

**PAGES  
MISSING**

THIS IS THE 1,339th ISSUE OF

# CANADIAN GROCER

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

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, AUGUST 8, 1913

No. 32

You Want Sugar Quickly

during the present rush of fruit

You Also Want the Best

ORDER

*St. Lawrence*

Granulated

and you not only get the best Sugar for preserving  
but you will get prompt delivery.

Ask for the size of grain your trade prefers:—

Red	Label	for	Fine	Grain
Blue	Label	for	Medium	Grain
Green	Label	for	Coarse	Grain



# EXHIBITION WORK

is the best way of advertising to the consumer

WE SHALL DEMONSTRATE "NUGGET" SHOE  
POLISH AT

CANADIAN NATIONAL EXHIBITION  
TORONTO

Aug. 25th to Sept. 6th

CENTRAL CANADA EXHIBITION  
OTTAWA

Sept. 6th to 13th

WESTERN FAIR  
LONDON

Sept. 8th to 13th.

If you are attending any of these exhibitions we shall be glad to see you, and if you are in Toronto our office is at your service to write your letters or leave your parcels.

*The Nugget Polish Co. Limited*

9-11-13 Davenport Road

Toronto, Ontario

# "STOWER'S" *Lime Juice Cordial*



A Delicious,  
Healthful, Cooling  
Fall and Summer  
Family Beverage

This is a beverage that no household should be without during the warm weather, in fact it is a delightful all-year-round cordial which promotes health, refreshes body and mind.

Stower's Lime Juice Cordial is prepared from fresh Lime Fruit with every impurity carefully extracted.

*Stower's Lime Juice Cordial is supplied to His Majesty, the King and to the British House of Commons.*

ORDER NOW.

*Arthur P. Tippet & Company*

*Agents*

*Montreal*

*Toronto*



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

Mr. Grocer:—

We have the price and quality.

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



## WAGSTAFFE PURE JAMS

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

Kindly get your orders in quickly, to avoid disappointment.

**Wagstaffe Limited - - Hamilton, Can.**



## When displaying summer lines

do not forget to include Borden's Reindeer Brand Condensed Coffee — in addition to its perfectness of quality and purity the label is a handsome production in brown and gold which lends its effectiveness in the making of displays on shelves, counter or window.

# BORDEN'S

Reindeer Coffee

contains milk and sugar and is ready to drink by the mere addition of hot water. Just the thing for picnic or camp.

**Borden Milk Co., Limited**

"Leaders of Quality"

**MONTREAL**

Branch Office: No. 2 Arcade Building, Vancouver

## RED RIDING HOOD BRAND



5 lb.  
SLIP  
TOP  
CAN

5 lb.  
SLIP  
TOP  
CAN

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.

Toronto—Lind Brokerage Co., 47 Wellington St. E.

Ottawa—E. M. Lerner & Sons, 11 York Street.

British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

5c

# OCEAN BLUE

In Squares or Bags.

This washing blue sells readily in 5 cent packets or cartons, and you can recommend it because it represents nearly half-a-century's experience in manufacturing washing blue. "Absolutely dependable" is the verdict of all users of the popular 5 cent pack. Let us send you samples and prices.

**HARGREAVES (Canada), Limited,**  
**33, Front Street, E. TORONTO.**



# Miles and miles of orchards and our factory is right in the heart of them

The purest of  
Cane Sugar—  
Fresh Fruit



clear as  
Crystal  
Spring Water.

From the top of our immense and modernly equipped factory the eye can travel over miles upon miles of the finest fruit-bearing orchards in Canada—yes, in the world. And right in the centre of this vast "Garden of Canada" stands the home of E. D. S. products—the factory that has been built upon the policy of absolute purity in its jams, jellies, catsups, wines, etc.

## A Revelation in Prices

Owning 900 acres of orchards and gardens in the highest state of scientific cultivation, producing first quality fruits, and hundreds more under the E. D. S. control, we have built up the largest jam business in Canada, which means our consumption of sugar is tremendous, and commands the lowest possible price. This, along with fact that we have little haulage expense and no waste from fruit spoilage (being situated right in the centre of the orchards), enables us to quote prices considerably lower than other brands, to say nothing of the superiority of our goods.

Don't place your order for the winter's supply until our traveller calls or you see our price list.

It will pay you to get in touch with us NOW.

**E. D. Smith & Son, Ltd.**  
WINONA, ONT.

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



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

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

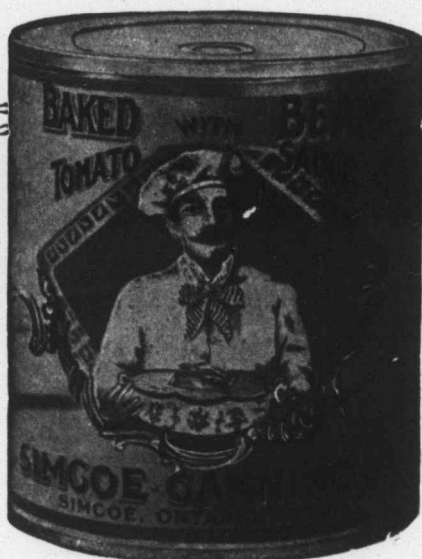
Few people appreciate the true-to-Boston bean flavor of the Simcoe Baked Beans as much as those who really know the flavor of the original Boston Baked Beans.

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

***Order Your Winter's Supply Now.***

**Dominion Cannery, Ltd.**

HAMILTON, ONT.



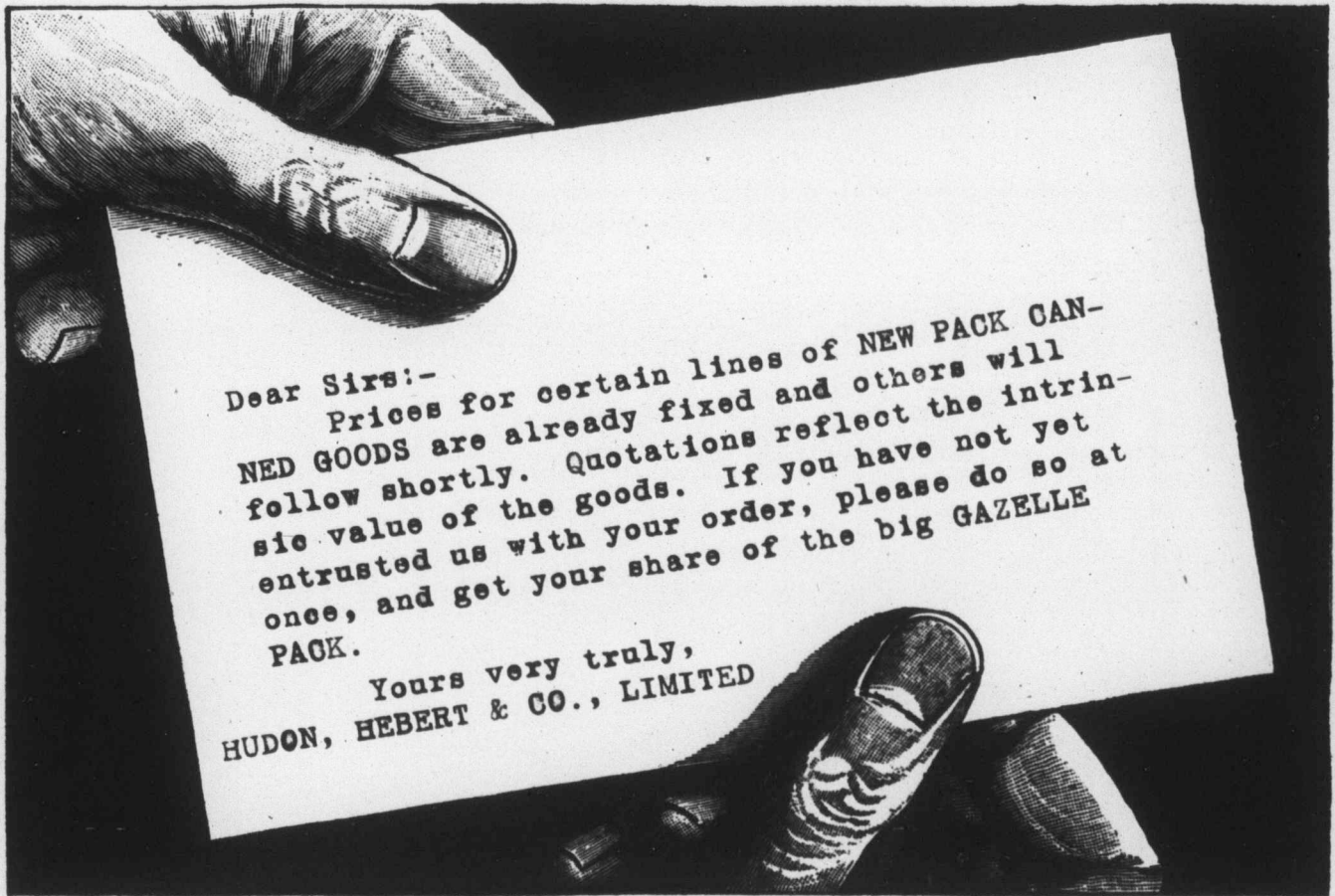


THE CANADIAN GROCER



# GAZELLE CANNED GOODS

A WORD TO THE WISE:—



THE GAZELLE HAS STOOD FOR QUALITY SINCE THE DAY IT WAS BORN

## Hudon, Hebert & Co., Limited

### MONTREAL

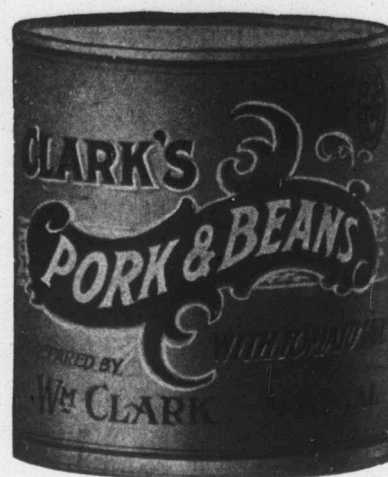
THE MOST LIBERALLY MANAGED FIRM  
IN CANADA.

Established A.D. 1839



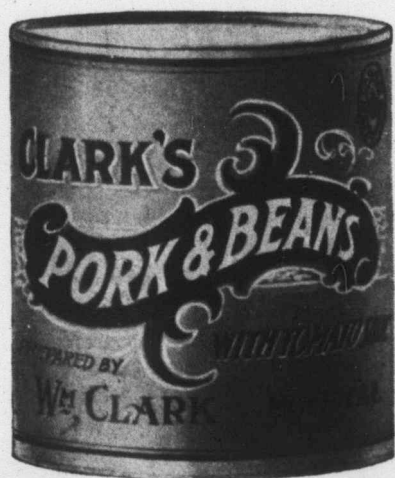
## A WORD WITH YOU MR. GROCER

You have undoubtedly noticed the enormous increase during the last few years in the consumption of canned Pork & Beans, and without being particularly observant you will have perceived that



# Clark's Pork and Beans

## ARE EASILY THE LEADERS



Have you ever asked the "why."  
Let us tell you.

CLARK'S produce only THE BEST.  
CLARK'S assist your sales by AD-  
VERTISING.

CLARK'S give your customer  
VALUE at

**REASONABLE COST**

**CLARK'S MARGIN FOR YOU IS RIGHT**

**W. CLARK, - MONTREAL**

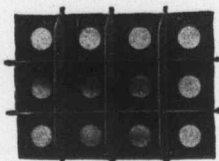


# The Modern Store

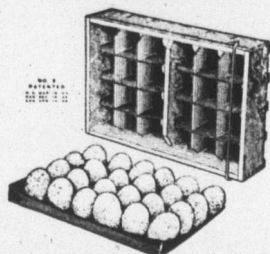
Cannot Afford to be Without STAR EGG CARRIERS and TRAYS—You Cannot Afford to Have Anything BUT a Modern Store, Therefore—You SHOULD USE STAR EGG CARRIERS and TRAYS.



ONE DOZ. SIZE



STAR EGG CARRIER DIVISIONS



TWO DOZ. SIZE

They will give you an absolutely safe, vehicle delivery coupled with an automatic counting feature which eliminates unpleasant disputes with your present customers and makes and keeps new ones.

The use of STAR EGG CARRIERS and TRAYS will also give your clerks more time to devote to your customers, and their practical and economical features all lead to better store service. Do you think you can afford to be without them?

**IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL.**

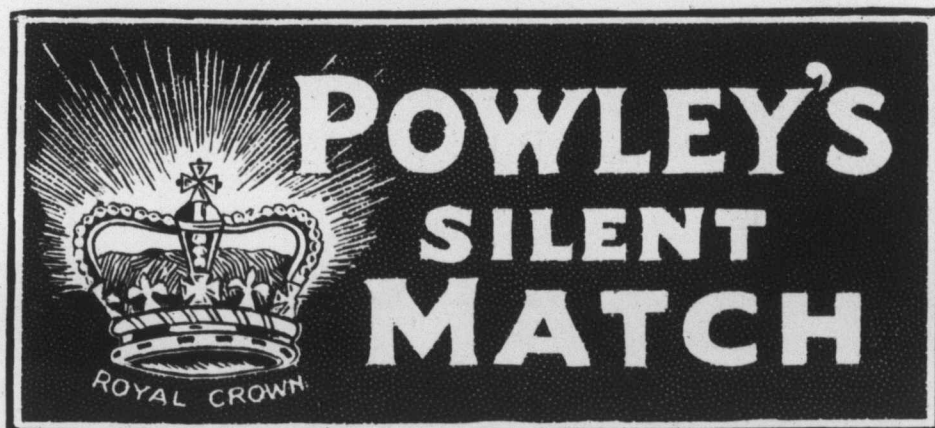
By renewing the STAR EGG CARRIER DIVISIONS in STAR EGG CARRIERS, they are kept perfectly sanitary at all times and their life is materially lengthened. Your jobber has them

**Star Egg Carrier and Tray Mfg. Co.**  
1500 Jay St., Rochester, N.Y., U.S.A.

## YOUR PROFIT 60%

### It will pay you to sell

500 Good  
silent  
matches  
in each  
box.



144  
attractively  
labelled  
boxes in  
each case.

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

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

## The Geo. Powley Paper Co., Limited

62-66 JOHN ST.

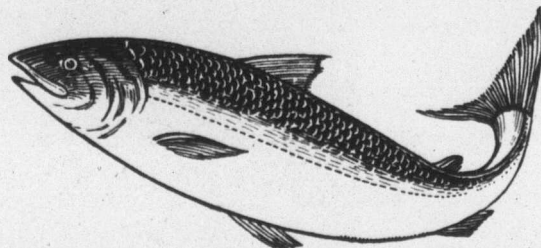
--

--

TORONTO, ONT.

**Anglo-British Columbia Packing Co., Ltd.**  
H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye



Sockeye

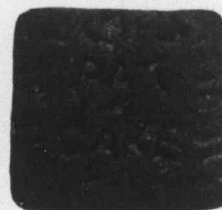
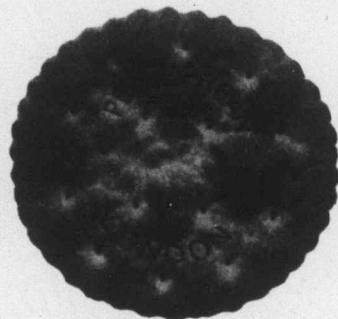
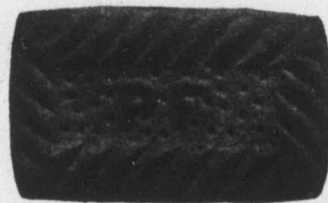
# SALMON

Buy—

**SOVEREIGN BRAND**  
**HOLLY LEAF BRAND**

THE FINEST GRADE OF SOCKEYE SALMON

## THREE VERY POPULAR BISCUITS



**P.F. SHORTCAKE**

Delicious shortbread biscuits.

About 32 to pound.

About 325,000,000 sold first year.

**GOLDEN PUFF**

Very light and flaky.

About 42 to pound.

**PAT-A-CAKE (reg'd)**

Dainty shortbread squares.

About 60 to pound.

Over 425,000,000 sold in one year.

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

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





# THE FISHERIES EXHIBIT

GOVERNMENT BUILDING,

Canadian National Exhibition,  
Toronto

Aug. 23rd to Sept. 8th, 1913

is well worth a visit from every retailer.

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

## VISIT OUR EXHIBIT

Our representative will welcome you and show you:—

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

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

**Model refrigerating plant**, showing the fish in cold storage.

**All kinds of fresh and cured** North Atlantic Sea Products.

---

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

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

### CURIOS

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

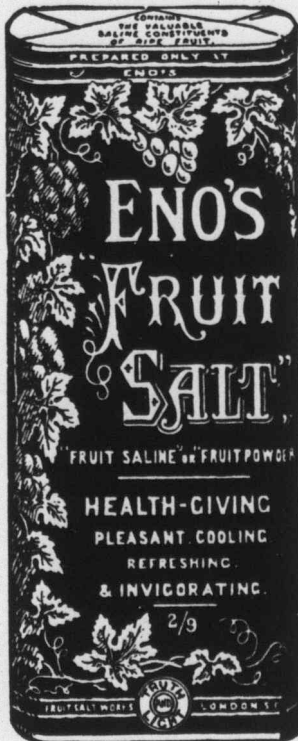
**North Atlantic Fisheries, Limited,**

Head Office: Halifax

Selling Branch: Montreal



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



A gentle natural aperient that stimulates the organs of elimination.

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

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

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

**ENO'S "FRUIT SALT"**

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

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

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

Sold by Chemists and Stores throughout the World

Prepared only by

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

BRITISH and FOREIGN

**JAM & MARMALADE  
PULPS**

CITRONS, LEMONS AND  
BITTER ORANGES  
FRESH AND IN BRINE

SPANISH OLIVES IN BULK

ESSENTIAL OILS  
LEMON, ORANGE,  
BERGAMOT

**F. C. GOODING & CO.**

FRUIT PACKERS AND SHIPPERS

36 Eastcheap, LONDON, England

CABLES "GOODINGITE LONDON," "ALL CODES."

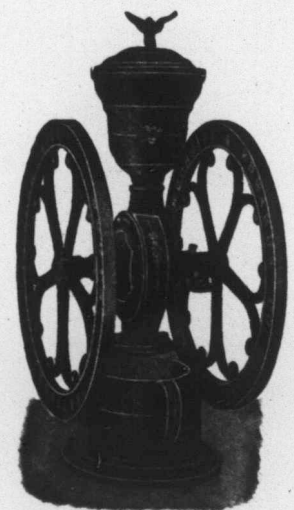
Represented in TORONTO by W. B. STRINGER

**The Elgin Mills are**  
guaranteed the fastest grinders  
according to  
their size.

No other coffee mill corresponding in size with any style of the Elgin will grind as fast. It is so constructed that it grinds perfectly and runs easily with very little effort on the part of the operator, and with no expense whatever.

It is equipped with special adjusting device and the new style force feed steel-cutting grinders.

The Elgin National Coffee Mills are used by thousands of the best grocers and institutions in Canada and the States. Write for our new catalog to-day.



MADE BY

**Woodruff & Edwards Co.**

ELGIN, ILL., U.S.A.

## Canadian National Exhibition

TORONTO, 1913

If you are interested in CHOCOLATES with coverings of the texture of velvet, centres of distinctive flavors, attractively boxed and at reasonable prices, inspect the exhibit of

CHARLES BOND, LIMITED, Bristol, England.

In the Manufacturers' Building.

If you are interested in GUM PASTILES of ideal consistency, incorporating pure fruit pulps, inspect the exhibit of

CARSONS, LIMITED, Glasgow, Shortwood. (Gloster, Eng.)

London, Eng., Melbourne, Australia. Under the Grand Stand.

If you are not interested, call all the same—Then you will be. Information as to the above exhibits may be had from Mr. J. P. WRIGHT, Queen's Hotel, Toronto.



### *The Brand of Tea and Coffee that's popular throughout the West.*

Every day sees the growth in the popularity of **Royal Shield Brand** Teas and Coffees. They give universal satisfaction to both consumer and dealer, being of a delightful quality that pleases the epicure tea and coffee drinker and creates business for the grocer.

Our service is complete and at your disposal.

**CAMPBELL BROS. & WILSON, LIMITED**  
WINNIPEG

**CAMPBELL, WILSON & ADAMS, LIMITED**  
SASKATOON

**CAMPBELL, WILSON & HORNE, LIMITED**  
CALGARY, EDMONTON & LETHBRIDGE

**CAMPBELL, WILSON & STRATHDEE, LTD.**  
REGINA

**Wholesale Grocers and Importers**



# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

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

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

---

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

Import-Export 'Phones { Office 2190  
Residence 1556

**NORMAN D. McPHIE**  
MERCHANDISE BROKER  
COMMISSION MERCHANT  
MANUFACTURERS' AGENT

---

Handling General Grocery, Spice and  
Produce Lines

Federal Life Building  
HAMILTON, - Ont., Canada

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

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

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

**WESTERN PROVINCES.**

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

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

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

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

**G. C. WARREN**  
Box 1036, Regina  
IMPORTER, WHOLESALE  
BROKER and MANUFACTURERS'  
AGENT.  
Trade Established. 15 Years  
Domestic & Foreign Agencies Solicited

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

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

**WESTERN PROVINCES—Continued.**

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

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

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

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

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

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

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

# Manufacturers' Agents and Brokers' Directory

(Continued.)

Western Provinces—Continued.

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

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

BRITISH COLUMBIA.

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

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



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



**Oakey's**

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

'WELLINGTON'

**KNIFE POLISH**

**JOHN Oakey & Sons, Limited**  
Manufacturers of

Emery, Black Lead, Emery, Glass  
and Flint Cloths and Papers, etc.

Wellington Mills, London, England

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

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

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

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

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

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

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

NEWFOUNDLAND.

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

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

**Mathieu's Nervine Powders**

a quick sale and good profits. For all forms of headaches there is no remedy which reaches the seat of the trouble so quickly and so effectively as *Mathieu's Nervine Powders*. Be sure and stock them, as they are quick sellers.  
Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you or someone of the family suffers from headaches.

Remember there is nothing equal to *Mathieu's Syrup of Tar and Cod Liver Oil* for breaking up colds.

Please send regular box of *Mathieu's Nervine Powders* to the following address:—

Name .....  
With (Name of firm) .....  
Street .....  
City or town .....Prov.....

The  
**J. L. MATHIEU CO.**  
Proprietors  
Sherbrooke, P.Q.



**Tartan**  
**BRAND**  
THE SIGN OF PURITY

**TRAVELLERS' VACATION**

from 3rd August until 16th August. 5 Free Phones  
at your service. Special bargains for holiday time.

**HAMILTON CENTENNIAL**

from 11th to 16th August. Don't miss it. Will  
be glad to see you.

**BALFOUR, SMYE & CO.,**

Wholesale and  
Manufacturing Grocers

**HAMILTON**

**RICE'S SALT**

THE TABLE SALT ABOVE  
THE AVERAGE

Give your customers the best salt—Rice's, and  
you will coin their trade for other profitable  
goods. Rice's salt is the finest quality—Table  
and Dairy Salt produced. Purity is the key note.

*We ship promptly. Get our prices.*

**THE NORTH AMERICAN CHEMICAL CO., Ltd.**  
CLINTON & GODERICH, ONTARIO

BUY

**STAR BRAND**

Cotton Clothes Lines

AND

**Cotton Twine**

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

For Sale by All Wholesale Dealers  
SEE THAT YOU GET THEM

**A Seasonable Line**

OUR NEW

**Sandwich and Salad  
Olive**

all ready for the table

**Pimento Stuffed  
Celery Stuffed  
Plain Pitted**

in salad form

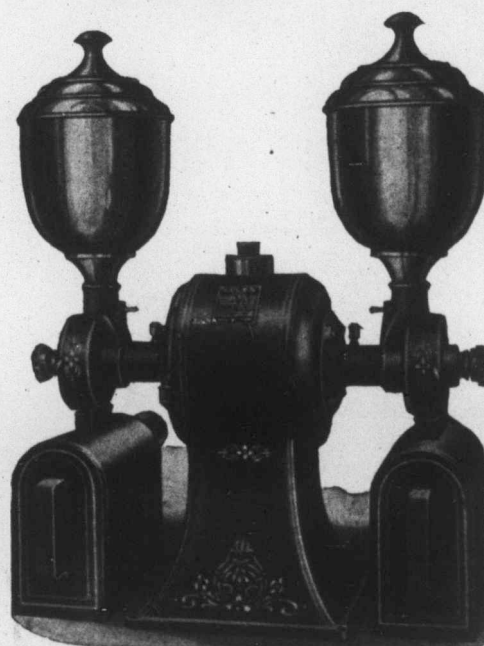
Ask your wholesaler for this 8 oz. bottle.  
Retail at 25c.

**Gorman, Eckert & Co.**  
LONDON, ONTARIO

Western Selling Agents:  
**MASON & HICKEY, Winnipeg**

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

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




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

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

# St Lawrence

## Sugar

**FINE GRAIN**



**Suit Your Sugar Taste.**


St. Lawrence extra granulated is now sold in three different sizes of crystals; all choicest and purest cane sugar.

