival of this correspondence Mr. Findlay realized its vast importance. Here was a situation existing between manufacturer and dealer staged to take advantage of. Hasty action might waste the opportunity. Good judgment, on the other hand, might easily result in great and widespread betterment for both maker and distributor.

Fundamentally the Criseo selling scheme was wrong. Taken as an average, 20 per cent. is a fair profit for a grocer to make on a product, but by charging the grocer $\$ 7.50$ per case, and fixing his selling price at $\$ 9$, the profit to the grocer was limited to $162-3$ per rent.

Consider this if you please. The Criseo campainn had only just started, on the wrong basis to be sure, but still there was ample time to work some chance. What was the remedy?


From Half Page Trade Paper Ad.
A brief analysis of some representative Proctor \& Gamble products will point it out.
Take Ivory Soap, Large Ivory, as the 10 -cent eakes are called. Large Ivory was planned as a 10 -cent seller. Present day costs are as follows: Single box, $\$ 7$; 5 boxes, $\$ 6.92$; 10 boxes, $\$ 6.85$; 25 boxes, $\$ 6.80$. Selling at 10 cents, the margins on these costs are 30 per cent, 30.80 per cent.; 31.50 per cent. and 32 per cent. These are certainly generous margins on an article nearly as staple as sugar.
Now Large Ivory may be cut by the grocer, with the following results. If sold at 9 cents the grocer retains margins of 22.22 per cent.; 23.11 per cent.; 23.88 per cent. and 24.44 per cent. If sold at 3 for 25 cents the scale drops below the line of safety with margins as follows: 15.96 per cent.: 16.92 per cent.; 17.76 per cent., and 18.36 per cent.

## To Head Off Price Cutters.

Proctor \& Gamble had thus always made it possible on all their products for the dealer to realize liberal margins -goods for which at the same time a steady-market had been created through general advertising. Proctor \& Gamble had always given dealers their goods on
a basis where honest margins could be made when sold at the fixed standard price, but what did the dealers do The 3 per cent. or 4 per cent. of natural born cutters, together with an unfortunately large percentage of dealers who do not know enough business to correctly compute their margins, destroyed the plan by taking advantage of its liberality:
The result was that when Proctor \& Gamble were ready to launch Crisco a plan was shaped to head off the minority from price-cutting instead of attempting to co-operate with the majority: those who will take and keep an honest margin when it is offered.

The selling scheme which Proctor \& Gamble launched and which caused all the trouble, was the very simple one of setting a price to the dealer which allowed such narrow margin that even the blind could see their loss if they attempted to cut. In their attempt to force the dealer to maintain the advertised price they had incurred his enmity.

## Low Margin Fixed.

This plan fixed the possible margins on Criseo as follows: On one case purchased, $162-3$ per cent.: on five cases, 17.20 per cent plu*: on 10 cases, 17.77 per cent. plus. Thus the biggest purchaser was prevented from making a legitimate margin, right from the start. He was up against a stone wall, for remember, Crisco was advertised to the consumer at a fixed price per can.
All this Mr. Findlay realized - and more. He realized that Proctor \& Gamble had, perhaps very naturally, been deceived by the noise of the few into forgetting the silent, intelligent many who figured right, retained fair margins and plugged ahead honestly. content with the legitimate profit allowed them.

## Dealer Must Have Profit.

There was only one thing to do-and if done instantly the day might be saved. The price to the dealer must be reduced 30 cents per case, so that the smallest buyer could realize his full 20 per cent. profit.
To the everlasting credit of Proctor \& Gamble, who through the entire period had really been anxious to work with the dealer, the price on Criseo was reduced not 30 cents but 50 cents per case, with the following results: 1 case yields the grocer a profit of 22.22 per cent. plus: 5 case lots 22.77 per cent. plus: 10 case lots 23.33 per cent. plus.

Thus a wrong selling seheme was changed into one which yielded the grocer a liberal margin of profit and changed his attitude into one of interest and co-operation.

Do not be deceived into thinking that this argument against price-eutting is a

## THE CANADIAN GROCER

sweeping protest against the entire system of price-reduction. Manufacturers and retailers alike are up against this question-- How far is it legitimate to go in price-reduction on special occasions?'"
It is quite true that certain articles are handled for less than the cost of doing business, yet the statement cannot be made that they do not yield a net margin. Other articles pay heavy gross percentages, yet there is nothing to prove that there is anything left net, after they have been handled.
In the matter of price regulation the best guide is the judgment of the careful merchant-an educated judgment. Price-cutting, on special occasions, requires cool-headed calculation. But to

Decide on Trade Paper Campaign
Having decided to reduce the price to dealers there yet remained something else to be done to reach the distributors with the message and to establish a new and closer harmony of relations between manufacturer and retailer. And to gain this end, to talk to these distributor in their own language and through mediums which would carry the message of Crisco home, it was finally decided to begin a trade paper campaion.
Comparing the cost and efficiency of letters. post cards and the grocer trade press we find that while letters are conceded to be twice as effective the cost is 14 times greater than trade paper advertising. Post cards are conceded to be equal to trade press advertising, in efficiency, but the cost in this case is 7 times greater. Thus it is that trade paper advertising would seem to be the most rational and economical way of reaching dealers. (We are speaking throughout this article entirely of the grocery trade press.)

## A Change in Conditions.

Time was when the grocery trade press was not seriously considered by big manufacturers. As used to be the case among the technical publicationsand trade and technical papers are as different as day and night-manufacturers considered their advertisements of so little importance that very little attention was paid to copy or plan.
Consider the two Crisco trade paper advertisements herewith illustrated. Notice how the new prices on Crisco have been displayed and how the argument of a steady profit to the grocer on Crisco has been driven home.
The Crisen erocery trade paper campaign has been running since March, and is proving very successful.
The complaint of Mr. Hjermstadt, which was representative of grocers everywhere, proves just this: "Unwilling service is never good service," and had Proctor \& Gamble, through the ex-
penditure of a great amount of money advertising to the consumer, finally forced grocers to handle Crisco the price paid for the distribution would have been excessive

## The Cheaper Methods.

It costs less to make grocers want to handle a product than it does to try and force them to do so. When a grocer buys a product because he is consinced
of its merit and because it shows him a good profit he buys to sell it. If he is forced into buying against his will he may hand it across the counter when it is called for, but he certainly will not be likely to push it. Get the grocer's interest and the business is won. Allow him a fair profit and he keeps customers buying the product that yields him a fair margin.

## WholesaleCommissionBusinessStatement

Accounting Seems to Have Been Done in Businesslike Man-ner-Gross Profit Percentage Less Than Average Retailer's Expense Account-An Omission of Interest on Capital Comments From Others Asked For.

\author{

* By Henry Johnson, Jr.
}

Financial Editor Finat Eanadian Grocer.The Canadian Grocer, we have from time to time noticed your interesting articles on the subject, the correct figuring of profits, and take the liberty of sending you our trading profit statement. which we would ask you to please criticize. but please do not use our name, place of business, etc. The open criticism of accounts, both trial balances and profit statements, and their method of arriving at results, is a matter that should interest all your readers, and we venture still further to say that there are many business men who are not paying the attention to their standing that they should. We therefore do not hesitate to say that your criticisms are a very big help to the man who will take advantage of facts, be they for or against his guesses. We are inclined to think that the retail merchant does not pay the attention to his system of booking and accurate accounting that this form of business demands, and, as stated in one of your articles, is content to go along thinking he is making a substantial profit, and sooner or later, Mr. Editor, such a man is bound to face the cold facts, be they for or against. We do not for a moment submit our statement for your criticism as a model, as we are quite aware that there is lots of room for improvement and we believe now that we should have written off $\$ 300$ against our profits for interest at 6 per cent. on $\$ 5,000$ capital invested, to show an accurate state of our profits, or to put it in common sense shape, just what there was in the business for the year.
You will in all probability criticize the cost of doing business. This per-
centage is brought about by our curtailment of help, as there are only three men to he paid out of the business, two partners and the hired man. The management and packing is done by ourselves, and all detail work.
We thank you for this privilege and trust it may be of service to your journal in opening up some new question for discussion.


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N.B.-The expense account from 9th Sept. to 30 Dec. you will note is out of all reason to previous expense account from date of starting business to trial stocktaking, namely, $\$ 1,244.83$, against $\$ 1,641.65$. The reason for this is, our last account of $\$ 1,244.83$ bears the full charge for insurance for 1912, and the full account for fuel for 1912, also a charge overlooked in horse maintenance account made Sept. 9th. In setting our selling prices we have adopted the method as per example shown, and would like to have you confirm our method. Example. Article; toṭal cost trucking placing in warerooms, $\$ 2.37^{1} 2$ : selling figure. \$2.65: margin, $27^{1 / 2}$ e. Or, 10.37 per cent. gross profit, less
3.94 cost of doing business
6.43 p.e. net profit, as it should figure in year's statement.
N.B.-Statement of expenses, \$1,641.65 leaves insurance charges which do not cover the whole year 1912; but up to September. You have no particulars of this account.

## Applying General Principles.

I am frank to say that I know nothing whatever about the wholesale or commission business, so cannot dissect this kind of statement in any technical way. All I can do is apply general principles, leaving it to others to say whether this merchant is running his business as scientitically and economically as he should run it. Fact is, I shall be much interested in any continuation of discussion which may ensue from the publication of this letter, and I sincerely hope others will write on it. I shall merely review the figures_and try to answer the definite questions.
I am pleased to know that my articles prove helpful to merchants of this class, for thus I am encouraged to believe that smaller traders may derive some real benefit from it-provided, as this man says, they will read it. True it is, no doubt about that, that the average retailer does not pay sufficient attention to his accounting. Only very recently I obtained convincing proof that some 28 out of 37 retailers in a big city had no idea whatever of what it eost them to do business: and of the reamining 9, only 1 -note that, ONEreally knew what his expense account amounted to, as a percentage. on his sales! Wonder grocers go broke? No: wonder that so many succeed in keeping their heads above water, let alone mak-

## Should Add Interest on Capital

The business done by this firm was practically $\$ 74,000$. The total expenses were $\$ 2.886$. This yields us exactly 3.90 per cent. I do not see where the 3.94 per cent. comes in. However, that is a triflle in view of the excellent net mar-
gin left over. I agree that they should have included 6 per cent. on their capital, or $\$ 300$ more, in their expense account. Then they would have spent $\$ 3,186$ for expenses, or 4.30 per cent. plus. This would not have changed the figures much, and the net money-result not at all; but it would have been better business.
The explanation of the variation in the expense accounts for the two periods covers that part of it O.K., so there is nothing to be said on that head. Two curious errors have crept into the statement sent-unless I am unable to add and subtract. First is the footing of the detailed expense account. This adds up not $\$ 1244.83$, but $\$ 1212.60$-difference, \$32.23. I think this is a mistake merely in copying the items. Again, in giving the capital invested as $\$ 5,000$ and subtracting the fixed investment therefrom. there is an error of 3 c - the net should be $83,363,07$ instead of $\$ 3,363,10$. I mention these slight discrepancies merely to forestall criticism, not because they are important.

## Computing Margins Correctly.

Surely I confirm that method of computine marein- The article which costs $\$ 2.37^{-1} 2$ and is priced at $\$ 2.65$ shows a marsin of 10.37 per cent. plus. This is, of course on the selling price-as it should be. If. now, we deduct 3.94 per cent. for expenses, we have the net margin of 6.43 per cent. for the profit account. The obviou- inability of a retail grocer to do muel: with this kind of a statement may perhaps best be illustrated by these figures. For here is a gross margin which is much less than our average expense account. The different ha-is of computation all the way throughout the business is here strik-

## ngly demonstrated

## Glimpse Into Wholesaler's System

I fear that I have not been of much service: but maybe my friends will ask me something further of a definite character which I may hope to answer more serviceably. Meantime. I certainly appreciate their writing as they have done. for the glimpse their letter has given us into the workings of the wholesale business. One thing is elearly demonstrated. That is, that the johber does not make an abnormal average margin: and that he makes any reasonable net profit is sure'y due to good management. economy and plenty of hard work.

Sears, Roebuck \& Co., the big Chicago mail order house is putting up a building $325 \times 300$ feet, in which they propose to do a retail grocery business. On the upper stories the out-of-town trade will be attended to. The lower floors will be given up to the city trade. All business will be done on a strietly eash basis.

TWENTY YEARS AGO.

## Interesting Extracts From Early Files of The Grocer.

In The Canadian Grocer of June 24 , 1892, the following item- appeared which will be of interest to present day readers, many of whom will recall the cireumstances:-


#### Abstract

"A. P. Tippet \& Co., St. John and Toronto, have moved to more convenient offices at $43^{1} 2$ Welling ton St.. E. W. H. Tippet will be


 the resident manager.Editor's Note.-Their Toronto offices have since been changed to 84 Victoria St., but W. H. Tippet still retains control.

- Fraser Viger \& Co., retail grow-er-. Montreal, have got all their suburban teams running and are now doing a big out of town trade. "

A Montreal market report in this issue quotes granulated sugar at $4^{1} \frac{2}{2}$ to 49.16 cents per lb . To-day it i- $\$ 5.15$ per cwt.. or 65 cents per ewt. higher.
"Chas. Hudson, grocer, of Belleville, Ont.. claim- $\$ 3,000$ for damages sustained on account of a defective road between Thurlow and Sidney in May last."
*The Toronto city traveler- have completed arancements for their exeursion. The date is 27th of July and the trip will be by bonat to Butfalo and Niagara Falls.

- In incenions way of bying the necessaries of life is reported from the neighborhood of Berlin. A peasant woman with a large ha-ket on her back entered the grocer s siop of that place. In the cirenlar basket was a laree earthenware jar. The woman be-poke about five dollars worth of things. which she carefully packed in the earthenware jar. then tied up the mouth and asked permiscion to leave the jar in the corner. She would return in an hour, she said. get the thing and pay for them. The grocer having granted her wish, she carefully put the jar in a corner and retirednot to return. After mamy hours the shopman proceedsd to examine the large earthenware jar. It had no bottom.'

More than $50,000,000$ lobster are exported from Canada yearly.

## Sugar Down 10c.--Rice Up 15c.

Sugar Down 10 Cents-Rice up 15 CentsRefined Declined 10c End of Last Week -Market Still Rather Weak-RangoonRice Moves up 15 Cents Per Cwt.-Gen eral Rice Situation Strong - CanadianSardines Reduced-Spices Continue St eady.

## QUEBEC MARKETS

POINTERS
Sultana Raisins-Down.
Molasses-Very firm.
Rangoon Rice-LD 150
Hallowee Dates-Down $1 / 2$-cent.
Manila Paper Cp-25c per 100 lbs . Sugar-Now down to $\$ 5.15$ ewt.

Montreal. June 20.-One of the important features of the week was decline of 10 cents per cwt. in refined sugar, which took place on Friday last, bringing local quotations down to $\$ 5.15$, as compared with $\$ 4.60$ one year ago. With preserving season now about to open up in earnest, a brisk demand for this line is anticipated. There has been no big buying movement for a long time, and country is not by any means heavily stocked with sugar.
Another change of the week is an upward movement of 15 cents per cwt. in Rangoon rice, following the strong position of market recorded in our past issues. Reports from the East still indicate a market degree of steadiness. Adding to the amount of expenses of the grocer is the recent upward movement in price of manilla wrapping paper.

Business is reported as fairly sati... factory, but real warm weather would be beneficial to business in general. as it would give impetus to movement of summer and pienic goods.
SUGAR - The market at time of going to press for last issue certainly was a little weak, but the drop which came towards the end of week was, we might say, somewhat unexpected. Raws have advanced a little in New York, and the local market is pretty steady, though there is a downward tendency noticeable. We are now at the start of a good business season. the demand for home preserving purposes being well up to :he mark.



SYRUP AND MOLASSES-An improvement has taken place in the demand for syrups, and prices remain firm, The molasses situation is exceptionally firm, and higher prices may be expected, as Barbados has sold all her holdings. The demand naturally keeps strong, as molasses is one of the few cheap fooidstuffs remaining on the market.


