THIS IS THE 1,280th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

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PUBLICATION OFFICE: TORONTO JUNE 21, 1912

No. 25



HARVEST BRANDPure 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.
HAMILTON, - ONTARIO



HARVEST BRAN

ORANGE Marmalade Jellies, Jams,



The Grocer that handles UPTON'S Marmalades, Jellies, Jams, Catsups, etc., is supplying his patronage with Canada's Quality Leaders.

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





A Satisfaction-Giving Dish

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

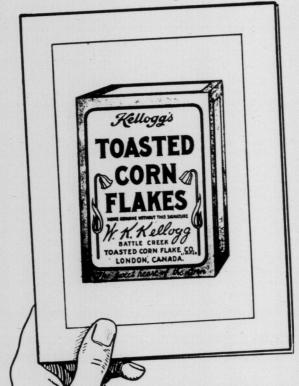
For sale everywhere



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.



During the present season there is an enormous bid for cereal goods. Have you the stock that will sell?

B

Kellogg's Toasted Corn Flakes have the largest sale of any cereal in Canada. Is not this a commendatory feature that speaks for high quality and saleability of this popular food?

Push Kellogg's---save your coupons. It sells rapidly, and is always fresh.

Ask for particulars of our coupon deal.

The Battle Creek Toasted Corn Flake Company, Limited

London, Ontario

BORDEN

Brands

Give Perfect Satisfaction



The Original and Leading Brand since 1857.

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

A Trio of Leaders:

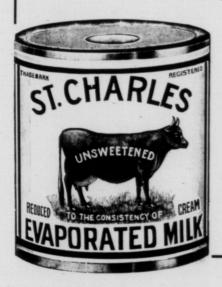
BORDEN'S

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le

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



Borden Milk Co., Limited

"Leaders of Quality"

Montreal

PERRIN'S

5c. and 10c. Fancy Thin Blue Packages Only Regular Lines put up in:

5c. Parchmentine

10c. Red Label

10c. Cartons

25c. Cardboard

30c. and 35c. Tins



D. S. Perrin & Co., Limited LONDON GANADA

SODAS

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

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

WHEN YOU HAVE THE HOUSEWIFE ON THE PHONE, SUGGEST

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 CANNERS LIMITED

HAMILTON, CANADA



REA

out up in:

mentine

Label

board

35c. Tins

ns

MOD CES

A
House
old enough to
have a reputation,
young enough to
be abreast
of the
times

Packer's Celebrated Chocolates

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., Manufacturers Bristol, England



They Are Coming Fast

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

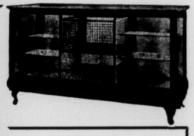
Wonder Fly Killer

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

Dominion Joseph R. Wilson, 204 Stair Building Agent: TORONTO

Distributors:—ALBERTA, Nicholson & Bain MANITOBA and SASK. W. H. Escott, 137 Bannatyne Ave., Winnipeg, Man.; ONTARIO, Jas. Turner, & Co., Hamilton; QUEBEC, A: Francis Turcott, Room 16, Morin Block, Quebec, Que.: EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

The Silent Salesman Refrigerator

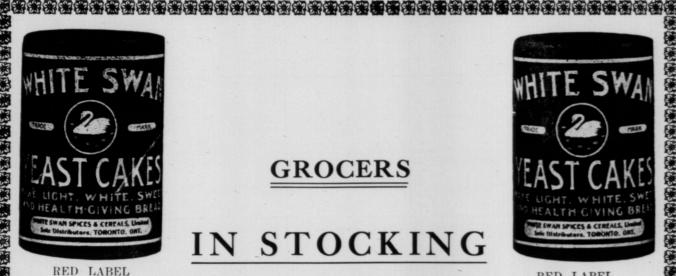


Protects your perishable stock as no other will. A most valuable asset to the grocer during the heat of summer.

Order now-or write for 1912 catalog.

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

JOHN HILLOCK & CO., LIMITED TORONTO, ONT.



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3.

GROCERS

IN STOCKING



RED LABEL

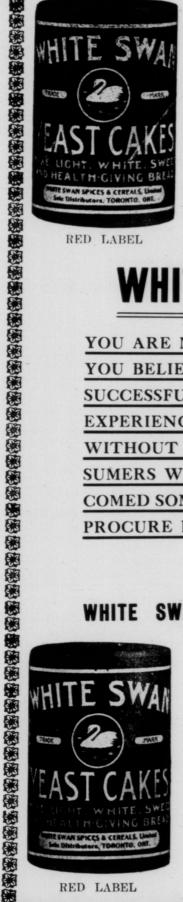
WHITE SWAN YEAST CAKES

YOU ARE NOT EXPERIMENTING, AS SOME WOULD HAVE YOU BELIEVE, BECAUSE THEY ARE MADE BY THE MOST SUCCESSFUL DRY YEAST EXPERT IN CANADA, WITH AN EXPERIENCE OF OVER **OUARTER** CENTURY A OF WITHOUT A SINGLE FAILURE; AND THOUSANDS OF CON-SUMERS WILL BACK OUR ASSERTION THAT THEY WEL-COMED SOMETHING BETTER THAN THEY WERE ABLE TO PROCURE BEFORE WHITE SWAN YEAST WAS OFFERED.

> INSIST ON THE PACKAGE WITH THE RED LABEL

CEREALS LIMITED, SWAN SPICES TORONTO

SOLE DISTRIBUTORS



FOR SALE BY WHOLESALE GROCERS EVERYWHERE IN CANADA

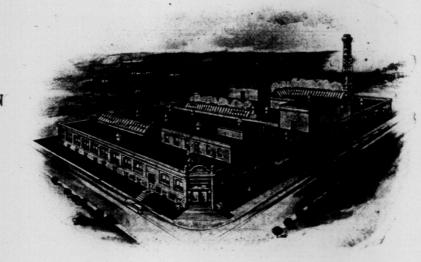


WAGSTAFFE'S

Jine 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

WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton

Ontario

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



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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



guarantee of quality and excellence.

Beware of Imitations.

TEAS

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

JOSEPH TETLEY & CO., LIMITED

110 JAMES STREET

WINNIPEG, MAN.



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

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

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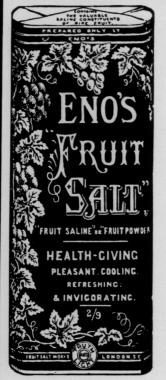


YOU HAVE YOURS WITH JAM AND I'LL HAVE MINE WITH CHEESE"

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

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

ILLUSTRATED ALBUM ON APPLICATION



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

ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

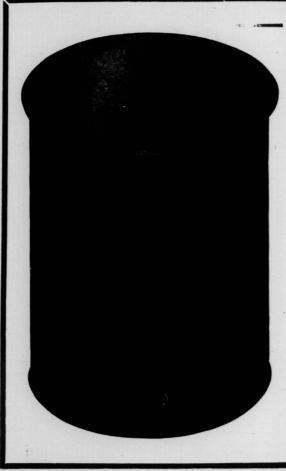
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

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.



SANITARY CANS

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

COWAN'S CAKE ICING

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Prepared ready for use. Save the housewife a lot 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.

THE COWAN CO., Limited - Toronto, Ont.

English Brewed Ale and Stout

The most healthful drink of old England is KOPS ALE, brewed from 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 kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating 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 round trade. Let us correspond with you and send you Analytical report with other information.



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

KOPS BREWERIES, London, S.W., England

SNAP Does the Trick

when the mechanic, the chauffeur the painter or any person requires

something more than soap to remove dirt from the hands.



The action of Snap loosens the particles of dirt and clears them away, leaving the hands clean and white.

Introduce S n a p wherever you can lease and satisfy your

and you will please and satisfy your patrons.

Keep Snap Displayed

Snap Company

MONTREAL



Lard that Satisfies

must conform to a severe test by the housewife. Every known means of testing quality has been applied to the Elgin Brand, and it has made itself solid with hundred of users—that you can have as satisfied customers if you stock it.

Put up in prints, tins, pails and tubs.

The St. Thomas Packing Co., Ltd.

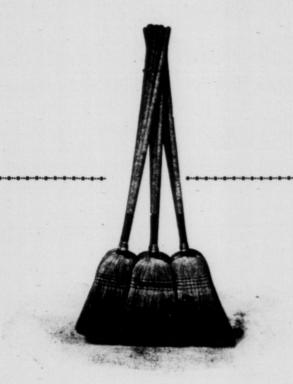
Pork Packers and Provision Merchants

Pork, Pork Products and Beef, Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books



THE PROPERTY OF THE PARTY OF TH

td.

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

THE PARKER BROOM

is the last word in workmanship. Order them from any wholesale grocer anywhere.

We guarantee them.

THE PARKER BROOM CO.

692 Wellington St. - - OTTAWA



A GOOD 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 picnic or camping parties, and with a little introduction the dealer can make many profitable-sales.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

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





SUNNY MONDAY

Tell your customers that SUNNY MONDAY (the White Laundry Soap) contains a wonderful dirt-starter that saves rubbing, time and clothes.

SUNNY MONDAY works equally well in hard, soft, hot or cold water.

You'll find SUNNY MONDAY, will completely satisfy more women than any other laundry soap you can sell; this fact, together with our heavy advertising, means you can sell more of it than any other.

SOLD TO RETAIL AT 5c.

"Sunny Monday Bubbles Will Wash Away Your Troubles"

THE N.K. FAIRBANK COMPANY, MONTREAL

THE TEST OF SERVICE

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

But to the level

of mind.

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



COLES MFG. CO., Philadelphia, Pa.

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



NELSON'S Gelatine Giquorice LOZENGES Should be in your confectionery department. G. NELSON, DALE & GO., LTD., WARWICK, ENGLAND.



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.

ALEX. TYTLER, Temple Building, London, Ont. J. A. CROOKS, Bedford, Halifax, N.S. KIRKLAND & ROSE, 312 Water St., Vancouver, B.C. G. C. WARREN, Regina, Sask.

FREDERICK E. ROBSON & CO.

TORONTO.



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

THE F. F. DALLEY CO.

LIMITED |

Hamilton, Canada

Buffalo, U.S.A.

Buy a better Laundry Blue.

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.

Squares in 5 cent. packets. Bags in 5 cent. cartons.

Cheap enough for the million. Good enough for the millionaire.

HARGREAVES BROS. & CO., LTD., HULL, England.

Agents for Ontario: F. E. ROBSON & Co., 25 Front Street East. TORONTO

Canada's Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



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

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

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

54 NOBLE STREET Eureka Refrigerator Co., Ltd. **TORONTO**

Montreal Representative Telephone St. Louis 3076 Distributing Agents, WALTER WOODS & CO., Winnipag

Agents at Fort William, Hamilton, Calgary, Moose Jaw. Saskat



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

for

DO

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

Every package or tin fully guaranteed by

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

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

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.

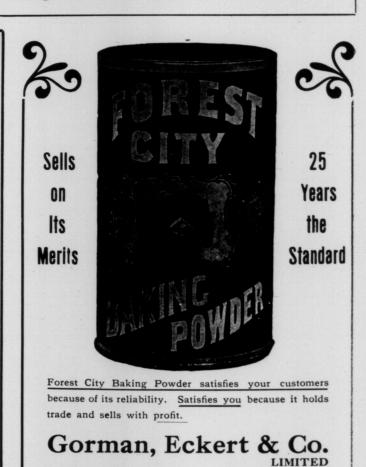
The attractive display makes customers feel "more like buying and buying more."

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

Walker Bin & Store Fixture Co.

REPRESENTATIVES .-

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



WINNIPEG, Man.

LONDON, Ont.

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



THIS IS THE BEST SUGAR ON THE MARKET

OLD AND GOOD

Although the oldest on the market

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 OF THE DOMINION IS UNMATCHABLE. THE BEST SELLER.



DOMINION MATCH CO., LIMITED

DESERONTO, ONTARIO

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

WHY NOT

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

yramid Fly Catcher

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."



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FURUYA & NISHIMURA

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

The Perfection of Purity and Quality



Trade Mark of Quality

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. Finest Blend Coffee. 4 oz. D.S.F. Mustard. Pure Fruit Flavoring.

4-8 oz. IXL Mustard. Delicious Jelly.

IXL SPICE @ COFFEE MILLS, Limited

LONDON, ONTARIO



LAURENTIA MILK

is absolutely Pure Rich Milk (no chemical ingredients being added), that keeps sweet until opened, in any temperature but frost. And after opening remains sweet longer than ordinary milk. Laurentia Milk is the result of the latest and most scientific method of handling milk.

LAURENTIA MILK CO., Limited
371 Queen Street West TORONTO

Candied and Drained PEELS

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

We make one quality only— THE VERY BEST.

Samples and prices from

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

John Gray & Co., Ltd.
Glasgow

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 risk.

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 their opinion on the merit of the respective Blends, and as sure as we write this advertisement your order will follow.

In those districts where there are numbers of Old Country folk do not fail to order STAR at 27c. 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.

$\langle 2 \rangle$	STAR	Fine liquor—good regular leaf. Black, mixed or green.	19c.	25c.
3	DIAMO	ND Choice, flavory, rich liquor. Hand- some leaf. Black or mixed.	22c.	30c.
3	DIAMO	Golden color. Piquant liquor. Fine appearance.	22c.	30c.
5	STAR	Choice growths of India and Ceylon. Splendid appearance.	27c.	40c-
4	STAR	ENGLISH Breakfast Tea. A powerful blend of Indian and Ceylon Teas, having fine quality and flavor.	27c.	40c.
TOGO	JAPAN. A cham	Good liquoring Blend, with nice even leaf. pion Tea for a 30c. canister.	- 21c.	30c.

EBY-BLAIN, LIMITED

Tea Blenders to the Trade

Toronto, Ontario, Canada

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Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES_

Escott & Harmer

Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY BROKERS, COMMISSION MER-CHANTS 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

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG,

MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG-

Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited.

P.O. Box 1812 230 Chambers of Commerce.

WINNIPEG THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and

FRANK H. WILEY

MANUFACTURERS' AGENT and

IMPORTER

757 Henry Ave., WINNIPEG.

THE TURNBULL Company

DIRECT IMPORTERS OF GROCER SPECIALTIES

Open for additional first class lines.

179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents, Cars Dis-tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi-tion is your opportunity.

SASKATOON.

WESTERN CANADA Retablished 1996

G. C. WARREN

Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer chants, Warehousemen.

Track connection with all Railroads.

RUTTAN & CHIPMAN

WHOLESALE GROCERY BROKERS MANUFACTURERS' AGENTS

Fort Garry Court, Main Street,

WINNIPEG.

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.

Commission Brokers, Customs Brokers and Manufacturers Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.

222 Ninth Avenue West - Calgary, Alberta

TORONTO

Our Specialties,

WHITE BEANS **EVAPORATED APPLES CURRANTS AND CANNED GOODS**

Soliciting inquiries.

W. H. Millman & Sons

Wholesale Grocery Brokers TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents

Importers

77 York Street.

Toronto

W. G. A. LAMBE & CO. TORONTO

Grocery Brokers and Agents

MacLaren Imperial Cheese Co.

Manufa 85 Can giv

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AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for

Fine FILIATRA CURRANTS, Greek cleaned, in half cases,

before purchasing.