**Fine Grain** (red label);  
In this every grain from top to bottom is about the size of dots at left.

**Medium Grain** (blue label);  
Like small seed pearls, even and white and marvels of sweetness.

**Coarse Grain** (green label);  
Like small diamonds and almost as brilliant, but quickly melted.

**MEDIUM GRAIN**



**COARSE GRAIN**



**Order The Size You Prefer.**

Every grain, no matter its size, is finest extra granulated pure cane sugar, shown by analysis 99-90/100 to 100% pure.

**The weight is guaranteed as well as the quality.**

Bags 100 lbs., 25 lbs., 20 lbs.  
Cartons 5 lbs., 2 lbs.      14

St. Lawrence Sugar Refineries Limited, - Montreal.

# TWO CENTS PER WORD

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

## Messina Lemonade Powder

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

Each Tin a Repeater,  
And a Tin of Profit.

**Henri Jonas & Co., Montreal**

BUY  
"Redona" and "Matador"  
SHELLED  
**ALMONDS**

The most popular amongst the Grocery and Confectionery Trades

**COSMELLI & COMPANY**

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulp.  
Monument Buildings, London, England



## L. & B.

### BANNER BRAND JAMS AND JELLIES

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

**LINDNERS LIMITED**

340 Dufferin St.,      TORONTO      Phone Park 2985

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



# "Old Country", American and Canadian Manufacturers can save greatly on their Western Shipping

This can be accomplished by taking advantage of our **WEEKLY POOL CAR ACCOMMODATION**

Stock carried in Winnipeg can be shipped at carload rates to practically all Western points, because we are on the ground to see that the goods are placed with wholesalers who are making up cars to ship to their branches.

This means a reduction in freight rates during the year, and gives a fast service which is desirable.

We have experienced representatives in all the large Western points and give storage accommodation in all these points if necessary.

We're open to take on a few more first-class lines which do not conflict with those already carried.

Personal attention given to every line.

Write us to-day and get fuller particulars.

## W. H. Escott Company, Limited

181-183 BANNATYNE AVE. E., WINNIPEG

We Hold the Keys to the Best Wholesalers in the West

## A Canadian Invention—The Barr Register, Account Register and Filing Cabinet Combined

That is what we offer you in the Barr Account Register.  
Would you write with a goose quill?  
Would you buy a 1900 model motor car?  
**NO! YOU WANT THE LATEST! YOUR BUSINESS DEMANDS IT.**

### A FEW OF THE NEW IDEAS ON THE BARR REGISTER.

Convenient index, it is always ready. It is not interfered with by other parts of the register.

1,000 accounts handled quickly and conveniently in the space now required by other machines for 100 accounts.

Complete privacy of all accounts and names.

Interchangeable metal leaves. When number of accounts grows and more space is needed we exchange old book for new one which fits into your original cabinet.

We merely charge a nominal sum for the additional accounts ordered this way. Saves buying another account register completely.

This interchangeable feature makes the Barr the most **ECONOMICAL** account register on the market

### IT SAVES MONEY ON BOOKKEEPING, STOPS BAD ACCOUNTS

At one writing the bookkeeping is done, posting finished and statements rendered. Don't grow old before your time, keeping late hours, endeavoring to "head off" the bad accounts, **there is a better way.**

No keeping of Day Books and Ledgers and making out statements.

Your customers will like this system better.

It protects their interests by informing them always of how they stand at your store.

It avoids disputes, arguments and prevents losses.

It increases Net Profits;

**THIS MEANS DOLLARS TO YOU.**

Mail this Coupon

Barr Registers, Limited, Trenton, Ont.

Gentlemen.—We would like more facts about the Barr Account Register. "We want results and the best account register made." This places us under no obligations to buy.

Name ..... Street .....

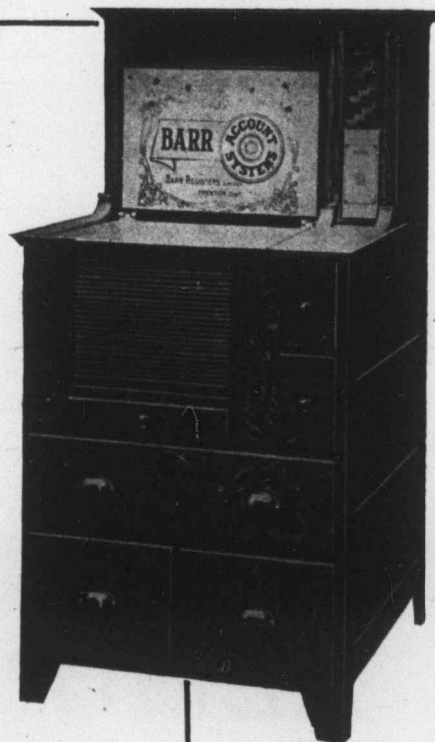
Town ..... Prov. ....

We ask a chance to prove that the Barr Account Register will put your credit business on the most profitable basis.

## Barr Registers, Limited

Trenton, Ontario

"There is a Barr Register built to handle your credit accounts, no matter if you have 100 or 1000."



**DEALERS HEAVILY FINED.**

**Convicted of the Charge of Selling Adulterated Pepper—The Retailers' Protection.**

In Hamilton, Ont., during the past week three retail grocers were fined for selling adulterated white and black pepper. The fines in each case, including costs, amounted to \$40. The pepper was found to be adulterated with pepper tissues and foreign stone cells.

In Newmarket, Ont., a grocer was charged also with selling adulterated black pepper. The fine imposed was \$30, including costs. He pleaded not guilty, but acknowledged the sale to the inspector who made the prosecution.

Edit. Note.—In this connection retailers should remember that if they demand and secure a warranty that the goods are pure from the manufacturer selling them they are immune from fines. This is their protection, and they should avail themselves of it in buying from houses not known to be reputable.—Canadian Grocer.

**SAND IN THE PEPPER.**

**Three More Grocers Convicted of Selling Adulterated Pepper—Fourteen Others on Trial.**

Seventeen Montreal grocers were arraigned last week on the charge of selling adulterated spices. The evidence showed that a large quantity of sand had been mixed in the pepper. Three pleaded guilty and were fined \$5 and costs each, and the rest will be tried later. The Dominion Food Inspector, J. J. Costigan, said that sand was being sold in black pepper to an alarming extent and the co-operation of the local health officers and the Provincial Board of Health had been requested.

It cannot be maintained, however, that the retailer is to blame in all these cases. He sells the goods as they are bought from the manufacturer, neglecting in many instances to inquire as to their purity. But if every dealer made it a firm rule in buying to know exactly what he was getting there would not be so many of these fines registered against the retail trade.—Canadian Grocer.

If you want protection use Todhunter, Mitchell & Co.'s Spices. They manufacture pure spices only.

**TODHUNTER, MITCHELL & CO., - Toronto**



An All Year Round Seller

**Keating's Insect Powder**

Stock Keating's Powder as an all year round seller. It

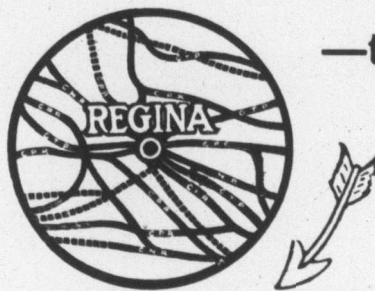
is deadly to every form of household insect, but harmless to animal life.

An insecticide with a world wide reputation

**Order Through Your Wholesaler**

**Reaching the West**

—the Region 'Round Regina



You need help if you are shipping from the East. The distances are so great you are at a disadvantage. To overcome this try shipping in carload lots direct to Regina. This saves freight on the long haul. We will receive such cars, sort consignments, and re-ship to your various customers. Railways radiate from Regina. Our charges are reasonable. The plan will save you much money.

By placing a stock of goods with us you may make our warehouse your Western Branch. We are equipped to carry large quantities in storage, and to attend to re-shipping on orders from you or your customers.

Even if your goods do not bulk large, avoid the extravagance of high charges on many parcels, by combining the Western orders in one consignment to us for distribution.

We can tell you more when we get your address. Write to-day, so that you may know all about the service in time to use it.

**REGINA STORAGE AND FORWARDING COMPANY, LIMITED, REGINA**



In consequence of the great improvement in quality of  
**JAPAN TEAS** this season a large number of  
Import Orders are being  
duplicated and consignments eagerly picked up.

## FURUYA & NISHIMURA

Montreal

New York

Chicago

### PURE STRAWBERRY JAM CHIVERS' QUALITY

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

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

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

### FENWICK, HENDRY & CO.

Manufacturing Wholesale Grocers  
KINGSTON, ONTARIO

Keep in with your trade  
by selling Cairns' Jams



*the jams used by Royalty*

If your customers demand the best for their money and undoubtedly they do, you will find Cairns Jams, Jellies, Marmalades, etc., the most satisfactory you have ever handled.

Push Cairns for profit and Mutual Satisfaction.

**ALEXANDER CAIRNS & SONS**  
PAISLEY, SCOTLAND

Canadian Agents: Snowdon & Ebbitt, Montreal

## Tea Hints for Retailers

By John H. Blake

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

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

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00

### MacLean Publishing Company

(Technical Book Department)

143-149 University Ave.,

TORONTO



## MAKES IT POSSIBLE

For every grocer to build up and maintain a large and profitable tea trade.

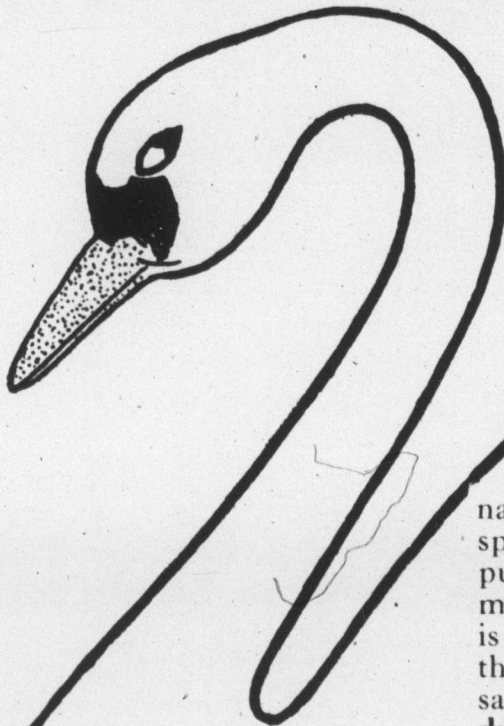
To dispense with at once the necessity of carrying a large stock of tea, deteriorating in quality and eating its head off in interest.

To secure a speedy, actual and protected profit on all sales, and to put the tea pedlar out of business.

To serve your customers with the finest tea grown, fresh and fragrant from the tea gardens of Ceylon.

## "SALADA"

LONDON, ENG. 41 Eastcheap    BUFFALO 11 Terrace    NEW YORK 198 W. Broadway    TORONTO 32 Yonge St.    MONTREAL St. Paul St.    BOSTON 34-35 S. Market St.    CHICAGO 361 N. River St.    DETROIT Shelby Block  
Branches also in Pittsburg and Philadelphia



## "White Swan"

That's the name you hear in connection with Baking Powder, Coffee, Yeast Cakes, Spices, Flavoring Extracts and cereals. It's the name that stands for the best there is in respect to both quality and purity. Only the purest and best materials are used in the making. The utmost care, as to cleanliness, is exercised from the initial preparations of the raw material, to the final packing in sanitary containers. **White Swan Products** are leaders. Order from your wholesaler or direct.

**White Swan Spices & Cereals Limited**

TORONTO, ONTARIO



## Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.



## Sells Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

## MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA

### There is no doubt about it!

The Grocer who has a reputation for  
quality-service

sells

**BENSON'S PREPARED CORN**

for Culinary Purposes

and

**SILVER GLOSS STARCH**

for Home Laundering

**THE CANADA STARCH CO., LIMITED**

Manufacturers of the EDWARDSBURG BRANDS

Montreal    Cardinal    Toronto    Brantford    Vancouver



Interior view of the store of Jno. Muir, a Niagara Falls, Ont. grocer. Mr. Muir is standing on the right. Note display receptacle beneath the show cases.

## Business Building on Good Goods and Service

Methods Used by John Muir, a Scotchman, Who Has Been in Grocery Business in Canada for Quarter Century—An Out-of-the-Ordinary Display Method—Delivery at Specified Hours—The Bookkeeping System.

A native of the Orkney Islands, with nine years' training in Scotland, and over 25 in Canada, John Muir has during the past sixteen years built up a good grocery business in Niagara Falls, Ont., on the foundation stones of quality and efficient service. One would travel through many a town and city before meeting another in whom belief in "good goods" was so strongly imbedded. It is the guiding principle of his business. He thinks it the main-spring of any success he has attained. He goes after top quality, and has perfect confidence in his customers paying the price—with a fair profit—that he asks. He has proved it.

"Take tomatoes, for instance," he said in a talk with a representative of The Canadian Grocer. "I pay several cents more a pound than many others, but get 17 cents where they only get 15 cents. Mine are the best quality in the market: that's why. And the same way with cooked meats. People will go where they can get the best."

Add another to Mr. Muir's principles of business. He aims to have many distinctive lines—a particular class of fine goods that one cannot get always at the other man's.

### Service to Inside Customer.

Attention to the customer inside the store is practised by Mr. Muir and im-

*"People want good quality and will pay for it. I never keep second-class goods. There is no demand for them. The only place for goods with a flaw is the garbage heap. I study the tastes of each of my customers."*  
—John Muir, grocer, Niagara Falls, Ont.

pressed upon all his assistants. He esteems this a most important department of business success. If a little girl comes in, as often as not it is the proprietor himself who is beside her in a minute, as attentive as to a grown-up.

In the delivery of goods Mr. Muir works by schedule. He has three rigs—one for nearby and the other two for the outlying districts. In the central "zone" there are four deliveries each day, with an extra one at least on Saturday. The first is at 8 o'clock in the morning for orders sent in too late the day before, or those where prompt delivery was not essential. The other three are at 11, 3 and 5. The store is open from 7 a. m. to 6 p. m., except Saturday, when it does not close until 9.30 p. m. The last delivery this day includes orders received up to nine o'clock. For the outskirts there are three deliveries daily, with one more on Saturday.

Two of the delivery wagons are provided with tops to keep the goods clean and dry, something after the style of a bread delivery wagon. The covering is of tarpaulin, and one of the two has lasted 16 years, and looks good for a few more. On the top goods can also be placed. Most of the parcels, except those that are put up near the front of the store, are sent to the rear door.

### Importance of Cleanliness.

Cleanliness and orderliness in Mr. Muir's opinion are cardinal virtues. The only "obstacles" allowed on the floor of his store are the boxes which are being filled ready to send out on the delivery. These remain perhaps two or three minutes—or less—while the man is taking others to the wagon. The basement is a pleasure to visit; everything cleaned up as if an inspector was about to enter.

### The Basement Shelving.

Mr. Muir has adopted a useful system of home-made shelving downstairs. He takes boxes sent by the cereal companies and piles them up with the bottoms against the walls, so that they look like regular "pigeon hole" shelving, and are useful for stocking goods. This placing is done systematically so that

(Continued on page 37.)



# How Other Grocers Do Things

## INEXPENSIVE PUBLICITY.

"Store Publicity" is one of the hobbies of E. C. Matthews, grocer, Parliament Street, Toronto. Mr. Matthews has several ways of doing this, among them the use of stickers and rubber stamps.

"From Matthews' Grocery, 257 Parliament Street," reads one sticker, which is used for putting on all shelf goods. He says this is one of the best ads. he has ever used. It goes into the homes, is found on all bottles of pickles, sauces, etc., which are frequently placed on the housewife's table.

A rubber stamp reads: "E. C. Matthews, grocer, 257 Parliament Street—Butter and Eggs a Specialty." This costs little, and is useful for stamping bags, paper and baskets of fruit.

Another and somewhat similar stamp is also used principally for envelopes or small parcels to be sent by mail. It also fits on the handles of fruit baskets. It contains his name and address, followed by "Groceries and Provisions."

As a substitute for string he uses a sticker containing same words as on last mentioned stamp. When the parcel is made up this sticker seals it, and at same time is an advertisement going into every customer's home.

## GOOD FRUIT AND VEGETABLE WINDOW.

An attractive fruit and vegetable display can be seen every Friday night in the window of J. W. Island, 262 Dundas Street, Toronto. Recently a particularly good one appeared. In the centre was a three-tier graded fountain, round in shape, of open work metal painted green, the lower tier being about 24 inches in diameter. The spray or mist from this imparted a cool and refreshing sensation. The top tier was generously filled with pink radishes, the beauty of their coloring being enhanced by the quantity; green lettuces, fresh and clean, occupied the centre tier; while the lower part was plentifully rounded up with small white onions.

The left portion of the window was given over to fruit—rows of boxes of the freshest strawberries, raspberries and currants showed a blaze of brilliant red, while large purple plums and dark watermelons of enormous size filled the remaining space. One watermelon was cut in halves, showing the peculiar pink of the edible portion. To the right of the fountain were the vegetables. Here

also was a riot of color—bright red tomatoes, green peas, beets, cucumbers, cabbages and carrots, heaped in profusion. At each side was suspended a large, round basket of dark brown straw, filled with oranges.



## Canned Meats

**Why Worry About Lunch?**

**A** LOOK over our canned goods will chase away your trouble forever. All kinds of tempting canned meats and fish are carried by this store in great variety. We sell quickly and never have old stock. Consequently you are sure of that fresh natural taste—combined with the appetizing flavor caused by canning—in every brand. Those meats are delicious—as kept and sold by us. Canned and retailed under the Government Pure Food Act.

**Choose a trial order from the following special offers:**

Spiced, canned, regular 50¢ special 2 for	50¢
Ham Loaf, in tin	25¢
Lunch Tongue, 1 lb., per tin	45¢
Coronet, per tin	30¢

**The City Grocery**  
CHAS. R. P. BOAKES  
Fourth St. west Phone 7

A neatly written, well displayed and appropriate summer advertisement. Used by an Estevan, Sask., grocer.

## KEEPING FLIES FROM WINDOWS.

A good idea for restricting the roaming desires of flies has been adopted in the grocery store of Fox & Britton, Welland, Ont. The front window is entirely screened from the rest of the store by wire netting. The entrance to the window is made by means of the regulation-sized screen door. This simple device has been found very satisfactory.

## CONDUCTING PIANO CONTEST.

A piano voting contest is being conducted by H. M. Andrews, general merchant, Stellarton and Thorburn, N.S. In one of his newspaper ads. Mr. Andrews makes the following appeal in connection with the contest:

"Use your common-sense. Don't let the piano opportunity go past you and then say, 'I could have had that.' Don't worry about being a few thousand

votes behind; just ask us how to make them up. Take our word for it, enrollment now still gives you ample time.

"You can lose nothing by buying from us (you have to buy somewhere), while you may gain this beautiful piano. Come in and ask Andrews questions. Watch our ads. and windows for information and special chances. Talk to your friends about this great offer and plan how to get it."

## SERIES OF CASH TALKS.

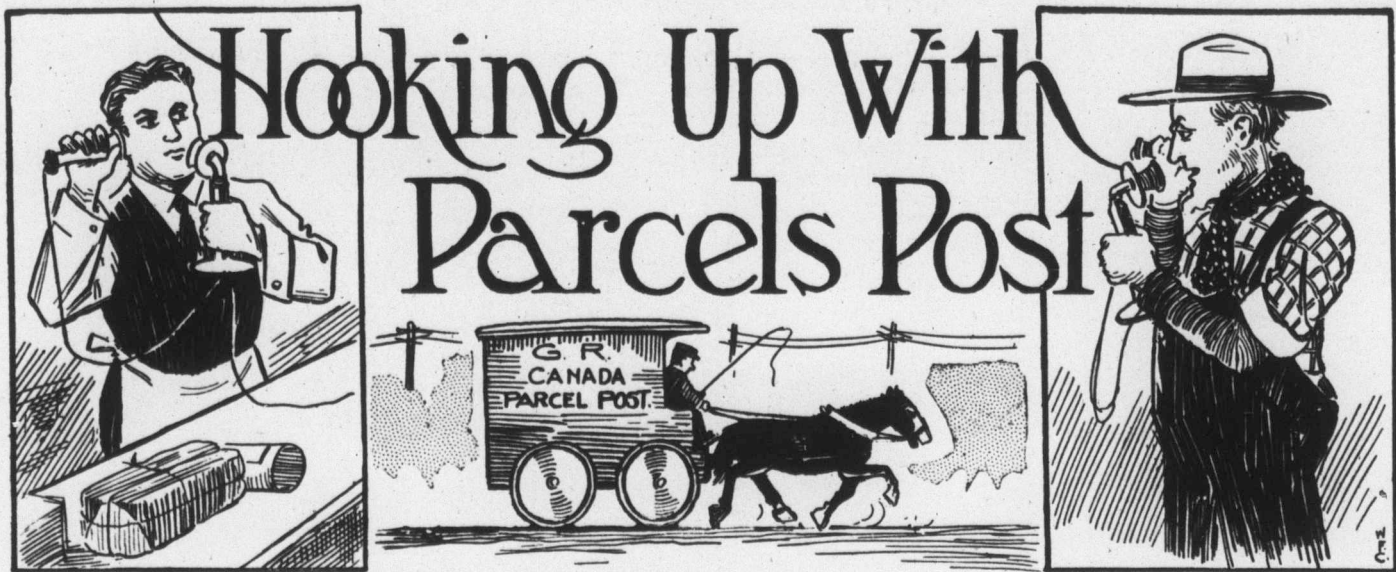
Wilson's grocery, Edmonton, Alta., has been running a series of advertisements dealing with its cash system. The introduction to one of these under the heading "Cash is our Keynote" was as follows: "Clear like a clarion call, it inspires confidence, cheer and character to our merchandising. Our customers get all the advantages of our system of selling the best in groceries and provisions at the lowest prices for cash. Our service is reconstructed to give the utmost satisfaction to our patrons. Come yourself and look around our store and see just what value we give. One cash price system the best for all.

## UNITE ON CASH PRINCIPLE.

In North Battleford, Sask., the majority of the merchants have agreed to sell for cash only. Each deposited a cheque for \$50, which is to be forfeited if anyone is given credit. They are doing away completely with bookkeeping so far as looking after credit sales is concerned.



TO NEWTON A. HILL, wholesale grocery broker, Toronto. Mr. Hill was born at Ballantrae, County York, Ont., on August 8, 1872. He has been in the present business for more than three years, previous to which he was buyer for Foley Bros. & Larson, Winnipeg, and before that again five years with L. Chaput, Fils & Cie, Montreal. His earlier years were spent in the retail grocery business.



*This article gives a simple method for getting business from farming districts where there is rural free mail delivery but no rural phone systems. It suggests the use of the "return post card" already addressed and with an order blank on the opposite side. This is the third of the series.*

Probably the majority of the farmer customers of the retail grocer have no rural phones. How are you going to reach these when the new Parcels Post measure comes into effect?

Last week the article on this subject dealt with methods to be adopted where country customers have both phones and rural mail delivery.

But what about those who have no telephone?

**Post Card Order Blank.**

Undoubtedly the simplest method to get business from these is by use of the "return private post card" system.

Herewith in the illustration is given one suggestion following out this line. It would be necessary for the merchant to have sufficient quantities of these cards printed to distribute a dozen or more to each customer and probable on the mailing list. If he has not time or an opportunity to explain the use of these cards fully to buyers when in the store, it would probably be advisable to send with the cards a circular letter giving further particulars about parcel post and explaining in detail how to make up the order, when the card should be placed in the rural mail box

and the time to expect the goods after mailing the card. It is absolutely necessary that every customer and every probable should understand thoroughly the system so that they will have no reason to complain if the dealer fulfills his contract. If parcels do not arrive when the customer expects them and a complaint is registered, the dealer should ascertain at what time the order card was mailed.

Farmers as a rule make it a point to get into the town every Saturday. This order form ought to come in handy, therefore, earlier in the week. In winter, of course, trips are usually more frequent.

**Handy for Saving Time.**

During seeding time in the spring, when the working days of the tiller of the soil begin to lengthen and when he is anxious to get the crop underground as early as possible, he uses every available minute. He works until six and when the chores are finished he doesn't feel like driving to town. On Saturdays the horses are all working. So here is a splendid opportunity to show him how he can economize his time and still have every comfort from a foodstuff standpoint. Let him know the value of parcel post in overcoming this annual difficulty. Explain its features carefully and you are certain to get business that would otherwise not come, because the farmer and his wife will often do without goods they really like unless the goods are brought to them.

See that these articles are filed away. You may not think you need them now, but you will later on.

**You Can Now Get Groceries By Mail**

The new Parcel Post Bill passed by the Government which came into effect January 1 permits us to send you parcels up to 11 pounds in weight. The rural mail delivery man takes them to your gate. Fill in blanks with the goods you want; mail this card and you get your goods next day.

**H. H. HUNTER, 111 Main Street, Jonesville.**

Dear Sir,—Send me the following goods by Parcel Post.

Yours very truly,

MRS. JAS. BROWN.

R. M. R. NO. 6.

.....

.....

.....

.....

.....

.....

When in a hurry use this card. You are guaranteed good service when you deal with us.

**H. H. HUNTER, 111 Main Street, Jonesville.**  
Phone 720.

Suggestions for a return private post card to be used when Parcel Post comes into effect. Opposite side should contain dealer's name and address.



# Excluding Vermin from Grocery Store

Keep An Eye Open for the Article That Is No Good—The Pilfering Losses Against Some That Can Be Seen—What Is Your Remedy?—Buying the Fixture That Gives the Best Service.

