

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII.

PUBLICATION OFFICE: TORONTO, JULY 17, 1914.

No. 29

SUN-KIST Seeded Raisins—The Kind People Want

Seeded by the Celebrated Armsby Process

AN EVERY DAY SELLER EVERY DAY IN THE WEEK

Wins Trade—Holds Trade—Satisfies Customers

THAT IS WHAT YOU WANT



CANADIAN DISTRIBUTERS:

Revillon Wholesale, Ltd., Edmonton, Alta.
Simington Co., Ltd., Calgary, Alta.
Western Canada Wholesale Co., Ltd., Fernie, B.C.
R. P. Rithet & Co., Ltd., Victoria, B.C.
The Codville Company, Ltd., Brandon, Man.
The Codville Company, Ltd., Winnipeg, Man.
The Codville Company, Ltd., Moose Jaw, Sask.
The Codville Company, Ltd., Saskatoon, Sask.
Bauld Bros., Ltd., Halifax, N.S.

G. E. Barbour Company, Ltd., St. John, N.B.
G. E. Barbour Company, Ltd., St. Stephen, N.B.
G. E. Barbour Company, Ltd., Woodstock, N.B.
John Sloan & Co., Toronto, Ont.
John Sloan & Co., Belleville, Ont.
John Sloan & Co., Berlin, Ont.
The F. J. Castle Co., Ltd., Ottawa, Ont.
Geo. Robertson & Son, Ltd., Kingston, Ont.
Hudon, Hebert & Co., Ltd., Montreal, Que.

Orinoco TUCKETT'S SMOKING Tobacco

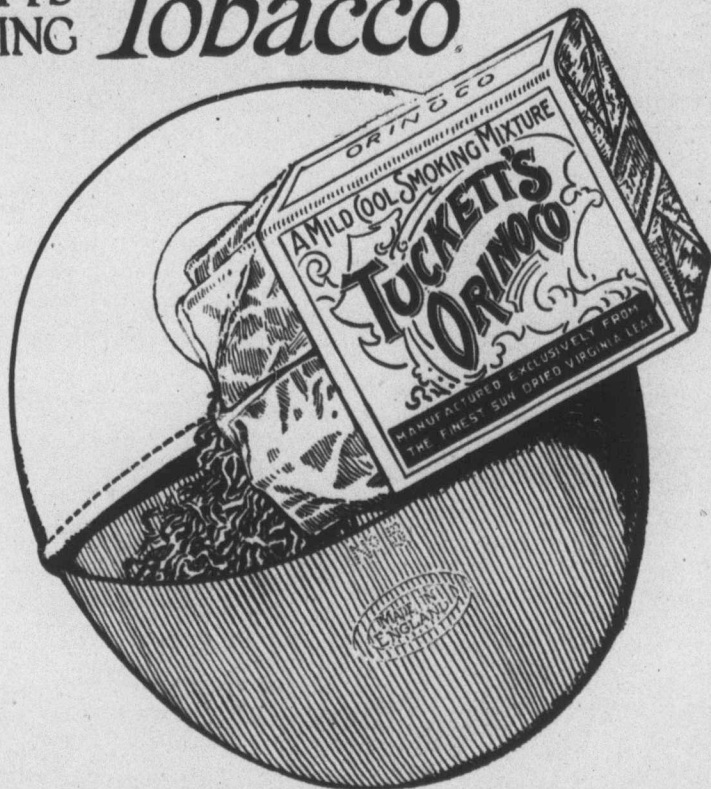
Fine "Old Virginia"

It is not the tasteless sort that has no strength because it is sawdusty. Nor yet is it the strong, nerve-racking weed that kills the average smoker. It is a delightful blend of real "Old Virginia" tobacco that has been properly grown, fully ripened, carefully cured and prepared. It has a rich, mellow flavor and a fragrance that betokens real tobacco goodness. **Try it yourself and stock it for the men who appreciate a good smoke.**

Get "Orinoco" from your wholesaler.

Tuckett Limited

HAMILTON, ONT.!



SILVO

There's Money in SILVO

Its cleaning power on silver is magical. The heavy rubbing necessary with ordinary polishes wears off the plate. With SILVO just a light, brisk rub produces the required results quickly, and with little work. Stock SILVO and you will secure a profitable line that you can recommend with every confidence to your customers.

SILVO brings repeat orders. Write for trial sample and prices.

RECKITTS' (Oversea) Ltd., 122, Wellington Street West, Toronto.

CANADIAN GROCER

"STOWER'S" *Lime Juice Cordial*



This delicious, cooling family beverage is a profit-maker during the hot days. The superior quality and refreshing deliciousness make it popular with the masses.

Stower's Lime Juice Cordial is a refresher that keeps the blood and digestive organs in a healthy condition.

A display of "Stower's" immediately attracts the buyers.

A few bottles on the counter and a supply in the refrigerator will pull sales. A trial will prove.

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

Que.

A Square Deal To Every Customer

Good Spices Promote Good Business

A GREAT many customers rely upon *your* judgment to meet their requirements—you can often sell what you choose.

Some Grocers sell goods that they *know* to be impure or adulterated, others sell impure or adulterated goods, but they do *not* know it.

In both cases the results are the same—the customer has been given the “bad end of the bargain” — she *hasn't been given a square deal*.

Wouldn't it pay you to *know* beforehand that the groceries you sell are *absolutely pure and full value?*

The Spice selling season is here. Don't sell *doubtful* brands, order *Pure Gold Spices* and be *sure* of their unequalled purity. They are the best to be had—the kind that *build future Business*.

Pure Gold Spices are guaranteed to meet all Government requirements.

Look up the Government Bulletins and see for yourself.

**There's Continuity
in "Pure Gold" Sales**

The Pure Gold Manufacturing Co.

Toronto - Ontario



**Warm
Summer
days suggest
E.D.S.
Raspberry
Vinegar** —

In hot weather there is a big demand for cooling, thirst-quenching beverages.

Are you prepared to meet the need? You should be ready with a good stock of sparkling, thirst-quenching

**Raspberry
Vinegar**

A very delicious beverage with a flavor all its own.

See to your stocks.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

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



**The rank old
coffee pot's exit**

In the days when coffee-making constituted the boiling of coffee and water together, making a strong, pungent, black liquor, coffee-making was not the scientific operation it is now. With the well-known fact taking deep root, that **coffee should not boil**, coffee-making is not easy and the result is that many a family is deprived of this delicious, satisfying beverage.

Borden's Reindeer Coffee steps into the breach—a really healthful beverage, rich with the true coffee flavor combined with milk and sugar, all ready to serve at a moment's notice. By pushing this coffee now you will not only fill the demand for a summer outing beverage, but will create an all-year-round sale.

Stock up now.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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

JAPAN

TEAS

Furuya & Nishimura
Montreal

RENNIES

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

SEEDS

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

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

“DISTIL” COFFEE ESSENCE

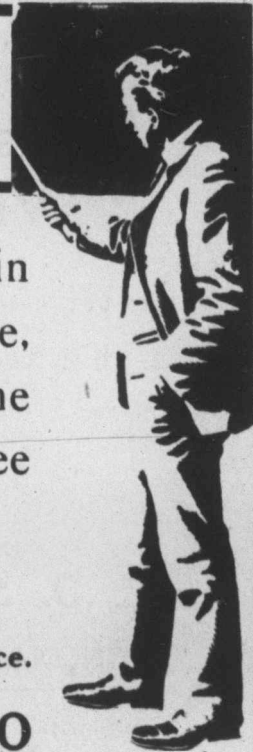


To make a delicious cup of Coffee, in but a moment, use Distil Coffee Essence, with hot water, cream and sugar. The quality never varies and the true coffee flavor is always pronounced.

Summer Time Is Coffee Time.

Order an assortment of sizes from our Agents at once.

THE HARRY HORNE CO., TORONTO



THE DISTIL MFG. CO., OF LONDON, ENG., Sole Manufacturers

“How to make
more money
with Canned
Peas”—

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

DOMINION CANNERS
LIMITED, Hamilton, Ont.

From Mother to Daughter

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

Shirriff's True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.



It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers,

write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto



Why wood is better than metal

Wooden Tubs and Pails will not rust, and they retain heat longer than those made of any other materials now sold on the market.

Cane's Woodenware, including pails, tubs, washboards, butter molds, etc., are made of carefully selected, evenly-grained wood—the best for the purpose that money can buy. Cane's products are unsurpassed for strength and durability.

Our long experience serves to prove this statement, and our **absolute guarantee** leaves no room for doubt.

If you do not already handle the Cane lines it will pay you to get a supply now. They are home necessities and are especially in demand during the house-cleaning season.

The Wm. Cane & Sons Co.

Limited

Newmarket

Ontario



"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA

SOCKEYE



QUALITY
IS OUR FIRST
CONSIDERATION

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

SUMMER TIME

is the season for white things, when more OCEAN BLUE will be sold than ever. No other will satisfy your customers so well.

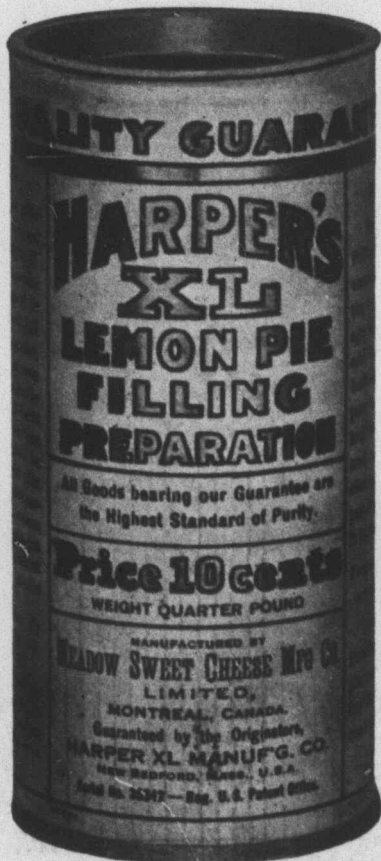
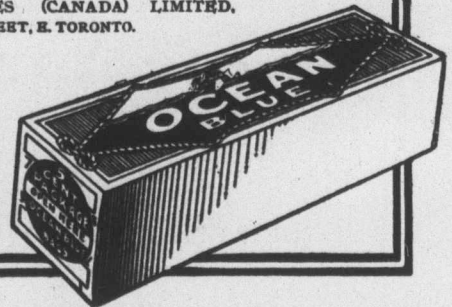
So put in a window display of the attractive 5c. packages. It will draw permanent patronage.