DRIED FRUITS-The market for Californian fruits continues fairly dull. business being confined to small purchases. At this time of the year a slow consumine demand is natural, aml as a result, little speculative spirit is shown. Barl weather has been experienced on the coast, and it is not at all unlikely that prices of new prunes will reach a high level. The supplies of old stock are not excessive, and may not last out till new crop arrives, so that present holders are not inclined to make any concessions. California raisins are inactive, while dates and figs are receiving cool attention. Hallowee lates have dropped a half-cent. There is not much doing in apricots or peaches, the market being unusually dull.
Owing to high prices at which Sultana raisins were held and the accumulation of stocks. prices have declined one cent. The demand has not been up to expectations, and holders are anxious to see a strong movement before new crop ar-

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$\qquad$


Choice seeded raisins
Choice fancy seeded, 1
Choice
 TEAS-IN JAPANS—Samples new season's pickings are now in the hands of jobbers and are being closely examined, the trade being anxious to prove conclusively just how they stand compared to last year's crop.
There has been a noted falling off in quality of Ceylons, with the result that the lower grades are not receiving as much attention as usual, dealers being satisfied that still further depreciation is likely to take place, and, therefore. being more inclined to handle the better grades. Fine, high-grown teas are, therefore in demand, but supplies are not over-plentiful.
In Chinas. Congous have been considerably quiet of late, the main inquiries being for other descriptions. Instead of the revolution having had any bad effect on the market, as anticipated. supplies are reported more plentiful. and there are indications of lower prices for all classes of China teas. The season for scented teas and Oolongs is nearly ended.

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## China Gunpowders

China Greens-
Pingsuey gunpowde Pingsueys gunpowder, low gr
Pingsuey gunpowder, peat le
Pingsuey gunpowder, pinh COFFFF-The minead points in New York indicates a turn for the better, more activity in general being noted. Roasters report an increase in business over last year, despite the high prices prevailing, which once more proves that Canada is becoming quite a large coffee consumer.
The coming crop of Santos, which is generally acknowledged to be a small

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one, is also a late one, and as the ripening of the fruit has been irregular, it is natural to conclude that the quality will also be irregular. There may, therefore, be a better demand for mild coffee, but the stocks of this are moderate, and will be small next year.


SPICES-Market remains firm, and prices still present an upward tendency. Allspice is in good demand, while peppers are becoming firmer. Zanzibar cloves are selling more freely than usual. Certainly the trade demand in general is better than that for corresponding period of last year.
 of likely advance in prices, we have to announce a further increase in Rangoons. The market is still firm, and the upward movement continues. According to cable received last week from Rangoon, it is estimated that the total quantity left in Burma to come to market is only about 250,000 tons, so that the Government estimate will not be realized.

An adyance from Japan states that rice has risen to record prices, speculations there having converted the market. Thirty-seven dealers are said to have been arrested by the Government for gambling, and it was hoped that this would have had a lowering effect, but, on the contrary, it has had the opposite effect, prices still mounting up.

The present supply of rice in Tokio is about 165,000 tons less than that held this time last year. and there is now only enough to last for a month or so.

All these facts point to continued firm markets and higher prices.


NITS-As may be expected, trade in nuts is seasonably dull, and it will be some few weeks before the situation brightens up. There is a small demand for confectionery purposes, but it is more or less domestic, as manufacturers
generally fill their requirements in these lines during the fall.


## ONTARIO MARKETS

POINTERS
Rice-Rangoon up 15 e ewt.
Sugar-Down 10c to $\$ 5.25$.
Domestic Sardines-Lower.
Peas and Corn-Lower prices by some firms.

Toronto, June 20.-Sugar is down another ten cents to $\$ 5.25$ locally, as compared with $\$ 4.70$ a year ago. The change took place the end of last week following the weak feeling which had characterized the market for some little time before. It is a most unusual thing to find a declining market at this time of year, as it is general to look for a tendency to strength when opening upon the preserving season. It is not custom, however. that rules the market, but crops and crop prospects-and some other things. With fruit now coming on, there should be a big consumption of sugar. Meanwhile retailers pursue a hand to mouth poliey.

Trade continues normal for the month and season, although weather is somewhat unkind to certain lines. This had been particularly true in pienic and camping goods. Farmers are not so busy as they were, and have now à chance to get into town, although belated seeding on account of backward season is still being done in some sections.
SCGAR-Sugar, which was reported weak in last issue, declined 10 cents per ewt. at end of week. The general trend was towards easiness, but it has been suggested that arrival of some British sugar on market may have been immediate cause for the reduction in price.

Sugar is weak and market practically a duplication of last week." was the way one sugar man summed up the situation this week. Market is steady to a certain degree at moment, although with an undertone of weakness, while outcome is shrouded in doubt.

Among the depressing feature just now is the anticipation of a full crop in

Cuba, and Willett \& Gray, in view of latest information have increased estimate of $1,850,000$ tons. Besides tais, weather in Europe continues favorable for growing crop. There being no indication of higher prices in near future, buyers continue a hand to mouth policy. Extra granulated, bazs
Extra
granulatel,
Kxtr
grib.


Beaver, granula
Yellow, bags
Barrels of graniuin
Barrels of granulated and yellow will be furnishel
at 5 cents above bag pricos.
Extra ground, bbil
Extra ground, selb, boxes
Fxtra
kround, 2 lb , boxes
Fxtra kround, $25-\mathrm{lb}$. boxe
Powdered, bbis
Powile
Powdered, 5 bid,
Powdered, $50-1 \mathrm{~b}$, boxes
Powderel.
Red seal, $5-1 \mathrm{lb}$, boxe

Paris lumps, in $10 . \mathrm{lh}$, boxes
Paris lumps, in $30-\mathrm{hb}$ boxes
Paris lumps, in $25-1 \mathrm{~b}$, boxes
SYRLP AND MOLASSES - Cern syrups naturally sell better during eool weather, and in this regard weather man this summer has been kind to the grocer. High butter has also worked for a better syrup demand, but this line is now becoming more reasonable in price. Syrups show no change in price, but general values on raw material are easier.
Molasses continue steady, but demand will be rather quiet until on in fall.


DRIED FRUITS-Prices on dried fruits show no change, nor is there any material change in general spot situation. Evaps, dates and figs appear quite steady.
The California crop of prunes is being estimated at a somewhat smaller tounage than recent current ideas, although still problematic. The California crop will run more largely than usual to small sizes, and it would seem that there will be plenty of these.

- Even, however, with as good crop as California can now expeet, the situation looks steady in prunes." say- a report from the West. "The world's :upply for this erop, even figurin: the largest probable spot holdings in as car-ry-over. appears to be below average annual consumption.'

THE CANADIAN GROCER
 son with increased yields in many instances. The quantity advertised for first Calcutta auction of season on June 4 , was 20,000 packages. In no previous season has an auction of such extent been held earlier than July 3.
COFFEE-The market shows no particular change, but appears to hold its own. Pending first out-turn of the crop of $1912-13$, as well as action commenced by United States Government against coffee trust. general purchasing has continued small.
This year's crop of Santos is now over 9. 500,000 bags, and will probably reach the $10,000,000$ mark. Next year's crop is atimated at not over $7,000,000$ bags, so unless Government succeeds in breaking up existing combine, there will be no lowering of prices.


SPICES-Demand from retailers for spices continues on a good scale. Indeed. spice men say that since early spring trade has been appreciable. Not only are dealers now purchasing for immediate needs. but are anticipating their wants for pickling season as well.
Markets as before reported, are generally firm, and entering as we are, upon season of largest demand, those lines displaying strength, are likely to continue firm. Peppers are among those with an upward tnedency, cloves are stronge as well as mace.

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| :---: | :---: | :---: | :---: |
| ${ }_{\text {Allapice }}$ | 15-19 | ${ }^{60}$ |  |
| Casemne |  | 801 | $\left.{ }_{9}\right)^{2-1}$ |
| Clioves |  | 75-095 | ${ }^{5}$ |
| Cream tartar | 25-26 | $90 \rightarrow 00$ |  |
| Ginger | . | 6\%-0 85 |  |
| Mace | 65 |  |  |
| Peppers, black | - | O 0 | (00)250 |
| Peppers, white | . 3 2-30 |  |  |
|  |  |  |  |
|  |  |  |  |




RICE AND TAPIOCA-Emphasis has been given in our last two issues to strong position of rice. That it was well warranted is shown by this week's advance of 15 cents per ewt. in Montreal milled Rangoon. General market is still quite strong.
In Burma market is still firm, according to cables, and it is stated that owing to the strong position of eastern markets sellers are very reserved.

According to cable received last week from Rangoon, it is estimated that the total quantity left in Burma to come to market is only about 250.000 tons; in other words, the Goverument estimate will not be realized.
The chief feature of interest in Japan is reduction of duty on foreign rice entering Japan, the Japanese (iovernment having decided to reduce this by about 1s. per cwt. Cable advice just received states that prices of rice in Japan having risen to record prices. speculators there have practically cornered the article.


BF:INS There is no change in general bean situation. Camadian stock is scarce and primes are bringing from $\$ 2.80$ upward. Shipments of foreign beans have been delayed and are not in yet. Prime
Hand
Califon Canifornias Lima

## CANNED GOODS.

TORONTO.-There appears to be an easier trend to peas and corn. At least lower prices on these two lines being quoted by a number of firms would indicate this. Corn at present is being quoted at 95 c to $\$ 1$. A couple of firms quote peas lower at $\$ 1.30$ for extra sifted, $\$ 1.25$ for early June, and $\$ 1.15$ to $\$ 1.20$ for standards. The new packing season is fast approaching, and some houses feel inclined to ease quotations somewhat in order to get stocks in shape for new pack.
"We haven't any too much corn," said one dealer, "and we had a wholesale house trying to buy from us just recently."
"How are peas?" he was asked.
"I don't expect to have ten cases left when new pack is ready," was his answer.

Salmon is steady and one firm is quoting $\$ 1.70$ for $1 / 2 \mathrm{lb}$. flats. On account of high price of salmon, sale of this size
is showing a big increase. Salmon is held with marked confidence.

Canadian sardines have been reduced 15 cents per case by packers. New packing season has just commenced, and so far promises none too rosy, so it is suggested that possibly competition is responsible for recent decline. There i a heavy carry over of domestic sardines in the United States, but it is not known whether this is true or not on this side of line. Canadian sardines are quoting by local wholesalers from $\$ 3.15$ to $\$ 3.50$ per case.

Demand is mostly for immediate wants in canned goods at present. Salmon is a good selling line, as well as other lines of fish. Pork and beans, soups, canned beef, jellied meats and other lines suitable for pienic and camping purposes should sell well from now on.
The California Fruit Canners' Association have named opening prices for this year, which show they are materially lower in practically all items than last year's opening prices. This is, of course. entirely due to the reduced cost of raw material this year. In No. $21 / 2$ entra standards apricots are 35 cents lower, except on peeled and sliced, which are 50 cents lower: yellow free peaches 15 cents lower and other peaches 20 cents; pears are 30 cents a dozen and plums 5 cents less than last year.

## MANITOBA MARKETS

POLNTERS:-
Evaporated Fruits-Cheaper.
Sugar-Down 10 cents.
WINNIPEG, June 19.

- There is a steady movement of staple goods in groceries and most lines in wholesale list are firm and unchanged.
Easier prices prevail in evaporated fruits and reductions are certain to come within a few weeks in prunes, the crop of which is heavy.
As regards general business outlook: Industrial activity goes on without any noticeable break, the labor situation throughout Western provinces on whole being most satisfactory. There is no enforced idleness. This is most favorable to the retail trade. and volume of cash business is reported as much larger than that of last year.
In the country, crop prospects are good, and farmers have been purchasing freely since seeding finished.
Collections have greatly improved, and there is a generally healthy tone to trade from the unusually large amount of cash in circulation.
SUGAR.-Refined prices were reduced 10 cents per ewt. on Friday last, bringing Montreal and B. C. granulated in barrels down to $\$ 5.80$. There is a fair demand for all lines and prospects

THE CANADIAN GROCER
are for parctiularly heavy trade in the preserving season, as many fruits promise to be plentiful and cheap.


SYRLPS. - No further changes re ported or anticipated. Market is inactive.
 peaches and apricots are cheaper Prunes steady but a substantial reduction in price is anticipated as the California crop promises to be exceptionally heavy.


COFFEE.-Coffee situation remains unchanged, and nothing has happened as yet to shake extremely high price of this commodity


## Greent Roasted Chicory



BEANS.-Prices are firm, and demand moderate, although much greater than that of last year. There should be fair trade till new potato crop comes in. Beans, 3.1 lb . picker, per bushel
Hand picked, per bushel
Hand picked, per
Peas, spit, 100
lbs.

$$
\begin{aligned}
& \text { bushel .... } \\
& \text { bus.... }
\end{aligned}
$$

.................... .... $\begin{gathered}300 \\ 310 \\ 400 \\ 400\end{gathered}$
NUTS.-There is a first rate retail trade and no changes to report in staple lines.


## NEW BRUNSWICK MARKETS

St. John, June 19.-The local market has offered little of interest since last
report, and there were few clanges in price listings. All grades of flour are steady at present.

Sugar market has apparently settled to a normal condition, but situation in molasses is adding strength every day. Stocks in the Barbadoes are practically exhausted, and a further advance is looked for at almost any moment. The sale of jelly powders, bottled juices, etc., has greatly advanced during past week or more.


## NOVA SCOTIA MARKETS

Halifax. June 19. Butter is only line in local grocery mafket in which price is easier. Receipts of butter during past week have exceeded all expectations. and as a result prices have tumbled. Quality of most of the stock arriving now is very fine, and choice dairy in small tubs is being offered at 23 cents per pound. Creamery also shows a deeline of two cents per pound. From present indications prices will go still lower.

Flour prices are also firm in local market, and some predict that there will be a further advance. According to advices received here from Boston, prices of flour there are declining, and mills in some parts of the States are not working full time, on account of the surplus product.

## WINDOW DRESSING COMPETITION

The prizes for the House Cleaning Window Competition have been awarded by the judges, H. C. McDonald, president, and J. L. Maude, secretary, of the Canadian Window Trimmers' Associ-
ation. A large number of competitors sent in photographs of windows and many fine displays in all parts of the country were represented. It required careful consideration on the part of the judges to reach their decision, and it was only after a thorough sifting out of the merits of the different di-plays that the award, were finally made as follows:
1s prize, \$50.00. Bruce \& Sanderson. Toronto, Ont.; 2nd prize. $\$ 35.00$, G. W. Robinson \& Co., Ltd., Hamilton, Ont.; 3rd prize, $\$ 20.00$, Goodall Broz., Ottawa, Ont.; 4th prize, $\$ 15.00$, Wm. Black, Toronto, Ont.: 5 th prize, $\$ 10.00$. F. MeDougall, Ingersoll, Ont.; 6th prize, $\$ 10.00$, H. S. Terris \& Co.. Springhill. N. S.: 7th prize, $\$ 10.00$, T. J. Moore. Stratford, Ont.; 8th prize, $\$ 10.00$, Wm. B. Duffey, Charlottetown. P.E.I.: 9th prize. $\$ 10.00$. A. P. Johnson. Ottawa, Ont.; 10th prize, $\$ 10.00$. A. Haqmeier. Hespeler, Ont.
The competition was inaugurated by the St. Croix Soap Manufacturing Co.. St. Stephen, N. B.

CATSUP MILLIONAIRE KILLED.
Had Many Acquaintances in CanadaThe Origin of His Business.

Toronto, June 20-(Special) .- A week ago Monday T. A. Snider, a Cincinnati, O., millionaire, and the original maker of Snider's catsup, visited the wholesale trade in Toronto renewing some old acquaintances. A despatch reached the city one week later stating that Mr. Snider and his wife had been killed near Erie, Pa., by a train striking their automobile at a grade crossing. Mr. Snider's daughter was injured, but may recover, while the chauffeur eseaped unhurt.

Canadians will be much affected by this news, which will be particularly regretted by many old friends who knew Mr. Snider before he left Canada. He was born at Eglinton about 70 years ago and has a brother living here now.

An interesting story is told of how he began the manufacturing business which was destined to make him a wealthy man. Shortly after his first marriage he and his wife moved to Rochester. Not being in very affluent circumstances, his good wife assisted in earning the family's livelihood by making catsup at her home and retailing it out to the neighbors and stores. It was appreciated and the demand for Mrs. Snider's catsup developed and developed, eventually rewarding Mr. Snider with the title of millionaire.
Sometime ago he retired from business to enjoy his wealth. His remains will be buried in Toronto.