LIND BROKERAGE CO. 49 Wellington. St East . . TORONTO

MARITIME PROVINCES

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities. Correspondence solicited on Domestie and Foreign lines.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN. N.B. Open for a few more first-class lines.

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

NEWFOUNDLAND-

T. A. MACNAB & CO.

ST. JOHN'S. NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" 8t. John's. Codes: A.B.C. 5th edition, and private.

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

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

Manufacturers' Agents and Brokers' Directory

(Continued.

—BRITISH COLUMBIA— McLEOD & CLARKSON

Manufacturers Agents and Wholesale Commission Agents 852-6 CAMBIE ST., VANCOUVER, B.C.

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

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O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA

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

Write us for New Price List of

WINDSOR SALT

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



them up Common Sense
KILLS { Rate and Mice

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

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

The BROWN is the only convenient Bag Holder

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

The Brown Mfg. Co-Creston, lows, U.S.A.

-QUEBEC-

L. EMILE GABOURY

Manufacturers' Agent and Commission Merchant 235 St. John St., QUEBEC, CAN.

Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

BUSINESS OPPORTUNITY

Cor. store. Cigars, Candy, Soda, News, etc. Established 10 years. Rent \$20. Weekly receipts \$350. Located in Montreal. Price \$1,500, \$1,000 cash. Dozens of other money-making opportunities. V. dela Ronde, Business Broker, 14-16 McGill College Ave., Montreal.

The

Condensed Ad.

page

will interest you

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

Queen City Water White Oil

CIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co., Ltd., GLANGOW.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal 10 Garfield Chambers, Belfast, Ireland

THE PEOPLE OF

JAMAICA

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

KINGSTON

"GLEANER"

might bring inquiries. Better

I. C. STEWART, Hallfax

PETABLISHED 1840

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

THOMAS C. IRVING, GENERAL MANAGER CANADA TORONTO

When writing advertisers kindly mention this paper.

23



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

1'LEAN'S

"On the Side

MacLean's WHITE MOSS

is THE Seller; Take the Tip."

Canadian Cocoanut Co., Montreal

"PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated." London. Tel. Address: "Laminated." London.

A.B.C Codes used 4th and 5th Editions

LIMEHOUSE,

LONDON, E., ENG.

LIMEHOUSE.

Canadian Agents

HUGH LAMBE & CO . TORONTO J. HUNTER WHITE, ST. JOHN, N.B.

CECIL T. GORDON, MONTREAL

RICE'S SALT

Always

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.

British America Assurance Company

A.D. 1833 FIRE & MARINE Head Office, Toronto

BOARD OF DIRECTORS

W. B. Meikle, General Manager.

. \$1,400,000.00 CAPITAL 2,061,374.10 **ASSETS** LOSSES PAID SINCE ORGANIZATION 35,000.000.00

BLACK JACK

The Best Family Polish Made

TRY IT



SOLD BY ALL **JOBBERS**

1-1b. tins-3 doz. in case.

Dor

MANAGEMENT-COMPLETE STORE

16 Full-Page Illustrations

272 Pages Bound in Cloth

Management

ANOTHER NEW BOOK By FRANK FARRINGTON

A Companion book to Retail Advertising Complete \$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1,00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co. TORONTO

Talking to the Point

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

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

> TRY A CONDENSED AD IN THIS PAPER

It took us years of extensive study of flavour blending to bring "MELAGAMA" to its present stage of perfection and high

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



Sold in sealed lead packages and tins to ensure aroma and freshness.

FREE SAMPLES ON APPLICATION

MINTO BROS.

TORONTO

MONEY MAKING SATISFACTION GIVING

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.

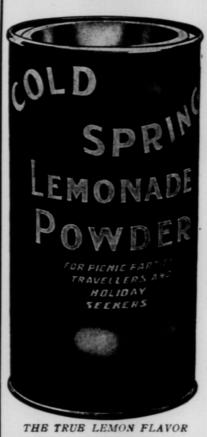
KO-KO-BUT

packed in neat, lithographed tins makes your shelves look attractive. More economical than butter or lard. One pound 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



Hot Weather is Lemonade Time

Keep Tab on

Cold Springs Lemonade

S. H. Ewing & Sons

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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 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.

T. H. Estabrooks Co., Limited

Western | Winnipeg. 156 Lombard St. Branches | Calgary, 322-326 Ninth Ave. W. 7 Front St. E.

TORONTO, ONT.

A Proposition That Is Worth While

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

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

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

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

:-:

143-149 University Avenue,

TORONTO, CANADA



IF YOU ARE SEEKING AN

IDEAL FACTORY LOCATION

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 $\operatorname{D} \operatorname{O} \operatorname{E} \operatorname{S}$ 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 Bank, City Hall, and Three New Schools, all in course of construction or contracts let for construction.—Over \$900,000 spent in building operations last 12 months.—Population increase of 22½ per cent. in one year.

"Better Make It in Maisonneuve"

WRITE

or

M. G. Ecrement

Secy-Treas.

Town of Maisonneuve

Harris & L'Esperance

Commissioners

13 Bank of Toronto Bldg., Montreal

The Maximum of Quality

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

TORONTO

MONTREAL



'ANCHOR" QUALITY

THE FINEST IT IS POSSIBLE TO PRODUCE.

"ANCHOR" brand English JAMS

APRICOT, BLACK CURRANT, GREEN GAGE RASPBERRY. STRAWBERRY

> 16 oz. Glass Jars, Cases 4 doz., \$2.00 doz. 48lb. 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

32 oz. Octagon brls., 3 doz., \$2.35 20 oz. Octagon brls., 6 doz., 1.75

Exceptionally fine goods in English Vinegar.

The BEST value on the market.

Get our quotations on

DOMESTIC SARDINES

They are low.

5 c s lots delivered from factory.

EBY-BLAIN, LIMITED Wholesale Grocers TORONTO



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.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



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To Your Family Trade You Can Offer No Better

Pure Food Product Than

Benson's Prepared Corn

¶ 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.

¶ She knows that children, elderly people and convalescents thrive on Benson's.

¶ 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



MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER



A Quebec City Store Front appropriate for the Ancient Capital. Four large display windows and a broad glass door are to be seen.

The Store Front--As Business Builder

Should Have Some Distinctive Character to Attract Business-A Quebec City Store Exterior With Four Display Win lows - 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.

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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 occasional 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 architecture 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 giftie 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 can easily see the defects and advantages and apply them to his own

There is character to the store front illustrated above. It comes from the old city of Quebec, and one who is familar with the architecture of the ancient stronghold will realize its appropriateness. A. Grenier, the proprietor, is one of Quebec'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 scientific 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 devices 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

he entirely cut off.

The lighting of the front window at night calls 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. Critics, too, claim that lights should not be placed in vertical rows as they are glaring to the eyes and detract from the richness of the display.

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

THA DOT

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

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 into 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." probrect proves omi many Groe Mone fore to the termi instatrade bers.

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Wholesalers and Peddlers in Limelight

Some of the Former Again Alleged to be Selling to Consumers—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 direct 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 city 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 foreibly 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 council next Monday when the matter comes

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 its 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 cotton 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 MACLEAN PUBLISHING CO., LIMITED John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

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Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

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 having 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 picnics and outings, and the dealer would do well to suggest by window and counter display lines that will assist in packing the lunch hamper. Any picnic 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:

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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.

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 unprofitable 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 begun 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.

Watch 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 particular 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?" 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 I'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 public who will henceforth pass it by.

The moral needs 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 housefly. 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 before, 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.

People 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 folks' home. It will be noted the retailer is not included in any of these classes.

* * *

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

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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

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 judg-

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

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 housewife, 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 goods. 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-

No SPOILAGE! THERE is no icing cost, no lo from spoilage to be charged against your steady profit on Crisco, the new product for frying, for short ening, for cake-making. If kept in a moderately cool place, Crisco will or cake-making. remain sweet indefinitely Our advertising is teaching women to use Grisco instead of lard or butter. It is showing why CRISCO

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 (25e 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

10 cases (36 cans each) \$7.40 per

"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

Thousands of women already are steady users. All of ready to try it. Let them know they can get Crisco at your store, and you can be sure of a splendid trade THE PROCTER & GAMBLE CO.

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first of the year we will be in a position to supply Crisco 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 close 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 you will thus 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 dealer.

"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 Crisco 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 cent.

Consider this if you please. The Crisco campaign had only just started, on the wrong basis to be sure, but still there was ample time to work some change. 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 cakes 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 Crisco as follows: On one case purchased, 162-3 per cent.; on five cases, 17.22 per cent plus; 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 Crisco 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 scheme 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-cutting is a 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 return to Crisco.

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 distributors in their own language and through mediums which would earry the message of Crisco home, it was finally decided to begin a trade paper campaign.

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 publications—and 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 Crisco grocery 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 convinced 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.

Wholesale Commission Business Statement

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

* By Henry Johnson, Jr.

, Can., Mar. 22, 1912. Financial Editor, Canadian Grocer .-As a subscriber to your valued journal, 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 busi-

You will in all probability criticize the cost of doing business. This per-

ness for the year.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 39 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

centage is brought about by our curtailment of help, as there are only three men to be 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.

> Yours very truly, P—— & R—— S——.

Following is the statement enclosed:
TRADING AND PROFIT AND LOSS ACCOUNT. Method adopted to find our

9th September, 1911: Stock on hand at cost price, due allowance for market changes, lower price than purchase only \$5,206.61 30th Dec., purchased since 9th Sept. 27,930.00

 Gross profit, 9th Sept. to 30th Dec.
 \$ 2,330.40

 Expense Account.
 Expense Account.

 Horses, feed and mtce. acct. \$ 120.86
 120.86

 Taxes, 1911
 23.40

 Commission acct. and interest 81.09
 Advertising 21.25

 Freight acct., balance *40.00
 *40.00

 Telegrams and phone 12.00
 12.00

 Wages acct. 204.00
 Salaries, partners 680.00

 Incidentals
 30.00

 1,244.83

Net profits, 9th Sept. to 30th
Dec. \$ 1,085.57

*\$37 of this should be charged to stock.

Gross profits since 9th Sept. 2,330.48 Expense acct. to 9th Sept. '11.81,641.65 Expense acct. since 9th Sept. 1,244.83

Sept all 1 fron stock \$1,64 last char full char sellin thod like Exar placi figur per o 3.94

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\$ 5,206.61 27,930.00 \$33,136.61

35,467.01 8 2,330.40

1.244.83

\$ 1,085.57 stock.

\$ 6,426.82

2,886.48 8 3,540.34

\$ 5,000.00

1,636.93 \$ 3,363.10 ... 105 ... 70.8

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; total cost trucking placing in warerooms, \$2.371/2; selling figure, \$2.65; margin, 271/2e. Or, 10.37 per cent. gross profit, less

3.94 cost of doing business

6.43 p.c. 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 scientifically 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 cost 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 making any money.

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 3c-the net should be \$3,363.07 instead of \$3,363.10. mention these slight discrepancies merely to forestall criticism, not because they are important.

Computing Margins Correctly.

Surely I confirm that method of computing margins. The article which costs \$2.3712 and is priced at \$2.65 shows a margin 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 obvious inability of a retail grocer to do much 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 basis of computation all the way throughout the business is here strikingly 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 clearly demonstrated. That is, that the jobber does not make an abnormal average margin; and that he makes any reasonable net profit is surely 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 x 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 strictly eash basis.

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TWENTY YEARS AGO.

Interesting Extracts From Early Files of The Grocer.

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

"A. P. Tippet & Co., St. John and Toronto, have moved to more convenient offices at 4312 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 grocers, 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 4½ to 49-16 cents per lb. To-day it is \$5.15 per cwt., or 65 cents per cwt. higher.

"Chas. Hudson, grocer, of Belleville, Ont., claims \$3,000 for damages sustained on account of a defective road between Thurlow and Sidney in May last."

"The Toronto city travelers have completed arangements for their exeursion. The date is 27th of July and the trip will be by boat to Buffalo and Niagara Falls."

"An ingenious way of buying the necessaries of life is reported from the neighborhood of Berlin. A peasant woman with a large basket on her back entered the grocer's shop of that place. In the circular basket was a large earthenware jar. The woman bespoke about five dollars' worth of things, which she carefully packed in the earthenware jar, then tied up the mouth and asked permission to leave the jar in the corner. She would return in an hour, she said, get the things and pay for them. The grocer having granted her wish, she carefully put the jar in a corner and retirednot to return. After many hours the shopman proceeded to examine the large earthenware jar. It had no bottom."

More than 50,000,000 lobsters 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—Up 15c.
Hallowee Dates—Down ½-cent.
Manila Paper Up—25c per 100 lbs.
Sugar—Now down to \$5.15 cwt.

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 ewt. 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 satisfactory, but real warm weather would be beneficial to business in general, as it would give impetus to movement of summer and picule 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 the mark.

Granulated, bags	5 15
Granulated, 20-lb, bags	
Granulated, 5-lb, cartons	
Granulated, Imperial	5 00
Granulated, Beaver	5 00
Paris lump, boxes 100 lbs,	5 90
Paris lump, boxes 50 lbs.	6 00
Davis lump, boxes of the	
Paris lump, boxes 25 lbs	6 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 80
Crystal diamonds, 100-lb, boxes	5 90
Crystal diamonds, 50-lb, boxes	6 00
Crystal diamonds, 25-lb, boxes	
Crystal diamonds, 25-10, boxes	6 20
Crystal diamonds, 5-lb. cartons	6 70
Crystal Diamonds. Dominoes, eartons	7 10
Extra ground, bbls	5 55
Extra ground, 50-lb, boxes	5 75
Extra ground, 25-lb, boxes	5 95
Powdered, bbls	5 35
Powdered, 50-lb, boxes	5 55
Powdered, 25-1b, boxes	5 75
Phoenix	5 15
Bright coffee	5 10
	5 00

No. 2 yellow							. 4	90
No. 1 yellow Bbls. granulat	ed and	yellow	may	be	had	at	. 4 5e	75
above bag	prices.		-				-	

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 food-stuffs remaining on the market.

Fancy Barbados molasses, puncheons		0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0.38
Choice Barbados molasses, half-barrels	0.38	0.40
New Orleans	0 25	0.28
Antigna		0.30
Porto Rico		0.40
Corn syrups, bbls		0 0314
Corn syrups, half-barrels		0.033
Corn syrups, quarter-barrels		0.04
Corn syrups, 3814-lb, pails		1.90
Corn symps, 25-lb, pails	****	1 35
Cases, 2-lb, tins, 2 doz. per case		2 90
Cases, 5-lb, tins, 1 doz. per case	****	3 25
Cases, 10-1b, tins, ½ doz. per case		3 15
Cases, 20-lb, tins, 4 doz. per case		2 10
cases, 20-10, tills, 4 doz. per case	****	3 10

DRIED FRUITS-The market for Californian fruits continues fairly dull. business being confined to small purchases. At this time of the year a slow consuming demand is natural, and as a result, little speculative spirit is shown. Bad 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 good attention. Hallowee dates 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 arrives.