OCEAN
BLUE

Order from your Wholesaler.

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

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



*Pie-filling
preparations
of real
quality*

HARPER'S XL LEMON. "The finest Lemon Taste in every bit."

HARPER'S VANILLA.

HARPER'S CHOCOLATE.

GRAVY SOUP CRYSTALS Cannot be Excelled for Soups, etc.

THE GREATEST LABOR ECONOMIZERS YET.

Send for our attractive show-cards and circulars.

Order from
**MEADOW
SWEET CHEESE
MFG. CO., LTD.**
Montreal

CAN-O-WAX

a household necessity

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

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

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

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



CANADIAN OIL COMPANIES, Ltd.

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



Sunkist Valencias

Are Now the Wanted Oranges

Glove-picked, tissue-wrapped Valencia Sunkist Oranges are now on the way to market. And juicier, sweeter, more delicious oranges were never shipped to dealers.

We are telling thousands of homes through our advertising in 100 of Canada's leading newspapers of their appetizing tang and *different flavor*. We are creating the demand. See that you can supply it, and reap the utmost profits.

Varied Appearance

Valencias are of varied exterior appearance. Some are lighter in color than others. But all are a deep red inside and of equally perfect flavor.

We are telling this to consumers,

so the oranges with lighter skins are as easy to sell as the darker.

Order Now

Order from your jobber now. Get a good supply and place these oranges on exhibit.

Leave the wrappers on, for we are advertising a large list of Wm. Rogers and Sons' Silverware which we give in exchange for these wrappers.

This is helping create the demand for "Sunkist," and the wrappers displayed on the oranges attract trade to your store.

Sunkist Lemons are also big sellers. Order them when you order the oranges.

Get the benefit of our advertising in this way. See what it adds to your daily profits.



California Fruit Growers Exchange

105 KING STREET EAST, COR. CHURCH
TORONTO, ONT.

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

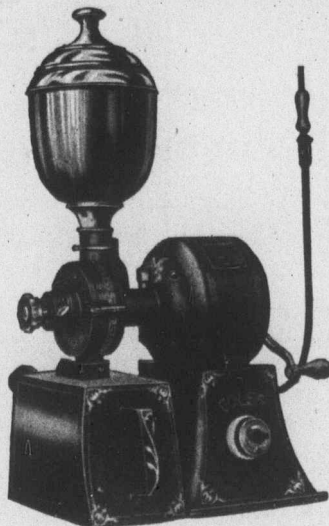
\$3.60

per case of 48 tins

Order from your Jobber

Kirkwood & Sons TORONTO

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



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

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

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

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

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

The Jam with the
"want more" taste

Furnivall's FINE FRUIT PURE JAM



Try it yourself—its deliciousness will convince you that your customers would appreciate it and buy again and again. The quality is better, but the price is no more than the ordinary.

Put up in 5-lb. pails and glass jars. Order from your wholesaler.

Furnivall-New Limited
HAMILTON, ONT.

AGENTS.

Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop, Ltd.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton; B. C. Woodworth, 533 Robie St., Halifax; W. W. Chase, 79 Paradise Row, St. John, N.B.

*Don't tie up
a dollar in
a poor
refrigerator
and thereby lose
scores — drop
a card to-day
asking about
the "Arctic"*

John Hillock & Co., Limited
TORONTO

Agents:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

Kops & Kops Ale Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful, bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.

CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England



Are you getting the recreation you need this summer?

or are you depriving yourself of a much-wished-for vacation simply because your books and credit accounts need your constant attention?

Why not make your work easier and enjoy life's pleasures by eliminating drudgery and worry from your business with

The McCaskey One-Writing Account System

This up-to-the-minute system places your credit business on a profitable basis, ensures regular collections and enables you to see at a glance just how your credits stand.

At every purchase the customer gets a statement in full. Only one writing is required. Your clerks can look after the credit business without an error and you can enjoy an occasional holiday with a knowledge that business is going on in regular order. During extended holidays the clerks can send you a daily credit account report.

Let us show you how the McCaskey will benefit your business and pay for itself in a short time.

Dominion Register Co.
Limited

90-98 Ontario Street - Toronto, Canada
Trafford Park, Manchester, Eng.



FIRST AND STILL THE BEST

CLARK'S Summer Trade Lines

are worth money to you,
MR. GROCER.

The following are all sellers:

Peanut Butter
Corned Beef
Roast Beef
Boiled Beef
Roast Mutton
Boiled Mutton
Plum Pudding
Lunch Ham
English Brawn
Veal Loaf

Beef Ham Loaf
Beef Loaf
Boneless Pigs' Feet
Minced Collops
Tomato Ketchup
Beefsteak and Onions
Jellied Hocks
Stewed Kidney
Irish Stew
Cambridge Sausage

Sliced Smoked Beef
Potted and Devilled Meats, all varieties.
Mincedmeat
Picnic Pates
Tongue, Ham and Veal Pates
Soups (Concentrated)
Boneless Chicken
Jellied Veal

OX TONGUES in all sizes

Etc., Etc.



CLARK'S
Pork and Beans

Order Now



W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

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

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

Samples on application, or you can consult our travellers.

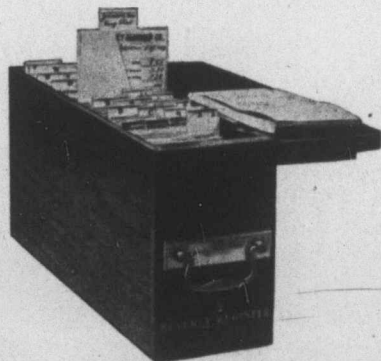
BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**

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

The "Beverly" makes accounts easy to collect

It is the most compact account register on the market. As efficient, durable and practical as any of the higher-priced Registers. Let us prove to you the simplicity and the many other valuable features of the **BEVERLY** Register.

A card will bring you full particulars. Is it not worth your while to investigate?



Write to

Agents Wanted

Lance & Culp,

Can. Sales Agents, 22 Adelaide St. E., Toronto

Manufactured by

The Beverly Register Co., Picton, Ontario

For a good smoke or chew

no tobacco can touch the famous quartette of Rock City brands—

Rose Quesnel
(Smoking)

Master Mason
(Smoking)

King George Navy
(Chewing)

Maple Sugar
(Chewing)

Any grocery or general store handling these lines will pull a big slice of the men's business, for they appeal to all ages of tobacco users.

Order from your wholesaler.

The Rock City Tobacco Co.
Quebec Winnipeg

CANADIAN GROCER

YOU CAN INSURE

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

St. Lawrence

Granulated
The sugar that's 100 per cent. pure cane.
Good Sugar means Good Fruit.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Standard Biscuit Case

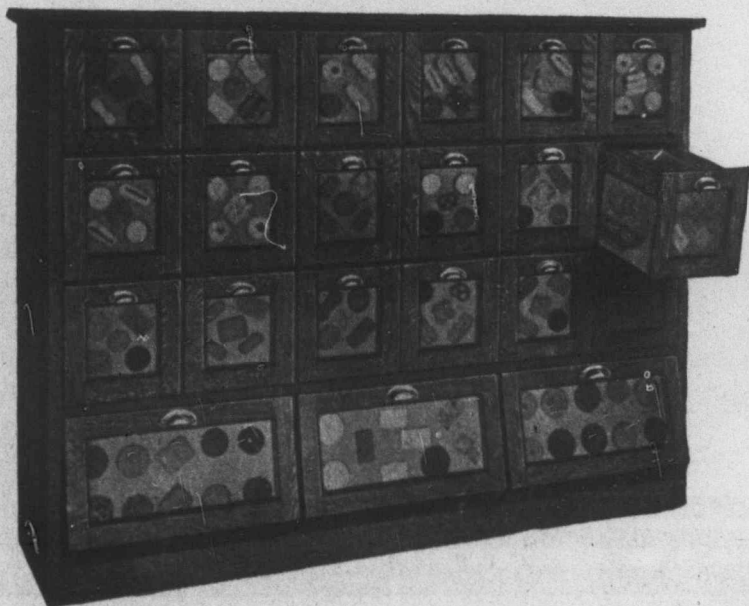
In Sectional Lengths

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

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

fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.

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



Walker Bin & Store Fixture Co.,

LIMITED

Berlin,

Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

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

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

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

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

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



You can give

your customers a better quality at the regular price when you sell them

CHINESE STARCH

And they'll come back for more, for there is no other starch that will produce results equal to those obtained with Chinese Starch.

Show your next customer a package of Chinese Starch and explain to her that it is so made that the iron will not stick.

The pleasant, clean-smelling odor imparted by Chinese Starch is another reason why this is the most popular starch sold in Canada to-day.

Freight charges paid on all orders of 2 cases or more.

Ocean Mills, - Montreal

THE NAME "FAIRBANK" MEANS SOAP SURETY

The Gold Dust Twins Make the Whole World Brighter



Billboards, street cars, magazines and newspapers have carried the GOLD DUST message to housewives everywhere and GOLD DUST is recognized by your customers as the cleanser that saves them most work.

GOLD DUST is so well known that it sells itself if displayed, but a word from you as to its qualities means quicker sales.

"RECOMMEND GOLD DUST—EVERY SALE MEANS ANOTHER."

**The N. K. Fairbank Co., Limited
MONTREAL**

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand
PRE-EMINENT IN QUALITY.

TRY MM PICKLE
A Sure Seller

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

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Every Retail Grocer in Canada

handling Candy should get his Confectionery Jobber to show him samples of all the National Licorice Company's penny Licorice goods.

Their delicious quality, generous sizes, novel shapes and general attractiveness insure quick, profitable and increasing sales.

If you cannot secure the above-named goods from your wholesaler, kindly notify

National Licorice Company
Montreal

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

**A Profitable
Buy for Both
The Dealer
and Consumer**

The Richards Pure Soap Co.
Limited
Woodstock Ontario

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.

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

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

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

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

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

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

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

ONTARIO (Continued)

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

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

WESTERN PROVINCES.

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

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

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

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

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

WESTERN PROVINCES—Continued.

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

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

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

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

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

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

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

NEWFOUNDLAND.

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

QUEBEC.

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

CLAUDE BEAUCHAMP
223 Commissioners St., Montreal.