\*By Henry Johnson, Jr.

I told you some time ago of the complete equipment of my new store and have described how I have provided against the inroads of vermin. It is a big undertaking to try to cut out rats and mice. I cannot imagine how it can be thought of except in the case of a new or completely remodeled building; and even then the greatest vigilance will be called for to accomplish your end. People shook their heads when I told them what I was trying to do. I will be frank to say that I watched every move of the men who installed my fixtures, or I know I should have had any number of runways literally made to order for the pests.

Now, after nine months of occupancy, I find that I have no trace of rats, though a few mice have found lodgment here and there and we are working to cut them off.

## Beware of the Fakir.

In passing, I want to tell of two experiences which come to mind in this connection. About twenty years ago a man came to sell me a disinfectant. He showed me a fine sample. He also showed me orders—in fact, turned over the order to me for future reference so I might sell those men again—from brewers, butchers, bakers, etc., and he showed me also the quotation in a catalog of a butchers' supply house, indicating that this preparation was a big thing. I was glad, very glad, to get what I took for an entree to such a fine line of trade, so I agreed to take the goods, \$35.00 worth thereof.

I was a bit surprised when the "agent" brought in a big jug which he said contained five gallons of the "concentration," which I was to dilute ten times and which the other fellow was again to dilute ten times and "use as directed." I hesitated just a minute when he said he collected cash for the goods, but I paid up. You know the sequel—the stuff was useless.

## Paid a Dividend.

Well, I made that \$35.00 pay a dividend a few days ago. There came in a man who had the thing for exterminating vermin—would clean out any building. He had lots of documents to show how this thing had worked in

packing houses, hospitals, aboard ship, in hotels. He was a dandy salesman. Was frank to say he did not have the only thing; there were others just as good—some cheaper than his, some more expensive—all good. The point was, he was here to do the work. The cost was \$3.75 the pound and it would take perhaps 2½ or 3 pounds to do our building so completely that we would never again have a rat, mouse or roach—so why put it off for a dollar or so?

I was interested; but away back in my memory was that other experience, so I asked him how he collected, and he said as soon as the work was done. I then told him that \$10 or \$25 would be gladly paid if I could know that thereby I could complete the job and get rid of mice forever, but that I hailed from Missouri and would have to be shown before any money could change hands. He took me up on the dot. Said he would put in my order with the house would ship promptly, with full directions—and he "would not ask me even to sign an order."

Well, I am waiting yet—so if he hits your town maybe you had better go a bit slow, too

## What Kind of Rats?

I have told you how my stockroom, wherein the most valuable kinds of stock, especially open packages, is kept behind a locked door. It is a fine thing, especially in theory. In practice it is good, too, and I would not be without it; but it is not perfect.

For instance, some time ago we got what is an occasional "case" of a certain "family refreshment." We used that little item and were not so awfully particular about the bottles; yet when we sent back the "empties" we noticed that three bottles were gone, and we did not know just where they had been put.

To-day, in tidying up the outer, open stock room, where everybody comes and goes freely because nothing besides paper bags, soaps, potatoes and other non-tempting things is kept there, the three bottles were found. There were also a very perceptible number of empty ginger ale bottles—the whole being hidden in a way that did not look accidental.

Some time ago, bearing in mind the cash register principle of "leading not into temptation," we provided a locked bin for our finer candies. I have never

felt like seriously blaming a boy or girl or young person, or even a person of years who "fell for" a little dainty candy-eating. I have blamed myself for putting such things in the way. Even so, I have felt that pails of candy, unopened, might safely be put into a somewhat protected portion of the store-room without being actually locked up. To-day, we found one had been opened and about 6 pounds taken out.

Now, if candy and "family refreshments" and ginger ale, why not grape-juice, and sardines, and olives, and other fine goods which run into money? And if a stock-room which is generally kept locked and only opened (usually) for a specific purpose is inadequate protection—what can the ordinary retailer, minus specially trained help assigned to definite tasks, do to protect his stock from this loss? And what is the depredation of a few mice compared with the wholesale pilferage of these two-legged pilferers?

## How Do You Do—What Do You Do?

What I should like to have brought out here is what do YOU do and HOW do you do it?

We all have this problem to solve. Some of us have solved a part of it, some have worked out others. I have told you what I have done so far. Let me have your plans. If we all get together and all tell what we know is good, maybe we can get up a complete and finished system which will be of great benefit to all.

So let me have your plans and methods.

## Electric Elevators.

Ont., July 8, 1913.

Henry Johnson, Jr.,

Dear Sir: One of the strangest things in life to be is the "coincidences" of little things. The reason I wrote last direct to The Grocer was because I had forgotten your name! I am glad you thought it worthy of print—if I didn't.

But a few days ago an auto party went through here and one of the ladies bought some oranges of me. I naturally inquired about their trip, and she told me they were going from - - - to - - - My grandparents used to live in - - - and I began to ask about you in - - - The lady said she knew your store very well, but I did not ask her name.

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 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.

What I want to ask you now is about electric power elevator. Did you buy of the - - - people, or do you know anything better? I have been figuring with them, and it looks to me as if their prices are high; but I think they sell an outfit which will work, and keep doing it. I go on the principle that it does not make so much difference what an article costs, if it is worth it.

I enjoy your comments in Canadian Grocer very much. If I do not always agree with you, what is the difference? I might be wrong.

Business has been a little quiet lately; but we are going to keep pegging away, and do as much as possible, and always be hopeful and industrious.

Yours very truly.

M. F. H.

Yes; that elevator is good and I think worth its cost. I bought a second hand machine and planned to "save" \$600 or \$700. The saving is down to about \$300 now and we are not quite done. The machine I have works well and keeps working; but I wish I had paid those same people the \$375 they asked me to simply install my machine, for I should have had a contract with a responsible firm to fall back on and I am sure the long months of "tinkering" would have been considerably shortened.

When you decide to install anything, get the best of its kind, built up by a good concern, even if the first cost looks high. You will be ahead of the game in the end.

and kale are full of sulphur and chlorine and when young are succulent and easily digested.

**Where the Grocer Comes In.**

In the larger towns and cities there are many people who do not grow vegetables. It is surprising too to find that many with plenty of land do not have a variety. Here is where the retailer has a splendid opportunity to increase his sales. He can do it easily through window displays and newspaper advertising.

On this page is a suggestion for a newspaper advertisement. It appeals to the health of the reader and is bound therefore to bring results. Why not give it or a similar one a trial?

It should be borne in mind that the average person is always keen on reading advertisements dealing with illness and cures. This is always devoured by a great many and when healthy foods are suggested, it is surprising to find with what zest they go after those foods. Now that the hot summer season is with us, one can scarcely eat too many vegetables. The time will soon come when they will be over for another year except those that can be stored

**Advertising the Value of Vegetables**

**Food Expert Points Out Their Medicinal Qualities From Standpoint of Various Internal Troubles—Appropriate Time for Good Newspaper Advertisement—A Suggestion Offered.**

If people generally understood the value of green vegetables, says a food expert, more would be eaten and there would be a great falling off in the consumption of drugs.

A few of the commoner vegetables that are with us now or will be as the weeks go by are worthy a little attention, for their nutritive and physiological effects.

When a person finds himself bilious and the liver sluggish, instead of resorting to the apothecary's for a bottle of iron and sodium, let him eat for a few weeks such vegetables as the radish, spinach, onions, lettuce and chard. These abound in iron, chlorine and sodium—the very things required by his system. It is always well to eat as many of them as possible raw, for cooking changes the value of the salts they contain and some are destroyed by the process.

**- or Nervousness.**

Again suppose, a person discovers that he is nervous and irritable—then a short diet course in celery and lettuce is in order.

Insomnia may be removed by eating freely of green onions and lettuce. For kidney ills, eat asparagus. This vegetable induces perspiration and thus rids the system of impurities by the stimulus given the kidneys.

For constipation lettuce, spinach, apples and carrots may be eaten. They all have aperient properties. Pepper grass or water cress is an excellent blood purifier. Tomato and rhubarb are full of oxalic acid which is cooling to

the blood and very refreshing when taken in moderation. These vegetables should be used freely in their season.

**Why Not Use Less Medicine ?**

¶ If you study closely the value of green vegetables for the various ailments of the human system, you will find something good from nature's own workhouse for each trouble.

¶ An expert on the value of different foods says, for instance, that radish, spinach, onions and lettuce are good for biliousness and sluggish liver.

¶ For nervousness eat celery and lettuce.

¶ For insomnia green onions and lettuce are recommended.

¶ For kidney ills eat asparagus; for constipation try lettuce spinach and carrots. Pepper grass and water cress are good blood purifiers.

¶ The tomato and rhubarb are cooling for the blood, etc., etc.

¶ In hot weather particularly eat plenty of vegetables. For all of above lines see our window and store—freshest of goods and best of service.

**JNO. RICHARDS. Phone 111 165 Main St.**

Above is a suggestion for a vegetable selling newspaper advertisement dealing with health properties of various kinds.

People, however, that are subject to gout would do well to avoid the tomato. Cabbage, brussels sprouts, cauliflower, and kale are full of sulphur and chlorine and when young are succulent and easily digested. Every dealer should make the most of the season while it is here.



# The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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.

OFFICES:

**CANADA—**

Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston  
Toronto—143-149 University Ave. Telephone Main 7324.  
Winnipeg—34 Royal Bank Building. Phone Garry 2313.  
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

**UNITED STATES—**

New York—R. B. Huestis, 115 Broadway, New York, Telephone 5971 Bector  
Chicago—A. H. Byrne, 140 South Dearborn Street, Phone Rand 3234.  
Boston—Room 643, Old South Building; 'phone Main 1024.

**GREAT BRITAIN—**

London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

Subscription: Canada, \$2.00; United States, \$2.60;  
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, AUGUST 8, 1913

## SALMON PROSPECTS NOT BRIGHT.

Later reports from British Columbia bear out the article in last week's issue to the effect that the run of salmon was not going to be large. Three or four weeks ago everything seemed bright for a big pack and much lower prices were universally anticipated. This was the year of a big run—the last being in 1909—and it was thought the pack would run into high figures.

But to keep prices down this year, packers decided to pay less for salmon. This has resulted in a big strike—reports giving the number of strikers on the Fraser River at between 4,000 and 5,000 men—the fishermen refusing to accept the cut in price from 25 to 15 cents for sockeyes. The strikers were also able to call out the Indians and Japanese women working inside the canneries. While this trouble is on, there will be but few fish packed.

Another report says that the United States canners of Puget Sound appear to be reaping a harvest at the expense of the Canadian. The fish must pass American points before reaching their spawning steamers, and it looks as if this year the multitude of traps and seines allowed by the United States was putting the Canadian packers badly out. There was an example of this recently, when certain United States traps intercepted seventy-thousand fish in forty traps and thirty thousand more from other sources. On another day the same traps got ninety thousand sockeyes while British Columbia fishermen had to be content with left-overs, which did not average more than fifteen to sixty to the boat. In good runs three hundred to five and six hundred to the boat is not unusual.

A million cases were anticipated from the Fraser River alone. But from present appearances it may not reach much more than half that amount, or less than a year ago.

## THE ADVANCE IN SUGAR.

For the first time this year sugar has taken an advance. This occurred at the beginning of the week and amounted to 10 cents per hundred pounds. This advance is attributed to several causes. Consumption is particularly heavy just now, stocks with some refiners are not

large, and Cuban raws have been advancing. United States refiners have been purchasing heavily in the Cuban market on account of the reciprocity arrangement. But as holders in Cuba are assured of a market for all their sugar at any concession below the European parity, they have the raw situation in their own hands so far as the United States buyers are concerned. The stock in Cuba is decreasing gradually and is expected to soon go below the total of the United States stocks.

Total stocks and afloats of raw sugar show an increase of 782,883 tons this year over last, but the market then was 65 cents per hundred pounds higher on the Montreal market than to-day.

It is interesting to note that since the first of January there have been only five changes in refined sugar on the Montreal market and three of these occurred during January. The year opened with the price at \$4.75. About Jan. 10 there was a drop of 15 cents to \$4.60. Towards the end of the month there was a further drop of 10 cents. No further change occurred until May 12, when, following the new West Indian tariff adjustments, there was a decline of 20 cents to 4.30, which held good until Monday of this week.

## HOW CUSTOMERS ARE LOST.

Customers are often lost by insignificant mistakes—that is insignificant from the standpoint of the merchant, but which loom up considerably larger when viewed through the spectacles of the customer.

In conversation with a patron of a certain Canadian grocery store the other day, the writer was told of an incident that decided this woman to leave her grocer and deal elsewhere. Previously, of course, she claimed to have some trouble, but this was the last straw. On her way down town she had gone into the store to order her groceries, among which was a large loaf of bread. She asked that it be wrapped for sure and was told that the wrapped kind would be sent. The back door had been left open for the groceries.

On arriving home she found to her disgust that the delivery man had placed the groceries on the back step, and that an unwrapped loaf of bread had been left on the window sill in the sweltering sun.

Here was a case where both grocer and delivery man were at fault—the grocer for promising to send wrapped bread and not doing so, and the delivery man for allowing everything to remain outside during a hot afternoon. Is it any wonder this woman has transferred her account elsewhere?

## THE BUSINESS OUTLOOK.

A beneficent period of liquidation, says The Financial Post, is under way in Canada. Bank clearings are down. Building operations are going ahead at a less feverish pace. Railways are not earning as much per mile as a year ago and the labor supply now seems to be abundant.

If the foregoing facts, adds The Post, were rehearsed without any further comment it might lead many to think that Canada was in a serious way, but the truth lies the other way. The fact that liquidation is in progress is an entirely good omen. It is trite now to say that capital has been placed in fixed assets faster than the resulting productivity could immediately justify. Public bodies and private individuals have been spending money freely and, at the same time,

## THE CANADIAN GROCER

speculation and heavy extension of credit have been common.

Incidentally, Canada, as is the case with any rapidly developing country, has had to be dependent on outside capital, but world conditions this year necessitated a slackening on the supply of outside funds. If Canada had gone ahead a little longer at its rapid rate of progress, the reaction would have been very much more serious. The dangers, however, were pointed out a year or two ago, and the reaction has come slowly.

Business from the standpoint of the grocery trade has been good all along. Large manufacturers of special lines say with one accord that business has been better than a year ago. Many retailers interviewed state that their books show the same thing. It is evident, therefore, that so far as the grocery trade is concerned, 1913 will be a good one, and those who have been conducting their business on a sane, sound foundation will have no reason to complain at the end of the year.

### PRICE CUTTING AND FAILURES.

The credit man of a large jobbing house claims that the cause of many failures in the grocery trade is price cutting. He comes in close contact with those who are having difficulty in meeting invoices and should know. Here is what he has to say on the subject:—

“Most retail grocers of to-day do not seem to realize that a profit must be made on every article they sell if they are to continue in business. There are too many price-cutters in business to-day.

“They are price-cutters more through ignorance than through viciousness and they are merely squandering the money of the jobber who supplies them, for when their affairs are turned over to the liquidator, the creditors usually realize from 25 to 50 per cent. and yet these same retail grocers if given an opportunity to start over again, will again adopt their price-cutting methods and attempt to drive every other grocer in their vicinity out of business by underselling them.

“When the legitimate grocer learns to boost the sale of goods upon which he is assured a profit, then the retail grocery business will assume a better position in the business world and there will be less failures.

“Any fool can cut prices or give his goods away but it takes a wise man to make a legitimate profit, at least enough to cover the cost of operating his business.”

It stands to reason that no merchant can continue long in cutting prices on the big selling staple lines and make much money. Margins in these, through keen competition, are shaved about as closely as possible to ensure safety, yet it is on these same staples that so much cutting takes place.

There is much food for thought in the above remarks of the credit man.

### SYSTEMS FOR MEETING INVOICES.

Despite the fact that some of the big financial men do business by draft, many dealers seem to think it is a reflection on their credit if they are drawn upon by a creditor. If large influential financiers consider the draft method of doing business as a perfectly sane and sound one, why should there be opposition to it from good business men? It is true that in Canada this old preju-

dice against the draft is gradually waning. It is a mistake to think that the prompt acceptance of a draft lowers a man's credit standing. It has directly the opposite effect. If a creditor receives a refused draft, the party who declined acceptance—and who does the same thing frequently—is sure to have his credit standing lowered in the eyes of mercantile agencies.

When a business man purchases goods he expects to pay for them when due. He does not care to get behind, for that is the first step towards loose methods, worry and probable failure. The draft always reminds him of an invoice due. He pays his accounts at the proper time and gets any discount coming to him.

It is said that some men accept some drafts and refuse others without giving any reasons. It is, however, difficult to credit this being the case among the better class of merchants.

While on this subject of making payments there is still another point worth considering. Suppose a merchant in a distant town owes a wholesaler a small amount, say \$2 or \$3. If he sends a cheque, the bank charges at least 10 cents exchange which loss is borne by the wholesaler. But if instead of making payment by cheque, it were made by express order or postal note, the cost would be reduced to about 3 cents. Here would be a saving of 7 cents, but of course the merchant would bear the 3 cents cost. Ten cents exchange is surely a high rate on such a small cheque. That is one method by which the banks are making money. Do unto others as you would wish to be done up.

### EDITORIAL NOTES.

The merchant who builds for the future is wise.

\* \* \*

Merchandising is a precarious business for the inexperienced. Get experience.

\* \* \*

Because a thing has never been done before is no reason why it cannot be done in the future.

\* \* \*

The sugar game this year has some of the earmarks of a game of checkers—long time between moves.

\* \* \*

The hog is getting lofty in his aspirations. He thinks himself twice as valuable as some ten years ago.

\* \* \*

By neglecting to follow up collections strenuously throughout the summer, the work becomes overcrowded during the autumn.

\* \* \*

Have you had the photograph of your summer goods window taken? If not do so now and enter it in our window dressing contest.

\* \* \*

Retailers who have been shading prices on canned salmon should watch this year's pack. Late reports indicate a big shortage from original estimates.

\* \* \*

During the last fiscal year Canada not only did not export any butter to the United Kingdom, but imported herself some 7,000,000 pounds, mostly from New Zealand. Our total exports were some 500,000 pounds, which consisted chiefly of tinned butter of the West Indies and dairy to the United States.



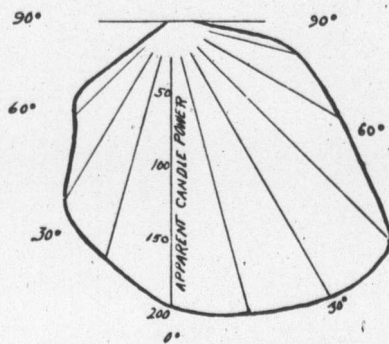


Fig. 3.—Candle power diagram, showing diffusion of light.



Fig. 1.—Lamp used in lighting show cases, etc., in store of Lipman Wolfe & Co., Inc.

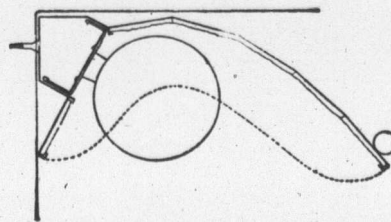


Fig. 6.—Trough Reflector used in show windows of Lipman Wolfe & Co., Inc.



Fig. 2.—Show Case Reflector, 2 in. wide by 2 1/2 in. deep. Type used in Lipman Wolfe & Co., Inc., store.

## The Latest Methods of Show-Case Lighting

How Goods in Cases Can be Brought Out to Best Advantage by Scientific Lighting Facilities—A description of System Used in Large American Store—Splendid Results Are Obtained by Proper Facilities.

Written for Canadian Grocer by William S. Kilmer.

It seems to be the prevailing practice of many merchants to flood the exterior show windows with light, and put little thought, if any, to a proper system of show case lighting. It is quite true that prior to the last few years the methods available for this purpose were very meagre and unsatisfactory.

The show case problem is big—one of the biggest of the equipment. The average metropolitan department store has 3,000 feet of aisle and wall cases, while the frontage for show windows will not average more than 300 feet, or

10 per cent. of the show case equipment.

The merchant dresses and lights his windows to attract the interested and disinterested public. As an advertising medium, it ranks even with the newspaper. When reputation, show windows and advertising have done their work, your store is full of the great buying public. The more merchandise you can show in a short space of time, the greater your sales. A customer may come to your store for a loaf of bread. A well lighted case stocked with confectionery attracts, and the sale increases by \$5 or

\$25. Another feature is: Well lighted goods sell more rapidly without handling, as a closer selection is made possible without removing them from the case, as it stands to reason that if a piece of merchandise is shown in its true color and perspective it will look the same when removed from the case. Thousands of dollars are lost by the continual handling of delicate and perishable goods unnecessarily, and many a first installation cost of a show case lighting system is saved by this single feature. While on the other



Fig. 5.—Illumination of corner aisle and show cases and shelving. Lipman Wolfe & Co., Inc., Portland, Ore.



Fig. 4.—Perfume cases lighted by lamps, Store of Lipman Wolfe & Co., Inc., Portland, Ore.

# Making Sure of Profits on Bananas

Observations of a Traveller Lead Him to Belief That Many Dealers Are Now Losing Money On This Fruit—Says Each Bunch Should be Counted, and Suggests An Easy Method for Doing So—Some Actual Instances Given.

hand, a poorly lighted case is often worse than one without any form of artificial lighting, because the light rays are often of such a color as to completely change the color of the goods, and a poor distribution of light may entirely alter the form.

In selecting any form of a show case lighting system, the following vital points must be considered by the progressive merchant:

First: The system must give an illumination in the interior of the case, which is approximately double that of the general illumination of the store interior.

Second: The light must be of such a quantity and quality that the goods are shown in their true color and style.

Third: The interior temperature of the case must not be raised to any appreciable extent, and any increase, however small, must be evenly distributed, as a glass case which is warm in spots is very liable to crack with the first cold draft which strikes the exterior.

Fourth: The unit of light must be neat and inconspicuous, and permit an easy and thorough cleaning of the case.

Fifth: General efficiency.

The lamp shown in figure 1 is approximately one foot long and one inch in diameter. The tungsten metal filament runs parallel to the tube through the entire length of the lamp—the electric current passing through from end to end. The interior glass area of this lamp is 31 square inches against 17 square inches of the ordinary "Bung Hole" type, and 24 square inches of the ordinary bulb lamp of the same wattage. This large glass area insures low temperature and long life, and on account of its peculiar shape it adapts itself to a very small reflector.

Fig. 2 shows the reflector 2½ inches deep and 2 inches high. It is scientifically designed, and throws a powerful and correct distribution of light, as is shown in the candle power diagram.

Fig. 4.—Perfume cases surrounding the \$20,000 Italian marble and bronze staircase leading from the first floor to the balcony. These cases are 18 inches deep and 3 feet high, with a glass door for the front and rear. All cases are finished in Circassian walnut. Four 25 watt lamps are used to each one.

Fig. 5.—Corner aisle cases—30 inches deep and 38 inches high. The even illumination over small irregular merchandise is very noticeable. Four 25 watt lamps are used for every 8 feet of frontage. This method is also followed for the display cases and shelving shown in the rear of the aisle case.

Are you making any money on bananas?

This is a pertinent question, because it is a fact that many are not.

When you purchase a bunch at a certain cost how do you arrive at your selling price? Do you guess it and take a chance on making a profit, or do you know whether the margin is paying you?

"Not one in fifty," remarked a traveller to the writer the other day, "knows for certain whether any money is being made on bananas or not. The delivery man brings in a bunch, hangs it up, says the price is \$2.15, etc., gets the money and departs. The grocer immediately decides to sell those bananas at a certain price, say, 15 or 20 cents. He may be getting back his \$2.15, or he may be getting only \$2, but he doesn't know it.

### Somewhat Uncertain.

"How much are you making on the bunch," I asked a grocer recently.

"I do not know," he replied, "but I come out all right on them."

"How do you know?" I asked.

"Well, I don't know for sure," was the answer. "How can I tell what I make unless I count them, and it's no easy matter to count a bunch of bananas?"

The traveller in question had spent a portion of his early life in the grocery business in Scotland, and he had been taught there how to count bananas on the string accurately. And over there they don't sell as many bananas as Canadian dealers.

### Method for Counting Bananas.

So the traveller set to work to count the fruit. He took two newspaper sheets, folded each lengthwise, and placed one between two rows of bananas from top to bottom. He did the same on the opposite side with the other sheet. It was then only a matter of a few minutes when the actual count was secured.

A few moments' figuring showed that if the dealer had sold them at 15 cents per dozen he would have been making but 2 cents on the bunch to pay him a profit in addition to the cost of doing business. The bunch had cost him \$2.15, and even had they been only \$2 or \$1.90 he could not have made a profit worth while.

"The best dealers," remarked this traveller, "watch the markets very closely, and rightly so. But there are many who do not make money on bananas simply because they do not know the cost per dozen.

### Case of Small Margin.

"Not long ago I was in a store when a "push-cart" man came along with the remainder of his load which he wasn't able to sell. He offered them to the grocer. Finally a bargain was made that he pay 40 cents for the lot. He was selling bananas at the time for 15 cents. They were brought in and left on the counter where I had a good opportunity to look them over. There were a few bad ones and when these were taken out the dealer had just 36 saleable fruit at 15 cents a dozen for which he had paid 40 cents. If none of the others spoiled before all were sold he would have made 5 cents on the 45, or less than 12 per cent.