## Current News of the Week

Quebec and Maritime Provinces.
Mcheod Bros., general merchants, Milan, Que., have registered.
J. A. Charest \& Cie.. grocers, Sherbrooke. Que., have registered.
Kelly \& Hall, general merchants, Bathurst, N. B., are succeeded by Burns © Hall.
Chas. Devlin \& Son, general merchants. Aylmer, Que., sustained loss by fire recently. Insurance was carried.

John H. Rowell, Montreal, has been appointed Quebee Province agent for Leitch Flour Mills, Limited, Oak Lake, Man.
IV. .J. Wilson, representing S. H. Ewing \& Sons, Montreal, has left for the Maritime Provinces and Newfoundland on a business trip.

The Munn Boneless Fish Co., of St. John's and Harbor Grace. Nfld., have secures the services of G. A. Siteman, formerly of Nova Scotia, to superintend the manufacture of boneless codfish in their factory. He is now engaged in fitting up the premises, and in the near future the factory will begin operations. Preparations are heing made to secure a large supply of fish throughout the season. Mr. Siteman was the man selected? to take charge of operations for the Gorton. Pew Company, which, in the event of reciprocity passing, had purposed setting up a large fishery establishment at Louishurg. N. S.

## Ontario.

Young \& Co.. grocers, Alvinston, Ont.. have sold their business to Jas. H. Bruton. of Brigden.
H. Smith, of the traveling staff of H. P. Eckardt \& Co., Toronto, has recently joined the ranks of the benedicts.
Cellome. Ont.. stores will be closed (1) Thursday afternoons, commencing at 12 o'clock, during July and August.
Robertson Bros., wholesale confectioners, Queen Street East, Toronto, held their annual pienic to Niagara Falls on June 15.
Walter B. Solomon, Canadian agent of Hooton Chocolate Co., Newark, N. J., called on the Toronto wholesale trade last week.
The Patterson Candy Co., Toronto, are erecting a new factory at the corner of Queen and Massey Streets. It will be completed by November.
Frederick Dane, of Dane \& Hortop. grocery hrokers, Toronto, leaves next
week on a business trip to the Old Country. He sails on the 24th.
Efforts are being made in Hamilton to organize a clerks' union, with fair prospects of success. One of their objects will be to secure early closing.
Chas. Solari, of the Symrna Fig Packers, Ltd.. was in the city in the interests of the firm this week. Watt \& Scott have been appointed the Toronto agents of this company.
Work has been begun on the new London, Ont.. factory of the Toasted Corn Flakes Co. The new building is to be $60 \times 100$ feet, and three stories in height, with basement.

The great annual outing of the Drummers' Snack Club will again be held this year at Georgetown, Ont. The dates are July 19 and 20. Arrangements for the Friday night open air concert and the games on Saturday are well under way, and the usual big time is anticipated.
London, Ont., grocers held their annual pienic on Wednestay to Detroit The committee in charge was composed of President John Diprose, Vice-Presidents J. A. MacFarlane and H. Fountain. Secretary James Mackenzie and Treasurer Thos. Shaw. A report of the outing will appear in next week's issue.

Among the retailers from Ontario points who were in Toronto this week were: J. A. McCrea, of Guelph; Mr. Davis, of Point Aux Baril ; J. M. Gallaway, of Haggerman's Corners; H. Everest, of Sharbot Jet.; J. Griset, of Thornhill: W. T. Robinson, of Maple; W. R. Brock, of Port Perry; fieo. Thompson, of Brussels, and M. E. McDougal, of Victoria Mines.
E. J. Ryan, for some 15 years in the grocery business in London, Ont., and who recently went into the manufacturing business, was made a life nember of the London R. G. A. at the last meeting. Mr. Ryan has been actively connected with the association for a long time as one of its prominent members. No one who knows him and his interest in organization work will deny him the honor.
Geo. Simpson, who has been connected with the advertising staff of The Canadian Grocer, has opened an office at 28 Toronto Street, under the style of Selling Service, Limited. Mr. Simpson will look after the advertising copy for a number of clients who are doing general advertising. From his experience on

The Canadian Cirocer and other publications, Mr. Simpson should be in a position to give his advertisers satisfactory service.

A quarter of a pound of adulterated ginger sold by a Toronto dealer to a Dominion food inspector, has cost that dealer thirty-seven dollars. The inspector, upon analyzing the ginger, found it to contain a mixture of starch. The defence was that the ginger was sold in the condition it was purchased, and while the magistrate offered sympathy, he found it necessary to impose a fine of five dollars and costs. As well, the defence must pay the cost of analysis, and the fee of the counsel who prosecuted her.

## Western Canada.

M. H. King, general merchant, Estevan, Sask, is dead.
W. E. Brown, grocer, Greenwood, B. C., is giving up business.
D. M. Grant, grocer, Lauder, Man., has succeeded R. T. Logan.
H. Robinson, Regina, Sask.. has sold his grocery to W. L. Price.
P. Warowy, general merchant. Winnipeg, is succeedd by B. Wattman.

John Harvie \& Co.. Treherne, Man.. is adding groceries and general merchandise.

Lawrence Bros., general merchants, have succeeded Leslie Co., Waskada, Man.
A. J. Hendrick has purchased the general store of S. A. Kredba, Esterhazt, ‘Sask.
A. Evans, of Evans \& Lougheed, general merchants, Outlook, Sask.. has been on a trip to Eastern Canada. He visited Toronto wholesalers on Friday last.
H. Detchen, of the Canadian Credit Men's Association. Winnipeg, has been in Regina, Sask., working on the organization of a branch for Saskatchewan.

The business men of Raymond, Alta., have decided to close their stores on Wednesday afternoons, and to keep them open until 7 o'elock on other days of the week.
C. W. Bartwell, general merchant, Treherne, Man., has sold to R. A. Sanderson, who has moved into his new store. The walls and ceiling are covered with metallic ceiling, and an ice cream parlor is fitted up at the rear. An addition is now being built to the back of the present structure.

While it is too early in the season to predict with any degree of accuracy the outcome of this year's wheat crop in the Canadian West, still conditions so far have been so favorable in the three provinces as to lead many to predict a yield which will establish a new high record point in the production of wheat in Canada.

This is how one man who looks for a production of $200,000,000$ bushels figures it out. The acreage sown to wheat in Manitoba, Saskatchewan and Alberta is, according to estimates $11,180,000$ acres, compared with $10,400,000$ sown last year. He believes then that if fairly favorable conditions obtain from now on, and particularly during latter part of July, and early days of August, a bumper harvest can be safely anticipated.

In the three provinces, the final estimates of wheat production last year were about $170,000,000$ bushels or an average yield per acre of 17 bushels. Taking this figure as a basis of comparison, the prospect, as it appears at present, providing conditions this year are no better, and no worse than last year, would point to over $200,000,000$ bushels. The harvest is quite distant as yet, however, and any predictions now can be little more than guesswork.

The market continues rather uneventful, and from a news standpoint is saved by a further weakening in millfeed. Further reductions are announced at some centres, while at others downward tendency is apparent. This is due to a marked decrease in consumption, which has taken place during past weeks, as the grass became heavier. There is more demand for shorts than for bran.

As millers are now getting less money for their by-products, more strength is thrown on flour. Market is regarded as steady, but millers are not predicting any advance just at present. Demand is rather slack while as can be
expected, there is little to boast of in the movement of cereals.
Following trend of raw material, cornmeal is less steady than a few weeks ago.

## MONTREAL.

FLOUR.-Business for all lines for export is quiet ; indeed, there is nothing interesting either from a domestic standpoint. The undertone remains firm-no change in prices.


CEREALS.-A fair volume of business is being done in rolled oats, but there is no very great demand for cornmeal.
Fine oatmeal, single bag lots
Standard oatmeal, single bang outs....
Granulated oatmeal single bag lots
Granuated oatmeal, single bag lots
Bolted Cornmeal, ion bags

 Rolled wheat, bbl.

## TORONTO.

FLOLR.-Flour market is steady. Reduction in millfeeds has a tendency to throw greater strength on flour. Millers, however, are not predicting any advance just now. Trade is rather quiet as usual at this season.

Winter wheat flour also maintains a steady position, Ontario wheat holding up. Domestic trade is only routine, while export business is decidedly dull.

$$
\begin{aligned}
& \text { Manitoba Wheat. } \\
& \text { lots, per bbl. }
\end{aligned}
$$


CEREALS.-Cornmeal is less steady than a few weeks ago, due to weakening in raw material. Rolled oat situation remains about the same as reported last week.
Demand is inclined to quietness. There was a little brisker movement of
rolled oats following recent decline, but this is not the season of big consumption.


MILL FEEDS.- While several firms are quoting same price as last week, the market is easy and weakening. This is shown by fact that one firm is quoting $\$ 1$ per ton lower, namely $\$ 22$ for bran and $\$ 25$ for shorts. As expected, with good pastures the demand is falling off, although this is more marked in case of bran. A number of firms still quote $\$ 23$ and $\$ 26$ respectively.

## MANITOBA.

FLOIR AND CEREALS.-Flour is steady and oatmeal firm. Cornmeal is quoted cheaper. The market in all lines is subject to change.


CLOSING SATURDAY AFTERNOON.
New Departure of St. John GrocerWill Open Again in Evening.
St. John, N.B., June 20.-(Special.) A new departure has been made in regard to the halt-holiday in St. John among the grocery trade by Walter Gilbert, grocer of Charlotte Steet, whose poliey and ideas of conducting a store have always been advanced in their character.

Mr. Gilbert has announced to the trade that during the warmer months of midsummer he will have his store open on Friday and Saturday evenings, but will close on Saturday afternoon at 1 o'clock, reopening again at 6 p.m. This affords his elerks and himself to take a little rest at the week-end, and he feels he will not lose much custom on account of it, as many of his customers are heartily in sympathy with the seheme.


## Pine Season Has Reached Its Zenith

Let Up in Shipments Expected Shortly - Prices are on the Ascent-Fruit Showing Waste-Expect Lower Prices on Strawberries Shortly-Valencia Oranges Arrive on MarketTomatoes Scarce and High.

The pineapple season has probably reached its zenith for this year in point of volume of supplies and amount of demand. Prices have been at quite a reasonable level, and there has been a big movement of this fruit both for preserving and table purposes. In the absence of strawberries for preserving this month, retailers have been pushing pines strongly, and not a little of their big sale has been due to retailers' efforts.
It was pointed out in last issue that prices on pines had probably reached lowest point they would touch this year. This will likely prove true at most centres. There has already been an upward movement at several centres, which will likely continue to become more marked. Not only have primary markets shown a stronger tendency, but recent arrivals have shown considerable waste, which all works for higher prices. Cuba is still shipping quite a quantity, but will probably soon show a let up. Canadian markets are beginning to receive some Florida stock, but prices are above the par at which Cubans have been ruling during past couple of weeks.
The Canadian strawberry continues very tardy in its progress. There are some shipments being received, but quantity is small, and the U. S. is called upon to supply the Canadian demand for this article. However, there is expected to be a big change in the situation shortly. At least this is the opinion of several fruit men who expect the Canadian berry to come forth in large enough quantities to cause prices to recede from present level.
There will still be quite a few navel oranges to come forward, but season is gradually moving towards end of its tether, while Valencias are starting in. Lemons are quite steady, and real hot weather would without doubt make this steadiness more marked. Verdelli lemons have arrived in Canada, and are bring-
ing the high figure it was pointed out before could be expected.

Tomatoes continue scarce and high Florida shipments are easing off, and Mississippi and Texas will now begin. New potatoes have eased, but very little more, but slight recessions are still being made in old stock.
Fruit men expect a big business next week when retailers will be purchasing their supplies for Dominion Day. Fruit will sell well around the holiday, and grocers should prepare to care for this trade.

## MONTREAL.

FRUITS.-Bananas still receive close attention, but are not getting any cheaper, nor is there likely to be a decrease as the warm pweather is now here. Lemons are active and there seems to be some speculation in this market, as it is not at all unlikely that prices will make a heavy jump. Oranges, as may be expected, are in good demand also, while pineapples are active, owing to big demand for preserving.


VEGETABLES. - Beans reached a reasonable figure last week, but have soared again. Carrots as stated in a previous issue have gone up, and a further increase will be registered if present good demand and searcity continue. Sweet potatoes also show an advance and are becoming rare. New Egyptian onion: are a shade easier, cauliflower not being so plentiful as usual and consequently a little dearer.
Beans, green, hamper
Wax beans ..............
46

| 300 |  |
| :--- | :--- |
| 375 | 375 |
| 4 |  |
| 00 |  |



## TORONTO.

GREEN FRUITS. - Huckleberries and lawtonberries have made their appearance during past week. They come from across the line, and are selling at 20 cents per quart box. Strawberries have been holding decidedly steady, under exceedingly tardy movement of Canadian article. Fruit men are looking for a big change in this market, however, as they should now begin to come forward plentifully. One firm estimate strawberry crop at 60 per cent. of a normal yield, for while they are doing well this year, the dry spell of 1911 killed out a good many vines.
Pineapples are higher. Recent arrivals have shown a good deal of waste. With $\$ 3$ per case being asked on Tuesday, price is likely to ascend to $\$ 3.50$ by end of week. Some Florida are expected this week and will range close on $\$ 4$ per case.
Navels are coming along, although crop is gradually winding up. Valencias have made their debut at $\$ 4.25$ to $\$ 4.50$ per case. Lemons are steady. Verdelli are in now.
The fruit men will betake themselves to their summer quarters at foot of Yonge Street next week.
Bananas, per bunch

 Limes,
Oranges
Cali
Clicher


Strawberries,
Rhubarb. .... 27 Rhubarb, per dozen
Watermelons, each ...................

VEGETABLES.-Prices on new vegetables fluctuate considerably. This

London, On Wedn tion from Associatio tation, to chants of villages. Pres. Johr G. B. Dr: Palmer, al A profit the result, tion had tc had to sir that could In connect
of the eve Gordon I laugh. As was better

The cou nice little which cert After the on trade $m$ legislation, but not th tail Grocer

Eight me their fees
Pres. Dipro
week there has been an upward reaction in asparagus and carrots, while both green and wax beans are firmer. Cabbage is coming in large crates, and is quoted at $\$ 3$. Green peppers are also higher, baskets bringing as high as $\$ 1.25$.

New potatoes are about steady at last week's prices, supplies coming from Virginia. New crop Canadian are expected to be late this year on account of backward season. Easiness has continued in old potatoes, and further concessions have been made in prices by some firms. With best Delawares commanding as high as $\$ 1.90$, prices rule down as low as $\$ 1.50$ for some classes of imported.
Tomatoes are scarce and higher. Offerings are practically all Floridas as yet. Some Mississippi are in, but are rather green.




Potatoes, Ontario, bag
Potatos,
Potatoes, new, bushel
Gratoes, new, bbl.
Tomatoes, Florida, crate
Spinach, hamper ...
Wax beans, hamper
Green peppers, case



## WINNIPEG

FRUIT AND VEGETABLES.-Business in fresh fruits is quite active since advent of real summer weather. Navel oranges are firmer, and lemons a little dearer. Cherries are cheaper. California red onions are now on the market. Florida pineapples are now on, Cubans off.


## London Grocers Lend Organization a Hand

Several Go Out to Belmont, Ont., to Attend Meeting-Eight Added to the Ontario Retail Grocers' Association - Sidelights on the Trip-A Pleasant as Well as Profitable Time.

London, Ont., June 19.-(Special)$O_{n}$ Wednesday evening last a deputation from the London Retail Grocers ${ }^{\prime}$ Association went to Belmont, by invitation, to attend a meeting of the merchants of Belmont and the surrounding villages. The deputation consisted of Pres. John Diprose. Treas. Thos. Shaw, G. B. Drake, J. Dalgleish and W. A. Palmer, also E. J. Ryan.
A profitable and pleasant evening was the result, as every one of the deputation had to make a speech; some of them had to sing in the bargain, and those that could not sing had to tell a story. In connection with the pleasant portion of the evening one should not overlook Gordon Drake, with that infections laugh. As Pres. Diprose intimated, it was better than any tonic.