The
Condensed Ad.
page
will interest you

ARE YOU SHARING

with us the steadily
growing popularity of

MAPLEINE

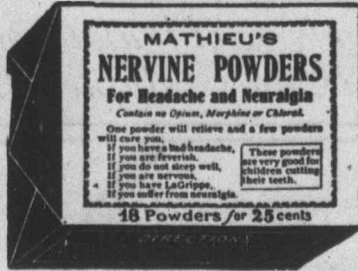
ORDER FROM
Frederick E. Robson &
Co., 25 Front St. E.,
Toronto, Ont., Canada,

Or
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



Mathieu's Nervine Powders



are a simple but effective remedy
in all forms of headaches—a reme-
dy which every merchant can re-
commend as a quick and sure
cure.

Try *Mathieu's Nervine Powders*
yourself at our expense as per cou-
pon attached, if you don't know
them and are a sufferer from head-
aches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of
Tar and Cod Liver Oil has become famous and this sister preparation
—Nervine Powders—is rapidly winning its way.

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

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

Name
With (Name of firm)
Street
City or townProv.....

BRAND STUHR.

**STUHR'S
CAVIARE
FILLETED ANCHOVIES**

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the
Classified Opportunities

on page 61



Oakey's

The original and only
Genuine Preparation
for cleaning cutlery.

**'WELLINGTON'
KNIFE POLISH**

JOHN Oakey & Sons, Limited
Manufacturers of

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

Wellington Mills, London, England

**One pint of delicious
Jelly for only 5c.**



That's what your customers get from every package of
Bee Brand Jelly Powder. A big seller everywhere.
Extensive consumer advertising is creating demand.
A trial will convince. **Bee Brand** stands comparison
with 10c lines. Ask your wholesaler. Responsible
agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

—the greatest wash-
day requisite
ever invented—



"VIG-NOL"

It has peculiar properties
which make it a winner—
removes dirt without rub-
bing and without injury
to finest fabrics—a light-
ning cleanser, a lightener
of work, a lightning seller.
You should introduce the
wonderful tablet form
cleanser now to your trade.
Special introductory offer
on request.

H. NAGLE & CO. P.O. Box MONTREAL
2024

Jobbers, write for discounts.
Distributors:
Young Co., Ltd., Sudbury, Ont.
Will Hill & Son, Vancouver, B.C.

Cowan's Maple Buds

the one best confection



*Everybody—old and young
likes Cowan's Maple Buds*

Take
advantage
of our extensive
advertising

They're
advertised
everywhere
in the Dominion

Nothing but pure chocolate, pure milk, pure sugar, and so easily digested. Stock them in your Candy department. They make friends everywhere—and keep them.

The Cowan Company, Limited

Toronto, Canada

SPECIALS in CANNED GOODS

We are offering the following
at attractive prices

3,000	Cases	Canned Tomatoes	-	-	3's
2,000	"	Standard Peas	-	-	2's
500	"	Pumpkins	-	-	3's
300	"	Lombard Plums	-	-	2's
300	"	Red Pitted Cherries	-	2's, H.S.	
200	"	Gallon Pumpkins	-	-	-
500	"	Red Star Salmon	-	1's, Tall	
300	"	Oregon Red Salmon	-	-	
200	"	Bartlett Pears	-	2's, H.S.	
300	"	Crawford Peaches,		2's, H.S.	

Don't buy before getting our prices

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

CANADA



By Getting Your
TEETH IN IT
 IS THE ONLY WAY YOU CAN
 THOROUGHLY ENJOY THIS
Joy Chunk

and by having 100 lbs. of Sharp's Kreemy on your counter is the only way you can enjoy the large profits that are obtainable on this fast-selling line.

**Made at Kreemy Works,
 Maidstone, Eng.,
 and sold all over the world**

Write direct to our agents for a trial order.

AGENTS:

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

Here are a few of

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

- | | |
|----------------------------|---|
| DIGESTIVE. | "The Premier Biscuit of Britain." Finest wholemeal. |
| SCOTTISH ABERNETHY. | The Scottish favourite. |
| ACADEMY CREAMS. | Rich cream-filled short-bread biscuit. |
| CREAMY CHOCOLATE. | Chocolate biscuit filled with cream. |
| OSBORNE. | The standard Old Country biscuit, delightful flavour. |
| RICH TEA. | Popular Scottish tea biscuit. |
| SMALL PETIT BEURRE. | Fine butter flavour. |
| CORONATION. | Rich shortcake. |
| BUNTY CREAMS. | Butterfly shape, cream sandwich, almond flavour. |
| BUTTERETTE. | Light short-eating cracker. |
| ROYAL SCOT. | Ideal tea or coffee biscuit. |

Recognized Official Agents in the following cities:—
 Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Cleave's CELEBRATED DEVONSHIRE CREAM Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
 TORONTO—Mason's Ltd., 25 Melinda St.
 WINNIPEG—Hamblin & Brereton, Ltd., 140 Notre Dame Ave. E.
 VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
 CREDITON, DEVON, ENGLAND



STOP AND LISTEN
TO THE SONG OF
MELAGAMA

"Right from the wondrous soil of Ceylon's finest gardens,
Where balmy breezes blow and sunny rays are plenteous,
Consignment ships of Tea come speeding o'er the oceans,
To Melagama's home, where Tea is e'er delicious."

—DIRECT TO OUR WAREHOUSE FROM THE ORIENT—

Every Grocer wants the "Safety-First" table delicacies. Melagama Tea and Coffee are absolutely pure and safe for satisfying drinks.

They are weighed and packed without the Tea or Coffee themselves being handled.

FLAVOR and PURITY } —Melagama Tea in Sealed Lead Packages.
Preserved } —Melagama Coffee in Sealed Tins.

MINTO TEA

Do not let your stock of Minto Tea become depleted. Remember this,—Minto Tea advertises itself. There is real money in every package and the children know this too well.

MINTO BROS.

LIMITED

45 East Front Street
TORONTO

NEW JAPAN TEA

N.B.—When sending your next order, don't forget to include a 25, 50, or 80-lb. package of our new High-Grade Matchless XXX Japan Tea.

Price and Quality Guaranteed.



BUSINESS IS GOOD

with us.

And so it will be with you if, in your store, you keep a good supply of

PEEK FREAN'S BISCUITS

Foster Clark's Cream Custard

Sharp's Kreemy Toffee

and many other seasonable lines which we are now offering to the trade.

MR. RETAILER—You know yourself, if you have the Goods, you will surely get the Business.

Send for our Illustrated Price List of General Lines.

THE HARRY HORNE CO.

MFG. AGENTS, IMPORTERS, AND GROCERY BROKERS

Office and Warehouse, 309-311 King St. W.

TORONTO, CANADA

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

White Swan Spices & Cereals, Limited
Toronto, Canada

“Safety First”

Penalty!

Section 32 of the Adulteration Act, chapter 133 of the Revised Statutes, provides that:

Every person who, by himself or his agent, sells, offers or exposes for sale any article of food or any drug, which is adulterated within the meaning of this act, shall incur a fine or imprisonment, or both, and for subsequent offenses a fine of not less than \$50.00 and costs, or imprisonment, or both.

Protection!

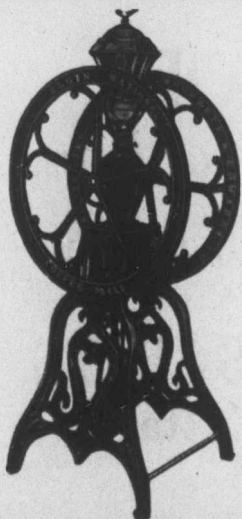
Schedule 3 of the Adulteration Act, chapter 133 of the Revised Statutes, provides:

Absolute protection for the dealer in the form of warranty as shown above. Protect yourself by demanding this warranty.

Every White Swan package is guaranteed and sealed with this warranty.

Protect yourself by buying only White Swan products.

White Swan Spices and Cereals Limited,
Toronto, Canada



A Few Turns
—the Elgin does
the work

Though a hand-propelled coffee mill it turns easily and grinds as rapidly as nearly every power machine made. The new style force-feed, steel-cutting grinders do not pulverize, but cut the coffee beans — quickly adjusted to all requirements. There are thousands of satisfied users — ask your friends. Any of these jobbers will give you our catalogue and lowest prices.

- HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
- TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
- MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
- QUEBEC—Minto Bros.
- LONDON—Gorman, Eckert & Co.
- ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
- WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
- REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
- SASKATOON—Campbell, Wilson & Adams, Ltd.
- EDMONTON, ALTA.—The A. MacDonald Co.
- CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
- FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
- VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

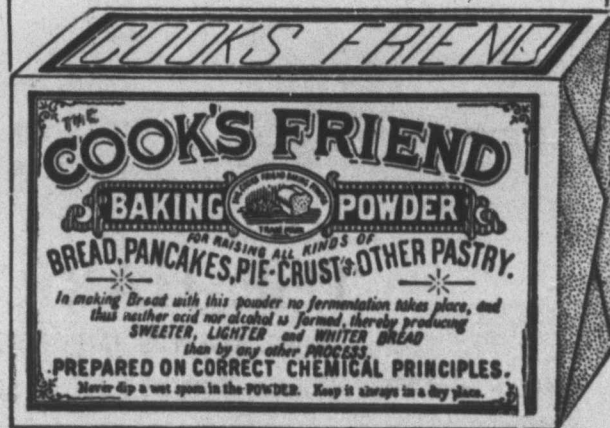
Cook's Friend

the Baking Powder with recognized quality without the fancy price.

A leader for over 50 years.

Absolutely pure. A good seller with a good profit.

W. D. McLAREN, Limited, Montreal



Still increasing the Increase!

**YET AGAIN QUALITY SCORES A TRIUMPH
39,802 lbs.
INCREASE IN ONE WEEK**

This was the record for the week ending July 11th, in comparison with the corresponding week last year. And this wonderful record continues week after week.

Discard the slow-selling brands—build your trade on SALADA alone. Let us guarantee your tea sales.

"SALADA"

LONDON, ENG. BUFFALO NEW YORK TORONTO MONTREAL BOSTON CHICAGO DETROIT
41 Eastcheap 78 W. Genesee St. 100 Hudson St. 32 Yonge St. St. Paul St. 34-35 S. Market St. 361 N. River St. Shelby Block
Branches also in Pittsburg and Philadelphia

Our sales are increasing,
yours will if _____

you start right now with a good display and stock of the high quality

Bertrand's Macaroni

Since 1825 it has given the better satisfaction to thousands of buyers the world over.