Evaporated apricots		22		24 11
Evaporated peaches		18	0	19
Evaporated pears		18		19
Currants, fine filiatras, per lb., not cleaned		08%		091/4
Currants, fine filiatras, per lb., cleaned		07		071/2
Currants, 1-lb. pckgs., fine filiatras, cleaned		08		081/2
Currants, Patras, per lb		09		091/4
Currants, Vostizzas, per lb	0	0914	0	10
Dates, 1-lb. packages				061/4
Dates, Hallowee, loose			0	06
Fards			0	11
Figs, 3 crown	0	07%	0	1914
Figs, 4 crown		08		10%
Figs, 5 crown	0	0814	n	13
Figs. 6 crown	0	09	0	14
Figs. 7 crown		10 -	0	15
Figs. 9 crown	0	14	0	17
Comadre figs, about 33-lb. mats	1	30	1	40
Glove hoxes, 16-oz. per box	0	1014	0	1114
Glove boxes, 10-ozs., per box	0	07	0	0714

Prunes-		
20-30		0 13
30-40		0 12
4t-a:		0 11
50-60		0 10
60-70		0 0914
70-80		0 09
80-90		0 081/2
90-100		0 08
Bosnia prunes	0 08	0 09
Raisins-		
Choice seeded raisins		0 081/4
Choice fancy seeded, 1-lb. pkgs		0 09
Choice loose muscatels, 3-crown, per lb		0 08
Choice loose muscatels, 4-crown, per lb		0 081/4
Seedless, new, in packages	0 071/4	0 071/2
Select raisins, 7-lb. box, per box	0 07%	0 08
Sultana raisins, loose, per lb	0 11	0 13
Sultana raisins, 1-lb. cartons	0 16	
Malaga table raisins, clusters, per box		5 75%
Malaga table raisins, clusters, per 1/4 box	0 80	
Valencia, fine, off stalk, per lb	0 06	0-071/2
Valencia, select, per lb	0 06%	
Valencia, 4-crown layers, per lb	0 071/2	0 08

TEAS—IN JAPANS—Samples of 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.

Japans-		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon-		
Broken Orange Pekoe	0 21	0 40
Pekoes		0 22
Pekoe Souchongs	0 20	0 22
India-		
Pekoe Souchongs	0 19	0 30
Ceylon Greens-		
Young Hysons	0 24	0 26
Hyson		0 22
Gunpowders	0 19	0 35
China Greens-		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Company panes in the company of the		4-22

COFFEE—The recent decline of a few 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.

Mocha	0 28
Rio Mexican	0 231/4
Santos	 0 24
Maracaibo	0 261/2

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.

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

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RICE—Following last week's report 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 advance 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.

Rangoons-		
Rice, grade B, bags, 250 lbs,	3 75	3 85
Rice, grade B, bags, 100 lbs,	3 75	3 85
Rice, grade B, bags, 50 lbs,	3 75	3 85
Rice, grade B, 1/2 pockets, 121/2 lbs	3 95	4 05
Rice, grade B, pockets, 25 lbs	3 85	3 95
Rice, grade C.C., bags, 250 lbs,	3 65	3 75
Rice, grade C.C., bags, 100 lbs,	3 65	3 75
Rice, grade C.C., bags, 50 lbs	3 65	3 75
Rice, grade C.C., pockets, 25 lbs,	3 75	3 85
Rice, grade C.C., 1/2 pockets, 121/2 lbs	3 85	3 95
Patna, polished	4 30	4 35
Pearl	4 85	4 95
Imperial Glace	5 25	5 35
Sparkle	5 40	5 50
Crystal	5 40	5 50
Snow	5 70	5 80
Ice Dips	5 95	6 05
Caroline Rice	7 25	7 35
Brown Sago, Ib.	0.06	0 07
Tapioca, medium pearl, lb	0 07	0 08
Good 16	0.07	0.00

NUTS—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.

In shell-		
Brazils	0 14	0 15
Filberts, Sicily, per lb	0 1014	0 12
Filberts, Barcelona, per lb	0 101/4	0 12
Tarragona Almonds, per lb	0 16	0 17
Walnuts, Myette Grenobles, per lb	0 14	0 15
Walnuts, Marbots, per lb	0 141/4	0 1514
Walnuts, Cornes, per lb	0 11	0 12
Hungarian	0 131/4	0 15
Shelled-		
Almonds, 4 crown selected, per lb	0 35	0 37
Almonds, 3 crown selected, per lb	0 32	0 34
Almonds, 2 crown selected, per lb	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts-		
American-		
Japanese roasted		0 081/4
Coon, roasted	0 081/4	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1		0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo		0 19
Pistachios, per lb	****	0 75
Brokens bright		0 28
Brokens	0 21	0 29

ONTARIO MARKETS.

POINTERS-

Rice-Rangoon up 15e ewt. Sugar-Down 10e 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 policy.

Trade continues normal for the month and season, although weather is somewhat unkind to certain lines. This had been particularly true in picnic and camping goods. Farmers are not so busy as they were, and have now a chance to get into town, although belated seeding on account of backward season is still being done in some sections.

SUGAR—Sugar, which was reported weak in last issue, declined 10 cents per cwt. 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, bags	5	25	
Extra granulated, 20-lb. bags	5	35	
Extra granulated, 5-lb, cartons	5	55	
Imperial granulated		19	
Beaver, granulated		10	
Yellow, bags			
Barrels of granulated and yellow will be furnished		-	
at 5 cents above bag prices.	•		
Extra ground, bbls,	5	65	
Extra ground, 50-lb, boxes			
Extra ground, 25-lb, boxes		65	
Powdered, bbls,		45	
Powdered, 25-lb, boxes		85	
Powdered, 50-lb, boxes		65	
Red Seal, 5-lb, box			
St. Lawrence Crystal Diamonds			
Paris lumps, in 100-lb, boxes		90	
Paris lumps, in 50-lb, boxes		10	
Paris lumps, in 25-lb, boxes	5	40	

SYRUP AND MOLASSES — Cern syrups naturally sell better during cool 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.

Syrups—		case
2-lb. tins, 2 doz. in case		
5-lb. tins, 1 doz. in case		2 90
10-1b. tins, 1/2 doz. in case		2 80
20-1b. tins, 1/4 doz. in case		2 75
Barrels, per lb		0 034
Half barrels, lb		0 03%
Quarter barrels, lb		0 04
Pails, 381/4 lbs, each		1 90
Pails, 25 lbs, each		1 35
Maple Syrup-Compound-		
Gallons, 6 to case		
% gals. 12 to case	***	5 40
% gals, 34 to case		: .
Pints, M to ease	****	
Maple Syrup-Pure-		
Gallons, 6 to case		6 60
1/2 gallons, 12 to case		7 25
Quarts, 24 in case		
Pints, 24 to case		4 00
Quart bottles, 12 to case	***	3 50
Molasses, per gallon-		
New Orleans, medium 0 :	30	0 32
New Orleans, barrels 0 :	36	0.30
Barbados, extra fancy		0 50
Porto Rico 04		0 52
Muscovado		0.30
Muscovado		0 30

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 expect, the situation looks steady in prunes." says a report from the West. "The world's supply for this crop, even figuring the largest probable spot holdings in as carry-over, appears to be below average annual consumption."

Prune	-					A 1917
30	to 40.	in 25	-lb. boxe	9	0 1252	0 1314
40	to 50.	in 25-	lb. boxes		0 111/2	0 124
50	to so	in 25	ilh hore		0 11	0 1179
69	to 70	in 25-	lh. hoxes		0 10%	0.11
70	to 80.	in 25	lh. boxes		0 10	0 1000
80	to 90.	in 25-	b. boxes	***************************************	0 09	0 0912
90	to 100	in 2	5-lb, boxe	8	****	0 09
	Same	fmit	in 50-1b.	boxes, ¼ cent	less.	

Apricots-		
Choice, 25-lb. boxes		0 21
Slabs		0 1814
Candied Peels-		
Lemon	0 10	0 11
Orange	0 10	0 1214
Citron	0 15	0 17
Tapnets	0 0414	0 0414
Figs, 2 to 21/2 inches, per lb	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 0914	0 10
Evaporated apples	0 101/2	0 1114
Currants—	0 1075	0 1173
Patras	0 08	0.001/
Fine Filiatras		0 081/2
	0 071/4	0 08
Vostizzas Uncleaned, ¼c less.	0 10	0 12
Raisins—		
	0.10	
Sultana, choice	0 12	0 14
Sultana, fancy	0 141/2	0 151/2
Valencias, selected	0 08	0 081/2
Seeded, 1 lb. packets, fancy		0 08%
Seeded, 16-oz. packets, choice		0 081/4
Dates-		
Hallowee full boxes		0 061/2
Package dates, per 1 lb		0 07
Fards, choicest, 12-lb. boxes	0 0914	0 101/2
Fards, choicest, 60-lb. boxes	0 061/4	0 07
TFA-Reports from India i	ndian	to o

TEA—Reports from India indicate a favorable opening of new plucking season 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 estimated at not over 7,000,000 bags, so unless Government succeeds in breaking up existing combine, there will be no lowering of prices.

Rio, roasted		0 24	
Green, Rio	0 19	0 20	
Santos, roasted	0 24	0 25	
Maricaibo, roasted	0 25	0 26	
Bagotas	0 27	0 28	
Mocha, roasted	0 30	0 32	
Java, roasted	0 32	0 35	
Mexican	0 27	0 28	
Gautemalo	0 25	0 26	
Jamaica	0 24	0 25	
Chicory	0 12	0 13	

SPICES—Demand from 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 strong, as well as mace.

	5 and 10 lb.		1/4 lb.
	Tins.	pkgs.	tins doz.
Allspice	. 15—19	60-0 70	70-0 80
Cassia	. 20-32	85-1 15	95-1 25
Cayenne pepper	. 23-33	80-1 05	90-1 15
Cloves		75-0 95	85-1 10
Cream tartar	. 25-26	90-0 00	
Curry powder	. 25—00		
Ginger	. 22-27	65-0 85	75-0 95
Mace	. 65—80		
Nutra and	. 65-60	*******	0-2 75
Nutmegs	. 30—60	90-0 00	1 60-2 50
Peppers, black	. 19—22	67-0 75	80-0 90
Peppers, white	. 28-30	90-1 05	1 05-1 15
Pastry spice	. 20-27	65-0 95	75-1 10
Pickling spice	. 14-18	75-0 00	75-0 00
Turmerie	. 16-18		
Range for pure spices acc			Pails or
boxes 2 cents per lb. below			
tins.	tane Date	C10 0 CC	nus below
Mustard seed, per lb. in b	wille		0 12
Celery seed, per lb. in bulk	,	0.95	
Cerety seed, per 10, in bulk	***********	0 30	
Shredded cocoanut, in pails	**********	0 16	% 0 17%

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 cwt. 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 Government estimate will not be realized.

The chief feature of interest in Japan is reduction of duty on foreign rice entering Japan, the Japanese Government 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.

Standard B., from mills, 500 lbs. or over,		
f.o.b. Montreal	3 60	3 75
Rice, standard B., f.o.b, Toronto		3 83
	Per	1b.
Rangoon	0 0334	0 04
Fancy rangoon		0 05
Patna	0 0514	0 06
Japan	0.05	0.07
Java	0.06	0 07
Carolina	0.08	0.10
Sago, medium brown	0 0614	0 07
Tapioca-		
Bullet, double goat		0.08
Medium pearl		0.07
Flake		0.08
Seed	0 0614	0 07
DEANG ME		
BFANS-There is no change	rp 111	oren-

eral bean situation. Canadian stock is scarce, and primes are bringing from \$2.80 upward. Shipments of foreign beans have been delayed and are not in yet.

· cc.					
Prime	beans.	per bushe	1	 2 85	
Hand	picked	beans, per	r bushel	 2 95	
Califor	mia Lir	na beans.	lb	 0.08	

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 95c 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 whole-sale 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 $\frac{1}{2}$ 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 picnic 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. 2½ extra 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.

POINTERS:-

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 erop 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 eash in circulation.

SUGAR.—Refined prices were reduced 10 cents per cwt. 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

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lines.

Nuts—
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Pecans,
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NEW St. Jol has offer on is

are for paretiularly heavy trade in the preserving season, as many fruits produced mise to be plentiful and cheap.

New Montreal and B.C. granulated, in phila produced 5.70

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Montreal and B.C. granulated, in bbls	5 70
Montreal and B.C., in sacks	5 65
Montreal and B.C. yellow, in bbls	5 30
Montreal yellow and B.C. yellow, in sacks	5 25
Icing sugar, in bbls	5 15
Icing sugar, in boxes (25 lbs.)	6 40
Powdered sugar, in bbls	
Powdered sugar, in boxes	5 90
Powdered sugar, in small quantities	5 70
Lump, hard, in bbls,	
Lump, hard, in half-bbls	6 65
Lump, hard, in 100-lb, cases	6 60

SYRUPS. — No further changes reported or anticipated. Market is inactive.

Syrups—	
24 2-lb, tins, per case	2 48
12 5-lb. tins, per case	2 88
6 10-lb. tins, per case	2 76
3 20-lb. tins, per case	2 77
Half-barrels, per cwt	4 20
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal 0 30	0 31
Maple syrup-	
Imperial quarts, 2 doz. case	6 20
% gals., 1 doz. case	5 85
Gals., 1/2 doz. case	5 40
DRIED FRUITS Evapor	ated

peaches and apricots are cheaper. Prunes steady but a substantial reduction in price is anticipated as the California crop promises to be exceptionally heavy.

New Prunes-	Pe	r lb.
90-100s, 25s, s.p		0 071/2
99-100s, 10s, s.p		0 07 4-4
80-90s, 25s, 8.D		0.08
80-90s, 10s, s.p		0 0814
70-80s, 25s, s.p		0 0814
70-80s, 10s, s.p		0 08%
60-70s, 25s, s.p		0 09
50-60s, 25s, s.p		0 70914
40-50s, 25s, s.p		0 10
Cooking Figs-		
Choice boxes		0 0614
Half boxes		0 0514
Half bags		0 01%
Valencia Raisins-		
Fine, f.o.s., 28s, s.p., per box		2 25
Fine, selected, 28s, s.p., per box		2 40
4-crown layers, 28s, s.p., per box		5 35
4-crown layers, 14s, s.p., per box		1 25
4-crown layers, 7s, s.p., per box		0 70
Ne plus ultra, 28s, s.p., per box		2 20
Currents-		
Dry, clean, per lb		9 08
Washes, per lb		0 0814
1-lb. package		0 08%
		0 17%

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

Roasted Rio, per lb		0 22
Green Rio, 5's, 1b		0 1714
Green Rio, 7's, per lb		0 16%
Green Santos		0 19
Roasted Santos	****	0 24
Chicory	****	0 12%

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.

trade till nen	potato crop comes	****
Beans, 3-lb. picker, Hand picked, per	per bushelbushel	3 00

NUTS.—There is a first rate retail trade and no changes to report in staple lines.

IIII US.	
Nuts-	Per lb.
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	
Almonds, shelled, less than 28-lb	
Cocoanuts, per doz	
Cocoanuts, sacks	5 00
Peanuts, roasted, choice	0 9914
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts	
Pecans, medium	
Pecans, large	
Brazils	
Nutmegs	
Filberts	
Walnuts, Marbots	
Walnuts, Grenoble	
Walnuts, shelled, cases 55 lbs,	
Walnuts, shelled, in less quantities	
wainuts, shelled, in less quantities	0 2075

NEW BRUNSWICK MARKETS.