"We discussed the propriety of buying before counting and this man came to the decision that in the future he would see what he was buying and make sure of a proper margin."

### No Chances Should Be Taken.

This is a subject to which every dealer should give his attention. If you are now in a position to know exactly your profit, well and good, but if you are taking a chance, there is necessity for a little reform. A dealer who sells two or three hundred bunches of bananas in a year ought to make a nice profit if he but gets a fair margin on each. If he is losing money on each he would be better off not to handle any.

## Grocers' Letter Box

Editor Canadian Grocer.—I would be very much pleased if you would send me 4 or 5 addresses of buyers of chickens and fowl, live weight.—J. J. W., Bright, Ont.

Editorial Note.—Following are live poultry buyers, in Toronto: Gunns Limited; Canadian Produce Co.; M. P. Mallon and Wm. Davies Co.



# The Clerks' Page

By the Cub Reporter

## KNOW THE GOODS IN STOCK.

A head clerk who is recognized as a splendid retail salesman said to the writer the other day that there were more sales lost through clerks not knowing that the goods were in stock than through any other reason.

"I have worked in several stores," he said, "and have heard clerks frequently tell customers that such and such a line was not in stock when I knew perfectly well it was. Whenever I had the opportunity I would tell them so, but have no doubt that many times sales were lost when neither the proprietor or myself were there, just because the clerks were not acquainted with the stock on the shelves."

This suggests a point to be considered by every young salesman. You cannot sell goods even that are in stock if you do not know it. Go over the shelves and warehouse, get acquainted with every line and every brand. Study too the location of every article. This saves time and time means money particularly in busy hours.

## SELLING PURE GOODS.

There is much talk these days of retailers selling adulterated goods. Many have been fined, not so much through their own fault as through that of manufacturers who sold them the impure goods. Every clerk should be acquainted with the Adulteration Act, how it operates and its purposes. For selling impure goods a dealer is subject to a fine unless he explains at the time of sale that the goods are not pure, a compound or a mixture. When a customer asks for pepper she is entitled to get "pure" pepper, not pepper and ground shells. It is the duty of every merchant to acquaint his clerks with the exact quality of the goods in stock. It is the clerk's duty to know this. Otherwise an inspector may drop in and make a purchase which results in a fine. If when the retailer is buying goods, he gets a warranty from the

## HOW DID YOU MAKE PEACE?

Every salesman in the grocery store has met with complaints from customers. You have had many complaints. Let the reporter who looks after this page know the nature of some of these and tell how you have smoothed them out. You are helping your fellow clerk every time you send us a complaint and you will get some good from the other fellow when he writes.

So send along some of the complaints with which you have met and say just how you have overcome them. Who'll be the first? Mail your letters to the Editor, Canadian Grocer.

salesman of the manufacturer or wholesaler that the goods are pure, then he is not liable to a fine. If they are not pure, the manufacturer alone suffers, as the retailer bought them as pure in good faith. Let every clerk find out the guaranteed pure goods and sell them. The price may be a little high, but satisfaction is ensured and his employer is guaranteed free from fines.

## BRIGHTENING UP THE STORE.

A bright, clean store brings new business. There is probably nothing that will get it more quickly. What are you doing to make your store look better? Do you see that the bits of string, the pieces of torn wrapping paper, the orange peeling and the peanut shells are picked up and not allowed to be on the floor for more than five or ten minutes at a time? And what about the old empty boxes or those containing a few decayed oranges, apples or lemons? Are they allowed to congregate? Could not some neat method be arranged so that these old boxes would be entirely removed?

Many dealers have arranged with little cost a row of boxes along the bottom of one of the counters. These are made in one piece, wide at the top and narrow at the bottom. They require little room, nobody falls over them or steps into them and they add an attractive appearance to the store. Try to brighten up things a little if there is any possible room for improvement. If you take an interest in this work you will be well repaid.

## NUTMEG AND MACE.

The Cub Reporter.—Will you please let me know if nutmeg and mace are from the same plant and if so what parts of the plant are they from? We have had a little discussion over the point and have appointed you as referee.

## EDMONTON CLERK.

Editorial Note.—Yes both are from the same tree. Mace is the inner portion of the shell that covers the nutmeg itself. It is broken up to be placed on the market. The nutmeg tree grows extensively in the Far East Indian Islands as well as in the West Indies.

## OBSERVATIONS OF THE CUB REPORTER.

A reformer who reforms himself before he attempts to reform the other fellow is the one who will make a success.

When duty calls it should not be necessary to have an ear trumpet to catch the sound.

Failure helps a man with good principles. It tests his mettle and goads him on to success.

When we have as good an opinion of our neighbors as we have of ourselves, then the world will be a better place in which to live.

# Current News of the Week

## Quebec and Maritime Provinces.

Oxner & Hennigar, general merchants, Chester Basin, N.S. have registered.

H. F. Lockman, grocer, Sydney Mines, N.S., has sold to J. C. McAuley.

J. E. Morin, of P. Poulin & Co., Montreal, spent the past week in Saguney, P.Q.

Walter Johnston, of Gunn Langlois & Co., Montreal, is holidaying at Kamourasha, P. Q.

W. Findlay, salesman in the store of E. J. Quinn, St. Catherine St., W. Montreal, is spending his holidays up on Lake St. Joseph, P.Q.

Jno. Robertson, of Jno. Robertson & Sons, grocers, St. Catherine St., W. Montreal, is at present taking a three weeks' holiday at Old Orchard Beach.

David Murray, a grocer in New Glasgow, N.S., became a hero when he saved a drowning man recently. The latter while swimming went to the bottom. Mr. Murray followed and after several attempts brought him up and with other assistance put the breath of life in him once more.

## Ontario.

The Stewart Fruit Co., Ottawa, have removed to Montreal.

H. S. Robeson, grocer, Elgin, Ont., has sold to H. S. Smith.

Jno. R. Armitage, general merchant, Lucan, Ont., has sold out.

Sturdy & Co., grocers, Goderich, Ont., has sold his business.

H. F. Conlin, Delton, Ont., general merchant, is succeeded by J. B. Conlin.

W. H. Wilbur, general merchant, Delhi, Ont., is succeeded by D. W. Wilbur.

Armstrong Bros., grocers, flour and feed, Fergus, Ont., have sold to W. J. Foote.

J. A. Lemon & Bros., grocer, etc., Colborne, Ont., sustained loss by fire recently.

Ritchie Bros., general merchants, Orangeville, Ont., sustained loss by fire recently.

John McCallum, McCallum Bros., grocers, Wallaceburg, Ont., was married last week.

F. Giles, grocer, College street, Toronto, is on a holiday trip to places around the Soo.

D. W. Clark, Avenue Road, grocer, Toronto, is having a couple of weeks' holiday in Muskoka.

H. B. Platman, representing the Star Egg Carrier & Tray Mfg. Co., Rochest-

er, N.Y., is in Toronto in connection with the business of his firm.

## Western Canada.

Alfred Watts, of A. Watts & Co., wholesale grocers, Brantford, Ont., died last Saturday. Mr. Watts was for many years in the milling business in that city.

T. H. G. Denne, sales manager and grain buyer, Quaker Oats Co., Peterboro, Ont., is in Western Canada on his wedding trip and at the same time is looking over Western crop and grain situation.

Preparations are being made in Regina, Sask., for the new Sherwood department store which will open in the autumn. Apart from furnishings and interior equipment the cost of the new building will be about \$350,000.

It is pointed out by the Canadian Credit Men's Association that at the last session of the Manitoba Legislature an Amendment to the Manitoba Joint Stock Companies Act was passed, to take effect as from the 1st of June last. This amendment makes it compulsory for all joint stock companies to have the word "limited" or "Ltd." placed after their names on all of their stationery and literature as well as on the signs on their places of business.

It is stated in a report from Ottawa that unless action is taken by the present session of the United States Congress to ratify the treaty entered into some years ago between Canada and the United States in reference to the fisheries in international waters, it is altogether likely that Canada will withdraw from it. A couple of months ago when in Washington, Hon. J. D. Hazen urged upon President Wilson the desirability of the United States passing legislation to ratify the treaty as was done by the Canadian parliament a few years ago. Although the present session of Congress was called primarily to deal with the tariff it is hoped that legislation to ratify the treaty may be passed.

Some 700 travelers and friends in Edmonton, Alta., attended the U.C.T. picnic last week to Birch Lake, and had a jolly time. Although it looked like rain more or less all day, none fell until six o'clock, when the picnickers had all been safely housed in the train for the return journey. The events for U.C.T. men and results were as follows:—100 yards dash—E. F. Burgess, Geo. Jamieson, Ches. Banford. 100 yards for offi-

cers only—Ches. Banford, C. A. Little, George Cairns. Running jump—George Jamieson, F. E. Johnson, E. F. Burgess. Three-legged race—Banford and Morgan, Little and Cairns, Burgess and Willoughby. U.C.T. Committee Events.—100 yards—Williamson, Ches. Banford, Cairns. 100 yards, managers only—J. J. Johnston, H. W. Morgan, Chas. Collins. Hop, step and jump, U.C.T., open—G. Jamieson, Charles Banford, J. J. Johnston.

## DEATH OF H. W. THORPE.

### Well Known Toronto Fruit Man Passes Away After Short Illness.

One of the most familiar figures in the fruit business of Toronto passed away last week in the person of H. W. Thorpe, for thirty-seven years general manager of McWilliam and Everist, fruit commission merchants. Death followed an operation at the General Hospital.

The late Mr. Thorpe came to Canada from London, Eng., in 1871, at the age of 20. For some years he conducted a fruit store on Queen St. West, and attracted the attention of Frank Everist, who at that time was engaged in a jobbing business in Toronto near the Yonge Street dock. Mr. Thorpe used to assist Mr. Everist in the noon hour and when the latter entered partnership with Mr. McWilliam was taken over as a regular employe to the new quarters at 17 Francis Street. So readily did he adapt himself and so quickly were his sterling qualities recognized that in five years he became general manager of the business.

In those early days of the fruit business there were only two commission firms in Toronto where now there are over a dozen. Many of the farmers deal directly with the retailers, and no fruit growers associations had been formed. In some districts a representative would be sent over to superintend the sale of the fruit.

A year or two after Mr. Thorpe had become general manager and the firm moved into their present location on Church Street.

A member of the firm spoke in the highest terms of the late manager, and in fruit circles generally his death was deeply regretted. Indeed few remained in their usual places when the hour for the funeral service drew near.

A widow, three sons and one daughter survive.



# Every Grade of Sugar Advances 10 Cents

Surprise to Many Handed Out by the Refiners—Claim it is Due to Similar Rise in Raw Beet and American Granulated—Cream of Tartar Up 2 Cents, With Cloves and White Pepper Firmer.

## MARKETS IN BRIEF

### QUEBEC.

**PRODUCE AND PROVISIONS—**  
Butter declined 1 cent all round.  
Active export demand for cheese.  
Meats hold firm in sympathy with raw product.

**FISH AND OYSTERS—**  
Doree and Gaspé salmon each advance 2 cents.  
Whitefish, carp, and lobster up 1 cent all round.  
Sword fish make an appearance.  
Scotch and Dutch pickled herrings likely to be higher than last season.

**FLOUR AND CEREALS—**  
Rolled oats advance 5c per barrel.  
Cornmeal moves up 20c per barrel.  
Flour continues to hold firm.  
Millers still predict advance in mill feeds.

**FRUIT AND VEGETABLES—**  
Big decline in tomatoes as result of Ontario outdoor grown appearing.  
Ontario fruits increasing daily in number.  
Prices firmly maintained on California stock.

**GENERAL GROCERIES—**  
Sugar advances 10 cents per cwt.  
Lima beans up to 1/2 cent.  
Canary seed steadily advancing.  
Cream of tartar moves up 2c per lb.  
Coffees now on fairly firm basis.

### ONTARIO.

**PRODUCE AND PROVISIONS—**  
Compound lard up 1/4 cent making one cent in three weeks.  
Slight reaction in hogs.  
Eggs slightly firmer on trading, not speculative market.

**FISH AND OYSTERS—**  
Pickerel and pike scarce and advance 2 and 1 cents respectively.  
Hullbut, whitefish and trout very plentiful and trade extra good.  
Lobsters off the market owing to heat.

**FRUIT AND VEGETABLES—**  
Slump in tomatoes owing to heavy supply, down to 50 cents a basket.  
Canadian plums very plentiful.  
Lawtonberries dropped to 10 and 11 cents.  
Slight drop in potatoes. Home grown now hold market.

**FLOUR AND CEREALS—**  
Rolled oats up 15 cents a barrel.  
Cornmeal advances 10 cents a bag.  
Mill feeds firm with tendency to advance.

**GENERAL—**  
Sugar advances 10 cents per 100 lbs.  
Cream of tartar up 2 cents.  
Cloves and white peppers firmer.  
Alarming reports of general strike of salmon employes may keep prices up.

### QUEBEC MARKETS.

**Montreal, Aug. 5—**Though dullness still prevails in a number of lines, there is no cause for complaint on the part of any of the wholesalers. Prospects for future are bright, and present slackness no more marked than is usual at this season. Sugar is moving out in large quantities, and now that it has decided to take a jump, booking of orders has again begun on a more elaborate basis.

**SUGAR.**—On Tuesday sugar took an advance of 10 cents per cwt. all round which puts it up to a \$4.40 basis. This is following directly on the greater strength both of raws and refined in New York and also on the markedly heavy demand for refined for all points.

Cuban dealers now have matters pretty much in their own hands. Stocks have been reduced to such a point that storage facilities are now quite ample. Being strong financially, dealers in that quarter can now afford to hold, knowing that the United States have got to take their product as, owing to the preference of 20 per cent. given by the U. S. to Cuba, no cheaper supplies are available.

Raws in New York moved up another 5c on Tuesday for spot, and remain quite firm at new level.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
25 lb. bags	4 50
2 and 5 lb. cartons	4 70
Second grade, in 100 lb. bags	4 25
<b>Extra Ground Sugars—</b>	
Barrels	4 80
50 lb. boxes	5 00
25 lb. boxes	5 20

<b>Powdered Sugars—</b>	
Barrels	4 60
50 lb. boxes	4 80
25 lb. boxes	5 00
<b>Paris Lump—</b>	
100 lb. boxes	5 15
50 lb. boxes	5 35
25 lb. boxes	5 45
<b>Crystal Diamonds—</b>	
Barrels	5 20
100 lb. boxes	5 35
50 lb. boxes	5 45
5 lb. cartons	6 30
Crystal Dominoes, cartons	7 10
<b>Yellow Sugars—</b>	
No. 3	4 45
No. 2	4 45
No. 1	4 05
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**MOLASSES.**—No advices have been received during past week from producing centres as to changes in market, so that situation holds as week ago. Market is firm with a shortage in crop, and with molasses having come in upon a bare market. Also retailers have been withholding buying, so that dealers anticipate a heavy demand in fall and with it a stronger feeling in market.

Barbados Molasses—	Prices for Island of Montreal.
	Extra Fancy. Fancy. Choice
Punchoons	.44 .41 .39
Barrels	.47 .44 .42
Half Barrels	.49 .46 .44
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.	
Carload lots of 20 punchoons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.	
<b>Corn Syrups—</b>	
Barrels, per lb. .634; 1/4 bbls. .634; 1/2 bbls. .634	
Pails, 38 1/2 lbs. 1.75; 25 lbs.	1.25
Cases of 2 doz. 2-lb. tins, per case	2 40
Cases of 1 doz. 5-lb. tins, per case	2 75
Cases of 1/2 doz. 10-lb. tins, per case	2 65
Cases of 1/4 doz. 20 lb. tins, per case	2 60
<b>Maple Syrups—</b>	
Pure, per 8 1/2 lb. tin	0 75
Pure, in 15 gal. kegs, 8c. per lb., or per gal.	1 00
Maple Sugar, pure, per lb.	0 10 0 11

**DRIED FRUITS.**—A general firmer feeling is being noted on primary sources in all California fruits, but par-

ticularly in prunes and raisins. Apricots are firm on old crop on spot, and for new crop higher price is being demanded. Peaches also are moving upward.

Locally market has shown no change as yet on these fruits.

Opening prices received by one dealer this week on Valencia raisins show a considerably lower level than last year.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 08	0 11
Nectarines, choice	0 11	0 11
Peaches, choice	0 09	0 09
Pears, choice	0 12	0 12
<b>DRIED FRUITS.</b>		
<b>Candied Peels—</b>		
Citron	0 17	0 17
Lemon	0 11	0 11
Orange	0 12	0 12
<b>Currants—</b>		
Amalias, loose	0 07	0 07
Amalias, 1-lb. pkgs.	0 07 1/2	0 08 1/2
Filiatras, fine, loose	0 06 1/2	0 07
<b>Dates—</b>		
Dromedary, package stock, per pkg.	0 19	0 19
Fards, choicest	0 11	0 11
Hallowee, loose	0 08	0 08
Hallowee, 1-lb. pkgs.	0 06 1/2	0 06 1/2
<b>Figs—</b>		
Finest, 6 crown, about 12 pounds	0 15	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
<b>Prunes—</b>		
40 to 50, in 25-lb. boxes	0 13	0 13
50 to 60, in 25-lb. boxes	0 12	0 12
60 to 70, in 25-lb. boxes	0 11	0 11
70 to 80, in 25-lb. boxes	0 07 1/2	0 07 1/2
80 to 90, in 25-lb. boxes	0 07	0 07
<b>Raisins—</b>		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatsels, loose, 3 crown, lb.	0 06 1/2	0 06 1/2
Sultana, loose	0 10	0 10
Sultana, 1 lb. pkgs.	0 11	0 11
Valencias, old stock	0 04	0 04
Seeded, fancy	0 08 1/2	0 08 1/2
Seeded, choice	0 08	0 08
Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.		

**TEA.**—In Japan teas there has been considerable activity during week in new crop which is rapidly arriving. The home market still continues firm and one large importer advises that consignments are being sold prior to arrival at satisfactory prices. Quality and appearance is reported excellent.

<b>Japans—</b>		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
<b>Ceylon—</b>		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 30	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
<b>India—</b>		
Pekoe Souchongs	0 19	0 20
<b>Ceylon Greens—</b>		
Young Hysons	0 24	0 28
Hyson	0 22	0 22
Spanish No. 1	0 12 1/2	0 12 1/2
Virginia No. 1	0 13 1/2	0 13 1/2
Gunpowders	0 19	0 35
<b>China Greens—</b>		
Pingmeey gunpowder, low grade	0 14	0 18
Pingmeey gunpowder, pea leaf	0 30	0 30
Pingmeey gunpowder, pinhead	0 30	0 50

**COFFEE.**—Still a feeling of weakness prevails in cheaper coffees, with nothing going on which would tend to boost market. Dealers look for no material reduction. Coffees they claim are low enough now, and with all appearances for a new crop not of great, but only average proportions, there appears little chance for a reduction. The weakness they claim is due simply to a falling back



# THE CANADIAN GROCER

of the market into its natural condition, and that now it has about reached that state. On primary markets coffee has been advancing again during past two weeks.

Coffee, Roasted—	Per lb.
Jamaica	0 21½ 0 23¼
Java	0 29 0 33
Maracaibo	0 21 0 23
Mexican	0 25 0 28
Mocha	0 28 0 29
Rio	0 19½ 0 21¼
Santos	0 20½ 0 23

**SPICES.**—Canary seed is steadily advancing. Last week it went up 1c straight, and continues on the upward move. As this seed is gathered largely in the Balkans higher prices may be anticipated.

Cream of tartar too is scarce and advancing. One firm has put their prices up 2c straight, this week. Peppers also are firm and liable to move upwards as a result of scarcity.

Spices—	Per lb.
Allspice, ground	0 13 0 15
Allspice, whole	0 08 0 10
Cinnamon, whole	0 18 0 20
Cinnamon, ground	0 18 0 20
Cinnamon, Batavia	0 25 0 30
Cloves, whole	0 25 0 25
Cloves, ground	0 30 0 33
Cream of tartar	0 25 0 30
Ginger, Cochin	0 18 0 21
Ginger, Jamaica	0 22 0 25
Ginger, Jamaica, whole	0 17 0 20
Mace	0 07 0 07
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	0 35
Nutmegs, ground, pure, 1 lb. tins, 70c; bulk	0 60
Peppers, black, grown	0 17 0 20
Peppers, black, whole	0 18 0 20
Peppers, white, ground	0 27 0 30
Peppers, white, whole	0 26 0 28
Seeds—	Per lb.
Canary	0 10 0 12
Caraway	0 09 0 10
Cardamon	1 25 1 50
Celery	0 40 0 50
Hemp	0 05 0 05½
Rape	0 07 0 07½

**RICE AND TAPIOCA.**—Prices continue unchanged as follows:—

**NUTS.**—No further advance has been made in nuts this week, but all varieties remain exceedingly firm owing to crop shortage.

In shell—	Per lb.
Almonds	0 17
Brazils	0 20 0 21
Filberts	0 13 0 14
Peanuts, American, according to qual.	0 08½ 0 11½
Peanuts, French	0 09
Peanuts, polished, large	0 18 0 19
Walnuts, marbots	0 14 0 15
Shelled—	Per lb.
Almonds, Tarragona, soft	0 15½ 0 17½
Almonds	0 33 0 34
Almonds, Valencia	0 37½ 0 39
Peanuts	0 08 0 09
Walnuts, new	0 29 0 30

**BEANS.**—Market is rather firmer owing to reports received to effect that new crop is again away below average. Prices so far are unchanged, but dealers are hoping for better prices shortly. Dry lima beans this week have moved up ½ cent to from 7 to 7½c per lb.

Beans—	Per bushel.
Austrian, H. P.	2 50
Canadian, prime	1 80 1 90
Canadian, extra H.P.	2 00 2 40
Yellow eyes	3 25
Brown	2 75
Peas, Canadian, per bus.	2 60

## ONTARIO.

Toronto, August 6.—In spite of the absence of the persuasive “drummers” from most of their haunts, wholesalers report business fairly good. The main theme of the last two days has been the general advance of 10 cents in sugar, equaling about 34 cents per bbl.

**SUGAR.**—The few who were talking increase do not appear to have acted

upon their own advice, as nearly every house was lightly stocked. To the most the circulars of the refineries came a little unexpectedly. It is said that in some quarters in an attempt to bear the market a report was circulated of a probable drop instead of advance. The Canadian Grocer, in a note last week, remarked, however: “Some expect an increase, as the present rates, it is said, are conceded to be below the cost of production.”

The announcement followed four decreases since the first of the year, and was made on Monday, so that few were aware of it here until Tuesday.

A sugar broker defends the advance on the grounds that raw sugar, beet sugar and the American market were warrants for it. A cable from London announces the advance of beet sugar from 9s 0¾d to 9s 3¾d. In New York Cuba raws went up from \$3.61 to \$3.73.

A wire from that city this morning to a local broker reads:—“Big demand for granulated all over, and now market is very strong. There is an upward tendency after all these advances.”

“We had heard two or three times before that sugar was going to advance, and, as the prophecies failed, we were scared off, like the old cry of “Wolf! and were not prepared,” was the statement of a wholesaler.

The new prices, 10 cents ahead of Montreal, are as follows:—

Extra Granulated Sugars—	Per 100 lbs
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Second grade, in 100 lb. bags	4 35
Extra Ground Sugars—	Per 100 lbs
Barrels	4 90
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	Per 100 lbs
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lump—	Per 100 lbs
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 45
Crystal Diamonds—	Per 100 lbs
Barrels	5 30
100 lb. boxes	5 45
50 lb. boxes	5 55
5 lb. cartons	6 40
Crystal Dominoes, cartons	7 20
Yellow Sugars—	Per 100 lbs
No. 3	4 55
No. 2	4 45
No. 1	4 15

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

**MOLASSES AND SYRUP.**—Prices rule unchanged over last week.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¼
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 03¾
Pails, 38½ lbs. each	1 75
Pails, 25 lbs. each	1 25
Molasses, per gallon—	Per case.
New Orleans, barrels	0 27 0 29
New Orleans, half barrels	0 29 0 31
West Indies, barrels	0 28
West Indies, half barrels	0 30
Barbados, fancy, barrels	0 45 0 47
Barbados, fancy, half barrels	0 49 0 50
Maple Syrup—Compound—	Per case.
Gallons, 6 to case	4 90
½ gal., 12 to case	5 40
¼ gal., 24 to case	6 80
Pints, 24 to case	7 70 3 60
Maple Syrup—Pure—	Per case.
5 gallon cans, 1 to case	1 25
Gallons, 6 to case	6 00
½ gallons, 12 to case	7 25
¼ gallons, 24 to case	7 25
Pints, 24 to case	6 70

Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	1 00	
48 and 48 twin bars	3 00	
Maple butter, lb. tins, down	1 00	

**NUTS.**—There are no further increases this week after the advance in Brazils, almonds and walnuts one week ago, but all three continue firm.

In shell—	Per lb.
Almonds, Formigetta	0 15 0 16
Almonds, Tarragona	0 17
Brazils	0 15
Filberts, Sicily	0 12½
Filberts, Barcelona	0 09½
Peanuts, green, per lb.	0 10 0 10½
Peanuts, roasted	0 12 0 14
Pecans	0 18 0 20
Walnuts, Bordeaux	0 13 0 13½
Walnuts, Grenoble	0 15 0 16½
Walnuts, Marbots	0 14 0 15
Walnuts, Cornes	0 13 0 14
Shelled—	Per lb.
Almonds	0 40
Filberts	0 27
Peanuts	0 09 0 10
Pecans	0 75
Walnuts	0 34 0 35

**SPICES.**—A straight advance of 2 cents in cream of tartar is the most noticeable feature this week, but as this product has comparatively a small sale except for chemical purposes, the change does not create much comment.