## Supper and Addresses.

The country merchants provided a nice little supper at the Charles House, which certainly was enjoyed by all. After the supper addresses were made on trade matters, including organization legislation, peddlers' licenses, and last but not the least one, the Ontario Retail Grocers' Association.
Eight members from the villages paid their fees for the Ontario Association. Pres. Diprose remarked that this would
gladden the heart of Pres. Clark, of the Ontario body, and give encouragement to the executive to $\mathrm{g}_{0}$ ahead with the anod work.

Treas. Thos. Shaw made a number of explanations for the benefit of the country merchants, which were appreciated very much. The credit belongs to Gordon Drake for bringing the different organizations together. It might be here remarked that he is a great favorite with the country merchants, more especially because in the fall of the year, they all unload their apples on Gordon when they are plentiful. In fact it was a standing joke with them, "How are the apples, Gordon ${ }^{\prime \prime}$
W. J. Coates, president of the village organization, conducted the meeting in business-like manner.
Those present were, W. J. Coates, Mossley; J. Talbot and A. Hodder, Dorchester: C. R. Eden, Harrietsville: J. Bloomfield; M. T. Payne, W. H. Soole, L. Purdy, O. Reid and W. Brown from Belmont; Pres. Diprose, Thos. Shaw, G B. Drake, W. A. Palmer, J. Dalgleish, E. J. Ryan and J. Palmer.

## On the Way Home.

Pres. Diprose drove out behind Gordon Drake's fine black team and rode home in Palmer's automobile. He want-
ed to hurry home for the market.
Tom Shaw didn't eare as long as he got home for Friday's ball game.
Adam Palmer had attended a wedding in the afternon and said he was too full for expression.
It is up to Toronto, Hamilton and Brantford to do likewise, said one of the boys.

## FRUIT MARKET NOTES

Huckleberries' and lawtonberries are coming forward from the U.S.
Watermelons will sell well around $\mathrm{D}_{0}$ minion Day.
The Valencia orange crop in California is short. Last year it was 9,000 cars. One New York man estimates that at outside it will not exceed 5,000 cars this season.

Most unusual heavy rains in Florida have interfered with growth and shipment of vegetables.
Honduras has sent its first shipment of bananas to Europe, 25,000 bunches going to Hamburg.
Good quality oranges ruled firm in New York la-t week.

## AN IMPORTANT VISIT.

More Than Half a Hundred British Manufacturers Touring Canada.
Montreal. June 20--(Special.)-The party of British manufacturers referred to in The Grocer some weeks ago, visited Montreal on Monday. The embassy is considered to be the most important that ever left the shores of Great Britain for any of the self-governing colonies, as it includes the representatives of some 60 prominent British manufacturing firms. They are touring Canada with the object of observing first hand our resources, and it is believed some of them may decide to establish branch factories in this country.
The following firms of interest to the grocery trade are represented:-

Peak, Frean \& Co., London, biscuit makers, $\$ 2,500,000$.

Jas. Keiller \& Son, Dundee and London. marmalade, chocolate, preserved fruits, $\$ 2,000,000$.
A. J. Caley \& Son, Norwich and Lon don, mineral waters, chocolates and crackers, eider. $\$ 600,000$.
Fardons' Vinegar Co., Birmingham, malt vinegar brewers.
Major Leather, representing Premier Refining Co., London.
Brown, Hopewood \& Gilbert, Birming ham, wholesale provision merehants, $\$ 150,000$.


Fish Weather Has Been in Retailer's Favor
So Far This Year-Has Allowed Beter Display of FishCost of Refrigeration Has Been Less-More Difficult to Show Fish as Weather Becomes Warmer - Big Catch of Cod in Norway Depressing Market.

The weather man has been exceeding y kind to fish trade this year, at least from the retailer's point of view. While during other years we have had a great deal warm weather before this, during last couple of months there has been little real warm weather. Of course, as soon as the temperature reaches a certain point in the spring, refrigeration is necessary to keep fish in best condition, but if weather does not get too warm the cost of this is accordingly less. -Besides, the weather has allowed the display of fish with less risk of loss. As weather becomes warmer, it will be more difficult to show fish unless the dealer has the desired glass refrigerator case used for the purpose.
The mackerel catch on the Nova Scotia coast so far this season is away below the average. Salmon are coming in better in New Brunswick. Whitefish, trout and halibut are three good selling lines of fresh fish.
It looks like easier prices on new cure codfish. Norway, it is estimated, will have close on double a normal catch and this is having a depressing influence on all markets.

## QUEBEC.

MONTREAL. - Buck and roe shads are practically finished, while dressed bullheads and perch are very scarce. Lake trout and whitefish, also pickerel, are more plentiful, and prices are lower. Gaspe salmon is now in season, and price is reasonable. Fancy large fresh mackerel are selling freely.



## ONTARIO

TORONTO.-A regular even trade is being done in fish for season of year. Fresh fish is, of course, the line that predominates. Whitefish, trout and halihut are big selling favorites at present time. Lake Erie herring are plentiful and on account of low price are selling well.

## frozen fish.

:old eves FRESH CATGHT FISH
 $\underset{\substack{\text { Iake } \\ \text { Stak } \\ \text { HaAdTock }}}{\text { cond }}$
 TThine
Pike
Piker
Prach
Sucks
Ploaters, per hox sMoz Eid.
FFinnan Haddie per ib.

 Scotech kippers., per th Pieklen tront. ner halt bbl. Shrimpe, 1-gallon cane PREPAREA hherfoed rod 2 hor. pkere to box


## NEW BRUNSWICK.

ST. JOHN.-Heavy winds and rains have greatly interfered with fishing, and catches of marketable fish have been
rather small. Salmon are coming in better quantities than for past ten days, and there is reason to believe from the size of the present catches that market will be well supplied, and that a good run will be experienced. The present price ranges from 17 to 22 cents, according to cut. Local grocers who conduct fish departments in connection with their business say that business is slackening at present in this line, but sales up to the present have been encouraging.

## NOVA SCOTIA.

HALIFAX.-The mackerel catch on Nova Scotia coast so far is away below average, and prospects for any large hauls of fish are not good. Only a few small catches were made during present week.
There is little doing at present in the line of pickled and dry fish. Dealers are more interested in closing out stocks of old cure before making contracts for the new eatch. The abnormal catch in Norway, which it is estimated will reach $100,000,000$ codfish against $55,000,000$ ordinary catch, has completely upset all the large consuming markets.
A pleasing feature of situation is good eatch of scale fish, particularly on the Nova Scotia coast, some of the districts reporting largest eatch for years.
No opening prices have as yet been quoted on salt mackerel. These will be governed entirely by demand from United States market.

## MANITOBA.

WINNIPEG.-There is a good demand for fresh fish, and theavailable supply is ample. The season on Lake Winniper has opened, and there is now a good supply of fresh whitefish. Salmon is 2 e per lb . cheaper. Mackerel. smelt and soles are now on the market. Fish-

## 5 Produce ęProvisions <br> 



## Season for Smoked and Cooked Meats

Now at Hand-Weather Should Soon Bring Big Demand for These Lines-Butter is Easier-Increase in Make and Less Demand from West-Eggs Still Being Stored-New Cheese is Easier.

The season for smoked and cooked meats is now with us, but it will loom larger under continued warmer and more favorable weather. It is usual at this season for sales on these lines to be on a much larger scale than during cooler months of year This has been true this year to some extent, but the dealer himself knows that the weather has not been favorable to best results. Now, however, Old Sol can be expected to hand out a better brand of sunshine, and smoked and cooked meats will shortly swing into the limelight. For this demand the dealer should be prepared. The advent of the pienic and camping season should bring a good trade in cooked meats of all kinds

The West is becoming independent of the East-in regard to butter. For the past couple of months the West, even as far towards the setting sun as Vancouver has found it necessary to run back East in order to get butter to cover its bread. This demand has almost disappeared, the centre West now producing nearly enough to supply the Western provinces. As a result, speaking generally, the market is easier, with declines registered at some centres. Yet at other centres, although easiness was regarded as apparent last week, market has ruled steady. This may be explained to some extent by fact that some butter is being stored, in spite of fact that prices are ruling above normal. June butter is desirable for storing purposes, and country shippers, realizing this, have been firm in their ideas.
Pastures are good in nearly every part of the country, and there should be a big flow of milk. This should mean an easiness in butter, unless dealers insist in storing it, even at the high price. Dealers say the price is too high for storing. Lower prices might probably bing some more trade from the West. The weather has been favorable for eggs to arrive in good condition, and storing has continued at many centres.

There has also been a fair consumptive demand due to high price of meats, but there has been a big run on eggs this rear, and public appetite is somewhat wavering. Receipts continue on a good scale, although behind last year's record at some centres.
New cheese is easier, influenced by trend of country boards, which, in turn, have been ruled by increase in production, the total of which should reach a good figure during June

## MONTREAL.

PROVISIONS.-Prices for lard remain unchanged, and as a result there is a steady demand for both local and country account. Demand for smoked meats is still dull, and trade is quiet. An improvement in trade for smoked and cooked meats should be noticeable from now on, as it looks as if the recent cold snap has passed and summer weather here in real fashion.


BLTTER.-A weak feeling continues in the butter market, and prices are on the downward move, still quotations are too high as it is, for this time of the year. An easy feeling prevails in Montreal owing to an accumulation of tocks on spot and an unusually small demand from the northwest and Vancouver.
reamery blocks
${ }^{\text {Inairy }}$ tubs, 1 lb .
$x_{0}^{025}$
EGGS.-Supplies of eggs coming forward are satisfactory, but the receipts show a slight decrease over corresponding period of last year. The market for selects and No. 1 stock remains steady, there being a good local demand owing to high prices asked for all fresh meats. There is not so much activity as far as the lower grades are concerned.
New laids prices at country points is downward and it would not be at all surprising to see a further decline following on the easy feeling. Still a fair amount of export business has been transacted, as the stocks of Canadian cheese in London are light for this time of the year, and as prices of meats, ete., are high, there is an increase in cheese consumption.

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Quebec,
M Wester,.,
M
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POULTRY.-Prices remain steady, with good demand for all lines. Fowls are a little scarce, and unless supplies come along more freely, we may see a slight increase in prices, in spite of slow sales.



## TORONTO.

PROVISIONS.-A normal movement of pork products is reported by wholesalers. At this season it is natural to look for a greater demand in smoked and cooked meats than is present during the cooler months of the year. This is true this year as well, but only to
extent that weather would lead us to expect.
Prices show little or no variation. Long clear may be a little firmer, at least one house quotes it at 14 to $14 \frac{1}{2}$ cents. Hogs show little change, and some dealers seem uncertain as to their course. Cattle and meats in general are high.


BUTTER.-Butter prices are stationary at last week's prices, with exception of dairy solids, which are a little off. Last week dealers regarded market as rather weak. Explanations of why this did not follow is not exactly clear. Pastures are certainly in excellent condition, and as one man said, "if the cows are in the country, we should certainly get a flood of butter." In the country 24 to $241 / 2$ cents is being paid for creamery prints.
One reason for steadiness is probably that some butter is being stored. June butter is in great demand for storage purposes, and country shippers, knowing this, are firm in their ideas, although wholesalers declare prices are too high for storing. Still supplies are disappearing.

EGGS.-"We are getting 25 e for candled and 23 e for uncandled stock," said one firm this week anent eggs. This would indicate a firmer feeling, but several other firms still quoted same prices as last week.
"There is no doubt," said one dealer, "however, that for guaranteed stock a price higher than our quotations might be secured.'
Prices in the country remain on a par with last week. Receipts are on quite liberal scale, and storage is taking care of a considerable quantity. The weather has been favorable for this.
"Yes, the weather has been favorable,", said one man, "but the price has not."

CHEESE.-Slight waverings reported in new cheese continued during last week, country markets all reaching a lower level than during previous week. Our quotations are easier by about $1 / 4$ cent. Increased make is cause of easi-
ness, and total June production should be large.

${ }_{1 / 2}^{\text {Twin }}$ Twin
in
HONEY.-T......................... 0 15\% $15 \%$ doing in honey. Stocks are small, and prices unchanged, though steady.
loney-atrained-
Amber honey,
Amber honey, $60-\mathrm{lb}$. tins, per $1 \mathrm{~b} . \ldots .$. o of
Buckwheat, $60-\mathrm{lb}$. tins, per $\mathrm{lb} . \ldots \ldots$. o 0 of

## Selling Cheese by Means of Advertising

Sample of an Ad. Used by Nova Scotia Dealer Which Has Power to Bring Business-Selling Talk Worth While - A Good Subject on Which to Base an Advertisement.

There is no reason why the cheese department of a grocery store should not be developed into an extensive and profitable one. There are some dealers who have already made a special feature of cheese, and to good advantage, but still there are others who have not yet grasp-

## Cheese

The richest and best cheese of the year are made in the month of September.

Cheese that is matured from six to fifteen months is better flavored and more easily digested than new cheese.

I have a full stock of last September's Cheese from one of the best Manufacturers in Ontario.

Order a piece and you will be pleased and surprised at the difference between this and the ordinary kind.
A. H. MacDONALD

## Broceries, Fruit, Confectionery, Etc.

Phone No. 79. PROVOST ST.

Sample of a good newspaper ad. on old ed the opportunities presented by this line.

Of course, while there is cheese and cheese-fancy, cream and the ordinary variety - and the age which different customers prefer the latter varies considerably. Still it is the matured cheese that finds greatest favor with the public. There may be a certain demand for the new product, but it is far exceeded by that of the old. In addition to this, cheese made during certain months seems to be in greater request. One dealer in particular prefers, or at least he says his customers prefer, June
cheese, for winter cutting, and September make for late winter and spring cutting.

## Deserves Greater Effort.

While almost every grocer carries cheese in stock, there are a good many who put forth little or no effort to increase its sale, other than presenting it to view in the usual show case or display stand. There are others' however, who have realized that here there is a chance to increase business. Some have used personal talks to good advantage while others have gone further and used newspaper space and found it profitable.

## Sample of a Good Cheese Ad.

Herewith is an advertisement on cheese used by a Nova Scotia dealer in his local paper, and to say the least, is an excellent selling talk on cheese. Educative and selling facts have been combined in a manner which should create the desire on the part of the reader to buy, and this is truly the object of every advertisement.

It will be noticed how one statement has been made to lead up to another. The first paragraph gives information regarding cheese that is interesting to customers. Then the writer of the ad. gradually leads up to quite forceful selling talk in the last sentence.
A commendable feature of this advertisement is that it has been handled well by the printer. Much of the selling force of many an ad. is lost by being poorly set up.

## The Price Omitted.

It is generally deemed advisable by ad. writers to add a price, but whether it would have been best in this case is a question, as the article advertised is rather a specialty and would probably command quite a high price, so that the addition of a quotation might not have been an improvement.

Another fact that can be made good use of in both personal talks and advertisements is the high food properties of cheese. Actual tests have shown that it ranges high in comparison with many other foods. Besides possessing a high food value, it is palatable, and can be used in a great number of ways.
 nything all, and

## CUNNS QUALITY HAMS <br> The Epicurean Ham <br> Always Sweet-Tender and lyicy-Perfect in SelectionTrim and Cure.

Hams under this Brand are specially selected for their leanness, smooth skin, and plumpness. Cut from choice young pigs of prize winning breed. Cure-the finest that up-to-date Packing House methods and years of experience can produce. The Acme of Perfection in every respect.

## GUNNS LIMITED

Beef and Pork Packers, Cotton Oil Refiners,
WEST TORONTO

## Your Goods Kept Prominently Before the Whole- <br> Manufacturers and Shippers

 sale Trade $\bullet$ -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 wholesale 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, Saskatehewan 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.