It is a genuine French macaroni—made by expert French Chefs in three large immaculate factories which are kept busy supplying the demand.

Try Bertrand's and you will sell no other. The profit makes it worth while.

Henri Jonas & Co.

MONTREAL
Sole Agents Canada and U.S.A.

To the go-ahead Butcher or Grocer

—the installation of an Eureka Refrigerator marks the epoch of greater sales, greater business prestige and greater profits.

The Eureka is a refrigerator in the full sense of the word—not an ordinary ice box. Cold, dry air is in constant circulation. Goods are kept fresh, sweet and wholesome.

The scientific principles of refrigeration as embodied in the Eureka have never been equalled.

For over 28 years it has been building up a reputation—an absolute guarantee for service and satisfaction goes with every Eureka.

It costs nothing to investigate. A card will bring particulars.



EUREKA
Refrigerator Co.
Limited

31 Brock Ave., Toronto

Colman's *SAVORA*

The new flavoring preparation
for salads, meats, fish, etc.

Delicious and Appetizing

Here is something that you and your trade will appreciate—the new appetizer with the new flavor, the new aroma. It puts zest into the meat, fish or salad at your dinner.

A small trial order will be the foundation of big business in "Savora." Send to-day and introduce it to your customers.



Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal; 30 Church St., Toronto

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

Crown Brand Corn Syrup

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

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

PETER'S PUMPKIN PIE

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

Beat all together well thoroughly mixed, and bake with water crust only.

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

Let Peter Pile Up Profits—

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

Crown Brand Corn Syrup

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

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

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII

JULY 17, 1914

No. 29

Three Sections of the Trade in Conference

Convention of Dominion Wholesale Grocers' Guild Brings Them Together—Will Work in Harmony Towards Placing Business on Better Basis—More Addresses by Wholesalers.

Reported by Staff Correspondent.

MONTREAL, Que., July 14.—Probably the most important section of the Wholesale Grocer's Guild Convention held here last week was that devoted to the discussion of the common interests of the retail, wholesale and manufacturing departments of the grocery trade. The wholesalers gave a hearty reception to the retailers who had been meeting in Montreal for the purpose of taking up questions that came under the Dominion Grocers' Section of the Retail Merchants' Association.

B. W. Ziemann, of Preston, Ont., president of the Retail Merchants' Association of Canada, introduced the delegation and covered the policy of, and the work being done by the Association. He impressed the wholesalers with the fact that the retailers were alive to the dangers threatening them and that the retailers, through the Retail Merchants' Association of Canada, had now a splendid

organization and one that was in a position to ably cope with these dangers.

W. J. Mellen, a Brantford, Ont., grocer, who was elected president of the Grocers' Section, as announced in last week's issue, referred to the work the association had undertaken and touched upon some of the reforms the retailers were striving for.

Want Wholesalers' Co-operation.

In a strong, stirring address, E. M. Trowern, secretary of the Retail Merchants' Association, of Canada, placed before the Guild Convention facts that showed what had been done, and what further work the association had undertaken. The co-operative store question was vigorously dealt with. Every reader of Canadian Grocer knows Mr. Trowern's sentiments in this regard so that it will not be necessary to go fully into them here. He, however, surprised somewhat members of the Guild with a state-

ment that the Co-operative Society of England with its immense capital was proposing to establish a depot in Canada. There was a wrong to be remedied here, he maintained. He called the remedy "Well-fare Work." The Grocers' Section of the Retail Merchants' Association requested the co-operation of the Wholesale Grocers' Guild to combat the stated dangers that beset the merchandising of foodstuffs in Canada.

D. W. Clark, a Toronto grocer, and ex-president of the Ontario R. G. A., supported Mr. Trowern's appeal for assistance and in his usual convincing way urged the entire trade to take immediate action.

Eric C. Jamieson, a Hamilton grocer, and secretary of the Hamilton R. M. A., told of the progress being made by the Association in the Ambitious City.

J. A. Beaudry, of Montreal, and treasurer of the R. M. A. of Canada, set

DOMINION GROCERS' SECTION OF R. M. A. FORMED.

The organization of a Dominion-wide Grocers' Section of the Retail Merchants' Association of Canada was the result of a meeting of representatives of the different Provincial sections held in Montreal last week. The step was one of considerable significance to the trade, indicating as it does an effort in the future in the interests of the retail grocer which will not be hampered by the provincial boundaries.

Invitations were issued to all the Grocers' Sections of the Dominion, and those not represented by their officers had a silent influence through their proxies. The objects of the new organization generally will include the consideration of all questions pertaining to the grocery business throughout the Dominion. The officers elected were announced by Canadian Grocer last week. W. J. Mellen, of Brantford, is the president.

The new section was not long in making its influence felt, for the officers, on the day following the organization meeting, appeared as a committee before the Dominion Wholesale Grocers' Guild for the purpose of discussing the necessity of the wholesaler and the retailer co-operating with a great many problems of common interest. There was a discussion on the important point of making the necessary provision for putting the trade on a better basis and a committee was appointed by the guild to co-operate with the retailers in regard to the matters referred to.

The joint committee will, if necessary, interview the manufacturers with regard to securing better selling conditions.

forth the situation as it was to be found in Quebec Province.

The Grocers' Guild adopted a resolution to co-operate with the R.M.A. in the prosecution of this work and appointed as their quota on the joint committee the following: H. C. Beckett, (Convenor), F. T. Smye, Zeph. Hebert, Armand Chaput, and Hugh Blain.

Among the manufacturers and representatives of the retail trade who were in conference with the wholesalers were the following:—O. W. Donner, the St. Lawrence Sugar Refineries, Ltd., Montreal; W. H. Rowley, the E. B. Eddy Co., Hull, Que.; R. G. Venn, Corneille David & Co., Montreal; Paul Caron, Society

S.P.A., Montreal; George Bird, the H. O. Co., Hamilton; Chas. Norris, Christie, Brown & Co., Ltd., Toronto; William G. Coles, London; Jos. Picard, Rock City Tobacco Co., Quebec; R. L. Innes, Dominion Canners, Ltd., Hamilton; C. T. Gordon, J. Alex. Gordon & Co., Montreal; Robert Anderson, Atlantic Sugar Refining Co., Ltd., Montreal; A. H. Thomson, Canada Sugar Refining Co., Ltd.; H. Hurst, W. Clark, Ltd., Montreal; B. W. Ziemann, Dominion President, Retail Merchants' Association, Preston; W. J. Mellen, president Grocers' Section Retail Merchants' Association, Brantford; D. W. Clark, past president, Ontario Retail Grocers' Associa-

tion, Toronto; E. M. Trowern, secretary Dominion Board; J. A. Beaudry, Retail Merchants' Association, Montreal; Eric C. Jamieson, secretary Hamilton Branch Retail Merchants' Association.

Evils In The Trade.

"Evils in the Trade and How to Correct Them" was the title of a paper by F. T. Smye, of Hamilton, at one of the sessions. He suggested the reorganization of the guild, the passing of strong by-laws so that any member guilty of underhand or dishonest practices would be excluded from the organization, and the appointment of officers to give their

(Continued on page 36)

Jam Window Trim that Sold Well

Neat, Simple Arrangement With Colored Cut Paper Attracts Many Eyes and Appetites—Almost Four Cases of New Line Sold in a Month.



Window trim of jams shown recently in window of M. Cummings, Hamilton, Ont.

AN exceedingly neat, yet simple display of jams recently appeared in the window of M. Cummings, corner James and Barton Streets, Hamilton, Ont. The trim was made by C. A. Pothier, manager for Mr. Cummings, and is reproduced here-with.

The arrangement may be readily seen at a glance. In the center is a large-sized pile of pails of the jam and on either side smaller ones, with finely cut paper in red, white and light green colors strewn over the floor.

But the all-important question is: "How did the display sell?"

Mr. Pothier replied to Canadian Grocer representative that prior to the trim none of this particular kind of goods had been sold, apart from one or two jars of marmalade. He stocked four cases of the jam of two dozen each about a month prior to Canadian Grocer's visit and then had sold 3½ cases. The only other selling work he did was to explain the good quality of the jams, marmalade, etc., whenever a customer inquired. He had faith in the goods and had no trouble selling them.

Here is an actual instance emphasizing the power of the well-dressed window to make sales, when backed up by the selling force of the man behind the counter, with no other assistance, except the merits of the goods themselves, here was a young man who created a demand for a line which the store had never before sold.

Getting Steamer Trade in Georgian Bay Towns

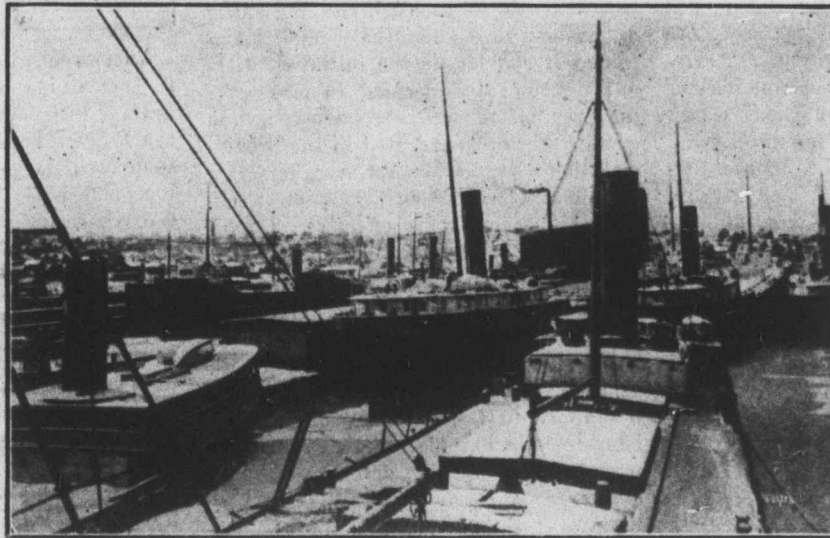
Midland and Collingwood Merchants Find This Business Lucrative — Splendid Trade Done in General Groceries With Tramp and Regular Steamers and Grain Boats.

SUPPLYING the needs where-with to satisfy the appetites of those who float over the waters of the north lakes, whether they be in search of pleasure or the finny denizens of the deep or whether they are the men who look to the navigation of the numerous craft of varied design and size—is a problem which introduces new factors into the business of the merchants of the lake port towns.