St. John, June 19.—The local market has offered little of interest since last

report, and there were few changes 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.

Bacon Beans, hand picked, bushel Beans, yellow eye, bushel Butter, dairy, per lb. Butter, creamery, per lb.	2 90 0 23	\$0 15 3 10 3 00 0 25 0 23
Butter, creamery, per lb. Buckwheat, W., grey, bag Cheese, new, lb. Currants, I's, lb. Canned Goods—	0 1434	0 141/2 0 081/4
Beans, baked	1 15	\$1 25
Beans, string Corn, doz.	1 00	1 20
Peas. No. 4		1 20
Peas, No. 3		1 25
Peas, No. 2	****	1 30
Peas. No. 1	: ***	1 80
Peaches, 2's, doz.	1 95	2 00
Raspherries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran		5 25
Cornmeal, bags		1 90
Cornmeal, bbls	****	3 95
Eggs, hennery	0 22	0 23
Eggs, case	0 19	0 21
Finnan Haddies Fish, cod. dry	4 40	4 50 4 75
Flour, Manitoba		6 75
Flour, Ontario		6 20
Lard, compound, lb.	0 1234	0 1234
	0 1414	0 15
Lemons, Messins, per box	3 50	4 00
Lemons, Messina, per box	.0 35	0.36
Oatmeal, rolled		5 75
Oatmeal, std		6 35
Pork, domestic mess	24 50	24 75
Pork, American clear	23 50	25 50
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 0914
Rice, per lb.	0.04	0 04%
Red Spring	7 75	8 00
Cohoes	7 25	7 50
Sugar-		
Standard granulated	5 30	5.40
Austrian granulated	5 10	5 20
Bright yellow	5 10	5 20
No. 1 yellow		4 90
Paris lumps	6 25	6 50

NOVA SCOTIA MARKETS.

Halifax, June 19.—Butter is only line in local grocery market 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 decline 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' Association. 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 displays that the awards 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 Bros., Ottawa, Ont.; 4th prize, \$15.00, Wm. Black, Toronto, Ont.; 5th prize, \$10.00, F. McDougall, 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. Hagmeier, Hespeler, Ont.

The competition was inaugurated by the St. Croix Soap Manufacturing Co., St. Stephen, N. B.

CATSUP MILLIONAIRE KILLED.

Had Many Acquaintances in Canada— The 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 escaped 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.

McLeod 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 Quebec Province agent for Leitch Flour Mills, Limited, Oak Lake, Man.

W. 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 secured 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 being 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 Louisburg, 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.

Colborne, Ont., stores will be closed on 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 brokers, 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 x 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 Wednesday 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; Geo. 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 member 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 Grocer 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'clock 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.

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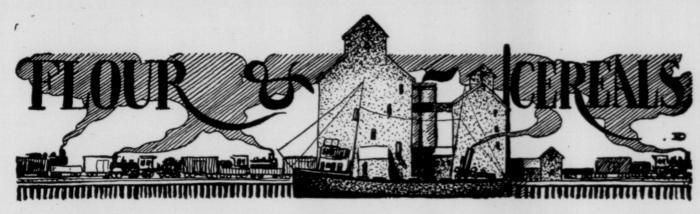
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Predicting Bumper Wheat Crop in West

One Man Looks for Yield of 200,000,000 Bushels — Nothing Certain Yet, However—Conditions are Favorable Now—Bran and Shorts Continue Downward Movement—Flour and Cereals Quiet—Cornmeal Less Steady.

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.

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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 are.

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.

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

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		2 75
Standard oatmeal, single bag lots		2 75
'Granulated oatmeal, single bag lots		2 75
Bolted Cornmeal, 100 bags		2 35
		2 50
Do., cotton bags, 90-lb., single bag lots		2 55
Rolled oats, barrels		5 25
Rolled wheat, bbl	****	2 25

TORONTO.

FLOUR.—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.

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

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.

Rolled oats, small lots, 90 lb. sacks		2	
Rolled oats, 25 bags to car lots		2	40
Standard and granulated oatmeal, 98-1b.			
8k	****	2	
Rolled wheat, small lots, 100-lb. bbls		2	90
Rolled wheat, 5 barrel to car lots			80
Cornmeal, 100 lb. bags	2 35	2	40
Rolled oats in cotton sacks, 5 cents mor			

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.

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

Flour-		
	t	3 06 2 75
Strong bakers',	cwt.	 2 40
Rolled Oats-		0 69
40 lb. sack	***************************************	1 35
80 lb. sack		2.65
	catmeal, per cwt	 2 90
Corn Meal-	***************************************	 2 25
49 lb, sack	· ····································	 1 13

CLOSING SATURDAY AFTERNOON.

New Departure of St. John Grocer-Will Open Again in Evening.

St. John, N.B., June 20.—(Special.)—A new departure has been made in regard to the half-holiday in St. John among the grocery trade by Walter Gilbert, grocer of Charlotte Steet, whose policy 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 clerks 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 scheme.



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 Market—Tomatoes 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 weather 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.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 50	2 75
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	7 00	7 50
Jamaica, case		3 50
Lemons		3 50
Limes, box		1 50
Oranges—	. 1	
Navels		3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican		2 50
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 15	0 20

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 scarcity continue. Sweet potatoes also show an advance and are becoming rare. New Egyptian onions are a shade easier, cauliflower not being so plentiful as usual and consequently a little dearer.

Beans, gree	en, hamper	 3	00	3 75	
Wax beans		3	75	4 00	

Court to			00
Carrots, boxes	****		00
Cabbage, crate			00
Cauliflower, dozen		3	50
Celery, Bermuda, crate		9	00
Cucumbers, basket			25
Garlic, 2 bunches			45
l'eppers, green, crate of 6 baskets4		4	00
Lettuce, Boston, per box of 2 toz		- 9	50
Leeks, dozen (N.Y.)		1	00
Onions-			
New Egyptian, per lb		0	021/2
Radishes, dozen			30
wattenes, dozen	0 20		
Sweet potatoes, per basket			00
Potatoes, Green Mountains, bag		2	00
New potatoes, per bbl	4 00	5	50
Uninggo per bhi	1 00		00
Spinage, per bbl			
Parsnips, bag	3 00	3	75
Tomatoes-(Florida)-			
Choice	3 75		00
Fancy			50
Turnips, per bag		1	25

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	1 20	2 00
Red bananas, per bunch	3 75	4 00
Huckleberries, qt. box	****	0 20
Lawtonberries, qt. box		0.20
Lemons, fresh cuts		3 25
Lemons, November cuts	4 00	4 50
Lemons, California		3 50
Limes, per 100		1 50
Oranges-		
California navels	2 75	3 50
California, late Valencias, case		4 25
Tangerines, half box	1 50	2 00
Pineapples, case of 24		3 50
Pineapples, case of 30	3 00	3 50
Pineapples, case of 36	3 00	3 50
Strawberries, quart	0 13	0 15
Rhubarb, per dozen		0 40
Watermelons, each	0 50	0 65

VEGETABLES.—Prices on new vegetables fluctuate considerably. This week the tion in a green a bage is quoted higher, \$1.25.

New last wee Virginia pected to backwar tinued in cessions some firm manding down as of impor

Tomate ferings a yet. Son rather gr

Asparagus, (
Beets, new,
Carrots, new
Cabbage, nev
Cucumbers,
Green beans,
Egg plant,
New radish,
New lettuce,
Onions—
Egyptian
Bermuda

Lond

London, On Wedn tion from Associatio tation, to chants of villages. Pres. John

G. B. Dra

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Eight me their fees Pres. Dipre 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.

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Tomatoes are scarce and higher. Offerings are practically all Floridas as yet. Some Mississippi are in, but are rather green.

Asparagus, Canadian, basket		2 00
Beets, new, hamper		1 50
Carrots, new, hamper	1 75	2 00
Cabbage, new, per crate		3 00
Cucumbers, Florida, hamper	2 00	2 25
Green beans, hamper		2 00
Egg plant, each		0 25
New radish, per doz	0 12%	0 15
New lettuce, per dozen	0 35	0 45
Onions—		
Egyptian onions, 110 lb. bags		2 75
Bermuda onions, 50 lb, crate		
Bermuda onions, 50 lb. crate	****	2 00

Potatoes, N.B	175 1	
Potatoes, Ontario, bag	1 65 1	70
Potatoes, Irish		60
Potatoes, new, bushel	2	
Potatoes, new, bbl		
Green peas, 1 bush. boxes		
Tomatoes, Florida, crate	4	
Spinach, hamper		
Wax beans, hamper		
Green peppers, case	6	
Green peppers, basket	1	25

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.

Fruits-		
Bananas, bunch	2 50	3.5
California lemons, crate		6.5
Cauliflower		3.5
Cucumbers, doz.		1.5
California celery, dozen		16
Cherries, case		3 2
Grape fruit		7 0
Florida tomatoes, crate	****	5 5
Limes, box		2 2
Messina lemons		5 5
Oranges, navels		5 5
		4 5
Oranges, navels		3.56
Washington apples, box		
Onions, Cal., sack		3 50
Onions, Bermuda, case		2 75
Peppers, basket		1 25
Potatoes, per bushel	****	1 10
Carload lots, F.O.B.	****	0.80
Pineapples, case	4 50	4 75
Florida tomatoes		5 00
Almeira grapes	5 50	8 00

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)—On Wednesday evening last a deputation from the London Retail Grocers' 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 infectious 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 go ahead with the good 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?"

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 wanted to hurry home for the market.

Tom Shaw didn't care 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 Dominion 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 last 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.

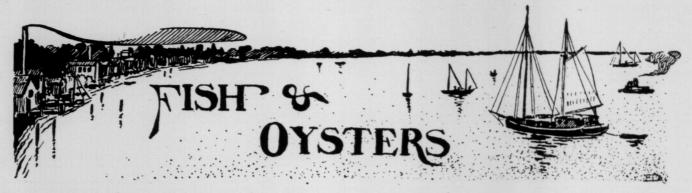
Jas. Keiller & Son, Dundee and London, marmalade, chocolate, preserved fruits, \$2,000,000.

A. J. Caley & Son, Norwich and London, mineral waters, chocolates and crackers, cider, \$600,000.

Fardons' Vinegar Co., Birmingham, malt vinegar brewers.

Major Leather, representing Premier Refining Co., London.

Brown, Hopewood & Gilbert, Birmingham, wholesale provision merchants, \$150,000.



Fish Weather Has Been in Retailer's Favor

So Far This Year—Has Allowed Beter Display of Fish—Cost 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 exceedingly 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.

FRESH AND FROZEN.

Fancy spring salmon, per lb	0.18	0.20
Large shad herring, each		0.02
Market cod, cases, 250 lbs., per lb		0 04
Less than case		0 0414
Smelts, fancy		0 10
Haddock		0 041/4
Halibut, per lb		0.10
Herring, frozen, per 100 fish	1 00	2 80
Herring, Hozen, per 100 mm	1 30	
Mullets	0 041/4	8 86
		0.08
Steak, cod		0 06
Mackerel		0 09
Dressed perch		0 09
Diessed beich		
B.C. red salmon	0 10	0 11
New Gaspe salmon, per lb		0.16
Qualla salmon	0 0514	0 09
Augus saudon	a a1.3	
No. 1 smelts, per lb		8 09
Lake trout, per lh.		0 12

Whitefish, large, per lb		0 09	0 10
Pure cod tablets, 20 1-lb. tabl	ota	0 03	2 30
Whitefish small lb.			0 06
Whitefish, small, lb. Barbotte (dressed) bullheads,	ner lh		0.083
PREPAREI) FISH.		-
Boneless cod, in blocks or pa	ckages. lb	8. 10	11. 1
Dry pollock, 100 lb. bundles,	per bundle .	,	5 50
Shredded cod. 2 doz. in box.	per bor		2 10
Boneless strip cod. 30-lb. box			0 12
SALTED AND	PICKLED.		
New green cod, per bbl., 200 lb	M	1	00 01
New Labrador herring, per bb			
New Labrador herring, per ha	If bbl.		3 00
No. 1 mackerel, pail No. 1 mackerel, half bbls			2 00
No. 1 mackerel, half bbls			8 00
Lake trout, kegs			6 00
No. 1 green haddock, per 200 1	be 1	50	8 00
Salt eels, per lb. Salt sardines, bbls. Salt sardines, half bbls.			0 06
Salt sardines, bbls			5 00
Salt sardines, half bbls			2 75
Lake trout, half barrel			6 00
Scotch herring			6 50
Scotch herring, keg			1 00
Holland herring, half bbl Holland herring, keg			5 50
Holland herring, keg			0 75
Boneless new herring, 10-lb, bo	ICS		0 123
Salt eels, per lb			0 06
Labrador salmon, bbls. SMOKE		1	18 00
SMOKE	D		
Bloaters, box			1 10
Yarmouth bloaters, fancy, per	box		1 25
Haddies, fancy, 15-lb, boxes, pe	er lb		0 074
Fillets, fancy, 15-lb, boxes, pe	r lb		0 11
Herring, new, smoked, per bo	X		1 18
Kippers (small) per box of 50	fish		1 10
Smoked salmon, per lh			0 25
SHELL F	ISH.		
Solid meats-Standards, gal.,	1.75; selects,	gal.	2 00
Boiled lobsters, per lb			0 20

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 halibut are big selling favorites at present time. Lake Erie herring are plentiful and on account of low price are selling well.

TRUZEN FISH.			
Gold eyes		0	0.5
FRESH CAUGHT FISH.			
White fish, per lh,		0	12
Lake trout, per 1b		n	12
Steak. cod	0.08		09
Haddock	0 07		09
Halibut			
	0 09		11
Flounders			07
Lake Erie herrings, per lb		0	UE
Pike	0 07	0	ng
Perch		0	07
Suckers		0	05
SMOKED.		0	00
Ploaters, per box	1 00	- 1	15
Finnan Haddie, per lb	0 08		00
Filleta of haddie	0 08		
Fillets of haddie			13
Ciscoes, basket	0 90		00
Ciscoes, per 1b	0 09	. 0	10
Scotch kippers, per box		1	65
Pickled trout, per half bbl	7 25	-	75
PREPARED.		1	25
Shredded cod. 2 doz. pkgs. to box		2	25
Acadia cod. 2-lb. boxes. 12 to crate			RN
Cod in loose strips, 25-lb. to box, lb			0614
50 10. 10. 10. 10. 10. 10. 10. 10. 10. 10		"	(10)72
NEW BRUNSWICK			
ANIM DEGROUP MICE			

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 catch. 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 catch of scale fish, particularly on the Nova Scotia coast, some of the districts reporting largest catch 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 Winnipeg has opened, and there is now a good supply of fresh whitefish. Salmon is 2e per lb. cheaper. Mackerel, smelt and soles are now on the market.