## THE CANADIAN GROCER

## QUOTATIONS FOR PROPRIETARY ARTICLES

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



## MAGIC SODA.

Case No. 1, 60 1-1b. pack
ages, 1 case $\$ 2.85 ; 5$ cases $\$ 275$
Case No. 2, $1201 / 2-1 \mathrm{~b}$. pack
ases, 1 case $\$ 2.85 ; 5$ cases $\$ 275$ Case No. 3, $301-1 \mathrm{~b}$., $601 / 2-1 \mathrm{~b}$.
$\begin{array}{lll}\begin{array}{l}\text { packages, } \\ \text { cases } \ldots\end{array} \ldots & \ldots & \ldots\end{array} \ldots . .275$
Case No. 5, 100 10-oz. pack-
Case
ages. 1 case $\$ 2.90 ; 5$ cases 280

GILLETT'S CREAM TARTAR.
1/6-lb. paper pkgs., 4 doz.
In case $\ldots \ldots . .$.
$1 / 2-\mathrm{lb}$. paper pkgs., 4 doz. In
case ................... 200
4 doz. $\mathbf{4}$-lb. paper pkgs.
2 doz. $1 / 2-1 \mathrm{~b}$. paper pkgs. Per doz
$1 / 2-\mathrm{lb}$. cans with screw cov-
ers, 4 doz. In case .....
1-1b. cans with screw cov-
ers, 3 doz. In case ......

## $\$ 220$

ers, 3 doz. in case
5-1b. sq. caniaters, $1 / 2$ doz. In
$10-1 \mathrm{~b}$. wooden boxes 33
$301 / 2$
$25-\mathrm{lb}$. wooden palis
$100-\mathrm{lb}$. kegs.
rels $301 / 2$
$281 / 2$
28

GILLETT'S PERFUMED LYE
4 doz. In Case. Ter case
1 case
3 cases
5 cases
340
more ..........

YEAST.

Royal Yeast, 8 dozen 5 c packages in box
Glllett's Cream Yesst, 3115 dozen 5 c . packages in box 115

## BAKING POWDEE

w. h. gillard \& co.

Diamond.
$1-\mathrm{lb}$. tins, 2 doz. in case .. $\$ 200$ $1 / 2-1 \mathrm{~b}$. tins, 3 doz. in case... 125 $1 / 4-1 \mathrm{~b}$. tins, 4 doz . in case.
ROYAL BAKING POWDER.
$\qquad$
Royal-Dime
$1 / 4-1 \mathrm{~b}$.
$6-\mathrm{zz}$.
$1 / 2-1 \mathrm{~b}$.
12-oz.
$1-\mathrm{lb}$.
$3-\mathrm{b}$.
5-1
Barrels-When packed in barrels
one per cent. discount will be
WHITE
CEREALS, LTD
White Swan Baking Powder-
$5-1 \mathrm{~b}$. size, $\$ 8.25$; $1-\mathrm{lb}$. tins, $\$ 2$; 12 -oz. tins, $\$ 1.60 ; 8$-oz. tins, $\$ 1.20$ 6 -oz. tins, $90 \mathrm{c} ; 4-\mathrm{oz}$. tins, 65 or tins. 40 c
BORWICK'S BAKING POWDER
Sizes. Per doz. tins.
Borwick's $1 / 4-1 \mathrm{~b}$. tins
Borwick's $1 / 2-1 \mathrm{~b}$. tins
Borwick's $1 / 2-1 \mathrm{~b}$. tins
Borwick's $1-1 \mathrm{~b}$. tins
CONK'S FRIEND

## POWDER.

No. 1, 1-1b., 4 dozen
Vo. 1, 1-1b., 2 dozen
No. 2, 5-oz., 6 dozen
No. 2, 5-oz,, 3 dozen
No. 3, $21 / 2$-oz., 4 dozen
No. 10, 12-oz,. 4 dozen
o. 10. 12-oz.. 4 dozen
o. 10, 12-oz.., 2 dozen

12, 4-oz., 6 dozen
No. 12, 4-oz., 3 dozen
In Tin Boxes-
No. 13, 1-1b., 2 dozen
o. 14, 8-oz., 3 dozen
o. 15,4 -oz., 4 dozen
o. 16, $21 / 2-1 \mathrm{bs}$. ....

## No. 17, 5-1bs.

FOREST CITY
FOREST CITY BAKING POW.
6-oz. tins
12-oz. tins
$16-o z$. tins
BLCE.
Keen's Oxford, per lb
in 10-box lots or case .... 016
COUPON BOoKs-ALLISON'S. For sale in Canada by The EbyBlain Co., Ltd., Toronto; C. O.
Beauchemis \& Fils, Montreal, \$2, Beauchemis \& Fils, Montreal, \$2, $\$ 3, \$ 5, \$ 10, \$ 15$, and $\$ 20$. All same price, one size or assorted.
UN-NUMBERED.

UN-NUMBERED
Under 100 books .......each 004 100 books and over.each $0031 / 2$ 500 books to 1,000 books 003 For numbering cover and each
coupon, extra per book $1 / 2$ cent. CEREALS.
WHITE SWAN SPICES AND CEREALS, LTD
White Swan Breakfast Food, 2 doz. in case, per case, $\$ 3.00$. The King's Food, 2 doz. in case. per case, $\$ 4.80$.
White Swan Barley Crisps, per doz., \$1.
White Swan Self-rising Buck wheat Flour, per dozen, \$1. White Swan Self-rising Pancake Flour, per doz., $\$ 1$.
doz., \$1.50.
doz., $\$ 1.50$
White Swan Flaked Rice, $\$ 1$.
White Swan Flaked Peas, per
doz., \$1.
DOMINION CANNERS.
Aylmer Jams. Per doz
Strawberry ................. 195
Raspberry
Black currant
Red currant
Peach
Pear ..............................
Red currant
Jellies.
Blaclocurrant
Crabappie Crabapple
Raspberry Raspberry and red currant Raspberry and gooseberry Plum jam
Green Gage plum, stoneless
Gooseberry
Grame
$5-1 \mathrm{~b}$. boxes
Chocolate wafers, No. 2 , $5-1 \mathrm{~b}$. boxes Nonparell wafers, No. 1, 025 5-1b. boxes Nonpareil wafers, No. 2 , 5-1b. boxes Chocolate ginger, $5-1 \mathrm{~b}$. bxs. Milk chocolate wafers, $5-\mathrm{lb}$. Coffee drops, $\delta$-:ib. boxes Lunch bars, $5-1 \mathrm{~b}$. boxes Milk chocolate, 5c bundles. 3 doz. in box, per box..
milk chocolate, 5 c cakes, Milk chocolate, 5 c cakes, 3 doz. in box, per box.. Nut milk chocolate, $1 / 2$ 's, 6 -
Nut milk chocolate, $1 / 4 \cdot \mathrm{~s}, 6$.
lb. boxes, lb. ...........
Nut milk chocolate, 5 c bars
24 bars, per box
Agents-Willson \& Warden, Toronto: Forbes \& Nadeau, Montreal; J. W. Gorham \& Co. Hallfax, N.S.; Buchanan \& Gordon, Winnipeg
In $1 / 4,1 / 2$ and $1-1 \mathrm{~b}$. tins, 14 1b. boxes, per ib. ...... 035 Smaller quantities ........ 037 G. J. Estabrook, St. John, N.B J. A. Taylor, Montreal, P.Q.: F. M Hannum Ottaw, P.Q. Jos, E Husley \& Co Winntper Jos. E. Huxley \& Co., Winnipeg. Mlta. Johnson Amonton: D M Doherty monton, D. M. Debert
Elite, 10c size (for cooking)
Elite, 10e size (for cooking)
dozen ............ ...
Mott'sbreakfast cocoa, 2 doz. ${ }^{0} 0$
10c size, per doz. ...... 0

box
and $1 / 2$ 's
No. 1 chocolate ....... 03 f
Navy, chocolate, 1/2's... 030
Vanilla sticks, per grs 100
Dlamond chocolate, 1/2's 024
Plain choice chocolate
liquors ........... 20
liquors $\ldots . . . . . . . .20$
Sweet chocolate coatings

020
WALTER BAKER \& CO., LTD. Premium No. 1 chocolate, 1/4 and $1 / 2-\mathrm{lb}$. cakes, 33e lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-1b. tins, 39c. 1b.; German's sweet chocolate, $1 / 8$, and $1 / 4-1 \mathrm{~b}$. cakes, 6-1b. boxes, 26 c lb.; Caracas sweet chocolate, $1 / 1 /$ and $1 / 4-15$ cakes, $6-1 \mathrm{~b}$. boxes, 32 c lb.; Auto sweet chocolate, $1-6 \mathrm{lb}$. cakes, 6 lb. boxes, 32 c lb.; cinquieme sweet chocolate, $1-5 \mathrm{lb}$. cakes, 6hot or cold soda), 1-1b. tins, 34c lb.; Cracked Cocon, 1/2-1b. pkgs., $6-1 \mathrm{~b}$. bags, 32c lb.: Caracas tablets, 5 c cartons, 40 cartons to box, $\$ 1,25$ per box.
The above quotations are f.o.b. Montreal.
cocoanet
Canadian cocoanut co. Packages-5c, 10c, 20c, and 40 c packages, packed in $15-1 \mathrm{~b}$. and $1-1 \mathrm{~b}$. pkgs. White Moss $\quad \begin{aligned} & \text { Per } \\ & 26\end{aligned}$
lly
Green fig
Lemon
Ginger
Pure Preserves-Bulk.

Strawberry $\quad . . . . . .$| $5-1 \mathrm{lbs}$. | 059 | 0 |
| :---: | :---: | :---: |

Black currant ...... 059 0 Raspberry ......... $059 \quad 082$ 14 's and 30 's per 1 lb .
Strawberry Black currant Black currant
Raspberry $\qquad$
Freight allowed up to orer 100 lbs .

COCOA AND CHOCOLATE
THE COWAN CO., LTD
1'erfection, 1-1b, tins, doz.
Perfection 1, lib tins, doz 1 Perfection, $1 / 4-1 \mathrm{~b}$. tins, doz. 125 Perfection, 10c size, doz .. 090 Perfection, $5-1 \mathrm{~b}$. ins, per 1 b . Soluble, bulk, No. 1, 1b. .. Soluble, bulk, No. 2, 1b. .. 0 Londen Pearl, per ib. . 018 Special quotations for Cocoa in barrels, kegs, etc.
Unsweetened Chocolate-
supreme chocolate. 1/2's. 12
Perfection chocolate, 20 c
size, 2 doz. in box, doz...
Perfection chocolate, 10c ser 2 and 4 doz. in box per doz.

## boxes

vanilla, ...... … ... boxes boxes
Diamond ..........
12 lb . boxs and 7 's, 6 and Diamond, $1 / 4$ 's, 6 and $12-1 \mathrm{~b}$. boxes
Icings for Cake-
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in $1 / 2-1 \mathrm{~b}$. packages, 2 doz. in box, per doz... 0 so Chocolate Confections-Per 1b. Maple buds, $5-1 \mathrm{~b}$. boxes ... 036 Milk medallions, 5-1b. bxs. 036

## NICHOLSON \& BAIN'S

 CALGARYNEW WAREHOUSE
$50 \times 110^{1}$
Mill Construction
Electric Light
Steam Heated
Two Elevators
Loading Platform
Four Unloading and
Loading Doors


## FOUR FLOORS TO RENT STORAGE SPACE TO LET

## THE CANADIAN GROCER

1/2-1b. pkgs. White Moss .. 027 $1 / 4-\mathrm{lb}$. pkgs. White Moss and $1 / 2-1 \mathrm{~b}$. pkgs., assort and $1 / 2-1 \mathrm{l}$. pkgs., asstd 0 261/3 $1 / 2-\mathrm{lb}$. pkgs., astd., in 5-1b. boxes
$1 / 4-1 \mathrm{~b}$. pkgs., astd., in $5-\mathrm{lb}$. boxes
1/4-lb. pgks., astd., 5, 10, 15lb. cases
Bulk-
In $15-1 \mathrm{~b}$, tins, $20-1 \mathrm{~b}$. pails and 10,25 and $50-1 \mathrm{~b}$. boxes.
White Moss, fine
$\begin{array}{llllllll}\text { strip } & \ldots \ldots & 0 & 19 & 0 & 21 & 0 & 17\end{array}$ Best shredded. Ribbon
Macaroon
…. 0117 .... 015
CONDENSED MILK
borden milk co., ltd.
Eagle Brand Per Case
old Seal Brand each 4 doz.. \$6 00
dill 425
Peerless Brand, "Hotel,"
each 2 doz
Peerless Brand, ...T......... 4
4 doz. Tall," each
Peerless Brand, "Family,"
each 4 doz. .............",
Peerless Brand, "Small,"

St. Charles Evaporated
Milk (baby size)
St. Charles Evaporated
Milk (family size)
Milk
Silver (hotel size)
Purity Milk
Good Luck Milk
Reindeer Brand (
case) .................
in ease) Brand (4 doz.
Clover Brand ( 4 doz. in
case ................. 450
Reindeer Jersey Brand,
Reindeer Jersey Brand,
Family (4 doz. in case). 3 Family (4 doz. in case). Medium Jersey Brand, Meindeer ( 4 doz. in case) Reindeer Jersey Brand, Hotel (2 doz. in case).. Gallon ( $1 / 2$ doz. in case) 46000

CANADA FIRST BRAND The Aylmer Condensed Milk Co.

Canada First Baby Eva porated Milk ............
Canada First Family Eva porated Milk
Canada First Medium Eva porated Milk
Canada First Hotel Eva porated Milk .......... Canada First Sweetened Condensed Milk ........ Canada First Rosebud Con densed Milk
Canada First Beaver Con
densed Milk

## COFFEE.

(Combined with Milk and Sugar)
(Combined with Milk and Su
Reindeer Brand (2 doz. in case) (2........... 500 Regal Brand (2 doz. in Reindeer Brand, in glass jars (2 doz. in case) .... 620
cocoa.
(Combined with Milk and Sugar Reindeer Brand (2 doz. in case)

## COFFEES.

EBY-BLAIN, LIMITED. Standard Coffees Roasted whole or ground, pack ed in damp-proof bags King Edward
Club House
Nectar
Royal Java and Mocha Empress
Duchess
Ambrosia
Fancy Bourbon
Fancy Bourbon $\quad 0{ }_{26}^{26}$
Crushed Java and Mocha 019
Package Coffee. Gold Medal, 2-1b. tins, whole or ground ...... 031 Gold Medal, $1-1 \mathrm{lb}$. tins, do 032 Gold Medal, $1 / 2-1 \mathrm{~b}$. tins do 0 Anchor Brand, 2-1b. tins,
do. ................... 031 German Dandellon, $1-1 \mathrm{lb}$. 031 tins. ground $\ldots \ldots \ldots .026$
German Dandelion, $\quad 1 / 2-1 \mathrm{~b}$. German Dandelion,
tins, ground $\ldots \ldots \ldots .1028$ English Breakfast, 1-lb.
tins, ground $\ldots \ldots \ldots . .019$ tins, ground $\ldots \ldots \ldots, 019$
Grand Prix, 1 and 2 -lb. Grand Prix, 1 and 2-1b.
tins, ground $\ldots \ldots \ldots \ldots$ Demi-Tasse, 1 and $2-\mathrm{lb}$.
tins, ground tins, ground
Flower
Pot,
$1-1 \mathrm{lb}$. pots, ground
WHITE SWAN SPICES AND
CEREALS, LTD.
WHITE SWAN BLEND. -1b decorated tins, 1 b . 0 1b. decorated tins, lb. .. 032 Mo-Ja, $1 / 2-1 \mathrm{~b}$. tins, 1 b . Mo-Ja, 1-lb. tins, lb. Mo-Ja, 2-1b. tins, 1 b Cafe des Epicures. $1 . .028$ glass jars, per doz., $\$ 3.60$. Cafe l'Aromatique, $1-1 \mathrm{~b}$. amber glass jars, per doz., $\$ 4.00$
Presentation (with tumblers) \$3 per doz

## MINTO BROS.

MELAGAMA BLEND

## Tround or bean- W.P.B.

 $\begin{array}{llllll}1 \text { and } & 1 / 2 & \ldots \ldots \ldots & 025 & 0 & 30\end{array}$ 1 and $1 / 2 \ldots \ldots \ldots .032040$ Packed in 30 's and $50-1 \mathrm{~b}$. case Packed in 30 s and $50-1 \mathrm{~b}$. casBRANSON'S SHEREEF COF-
AGENT: F. COWARD. 402 Spadina Avenue, Toronto. Small size ..... $\$ 1.45$ per doz., net Large size ...... $\$ .85$ per doz., net paid on $1 / 2$ gross order. paid on $1 / 2$ gross orde

## Grape

 Post $T$Post Toasties-No. T3, $\$ 2.85$. Postum Cereal-No. 0, \$2.25; No. 1, \$2.70.