When we consider such towns as Midland and Collingwood with their lake steamers calling regularly, with hundreds of tourists passing through to the summer resorts; when we consider Midland with 40,000,000 bushels of grain to handle annually, when we consider Collingwood with its numerous tug boats coming and going, and with a fleet of fifty fishing boats up the lake—then we come to see some of the features of the retail business of the port town which differ from the same business inland.

To meet the special conditions special facilities have to be arranged and we find such novelties as motor boats used for delivering supplies to campers, supply boats working up the shore as far as fifty miles, selling everything the tourists require; and auto delivery services to connect up the towns with the beach resorts. Then to meet the demand of the trade requires different buying; this not only applies to the needs of the inner man for which canned goods, cured meats, etc., are heavily stocked but also woolen goods such as sweaters and bathing suits, housefurnishings for the summer cottage, summer hats and outing shoes—and any of the hundred and one things which the holidayer at the summer resort will buy to satisfy need or whim.

It is the staple lines of supplies, however, that the bulk of the summer business is done—canned and bottled goods for the campers and general groceries for the steamers, tugs and fishing boats.



Importance of the boat trade in lakeport towns is shown by the number of boats shown here. This is part of the winter fleet at Midland, Ont.

At Midland, through their grocery department, the Playfair, Preston Company cater especially to the boat trade, and when the volume of wheat coming through this port is considered, this business becomes very important. Geo. Brighty, the manager of the department, explained to The Canadian Grocer representative that the boat business meant a full general line of groceries, including canned goods, cereals, fruits, vegetables, and practically anything and everything from both bulk and proprietary lines; it was, he said, very little different from the ordinary house-trade on a much larger scale. And the sailor of to-day does not eat the kind of supplies that are referred to in the days of the old sailing ocean ships; he eats just as well on board the modern lake freighter as he would on shore, and while the supplies are sometimes plain they must be good.

Supplying boats means that the grocer must be ready night or day, or on Sunday, in some cases, to get his goods on board when they are wanted. However, this difficulty has been largely simplified by the firm referred to. Mr. Brighty states that when a boat comes to the elevator they are able to estimate her capacity and to judge how long it will take to unload; then it is a comparatively simple matter to get into touch with the elevator and find out when the unloading is to commence. By this means it is usually possible to tell whether a

boat will be leaving during the night and in this event the supplies can be got aboard at a reasonable hour. Sometimes a boat makes a hurried call for supplies and then it means getting busy at almost any hour.

In connection with his summer trade, J. White, a Midland grocer, has a gasoline launch delivery service which he uses for sending supplies to the local campers who forsake their homes in the summer for the beaches near the town. This boat

makes trips up to ten miles and is not only a great convenience for customers but naturally results in trade.

Supplying the Fishermen.

Catering to the needs of the fishing fleet of fifty boats operating to the north of the town, is an important part of the business of Foulis Brothers, grocers at Collingwood. The fleet goes north in April and there are full orders for supplies at that time. There are also orders usually in July and September. These orders will run from \$70 to \$80 each as a usual thing. In addition, there are other supplies which are purchased from time to time and which are delivered by a tug which makes a couple of trips a week, bringing down the catches and taking back supplies. These boat orders cover everything in the way of supplies for the boat larder and what the grocer is not carrying in stock, he secures from outside sources this, of course, sometimes cuts into the profits on the line but it is impossible to carry everything that is likely to be called for.

Blueberries in Exchange.

In connection with this fishing boat supply business the grocer is expected to handle pretty heavy shipments of blueberries, cranberries and potatoes from the Indians on the north shores. For this stuff cash is usually paid and what cannot be disposed of locally is shipped to Bracebridge or some other outside point. One hundred and fifty-nine quart

baskets of blueberries is quite a usual shipment in the berry season.

S. J. Bailey, another Collingwood grocer, makes a specialty of supplying the tramp steamers which come into port for supplies at any and all times. He states that in these orders, which run from fifty dollars up and cover a general line of groceries, he does \$4,000 to \$5,000 business in a season. Mr. Bailey goes right out after this business and he also makes special efforts in catering to campers. He states that by giving careful attention he has secured a number of good customers in the summer season which have stayed with him since.

The grocery department of the Stephens Co., of Collingwood, has the contract for supplying the boats of the Northern Navigation Company, two of which make the port weekly. This business covers a general line of groceries but does not include provisions. It runs into \$6,000 to \$7,000 a year.

Collingwood also has a good summer trade with the tourists at Wasaga Beach where there are three hotels and over a thousand guests, campers and cottagers in the months of July and August; considerable of the business from this resort goes to Stayner merchants. A daily train service in addition to an automobile passenger line and an auto delivery car are expected to facilitate this business this summer.

MONTREAL GROCERS' PICNIC.

The retail grocers of Montreal and their friends, to the number of more than six hundred, had a very enjoyable outing on Wednesday, July 8, at Cornwall, Ont. A special train of twelve cars conveyed the picnickers from Bonaventure station over the Grand Trunk Railway.

A varied program of sports and games was successfully carried out during the afternoon on the grounds that had been rented for the occasion, and some really wonderful contests resulted. The city government was represented by Aldermen St. Pierre, Seguin and Weldon. The officers of the Retail Grocers' Association in charge of the excursion were J. A. Beaudry, general secretary; G. A. Archambault, president; J. A. Bouvier and J. O. Pesant, vice-presidents; C. Brunet, secretary; and R. Gervais, treasurer.

Eric C. Jamieson, a Hamilton, Ont. grocer, who was in Montreal earlier in the week attending the conference of the Dominion Grocers' Section of the R. M. A., of Canada, was present at the picnic as a guest, and officiated as judge of the games.

An enjoyable time was spent, but owing to rain during the afternoon, several of the outdoor events were cancelled in favor of dancing in the pavilion for which prizes were given.

COMPULSORY EARLY CLOSING.

Vancouver Council Passes By-law Without Petition From All Trades.

Vancouver, B.C., July 16.—The city council has passed a by-law making it compulsory for retail stores in Vancouver to close at 6 o'clock week-days and 11 o'clock Saturday nights.

Although convened to consider the by-law with respect to retail clothing stores and shoe stores only, the council maintained it could take the initiative without petition, and decided to make the new regulation general. Only certain classes of stores, excepted in the provincial Shops Regulation Act, may hereafter remain open after 6 o'clock on week-days. The bylaw is effective immediately.

In the term "shop," as defined by that act; under which the bylaw was passed, is meant any building, booth or stall where anything is sold by retail. The act, and therefore, the by-law does not apply to news stores, tobacconists, refreshment places, auction rooms, pawnbrokers shops and secondhand stores.

Drug stores are not excepted, but by another act druggists may not be penalized for selling drugs after closing hours. In the opinion of City Solicitor Hay, the act was framed in that manner with the view of preventing, if desired the sale of other articles by drug stores.

The construction of the by-law as to fruit stores may also have to be decided by the courts. The opinion is held that refreshment places could not be closed after 6 o'clock but that many fruit stands are not in that category and not excepted.

The new by-law provides for stores keeping open until 11 o'clock on the night before a statutory holiday and for six nights before Christmas. A penalty of \$100 or, in default, two months in jail is prescribed for infractions of the by-law.

The terms of the by-law were threshed out when the clothiers petitioned for the early closing. The powers of the city were shown to be such that it could initiate an early closing rule itself but was obliged to do so if 75 per cent. of those in each line of business petitioned for it. The aldermen thought yesterday that it would be better to inaugurate the whole movement at once rather than be consequently needing to amend it as new requests were made.

A renewal of the proposal for the weekly half-holiday was made by Ald. Ramsay.

Ald. Hepburn explained that the finance committee had left it in the hands of the storekeepers and employees to arrange something satisfactory but declared that the former contended that

the state of business would not permit the holiday to be inaugurated at present. He was of the opinion that the only way to make it effective was to pass a provincial act.

THE CIGAR CORNER

No. 2.

Last week this corner was devoted to explaining the different parts of a cigar—the Wrapper, the Binder, and the Filler. These all arrive at the cigar factory in large bales, the contents being made ready as required, and sent to the respective workmen. The leaves of the wrapper and binder are naturally somewhat crisp on arrival, and have to be moistened to make them pliable. A pile of each is placed in a large vat with a slanting copper bottom to drain off the water—pure water being the only thing used for moistening the leaf.

Every leaf has a stem. This stem must, of course, be extracted from the wrapper and binder before it goes into the cigar. When the leaves are pliable they go to the stripping-room, where the stems are extracted. This work is accomplished by experienced workmen, and so rapidly that it is quite a revelation to the person who sees it for the first time. When the stem is eliminated, there remains what are known as the right and left leaf—depending on which way the ribs of the leaf run. On opening a box of cigars it will be noted that on the first row the outside Wrapper or outside leaf is rolled the same way in every cigar. The Wrapper in each case has either been a right or a left leaf—all of which comes under the science of cigar packing.

The Filler is placed on the Binder and rolled into the proper shape when all stems are removed. The whole is lastly rolled inside the Wrapper, and with a sharp, broad-bladed knife the frayed ends of the leaf are trimmed off, a little gum is used to bind the cigar, and it is passed on to the workmen, who grade them according to color. This is a distinct science in itself, and will be taken up in a future article.

Cigars of the same quality are weighed on a scale, and if there is not sufficient filler to balance, more is added.

After the cigars are properly graded by the packer they go to the Banding-room for the label. The boxes next enter the excise warehouse in charge of a government officer; but this side of the subject will also be considered later.

Ailsa Craig, Ont., merchants are closing their stores Thursday afternoons during July and August.

At the Weekly Conference



A Vacation Outing of One of the Staff Produces the Idea for This Conference—Coffee Extract Was the Line Decided on.

Conference No. 8.



“HELLO! Art! Say, but you are looking fine. Good time—eh?” “Some time,” was the emphatic, if somewhat slangy, reply of Art Burns. He spoke as though he meant it—and he looked it.

Frank Hastings shook hands, and then pulled out the key to the Lawrence grocery emporium, with the observation that they were right on time—and more so—for it still lacked a couple of minutes to half-past seven.

“You’re as brown as an Indian,” observed Frank.