Lake Winnipeg whitefish,	
Fresh pickerel	0 071/2
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0.08
Sea herring, doz	
Fresh goldeyes	
Kippers, box	
B.C. frozen salmon	
Lake trout	
Bloaters, per box	
Smoked goldeyes, doz	0.50
Norwegian herrings, per c	
Labrador, per half barrel	4 40
Labrador, per nait barrel	
Holland, kegs	0 11
Halibut	
esh salmon	0 16
Fresh trout	0 12

The meats larger more f this se be on cooler true the dealer has not

camping trade in The V the Eas past con as far t couver back Ea cover its disappea ducing Western ing gene declines at other regarded

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Produce & Provisions



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 picnic 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 bring 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 year, 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.

Long clear bacon, heavy, lb	
Hams- Extra large sizes, 28 to 40 lbs., per lb	0 14%
Large sizes, 20 to 28 lbs., per lb.	
Medium sizes, 15 to 19 lbs., per lb	0 1714
Extra small sizes, 10 to 14 lbs., per lb	0 1712
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18
Bone out, rolled, small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	
Windsor bacon, skinned, backs, per lb	
Spiced roll bacon, boneless, short, per lb	0 15
Boiled ham, small, skinned, boneless 0 26	0.28
Hogs, live, per cwt	9 30 13 25
Pure Lard-	15 25
Boxes, 50 lbs., per lb	0 1414
Cases, tins, each 10 lb., per lb	0 1414
Cases, tins, each 5 lbs., per lb	0 14%
Cases, tins, each 3 lbs., per lb	0 14%
Pails, wood, 20 lbs, net, per lb	0 1414
Pails, tin, 20 lbs. gross, per lb	0 14%
Tubs, 50 lbs, net, per lb. Tierces, 375 lbs., per lb.	0 14%
One pound bricks	0 1314
Compound Lard-	0 12.5
Boxes, 50 lbs. net, per lb	0 10%
Cases, 10-lb, tins, 60 lbs, to case, per lb	0 10%
Cases, 5-lb. tins, 60 lbs. to case, per lb	0 10%
Cases, 3-lb. tins, 60 lbs. to case, per lb	0 10%
Pails, wood, 20 lbs. net, per lb	0 10%
Pails, tin, 20 lbs, gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 1014
Tierces, 375 lbs., per lb.	0 10%
Pork—	0 11
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces. Heavy short cut clear pork, bbl.	25 50
Heavy short cut clear pork, bbl	23 00

BUTTER.—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 stocks on spot and an unusually small demand from the northwest and Vancouver.

Creamery blocks	0.26	0 261/2
Dairy tube, lb	0.21	
Fresh, dairy rolls	0 211/4	0 22

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 1		 	0 29
Selecti	 	 ****	0 27
No. 1	 	 	0 24

CHEESE. — The general trend of 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, etc., are high, there is an increase in cheese consumption.

Quebec.	large		 		 0 1434	0	15
Western.					 0 1414		15
Western,	twins		 	 	 0 14%	0	15
Western,						0	15
Old chee	ese. la	rge	 	 	 0 17	0	1714

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.

Turkeys,	No.	1.	per	1b.					0.24
Turkeys,	No.	2	per	lb.				0 22	9 24
Chickens,	pe	r II	D	****		*****		0 16	0 22
Fowls, p Ducks, p	er i	D.	*****	****	*****	*****	*******	0 13	0 15
Geese D	er 1	b.	****	****	*****	*****		****	0.15

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

49

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 141/2 cents. Hogs show little change, and some dealers seem uncertain as to their course. Cattle and meats in general are

Smoked Meats-	
Light hams, per lb 0 18	0 181/2
Medium hams, per lb, 0 18	
Large hams, per lb 0 16	0 17
Backs, plain, per lb 0 19	0 20
Backs, pea meal 0 20	0 21
Breakfast bacon, per lb 0 18	0 19
Roll bacon, per lb 0 131/2	0 13%
Shoulders 0 111/2	0 12
Pickled Meats-lc less than smoked.	0 12
Long clear bacon, per lb 0 13%	0 14
Heavy mess pork, per bbl 20 00	20 50
Short cut, per bbl	25 00
	0 26
Cooked hams 0 25	
Lard, tierces, per lb 0 13%	
Lard, tubs, per lb 0 14	0 141/4
Lard, pails, per lb 0 14%	
Lard, compounds, per lb., tierces 0 10	0 101/2
Live hogs, at country points	8 20
Live hogs, local	8 50
Dressed hogs 12 00	12 50

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 disap-

	Per	
Fresh creamery print	0 26	0 27
Creamery solids		9 26
Farmers' separator butter	0 22	0 23
Dairy prints, choice		0 22
Dairy solids		0.20

EGGS .- "We are getting 25c for candled and 23c 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 line. 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."

New laid eggs, Fresh eggs, per	per doz	0 23

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 easiness, and total June production should be large.

Old Cheese—					
Large Twin Stiltons	0	17% 18 19	0	18 18¼ 19¼	
New Cheese— Large	0	141/2	0	14%	

HONEY .- There is scarcely anything doing in honey. Stocks are small, and prices unchanged, though steady. | Honey-strained-| Amber honey, 60-lb. tins, per lb. 0 07 0 08 | Buckwheat, 60-lb. tins, per lb. 0 07 0 08

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.

partment 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-

There is no reason why the cheese de- cheese, for winter cutting, and Septemper 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.

Yo

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.

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 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 14% 0 15 15% 0 15% inything

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GUNNS QUALITY HAMS

PON-HONOR
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FOOD PRODUCTS

The Epicurean Ham

Always Sweet—Tender—and Luicy—Perfect in Selection— Trim 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 Wholesale Trade • •



Manufacturers and Shippers

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

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

We have an unrivalled connection among the 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, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