## CONFECTIONS. <br> PEANUT BUTTER.

Ontario Prices

## (arent Per

MacLaren's Imperial- Per doz
Mall, 2 doz.
Medium, 2 doz.
Large, 1 doz. ..
Tumblers, 2 doz.
Pails,
135
135
Pails, 24 lbs., per lb... 15

## CHEESE.

MACLAREN'S IMPERIAL Ontarlo prices per doz Individual (each 2 doz.) .. 100 Small (each 2 doz.) Medre (each $1 /$ doz.) Large (each $1 / 2$ doz.)
Small (each 2 doz)
Small (each 2 doz.) Lactaren's Canada C Maclarens Canada Cream Small (each 1 doz.) Medium (each 2 doz.)
rge (each 1 doz.) ...... 2
AVORING EXTRACTS.
SHIRRIFF'S
1 oz . (all flavors) doz.
oz. (all flavors) doz. $21 / 2 \mathrm{oz}$. (all flavors) doz.
4 oz . (all flavors) 4 oz. (all flavors) doz. 5 oz . (all flavors) doz.
8 oz . (all flavors) doz 8 oz . (all flavors) doz. 16 oz . (all flavors) doz Discount flavors) doz.

CRESCE on application.
CRESCENT MFG. CO.
Mapleine- Per doz
2 oz . bottle (retail at 50 c ) 450 4 oz. bottle (retail at 90 c ) 680 8 oz. bottles (retall at $\$ 1.501250$ 16 oz . bottles (retail at $\$ 3$ ) 2400
Gal. bottles (retail at $\$ 20$ ) 1500 GELATINE.

## Knox Plain Gelatine ( 2 qt.

 size), per doz. ..........Knox Acldulated Gelatine Knox Acldulated Gelatine (2 qt. size), per doz...... 130
CLARK'S PORK AND BEANS CLARK'S PORK AND BEAN
IN TOMATO SAUCE.
in tomato sauce.
No. 1, 4 doz. in case ..... 050 No. 2, 2 doz. in case ..... 090 No. 3, flats, 2 doz. in case 1 No. 3, talls, 2 doz. in case 1 No. 6, 1 doz. in case.. No. 12, $1 / 2$ doz. in case montreal, agencies. These prices are F.O.B. Montreal. Imported Peas "Soleil"

Sur Extra Fins, $1 / 2$ flacons
40 bou. ................
kilo, 100 tins ............
Extra Fins, tins, $1 / 2$ kilo,
100 tins
Tres Fins, $1 / 2$ kilo, 100 .... 1500
Fins, tins, $1 / 2$ kilo, 100 tins 1400
Mi-Fins, tins, $1 / 2$ kilo, 100
tins
Moyens No. 1, tins, $1 / 2$ kilo,
100 tins...............
Moyens No. 2, tins, $1 / 2$ kilo,
100 tins
forens No................. 9
Moyens No. 3 .............. 875
MINERVA PURE OLIVE OIL.
Case-
$\begin{array}{lllll}12 & \text { litres } & \ldots \ldots \ldots \ldots \ldots & 6 \\ 12 & \text { quarts } & \ldots \ldots \ldots \ldots \ldots \ldots & 6 \\ 24 & \text { pints } & \ldots \ldots \ldots \ldots \ldots \\ 24 & 1 / 2 \text {-pints } & \ldots \ldots \ldots \ldots \ldots & 4\end{array}$
$241 / 2$-pints
ins-
3 gals. $2 s$
2 gals. 6s
1 gal. 10s
1 gal. 10 s
-gal. 20 s
$1 / 2$-gal. 20 s
$1 / 4$-gals. 20 s
$1 /$-gals. 20 s
-gal. 48 s
$1 / 8$-gal. 48 s
sq....
rd.
BASSIN DE VICHY
La Capitale, 50 qts.
La Neptune, 50 qts.
Sa Neptuue, 50 qts.
La Sanitas Sparkling, 50

La Sanitns Sparkling, 100 La Sanitas Sparkling, 100 splits .................... Lemonade Savoureuse, 50's CASTILE SOAP.
"Le Solell," 72 p.c. olive oil Case, $12 \mathrm{lbs} .21 / 2-\mathrm{lb}$. bars, $1 \mathrm{lb} 000^{1 / 2}$ Case 25 lbs., 11-1b. bars, lb $0071 /$ Case 50 lbs . $2 / 4-1 \mathrm{~b}$. bars case 350 Case 200 lbs . $31 / 2-$ oz., case. 375 "La Lune," 65 p.c. olive oll. Case $25 \mathrm{lbs} .11-\mathrm{b}$. bars, lb. 00 Case 12 lbs . $21 / 2-\mathrm{lb}$. bars, 1 b o 08 Case 50 lbs ., $3 / 4-1 \mathrm{~b}$. bars, case 325 Case $100 \mathrm{lbs} .31 / 2$-oz. bars,
case $\ldots \ldots \ldots \ldots \ldots \ldots$ Case 200 lbs . $31 / 2$-oz. bars, 340
alimentary Pastes. 340
BLANC \& FILS.
Macaroni, Vermicelli, Animals. Small Pastes,
Box, $25 \mathrm{lbs} ., 1 \mathrm{lb}$. 007 l Box, 25 lbs., loose ..... 007

DUFFY \& CO. BRAND. Grape Juice, 12 qts. Grape Juice, 24 pts.
Grape Juice, 36 splits Grape Juice, 36 splits Apple Juice, 12 qts.
Apple Juice, 24 qts. Apple Juice, 24 qts. .... 475 Champagne de Pomme, 12 q 500 Champagne de Pomme.24 p 550 Matts Golden RussettSparkling Cider, 12 qts. .. 500 spark vingar, 24 pts. .. 550 CANNED HADDIES "THISCANNED HADDIES "THIS
TLE" BRAND.
A. P. TIPPET \& CO., Agents.

Cases 4 doz. each, flats,
per case $\ldots \ldots \ldots \ldots \ldots$.
540
Cases 4 doz. each, ovals,
infants' Food.
540
Robinson's patent barley, $1 / 2-1 \mathrm{~b}$ tins, $\$ 1.25$; 1-1b. tins, $\$ 2.25$; Robinson's patent groats, $1 / 2-1 \mathrm{~b}$. tins $\$ 1.25 ; 1-1 \mathrm{~b}$. tins, $\$ 2.25$.

LARD.
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND. Tierces
Tubs
Palls 20 lbs.
Tins, 20 lbs.
Cases, 3 lbs.
Cases, 3 lbs.
Cases, 5 los. $111 / 2$
ases, 10 lbs. ...........
GUNN'S "EASIFIRST" SHORT-


THE CANADIAN GROCER

## COOKED HAMS

This is the season for clooked meats. Your customers will appreciate not having to cook during hot weather and nothing will please them so much as "Star Brand" cooked hams.
F. W. FEARMAN CO., Limited HAMILTON

The quality of WETHEY'S

## Condensed

 Mince Meathas been daily making friends for the past twenty-nine years.
WHAT ABOUT YOURSELF?
Are you one of its friends?
If not, now is the time to get acquainted.
All Jobbers. 3 doz. to a case.
WRITE US
J. H. WETHEY, Limited ST. CATHARINES
"the mince meat people"

THE CANADIAN GROCER
 Durham, 4-1b. jar …..... 075 Durham. $1-\mathrm{lb}$. Jar ......... pared mustard.

## Ontario Prices.

Small case 4 doz., per doz. 045 Medium, cases 2 doz., doz. 090 Large, cases, 1 doz., doz.. 135

## vermicelli and macaroni

D. Spinelli C'y., montreal

4-1b. box "Special" per box 022 8-1b. dox "Special," box.. 04 5 -lb. box "Standard" box $0271 / 2$ $10-1 \mathrm{~b}$. box "Standard," box
$60-\mathrm{bb}$. cases or $75-\mathrm{lb}$. bbls. per lb . .................. 25-1b. cases, $1-1 \mathrm{~b}$. pkgs.
(Vermicelli) per Globe Brand.
$5-1 \mathrm{~b}$. box "Standard" box 030 $10-\mathrm{lb}$. box "Standard," bos 0 60 $25-\mathrm{lb}$. cases (loose) per lb. 006 $25-\mathrm{lb}$. cases, $1-1 \mathrm{~b}$. pkgs., 1b $0061 / 2$

JELLY POWDERS. JELL-O.
Assorted case, contains doz. Straight Lemon contains 2 doz. Orange contains 2 doz. Raspberry contains 2 180 Strawberry contains 2 doz. $1 \geqslant 0$ Chocolate contains 2 doz.. 180 Cherry contains 2 doz.... 180 Peach contains 2 doz...... 180 Weight 8 lbs. to case. Freight rate, 2nd class.
jell-o ice cream powder. Assorted case, contains dozen

$$
\begin{aligned}
& \text { Straight }
\end{aligned}
$$

Chocolate contains 2 doz. anilla contains 2 dozen. trawberry contalns 2 doz Lemon contains 2 dozen... n. 11 de. doz. 250 Weight 11 los. to case. Freight
imperial dessert jelly. Assorted flavors, \$10.75 per
gross. Imperlal Sterilized Gelatine.
Cartons, 1 doz., 90 c per dozen.
SOAP AND WASHING POWDERS.
A. P. TIPPET \& CO., AGENTS. Criole soap, per gross .... $\$ 1020$ Floriola soap, per gross. . 1200 Straw hat polish, per gr.. 1820

SNap hand cleaner.
3 dozen to box ............ $\$ 360$
6 dozen to box
30 days.
RICHARDS PURE SOAP. 5-case lots (delivered), $\$ 4.15$ each with 20 bars of Quick Naptha as free premium
Richards Quick Naptha Soap. genvine. Packed 100 bars to case.
fels naptha.
Prices-Ontario and Quebec: Less than 5 cases $\ldots \ldots \ldots \$ 500$ SAPHO MFG. CO., LTD. MONT. REAL "SAPHO" INSECTICIDE 1-16 gall., doz.

3/4-gall., doz.
1/1-gall., doz
${ }_{1-16 \text { gall. gr }}^{1}$ gall., doz.
600
gall. gross lot ........ 2000
"ANTI-DUST" SWEEPING POWDER.
Size No. 1, 3 doz. crates, per doz.
per doz. ..................s per doz. ..............

## STARCH.

edwardsburg starch co. Boyes
Contain
Laundry Starches-
40 lbs., Canada Laundry.
40 lbs., Canada white gloss,
48 lbs., No. 1 white or ble.
$48 \mathrm{lbs} .$, No. 1 white or blue,
4 lb . cartons ..........
88 ibs., No. 1, white or blue,
100 lbs carton
100 lbs., kegs, No. 1 white .07
200 lbs., bbls., No. 1 white $.061 / 2$ 30 lbs., Edwardsburg silver
gloss, 1 lb . chromo packages
48 lbs., silver gloss, in $6-1 \mathrm{~b}$.
tin canisters
36 lbs., silver glo....... . 08
draw lid boxes..
100 lbs., kegs, silver gloss,
large crystals
28 lbs. Benson's satin, $1-\mathrm{lb}$.
cartons, chromo label ..
40 lbs., Benson's Enamel
(cold water) per case.
20 lbs. Benson's Enamel
(cold water) per case .
Celluloid-boxes containing
45 cartons, per case

## Culinary Starch

40 lbs. W. T. Benson
Co.'s celebrated prepared
corn .
0 lbs. Canada pure corn
( $20-\mathrm{lb}$. boxes $1 / 4 \mathrm{c}$ higher.)
BRANTFORD STARCH WORKS.
Ontario and Quebec.
Laundry Starches-
Canada Laundry-
Boxes about 40 lbs Acme Gloss Starch-
$1-\mathrm{lb}$. cartons, boxes of 40 lbs.
First Quality White Laundry-
3 lb . canisters, cases of
48 lbs.
Barrels, 200 lbs .
Kegs, 100 lbs.
Lily White Gloss-
1 lb . fancy cartons, cases
$30 \mathrm{lbs} . \ldots \ldots \ldots \ldots . .$.
6 lb. toy trunks, lock
and key, in case .. .081/4
drumsticks. 2 in case. 08
Kegs, extra large crys-
tals, 100 lbs. .......... . 07
Canadian Electric Starch-
Boxes containing 40 fancy
pkgs., per case $\ldots \ldots . .300$ Celluloid Starch-
Boxes containing 45 cartons, per case
Culinary
Starches-
Challenge Prepared Corn-
1 lb . packets, boxes of 40
lbs. .................. 06
Brantford Prepared Corn-
1 lb . packets, boxes of
40 lbs .
"Crystal Maize" Corn Starch. 1 lb . packets, boxes of 40
( 20 lb . boxes $1 / 4 \mathrm{e}$ higher tha 40's.)
OCEAN MILLS, MONTREAL. Chinese starch, 481 lb ., per case, $\$ 4$; Ocean Baking Powder, $3-\mathrm{oz}$. tins, 4 doz. per case, $\$ 1.60$; 4 -oz. tins, 4 doz. per case, $\$ 3.00$; 8 -oz. tins, 5 doz. per case, $\$ 6.50$; 16 -oz. tins, 3 doz. per case, $\$ 6.75$; $5-\mathrm{lb}$. tins, 10 tins a case, $\$ 7.50$; $1-1 \mathrm{~b}$. bulk, per 25,50 and 250 lbs ., at 15 c per lb . Ocean blanc mange 488 -oz., \$4; Ocean borax, 488 oz., $\$ 1.60$; Ocean cough syrup. 36 6-oz., $\$ 6.00$ : 36 8-oz., $\$ 7.20$ Ocean corn starch, 48 1-lb., $\$ 3.60$

SOUPS-CONCENTRATED
CHATEAU BRAND.
Vegetable. Mutton Broth, Mulifgataway, Chicken, Ox Tail, Pen, Scotch Broth Julienne. Mock Turtle, Vermicelli, Tomato, Con Turtle. Vermicell somme. Tomato.
No. 1 s. $95 c$ per dozen
Individuals, 45 c per dozen.
Packed 4 dozen in a case.
SYMINGTON'S SOUPS
Quart packets, 9 varietles,
doz. ....................
doz.
Clear soups in stone jars,
varieties, doz. ........
sodA-COW BRAND.
Case of 1-1b., containing 60 packages, per box, $\$ 3.00$.
Case of $1 / 2-\mathrm{lb}$., containing 120 packages. per box, $\$ 3.00$.
Case of $1-1 \mathrm{~b}$, and $1 / 2-1 \mathrm{~b}$., contaln ing $301-\mathrm{lb}$, and $601 / 2-\mathrm{lb}$, packages, per box, $\$ 3$. Case of 5 c packages, containing 96 pack ages, per box, $\$ 3.00$. SYRUP.
EDWARDSBURG STARCH CO. CROWN BRAND CORN SYRUP 2 lb. tins, 2 doz. in case.. 255 5 lb . tins. 1 doz. in case 10 lb . tins, $1 / 2$ doz. in case 20 lb . tins, $1 / 4 \mathrm{doz}$. in case 27 Half Barrels, $350 \ldots \ldots \ldots .$. Quarter Barrels, Pails, $381 / 2$

5 lbs. each
.$\quad{ }^{4} 90$
LILY white CORN 135
iby Wins CORN SYRUP.
2 lb . tins. 2 doz. in case.. 290 5 1b. tins, 1 doz, in case.. 325 10 lb . tins, $1 / 2$ doz. in case 315 20 lb . tins, $1 / 4 \mathrm{doz}$. In case 310 ( 5,10 and 20 lb . tins have wire handles.)