“And as fit as a fiddle,” Art continued. He looked it, and he knew that he was—he must be, after a couple of weeks’ rest in one of the most popular of the resorts in the northern lakes. If he felt at that moment that he would rather be going on his vacation than returning it was no disloyalty to the business interests of Henry Lawrence; he was just human. If he felt, too, a slight repulsion to packaging groceries and the routine of the store life he could hardly be blamed after a couple of weeks of pleasure. No one claims that the life of the grocer is the most pleasant on earth; no life of routine is a joy after the freedom of a summer resort. But he had the spirit to show that he had appreciated his holiday; he felt that he had his little time, and that it was up to him to dig in and relieve some of the others who had been sweltering in the heat during the days when he had been enjoying the comparative cool of the resort, with its water pleasures, cool nooks and stretches of shady, refreshing forest. After all we feel much as we want to—that is the secret of taking pleasure out of work—and Art was philosopher enough to set behind him the holidays he had enjoyed so much, and look rather to what was ahead of him.

Henry Lawrence himself came in a moment later, for in this store “the boss” made it a rule to be on hand with the members of his staff; his motto for the success of his business was application, and his experience had taught him that his staff liked the spirit of co-operation which he carried out. Perhaps he had some slight idea that the machinery of the store started more smoothly and more promptly when he

was on hand to apply a little oil and turn on the steam, but he never said so. The others came in immediately, and after greeting the holidayer, started on the first of the Monday morning duties—putting things ship-shape after the Saturday night wind-up, or re-filling shelves and generally preparing for another week’s business.

Made Business in Desserts

When the staff gathered at the close of the business day for the weekly talk, Henry Lawrence remarked that the idea of the previous week about pushing corn starch and other summer desserts had resulted in good business, and what was more important, business he had not counted on before. He thought that something else appropriate to the season might be taken up, and put it up to Art Burns to give the circle the benefit of his two weeks in the summer resort country.

Art did not say that it was a chance he had been waiting for, but that was the truth of the case, for he had picked up an idea that he was sure was new, and it was the things that were out of the usual run that were the most interesting to put before the conference.

“Well, I have an idea,” he commenced, “that may be of interest. I spent a couple of weeks at a summer home, and, although there was no cook employed, and there was a general understanding that unnecessary labor was to be dispensed with in preparing meals, we had coffee a couple of times a day. Now, I had the idea that coffee required time and skill in the making, and, although it is certainly an enjoyable beverage, especially in the cool mornings, and makes a tasty drink served with ice during the heat of the day, it seemed to me that it was hardly appropriate under the rules of the camp life.

“So in the aroma of the coffee, as it were, I got an idea that this might be a good subject to look into. I found that we were having coffee a couple of times a day, and there was not a coffee bean ground or unground on the premises.

“Extract coffee was the solution of the puzzle, and it was the first that I had ever tasted. I would not like to say that it was as good as some coffee

prepared under proper conditions, but in camp life things are not usually such as would result in the making of a beverage that would suit the taste of the epicure. Under the circumstances I believe that our coffee was better than if it had been hurriedly prepared from the ground coffee, and it was done so simply.

“On inquiry, I found that extract of coffee was being generally used by the campers, and the bachelors’ quarters particularly appreciated the simplicity of putting a spoonful of the extract into a cup, filling up with water and adding cream and sugar to taste; the strength was simply regulated by the amount of extract—and it was good coffee.”

“A happy thought,” remarked Mr. Lawrence, and he added that he considered it one worth working on.

For Cake and Ice Cream.

Frank Hastings took a hand in the discussion at this point, and was able to give a lot more or less technical information.

“I had a talk with a representative of one of the houses which makes a specialty of this line,” he said, “and I was surprised at the field which there is for the development of the business. There are so many people who drink coffee, and who like it during the hot weather, and yet when they are at the resorts they have not the facilities for making it.

“One point that impressed me that makes a good talking point for this time of the year is that there is no need for sticking with the old idea that coffee must be served hot. Nowadays you will find that there are people who like iced coffee in the hot weather, and for this beverage there is nothing better than the extract, for it will mix just as well hot or cold.

“This wholesale man explained to me that the extract can be used also for coffee cake, and for flavoring ice cream. When people order coffee ice cream, and think that they get a flavor made from brewed beans, they are mistaken, for the extract is also used.

“He told me, too, that there is big business done in the extract business for restaurant trade, where instantaneous

(Continued on page 44.)

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.

Toronto—143-149 University Ave. Telephone Main 7824.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York.
Telephone 8971 Rector.

Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607.
Phone Rand 2324.

Boston—C. L. Morton, Room 733, Old South Bldg.
Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900.

E. J. Dodd.

Subscription: Canada, \$2.00; United States, \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JULY 17, 1914

SATURDAY NIGHT SHOPPING.

EARLY CLOSING IS gaining new converts every day. The trend is undoubtedly towards a freer life—more spare hours and less artificial light. Recent articles in this paper on the "Weekly Half-Holiday and Early Closing" show which way the wind is blowing, and while everyone is not in accord with the "more recreation and less work" idea, nevertheless it is gaining ground steadily.

Beyond question, however, there is no excuse for late hours and late deliveries on Saturday nights. Too many people for some inexplicable reason put off shopping until the very latest hour on Saturdays with the result that delivery men work into Sunday morning, and merchants and clerks almost until midnight.

In this connection the following letter from an Arrprior, Ont. reader, is appropriate:

"In this town we keep open too long on Saturday night. We have delivering to do at twelve and one o'clock sometimes. I see in some places all business establishments close at nine a.m. on Saturday night. We are half idle here from 7 till 9, then the people begin to come to leave their orders from that until eleven, which could be done just as well from seven to nine, when we have time and space. Customers first go to the show, then to the ice cream parlor, then for an evening walk, and on their return home at eleven o'clock will call at their 'servant's' shop and order groceries for Sunday. Would like to hear from you on this subject through your paper."

The only method for eliminating this trouble is a conference among the leading or all merchants of a town, and an agreement made not to deliver goods after a certain hour. People can just as well order their Sunday groceries before going to the theater or the ice cream parlor, and if there is a hard and fast rule whereby no goods will be delivered after a certain hour, these "night-owl" people will soon change their ways. This has been proven.

LITTLE TEA ADULTERATED.

ONE HUNDRED AND forty-nine samples of tea were recently analyzed by the Dominion Government analysts. The results were eminently satisfactory, as observed from Bulletin No. 287 of the Inland Revenue Department which has just come to hand. In his report published in

this bulletin, Chief Analyst A. McGill says that "doubtless the fact that tea is subjected to careful supervision by the customs authorities at ports of entry has much to do with its generally satisfactory character."

While we would sooner believe that the results follow the inclination of the manufacturers to put a good article on the market, as many of them are doing, nevertheless the fact that tea has been found to be generally satisfactory from the standpoint of purity is to be commended.

An order-in-council back in 1894 fixed certain constants for tea. For instance ash must not exceed 8 per cent. by weight, reckoned on the dry tea.

All samples reported met this requirement.

Water Soluble Ash must not be less than 2.75 per cent. and the Extractive Matter must not be less than 30 per cent. of the weight of tea.

The majority of the samples yielded more than the 30 per cent. extractive, many giving from 36 to 40 per cent. Facing was indicated in 13 samples but was slight.

"On the whole," adds Mr. McGill, "this report may be taken to prove that there is no noteworthy adulteration of tea in Canada."

INTERNATIONAL CONFERENCE OF GROCERS.

CANADIAN GROCER is in receipt of a letter from John A. Green, of Cleveland, O., secretary of the National Association of Retail Grocers of the United States on the question of holding an international conference of retail grocers at San Francisco in 1915. He points out that at the National Convention held recently a resolution was adopted, "That the National Association endeavor to interest foreign countries in an international retail grocers' conference at San Francisco, between the dates of May 10 and May 16."

Mr. Green adds: "The National Retail Grocers' Association of the United States has decided to hold their convention beginning May 10. This will be an opportune time for all delegates attending from different parts of the world to come together and exchange ideas and experiences along the line of distribution of food products.

"I have written Secretary Giles, of the English Federation, and also M. L. Mazand of the French Federation, and I trust that we shall have a favorable reply from all. I have also asked the Russian Consul to put me in touch with some of the Russian merchants. We shall also try to reach the German as well as the Austrian retailers."

When this question of an international conference was first mooted, we asked a number of Canadian dealers for their opinions on its feasibility, the big majority declaring in its favor. While, of course, there might not be a great many attend from Canada, each province with a Grocers' Section of the Retail Merchants' Association could send a few delegates who would report to their respective organizations on their return.

That there are many common problems to be discussed, is evident to one who has read the trade press of the different countries and who has been in touch with various secretaries. A conference like this would broaden any man's mind, and the general effect on the public at large would be to give a higher tone to the grocery trade, which, owing to the ease with which one can enter it in most countries, and to the weaknesses of the price-cutter who is met with everywhere, is not on the highest of planes at present.

Canadian Grocer would appreciate further expressions of opinion in this proposed conference. How many would be willing to go?

MAKING A PROFIT ON BANANAS.

AS EVIDENCED IN the article on handling fruit with a profit, which appeared in last week's issue, there are many retail dealers who find it difficult to always get rid of bananas without loss or with insufficient net profit. Canadian Grocer has secured the methods of many more dealers on this subject, some of whom make money on bananas, and some who do not. An article containing their views and methods will likely appear in next week's issue, but in the meantime the advice of a large wholesale fruit dealer on the banana question will be appropriate.

Writing Canadian Grocer this merchant believes that the great difficulty with some retailers is that they buy cheap or low-priced bananas, possibly ten to twenty-five bunches at a time and these green and shipped loose. These bananas are sure to be roughly handled by the transportation company, consequently they get bruised and some of them ripen quickly, and of course where fruit is bruised it decays rapidly and is practically not very much use to the retailer.

This firm ships most of its fruit ripe all the year round taking care in having it matured properly and ripened firm; and it has remarkably good success with bananas.

That it is a good idea to cut off the hands and display them is the opinion of this wholesaler. The fruit looks nicer and attracts customers. If the bananas are taken from the bunch it is better to cut them off than pull them away.

Few retailers, of course, have the facilities for ripening bananas, particularly in winter. They must depend largely on the jobber to send them in a condition that is acceptable for sale; and such being the case the retailer, who finds he is not making much money on them should go into the matter with the wholesaler and adjust as far as possible the obstacles.

EDITORIAL NOTES.

WHAT IS YOUR opinion on the proposed international conference of grocers?

GROCERS ARE PERFECTING a Dominion-wide organization and every member in the trade should be in it.

AS MANY DEALERS are making a net profit on bananas, there is no reason why everybody does not. Another article on this subject will appear next week.