IT'S YOUR MOVE

NICHOLSON & BAIN

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

Winnipeg

Regina

Saskatoon

Edmonton

Calgary

QUOTATIONS FOR PROPRIETARY ARTICLES

PER INCH PER YEAR

~~~~~		
	SPACE	IN
Goods made by		
E. W. GILLETT CO., LTI	0.	Diar
(Ontario and Quebec Price		1-lb.
IMPERIAL BAKING POW	DER.	1/2-11
Cases Sizes Per	dos.	1/4-1t
	OK	R
		Siz
1-dozen 12-oz	3 50	Roy:
3-dozen 12-oz	3 40	
1/2-dozen 21/2-lb	10 50	
1/2-dozen 5-lb	19 80	"
		"
MAGIC BAKING POWDE	R.	"
	doz.	
6-dozen 5c		Barr one
4-dozen 4-oz		allov
4-dozen 8-oz	- 00	WH
4-dozen 12-oz	1 80	
4-dozen 12-oz 2-dozen 12-oz	1 85	W
4-dozen 16-oz	2 25	5-lb.
2-dozen 16-oz		12-02 3-02.
1-dozen 21/2-lb	9 60	ic ti
		BOR
1.dozen 12-07 C886		
1-dozen 10-oz. ) \$0.00		Born
Special discount of 5 per		Borv
allowed on five cases or mor "Magic Baking Powder."	e or 1	Born
Magic Baking Towder.		CO
MAGIC SODA.		Ca
		No.
Case No. 1, 60 1-lb. pack-		No.
ages, 1 case \$2.85; 5 cases \$		No.
Case No. 2, 120 1/2-lb. pack-		No.
ages, 1 case \$2.85; 5 cases \$	2 75	No.
Case No. 3, 30 1-lb., 60 1/2-lb.		No.
packages, 1 case \$2.85; 5		No.
cases Case No. 5, 100 10-oz. pack-	2 10	No.
ages, 1 case \$2.90; 5 cases	2 80 ,	In
		No. 1
	,	Vo.
GILLETT'S CREAM TART	An.	No. 1
Yer Yelb. paper pkgs., 4 doz.	doz.	No. 1
in case \$	1 00 I	FOR
1/2-lb. paper pkgs., 4 doz. in		
case	2 00	6-oz 2-oz
Per	case	6-oz
doz. 14-lb. paper pkgs.	8 00	
2 doz. 1/2-lb. paper pkgs. ) Per	doz. I	Keen
4-lb. cans with screw cov-	I	n 10
ers, 4 doz. in case \$	4 40	OUI
1-lb. cans with screw cov-	r	or s Blain
ers, 3 doz. in case	1 10 T	Beau
Per 5-lb. sq. canisters, 1/2 doz. in	10.	3, \$5
case	<b>33</b> p	rice

5 cases or more ...... 3 35

YEAST.

packages in box ..... 1 15 Gillett's Cream Yerst, 3

dozen 5c. packages in box 1 15

Royal Yeast, 8 dozen 5c

3-dozen 6-0z 1 15	Royal-
1-dozen 12-oz 3 50 3-dozen 12-oz 3 40	**
1/2-dozen 21/2-lb 10 50	"
1/2-dozen 5-lb 19 80	"
	"
MAGIC BAKING POWDER.	
	"
Cases Sizes Per doz.	Barrels
6-dozen 5c 50	one pe
4-dozen 4-oz	allowed
4-dozen 6-oz 1 00	WHIT
4-dozen 8-oz 1 30	WHILL
4-dozen 12-oz 1 80 2-dozen 12-oz 1 85	White
2-dozen 12-oz 1 85	Whit
4-dozen 16-oz 2 25	5-lb. s
2-dozen 16-oz 2 30	12-oz. t
1-dozen 2½-lb 5 00 ½-dozen 5-lb 9 60	6-oz. t
	5c tins
2-dozen 6-oz. Per 1-dozen 12-oz. case	BORW
1-dozen 12-oz. } case	Siz
1-dozen 10-oz. ) \$0.00	Borwie
Special discount of 5 per cent.	Borwie
allowed on five cases or more of	Borwie
"Magic Baking Powder."	con
MAGIC SODA.	Carte
	No. 1,
Per Case.	No. 1,
Case No. 1, 60 1-lb. pack- ages, 1 case \$2.85; 5 cases \$2 75	No. 2,
	No. 2,
Case No. 2, 120 1/2-lb. pack-	No. 3,
ages, 1 case \$2.85; 5 cases \$2.75 Case No. 3, 30 1-lb., 60 ½-lb.	No. 10,
packages, 1 case \$2.85; 5	No. 10,
packages, 1 case \$2.00, 0	No. 12,
cases 2 75	No. 12,
Case No. 5, 100 10-oz. pack-	In T
ages, 1 case \$2.90; 5 cases 2 80	No. 13,
	No. 14,
GILLETT'S CREAM TARTAR.	No. 15,
	No. 16,
Per doz.	No. 17,
14-lb. paper pkgs., 4 doz.	FORES
in case \$1 00	
73-10. paper pags., 4 uoz. 11	6-oz.
case 2 00 Per case	12-oz.
A des 1/ lb paper plan	16-oz.
4 doz. ¼-lb. paper pkgs. } \$8 00	
Per doz.	Keen's
14-lb. cans with screw cov-	In 10-b
ers, 4 doz. in case \$2 20	- COUPO
1-lb. cans with screw cov-	For sal
ers, 3 doz. in case 4 10	Blain (
Per 1b.	Beauch
5-lb. sq. canisters, 1/2 doz. in	\$3, \$5, \$
case 33	price, o
10-lb. wooden boxes 301/2	
25-lb. wooden pails 301/2	Under 1
100-lb. kegs 281/2	100 boo
360-lb. barrels 28	500 boo
	For i
	coupon,
GILLETT'S PERFUMED LYE.	
4 doz. in Case. Per case	WHIT
1 case 3 50	
3 cases 3 40	White
5 cases or more 3 35	doz.

		UPRILIARI
E		IS \$40 PER INCH PER YE
	BAKING POWDER.	White Swan Wheat Kernels, per
	W. H. GILLARD & CO.	doz., \$1.50. White Swan Flaked Rice, \$1.
	1-lb. tins, 2 doz. in case \$2 00	White Swan Flaked Peas, per
	1/2-lb. tins, 3 doz. in case 1 25	doz., \$1. DOMINION CANNERS.
	14-lb. tins, 4 doz. in case 0 75 ROYAL BAKING POWDER.	Aylmer Jams. Per doz.
	Sizes. Per doz.	Strawberry 1 95
	Royal—Dime 0 95	Raspberry
	" ¼-lb 1 40	Red currant 1 75
	" 6-oz	Peach 1 80
	" 12-oz 3 85	Pear 1 70
	" 1-lb 4 90	Jellies. Red currant 2 00
	" 3-lb	Black current 2 15
	Barrels-When packed in barrels	Crabapple 1 45
	one per cent. discount will be	Raspberry and red current 1 95 Raspberry and gooseberry 1 80
	allowed.	Plum jam 1 55
	WHITE SWAN SPICES AND CEREALS, LTD.	Green Gage plum, stoneless 1 75
	White Swan Baking Powder-	Gooseberry 1 75
	5-lb. size, \$8.25; 1-lb. tins, \$2;	Plum
	12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c;	Marmalade.
	5c tins, 40c.	Orange jelly 1 55
	BORWICK'S BAKING POWDER	Green fig
	Sizes. Per doz. tins.	Lemon
	Borwick's ¼-lb. tins 1 35 Borwick's ½-lb. tins 2 35	Ginger 2 25
	Borwick's 1-lb. tins 4 65	Pure Preserves-Bulk.
	COOK'S FRIEND BAKING	5-lbs. 7-lbs. Strawberry 0 59 0 82
	POWDER.	Black currant 0 59 0 82
	Cartons— Per doz.  No. 1, 1-lb., 4 dozen 2 40	Raspberry 0 59 0 82
	No. 1, 1-lb., 2 dozen 2 50	14's and 30's per 1b. Strawberry 0 101/2
	No. 2, 5-oz., 6 dozen 0 80	Black currant 0 101/2
	No. 2, 5-oz., 3 dozen 0 85	Raspberry 0 101/4
	No. 3, 2½-oz., 4 dozen 0 45 No. 10, 12-oz., 4 dozen 2 10	Freight allowed up to 25c per 100 lbs.
	No. 10, 12-oz., 2 dozen 2 20	COCOA AND CHOCOLATE.
	No. 12, 4-oz., 6 dozen 0 70	THE COWAN CO., LTD.
	No. 12, 4-oz., 3 dozen 0 75 In Tin Boxes—	Cocoa—
	No. 13, 1-lb., 2 dozen 3 00	Perfection, 1-lb. tins, doz. 4 40 Perfection, 1/2-lb. tins, doz. 2 35
	No. 14, 8-oz., 3 dozen 1 75	Perfection, 14-lb. tins, doz. 1 25
	No. 15, 4-oz., 4 dozen 1 10	Perfection, 10c size, doz 0 90
	No. 16, 2½-lbs	Perfection, 5-lb. ins, per lb. 0 35
	FOREST CITY BAKING POW-	Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18
	DER.	London Pearl, per lb 0 22
	6-oz. tins 0 75	Special quotations for Cocoa in
	12-oz. tins	barrels, kegs, etc. Unsweetened Chocolate
	BLUE.	Supreme chocolate. 14's, 12-
	Keen's Oxford, per lb 0 17	lb. boxes, per lb 0 35
	In 10-box lots or case 0 16	Perfection chocolate, 20c
-	COUPON BOOKS—ALLISON'S. For sale in Canada by The Eby-	size, 2 doz. in box, doz 1 80 Perfection chocolate, 10c
	Blain Co., Ltd., Toronto; C. O.	size, 2 and 4 doz. in box,
	Beauchemis & Fils, Montreal, \$2,	per doz 0 90
	\$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.	Sweet Chocolate— Per lb.
	UN-NUMBERED.	Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
	Under 100 bookseach 0 04	Queen's Dessert, 6's, 12-lb.
	100 books and over.each 0 031/2	boxes 0 40
	500 books to 1,000 books 0 03 For numbering cover and each	Vanilla, ¼-lb., 6 and 12-lb.
	coupon, extra per book 1/2 cent.	boxes 0 35 Diamond, 8's, 6 and 12-lb.
	CEREALS.	boxes 0 28
	WHITE SWAN SPICES AND	Diamond, 6's and 7's, 6 and
	CEREALS, LTD. White Swan Breakfast Food, 2	12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb.
	doz. in case, per case, \$3.00.	boxes 0 25

doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per
doz., \$1.
DOMINION CANNERS.
Aylmer Jams. Per doz.
Strawberry 1 95
Raspberry 1 55
Black current 1 95
Red currant 1 75
Peach
Jellies.
Red currant 2 00
Black currant 2 15
Crabapple 1 45
Raspberry and red current 1 95
Raspberry and gooseberry 1 80
Plum jam 1 55
Green Gage plum, stoneless 1 75
Gooseberry 1 75
Plum 1 70
Grape 1 85
Marmalade. Orange jelly 1 55
Green fig 2 25
Lemon 1 60
Pineapple 1 95
Ginger 2 25
Pure Preserves-Bulk.
5-lbs. 7-lbs.
Strawberry       0 59       0 82         Black currant       0 59       0 82         Raspberry       0 59       0 82
Black currant 0 59 0 82
Raspberry 0 59 0 82
14's and 30's per 1b.
Strawberry 0 101/2
Black currant 0 101/2
Raspberry 0 101/2 Freight allowed up to 25c per
100 lbs.
COCOA AND CHOCOLATE.
THE COWAN CO., LTD.
Perfection, 1-lb. tins, doz 4 40
Perfection, 1-lb. tins, doz 4 40
Perfection, 1-lb. tins, doz 4 40
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ¼-lb. tins, doz. 1 25 Perfection, 10c size, doz 0 90
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ¼-lb. tins, doz. 1 25 Perfection, 10c size, doz . 0 90 Perfection, 5-lb. ins, per lb. 0 35
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2 lb. 0 18
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18 London Pearl, per lb 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18 London Pearl, per lb 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½'s, 12-
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18 London Pearl, per lb 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate. ½'s. 12- lb. boxes, per lb 0 35
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18 London Pearl, per lb 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box,
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½'s, 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½'s, 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18 London Pearl, per lb 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box,
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate ½'s, 12-lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ½'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb 0 20 Soluble, bulk, No. 2, lb 0 18 London Pearl, per lb 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb., 6 and 12-lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, ½'s. 12- lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ½'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, ½'s, 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ½'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35 Diamond, 8's, 6 and 12-lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, ½'s, 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 35 Diamond, 8's, 6 and 12-lb. boxes 0 28
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½'s, 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 35 Diamond, 8's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, ½'s. 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate, ½-s, 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Vanilla, ¼-lb. boxes 0 40 Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35 Diamond, 8's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 25 Icings for Cake—
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½-s. 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ½-s and ½-s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼-s, 6 and 12-lb. boxes 0 24 Diamond, ¼-s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½-s. 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ½-s and ½-s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼-s, 6 and 12-lb. boxes 0 24 Diamond, ¼-s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, ½'s. 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 28 Diamond, 8's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 20c size, 2 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb., 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 50
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½'s, 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 35 Diamond, 8's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 60 Chocolate Confections—Per lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chorolate, ½'s, 12-lb. boxes, per lb. 0 35 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb. 6 and 12-lb. boxes 0 35 Diamond, 8's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 60 Chocolate Confections—Per lb.
Perfection, 1-lb. tins, doz. 4 40 Perfection, ½-lb. tins, doz. 2 35 Perfection, ½-lb. tins, doz. 1 25 Perfection, 10c size, doz. 0 90 Perfection, 5-lb. ins, per lb. 0 35 Soluble, bulk, No. 1, lb. 0 20 Soluble, bulk, No. 2, lb. 0 18 London Pearl, per lb. 0 22 Special quotations for Cocoa in barrels, kegs, etc. Unsweetened Chocolate— Supreme chocolate— Supreme chocolate, 20c size, 2 doz. in box, doz. 1 80 Perfection chocolate, 20c size, 2 doz. in box, per doz. 0 90 Sweet Chocolate— Per lb. Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40 Queen's Dessert, 6's, 12-lb. boxes 0 40 Vanilla, ¼-lb., 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24 Diamond, ¼'s, 6 and 12-lb. boxes 0 25 Icings for Cake— Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 50

Chocolate wafers, No. 1,
5-lb. boxes 0 30 Chocolate wafers, No. 2,
5-lb. boxes 0 25
5-lb. boxes 0 25 Nonpareil wafers, No. 1,
5-lb. boxes 0 30 Nonparell wafers, No. 2,
5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 20
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-1b. boxes 0 36
Lunch bars, 5-lb. boxes 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box 1 35
3 doz. in box, per box 1 35
Nut milk chocolate, ½'s, 6- lb. boxes, lb 0 36
Nut milk chocolate, 1/4's, 6-
lb. boxes, lb 0 36
Nut milk chocolate, 5c bars 24 bars, per box 0 90
EDDeie
Agents-Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co.,
Montreal: J. W. Gorham & Co.
Halifax, N.S.; Buchanan & Gor-
don, Winnipeg.
In ¼, ½ and 1-lb. tins, 14- lb. boxes, per lb 0 35
1b. boxes, per 1b 0 35 Smaller quantities 0 37
JOHN P. MOTT & CO.'S. G. J. Estabrook, St. John, N.B.;
J. A. Taylor, Montreal, P.O.:
J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.;
Jos. E. Huxley & Co., Winnipeg. Man.; Tees & Persse, Calgary.
Alta.; Johnson & Yockney, Ed-
monton; D. M. Doherty & Co.,
Vancouver and Victoria. Elite, 10c size (for cooking)
dozen 0 90
Mott'sbreakfast cocoa, 2 doz.
10c size, per doz 0 85 Nut milk bars, 2 dozen in
box 0 80
" breakfast cocoa, 14's
and ½'s 0 36 " No. 1 chocolate 0 30
" Navy, chocolate, 1/3, 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, 1/2's 0 24 " Plain choice chocolate
liquors 20 50
" Sweet chocolate coat-
ings 0 20 WALTER BAKER & CO., LTD.
Premium No. 1 chocolate, 1/4
and ½-lb. cakes, 33c lb.; Break- fast cocoa, 1-5, ¼, ¼, 1 and 5-lb.
fast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ¼, and ¼-lb. cakes,
chocolate, 1/8, and 1/4-lb. cakes,
6-lb. boxes, 26c lb.; Caracas sweet chocolate, 16 and 14-lb
sweet chocolate, 1/4 and 1/4-15 cakes, 6-lb. boxes, 32c lb.; Auto
sweet chocolate, 1-6 lb. cakes, 6-
io. ooxes, o-c io.; cinquieme
sweet chocolate, 1-5 lb. cakes, 6-
lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6- lb. boxes, 20c lb.; Falcon cocoa
lb. boxes, 20c lb.; Falcon cocon (hot or cold soda), 1-lb. tins, 34c
lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda) 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs 6-lb. bags, 32c lb.; Caracas tab-
lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda) 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to
lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1,25 per box.
lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1,25 per box.  The above quotations are f.o.b. Montreal.
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packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. pkgs. White Moss ... 0 26

doz. in case, per case, \$3.00. The King's Food, 2 doz. in case,

White Swan Barley Crisps, per

White Swan Self-rising Buck-

wheat Flour, per dozen, \$1. White Swan Self-rising Pancake

per case, \$4.80.

Flour, per doz., \$1.

doz., \$1.

## NICHOLSON & BAIN'S CALGARY

### **NEW WAREHOUSE**

50 x 110'

Mill Construction

Electric Light

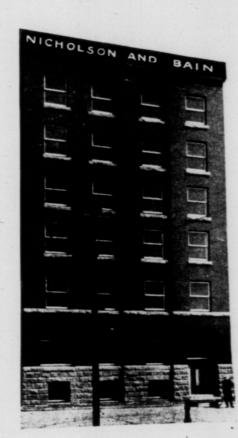
Steam Heated

Two Elevators

Loading Platform

Four Unloading and

Loading Doors



Lowest Rate of Insurance for Storage in Calgary

Possession Immediately

Private Spur Track

### FOUR FLOORS TO RENT STORAGE SPACE TO LET

APPLY

### **NICHOLSON & BAIN**

WHOLESALE COMMISSION MERCHANTS

CALGARY, ALTA.

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LTD. Breakd 5-1b. sweet cakes. aracas

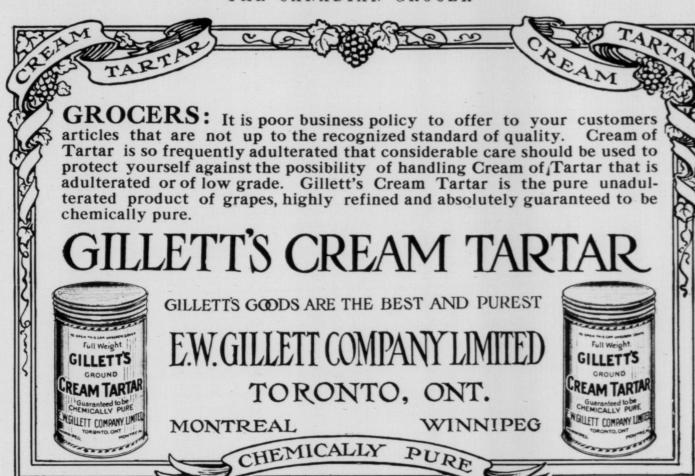
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### THE CANADIAN GROCER

1/2-lb. pkgs. White Moss 0 27	COCOA.	CHEESE.	La Sanitas Sparkling, 100 pints 9 00
14-lb. pkgs. White Moss 0 28	(Combined with Milk and Sugar) Reindeer Brand (2 doz. in	MACLAREN'S IMPERIAL. Ontario prices per doz.	La Sanitas Sparkling, 100
1 and ½-lb. pkgs., assorted 0 26½	case) 4 80	Individual (each 2 doz.) 1 00	splits 4 00
1/4 and 1/2-lb. pkgs., asstd 0 271/2	COFFEES.	Small (each 2 doz.) 2 40	Lemonade Savoureuse, 50's 7 50 CASTILE SOAP.
1/2-lb. pkgs., astd., in 5-lb.	EBY-BLAIN, LIMITED.	Medium (each 1 doz.) 4 50 Large (each ½ doz.) 8 25	"Le Soleil," 72 p.c. olive oil.
boxes 0 28 1/4-lb. pkgs., astd., in 5-lb.	Standard Coffees	MacLaren's Roquefort-	Case, 12 lbs. 2½-lb. bars, lb 0 08½