The rise is due to the half failure of the grape crops in France owing to mildew. It may not be known generally that cream of tartar is manufactured from the sediment in the bottom of the vats after the liquid has been poured off. After being refined, it is known as “Argols,” and a further refining process of these results in cream of tartar crystals. It is a curious fact that California, Spanish and Italian grapes, through their sweetness, fail to produce cream of tartar, and the price seems likely to go still higher.

White peppers and cloves have advanced slightly, though not quotably, and shredded cocoonut is up to 18 cents.

	5 and 10 lb. tins.	¼ lb. doz.	¼ lb. doz.
Allspice	14-17	60-70	70-80
Cassia	22-27	72-90	80-115
Cayenne pepper	22-28	72-90	80-115
Cloves	30-36	1 08-0 96	—1 08
Cream tartar	—32		
Curry powder	—35		
Ginger	22-27	65-85	75-95
Mace	75-1 00		0-2 75
Nutmegs	25-30	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	27-29	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
Turmeric	16-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Cardamon seed, per lb., in bulk	2 25	1 80	
Cinnamon, Ceylon, per lb.		0 50	
Mustard seed, per lb., in bulk	0 10	0 12	
Celery seed, per lb., in bulk	0 60	0 70	
Shredded cocoonut, in pails	0 18	0 20	

**RICE AND TAPIOCA.**—The market shows no changes beyond the drop of half a cent in medium and seed pearl last week.

Rangoon, per lb.	0 03¼	0 04
Rangoon, fancy, per lb.	0 05½	0 06½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 06½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—	Per lb.	
Brown, per lb.	0 05	0 05½
White, per lb.	0 05	0 05½
Tapioca—	Per lb.	
Bullet, double goat	0 06½	
Medium pearl	0 05½	
Seed pearl	0 05½	
Flake	0 06½	

**COFFEES.**—The same tendency remains in the coffee market as for the past two weeks, an easier feeling in



# THE CANADIAN GROCER

Rios and Santos and the better grades standing firm. Prices are not changed.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricao	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

TEA.—The market remains steady, with a tendency to go higher, owing to damages to new crops already noted.

DRIED FRUITS.—The new stock of Valencias, true to advance reports, have started on the toboggan, and are 1½ cents lower this week. Other prices remain the same.

Apples, evaporated, per lb.	0 07½	0 08
Apricots—		
Standard, 25-lb. boxes	0 15	0 17
Choice, 25-lb. boxes	0 17	0 19
Fancy	0 20	0 22
Candied Peels—		
Lemon	0 11	0 12½
Orange	0 12	0 13
Citron	0 15	0 18
Currants—		
Filiatras, per lb.	0 07	
Amalas, choicest, per lb.	0 07½	
Patras, per lb.	0 07½	
Vostizzas, choice	0 10	
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Eleme figs, in boxes, according to size, lb.	0 10	0 15
Peaches—		
Standard, 25-lb. boxes	0 09	0 10
Choice, 25-lb. boxes	0 09	0 10
Choice, 50-lb. boxes	0 8½	0 09
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 12½	0 13½
40 to 50, in 25-lb. boxes, faced	0 11	0 11½
50 to 60, in 25-lb. boxes, faced	0 09	0 09
60 to 70, in 25-lb. boxes, faced	0 07½	0 07
70 to 80, in 25-lb. boxes, faced	0 07	0 07
80 to 90, in 25-lb. boxes, faced	0 06½	0 06
90 to 100, in 25-lb. boxes, faced	0 06	0 06
Same fruit in 50-lb. boxes, unfaced, ¼ cent less.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, old stock	0 08	0 08½
Seeded, fancy, 1 lb. packets	0 09	0 09
Seeded, choice, 1 lb. packets	0 08	0 08

BEANS.—Hand-picked Canadian are scarce, and bring \$2.25. Prime beans are of poor quality, selling at \$1.90.

## CANNED GOODS.

Toronto, Aug. 6.—With the canned goods prices one week old and no changes announced in the first list, interest has been shifted to the unique situation in British Columbia where not only the salmon fishermen but those employed in the canneries have gone out on strike along the Fraser River. Fully 5,000, it is said, are involved and unless a settlement is reached in a few days the catch will be greatly reduced. Finding the gulf and river mouth swarming with fish, and mindful of the promised reaction in price, the canners announced a cut, which for sockeyes amounted to 10 cents on the 25 cents rate of last year. The Japanese offered a compromise at 20 cents but they were unsupported, and they, and the whites and Indians all went out. There were a few Greeks remained on the job but these met with opposition and were set upon and their catch overturned. The strikers also called out the women in the canneries and the

whole industry is at a standstill. As the season closes the first week in September the outlook is rather serious.

A Toronto representative of a British Columbia packer assured Canadian Grocer Wednesday afternoon that he expected some agreement would be reached within forty-eight hours, by which the fishermen would return to work.

## VEGETABLES.

	Group A, per doz.
2's Asparagus Tips	2 27½
2's Asparagus Butts	1 42½
2's Beets, Sliced, Blood Red, Simcoe	0 97½
2's Beets, whole, Blood Red, Simcoe	0 97½
2's Beets, Whole, Blood Red, Rosebud	1 32½
3's Beets, Sliced, Blood Red, Simcoe	1 37½
3's Beets, Whole, Blood Red, Simcoe	1 52½
3's Beets, Whole, Blood Red, Rosebud	0 97½
3's Cabbage	0 97½
2's Carrots	0 97½
3's Carrots	1 27½
2's Peas, Standard, sieve 4	0 85
2's Peas, Early Junes, sieve 3	0 87½
2's Peas, Sweet Wrinkles, sieve 2	1 07½
2's Peas, Extra Fine Sifted, sieve 1	1 07½
Gals. Peas, Standards	4 02½
Gals. Peas, Early Junes	4 12½
Gals. Peas, Sweet Wrinkles	4 27½
2's Spinach	1 27½
3's Spinach	1 77½
Gals. Spinach	5 30

(Group B is 2½c. doz less in each case.)

## FRUITS.

2's Black Cherries, pitted H.S.	1 92½
2's Black Cherries, not pitted H. S.	1 52½
2's Red, Ptd, Cherries, H.S.	1 52½
2's Not ptd., Red Cherries, H.S.	1 52½
Gals. Ptd. Cherries	8 02½
Gals. Not Ptd. Cherries	8 02½
2's Cherries, White Ptd., H.S.	1 92½
2's Cherries, White, Not Ptd., H.S.	1 52½
2's Black Currants, H.S.	1 92½
2's Preserved, Black Currants	2 27½
Gals. Black Currants, Standard	5 27½
Gals. Black Currants, Solid Pack	8 27½
2's Red Currants, H.S.	1 92½
2's Red Preserved Currants	2 27½
Gals. Red Currants, Standard	5 27½
Gals. Red Currants, solid pack	8 27½
2's Gooseberries, H.S.	1 77½
2's Gooseberries, Preserved	2 02½
Gals. Gooseberries, Standard	7 02½
Gals. Gooseberries, solid pack	8 77½
2's Pineapple, sliced, H.S. White Bahama	1 92½
2's Pineapple, grated, H.S. White Bahama	1 47½
2's Pineapple, whole, H.S. White Bahama	1 92½
2's Pineapple, Preserved	2 47½
3's Rhubarb, Preserved	1 52½
Gals. Rhubarb Standard	5 52½
2's Strawberries, H.S.	1 92½
2's Strawberries, Preserved	2 27½
Gals. Strawberries, standard	7 52½
Gals. Strawberries, solid pack	9 77½

(Group B is 2½c. doz. less in each case.)

## MANITOBA MARKETS.

POINTERS:—

Sugar—10c advance.

Winnipeg, Aug. 6.—Every day of warmth and sunshine brings the West nearer to the consummation of its hopes and as day after day the prospects improve, confidence in the business situation increases. Harvest time is now drawing close, and there has so far been no serious mishap to the growing crops. Business men in general are confident of an active fall. If there is anything to fear it is that the extreme conservatism of the past six months may be followed by a spell of over-active buying. It should be borne in mind that it must be yet a considerable time before money realized from the crops will be in circulation.

There is a good demand for all staple lines of groceries, and the volume of business is steadily increasing.

SUGAR.—The recent firmness observed in this market has at last developed into an advance of 10 cents. Demand is strong in view of the pre-serving season. Then there is always

an increase in consumption during harvest and threshing time.

Extra standard granulated, per bbl.	5 05
Montreal yellow, per bbl.	4 65
B.C. yellow, per barrel	4 65
icing sugar, per barrel	5 65
Powdered, per barrel	5 45
Lumps, hard, per barrel	5 75
Sugar in sacks, 5 cents less.	

SYRUPS.—Syrup prices are steady, but with a raise of 10 cents per bushel in the prices of corn during the past week and the very serious outlook of the corn crop points to high-priced syrups and all other corn products.

Corn Syrups—	
2 lb. tins, per case	2 28
8 lb. tins, per case	2 33
10 lb. tins, per case	2 51
20 lb. tins, per case	2 82
Barrels, per 100 lbs.	3 82
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case	6 20
Maple syrup, ½ gals.	5 85

DRIED FRUITS.—Loose Muscatel raisins and California seeded are higher to the extent of ¼ cent. Other lines of dried fruits are steady, with business not particularly active, as is usual at this time of the year.

Prunes—		Per lb.
Prunes, 80 to 90, 25 lbs.		0 06
Prunes, 90 to 100, 25 lbs.		0 06½
Prunes, 70 to 80, 25 lbs.		0 06½
Prunes, 60 to 70, 25 lbs.		0 07½
Prunes, 50 to 60, 25 lbs.		0 08½
Prunes, 40 to 50, 25 lbs.		0 10½
Apricots—		
Choice		0 15½
Standard		0 13½
Slab		0 11½
Nectarines		0 11½
Cooking Figs—		
Choice boxes		0 06½
Half boxes		0 06½
Half bags		0 06½
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box		2 75
Fine, selected, 28s, s.p., per box		2 70
4-crown layers, 22s, s.p., per box		2 35
4-crown layers, 17s, s.p., per box		1 35
4-crown layers, 17s, s.p., per box		0 75
Ne plus ultra, 82s, s.p., per box		2 20
Sultanas—		
California		0 09½
Smyrna	0 14	0 14
Currants—		
Dry clean, per lb.		0 07½
Washed, per lb.		0 07½
1-lb. package		0 08½
2-lb. package		0 17½

COFFEES AND TEAS. — Lower grades of coffee are said to be easier in the Eastern market, but New York reports on futures are decidedly bullish this week. Teas are steady.

Coffee—	
Green Rio, No. 5	0 14½
Roasted Rio	0 20
Green Santos	0 15½
Roasted Santos	0 22
Chicory	0 11½
Teas—	
China blacks, choice	0 25
India and Ceylon, choice	0 32
Japans, May picking	0 35
Japans, choice	0 35

NUTS.—No further advances recorded. Trade is quiet, but up to average of past seasons.

Brazil	0 18	0 19
Tarragona almonds	0 16½	
Peanuts, roasted, Jumbos	0 13	
Peanuts, choice	0 11	
Pecans	0 22	
Marbot walnuts	0 13½	
Grenoble walnuts	0 16	
Sicily filberts	0 11½	
Shelled almonds	0 38	
Shelled walnuts	0 31	

BEANS.—Trade in white beans and allied lines is normal, with prices unchanged.

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



NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., August 6.—Sugar market indicated a change following rise in New York stocks some time ago, and now the change has taken place here. All grades went up 10 cents Monday. Dealers seem to think it will stay about this rate for a time. The market otherwise is fairly quiet, business keeping about same. Collections are somewhat light.

Yellow eye beans are higher. Beef and pork are firm. New prices on canned goods are out, and canned peas are much easier.

Bacon, roll	0 16	0 16½
Bacon, breakfast	0 20	0 22
Beans, Austrian, bushel	2 30	2 65
Beans, yellow eye, bushel	2 75	3 80
Butter, dairy, per lb.	0 24	0 25
Butter, creamery, per lb.	0 25	0 27
Buckwheat, W., grey, bag	2 75	2 85
Cheese, new, lb.	0 13½	0 14
Currants, 1½, lb.	0 07½	0 08
<b>Canned Goods—</b>		
Beans, baked	1 30	1 35
Beans, string	1 02½	1 05
Corn, doz.	0 97½	0 99
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87½	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, doz.	1 55	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	1 99½	2 00
Strawberries	1 97½	2 00
Tomatoes	1 65	1 70
Cornmeal, gran.	4 85	4 85
Cornmeal, bags	1 55	1 55
Cornmeal, bbls.	3 20	3 20
Eggs, henney	0 24	0 26
Flour, Manitoba	5 45	5 45
Flour, Ontario	5 85	5 85
Lard, compound, lb.	0 11½	0 11½
Lard, pure, lb.	0 15½	0 16
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 25	5 25
Oatmeal, std.	5 80	5 80
Pork, domestic mess	29 00	29 00
Beans, American clear, bbl.	27 00	27 00
Potatoes, barrel	1 40	1 40
Raisins, California, seeded	0 08	0 08
Rice, per cwt.	3 60	3 70
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
<b>Sugar—</b>		
Standard granulated	4 60	4 60
United Empire	4 50	4 50
Bright yellow	4 40	4 40
No. 1 yellow	4 10	4 10
Paris lumps	5 60	5 60

ANIMAL MATTER IN THE FIGS.

Food Inspector Had Some Analyzed And \$50 Fine Resulted.

Toronto, Aug. 7.—Under the Adulteration Act any food which contains wholly or in part any diseased, decomposed or putrid substance, whether manufactured or not, is unsaleable. Last week a local confectioner, upon information laid by Food Inspector H. J. Dager, was fined \$50 and costs for breaking the law in this regard. Mr. Dager bought a box at 50 cents and had them analyzed. The analysis of a Government analyst showed the figs to contain dead worms, mites and beetles, as well as putrid vegetable matter. Some of the figs were in a powdery and decomposed condition.

"I don't think he meant to sell these figs," remarked Magistrate Denison, "but he had no business to have them in his place. The fine will, therefore, be light—fifty dollars and costs."

An appeal may be entered on the ground that the sale was forced by the inspector.



The following items are from Canadian Grocer of Aug. 11, 1893:—

"Fraser, Viger & Co., Montreal, are going to move from their present premises on St. James St., down to the premises at present occupied by Walker, the jeweler, near Victoria Square. The move will be made in May next, and Mr. Fraser says that the cellars in his new premises will give him the largest space of any 'Italian warehouse' in the country."

Editorial Note.—The new location referred to above is still the place of business of Fraser, Viger & Co. Since that date their trade has grown to such an extent that they have opened a branch store in "The Annex," on Laurier Ave. It is also their intention to increase their store space in St. James St. within the next year, by taking in one of the adjoining stores.

The cellars above referred to are a series of vaults dating away back to the time when Montreal was a walled city. With them is connected much history. Many buildings have since been erected over these vaults which now extend out under St. James street, and run beneath adjoining stores to the west. Though rather low, and with old-fashioned curved roofs they prove themselves most acceptable storehouses for the large stock handled by this firm.

"The Nova Scotia, Halifax and Moncton sugar refineries have at last amalgamated. This was decided at a meeting held in Moncton, N.B. last week. John F. Stairs is president, T. E. Kenny, Wily Smith, James Thompson, J. L. Harris and J. A. Humphrey (Moncton), and Messrs. Gills, Brand and Cox (Scotland), are the directors. The head office of the company will be in Halifax. T. M. Cutler will be secretary."

Editorial Note.—The Acadia Sugar Refining Co. is therefore another of the many firms that were in business 20 years ago and to-day.

BUSINESS BUILDING ON GOOD GOODS AND SERVICE.

(Continued from page 23.)

an article can be found without delay, even in the dark.

An ingenious utilization of space is shown in the illustration. Three rows

of shelves are placed beneath the show cases. The front ones are used for goods in glasses, such as jams and pickles, and the ones nearer the rear for the smaller cereal packages.

The counters on the left side also show an improvement over the majority. Instead of the usual deep "underhang," these are brought out nearly flush with the top, and cabinets are set in, which open from the inside of the counter. These roomy boxes are filled with cereals, sugar, rice, etc., and are right to hand for the salesman.

System of Bookkeeping.

The system of bookkeeping in use in this store will be explained at length in a later issue of Canadian Grocer. Briefly, it consists in keeping each credit customer's account filled in daily, so that at the end of the month each is ready to send out—with each individual purchase entered upon it and the totals carried out day by day. These monthly account pages are filled in every morning by the bookkeeper from the loose counter checks made out the day before, and, of course, are duplicated by the use of carbon paper. The corresponding ledger item is entered at the same time.



FORGETTING INQUIRIES.

"Did you ever think of this leak that is caused by not following up inquiries," asked a retail dealer recently, "that come in for goods you do not happen to have at the time?"

"I would say," he added, "that there is one of the biggest leaks of them all because you often lose good sales that otherwise would be easy to make."

"In the fruit season, for instance, we all get inquiries for fruit when we haven't any or cannot recommend what we have for preserving purposes, we say probably that we have some in stock, but it is not fresh and more will be in to-morrow. The customer may or may not ask us to send a basket in the morning; but, whether or not, it is our duty to call her up anyway. If we promised a basket then we should have a memo of it somewhere and see that it goes promptly. If we do not there is not only one sale lost, but several because that customer loses confidence in us."

To overcome this the grocer should have some kind of memo pad or follow up system to keep track of inquiries and promises.





# Advance in Rolled Oats and Cornmeal

Unexpected Sharp Turn in Rolled Oats After Decline Last Week—Ten Cents Rise in Cornmeal Per Bag—Harvesting General in a Week Out West, With Favorable Prospects Continuing.

The sudden rise in rolled oats divides attention this week with the imminence of harvesting in the West. One week ago a drop of 5 cents took place simultaneously in rolled oats in Montreal and Toronto, and buying was stimulated to a large degree. Suddenly on Saturday last one firm announced a 15 cent increase per bbl., and the whole market followed suit, with the natural result that buying fell quiet again. It was certainly a "flurry in oats," but served to lighten stocks. Whether the rise is the natural result of the advance in corn is puzzling outsiders.

A slight fall of rain improved prospects in the corn belt slightly early this week, but the most optimistic estimates place the shortage in the crop at 500,000 bushels. The advance in cornmeal of 20 cents a bbl. was not as sharply defined in the Toronto market as in Montreal, but announcements made on Wednesday at noon warrant an advance in the quotations of the former market as well.

The first sample of Manitoba wheat reached Winnipeg on Tuesday and produced an enthusiastic impression. Cutting has begun in several districts in Southern Manitoba and Alberta, and within a week or ten days will be general throughout the West. The conditions continue to favor ripening, and the only problem at present is a sufficient supply of laborers.

## MONTREAL.

**FLOUR.**—In sympathy with corn, which during the past two weeks has moved up as much as 9 cents per bushel, wheat is also stiffening. October closed Monday at 91c, an advance of 7/8c on the week, and December at 88 5/8c, an advance of 3/4 cents on the week, and both closing firm.

Reports received from the West re growing wheat crop are exceedingly encouraging. Cutting is about to begin. Wheat, however, shows how much inde-

pendence it has by sinking like lead whenever corn goes down.

Locally demand for flour is particularly good for season. Prospects generally are for a steady market for some time to come.

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

**CEREALS.**—Decline announced last week in rolled oats appears to have been simply a market manipulation as within a few days of the decline the price was advanced 5 cents per barrel beyond the old mark. This price quoted to-day run at \$2.27 1/2 for 90s in jute or \$4.85 per barrel. Some mills, however, refuse to make the change and still quote \$2.25 on 90s as two weeks ago.

Owing to marked firmness in oat market in Winnipeg it would appear as if this advance were likely to hold.

Cornmeal also has moved up 20 cents per barrel, or 10 cents per bag, following directly on the late firmness of corn. During the past 2 weeks corn has advanced 9c per bushel owing to lack of rains, and reports of crops being in poor condition. In some parts the yield is far below average, but in others, with good rains before Aug. 15, there is a chance for a fairly good crop. Monday alone market fluctuated from 69 1/2, Saturday's close, to 71 1/4, and closed at 68 1/2, a drop of 1 cent over Saturday's close. This whole situation soon this may be made is doubtful.

	Per 96-lb. sack
<b>Cornmeal—</b>	
Kiln dried .....	2 05
Softer grades .....	1 95
<b>Roller Oats—</b>	
Small lots .....	2 27 1/2
25 bags or more .....	2 17 1/2
Roller oats in cotton sacks, 5 cents more.	
<b>Oatmeal—</b> Fine, standard and granulated, 10 per cent. over roller oats in 90s, in jute.	
Roller wheat—	
Small lots .....	100-lb. bbls. 2 85
Hominy, per 96-lb. sack .....	2 05

**MILL FEEDS.**—Mill feeds still hold very firm. With heavy demand, and

with wheat market holding up dealers still look for an advance, though how soon this may be made is doubtful.

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

## TORONTO.

**FLOUR.**—The market continues quiet as before, like a calm before a storm, awaiting the verdict in the West. Buying has been brisker in blended flour. The unusual quality of Ontario wheat may result in a lowering of flour prices. While the most of it is undelivered owing to the farmers being busy with oats, rye, etc., samples continue to uphold earlier reports that it is the best in years, and it is estimated that four bushels 20 lbs. of this year's will produce one barrel of flour, compared with 5 bushels last year.

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

Winter Wheat Flour—		
Fancy patents .....	5 00	5 20
90 per cent. ....		4 80 5 00
Straight roller .....	4 60	4 80
Blended flour .....	5 05	5 35

**CEREALS.**—The advance of 7 1/2 cents a bag in rolled oats has been referred to above, as well as 10 cents a bag in cornmeal. Rolled wheat is slightly firmer also.

<b>Cornmeal, per 96 lb. bag—</b>		
Kiln dried, 25 bag lots .....	1 95	2 10
Softer grades, 25 bag lots .....	1 80	1 85
<b>Roller oats, per 90 lb. sack, in jute—</b>		
Small lots .....	2 27 1/2	2 32 1/2
25 bags to car lots .....	2 17 1/2	2 22 1/2
Roller oats in cotton sacks, 5 cents more.		
<b>Oatmeal, standard and granulated, 10 per cent. over roller oats in 90 S, in jute.</b>		

Roller Wheat—	
50 lb. boxes .....	1 50
100 lb. barrels, small lots .....	2 90
100 lb. barrels, 5 bbl. to car lots .....	2 80

**MILL FEEDS.**—Prices are rather firmer, and if anything are likely to go a shade higher.

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





## Heavy Slump This Week in Tomatoes

Rapid Ripening of Crop and Heavy Supply Dragged Market Down From \$1.75 to 50 Cents, and 25 Cents Is a Possibility Next Week—Potatoes Also Down, With General Drop in Vegetables—Canadian Plums a Heavy Crop.

### MONTREAL.

**GREEN FRUITS**—Owing to market being rather overstocked with lemons on account of dealers loading up for summer, prices have this week taken a drop to \$4.25 and \$4.50 per crate.

California fruits are arriving in large quantities, but so heavy is the demand for all lines that no let up in prices has as yet been realized.

Many new lines of Ontario fruits have appeared during past week. Among others are Burbank plums, Gifford pears, harvest apples, and a few clingstone peaches and Montreal melons. The peaches have as yet only started, but better supplies are expected shortly.

#### CANADIAN SEASONABLE FRUITS.

Apples, harvest, per 8 qt. bkt.	0 35
Blueberries, New Brunswick, per qt.	0 17
Currants, red or white, per qt.	0 08
Currants, black, per gal.	0 60
Cherries—	
Red, 11 qt. baskets	1 00
Red, 6 qt. baskets	0 50
Grapes, Malaga, per 25 lbs. box	3 00
Plums, Burbanks, 8 qt. bkt.	0 35
Pears, Gifford, 8 qt. bkt.	0 50
Raspberries, black, per qt.	0 12
Raspberries, red, per qt.	0 17

#### CALIFORNIA SEASONABLE FRUITS.

Cantaloupes, 4s. per crate	4 75
Peaches, Crawford, box	2 25
Pears, Bartlett, box	3 75
Plums, Wickson and Burbanks, 4 bkt. carriers	2 25
Plums, Tragedies, 4 bkt. carriers	3 00

#### STAPLE LINES.

Apples, Illinois, harvest, per hpr.	2 00
Bananas, per crate	2 50
Grapefruit, Jamaica, case	6 00
Lemons, Verdeli, new, case	4 25
Limes, Florida, box of 100	1 25
Oranges—	
Jamaicas, 126s to 250s	3 00
Sorrentos, 80s	2 50
Sorrentos, 160s	4 50
Sorrentos, 200s	5 00
Messina, 100s, half boxes	2 75
Messina, 80s, half boxes	2 50
Late Valencias	5 50
Watermelons	0 50

**VEGETABLES.**—Tomatoes have this week taken a great slump owing to domestic outdoor-grown product appearing on the market. Though only in moderate supply, these show fine quality, and are competing very favorably with imported product.