Methods of the Peddler

THE OTHER DAY what is known as a tea-peddler drove up with his gaily-painted outfit to one of the farm homes in the neighborhood of Toronto. It was getting towards the middle of a hungry summer day. Dinner was on the table, and with the fine spirit of hospitality characteristic of the country home, the vendor of tea and similar commodities was asked to unhitch, put up his horses and have dinner. With well-feigned reluctance and due condescension, he accepted an entertainment that at the neighboring hotel would have cost him a dollar bill, to say the very least. After a better dinner than usually found its way into his anatomy, he began to advertise his wares. Was there anything that they wanted? Here was a package of tea sold in the regular way for a dollar and a half, but as he had had his dinner, he would let them have it for a dollar and a quarter. Yes, he had a certain brand of cocoa. Yes, the firm had allowed them to put it up in his special package and to use his own name. "You see," he added, "I am not at the expense the firms are at for advertising, and so I can sell cheaper. You buy from me. I can sell cheaper than the storekeeper. He has to soak you. He has to pay rent and taxes and insurance. Then you always get things fresh from us."

Fairly bursting with benevolence, this philanthropist and foe of the high cost of living drove on, assuring his hosts that he would be glad to have dinner with them whenever he was in that part of the country.

Now for the sequel. The tea sold was actually dearer than the same grade of tea sold at the neighboring grocery store. The cocoa was altogether misrepresented. It was below the kind asked for in quality and it had the disadvantage, from the point of truth, of not being the brand supplied by the firm mentioned. The agent had fooled his benefactors to the limit of his greed and duplicity.

When will the citizens of this country wake up to the fact that it is almost a duty on their part to patronize the men who serve them by keeping local stores? The local man pays his share of local taxes, supports local schools and churches, subscribes to fairs, buys tickets for local concerts, rears his children and maintains his home in common with the other men who cast in their lot with that neighborhood. He plays his part as friend and neighbor with the farmers who deal with him. He is a vital part of the community life in which his lot is cast. He pays his shot like a man and a citizen. But what of the peddler? Apart from the small license, his service to the community is of the character that it can well afford to get on without. Very rarely in these days does he give his dupes any advantage, financial or otherwise. His only gift is his sarcastic smile and he would not give that were he not compelled to give it when he thinks of how easily he can befooled the people who are accustomed to tell nothing but the truth themselves.

Grocers will do well to follow up and expose the alleged bargains of these parasites who thrive on the gullibility of the public.

A Cash-Credit Plan Criticized

Dealer Starts in Business Paying Customers Interest on Money Advanced — Another Asks About Closing Out a Department During Summer.

Written for Canadian Grocer by Henry Johnson, Jr.

—, Man., June, 1914.

Henry Johnson, Jr.,
Care Canadian Grocer,
Toronto, Ont.

Dear Sir,—

¶ As it is my intention to start a grocery business in the near future, I am writing you for a little advice.

¶ I have conceived a plan of a Cash Credit System and want your opinion on the feasibility of it.

¶ (In this case my customers are acquainted with me.)

¶ My idea is to give my customers the advantage of the monthly account on the cash basis but protecting myself from all bad debts.

¶ The plan is: The customer speaks about a monthly account. I reply: "I do a strict cash business but I am willing to give you the convenience." "How?" "Mrs. Customer, you purchase about \$25 per month in groceries. Now, if you will pay me that \$25 in advance to start the account with and pay the regular bill at the end of thirty days, I will allow you 4 per cent. per month on the \$25 deposited with me, the interest to be taken in trade." To make myself plain, this is June 1st. On Dec. 1st I place to credit on your account for that month the \$6 (leaving the \$25 for the future months). On June 1st of next year I do the same, or will carry it till Dec. 1st if you wish, when you will have \$12 or 48 per cent. credited to you. December being the month when your requirements are larger the knowledge that there is \$6 or \$12 (as the case may be) to your credit at the grocer's is worth considering. (This last sentence or similar in case of sickness, etc., to be used only when it was thought it might be appreciated.)

¶ The reason (when asked), "I am preventing the possibility of bad debts for if a customer failed to pay their monthly account, the capital and interest is credited to pay the account, so many days after due."

¶ My side. I have 10 customers each depositing \$25—that equals \$250. My liability is \$120 in 12 months.

¶ Now, \$250 borrowed at 8 per annum.....\$20.00
250 paid wholesale less 2 per cent. 30
days 30.00
(6 times a year.)

By larger buying estimated savings
4 per cent. 10.00
Estimated net profit on \$120 at 3%. 3.60

\$63.50

\$120.00—\$63.00=\$56.40.

¶ Therefore: I have to make a net profit on \$250 of \$56.40 or 22.6 per cent. on the borrowed capital before any extra profit is realized.

¶ My estimate. I have 10 customers who are paying \$25 at a net profit of 3 per cent. per month.

\$25 at 3% per month=.75=\$9 per annum=\$9
× 10 = 90. \$90—\$56.40 = \$33.60. \$33.60 net profit on transaction.

Thanking you in anticipation.

Yours truly,

JOHN A. WRIGHT.

The Customer's Attitude.

¶ I do not know whether there is something in this statement that I do not understand. Possibly there is. Many things look good on paper which do not work out in practice. Also, let me suggest that the customer is certainly going to applaud any scheme which looks like such "easy money" to him, right on the face of it. These two propositions should be kept in mind.

¶ That is that 8% per annum? Is my correspondent borrowing money now at that rate? I suspect he is. Then it seems logical enough to reason that he can use his customers' money at that same rate; but I should incline to the idea that he better go slow, on conservative lines, and accumulate capital of his own on which he can make that 8% as a beginning. I should try out no very radical schemes until I had got such money together so I might feel able to withstand any loss which miscalculation would entail.

¶ But even 8% per annum is only 2-3% per month. So why enter any scheme to pay 4% per month? If your customers can get 12% from you, or 1% per month, by paying in advance, surely that should be sufficient inducement to any responsible, sensible or even sane customer to loan you the money in that way. Certainly, any losses through credit-giving cannot possibly approximate such difference as you propose to give for that money or you have no business to give credit at all.

¶ No man should enter on any such plan as is here proposed without figuring one thing against another until he is sure he is on the right track. From what my friend has written, I can gather no sufficient reason for paying any such premium for working capital, nor can I see any justification for imagining that such a plan would be safe. Most decidedly, the hypothetical 3% net on sales is altogether too narrow a margin on which to build such a structure of ifs and ands as my friend has erected. I cannot see where the game is worth the candle, even if it is feasible at all, and concerning that I shall most certainly have to be "shown" before I can approve of it.

How to Keep Mail Orders at Home

Mail Order Competition Cannot be Combated by Attacking the Methods of Mail Order Houses—To Give a Black Eye to Mail Order House Encroachment, the Ideal Merchant Will Apply Scientific Salesmanship to His Business.

SINCE the mail order business developed to such proportions we have seen schemes galore, of every conceivable nature, professing to meet mail order competition. This competition is being met, and successfully met, too; but those who are meeting it are apply-



Don't Cry Thief! Thief!

ing scientific salesmanship to their businesses. There is no use denying the fact that the mail order houses are wonderful merchandisers. But competition cannot be combated by attacking their methods because they are successful, or arguing about price because they sell at a low price. To give a black eye to mail order house encroachment in any community the ideal merchant will apply scientific salesmanship to his business. That is all that is necessary — nothing more.

The greatest profession in America to-day is merchandising—selling goods. Everywhere merchants are calling loudly for more salespeople who know how to sell goods. A high percentage of clerks, both in large and small stores, do not apply modern methods to their selling. They have not been taught how. They need instruction. They need a full knowledge of what they have to sell, mixed with good old common sense.



Demonstrate that a dollar buys a full dollar's worth at your store.

There is no open mind that it is not desirous for improvement, regardless of previous training or years of service. There is nothing so fascinating as salesmanship when the spirit is once grasped. Every man who comes in contact

with men is bound to develop this spirit if it is once begotten. Every merchant can make more money by systematically training clerks to sell goods—which, of course, means how to treat customers.

Don't Knock.

You can't stop mail order houses from running off with your business by crying "Thief! Thief!" Talking loudly about the "unfairness" of these outsiders only draws attention to them and their prices. Anger, jealousy and open antagonism disgust people and make them shy off from your side of the road. If a man has bought fair stuff from a catalogue house, he will not believe you if you call it "rotten." There is a better way to use your breath.

Go at it this Way.

You've got to compete on a quality basis. You can't meet price with price.



Apply Scientific Salesmanship to your business.

Create confidence in the goods you sell by stocking only good goods bearing real values—articles which the manufacturers stand behind and you back up. Lowest priced merchandise is not cheapest in the long run. Educate customers to pay your price by not talking price. Sell the quality; price is secondary if you prove the superiority of your goods. Show that you are selling honest merchandise—sound to the core. Demonstrate that a dollar buys a full dollar's worth at your store.

Face to Face.

This point is in your favor. You come in personal contact with your customers, while the mail order house must sell by the printed page or printed letter. They can talk just as alluringly about a hundred-dollar piano as about a thousand-dollar one; or about a jack-knife that is made of tin as about one

that is made of the finest Sheffield steel. But "absent treatment" cannot convince like face-to-face talk right in your own store—right under your influence. You can personally explain the advantages of your goods and demonstrate them. You can personally prove



Tell the people you have the goods.

quality. You can personally meet objections. Your customers can actually see and feel the goods; nothing needs to be taken for granted.

Some Practical Examples.

Here are suggestions for "selling talk" to use when you meet your customers face to face.

Your customer asks: "What fabrics have you that are suitable for a house dress for myself, and that are equally suitable for dresses and play suits for my children?"

You explain: "We have several, madam, but I recommend — galatea. Here it is. Feel of it: see how soft it is, yet how firm and strong it feels. That's because it's made of long-staple cotton and is close woven. Then, too, madam, you know that — galatea has been the standard for years—no one has succeeded in making a better quality. Here are the blue striped effects; and here are some dainty checks. The striped goods will make a pretty home dress for you, and you couldn't



Don't get into an argument over price.

get a handsomer and more durable piece of goods for a girl's dress or a boy's play suit than this check. Yes, the colors are fast—wash them all you want to—you'll find that this galatea is the best wearing material you ever bought."

All the selling points you advance about any goods demonstrate to the customer that you know your business. It begets more confidence. Every manufacturer with whom you are doing business will be glad of the opportunity to furnish you the salient points about



Advertise in Your Newspaper.

their articles which you have on sale. Write to them for needed information, and you will find how ready they are to help you sell.