## molasses.

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's-2 doz. to case, per doz. 93
3's-2 doz. to case ........ 145
Winnipeg.
2's-Tins, 2 doz. cases. per
3's-Tins, 2 doz. cases, per
doz. .................... 1
5's-Tins, 1 doz. cases, per
doz.
10's-Tins, $1 / 2$ doz. cases,
per doz. .................. 530 20's-Tins, $1 / 4$ doz. cases,
pails-1's each ............... 0640
Pails-2's each ................ 112

## DOMOLCO BRAND.

Maritime Provinces and Ontario:
2's, 2 doz. case, per doz . \$1 35

3's, 2 doz. case, per doz
5's, 1 doz, case, per doz.
10's, $1 / 2$ doz, case, per case 375
20's, $1 / 4$ doz, case, per case. 340
Western Prices-Sudbury to Vletoria.
2's, 2 doz. case, per doz.. 160 3's, 2 doz. case, per doz... 235 5 s, 1 doz. case, per doz... 400 10 's, $1 / 2$ doz. case, per case. 415 20 's, $1 / 4$ doz. case, per case 380 SAUCES.
PATERSON'S WORCESTER SAUCE.
$1 / 2$-pint bottles 3 and 6 doz .
cases, doz. $\ldots \ldots \ldots . .$. .
Pint bottles, 3 doz. cases, Pint bottles, 3 doz. cases, 175
H. P
H. P. Sauce- Per doz.

Cases of 3 dozen
H. P. Pickles-

Cases of 2 doz. pints .. $\$ 335$ Cases of 3 doz. $1 / 1 /$-pints. 225
HOLBROOK'S IMPORTED PCNCH SAUCE.
Large, packed in Per doz.
 case..$\ldots \ldots \ldots \ldots \ldots$............... 140 HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Rep. $1 / 2$ pints, packed in Per doz. doz. case
Imp. $1 / 2$-pints, packed in $\$ 25$ doz. case
Rep. qts. packed in 2-doz 315
STOVE POLISH.
JAMES DOME BLACK LEAD,
6a size, gross .............. $\$ 2$ 40
NUGGET POLISHES.
Polish, Black and Tan ... of 85 Metal Outfits, Black and Card Outfits, Black and Tan $\ldots \ldots \ldots \ldots \ldots \ldots$
Creams and White Cleaner 325
110 tobacco.
IMPERIAL TOBACCO COM-
PANY OF CANADA.
Chewing-Black Watch 6s
Black Watch, 12 s
Bobs, 6s and 12
Bully, 6s
Currency, $61 / 2 \mathrm{~s}$ and 12 s
Stag, $5 \quad 1-3$ to 1 b .
Old Fox, 12s
Pay Roll Bars, 71/2s
Pay Roll, 7 s .
War Horse, 6s
Plug Smoling Sham....
Plug Smoking-Shamrock, 6s,
plug or bar
Ropire Ba
Empire,
Ivy, 7 s
Starlight, 7s
Cut Smoking - Great West
Pouches, 8 s
Regal Cube Cut, 9 s
THE "SALADA" TEA CO.
East of Winnipeg.
Wholesale R't'l
$\begin{array}{llll}\text { Brown Label } 1 \text { 's and } & 1 / 2 / \mathrm{s} \text { ' } .25 & .30 \\ \text { Green Label, } 1 \text { 's and } & 1 / 2 \text { 's } 8.27 & .35\end{array}$
$\begin{array}{llll}\text { Brown Label } 1 \text { 's and } & 1 / 2 s^{2} s .25 & .30 \\ \text { Green Label, } 1 \text { 1's and } & 1 / 2 / \mathrm{s} .27 & .35\end{array}$ Blue Label, 1's, 1/2's, $1 / 4$ 's and $1 / 8$ 's
Red Label. 1 's and 1/2's... 36 Gold Label, $1 / 2$ 's ........ . 44 . 60 Red-Gold Label, $1 / 2$ 's .... . 55 . 80
LUDELLA CEYLON TEA.
95
75


$\qquad$

90 ${ }^{25}$ .an


Label. 1's and $1 / 2$ 's

> - -


THE CANADIAN GROCER

## HERE'S THE POINT

The eyes of the world are turned toward Western Canada, consumers are coming in tens of thousands, scores of new stores are opening each month, and they are all calling to us for goods covering a full range of grocery supplies.

## We Could Sell Your Line if We had it

Efficiency and thoroughness characterize every branch of our business.

## Richards \& Brown

Wholesale Grocers and Commission Merchants WINNIPEG,

CANADA

## It Cannot be Equalled

That's a fact. There is nothing purer, nothing which wiil give such complete satisfaction as

## Hirondelle (Brand) MACARONI

Made in the sumniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd. MONTREAL,

CANADA



Black Label, 1-1b., retall at 25 c ....................... 20 Black Label, $1 / 2-1 \mathrm{~b}$. retall at $\stackrel{25 \mathrm{c}}{\mathrm{c}}$
Blue Label, retail at 30 c Green Label, retail at 40 c . Red Label, retail at 50 c Brown Label, retail at 60 c Gold Label, retail at 80 c..

JAMS AND JELLIES.
T. UPTON \& CO.

Compound Jams - Red Rasp berry, strawberry, peach, plum, red currant, black currant, cher ry, gooseberry, blueberry, apri cot, huckleberry, 12-oz. glass jars, 2 doz. in case, $\$ 1$ per doz. No. 2 tin, 2 doz. in case, $\$ 1.90$ per doz.; No. 5 tin pails, 9 pails in crate, $371 / 2 \mathrm{c}$ per pail; No. 7 tin pails, 6 pails in crate, $521 / 2 \mathrm{c}$ per pail: No. 7 wood pails, 6 pails

In crate, $521 / \mathrm{c}$ per pall: $30-\mathrm{lb}$. wood pails, $71 / 4 \mathrm{c}$ per lb . Packed in assorted cases or crates if desired
Compound Jellies-Raspberry, strawberry, black currant, red currant, pineapple, 9 oz . glass tumblers, 2-doz. in case, 95 c per doz.; 12-oz. glass jars, 2 doz. in case, $\$ 1.00$ per doz.; No. 2 tin, 2 doz. in case, $\$ 1.90$ per doz, No 5 tin pails, 9 pails in crate, 371 m 5 tin pails, 9 pails in crate, $37 / 2_{2} \mathrm{C}$ pails in crate, $521 / \mathrm{c}$ p per pall. ${ }^{6}$ $30-1 \mathrm{~b}$, wood pails, $71 / \mathrm{c}$ per 30-1b. wood pals, fic per lb crates if desired.

Pure Orange Marmalade Guaranteed finest quality. 12 . oz. glass jars, 2 doz. in case. \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $\$ 1.50$ per doz
pint sealers, 1 doz. in case, $\$ 2.25$ per doz.; No. 2 tins, 2 doz. in case, $\$ 2$ per doz.; No. 4 tins, 2 doz. In case, 35 c e per tin; No. 5 tins, 9 in crate, $421 / 2 \mathrm{c}$ per tin; No. 7 tins. 12 in case, $571 / \mathrm{c}$ per tin; No. 7 wood palls, 6 in crate, $571 / 2 \mathrm{c}$ per pall; $30-\mathrm{lb}$. wood palls, $37 / 2 \mathrm{c}$ per p .
Sc per lb .
JELLY POWDERS
White swan spice and cereals, ltd.
White Swan, 15 flavors, 1
doz. in handsome counter
carton, per dozen ….. \$090 Shist Price.
doz.
iscounts on applicatio........... 09 yeast.
White Swan Yeast Cakes,
per case, 3 doz. 5 c packages

Late Valencia Oranges

First car will arrive about the 15th.

Have still few cars Navels arriving.
Imported Strawberries are nearly over, Canadians expected early next week
Lemons, Bananas, New Potatoes,
Cukes, Wax and Green Beans Tomatoes, etc.

Pine Apples arriving daily.

## MCWILLIAN:

Mc. E.

EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

## TANGLEFOOT



THE ORIGINAL FLY PAPER
has one-third more sticky compoundlthan any other; hence is best and cheapest.

# BANANAS Tomatoes Celery 

AND
all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE
LEMON BROS.
Owen Sounc, Ontario
 OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and is. Canisters.
'WELLINGTON'
KNIFE POLISH JOHN OAKEY \& SONS, limited Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc. Wellington MIIIIs, London, England

## The Very Best The World Possesses

in
LEMONS
is named
"St. Nicholas"
J. J. McCabe

Agent
Toronto

## FREquENEY OF sallimes

Every eleventh day a Pickford \& Black steamer leaves Halifax for Ber muda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; theround trip occupying thirty days.
For further particulara apply to
PIEKFORD \& BLAEX, Ltd, malifax, $\mathbf{m . 8}$

## Local Strawherries

Now arriving freely, and can fill all orders.

The Fruit Market Opens Monday, June 24th

Daily Arrivals
Galifornia Apricots, Cherries, Cantaloupes, Etc.

## WHITE \& CO., LTD.

FANCY FRUITS AND VEGETABLES TORONTO

## FRESH FRUITS

This season we will be larger distributors of all varieties of our own Canađian fresh fruits than ever before. Our shipping and handling arrangements will be better than ever as the season approaches. We solicit your business for everything in the fruit line. It is quality that counts most in this business and we have the goods.

THE HOUSE OF QUALITY.

## BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages over old methods of displaying goods. The brackets occupy no space needed for goods; are easily put up, taken down, adjusted to fit a given space or carry a different class of goods; in fact, they perfectly serve their purpose.
dETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING, State whether building is brick or frame.
THE PIQUA BRACKET CO.
SOLE MANUF CTURERS. PIQUA, ОHIO


## "Standard Goods Sell Best ${ }^{3}$

The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsomeness when added to other foods.

The BOVRII estates cover: in the Argentine, 438,082 acres; in Australia, $9.261,400$ acres.

Make up Your Stocks To-day
BOVRIL, LIMITED
MONTREAL


# CARTER'S 



## Big Wheel Lemonade Powder

Table Jellies, Mustard Powder etc., etc.
H. W. Carter \& Co., Ltd. BRISTOL,
england

The Housewife points to CHINESE STARCH when buying Starch


Each package contains full 16 oz .
Write for list of our products and prices AGENTS: Standard Brokerage Co.. Vancouver. B. C.: Escott \& Har mer. Winnipeg, Man.: Harry Horne \& Co.. Toronto. Ont: Norman
 Port of Spain Trinidad B.W. . . Desmarais $\&$ Gregoire. Chicoutimi Que.: and all the Wholesale Grocers throughout the Dominion.
O. Lefebvre, Prop. OCEAN MILLS

Montreal

## "Bamboo"

## Handle

## Brooms $\longleftarrow$

are the choice every time, because they are light, strong and serviceable - very profitable for the dealer. A special value $50 c$. line is heing offered for a short time. Write now.

> Lacquered Stove Pipe Wire


Neatly packed in paste board boxes. 50 ft . No. 19 gauge, 3 in. coils, in box. Half gross boxes in case. Try a case.

Walter Woods \& Co.
HAMILTON
winnipeg

## A SLIGHI DIFFERENCE

II PRICE ON A CHEAP article like

## Sal Soda

ShOULD MOT COUNT WHEN OUALITY IS CONSIDERED

## BRUNNER, MOND \& CO.'S

 ENGLISH SAL SODAIs the Purest, contains least moisture and therefore GOES FURTHEST of any Washing Soda sold
sOLE agents
montreal


THE DUSTLESS SWEEPING COMPOUND
Tell your customers what Soclean will do, only a little talk will convince. Soclean absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, disinfects, deodorizes and kills preserves carpets, disinfects, deodorizes and kills
moths. A retailer's selling power behind a good moths. A retailer's selling power behind a good
reliable article works wonders, both for his own profit and for the introduction of an article of merit.
‘Put'up in pails to retailyat 125 c ., 50 c . and $\$ 1.00$.I ¡Write for prices and advertising¹literature.!
SOCLEAN LIMITED, Toronto," Ont.
The originators of the Dustless Sweeping Compound of Canada,

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



## Brunswick Brand

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

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

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

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

## CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.
AGENTS-Grant. Oxley \& Co., Halifax, N.S.: J. L. Lovitt. Yarmouth, N.S.: Buchanan \& Ahern, Quebec. P.Q. Leonard Bros., Hamilton, Ont.: J. Harley Brown, London, Ont.: C. DeCarteret. Kingston. Ont:: James Haywood, Toronto. Ont.: Chas. Duncan. ston \& Yockney, Edmonton. Alta.: Shalleross. Macaulay Co., Vancouver and Victoria. B.C.

HOUSEWIVES' FAVORITE


## WHITE DOVE

## Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey MONTREAL, QUE.



Every packet of WILSON'S FLY PADS
will kill more flies than 300 sheets of any sticky fly catcher on the market.


Put Your Credit Accounts on the Right Side of the Ledger,

Adopt the ONLY WAY to make credit business SAFE and at the same time eliminate charging, errors and disputes.


Are in Use All Over the World.
 When a man wants
crodtitive him an
Allioon Co up on
Beok. Book, and ha him sign form
the front which $b$
comest the front which be-
cemes then his pro--
miseory note to you
Ais he bion naiseory note to
As he buys.
tear tear out coupons,
and when his book
is exhausted you is exhausted yo
cen collect, you
note or extend hi nele or extend his
eredif for anooher
book, as you doem
wiso. No pas wiso. No pas
bokanne harkir
no time wasted netime washed, ne
errers, ne dieputes
or Sale by Jobbers Everywhere. Allison Coupon Company INDIANAPOLIS, IND., U.S.A.


advertises your store better than by any other means-there fore it pays to stock goods of merit. For a satisfaction-giving, trade-producing line

## MOONEY'S

Perfection Cream Sodas
are head and shoulders over any other line. First - quality ingredients and careful packing makes this the "Quality" line that the masses are looking for.

## The Mooney Biscuit

 and Candy Co., Limited Pacteries atStratford, Ont. Winnipeg, Mas. branches at hamilton, ottawa. SYDNEY, C.B.. HALIFAX, N.S VANCOUVER. B.C.. ST. JOHN. NFLD.

All Good Things are Imitated.
MAPLEINE
The flavor de Luxe) Is not the exception.

Try the imitation yourself and note the difference. Order from your jobber, or Fraderlok E. Robson Co.. 16 Front St. E., Tononto.
The Crescent Mfg.Co. seatte. Wn.


[^0] this paper.

## "ROYAL SHIELD"

 BRAND EXTRACTSThere cannot be too much emphasis put on the Purity of Extracts ind this day of imitations and inferior articles. The "Royal Shield" Extracts uphold the reputation for purity of this popular western brand. They are true fruit essences of extra strength and go farther in flavoring than most high grade brands. This is a strong point with your customers and will increase your extract sales.

## TRY A SAMPLE ORDER

# Campbell Bros. \& Wilson, Ltd. Winnipeg 

Campbell, Wilson \& Horne, Limited<br>Campbell, Wilson \& Smith, Limited Lethbridge Regina<br>Campbell, Wilson \& Horne, Limited<br>Campbell, Wilson \& Adams, Limited Calgary<br>Saskatoon

## THE PERFECTION WAY

## Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL
A glass shield and splitting wire free.
Perfection Cabinet


Perfection Pedestal
Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Cinwlars and Prices.

## American Computing Co. of Canada Hamilton, Ontario

## KEEP OFF THE SICK LIST



## by taking a dose or two of MATHIEU'S SYRUP

 OF TAR AND COD LIVER OILif you have a chill or have been exposed to inclement weather.
And when you've seen its effect you will recommend this very excellent remedy to your customers. Every household should have a bottle handy
J. L. MATHIEU CO., PROPS. sherbrooke, p.Q. Mathien's Nervine Powders are another useful remedy. Not
only aie they an unequalled only are and neuralgia cure but
headache ane invaluale to check a
they are they are invaluable to check a
fever and stop the ache of bones and chest w
heavy cold.

Newton A. Bill, 25 Pront St.B.,Teroato, Oat. Distributor for Western Ontario. Chepat, Fils \&̊ Cie., Moatreal, Oue.
Poley Bros. \& Larsen, Wiasipot, Was.

HOTEL DIRECTORY
HALIFAX HOTEL halifax, n.s.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO.
James K, Paisley, Prop.

## ACCOUNTANTS

Jenkins \& Hardy Asaignees, Chartered Accountants, Estate and Fire lasurance Azents, $15 \$$ Toroato St $^{2}$., Toronto 25 Canada Lite Buildinz Montreal.

FIRE
AND MARINE

HEAD OFFICE, TORONTO, ONT. Assets over
$\$ 3,570,000$
Losses Paid Since Organization
of the Company, over
$54,000,000.00$

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best-MOTT'S

JOHN P. MOTT \& $\mathbf{C O}$.<br>manufacturers<br>halifax, nova scotia



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-todate grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.