Potatoes are being sold at \$3.50 to \$3.75 per barrel but in large quantities also in bags at \$1.25 to \$1.50.

Domestic corn is also appearing, selling at \$1.50 per sack of 10 doz. ears.

Beans, wax, per bag of 25 lbs.	0 75	1 00
Beets, new, dozen	0 30	0 35
Beans, green, per bag of 25 lbs.	0 75	1 07
Cabbage, domestic, per 10z.	0 75	1 25
Cauliflower, hothouse, per dozen	1 50	2 00
Celery, domestic, dozen	0 50	0 50
Corn, domestic, per 10 doz. sack	1 50	1 50
Cucumbers, domestic, per doz.	0 40	0 50
Egg plant, box	3 50	3 50
Lettuce, domestic, heads, doz.	0 25	0 40
Onions—		
Egyptian, bag, of 116 lbs.	2 50	2 50
Spanish, per case	3 00	3 00
New, green, per bunch	0 25	0 25
Peppers, green, per hamper	3 00	3 00
Peas, green, per hamper	1 25	1 25
Peas, domestic, per 2 bkt. bag	1 00	1 00
Potatoes—		
Virginia, per bbl.	3 50	3 50
Domestic, new, barrel	3 50	3 50
Radishes, per dozen	0 15	0 20
Tomatoes, New Jersey, bushel crate	1 25	1 50
Turnips, bunch of doz.	0 25	0 35
Tomatoes, can, outdoor, 11 qt. bkt.	0 60	0 75

### TORONTO.

**FRESH FRUITS.**—For a large-sized drop in price the humble lawtonberry held the record in the fruit market on Tuesday of this week. This specimen occupies rather a unique position in that its sale cannot be forced. There are a certain number of lawtonberry buyers and a certain number of lawtonberries bought. The fluctuation is infinitesimal. So if this berry is sent in large quantities, behold an immediate slump, and a low record price for the whole season in berries was made, in 10 to 12 cents. Raspberries came in fairly freely near the end of the week and many sales were made around 12 and 13 cents. With the season nearly over a slightly higher average prevails. Red currants for a similar reason advanced one cent. Cherries hold firm around last week's prices. Gooseberries are practically off the market, a stray basket selling for 75 cents.

There was a rush of Canadian plums and the market dropped to 35 cents for the small, to 50-60 for the large. The crop is reported to be very plentiful. Canadian peaches continue to come in freely.

The fruit market on Tuesday with the inrush of plums, apples and tomatoes was the heaviest of the year.

Apples are not as plentiful as last year, but for "good sellers" one dealer claims there are enough. Last year the supply was very heavy.

Apples, Canadian, basket	0 40	0 50
Apples, Canadian, basket	0 30	0 65
Bananas, per bunch	1 50	2 25
Cantaloupes, California, cases	5 50	5 50
Currants, blk., basket	1 75	1 75
Cantaloupes, California, flats	1 85	1 85
Currants, red, per qt.	0 09	0 09
Cherries, Canadian, 11 qt. bkt.	0 75	1 00
Cocoanuts, per sack of 30	5 00	5 50
Lemons, Verdeli, new	5 50	6 00
Oranges, California Valencias	5 50	6 25
Limes, per box of 100	1 75	1 75
Peaches, California, box of 8-10 dozen	1 90	1 85
Peaches, Canadian, small bkt.	0 40	0 50
Peaches, Canadian, large bkt.	0 75	0 90
Pears, California, boxes Bartletts	3 25	3 50
Pears, Canadian, 6 qt.	0 30	0 40
Pears, Canadian, 11 qt.	0 40	0 75
Plums, California	1 75	2 25
Plums, Canadian	0 35	0 60
Raspberries, per qt.	0 13	0 15
Lawtonberries	0 10	0 12
Watermelons, 23 to 35 lbs.	0 40	0 50

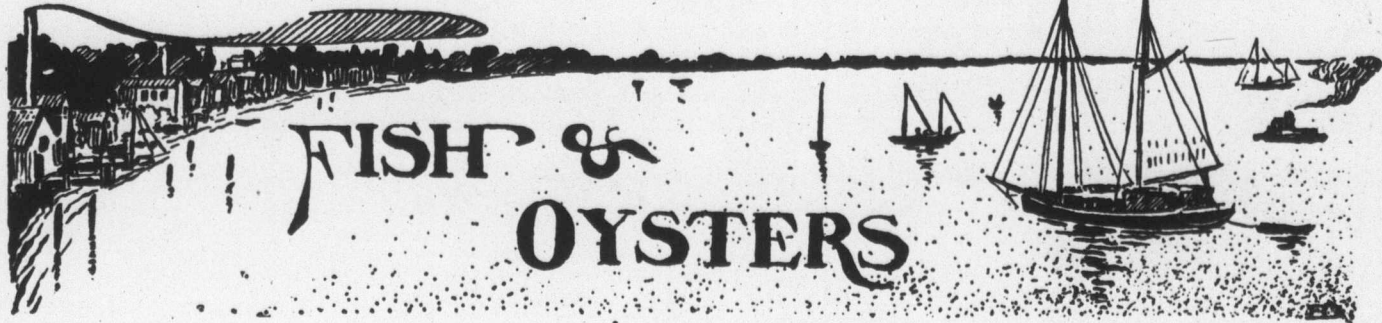
**VEGETABLES.**—The most prominent article at the fruit market these days is the tomato basket, nice, large, red Canadian tomatoes. The scarce hot-house variety is no more and the outdoor produce slumped to 50 cents a basket from \$1.75 a week ago. Several dealers predicted a drop to 25 cents before one week as hot weather has ripened whole crop rapidly and the market is sure to be loaded up.

Domestic potatoes are coming in more freely and the price dropped 25 cents a barrel to \$3.25. A few New Jerseys are being imported at same figure, but the American and New Brunswick have given place to the home-grown and it will be a month before the new Eastern crop can be sent in, owing to the heat. Buyers look for the prices to keep up pretty well as the crop is small.

Corn has dropped to 15c and 17c, and the increased supply has resulted in a drop in beans, celery (two-thirds) cabbage and onions.

Beans, wax, 11-qt., per basket	0 35	0 35
Beets, Canadian, new, per basket	0 25	0 30
Carrots, Canadian, new, doz. behs.	0 25	0 25
Cabbage, Canadian, crate of 30	3 00	3 00
Cauliflower, Canadian, cs. of 2 doz.	1 25	1 25
Celery, domestic, doz.	1 40	1 40
Corn, new, doz.	0 15	0 17
Cucumbers, Canadian, basket	0 30	0 40
Lettuce, domestic heads, basket	0 30	0 35
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, crate	3 25	3 25
Green, bkt.	0 35	0 35
Parsley, bkt.	0 75	0 75
Peas, green, 11 qt. bkt.	0 50	0 60
Green peppers	0 40	0 50
Potatoes—		
New, per barrel	3 25	3 25
Ontario, new, per bushel	0 30	1 00
Radishes, doz. bunches, domestic	0 20	0 20
Tomatoes, Canadian, basket	0 50	0 50
Tomatoes, Mississippi, 4-bkt. carriers	1 25	1 85
Tomatoes, New Jersey, bushel, crate	1 50	2 00
Vegetable marrow	0 35	0 40
Water cress, domestic, 11-qt. basket	0 35	0 40





## Several Advances in the Price of Fish

Doree, Gaspé Salmon, Whitefish, Carp and Others are Up—  
Sword Fish Coming on Montreal Market—Imported Pickled  
Herring Likely to be Higher.

### MONTREAL.

FISH. — Trade is just as good as could be expected for this time of year, and all fresh fish that are available either from rivers or lakes are readily taken up. Quantities arriving are small so that prices all tend upward. Doree has advanced to 15c, whitefish to 12 and 13 cents and carp to 8 and 9 cents per lb. Shell fish are rather scarce and with fairly good demand price is being sustained. Lobsters both live and boiled have moved up another cent.

More halibut than ever is coming from the Pacific coast an account of eastern fishing being over. Also this week the trade has started to bring in fresh salmon from the Pacific owing to Gaspé salmon fishing getting poor as it always does at the end of the season. Prices on Gaspé have advanced another 2c this week.

Demand for prepared, salted, dried and pickled fish is wakening up. A few orders have been placed for western trade and should go forward soon. Reports about cod fishing so far indicate a shortage. Pickled mackerel is in better supply than last year in this country on account of big shoals having struck in on Canadian shores in numerous places. As a result a big crop has been gathered. It seems, however, as if these shoals had been lost all of a sudden as no fresh mackerel is just now available. On Monday prices in Boston reached the 40-cent mark, and locally were quoted at 20 to 22 cents each.

Sword fish has been putting in an appearance during the past few days. Until within recent years this fish could not be sold here owing solely to ignorance on the part of the consuming public as to its nutritive and palatable qualities. But now a trade has been built up, and as soon as first shipments arrive there is an eager demand. Season is at its height from the middle of August to about September first. To-

wards the end of the season about a car a week is consumed on eastern markets.

Regarding imported pickled herrings, fishing to date has been poor and reports of shortage have put prices up considerably, so that an advance of 50 to 75 cents per half barrel on Scotch and 25 to 30 cents per half barrel on Dutch herrings has been noted. Demand on this continent has not started in earnest yet, but when it starts about September, if fishing does not improve in the meantime, prices are likely to advance to unprecedented figures.

Fresh Stock—			
Barbotte, dressed, lb.	0 09	0 10	
Bluefish, per lb.	0 16	0 18	
Carp, 100 lb. boxes, per lb.	0 08	0 09	
Cod, market, 250 lb. cases, per lb.	0 05	0 05	
Doree, 100 and 150 lb. cases, per lb.	0 15	0 15	
Flounders, per lb.	0 06	0 07	
Frog legs, large, per lb.	0 50	0 50	
Frog legs, small, per lb.	0 25	0 08	
Haddock, per lb.	0 05	0 08	
Halibut, per lb.	0 11	0 12	
Herring, per 100 fish	1 80	1 80	
Mackerel, average wt. 2 lbs. each	0 20	0 22	
Perch, dressed, per lb.	0 09	0 10	
Pike, dressed, per lb.	0 07	0 08	
Salmon, B.C., red, per lb.	0 15	0 16	
Salmon, Gaspé, per lb.	0 20	0 20	
Steak cod, per lb.	0 07	0 07	
Smelts, per lb.	0 12	0 12	
Sword fish, per lb.	0 10	0 12	
Trout, brook, per lb.	0 30	0 30	
Trout, lake, per lb.	0 11	0 12	
Turtles, small, per lb.	0 15	0 15	
Whitefish, per lb.	0 12	0 13	
Shell Fish, Fresh—			
Clams, per barrel	7 00	7 00	
Crab meats, per gal.	2 50	2 50	
Lobsters, live, per lb.	0 27	0 28	
Lobsters, boiled, per lb.	0 29	0 30	
Meats, bulk, standards, gal., \$1.50; selects	1 80	1 80	
Meats, solid, standards, gal., \$1.80; selects	2 00	2 00	
Oysters, Cape Cod, shell	12 00	12 00	
Periwinkles, per bushel	2 50	2 50	
Prawns, per gal.	2 00	2 00	
Scallops, per gal.	2 75	2 75	
Shrimps, per gal.	2 00	2 00	
Frozen Stock—			
Haddock, per lb.	0 04	0 05	
Herring, per 100 fish	1 50	1 50	
Pike, per lb.	0 06	0 06	
Smelts, fancy, per lb.	0 12	0 13	
Smelts, No. 1, per lb.	0 08	0 09	
Salmon, fancy, Spring, per lb.	0 14	0 15	
Salmon, Gaspé, per lb.	0 15	0 16	
Salmon, Qualla, per lb.	0 07 1/2	0 08	
Whitefish, per lb.	0 07	0 10	
Prepared Stock—			
Boneless fish, 20 lb. pkgs.	0 07	0 08	
Cod, pure, cs. of 20 tablets, per lb.	0 10 1/2	0 10 1/2	
Cod, pure, 3 lb. box, per lb.	0 15	0 15	
Cod, boneless strip, 30 lb. box, lb.	0 10	0 10	
Cod, boneless strip, 2 lb. blks., in 20 lb. pkgs., lb.	0 07	0 08	
Cod, shredded, box of 2 doz.	1 80	1 80	
Cod, skinned, per 100 lb. box.	6 00	6 00	
Cod, dried, per 100 lb. bundle.	6 50	6 50	
Follock, dried, per 100 lb. bundle.	6 00	6 00	
Salted and Pickled Stock—			
Cod, green, ordinary, per 200-lb. bbl.	7 00	7 00	
Cod, green, white napes, per 200-lb. bbl.	8 00	8 00	
Haddock, No. 1, green, per 200 lbs.	5 00	6 00	
Herring, Holland, per keg, 70 to 75c; per 1/2 bbl., \$5.00 to \$6.00; per bbl.	9 00	10 00	
Herring, Labrador, 1/4 bbl., \$2.75, bbl.	5 00	5 00	
Herring, Scotch, keg of 12 lbs. net, \$1.10, 1/2 bbl.	7 00	7 00	

Mackerel, No. 1, 20 lb. kits, \$1.75, 1/4 bbl., \$7.50, bbl.	15 00	15 00
Salmon, Labrador, 1/2 bbl., \$8.00 to \$9.00, bbl.	15 00	16 00
Trout, lake, kegs	7 00	7 00
Trout, sea, half barrels	6 50	6 50
Smoked Stock—		
Bloaters, per box	1 00	1 10
Fillets, regular and fancy, lb.	0 10	0 12
Haddies, regular and fancy, lb.	0 06	0 08
Herring, new, per box	0 13	0 15
Kippers, small, box of 50 fish	1 00	1 25
Salmon, per lb.	0 22	0 22

### TORONTO.

FISH.—Trade has been unusually good the past week in fish. The hot weather has driven lobsters off the Toronto market. The supply of halibut, whitefish and trout is plentiful, but pickerel and pike are scarce and the price has advanced 2 and 1 cent respectively.

Frozen Stock—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	0 09	0 10
Fresh Caught—		
Haddock, per lb.	0 08 1/2	0 07
Halibut, per lb.	0 10	0 11
Herring, per lb.	0 05	0 06
Mackerel, weighing 1 1/2-3 lbs., each	0 15	0 25
Pike, per lb.	0 05	0 08
Roe shad, weight 3 lbs., each	1 00	1 50
Salmon, B.C., per lb.	0 19	0 19
Steak, cod, per lb.	0 07	0 08
Trout, per lb.	0 10	0 12
Whitefish, per lb.	0 10	0 12
Smoked—		
Finnan haddie, per lb.	0 06	0 06
Kippers, box of 40	1 10	1 25
Bloaters, box of 60	1 25	1 25
Prepared—		
Cod, 1 lb. tablets, case of 20	2 00	2 00
Salted and Pickled—		
Herring, Holland, per keg	0 60	0 60

### HALIFAX, N.S.

FISH.—The first arrivals of new fat herring are now on market, and are going to the trade at \$2.75 to \$2.85 per half barrel, and \$5 to \$5.25 per barrel. Market is well supplied with fresh fish. The haddock are improving in quality, and cod are much better than earlier in season. Halibut is in good supply and mackerel are quite plentiful. Some good catches are being made at points along the coast. Large catches of herring are also being made. Salt fish trade is beginning to look up, and there is some improvement noted in the foreign markets.

### OF VALUABLE SERVICE.

THE CANADIAN GROCER.—Sorry your memo got mislaid, hope you will excuse me. I find your paper of valuable service to me.  
H. PENNICEARD,  
325 Barrington St.  
Halifax, N.S.





# Produce & Provisions



## Further Advances in the Provision Market

Compound Lard Up Again in Toronto—Cooked Ham Higher There Also—Hogs a Shade Easier—Montreal Butter Declines—Good Export Demand for Cheese.

### MONTREAL.

**PROVISIONS.**—Meats are now thought to have about reached their limit as there is little probability of hogs going any higher. Firmness continues, however, at present prices.

Lard holds unchanged. Market on compound is firm owing to the exceedingly high price on cotton seed oil. On pure, market is quiet and prices steady.

	Per lb.
<b>Hams—</b>	
Light, under 12 lbs.	0 21
Medium, 12 to 20 lbs.	0 20 1/4
Large, 20 to 40 lbs.	0 19 1/4
<b>Backs—</b>	
Plain, bone in	0 23 1/4
Boneless	0 25
Peameal	0 26
<b>Bacon—</b>	
Breakfast	0 21
Roll	0 17
Shoulders, bone in	0 16
Shoulders, boneless	0 16 1/4
<b>Cooked Meats—</b>	
Hams, boiled	0 31
Hams, roasted	0 32
Shoulders, boiled	0 27
Shoulders, roasted	0 28
<b>Dry Salt Meats—</b>	
Long clear bacon, 50-70 lbs.	0 15 1/4
Long clear bacon, 80-100 lbs.	0 14 1/4
Flanks, bone in, not smoked	0 15 1/4
<b>Barrelled Pork—</b>	Per bbl.
Heavy short cut mess	29 00
Heavy short cut clear	29 00
Clear fat pork	28 00
Clear pork	27 00
<b>Lard, Pure—</b>	Per lb.
Tierces, 375 lbs. net	0 13 1/4
Tubs, 50 lbs. net	0 14
Boxes, 50 lbs. net	0 14
Pails, wood, 20 lbs. net	0 14 1/4
Pails, tin, 20 lbs. gross	0 13 1/4
Cases, 10-lb. tins, 60 in case	0 14 1/4
Cases, 3 and 5-lb. tins, 60 in case	0 14 1/4
Bricks, 1 lb. each	0 15 1/4
<b>Lard, Compound—</b>	
Tierces, 375 lbs. net	0 11
Tubs, 50 lbs. net	0 11 1/4
Boxes, 50 lbs. net	0 11 1/4
Pails, wood, 20 lbs. net	0 11 1/4
Pails, tin, 20 lbs. gross	0 11
Cases, 10-lb. tins, 60 in case	0 11 1/4
Cases, 3 and 5-lb. tins, 60 in case	0 12
Bricks, 1 lb. each	0 12 1/4
<b>Hogs—</b>	Per cwt.
Live, f.o.b.	9 60
Live, fed and watered	10 75
Dressed	15 00

**BUTTER.**—Following up indications as expressed last week, butter dropped here 1 cent all around on Wednesday. Since that, however prices in the country have been moving up owing to competition on St. Hyacinthe and Cowansville markets between the dealers. St. Hyacinthe has moved from 22 1/4c of last week to 23 5/8, and Cowansville from 23 to 23 1/2 cents. The opinion is expressed that the advance was not warranted and that within the next week or two a reaction should set in.

Locally prices remain unchanged from new level reached week ago, and

appear to be in no way affected by advance in market in country.

	Per lb.
<b>Butter—</b>	
Creamery prints, fresh	0 25 1/4
Creamery solids	0 25
Dairy prints	0 23
Dairy solids	0 23
Separator prints	0 23
Separator solids	0 23

**EGGS.**—Market holds unchanged from price standpoint. Supplies coming forward are sufficient to satisfy local requirements which is all dealers want just now as there is no desire whatever to accumulate stocks at present prices.

Reports from all over the country and eggs received at leading centres, tend to show that the campaign for better eggs is having its effect. There is nothing like the quantity of bad eggs coming forward as was the case in previous years, and it is safe to state that a large percentage of merchants are sticking to the arrangement made last spring that they should pay only for eggs of good quality.

Prices in the country are now ruling unchanged at about 19 to 20 cents f.o. b. rots off.

	Per dozen.
<b>Eggs, case lots—</b>	
New lays	0 29
Selects	0 27
No. 1s	0 24
No. 2s	0 23
Splits	0 19
New laid eggs, in cartons	0 30

**CHEESE.**—Owing to the marked shortage in make, export demand for cheese continues active, and present indications would tend to show that accumulations of stock either in Great Britain or on this side are light. The opinion is freely expressed that while present price will not show the exporter any great margin, still it is not expected that prices will decline very much for the present, although the late ends require to be bought on a basis permitting Canadian cheese to compete with the new New Zealand product, which generally arrives in England about November, and which is now being quoted for future delivery at a very much lower price than is being quoted at present. Locally prices remain unchanged.

	New.	Old.
<b>Cheese—</b>		
Large	0 13	0 14 1/4
Twin	0 13	0 15
1/2 Twin	0 13 1/2	0 15
Stilton	0 17	0 17

**POULTRY.**—Market is quiet. Frozen stock of broilers and milk feds has been practically cleaned up so that now all attention is being turned to freshly killed stuff. Such frozen as is left is moving fairly well, but most call is for fresh stock.

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

### TORONTO.

**PROVISIONS.**—The upward movement in hogs, hams and bacon seems checked, temporarily at least. However, boiled ham has advanced one cent and is now at 31. The Montreal market was one week ahead in this.

Some manufacturers of compound lard are disposed to complain that the prices are not high enough, considering the rapid increases in the market of its constituents. "But," observed one, "Compound lard cannot approach too closely in price to pure lard, I suppose."

<b>Hams—</b>		
Light, per lb.	0 21 1/4	
Medium, per lb.	0 21 1/4	
Large, per lb.	0 18 1/4	0 19
<b>Backs—</b>		
Plain, per lb.	0 24 1/4	0 25 1/4
Boneless, per lb.	0 25 1/4	0 25 1/4
Pea meal, per lb.	0 24 1/4	0 25 1/4
<b>Bacon—</b>		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16 1/4
Shoulders, per lb.	0 13 1/4	0 14 1/4
<b>Pickled meats—</b>	less than smoked.	
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 15 1/4	0 16
Long clear bacon, heavy	0 15	0 15 1/4
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 31	
Hams, roast, per lb.	0 31	
Shoulders, boiled, per lb.	0 27 1/4	
Shoulders, roast, per lb.	0 23 1/4	
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	25 50	29 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb.	0 14	0 14 1/4
Tubs, 60 lbs., per lb.	0 14 1/4	0 14 1/4
Pails, 20 lbs., per lb.	0 14 1/4	0 14 1/4
Pails, 3 and 5 lbs., per lb.	0 15 1/4	0 15 1/4
Bricks, 1 lb., per lb.	0 15 1/4	0 15 1/4
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb.	0 11	0 11 1/4
Tubs, 60 lbs., per lb.	0 11 1/4	0 11 1/4
Pails, 20 lbs., per lb.	0 11 1/4	0 11 1/4



# THE CANADIAN GROCER

Hogs—	
Live, f.o.b., per cwt.	9 65
Live, fed and watered, per cwt.	10 00
Dressed, per cwt.	14 00

**BUTTER.**—The market is unchanged this week but slightly firmer owing to Western inquiries. Reports have arrived of the first shipment of New Zealand butter to British Columbia. While some dealers are expecting that this will check the shipment of Montreal buyers west, most are inclined to believe that there will be a 3-cent margin in favor of Canadian butter, sufficient for the stored article to hold the market against the fresh New Zealand shipments. With the price in New Zealand at 25 cents, it is estimated that five cents more will be required to cover duty and freight, bringing the price to 30 cents compared with 27 cents as the average price for Canadian butter.

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

**EGGS.**—The quality is improving now. The market is essentially a trading, not a speculative one. No storing is being done and purchases are being made as required. For this reason some firms are called on now and then to pay one or two cents higher than the quoted prices. Selected carton eggs were advanced on Wednesday from 29 to 30 cents by several local houses.

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

**CHEESE.**—The price remains as it has been for several weeks past and is not locally subject to the fluctuations on the provincial cheese markets. The reason for this is that most of the buyers, here, no longer have representatives on the cheese boards as is done in Quebec province, but depend on picking up what is wanted outside. The export demand is good, and even if a few butter factories turn over to cheese making the market will not be affected appreciably.

Cheese—	0 15	0 15½
Old, large	0 15½	0 15¾
Old, twins	0 14½	0 14¾
New, large	0 14¾	0 15
New, twins	0 14¾	0 15

**POULTRY.**—This month is what is known as the "hotel and restaurant" season in poultry. Those who are usually the best customers are now far off in the summer resorts, and trade is limited. The public eating houses can afford only a limited price for the goods they place in their menus, especially for the "table d'hôte" meals, and as a result prices are low. This is accentuated by the large supply which keeps up. Fowl, live, are down to 13 cents, and dressed ducks to 15 and 16 cents. Broilers are also coming in in quantities.

Frozen Stock—	Per lb.
Broilers, dressed	0 22 0 25
Chicks, milk fed, dressed	0 20 0 22
Chickens, dressed	0 16 0 20
Ducks, dressed	0 17 0 18
Fowl, dressed	0 17 0 18
Turkeys, dressed	0 24 0 25
Fresh Stock—	
Broilers, Spring, live	0 21

Broilers, Spring, dressed, 2 lbs. and over	0 25	0 28
Ducks, Spring, live	0 11	0 11
Ducks, Spring, dressed, lb.	0 15	0 16
Fowl, dressed	0 14	0 15
Fowl, dressed	0 14	0 15
Turkeys, Old Tom, dressed	0 18	0 20
Turkeys, Old Tom, live	0 14	0 15

**HONEY.**—The contest between the bee men and the buyers will be on in earnest for a few weeks as many of the latter are determined to compel the producers to lower their rates. No. 1 is quoted at 12½¢ to 13; and combs, \$2.50 to \$3.00 per dozen for firsts, and \$2.25 for seconds. The supply is fair although the epidemic of foul brood killed off hundreds of colonies.