boxes 0 29	Roasted whole or ground, pack-	Small (each 2 doz.) 1 40	Case 25 lbs., 11-lb. bars, lb 0 071/2 Case 50 lbs. 34-lb. bars case 3 50
14-1b. pgks., astd., 5, 10, 15-	ed in damp-proof bags. King Edward 0 34	Large (each 1 doz.) 2 40 MacLaren's Canada Cream—	Case 200 lbs. 3½-oz., case. 375
lb. cases 0 30 Bulk—	Club House 0 33	Small (each 1 doz.) 0 90	"La Lune," 65 p.c. olive oil.
In 15-lb, tins, 20-lb. pails and	Nectar 0 32	Medium (each 2 doz.) 1 35	Case 25 lbs. 11-lb. bars, lb. 0 07 Case 12 lbs. 2½-lb. bars, lb 0 08
10, 25 and 50-lb. boxes.	Royal Java and Mocha. 0 32 Empress 0 30	FLAVORING EXTRACTS.	Case 50 lbs., 34-lb. bars, case 3 25
Pails Tins Bbls. White Moss, fine	Duchess 0 29	SHIRRIFF'S.	Case 100 lbs. 31/2-oz. bars,
strip 0 19 0 21 0 17	Ambrosia 0 28	1 oz. (all flavors) doz 1 00	case
Best shredded . 0 18 0 16	Plantation 0 26½ Fancy Bourbon 0 26	2 oz. (all flavors) doz 1 75	case 3 40
Ribbon 0 19 0 17 Macaroon 0 17 0 15	Crushed Java and Mocha 0 19	2½ oz. (all flavors) doz 2 00 4 oz. (all flavors) doz 3 00	ALIMENTARY PASTES.
Desiccated 0 16 0 14	Package Coffee.	5 oz. (all flavors) doz 3 75	BLANC & FILS.  Macaroni, Vermicelli, Animals,
CONDENSED MILK.	Gold Medal, 2-lb. tins,	8 oz. (all flavors) doz 5 50	Small Pastes, etc.
BORDEN MILK CO., LTD.	whole or ground 0 31 Gold Medal, 1-lb. tins, do 0 32	16 oz. (all flavors) doz 10 00 32 oz. (all flavors) doz 18 00	Box, 25 lbs., 1 lb 0 071/2
Per Case	Gold Medal, ½-lb. tins do 0 33	Discount on application.	Box, 25 lbs., loose 0 07
Eagle Brand, each 4 doz \$6 00	Anchor Brand, 2-lb. tins,	CRESCENT MFG. CO.	DUFFY & CO. BRAND. Grape Juice, 12 qts 4 75
Gold Seal Brand, each 4 dz 5 25 Challenge Brand, each 4 dz 4 50	do 0 31 German Dandelion, 1-lb.	Mapleine— Per doz. 2 oz. bottle (retail at 50c) 4 50	Grape Juice, 24 pts 5 15
Peerless Brand, "Hotel,"	tins. ground 0 26	4 oz. bottle (retail at 90c) 6 80	Grape Juice, 36 splits 4 75
each 2 doz 4 00	German Dandelion, 1/2-lb.	8 oz. bottles (retail at \$1.50 12 50	Apple Juice, 12 qts 4 50 Apple Juice, 24 qts 4 75
Peerless Brand, "Tall," each 4 doz 4 50	tins, ground 0 28	16 oz. bottles (retail at \$3) 24 00 Gal. bottles (retail at \$20) 15 00	Champagne de Pomme,12 q 5 00
Peerless Brand, "Family,"	English Breakfast, 1-lb. tins, ground 0 19	GELATINE.	Champagne de Pomme,24 p 5 50
each 4 doz 3 75	Grand Prix, 1 and 2-lb.	Knox Plain Gelatine (2 qt.	Matts Golden Russett— Sparkling Cider, 12 qts 5 00
Peerless Brand, "Small," each 4 doz 2 00	tins, ground 0 30	size), per doz 1 30	Sparkling Cider, 24 pts 5 50
St. Charles Evaporated	Demi-Tasse, 1 and 2-lb. tins, ground 0 30	Knox Acidulated Gelatine (2 qt. size), per doz 1 30	Apple Vinegar, 12 qts 2 50
Milk (baby size) 2 00	Flower Pot, 1-lb. pots,	CLARK'S PORK AND BEANS	CANNED HADDIES "THIS-
St. Charles Evaporated	ground 0 23	IN TOMATO SAUCE.	A. P. TIPPET & CO., Agents.
Milk (family size) 3 75 St. Charles Evaporated	WHITE SWAN SPICES AND	Per doz.  No. 1, 4 doz. in case 0 50	Cases 4 doz. each, flats,
Milk (hotel size) 4 00	CEREALS, LTD.	No. 2, 2 doz. in case 0 90	per case 5 40
Silver Cow Milk 5 40	WHITE SWAN BLEND.	No. 3, flats, 2 doz. in case 1 00	Cases 4 doz. each, ovals, per case 5 40
Purity Milk 5 25	1-lb. decorated tins, lb 0 32 Mo-Ja, ½-lb. tins, lb 0 30	No. 3, talls, 2 doz. in case 1 25 No. 6, 1 doz. in case 4 00	INFANTS' FOOD.
Good Luck Milk 4 50 (Sweetened.)	Mo-Ja, 1-lb. tins, lb 0 28	No. 12, ½ doz. in case 6 50	Robinson's patent barley, 1/2-lb.
Reindeer Brand (4 doz. in	Mo-Ja, 2-lb. tins, lb 0 28	LAPORTE, MARTIN & CO.,	tins, \$1.25; 1-lb. tins, \$2.25; Rob-
case) 5 50	Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.	MONTREAL, AGENCIES.	inson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.
Mayflower Brand (4 doz. in case) 5 25	Cafe l'Aromatique, 1-lb. amber	These prices are F.O.B. Mont- real. Imported Peas "Soleil"	LARD.
Clover Brand (4 doz. in	glass jars, per doz., \$4.00.	Per case	N. K. FAIRBANK CO. BOAR'S
case 4 50	Presentation (with tumblers) \$3 per doz.	Sur Extra Fins, 1/2 flacons,	HEAD LARD COMPOUND.
(Unsweetened.)		40 bou	Tubs 1134
Reindeer Jersey Brand,	MINTO BROS.	kilo, 100 tins 15 50	Pails 12
Family (4 doz. in case). 3 75 Reindeer Jersey Brand,	MELAGAMA BLEND. Ground or bean— W.S.P. R.P.	Extra Fins, tins, 1/2 kilo,	Tins, 20 lbs
Medium (4 doz. in case) 4 50	1 and ½ 0 25 0 30	100 tins 15 00 Tres Fins, ½ kilo, 100 tins 14 00	Cases, 5 lbs 12%
Reindeer Jersey Brand,	1 and ½ 0 32 0 40	Fins, tins, ½ kilo, 100 tins 12 50	Cases, 10 lbs 121/4
Hotel (2 doz. in case) 4 00 Reindeer Jersey Brand,	1 and ½ 0 37 0 50 Packed in 30's and 50-lb. case.	Mi-Fins, tins, 1/2 kilo, 100	F.O.B. Montreal.
Gallon (1/2 doz. in case) 4 60	Terms-Net 30 days prepaid.	tins	GUNN'S "EASIFIRST" SHORT- ENING.
CANADA FIRST BRAND.	BRANSON'S SHEREEF COF-	100 tins 10 00	Tierces 0 101/2
The Aylmer Condensed Milk Co.	FEE.	Moyens No. 2, tins, 1/2 kilo,	Tubs 0 10¾ 20-lb. pails 0 11
Per Case. Canada First Baby Eva-	AGENT: F. COWARD.	100 tins 9 50 Moyens No. 3 8 75	20-1b. pails 0 11 20-1b. tins 0 10½
porated Milk 200	402 Spadina Avenue, Toronto.	Asparagus, Haricots, etc.	10-lb. tins 0 111/4
Canada First Family Eva-	Small size\$1.45 per doz., net Large size\$2.85 per doz., net	MINERVA PURE OLIVE OIL.	5-lb. tins 0 111/2
porated Milk 3 75 Canada First Medium Eva-	In 3 dozen free cases. Freight	Case— 12 litres 6 50	3-lb. tins 0 11½ 1-lb. cartons 0 12
porated Milk 4 50	paid on ½ gross order.	12 quarts 5 75	MARMALADE.
Canada First Hotel Eva-	CEREALS.	24 pints 6 25	SHIRRIFF BRAND.
porated Milk 4 00	Grape Nuts-No. 22, \$3; No. 23,	24 ½-pints 4 25	"Imperial Scotch"— 1-lb. glass, doz 1 55
Canada First Sweetened Condensed Milk 5 25	\$4.50.	Tins— 5 gals. 2s	2-1b. glass, doz 2 30
Canada First Rosebud Con-	Post Toasties—No. T3, \$2.85. Postum Cereal—No. 0, \$2.25; No.	2 gals. 6s 29 00	4-lb. tins, doz 4 65
densed Milk 5 15	1, \$2.70.	1 gal. 10s 25 00	7-lb. tins, doz 7 35
Canada First Beaver Con- densed Milk 4 50	CONFECTIONS.	½-gal. 20s	"Shredded"— 1-lb. glass, doz 1 90
COFFEE.	PEANUT BUTTER.	½-gal. 48s sq 17 00	2-lb. glass, doz 3 10
(Combined with Milk and Sugar)	Ontario Prices	1/8-gal. 48s rd 15 50	7-lb. tins, doz 8 25
Reindeer Brand (2 doz.	MacLaren's Imperial— Per doz	BASSIN DE VICHY WATERS.	MUSTARD. COLMAN'S OR KEEN'S.
in case) 5 00 Regal Brand (2 doz in	Small, 2 doz 0 95 Medium, 2 doz 1 80	La Capitale, 50 qts 5 00 La Neptune, 50 qts 6 00	Per doz. tins
Regal Brand (2 doz. in case) 4 50	Large, 1 doz 2 75	St. Nicholas, 50 qts 7 00	D. S. F., 14-1b 1 40
Reindeer Brand, in glass	Tumblers, 2 doz 1 35	La Sanitas Sparkling, 50	D. S. F., ½-lb
jars (2 doz. in case) 6 20	Pails, 24 lbs., per lb 0 15	quarts 8 00	2. 0. 2., 2.0



### COOKED HAMS

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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

The quality of

# WETHEY'S Condensed Mince Meat

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

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, new 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

		- ,	
F. D., ¼-lb	14-gall., doz 6 00 14-gall., doz 10 00	1 lb. packets, boxes of 40	3's, 2 doz. case, per doz . 1 95 5's, 1 doz. case, per doz 3 75
Per jar Durham, 4-lb. jar 0 75	1 gall., doz	1bs	10's, ½ doz. case, per case. 3 40 20's, ¼ doz. case, per case. 3 05
Durham, 1-lb. jar 0 25  MACLAREN'S IMPERIAL PRE-	"ANTI-DUST" SWEEPING POWDER.	40's.) OCEAN MILLS, MONTREAL.	Western Prices-Sudbury to Victoria.
PARED MUSTARD.	Size No. 1, 3 doz. crates,	Chinese starch, 48 1 lb., per	2's, 2 doz. case, per doz 1 60
Ontario Prices.	per doz\$ 1 50	case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60;	3's, 2 doz. case, per doz 2 35 5's, 1 doz. case, per doz 4 00
Small case 4 doz., per doz. 0 45 Medium, cases 2 doz., doz. 0 90	No. 2, 1 and 2 doz. crates, per doz 3 00	4-oz. tins, 4 doz. per case, \$3.00;	10's, 1/2 doz. case, per case. 4 15
Large, cases, 1 doz., doz 1 35	STARCH.	8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75;	20's, ¼ doz. case, per case 3 80 SAUCES.
VERMICELLI AND MACARONI	EDWARDSBURG STARCH CO.	5-lb, tins, 10 tins a case, \$7.50;	PATERSON'S WORCESTER
D. SPINELLI C'Y., MONTREAL	Boxes Cents Contain per lb.	1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange	SAUCE. ½-pint bottles 3 and 6 doz.
Fine. 4-lb. box "Special" per box 0 22	Contain per lb. Laundry Starches—	48 8-oz., \$4; Ocean borax, 48 8-	cases, doz \$0 90
8-lb. pox "Special," box 0 44	40 lbs., Canada Laundry05%	oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20;	Pint bottles, 3 doz. cases, doz 1 75
5-lb. box "Standard" box 0 27½ 10-lb. box "Standard," box 0 55	40 lbs., Canada white gloss, 1 lb. pkgs	Ocean corn starch, 48 1-lb., \$3.60.	н. Р.
60-lb. cases or 75-lb. bbls.	48 lbs., No. 1 white or blue,	SOUPS—CONCENTRATED CHATEAU BRAND.	H. P. Sauce— Per doz.  Cases of 3 dozen \$1 90
per lb 0 05 25-lb. cases, 1-lb. pkgs.	4 lb. cartons	Vegetable, Mutton Broth, Mulli-	H. P. Pickles—
(Vermicelli) per lb 0 06	3 lb. cartons	gataway, Chicken, Ox Tail, Pea,	Cases of 2 doz. pints \$3 35 Cases of 3 doz. ½-pints. 2 25
Globe Brand. 5-lb. box "Standard" box 0 30	100 lbs., kegs, No. 1 white .06½ 200 lbs., bbls., No. 1 white .06½	Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Con-	HOLBROOK'S IMPORTED
10-lb. box "Standard," box 0 60	30 lbs., Edwardsburg silver	somme, Tomato.	PUNCH SAUCE. Per doz.
25-lb. cases (loose) per lb. 0 06 25-lb. cases, 1-lb. pkgs., lb 0 06½	gloss, 1 lb. chromo pack- ages	No. 1's, 95c per dozen. Individuals, 45c per dozen.	Large, packed in 3-doz.
JELLY POWDERS.	48 lbs., silver gloss, in 6-lb.	Packed 4 dozen in a case. SYMINGTON'S SOUPS.	case
JELL-O.	tin canisters	Quart packets, 9 varieties,	case 1 40
Assorted case, contains 2	draw lid boxes	doz 0 90	HOLBROOK'S IMP. WORCES- TERSHIRE SAUCE.
doz 1 80 Straight	100 lbs., kegs, silver gloss, large crystals	Clear soups in stone jars, 5 varieties, doz 1 40	Per doz.
Lemon contains 2 doz 1 80	28 lbs. Benson's satin, 1-lb.	SODA-COW BRAND.	Rep. ½ pints, packed in 6- doz. case \$2 25
Orange contains 2 doz 1 80 Raspberry contains 2 doz. 1 80	cartons, chromo label 07½ 40 lbs., Benson's Enamel	Case of 1-lb., containing 60 packages, per box, \$3.60.	Imp. 1/2-pints, packed in 4-
Strawberry contains 2 doz. 1 50	(cold water) per case 3 00	Case of 1/2-lb containing 120	doz. case
Chocolate contains 2 doz 1 80 Cherry contains 2 doz 1 80	20 lbs. Benson's Enamel (cold water) per case 1 50	packages. per box, \$3.00. Case of 1-lb. and ½-lb., contain-	case 6 50
Peach contains 2 doz 1 80	Celluloid-boxes containing	ing 30 1-lb. and 60 1/2-lb. pack-	JAMES DOME BLACK LEAD.
Weight 8 lbs. to case. Freight rate, 2nd class.	45 cartons, per case 3 60	ages, per box, \$3. Case of 5c packages, containing 96 pack-	6a size, gross \$2 40
JELL-O ICE CREAM POWDER.	Culinary Starch. 40 lbs. W. T. Benson &	ages, per box, \$3.00.	2a size, gross 2 50 NUGGET POLISHES.
Assorted case, contains 2 dozen 2 50	Co.'s celebrated prepared	SYRUP.	Dozen.
Straight	corn	EDWARDSBURG STARCH CO. CROWN BRAND CORN SYRUP	Polish, Black and Tan 0 85 Metal Outfits, Black and
Chocolate contains 2 doz 2 50 Vanilla contains 2 dozen 2 50	starch	2 lb. tins, 2 doz. in case 2 55	Tan 3 65
Strawberry contains 2 doz. 2 50	(20-lb. boxes 4c higher.) BRANTFORD STARCH	5 lb. tins, 1 doz. in case 2 90	Card Outfits, Black and Tan 3 25
Lemon contains 2 dozen 2 50 Unflavored contains 2 doz. 2 50	WORKS.	10 lb. tins, ½ doz. in case 2 80 20 lb. tins, ¼ doz. in case 2 75	Creams and White Cleaner 1 10
Weight 11 lbs. to case. Freight	Ontario and Quebec.	Barrels, 700 lbs 31/4 Half Barrels, 350 38/4	TOBACCO. IMPERIAL TOBACCO COM-
rate, 2nd class.	Laundry Starches-	Quarter Barrels, 175 4	PANY OF CANADA.
Ontario Prices.	Canada Laundry— Boxes about 40 lbs05%	Pails, 38½	Chewing—Black Watch 6s 44 Black Watch, 12s 45
Assorted flavors, \$10.75 per	Acme Gloss Starch-	" 25 lbs. each 1 35 LILY WHITE CORN SYRUP.	Bobs, 6s and 12s 46
gross. Imperial Sterilized Gelatine.	1-lb. cartons, boxes of 40 lbs	2 lb. tins, 2 doz. in case 2 90	Bully, 6s 44 Currency, 61/2s and 12s 46
Cartons, 1 doz., 90c per dozen.	First Quality White Laundry-	5 lb. tins, 1 doz. in case 3 25 10 lb. tins, ½ doz. in case 3 15	Stag, 5 1-3 to lb 38
SOAP AND WASHING POW- DERS.	3 lb. canisters, cases of 48 lbs	20 lb. tins, 1/4 doz. in case 3 10	Old Fox, 12s 44 Pay Roll Bars, 7½s 56
A. P. TIPPET & CO., AGENTS.	Barrels, 200 lbs061/2	(5, 10 and 20 lb. tins have wire handles.)	Pay Roll, 78
Criole soap, per gross\$10 20 Floriola soap, per gross 12 00	Kegs, 100 lbs	MOLASSES.	War Horse, 6s 42 Plug Smoking—Shamrock, 6s,
Straw hat polish, per gr 18 20	1 lb. fancy cartons, cases	DOMINION MOLASSES CO.	plug or bar 54
SNAP HAND CLEANER.	30 lbs	Gingerbread Brand (Toronto) 2's—2 doz. to case, per doz. 93	Rosebud Bars, 6s 54 Empire, 6s and 12s 44
3 dozen to box	and key, 8 in case081/4	3's-2 doz. to case 1 45	Ivy, 7s 50
30 days.	6 lb. toy drums, with drumsticks, 2 in case08	Winnipeg. 2's—Tins, 2 doz. cases, per	Starlight, 7s
RICHARDS PURE SOAP.	Kegs, extra large crys-	doz 1 20	Pouches, 8s 53
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as	tals, 100 lbs	3's—Tins, 2 doz. cases, per doz 1 75	Regal Cube Cut, 9s 70 TEAS.
a free premium.	Boxes containing 40 fancy	5's-Tins, 1 doz. cases, per	THE "SALADA" TEA CO.
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to	pkgs., per case 3 00 Celluloid Starch—	doz 3 20 10's—Tins, ½ doz. cases,	East of Winnipeg.
case.	Boxes containing 45 car-	per doz 5 30	Wholesale R't'l Brown Label 1's and ½'s .25 .30
FELS NAPTHA.	tons, per case 3 75 Culinary Starches—	20's—Tins, ¼ doz. cases, per doz 19 40	Green Label, 1's and 1/2's .27 .35
Prices—Ontario and Quebec: Less than 5 cases\$ 5 00	Challenge Prepared Corn-	Pails—1's each 0 65	Blue Label, 1's, 1/2's, 1/4's and 1/8's
Five cases or more 4 95	1 lb. packets, boxes of 40 lbs	Pails—2's each 1 12 Pails,5's, each 2 55	Red Label. 1's and 1/2's36 .50
SAPHO MFG. CO., LTD. MONT-	Brantford Prepared Corn-	DOMOLCO BRAND.	Red-Gold Label, ½'s
REAL "SAPHO" INSECTICIDE 1-16 gall., doz\$ 2 00	1 lb. packets, boxes of	Maritime Provinces and Ontario:	LUDELLA CEYLON TEA.
200	40 lbs	2's, 2 doz. case, per doz \$1 35	Orange Label, ½'s24 .30
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36 .50 44 .60 55 .80

EA.

CO.

### HERE'S THE POINT

The eves 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 will give such complete satisfaction as

### Hirondelle (Brand) **MACARONI**

Made in the sunniest 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



### Litster Goods

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

Litster Pure Food Co.,

TORONTO

57

MELAGAMA TEA.

MINTO BROS. 45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

Wholesale R't'l Brown Label, 1-lb. or ½ .25 .30 Red Label, 1-lb. or ½ . .27 .35

Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only ... .55 .80
Gold Label, ¼ only ... .70 1.00

"KOLONA" TEA.

#### JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams — Red Raspberry, střawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails

in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND
CEREALS, LTD.

White Swan, 15 flavors, 1
doz. in handsome counter
carton, per dozen ..... \$0 90
List Price.

"Shirriff's" (all flavors), per doz. ..... 0 90
Discounts on application.

YEAST.

### 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.



25-27 CHURCH TORONTO are Largest Receivers

## BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

### LEMON BROS.

Owen Sound, Ontario

### The Very Best The World Possesses

in

### **LEMONS**

is named

"St. Nicholas"

J. J. McCabe

occu

down

class

Agent

**Toronto** 

### **TANGLEFOOT**



THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

### OAKEY'S

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

'WELLINGTON'

### KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass

and Flint Cloths and Papers, etc. Wellington Mills, London, England

#### FREQUENCY OF SAILINGS

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

For further particulars apply to

PICKFORD & BLACK, Ltd.

MALIFAX, M.S

ise, \$2.25 doz. in 4 tins, 2 a; No. 5per tin; 7½c per in crate, od pails,

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### Local Strawberries

Now arriving freely, and can fill all orders.