THE CANADIAN GROCER


## LASCELLES DE MERCADO \& CO.

General Commiesion Morohante
KINGSTON.
JAMAICA
EXPORTERS OF
Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



## Say This and Mean it

Madam, this is the best table salt we sellit is always clean, dry and fine-it never cakes, flows evenly from the shaker and flavors food as it should be flavored.

## WINDSOR TABLE SALT

is the only salt to use in cooking or bak-ing-pastries are crisp and flaky with absolutely no trace of a bitter after-taste. the salt will prove you to be right. The Canadian Salt Company WINDSOR ${ }_{-}^{\text {LIMITED }}$ ONTARIO

## Rowat's Pickles

Co-operation is the secret of the success that has always attended the handling of our wellknown brands of pickles. Our part is to keep the quality high and the deliveries prompt,yours to reap the benefit in constantly increased trade and the appreciation of your customers.

ROWAT \& CO.
Glasgow - Scotland
CANADIAN DISTRIBUTORS: Snowdon \& Ebbitt, 325 Coristine Ontario. Manitoba and the
Noothwest. fax. N.S.: J. A. Tilton, St. HaliN.B.: C. E. Jarvis \& Co.. Vancouver, B.C.

## Sardines are Healthful Food!

## RECOMMEND " KING OSCAR" BRAND

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

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

## John W. Bickle \& Greening (J. A. Henderoon)

HAMILTON
ONTARIO

COFFFF 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 ©2. CO., Wholesalers HAMILTON, ONT.

needed with EZY-WASH
No necessity to rub the clothes therefore no wear, no tear.
EZY-WASH will not injure or fade the finest goods or colors.
No potash, no lye, no acids, just a splendid easy washer, the result of years of thought. WE WANT GOOD REPRESENTATION RETAILERS GET SAMPLES
V. J. CARON \& CO., LIMITED

15 ST. CLAUDE STREET, MONTREAL
Also Odor-Gloss. Perfume Gloss, Parisian Perfume Blue

## It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised at what you can do with

## Maple Sugar Chewing Tobacco King George's Navy Master Mason

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for tobacco supplies also. You have the first call on them very often, so take advantage of all opportunities.

## The Rock City Tobacco Co.

Quebec<br>Winnipeg

## Tuckett's

 Orinoco Tobacco NO BETTERJUST
A LITTLE MILDER THAN
Tuckett's Myrtle Cut Tobacco
WHDCH HAS THE LARGEST SALE IN CANADA.

## TUCKETT LIMITED

Hamilton,

## GLASSIFIEDADVERTISING

FOR SALE
CASH REGISTER FOR SALE-GOOD AS new. Total adder. Prints detail strip.

## BUSINESS CHANCES

FOR SALE-A THRIVING GROCERY buSi ness in the best town in Eastern Ontario-
Bmith's
Falls. Apply Smith's Falls. Apply Box 430, Canadia
Grocer.
$(4)$

FOR SALE-GROCERY AND MEAT BUSI ness in city of Hamilton; first-class stand; turnover $\$ 30,000$ per annum. Owner retiring
from business. Apply Box 433 , Canadian from business.

GOOD, CLEAN, NEW GROCERY BUSINESS for sale in Eastern Ontario. Town of 2,000 population. Turnover $\$ 20,000$ to $\$ 30,000$ per $\begin{array}{ll}\text { year. } & \text { Store may be rented on easy terms. } \\ \text { Apply } & \text { Box } 431 \text {, Canadian Grocer. }\end{array}$

FOR SALE - HIGH-GRADE GROCERY fruit. and cooked meat business on main corner in Hamilton. New store, second to none
in the city. High-grade fixtures; everything in the city. High-grade fixtures; everything in good running, order. Good dwelling and year. Going into another line. Address Box
432 , Canadian Grocer.

FOR SALE- 150 TEA AND COFFEE AD models-each printed in display type ready
for reproduction in newspaper, circular or postal. Tested and proved trade-winners. \$5.00 the lot. Send for the 150 on approval, cash or return after examination. No risk.
J. Hake, Authr of "Tea Hints for Re-
tailers," Box 508 , Denver, Colorado.

## SITUATION WANTED

ADVERTISER WHO FOR SOME YEARS has had the sole control of wholesale London
tea house, desires position in Canada. British tea house, desires position in Canada. British and sound business knowledge will be appreciated. Accustomed to buying, blending, ap-
pointing and controlling staff of travellers, pointing and controlling staff of travellers
and the supervision of the counting house and the supervision of the counting house. references. Box No. 87 , Canadian Grocer, S8
Fleet Street, London, Fingland. Fleet Street, London, England.

PRICE TICKETS
PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked
25 c .. 50 c ., 75 c ., $\$ 1, \$ 1.25, \$ 1.50, \$ 1.75, \$ 2, \$ 2.50$, $\$ 3, \$ 3.50$. $\$ 5$., Dozen in set. per set, 15 cents postpaid, or two sets for 25 cents while they
last. Tehnical Book Dept., MacLean Pub-

## PRINTING

CHEAPEST PRINTING ON EARTH-BOOK lets. Catalogues, Price Lists, Handbills, and at flercely competitive prices. Russell Smart 40a Chancery Lane, London, England.

## 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 Dey Cost Keeper. It automatically records actual time spent on each operaSeveral operations of jobs can be recorded on overal card. For small firms we recommend this as an excellent combination employes time register and cost keeper. Whether you employ a few or hundreds of hands we can quirements. Write for catalogue. International Time Recording Company of Canada,
Limited. Office and factory, 29 Alice Street, Toronto.
BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the
province. T. H. Squire, Queensboro, Ont,
solicits your orders.

## MISCELLANEOUS

business-getting typewritten let ters and real printing can be quickly and easily turned out by the Multigraph in your own orfice-actual typewriting for letter.
forms, real printing for stationery and ad. forms, real printing for stationery and ad
vertising, saving $25 \%$ to
$75 \%$ of average annual printing cost American Multigraph Sales Co., Limited, i29 Bay St, Toronto.
COPELAND. CHATTERSON SYSTEMS Short, simple. Adapted to all classes of busi.
ness. The Copeland-Chatterson Co., Limited, ness. The Copeland-
Toronto and Ottawa.
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COUNTER CHECK BOOKS-WRITE US to-day for samples. of are manuracturers of the famous Surety Non-Smut duplicating
and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.
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 in using, we'll send you prices that will in-
terest you. Our holder. with patent carbon attachment, has no equal on the market. Sup. plies for binders and monthly account sys. tems. Business Systems, Limited, Manufac turing Stationer,
DOUBLE YOUR FLOOR SPACE. AN OTIS. Fensom hand-power elevator will double your floor space, enable you to use that upper floor at the same time increasing space on your
 catalague "B." The Otis- Fensom Elevator
Co., Traders Bank Building. Toronto.
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EGRY business systems are devised to suitt every department of every business. sults up to the requirements of merchanta and manufacturers. Inquire from cur nearest
ofice. Egry Register Co., Dayton, Ohio: 123 office. Egry Register Co., Dayton, Ohlo: 123 Bay St., Toronto; $2581 / 2$ Portage Ave., Winnl-
peg; 308 Richards St., Vancouver. FIRE INSURANCE INSURE IN TAL MODERN FIREPROOF CONSTRUCTIONOur system of reinforced concrete work-as successiuly used in many orlcanada'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 Weach Concrete Co., Limited, 100 King St. MOORE'S
MOORE'S NON-LEAKABLE FOUNTAIN your own, the best remedy is to go to your stationer, and purchase from him a Moore's Non-Leakable Fountatn Pen. This is the one
pen that gives universal satisfaction, and it pen that gives universal satisfaction, and it
costs no more than you pay for one not as 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.
OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out prices. The Ontarlo Office Specialties Co., Toronto
PENS-THE VERY BEST PENS MADE ARE those manuractured by wimam Mitchell Pens, Limited, London, England. W. J. Gage \& Canada. Ask your stationer for a 25 c . assorted box of Mitchell's Pens and find the pen to sult
THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many she back is flexible, writing aurface flat alignment perfect. No exposed metal parts or Complicated mechanism, Write for booklet Wpadina, Toronto. Rutter, Ltd., King and WAREHOUSE
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited
Supplied by the trade throughout Canada.
you can buy a rebuilt typewriter from us. We have about seventy-five type writers of various makes, which we have re
built and which we will sell at and $\$ 20.00$ each. We have also $\$$ large stack of better rebuits at silghtly higher figures Write for details. The Monarch Ty pewrite
Co., Ltd., 46 Adelaide St. W T2,.000 LIVE MERCHANTS USE NATIONAL they saved people moner. The National will guard your money too. Write us for proof.
National Cash Register Company, 285 Yonge
St., Toronto. St., Toronto.

Do you reckon advertising as an expense ? Certainly. Let us reduce the expense part.

The
Automatic Printer

will do it. Will send your message into the homes every day, and in such a way that it cannot be missed.
WRITE FOR PARTICULARS

## Utilities Limited

73 Bank of Ottawa Bldg. MONTREAL

## Knowledge is Power

The more you know about the various foodstuffs the more sales you can make. In fact salesmanship amounts to knowledge. Let us increase your efficiency by sending you some interesting matter about

## Black Olives

You can easily buildup a business in this line.

Headquarters for all Italian products.
H. E. VIPOND

197 St. Paul St. MONTREAL

The will favoı
w.

## BISCUITS

## from the Old Country

Some of the most popular Biscuits in Britain are made by

## M $^{\text {c }}$ VITIE \& PRICE

## Biscuit Manufacturers EDINBURGH and LONDON

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

## AGENTS:

Ontario and Quebec
W. G. PATRICK \& CO., York Street, TORONTO Manitoba and Saskatehewan RICHARDS \& BROWN, James Street, WINNIPEG British Columbia and Yukon Kelly, douglas \& Co., Ltd., Water St. VANCOUVER


Large shipments of E. D. S. Fruit and Vegetable products are continually going out. This bespeaks the distinction the E. D. S. Brand has obtained over other '• just as good" makes. Why not handle the best-the kind that has received the approval of the government inspector-The E. D. S. Brand.
The new handsomely lithographed label of the maple leaf and triangle desion adds to the appearance of the packin: and attracts the eye of the customer. Made only by

## E. D. SMITH WINONA, :: ONT.

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



## A Good

 ResolveResolve never to be Second Class in

Anchor Brand Flour anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything-deal with the Best ; choose the Best ; live up to the Best, and you cannot help but succeed. These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

## A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

## TW0 CENTS PER WORD

You can talk across the continent for two cents per word क्ष० with a WANT AD. in this paper

## YOUR SUGGESTION

To The June Bride

will no doubt resuit profitably for you through a sale - if you suggest an Erma line Cooking Bag.
There is nothing that helps to make the newly-wed more interested in her home than the knowledge that she is observing modern methods.

Tell her of the possibility of making roasted meats more tender, juicy and sweeter, and the many other advantages that she could obtain through the use of the Ermaline Cooking Bags.
Don't overlook this season, Mr. Grocer, for doing a good sale in Ermaline Cooking Bags. It will pay you well.
Ask your wholesaler, or write us for particulars.

## Edward Lloyd LIMITED MONTREAL

## Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind. It has been discovered by hundreds who are susceptive to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly.
It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.
Hundreds of men and women are to-day earning $\$_{10.00} \$_{12.00}$ and $\$_{15.00}$ per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.
Work never killed any man.
Taking subscriptions tor MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think.
Join our organization now. Do not put off writing for full information to


## Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom
" He must know before he begins it that he must spend money-lots of it.
"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.
"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

## Here's a Big Opportunity!!

Exceptionally bad weather has prevailed of late on the Pacific Coast, and as a result the crop of prunes will be small, and prices will undoubtedly reach a higher level than at present.
Take advantage, therefore, of our complete stock, which we can quote you at much lower prices than those asked for future delivery.

## 500 Boxes

Oregon anc Californian Prunes
for immediate delivery.

We also offer:
$400 \mathrm{c} / \mathrm{s}$ Currants, Victoria Brand in 1 lb . packages and 36 lb . cases. $200 \mathrm{c} / \mathrm{s}$ Cleaned Shelled Walnuts, 55 lb . Boxes

## 500 Boxes Imported Preserved Peels ORANGE CITRON <br> LEMON

FOR SUMMER DRINKS TRAYDER BRAND GINGER ALE Cork 3,000 dozen in 500 cases of 6 doz . Get your share.

Phone, Write or Telegraph.

LAPORTE, MARTIN ET CIE., LTEE., 568 ST. PAUL STREET, MONTREAL TELEPHONE MAIM 3766

## INDEXTOADVERTISER;

Baker,
Battle
Wreek Toasted Corn Flake Co., Ltd,
Balfour-Smye a Co.
Benedict F, Benedict, F.
Bickle, J. W., Bickle, J, W., \& Greening
Borden Condensed Milk Co, Borril, Ltd.
Bowser \&
Bo........... Inc. Bowser \& Co
Brand Bradstreets $\ldots . .$.
British America British Americai.
Brown Mfg. Co.

Campbell Bros, \& Wilson
Canadian Cocoanut Co.
Canadiar Salt co. Canadiar Salt Co. Cane \& Sons Co. Ltd., Wm
Cater, W. H., \& Co., Ltel. Carron \& Co.....
Chase ${ }^{\text {Clark, }} \mathrm{w}$.
Clawso
Coles Mfg Co
Coles Mfg. Co.
Common Sense
Common
Connors Bense
Cowan Cor, Ltal.

## CANE'S WASHBOARDS

## Will Be a Great Advertisement for Your Business

The dealer who aims at giving satisfaction, is the man who will progress rapidly.
The most valuable asset to your store is the talk of enthusiastic customers
-these customers are not only the assurance of repeated orders, but help to bring you new customers.

sell quickly and pay an attractive profit. They are backed by years of reliable and economical service and are guaranteed to satisfy in every respect.

Don't fail to write for catalog on washboards and general wash day woodenware.

## The

Wm. Cane \& Sons Co., Limited,
Newmarket, Ont.

## Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

## The Canadian Grocer

Montreal Toronto Winnipeg Vancouver



The kind that leave a lasting taste of goodness with every user, and the kind that will bring you a steady and increasing demand. These are features whichsellFARMCREAM SODAS. We make a specialty of biscuit crispness as well as richness.

Only the choicest ingredients are used in the manufacture of FARM CREAM SODAS, which are produced in a modern. Sunshine factory with the very latest improvements, and where cleanliness is chief among its features.

## RAMSAYS LIMITED

330 Nicolet Street, - . - . Montreal


Chantr.1, Ont., Jam. A, 1912 "I might say we usi FIIE ROStiS Howr ant thank - it camnot be beaten. In fact, when I remarked a tew days - aro that another bay of flour would soon be needed, my father " said. 'Well. I suppose there is no use setting you anything " but FIVI: ROSFiS," altho' it is miles farther to get it thinn "sezeral other linds at nearer stores."
(Name on request

## Jive Roses dflowr

Not Bleached


Jot Blended

If one buyer will drive miles past other stores in order to be sure of FIVE ROSES, what of the woman who has merely a street to cross?

It is inevitable that the store where FIVE ROSES flour is sold becomes the supply house of the best cooks in your district -because permanent patronage gravitates to the man best able to satisfy it

There are many women in Canada to-day, Brother Grocer, who made their first FIVE ROSES purchase in 1888 . These are the good cooks that teach the younger generation how to use flour how to buy it.

Because FIVE ROSES has shown ability to hold what it has won and reach out for more, the output has grown from 800 barrels in 1888 to 10,500 barrels to-day. And soon, very soon, the big Keewatin mills will be too small.

Why don't you get YOUR share of the profits involved in such a large turnover, a steadily growing turnover? Your jobber knows FIVE ROSES - or write our nearest office.

## LAKE OF THE WOODS MILLING COMPANY, Limited

| Toronto | "The House of Character" | St. John |
| :--- | :---: | :---: |
| Ottawa | Capacity, 10,500 bbls. daily | Keewatin |
| London | Montreal | Winnipeg |
| Sudbury |  | Vancouver |


[^0]:    When writin