## WINNIPEG.

**PRODUCE PROVISIONS.**—Creamery butter is steady and receipts of

dairy butter are reported as above average in quantity. Eggs are scarce and up in price. Lard and cured meats steady. There is a good demand for Ontario cheese.

Butter—	
Creamery	0 28 0 28
Dairy, best	0 17 0 18
Dairy, No. 1	0 17 0 18
Dairy, No. 2	0 16 0 17
Cooking	0 12 0 12
Eggs, per doz.	0 09 0 22
Cheese—	
Ontario, large	0 15½
Ontario, twins	0 15½
Lard—	
Tierces, per lb.	0 13½
50 lb. tubs	6 75
20 lb. pails	2 75
3 lb. tins, cases	8 55
5 lb. tins, cases	8 50
10 lb. tins, cases	8 40
Cured Meats—	
Hams	0 19 0 22
Bacon	0 21½ 0 23
Long, clear, D.S.	0 14½
Shoulders	0 16
Mess Pork, bbl.	28 00
Seneca root, new crop, per lb.	0 50 0 55

## Department Store Increases Coffee Trade

**Goodwin's, Limited, Montreal, Have Roaster in Grocery Section, and Send the Aroma Throughout the Entire Store—Coffee Man Advises Care—Dealer Should Have Uniform Blend to Hold Trade.**

Goodwin's, Limited, of Montreal, have installed a coffee roaster in their grocery department. J. Bailey, manager of the department, attributes an increase to three times their regular summer trade to this machine alone. One difference, however, is to be noted between the use made here and that in the Johnston store, Toronto, about which an article was run recently. Instead of having an outside connection to spread the aroma over the city, Mr. Bailey opens the door at a time when the coffee is getting nicely roasted and sends the aroma throughout every department. From an advertising standpoint he finds the roaster exceedingly beneficial, and claims that before the year is out their business should increase thirty times instead of three.

Commenting upon coffee roasting, an old experienced man in the trade remarks: "From an advertising standpoint these roasters are hard to beat, but there is the quality standpoint to consider. Only one man in a hundred, or perhaps in a thousand, makes a really successful roaster. And one of the curious facts is that the longer a man is at the job does not of necessity imply that he must become the more proficient. One man may have a tendency to overdo a little, and the other to turn out a coffee somewhat underdone. So much depends upon color and lighting facilities that it becomes an extremely difficult matter to judge just the right time to stop roasting. A coffee looked at in one way may appear done, while viewed from another angle appears altogether different, and may look either

underdone or overdone. Thus one of the prime essentials is careful watching and careful study of different lights on different days.

"Another point which needs to be taken into consideration is evenness in quality. Most grocers who do their own roasting will buy less than five bags at most at one time, and the average will be much less than that. They have to depend, therefore, on an importer or jobber to supply them, and thus are liable to receive coffee from a different shipment each time. To hold a coffee trade one essential is to give an even coffee from one year's end to another, and not a coffee which fluctuates from week to week. These roasters are good advertisers, but I point out these facts just to show what any roaster is up against, so that an inexperienced man will not rush into the business rashly considering everything smooth sailing."

Probably this tip from an experienced hand will prove of value in showing something of the other side of the business. Evenness in quality is an essential to holding trade in anything, and this thus becomes a matter of supreme importance to anyone wishing to make a success of coffee roasting.

J. F. Brownscob & Co., general merchants, Rouleau, Sask., have sold their business.

Fire caused damage to extent of \$10,000 to Martin's general store, Strassburg, Sask. Loss was partially covered by insurance.

## *Have you a line that is needed in the West?*



You know the requirements of the Western people—have you any of them? If so, how are you going after this business? Unless you have a permanent Western staff of representatives you will find it hard to get your share of the business the West offers.

With our five large warehouses and a thoroughly efficient staff of representatives we are in a position to offer you the best possible service. We cover the territory often and guarantee sales. Can you do as well?

WRITE TO-DAY

## NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches: LETHBRIDGE, REGINA, SASKATOON, EDMONTON, CALGARY

# BACON

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

Made under Government inspection.

**F. W. FEARMAN CO.**

LIMITED

HAMILTON

Established 1854

What is nicer for the camper  
than a tin of

# UPTON'S

## Pure Fruit Jam or Orange Marmalade

Keep up your stock.

Don't neglect your opportunities.

Sold by all Jobbers

**T. UPTON CO., Limited**

Sales Office:

Factory at:

St. Catharines, Ont. Hamilton, Ont.



# QUOTATIONS FOR PROPRIETARY ARTICLES

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

## BAKING POWDER.

### ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime .....	0 95
" ¼-lb. ....	1 40
" 6-oz. ....	1 95
" ½-lb. ....	2 55
" 12-oz. ....	3 85
" 1-lb. ....	4 90
" 3-lb. ....	13 00
" 5-lb. ....	22 35

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

### WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

### BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins .....	1 35
Borwick's ½-lb. tins .....	2 35
Borwick's 1-lb. tins .....	4 65

### COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen .....	2 40
No. 1, 1lb., 2 dozen .....	2 50
No. 2, 5-oz., 6 dozen .....	0 80
No. 2, 5-oz., 3 dozen .....	0 85
No. 3, 2½-oz., 4 dozen .....	0 45
No. 10, 12-oz., 4 dozen .....	2 10
No. 10, 12-oz., 2 dozen .....	2 20
No. 12, 4-oz., 6 dozen .....	0 70
No. 12, 4-oz., 3 dozen .....	0 75

### In Tin Boxes—

No. 13, 1-lb., 2 dozen .....	3 00
No. 14, 8-oz., 3 dozen .....	1 75
No. 15, 4-oz., 4 dozen .....	1 10
No. 16, 2½-lb. ....	7 25
No. 17, 5-lb. ....	14 00

### FOREST CITY BAKING POWDER.

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

### BLUE.

Koen's Oxford, per lb. ....	0 17
In 10-lb. lots or case .....	0 16

### COUPON BOOKS—ALLISON'S.

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

### UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

## CEREALS.

### WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.  
The King's Food, 2 doz. in case, per case, \$4.80.

White Swan Barley Crisps, per doz., \$1.

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

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

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

## DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack .....	\$ 2 15
Raspberry, red, h'vy syrup .....	2 15
Black Currant .....	2 00
Red Currant .....	1 85
Peach, white, heavy syrup .....	1 50
Pear, Bart., heavy syrup .....	1 77½

### Jellies.

Red currant .....	2 00
Black Currant .....	2 20
Crabapple .....	1 65
Raspberry and red currant .....	2 00
Raspberry and gooseberry .....	2 00
Plum jam .....	1 55
Green Gage plum, stoneless .....	1 05
Gooseberry .....	1 85
Grape .....	1 55

### Marmalade.

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

### Pure Preserves—Bulk.

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

### 14's and 30's per lb.

Strawberry .....	0 13
Black currant .....	0 13
Raspberry .....	0 13

Freight allowed up to 25c per 100 lbs.

## COCOA AND CHOCOLATE THE COWAN CO., LTD.

### Cocoa—

Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb. ....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

### Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. ....	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes. ....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes .....	0 35
Diamond, 8's 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 25
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 26

### Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ½-lb. packages. 2 doz. in box, per doz.. 0 90

### Chocolate Confections—per lb.

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

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

## EPPS'S.

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

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. .... 0 35  
Smaller quantities .... 0 37

## JOHN P. MOTT & CO'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen .....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 80
" breakfast cocoa, ¼'s and ½'s .....	0 36
" No. 1 chocolate .....	0 30
" Navy chocolate, ½'s ..	0 26
" Vanilla sticks, per grs. 1 00	
" Diamond chocolate, ½'s ..	0 24
" Plain choice chocolate liquors .....	20 30
" Sweet chocolate coatings .....	0 20

## WALTER BAKER & CO., LTD.

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

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

## A ROYAL TEA HOUSE

The United Kingdom Tea Co. are now starting to open up Agencies in all Towns and Cities of Canada, with only ONE HOUSE in each place that will control this TEA. Apply now to Kirkwood & Sons, 176 Dupont Street, Toronto. U. K. TEAS are put up mixed and black, in 1/4, 1/2 and 1 pound packages; each case contains 30 lbs. Terms 90 days, freight allowed on 5-case lots for all import orders from London, England; full freight allowed from stock in Toronto.

30 cent quality will cost you .....	23 cents
40 cent quality will cost you .....	27 cents
50 cent quality will cost you .....	33 cents
75 cent quality will cost you .....	46 cents
\$1.25 quality will cost you .....	75 cents

Figure your profits and compare with other Package Teas.  
The \$1.25 Tea is used by King George V.

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

## 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.

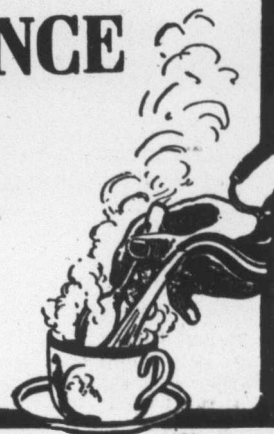
¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

## SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

**Thos. Symington & Co., Edinburgh and London**

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





# THE CANADIAN GROCER

## CONDENSED AND EVAPORATED MILK.

**BORDEN MILK CO., LTD.**

East of Fort William, Ont.

Preserved— Per Case.

Eagle Brand, ea. 4 doz.....	\$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz...	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.....	4 75

Evaporated (Unsweetened)—

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

## WHITE SWAN SPICES AND CEREALS, LTD.

### WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

### MINTO BEANS.

### MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.	
1 and ½	0 25 0 30
1 and ½	0 32 0 40
1 and ½	0 37 0 50
Packed in 39's and 50lb. case.	
Terms—Net 30 days prepaid.	

## FLAVORING EXTRACTS. SHIRRIFFS

### Quintessential.

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

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

## CRESCENT MFG. CO.

Mapleine— Per doz.	
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

## GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

## CLARK'S PORK AND BEANS

### IN TOMATO SAUCE.

Per doz.	
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

## LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

## BASIN DE VICHY WATERS.

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

## VICHY LEMONADES.

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

## CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 1 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 00
Cs. 12 3 lb. bars, lb.	0 10½
Cs. 50 ¾ lb. pieces, cs.	3 75
Cs. 50 1 lb. sq. pieces, cs.	4 50
Cs. 50 1 lb. long pieces, cs.	4 50
Cs. 200 300 grs. pieces, cs.	12 00
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 200 grs. pieces, cs.	7 50

## ALIMENTARY PASTES.

### BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

## DUFFY & CO. BRAND.

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

## Motts Golden Russett—

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

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

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

## MINERVA PURE OLIVE OIL.

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

## CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.	
Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

## INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
------------------------------------------------------------------------------------------------------------------------------------	--

## BOAR'S HEAD LARD

### COMPOUND.

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

F.O.B. Montreal.

## MARMALADE.

## SHIRRIFF BRAND.

### "SHREDDED."

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

## "IMPERIAL SCOTCH."

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

## MUSTARD.

## COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 45
Per jar	
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

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

Hirondelle Brand 1 lb. pkgs. Loose	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases.	7 6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each.	7½ 7
Marguerite Brand.	
Same assortment as above	6½ 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each.	7 6½
Catelli Brand.	
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. packages	6
Terms, Net 30 days.	

## D. SPINELLI CO., Registered.

Globe Brand.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7 6½
Spinelli Brand.	
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)	5½
30 lb. cases, 1 lb. pkgs.	6
Terms—Net, 30 days.	

## JELLY POWDERS.

### JELL-O.

Assorted case, contains 2 doz.	1 50
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 50
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	
JELL-O ICE CREAM POWDER	
Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

## SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.	
3 dozen to box	3 60
6 dozen to box	7 20
30 days.	
RICHARDS PURE SOAP.	
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.	
FELS NAPTHA.	
Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5.00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall., doz.	\$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 50
1 gall., doz.	19 20
1-16 gall., gross lot	20 00



# Business Promotion Through Trade Press Efficiency

is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook the

**Eighth Annual Convention of the Federation of  
Trades Press Associations in the United States at  
the Hotel Astor, New York, Sept. 18, 19, 20, 1913**

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting, with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

---

Full information may be obtained from

## **The Committee of Arrangements**

WM. H. UKERS, Chairman, 79 Wall Street, New York.

---

## **The Federation of Trade Press Associations in the United States**

President  
H. M. Swetland  
New York

Secy.-Treas.  
Edwin C. Johnston  
New York

Vice-President  
E. C. Hole  
Chicago



# NATION'S SPECIALITIES

Egg Powder  
Custard Powder  
Jelly Powder  
Health Saline

Agents required where  
not already represented

**E. J. NATION & CO.,  
LIMITED**

Bristol, England

# TOMATOES, CELERY, PINEAPPLES, ORANGES, BANANAS.

Shipments of Fruits and  
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

**LEMON BROS.**

Owen Sound, Ontario

# Very Fine

No lemons on the market  
the equal of

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

Mention in your order  
the brand you want.

**J. J. McCABE**

Agent

Toronto, Ont.

53 Highest Awards in Europe and America

# WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered  
Trade-Mark

of all Pure Food Laws.

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

**Walter Baker & Co. Limited**

Established 1780

Montreal, Can.   Dorchester, Mass.

## SAFETY FIRST

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



## Allison Coupon Books

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

### HERE'S HOW THEY WORK

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

For Sale Everywhere by Jobbers.

Manufactured by

**ALLISON COUPON CO.,**  
Indianapolis, Indiana, U.S.A.

## OUR GUARANTEE

If this polish damages your custom-  
er's piano, we'll pay for the piano.  
That's why live Grocers everywhere  
stock it. It sells, repeats, and brings  
new faces to a store.



Order from your jobber, or The Harry  
Horne Co., 309 King W., Toronto.  
Leadlay, Limited, Bannatyne Ave., Win-  
nipeg, Man.

Every package carries above guarantee  
in detail. Our travellers carry unique  
propositions.

# TWO CENTS PER WORD

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

# Local Fruits

in Large Supply  
AT THE FRUIT MARKET

## TOMATOES CHEAPER

Canadian Peaches and Plums coming

California Peaches,  
Pears, Plums,  
Grapes, etc.

A Full Assortment

### WHITE & CO., LIMITED

Wholesale Fruit and Fish  
TORONTO HAMILTON

# BANANAS

The uniform high quality of our fruit and the satisfactory condition in which it arrives at your store, is the reason we are known as

**BANANA SPECIALISTS.**

We buy only the best fruit imported, and offer you

**Constant Supply, Fair Prices,  
Prompt Attention.**

Send us a standing order to-day.

The House of Quality.

## HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



It is to the advantage of the individual user of Paper Bags to study carefully the Bag situation. By close comparison of the important features of Paper Bags of different makes, you will be convinced that the

## Continental Germ-Proof Grocery Bags

(with reinforced Automatic Opening Square Bottoms) are without equal. Send a trial order to the nearest Distributor.

Satisfaction guaranteed by the Manufacturers:

**THE CONTINENTAL BAG AND PAPER  
COMPANY, LIMITED**

OTTAWA . . . . . ONTARIO

DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co. Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.  
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.  
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.  
NEW BRUNSWICK—J. Hunter White Agent, North Market, St. John.  
BRITISH COLUMBIA—Smith, Davidson & Wright Ltd., Vancouver.  
QUEBEC PROVINCE—The Continental Bag & Paper Co. Ltd., Montreal.

## Macaroni

(Hirondelle).

## Vermicelli

(Hirondelle).

## Spaghetti

(Hirondelle).

## Hirondelle means Swallow

Get the brand that makes a good swallow. We see that the palate of all is entirely satisfied by using only the choicest of ingredients.

Besides, we do not overlook your profit. It's more reasonable than you imagine.

**C. H. Catelli Limited**  
MONTREAL





NOW IS THE TIME TO ORDER YOUR  
FALL SUPPLY OF

# BRUSHES

Such lines as Stove Brushes, Scrubs, Dandy and Horse Brushes, Stable Brooms, etc., will soon be in great demand. Place your order now and be sure to buy the **Keystone Brand**.

**Stevens-Hepner Company**  
Limited  
PORT ELGIN, ONT.



THE MCGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG  
FROM 1/4 TO 10 LBS.

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

Selling Agents for Canada: **O. P. MCGREGOR**  
KILGOUR BROS. Patente and Manufacturer  
21-3 Wellington St. W., Toronto 411 Spadina Ave., Toronto

## D. & J. McCALLUM PERFECTION SCOTCH WHISKEY

For distinct flavor (not smoky) McCallum's Perfection Scotch Whiskey has no rival. It is mellowed with age, and being widely known through our consumer advertising, is taking the highest place in the liquor world.

**Wm. E. McIntyre, Limited**  
23 Water Street, St. John, N.B.  
GENERAL AGENT

*Two blends of  
tobacco worth while*

Quality backed up by extensive advertising is a big argument in favor of you handling these two popular tobaccos.

**Rose Quesnel Smoking**  
—Pure Canadian

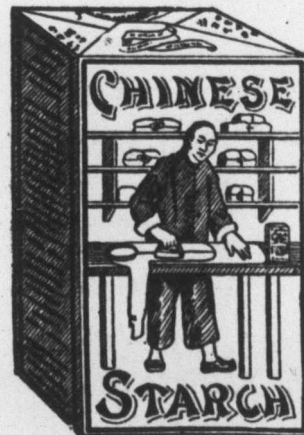
This tobacco is made of specially selected and cured leaves of a high quality tobacco. It is delightfully sweet, cool and non-irritating.

**King George Navy Plug**  
*A delicious chewing tobacco*

This is a popular brand and is in every way a good proposition for you to handle—it sells fast.

**Rock City Tobacco Co.,**  
LIMITED  
QUEBEC

Chinese Laundry Finish  
on Home-Ironed Goods



Your housewife patrons need not envy the Chinese laundry finish any longer for they can get just as nice a finish with the famous Chinese Starch, the only starch with two oils; one perfumes the linen, the other makes the iron slip—16 oz to the pound not 12.

Stock up for your  
Fall business now.

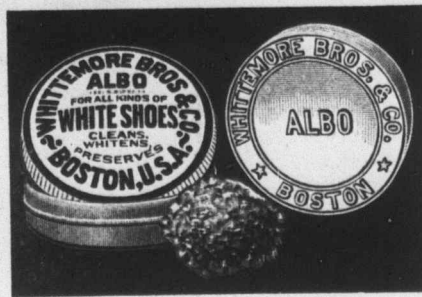
**OCEAN MILLS, MONTREAL**  
O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfd. Co., Ltd., St. John's, Nfd.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Follot, 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.

Finest  
Quality

**Whittemore's**  
Shoe Polishes

Largest  
Variety



**Oldest and Largest Manufacturers of Shoe Polishes in the World**

**"GILT EDGE"** Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

**"ALBO"** Cleans and whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc-tin box with sponge (see cut). Retails 10c. Each cake in a handsome aluminum box with sponge. Retails 25c.

**"NUBUCK"** White Leather Dressing cleans and whitens Buck, Nubuck, Suede and Ooze leathers, both smooth and nappy finish. Retails 25c.

**"DANDY" COMBINATION.** For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. **"STAR"** russet combination (10c size). Russet, Brown and Ox Blood pastes (5 sizes of each color).

**"ELITE" COMBINATION.** For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

**"QUICK WHITE"** makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retails for 10c. and 25c.

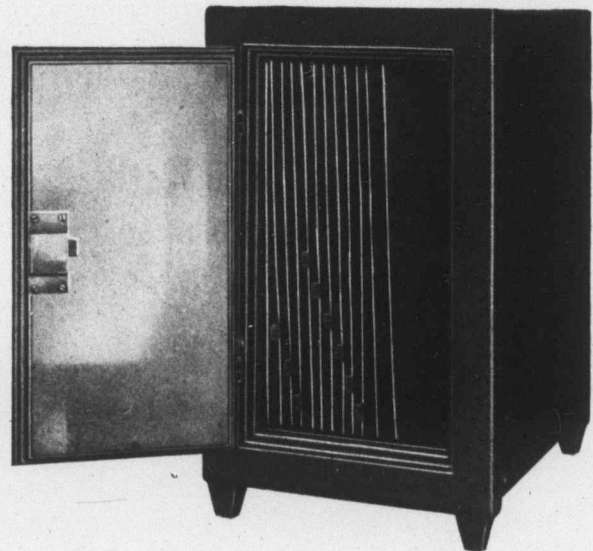
Send for circulars giving full particulars of our other Polishes to **WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.**

For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

**TWO AT THE PRICE OF ONE**



Every  
Day  
Will  
Be  
A  
Holi-  
day



from bookkeeping worries if you instal an ULLMAN ACCOUNT REGISTER AND SAFE. Try one and you will not only satisfy yourself but your customers as well. It is a guarantee against mistakes and errors, shortens credits and is the best collector known. It is cheaper to buy one than go without.

**Hamilton Ideal Manufacturing Company, Limited**

Toronto Office—482 College Street. Montreal Office—181 Bleury Street





EVERY POUND OF  
**ANCHOR BRAND FLOUR**

easily makes good bread

such as you will be told everywhere it is used. "I simply set it in the evening away from any stove, and, next morning, I take and knead the dough a little bit, add a little more flour, let it stand for about an hour and a half, then shape it and put it in the oven without closing the oven door for a little while—then I close the oven door, using a moderate heat for the baking, and in every instance I can guarantee splendid bread if the flour is 'Sovereign.'

Thousands of householders use **Anchor Brand Flour**, Sovereign grade, and never worry about the quality of their bread.

**Leitch Brothers' Flour Mills, Ltd.**

Makers of "ANCHOR BRAND FLOUR"

Oak Lake, - - - Manitoba



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

**MATCHLESS  
LIQUID GLOSS**

Customers come back again and again with "repeat" orders for Matchless Liquid Gloss. They find so many uses for it.

**Cleans and disinfects  
as well as polishes.**

Unequaled for furniture, pianos, hardwood floors (unwaxed), and all finished woodwork, as well as for linoleums and oilcloths.

Splendid, too, for renovating automobiles and carriage bodies.



Put up in handsome lithographed tins, also in half-barrels and barrels. Write to any of our agencies.

**The Imperial Oil Co., Limited**

Toronto    Winnipeg    Montreal  
St. John    Halifax

We have them

*Giant*

*Prince*

*Globe*

*Beaver*

**Fruit Jar Rings**

Quality Guaranteed

**Walter Woods & Co.**

HAMILTON and WINNIPEG



*You can't find so satisfactory a Grape Juice to sell your trade as*

# Welch's

## Grape Juice

**Other Canadian Grocers find Welch's profitable—why not you?**

You need not hesitate to recommend and sell Welch's Grape Juice to your customers—it contains nothing but the pure juice of the best selected grapes—we put nothing in it, either to alter its color, its taste or its keeping qualities—not even sugar is added—it is **guaranteed** pure, whole, some, delicious.

New users will first purchase one or two bottles, then you will sell it to them by the case—you turn your money quickly and make a nice profit. Make up your mind you will sell Welch's from now on. Write to-day for prices and names of Canadian distributors. We furnish attractive display material.



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

## Supplement Your Meat Department With BRAND'S Turkey, Tongue and Bloater

With these popular additions to your meat department you are always in a position to offer your customer something just a little different—the little something that makes a sale where otherwise you might be turned down and a customer lost.

When goods bear the name "Brand" you can rely upon their quality.



**There is big profit for the grocer. Order from your nearest jobber.**

Among the meats we prepare for the high-class trade, the Turkey and Tongue, Potted Bloater, Ox Tongue and Sliced Beef are filling a very high position with the trade throughout the British Empire.

They are unequalled for quality, and are put up in a manner that ensures being preserved for an indefinite period.

## Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.  
MAYFAIR - - LONDON, ENG.

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





## The Hall-Mark of Sardine Superiority



By Special Royal Permission.

The sardine lover is one of the most particular customers you have. This is a demonstrated fact, and the sale of a poor quality article will have the effect of driving such a customer from your store.

"KING OSCAR" on your sardines is a real insurance against dissatisfied patrons.

You can't afford to take chances — stock "King Oscar" Sardines and you are sure of the finest, uniform sardines carefully packed in pure olive oil. Get them from your wholesaler.

INSIST ON "KING OSCAR" BRAND.

CANADIAN AGENTS  
**J. W. BICKLE & GREENING**  
(J. A. Henderson)  
HAMILTON, CANADA

## THE British Columbian Fisheries, Limited

### Salmon Packers

**SALMON BRANDS:—**  
"Location"  
"Dreadnaught"  
"Aliford Bay"

**FRESH FISH**

**FISHING STATIONS:—**  
Skidegate  
Aliford Bay  
Cumshewa

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

OFFICES—  
Bank of Ottawa Building  
VANCOUVER

25 Victoria St.  
LONDON, ENG.

Telegrams "Fishfoods" Vancouver



## Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

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

St. George Evaporated Milk, 4 doz. in case ..... \$3.00  
Princess Condensed Milk, 4 doz. in case.. 4.50  
Banner Condensed Milk, 4 doz. in case... 5.25

**J. Malcolm & Son, St. George, On**

## D. W. C. SPANISH OLIVES are high class Quality-goods.

With the sale of D.W.C. Spanish Olives goes the customer satisfaction that all live grocers enjoy. And always with this satisfaction the grocer realizes an increased percentage of profit. D.W.C. stands for superior quality in both the olives and their preparation.

Your jobber handles them.