### The Fruit Market Opens Monday, June 24th

Daily Arrivals

California 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 Canadian 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.

### **HUGH WALKER & SON**

(Established 1861)

GUELPH, ONTARIO

## 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.



### "Standard Goods Sell Best"

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 BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.



Make up Your Stocks To-day

BOVRIL, LIMITED
MONTREAL

Send for Samples.



Write for Profits."

### EASY MONEY

It's easy to make money by selling a good beverage-but it's not so easy to get a really good one. SYMINGTON'S LEMONADE CRYSTALS contain all the virtues of the fresh lemons-each bottle is hemetically sealed-it keeps in any climate, and makes two gallons of delicious lemonade.

Be sure you get

Send a postal or letter to the neurest agent.

OPPENHEIMER BROS., 25 Pender Street, Vancouver. H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary. SCOTT, BATHGATE & CO., Notre Dame St., Winnipeg. R. J. DONAGHY, Masonic Building, London, Ontario. FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto.

## CARTER'S



### Big Wheel Lemonade Powder

Table Jellies, Mustard Powder etc., etc.

H. W. Carter & Co., Ltd. BRISTOL.

### The Housewife points to CHINESE STARCH when buying Starch



IT ALWAYS SATIS-FIES



Each package contains full 16 oz.

Write for list of our products and prices

AGENTS: Standard Brokerage Co., Vancouver, B. C.; Escott & Harmer, Winnipeg, Man.: Harry Horne & Co., Toronto, Ont.: Norman O. McPhee, Hamilton, Ont.: The Lawrence Nfld. Co., Ltd., St. John s, Nfld.: J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenler, Quebec, Que.: Eug. Foliot, St. Pierre, Miquelon: Scott, Boyd & Co., Port of Spain, Trinidad, B. W. I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS

### Bamboo"

Handle

### **Brooms**←

are the choice every time, because they are light, strong and serviceable - very profitable for the dealer. A special value 50c. line is being 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

reli

SOCI

The original

### A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

### Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

### BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

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

### WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL



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### SOCLEAN

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 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 retail at 25c., 50c. and \$1.00.] Write for prices and advertising literature.]

### SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound of Canada,

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



### Brunswick Brand Sea Foods

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

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

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

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

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

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

### 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. 53 Nighest Awards in Europe and America
WALTER BAKER & CO.'S

CHOCOLATE
& COCOA

Our Cocoa and Chocolate

preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Montreal, Can. Dorchester, Mass.

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.

### ALLISON COUPON BOOKS

Are in Use All Over the World.

HERE'S HOW THEY WORK :-



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

For Sale by Jobbers Everywhere.

Allison Coupon Company INDIANAPOLIS, IND., U.S.A.

A want ad. in this paper will bring replies from all parts of Canada.



### The Pleased Customer

advertises your store better than by any other means—therefore 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

Stratford, Ont. Winnipeg, Man.
BRANCHES AT HAMILTON, OTTAWA.
SYDNEY, C.B., HALIFAX, N.S.,
FORT WILLIAM, CALGARY,
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

Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co. SEATTLE, WN.



When writing advertisers kindly mention this paper.



# "ROYAL SHIELD" EXTRACTS

There cannot be too much emphasis put on the Purity of Extracts in 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



PERFECTION COMPLETE.

## Campbell Bros. & Wilson, Ltd. Winnipeg

Campbell, Wilson & Horne, Limited Lethbridge Campbell, Wilson & Smith, Limited Regina

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### 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

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

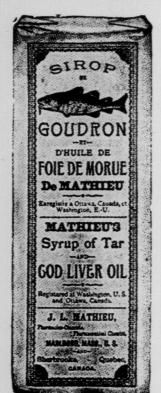
#### Perfection Pedestal

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

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada

### KEEP OFF THE SICK LIST



by taking a dose or two of

#### MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if 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. Mathley's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 25 Front St. E., Teronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Poley Bros. & Larson, Winnipos, Man

### HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.

James K. Paisley, Prop.

#### **ACCOUNTANTS**

Jenkins & Hardy

Assignces, Chartered Accountants, Estate and Fire Insurance Agents, 15) Toronto St., Toronto-25 Canada Life Building, Montreal.

WESTERN 1851
ASSURANCE
COMPANY

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
C. C. FOSTER, Secretary

Chocolate

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

### JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

### THE ELGIN



National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date 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. In-

vestigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue: WINNIPEG-G. F. & J. Galt (and branches) The Codville Co. (and branches): Foley Bros. Larson & Co. (and branches): VANCOUVER-The W. H. Malkin Co., LAd.; Wm. Braid & Co. HAMILTON-Jas Turner & Co., Ed. Galloy, Smye & Co.; McPherson,

Glasseo & Co.

TOBONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
LONDON—Eby, Blain, Bokert & Co.

97. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.

REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Pairbanks Co. (and branches).

EDMONTON, ALITA.—The A. MacDonald Co.

MADE BY

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



### Condensed Milk Growing Popular



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new

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Co.

A great change has come over the public in the course of the past few years and condensed milk is a recognized household article

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz in case...\$3.50 Princess Condensed Milk, 4 doz. in case...\$4.20 Banner Condensed Milk, 4 doz. in case....\$5.00

Our lines will bring you new customers and quick returns.

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax.

J. Malcolm & Son, St. George, Ont.

STERLING SWEET MIXED PICKLES ARE UNSUR-PASSABLE *



GET A
LIST
OF OUR
HIGHGRADE
PRODUCTS



Everything that careful selection, sanitary handling, and expert packing can do to make a canned article as perfect as possible is embodied in the production of Sterling Brand.

WRITE FOR PRICES.

THE T. A. LYTLE CO.

Limited

Sterling Road, - Toronto

### LASCELLES DE MERCADO @ CO.

General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



### Have No Hesitation

in recommending to your best customer

### 'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, . HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.



### 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 baking-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

**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

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### Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

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

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

CANADIAN AGENTS

John W. Bickle & Greening (J. A. Henderson)

HAMILTON

**ONTARIO** 

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

### AURORA COFFEE

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

W. H. GILLARD @ CO.,

Wholesalers

HAMILTON, ONT.



### EZY-WASH

Here's another of our specialties Mr. Grocer, one which will be looked for by the housewife just as eagerly as Odor Starch.

No Wash-Board

No Wash-Machine

neither of these is

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

Winnipeg

### Tuckett's

### **Orinoco**

### **Tobacco**

NO BETTER
JUST
A LITTLE MILDER
THAN

dill



### Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

### TUCKETT LIMITED

Hamilton.

Ont.

#### **CLASSIFIED ADVERTISING**

#### FOR SALE

CASH REGISTER FOR SALE—GOOD AS new. Total adder. Prints detail strip. Apply E. A. Stahl, Berlin, Ont.

#### **BUSINESS CHANCES**

FOR SALE—A THRIVING GROCERY BUSIness in the best town in Eastern Ontario— Smith's Falls. Apply Box 430, Canadian Grocer. (4)

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

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

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 good running order. Good dwelling and stable; 4½ years' lease; business \$20,000 per 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. H. Blake, Author of "Tea Hints for Retailers," 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 Columbia preferred, where ability, integrity and sound business knowledge will be appreciated. Accustomed to buying, blending, appointing and controlling staff of travellers, and the supervision of the counting house, Good accountant. Unmarried. Irreproachable references. Box No. 87, Canadian Grocer, 88 Fleet Street, London, England.

#### PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c.. 50c., 75c., \$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. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

#### PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKlets. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely 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.

Ltd., Room 314 Stair Building, Toronto.

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

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

#### **MISCELLANEOUS**

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

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

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from cur nearest office. Egry Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

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

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

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

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

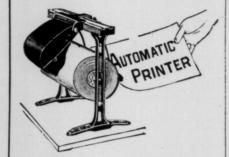
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five type-writers of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Company, 285 Yonge 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 food-stuffs the more sales you can make. In fact sales-manship a mounts to knowledge. Let us increase your efficiency by sending you some interesting matter about

### **Black Olives**

You can easily build up a business in this line.

Headquarters for all Italian products.

### H. E. VIPOND

197 St. Paul St. MONTREAL B

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Quaker Quality

Best Baked

Mathewson's Sons

## **BISCUITS**

from the Old Country

Some of the most popular Biscuits in Britain are made by

### M°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 Saskatchewan
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 design adds to the appearance of the packing 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, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton,





### Stuhr's DELICACIES.

Genuine Caviare, Anchovies in Brine.

IN TINS AND CLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Supplied by Appointment to the

### O.K. SAUCE

Delicious

Pelicious
Fruity
Appetizing
Highest Award
(Gold Medal) October 1911 Festival
of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies

The Turnbull Company

Winnipeg, Manituba

For British Columbia: The Standard Brokerage Co., Vancouver.



### A Good Resolve

## Anchor **Brand** Flour

Resolve never to be Second Class in 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.

### CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD, in this paper 200

### YOUR SUGGESTION

### To The June Bride

will no doubt result profitably for you through a sale - if vou suggest an Ermaline 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.

LIMITED MONTREAL



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S.F 66-68 F For Pumps, G tems, etc.

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### DO YOU SELL OIL?

Certain articles of grocery store stock need proper devices or the profit is lost. Oil is one of them—do you sell it?

### BOWSER

SELF-MEASURING OIL STORAGE SYSTEM

is the only practical means of selling oil and making it a profitable department. Never a drop or drip is lost, the customer's can is put right up to the nozzle and with a guaranteed measuring device you are en-

abled to pump the required amount into the can. The operation is quick, clean and the oil that is spilt through the old devices is added to the profit you make. It's good business.

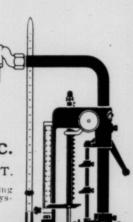
Send for free book No. 5 to-day.

S. F. BOWSER & CO., Inc.

66-68 FRASER AVE.

TORONTO, ONT.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Dry Cleaning Systems etc.



### Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

## 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 for 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

### The MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE

TORONTO, ONT.



### A SOURCE OF PROFIT

Only the choicest of fresh ripe fruits, and expert cooking, make the L. & B. Banner Brand Jams and Jellies of unusually good taste, bringing a constant source of profit to the dealer and satisfaction to the customers.



### LINDNER & BENNER

Phone Park 2985

291 Arthur St., TORONTO

WESTERN AGENTS: Laing Bros., Wholesale Grocers, Winnipeg, Man.



## 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 and Californian Prunes

for immediate delivery.

We also offer:

400 c/s Currants, Victoria Brand in 11b. packages and 36 lb. cases. 200 c/s Cleaned Shelled Walnuts, 55 lb. Boxes.

500 Boxes Imported Preserved Peels
ORANGE CITRON LEMON

### FOR SUMMER DRINKS

TRAYDER BRAND GINGER ALE

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 MAIN 3766 Allison Americ

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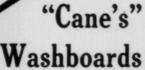
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## CANE'S WASHBOARDS

### 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.





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REAL

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

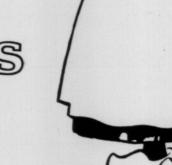
Toronto

Winnipeg

Vancouver



## Farm Cream Sodas



### Creamy and Crispy

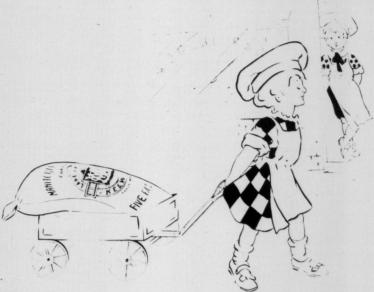
The kind that leave a lasting taste of goodness with every user, and the kind that will bring you a steady and increasing demand. These are features whichsell FARM CREAM SODAS. We make a specialty of biscuit crispness as well as richness.

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



Chantry, Ont., Jan. 8, 1912

"I might say we use FIVE ROSES flour and think
"it cannot be beaten. In fact, when I remarked a few days
"ago that another bag of flour would soon be needed, my father
"said, "Well, I suppose there is no use getting you anything
"but FIVE ROSES," altho' it is miles farther to get it than
"several other kinds at nearer stores."

(Name on request)

## Five Roses Flour

Not Bleached



Not 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 Ottawa London Sudbury "The House of Character"
Capacity, 10,500 bbls. daily
Montreal

St. John Keewatin Winnipeg Vancouver