**Rowat & Co.**  
Glasgow, Scotland

CANADIAN DISTRIBUTORS

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



## Pacific Coast Fish

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

### The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

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

Write us for prices and information.

**Quality and Service Unequaled**



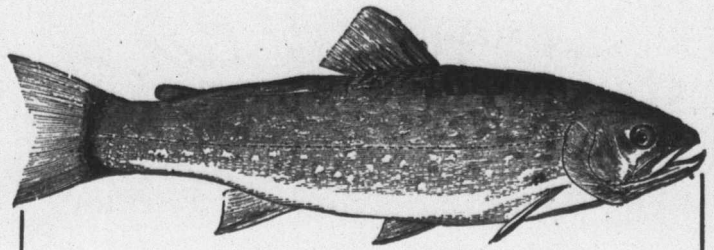
### His Influence Counts

Give him a table salt that is always dry and fine—one that leaves the shaker evenly and without urging.

#### WINDSOR Table Salt

makes a firm friend of every man because it is dry and fine, never cakes or clogs in the shaker and it flavors food as it should be flavored—with not a trace of bitterness.

**The Canadian Salt Co., Limited**  
Windsor, - Ontario



## A Fish 5 Minutes From the Water

cannot have a more real sea flavor than do the **Brunswick Brand Sea Foods**. The flavor is retained by the employment of the latest and most modern methods of preparing and packing—immediately after the fish comes from the water.



Brunswick Brand Sardines in oil, one of our leaders, is holding the foremost place among Canadian packed sardines. They sell at a moderate price and pay a good profit.

Our years of experience and large modern factories enable us to turn out sea foods as nearly perfect as can be made.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories.

Known and appreciated all over Canada.

#### OUR CHIEF SELLERS

1/4 Oil Sardines	Kippered Herring
3/8 Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

### CONNORS BROS., LIMITED

Black's Harbor, N.B.

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



# EUREKA

Twenty-seven years of Eureka Refrigeration



Over a quarter century experience behind the manufacture of Eureka Refrigerators serves well to make this line the Standard of the Canadian Market. Eureka on a Refrigerator is a guarantee of perfection. The Eureka contains no zinc or galvanized iron or other offensive material likely to conflict with the Pure Food Laws. The Eureka way is the dry cold circulating air way.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Company, Limited

54 Noble Street, Toronto

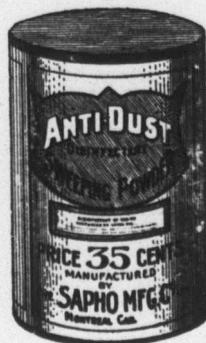
Montreal Representative

JAMES RUTLEDGE Telephone, St. Louis 3076  
Distributing Agents, WALTER WOODS & CO., Winnipeg  
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon.

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

Keep the Dust Down by Using

## ANTI-DUST



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

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

Sapho Mfg. Co., Limited  
MONTREAL

## "Young-Tom" Washing Powder

Maximum Service  
Minimum Labor

You can lighten your housewife patron's labors and increase her joy and interest in her daily housework by selling her YOUNG-TOM washing Powder.

Are you prepared for the fall house cleaning with a good stock of "Young Tom" on your pantry and laundry shelf?

STOCK UP NOW.

Young-Thomas Soap Co., Limited  
Regina, Canada

## PACKARD'S WHITE "O" Shoe Polish



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

PUT UP IN FOUR STYLES—viz:

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

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

L.H. Packard & Co. Ltd.  
MONTREAL

Those Trade Pulling, Profit Bearing Packages of

**A. W. HUGMAN, LIMITED**  
**MONTREAL**

are becoming more popular every day. No chance of kick from the consumer over contents either.

**RED ROSE** BAKING POWDER  
JELLIES  
EXTRACTS

are sure leaders.

**ORR & McLAIN, Winnipeg**  
CARRY STOCKS FOR WESTERN TRADE

*Sterling*  
BRAND

—the trade mark representing  
the highest pickle quality



Sterling stands between you and your customers and as a protection against dissatisfied pickle users.

Sterling Canadian relish is very popular with the trade and every new sale you make by introduction will result in continual demand. Send for trial order to-day.

**The T. A. LYTTLE CO., Limited**  
STERLING ROAD, TORONTO



ARE YOU GETTING YOUR SHARE

OF  
"KIT"  
PROFITS  
?

Another Shipment has just arrived. Special Advertising and Samples supplied free—this month.

**KIT COFFEE CO. Govan, Glasgow**

ALEX. TYTLER, Temple Building, London, Ont.  
W. H. LYNE USHER, 270 South St., Halifax, N.S.  
KIRKLAND & ROSE, 312 Water St., Vancouver.  
B.C. G. C. WARREN, Regina, Sask.

**FREDERICK E. ROBSON & CO., TORONTO**

## Ceylon Green Teas

WRITE US FOR SAMPLES

WE HAVE SOME  
SPECIAL OFFERS  
TO MAKE TO YOU

Import Orders Solicited

**John Duncan & Co., Montreal**

Tea Importers

Est. A.D. 1866

## STORE MANAGEMENT—COMPLETE

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

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





The Original  
**PURE FOOD LAW**

Anything That's



Is Safe To Buy.

**H.J. HEINZ COMPANY  
PITTSBURGH**

**Century  
Salt**

**Just PURE  
Table and Dairy  
Salt—**

and purity in salt means that no foreign substances remain after distillation—means that no form of adulterant is used to increase profit. Century Salt is just pure salt in its purest crystallized form—the salt your trade appreciates. Put up in barrels and bags.

**The  
DOMINION SALT CO.  
Limited**

Sarnia, Ontario

# Canadian National Exhibition

## EXPANSION YEAR

New Livestock Department  
Everything in Agriculture  
Exhibits by the Provinces  
Exhibits by Dominion Government  
Exhibits by Foreign Countries  
Acres of Manufactures

## MAGNIFICENT ART EXHIBIT

Paintings from Germany, Britain,  
United States and Canada  
Educational Exhibits  
Cadet Review  
Japanese Fireworks  
Canada's Biggest Dog Show  
America's Greatest Cat Show

## AND NERO THE BURNING OF ROME

The Musical Surprise  
The Musical Ride  
Auto-Polo Matches  
Circus and Hippodrome  
Roman Chariot Races  
Athletic Sports  
Great Water Carnival

## IRISH GUARDS' BAND

Score of other Famous Bands  
Twelve Band Concerts Daily  
Wreck of the Airship  
Withington's Zouaves  
New Giant Midway  
Grand Double Bill of Fireworks

## PATRICK CONWAY'S BAND

Aug. 23 1913 Sept. 8

**TORONTO**



Showing Electric Recorder  
and Cash Till

Disputes lessen your  
prestige with your  
customers whether  
you're right or wrong

Every time you have a difference of opinion arise in settling accounts, you are leaving yourself open for criticism whether just or unjust and are losing a certain amount of your weight with your trade. All this can be totally eliminated by using

## The McCaskey ONE WRITING Account System

It absolutely prevents any possible error in any of your accounts no matter how many you have. Your customers know as well as you do every time a transaction is made just how their account is standing. One writing does it—no delay in looking up books, no loss of your time or your customers'.

Send for literature to-day on the McCaskey System. It costs nothing and places you under no obligation whatever.

**WRITE NOW.**

*Manufacturers of "Surety" Carbon Back  
Counter Check Books.*

THE  
**Dominion Register Co.**  
LIMITED

TORONTO ONTARIO

Trafford Park, Manchester, Eng.  
Melbourne, Australia

*The Largest Manufacturers of Carbon  
Coated Salesbooks in the World.*

# Shirriff's True Vanilla

has earned a great quality-reputation during the thirty years it has been upon the market. It is looked upon by housewives as

## The Leading Canadian Vanilla

For that reason it commands the largest sale in Canada, and pays good profits to enterprising grocers in all sections of the Dominion.

Shirriff's True Vanilla is made from the finest Mexican Vanilla Beans, and aged until its exquisite flavor and bouquet are fully matured.

If you are not handling Sheriff's write us. We will arrange to have you supplied.



## Imperial Extract Co. Toronto



**CLASSIFIED ADVERTISING**

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

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

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

**FOR SALE**

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

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

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

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

**GROCERY FOR SALE**

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

**REPRESENTATIVES WANTED**

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

**SIDE LINES WANTED**

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

**WANTED**

**WANTED — GROCER BUYER FOR BUSINESS of \$250,000 a year. Apply Goodwin's, Limited, Montreal.**

**MISCELLANEOUS**

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

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

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

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

**GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service.**

Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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

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

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

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

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

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

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

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

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

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

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

**MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's**

**LIKE EVERY SUCCESS**

**MAPLEINE**

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

**AN ORIGINAL FLAVOR**

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

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

**The Crescent Mfg. Co. SEATTLE. - WASH.**



**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.**

**CIGAR EXCELLENCE BEN BEY**

**10 Cents Worth of Delight**

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

Write us or ask your jobber.

**Ed. Youngheart & Co., Montreal**

**Nearly Every**

one of your women customers knows all about Fels - Naptha soap; the more they know it the more they like it.

Fels - Naptha is a soap of popularity. And it is dependable because it does all that is claimed for it.

# Buyers' Guide

WRITE TO  
10 Garfield Chambers, Belfast, Ireland,  
for Sample Copy of the  
**Irish Grocer, Drug, Provision  
and General Trades' Journal**  
if you are interested in Irish trade.

**O. E. Robinson & Co.**  
Manufacturers and Buyers of Dried,  
Evaporated and Canned Apples.  
Ingersoll, - - - - - Ontario  
Established 1886.

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

**COMTE BURNT OUT**  
Premises Gutted. All Correspondence  
Destroyed—All applicants for agency for  
our Superior Coffee please repeat  
application.  
A FEW MORE GOOD AGENCIES OPEN  
**AUG. COMTE & CIE., LIMITEE**  
P.O. Box 2963, MONTREAL

Keep in mind the dominant fact that  
mankind from its first appearance on  
the earth has been schooled by nature  
to look for signs; for invitations to  
taste; for suggestions as to what to  
wear. Tell your story briefly, forcibly,  
truthfully, and address it through the  
proper media and you can successfully  
apply advertising as a means to in-  
creased distribution.

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

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

## HOLLAND RUSK

Holland Rusk is a perfect toast, ready to serve. Suggest it  
to your customers and thus increase your sales and profits.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.



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

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

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

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

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

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

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



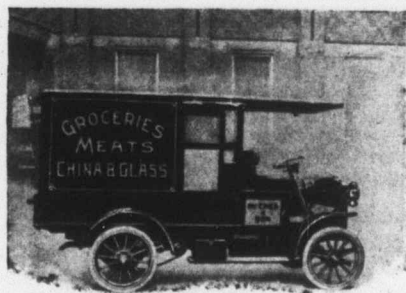


“Commercial Service”



# Brantford

## MOTOR TRUCKS



### Ensure Rapid Delivery

—for rapid delivery means delivery when your patrons desire it—not half an hour late. It means the one big feature whereby you are able to please your patrons and advertise your store as “The Grocery Where You Can Get Your Goods When You Want Them.”

A card to us to-day will bring information which will doubtless be most interesting to you.

A Card will do—Write now.



Brantford Motor Truck Co., Limited  
Brantford, Canada



## 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.”

THE CANADIAN GROCER

INDEX TO ADVERTISERS

<b>A</b>		Lemon Bros.....	52
Allison Coupon Co.....	52	Ludners, Limited.....	17
Anglo-B.C. Packing Co., Ltd.	9	Lytle Co., Ltd., T. A.....	61
<b>B</b>		<b>M</b>	
Baker Co., Walter.....	52	MacNab, T. A. & Co.....	15
Balfour-Smye & Co.....	16	McCabe, J. J.....	52
Benedict, F. L.....	65	McCann & Langford.....	15
Bickle, J. W. & Greening...	58	McIntyre, W. E.....	54
Bond, Limited, Chas.....	13	McLeod & Clarkson.....	15
Barr Register Co.....	18	McPhie, Norman D.....	14
Borden Milk Co.....	3	Magor, Son & Co.....	22
British Columbian Fisheries,		Malcolm & Son, Jno.....	58
Ltd.....	58	Mathieu & Co., J. L.....	15
Brautford Cold Storage Co....	14	Millman, W. H. & Son.....	14
Brand & Co.....	56	Mott, John J., & Co.....	56
Brautford Motor Truck Co....	66	<b>N</b>	
<b>C</b>		Nagle & Co., H.....	65
Cairns & Sons, Alexander....	20	Nation, E. J.....	32
Campbell Brokerage Co.....	15	Nelson-Dale.....	10
Campbell Bros. & Wilson....	13	North American Chemical Co.	16
Canada Starch Co., Ltd.....	22	North Atlantic Fisheries, Ltd	11
Canadian Fishing Co., Ltd....	59	Nicholson & Bain.....	43
Canadian Salt Co.....	59	North West Specialty Co.	14
Catelli Co., Ltd., C. H.....	53	Nugget Polish Co., Ltd.....	
Cane & Sons, Wm.....	57	..... Inside front cover	
Canadian National Exhibition	62	<b>O</b>	
Chamberlain - Downey Co.,		Ocean Mills.....	54
Ltd.....	15	O'Loane, Kiely & Co., Ltd....	15
Chivers & Sons, Ltd.....	68	Orr & McLain.....	14
Clark, W.....	7	<b>P</b>	
Church & Dwight, Ltd.....	10	Packard & Co., Ltd. L. H....	60
Coles Mfg. Co.....	16	Patrick & Co., W. G., .14 and	47
Comte's Coffee.....	65	Peck Frean & Co., Ltd.....	9
Continental Bag & Paper		Pennock, H. P., & Co., Ltd..	14
Co.....	53	Pure Gold Mfg. Co.....	19
Connors Bros.....	50	Powley Paper Co., Ltd., Geo	8
Cornish, E. O.....	15	<b>R</b>	
Crescent Mfg. Co.....	64	Reckitt & Sons.....	52
Cosmelli & Co.....	17	Regina Storage & Forwarding	
<b>D</b>		Co.....	19
Dominion Salt Co.....	62	Robinson & Co., O. E.....	65
Duncan, John.....	61	Rock City Tobacco Co.....	54
Disher & Co., C. E.....	15	Rowat & Co.....	58
Dominion Canners, Ltd.....	5	Ruttan & Chipman.....	14
Dominion Warehousing Co.,	15	Royal Baking Powder Co.,	47
Dominion Register Co.....	63	Richards Pure Soap Co.,	
Dominion Molasses.....	62	..... Inside back cover	
<b>E</b>		<b>S</b>	
Eastern Manufacturers, Ltd..	14	Salada Tea.....	21
Escott & Co., W. H.....	18	St. Lawrence Sugar Refining	
Eckardt & Co., H. P.....	48-49	Co., outside front cover and	17
Eno, Ltd., J. C.....	12	Sanitary Can. Co.....	
Eureka Refrigerator Co.....	60	..... Inside back cover	
<b>F</b>		Sapho Mfg. Co.....	60
Fearman, F. W., Co.....	43	Simpson Produce Co.....	15
Fenwick, Hendry & Co.....	20	Smith & Son, E. D.....	4
Ferguson Bros.....	15	Smith & Shipper.....	10
Furuya & Nishimura.....	20	Spurgeon, H. G.....	14
<b>G</b>		Stevens, Hepner.....	54
Gilmour & Co., John.....	14	Star Egg Carrier & Tray Mfg.	
Gorman, Eckert & Co.....	16	Co.....	8
Gooding & Co., F. C.....	12	Symington & Co., Thos.....	45
Grattan & Co., Ltd.....	65	Stuhr, C. F.....	15
Gray & Co., Limited, John....	3	<b>T</b>	
<b>H</b>		Tippet, Arthur P., & Co.....	1
Heinz, H. J.....	62	Toronto Salt Works.....	65
Hudon, Hebert & Cie.....	4	<b>U</b>	
Hargreaves (Canada) Limited..	3	Upton Co., T.....	43
Hillock, John & Co., Ltd....	66	<b>W</b>	
Holland Rusk Co.....	65	Wagstaffe, Limited.....	2
Hamilton Ideal Mfg. Co.....	55	Walker Bin & Store Fixture	
Holloway, Reid & Co.....	14	Co.....	10
Hugman, Ltd., A. W.....	61	Walker, Hugh & Son.....	53
<b>I</b>		Warren, G. C.....	14
Imperial Oil Co.....	56	Watson & Truesdale.....	14
Irish Grocer.....	65	Welch Grape Juice Co.....	57
International Specialty Co....	52	Wellington Mills.....	15
Imperial Extract Co.....	63	Whittemore Bros. & Co.....	55
<b>J</b>		Western Distributors.....	14
Jonas & Co., Henri.....	17	White & Co.....	53
<b>K</b>		White Swan Spices and Cereals	
Kidd & Co., Edward.....	65	Ltd.....	21
Kilgour Bros.....	54	Wiley, F. H.....	14
Keating, Thos.....	19	Wilson Fly Pad Co., outside	
Kit Coffee Co.....	61	..... back cover	
Kirkwood & Sons.....	13	Woods & Co., Walter.....	56
<b>L</b>		Woodruff & Edwards Co.....	12
Lambe & Co., W. G. A.....	14	<b>Y</b>	
Laporte, Martin, Ltd.....	67	Young Thomas Soap Co.,	
Leadley, Ltd.....	15	Ltd.....	60
Leitch Bros., Flour Mills,			
Ltd.....	56		

When You Order

# Champagne

See that you get

**PIPER-HEIDSIECK**

because it is the genuine, the often imitated, the never equalled. **Over 128 Years Since First Bottle Appeared.**

**Sparkling, Foaming, Deliciously Bracing.**

In Baskets and Cases.  
Brut., Sec., Tres Sec.  
Quarts, Pints, Splits.

**Minerva Brand Pure Olive Oil.**

How much?

**Imported Petits Pois.**

**Soliel Brand,**  
the brand that made pea  
satisfaction possible.

**Frs. Petit & Cie. Brand.**  
**Petits Pois Moyens.**

You can retail these at 10c a  
tin and make money

**Get Prices.**

If you "Long Distance" or Wire we'll  
credit charges.

**Laporte, Martin, Limitee**

**568 St. Paul St., - Montreal**

**Telephone Main 3766**



PURVEYORS OF  
JAMS, JELLIES AND  
CANNED ENGLISH FRUITS



TO  
HIS MAJESTY  
KING GEORGE V.

BY APPOINTMENT



## Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

PURITY—CLEANLINESS—FRESHNESS—are the hall-marks of this world-famed make of food products.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

## CHIVERS & SONS, LIMITED

FRUIT GROWERS,

HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.  
57 Water Street  
VANCOUVER, B.C.  
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.  
45 St. Alexander St.  
MONTREAL  
(Canada and Newfoundland)



## RICHARDS QUICK-NAPHTHA CUTS OUT THE RUB, RUB, RUB

Wash day with the ordinary laundry soaps has always been and always will be a case of rub, rub, rub, with dire effects on the housewife and the clothes.

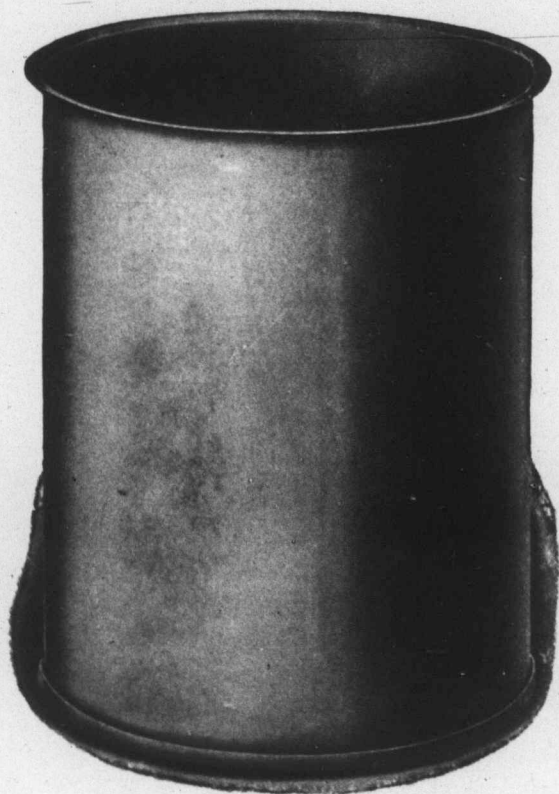
With "Richards Quick-Naptha Soap" the labor is almost eliminated, the clothes come out cleaner and whiter, and in a much shorter time. "Quick-Naptha" is increasing its popularity every day throughout the Dominion—the sales show it. The price is only 5c, leaving a margin of profit for you of 261½%.

### THE BEST LINES FOR FIVE CENTS "Richards Pure"—"Richards Quick-Naptha"

These two lines represent the height of perfection in wash day requisites. They give the housewife 100 per cent. satisfaction in economizing her time, her labor, the wear on her clothes, and also cutting down her actual soap expense.

These are the best Five Cent lines on the market—in fact they are the best laundry and cleaning soaps at any price.

Your wholesaler has them.



## Sanitary Cans

*"The Can of Quality"*

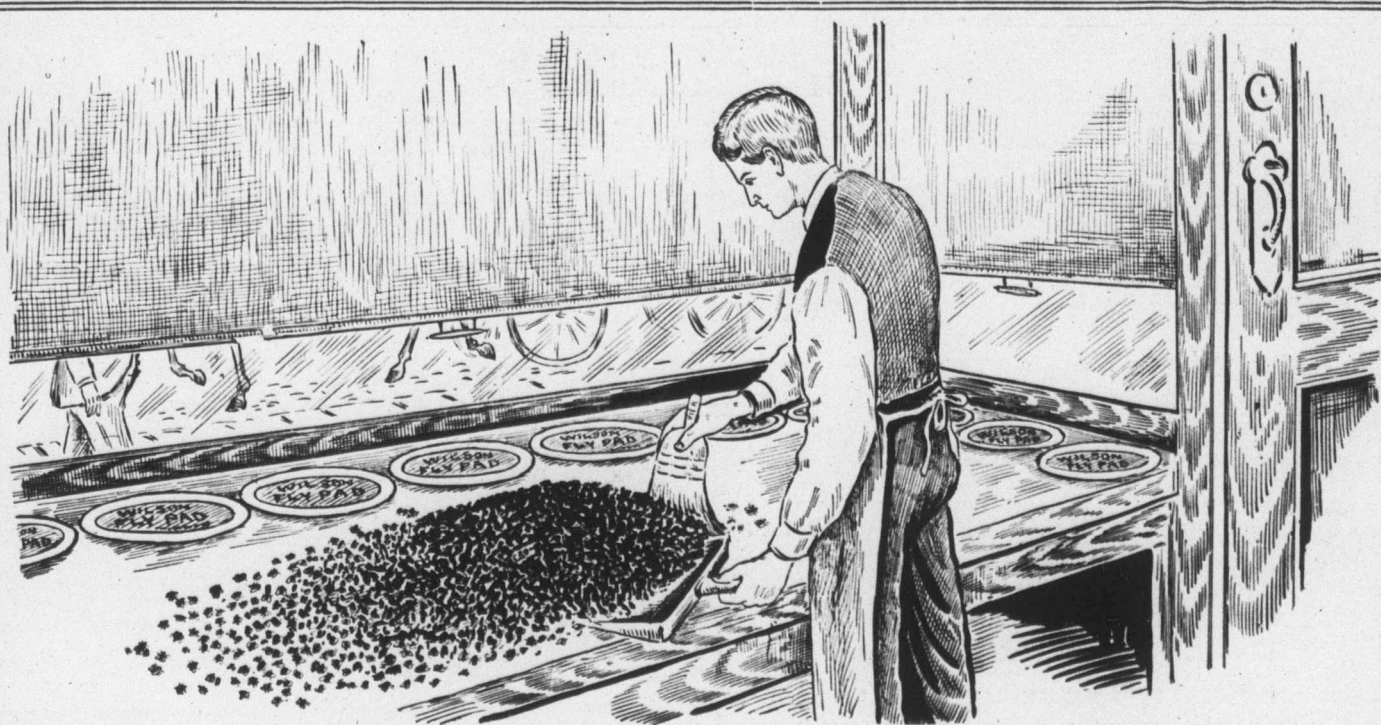
Tomatoes, Peaches, Pears,  
Plums, Apples.

Enamel Lined Cans for Straw-  
berries, Raspberries, Beets.

### Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.





# No Flies in My Store

This is the boast of the up-to-date Grocer, and this happy condition of affairs is easily brought about.

## HOW TO DO IT

Before closing on Wednesday afternoons pull your windowblinds down to within ten inches of the bottom, place

## WILSON'S FLY PADS

properly wetted on white plates **close together** along the whole window front, darken all the rest of the store as much as possible, so that all the flies will go to the strip of light where the Fly Pads are. On Thursday morning sweep up the dead flies and put the plates away until Saturday night, then repeat the operation over Sunday.

By following these directions exactly you will kill practically every fly in the store over Sunday and again on Wednesday afternoon.

## DON'TS

Don't object to paying 60c. per dozen for the necessary two to four dozen plates, they will last for years.

Don't be silly and expect two or three Pads to kill all the flies in your store. **You must get the flies to the Pads, therefore use plenty of them.**

**The plan is simple. It is effectual.**

**It is cheap. It is very little trouble, and the resulting flyless store is worth hundreds of dollars to any live Grocery business.**

**THE WILSON FLY PAD CO.**  
HAMILTON, ONT.