Be a Salesman.

Learn to be a seller, not a delivery clerk. "Tending store" will never put a clerk's name over the front door. Get out of the "take-it-or-leave-it" style of talk. Don't say, "There it is, over there"—take your customer to it, and tell him all about it.

Keep looking up new and better selling arguments. Learn your stock between customers' visits. Learn to know value. Keep busy. Keep enthusiastic. Keep everlastingly at it. Don't get discouraged because some few customers buy from mail order houses. You can hold your old customers and make a host of new ones.

If a customer comes into a store and the clerk sells him only what he came into the store to buy, that is not salesmanship. To sell this customer something else, to influence him to come again, to make him feel that the clerk is doing him a service in serving him, that is salesmanship.

Encourage your clerks to read all salesmanship literature that they can possibly get. Influence them to read the folders and booklets sent you by manufacturers. They will undoubtedly use on customers the arguments set forth in this literature. Talk to them collectively and individually about salesmanship. Saturate them with the spirit of selling. The largest stores in the largest cities hold sales conventions for the benefit of

their employees. They train them: they try to make them worth more money to themselves by making more money for the house. The same principle should govern every store in America, even though there is only one clerk employed. Even if the owner does all the work himself, he should use the same opportunities for his personal improvement.

Manufacturers Will Help You.

As you study line after line of the guaranteed goods you are selling, read all the literature which each manufacturer sends to you. Have you been throwing away their booklets, folders, circulars and letters? Quit it. You've been losing some of the strongest arguments to overcome mail order invasion.

Manufacturers are spending fortunes to get dealers and consumers to know the processes of manufacture, the high quality of materials, the perfection of finish of their nation-known merchant-

The Cleveland Stone Co., Cleveland, Ohio, has published a very interesting booklet entitled "How to Keep Mail Orders at Home." We find in the booklet, many items which will be of interest to our readers, and worth reproducing. The illustrations have also been appropriated from the booklet.—Editor.

dise. This well written, finely illustrated, convincing printed matter is invaluable to the merchant or salesman who is after "big game." Besides these, you probably receive bright, neat store cards, window trims, counter displays and similar business bringers. By all means put these up prominently, for they tell that you sell the goods customers see advertised in their favorite magazines or farm papers.

Suppose your manufacturers haven't given you enough information. Ask them for more! They are always glad to tell you additional selling points of their goods. You will find the facts mighty interesting—as will your customers. And interest makes sales! Try this method on every line of goods.

Again We Say—Preach Quality.

No salesman should ever get into an argument over price. It is the value of

the goods that you are selling. If customers are convinced of value, then price is secondary. If the quality of the article is not presented correctly, and with conviction and enthusiasm, selling goods does become a matter of price. Under such conditions the clerk who is handling the transaction lowers himself to the level of a slot machine or an auctioneer. A customer never went



By all Means Advertise.

into a store and talked price unless allowed to do so by the clerk. It is perfectly natural for a man to say he can buy the same goods cheaper. Yes, and he could buy his clothes cheaper! But he bought his clothes because he thought he was getting his money's worth. It is safe to believe he will buy your goods, if you convince him that he is getting his money's worth.

Your Store is a Salesman.

Do you know that your store either draws or repels customers? Do you realize that a bright, clean store, well stocked, well kept and conveniently arranged half sells the goods?

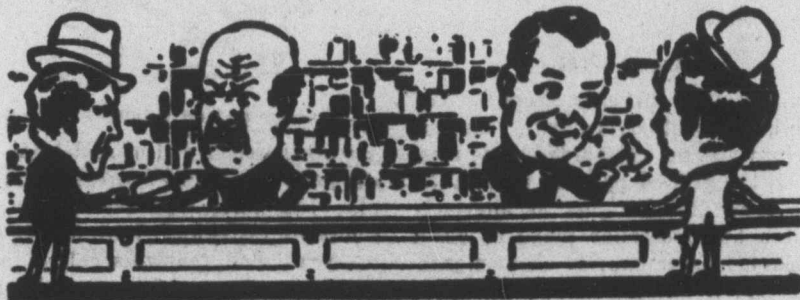
Look around! Is your store inviting? Do your customers find fresh stocks of well-known goods evenly placed and prominently displayed? Have you a full assortment of sizes and styles? Have you plenty of salespeople to fill orders quickly? Remember, you must get folks into your store before you can sell to them, just as the mail order house must get its catalogue (its store) into people's hands before it can sell to them. You know how bright-colored and alluring those catalogues are. Therefore, copy the "enemy's" tactics—have bright and sunshiny surroundings—keep things systematized—in "apple-pie" order. Many a merchant whose stock is first class, loses sales because of a poorly lighted, dusty store.

By All Means Advertise.

Every merchant in the small town should be an advertiser. He has the same opportunity to tell the community what he has for sale as the big city merchant, only using different mediums. The principle of good advertising is identically the same, but it must be applied differently.

Here's where the manufacturer again shows his willingness to co-operate. He will send you complete advertisements—picture and text—all ready to add your name and insert in your local daily or weekly newspaper. Or he will send you cuts of the article you want to push, and you can write the descriptions yourself.

(Continued on page 47.)



Be a Salesman, not a Delivery Clerk.

Equipment for the New Provision Department

The Grocer Should Remember That Modern Business Requires Up-to-Date Methods—Aim to Sell Provisions to Every Customer of the Store—Refrigerator, Scale, Slicer, etc., Are All Important Factors—Silent Salesman Helps Display.

Article No. 13 of The Provision Series.

TO the grocer who is opening up a provision department the matter of equipment is very important. Here, as in the larger store, the same general basis applies that the expenditure on equipment must be in relation to the volume of business done or prospective, giving, at the same time, full consideration to the important factor that up-to-date equipment will prove in drawing trade to the store. On this point the grocer will have to do some figuring for himself, but should remember that in every branch of the business the public is demanding service, modern equipment, and up-to-date sanitary methods.

Interviews on this point have been had with several grocers and they are of the opinion that the provision department should be given all the rope that can be spared—and that it will take a lot of rope to hang itself. The department, as has been pointed out several times throughout these articles, is one that requires close attention, but it is also one where that attention yields good returns, for there is a very satisfactory spread in the prices at which the goods can be bought and sold—especially if the avenues of waste are stopped.

For the grocer who is considering the problem, a good basis would be to figure on what volume of business in provisions he would get if he supplied the provisions to the customers of the other departments. There is no reason why he should not have that business, and where the department has been properly handled there is likewise no reason why the provision department should not be brought to that state where it will co-operate in bringing business in other lines.

Give Department a Chance.

To deal with the problems of the grocer who is just taking the first step in the provision business, we have seen departments in small stores where the equipment consisted of practically nothing more than a knife with which to slice hams and bacon and

one end of the counter on which to do the slicing. Is this giving the department a chance. We cannot see it. It must be a store with a narrow business or narrow policy that is not more aggressive.

It does not take much to enlarge the department. A useful counter or block can be secured with small expenditure, while if the fixtures are fitted with marble tops the showing is far more impressive.

Then consideration should be given to the selling effect of provisions properly displayed and in this department of the business the influence in this connection is perhaps even more important than in any other section of the store. Prepared meats can often be sold on display when the housewife in the hot weather is seeking anything in the way of meats that can be served without cooking.

Glass Silent Salesmen.

A big factor in selling provisions by display in the silent salesman. In the

first place, the meats make a fine appearance under the glass with a big block of ice in the centre, and in the second place the display is brought right under the eyes of the shopper, which is hard to accomplish in any other way with meats.

The grocer who is considering the step into provisions should not fear the refrigeration expense. If he uses an ice box—and there are practically no stores to-day without one—the provisions can be handled with little trouble. Few refrigerators are made to-day without a center partitions and the provisions can be kept on one side; it is not advisable to keep provisions and produce or milk in the same compartment. A refrigerator with at least two compartments should be secured and it is also advisable to get one which has doors below, where lard, etc., can be kept. A good refrigerator can be had from \$50 to \$100 and larger ones can be built to order with display compartments at the front and the storage at the back.

In connection with refrigerators, something might be said of refrigeration. Recognizing the principle that the cold air descends, it should always be seen that there is an opportunity for the air to circulate from the ice chamber while there should be vents at the side to permit the warmer air to rise to the chamber above. By this method the air is constantly moving and the melting of the ice has the effect of keeping it pure. A refrigerator with the ice at the sides will probably lose a certain percentage of ice value. Care should also be taken to see that the different chambers are air-tight and ice should not be stinted, as it will be found that the more ice in the chamber the less is melted.

Refrigerators are usually built with walls which give two complete air chambers, sheet packing being used in addition to the wood. The same principle applies to the glass silent salesman, for there are three layers of

(Continued on page 47.)

The Modern Equipment of our Provision Department

is at your service. Our hams, bacon, cooked specialties, sausage, etc., are handled with all the care and attention demanded by modern sanitary ideals. Inspect the meats; order the slicing done to your individual taste and watch our machine do the work. Inspect the specialties in our silent salesman and let us help you with your hot weather menu problems. Up-to-date refrigerator keeps our goods in the best of condition.

Order with your groceries, and get the benefit of our prompt delivery service—a double saving of time.

JAMES AND SON
Groceries and Provisions

A suggestion for a newspaper advertisement advertising the service of the provision department.

CANADIAN GROCER

THREE SECTIONS OF THE TRADE IN CONFERENCE.

(Continued from page 26.)

whole time to the guild business. In such a way membership in the guild would be made a certificate of character among retailers. That would attract many honest wholesalers now staying out of the guild because some members of the kind condemned had been allowed to remain members.

"We have reports from the various provinces showing trade matters to be in a deplorable condition," said Mr. Smye. "Profits are almost nothing."

"We need an association to prevent disaster to our trade, to watch legislation and to encourage business men to be honest," he declared. "We should bring about a strong bond and a better understanding between the manufacturer, the retailer and the jobber to keep the trade in the proper channels, and to put food products in the hands of the consumer at the lowest cost."

Cost of Living And Middlemen.

Hugh Blain, of Toronto, dealt logically with the high cost of living problem and the attacks made against the middleman.

"With the spread of mankind over the world's surface," he said, "and the demands of the people of one country for the products of another country, the middleman became necessary and has remained ever since. Thus began the growth of an improved standard of living, and now if we must have a high standard of living we must pay for it."

"If the consumer must have the products of all the world brought to him, he must pay for bringing them. The gross revenue of the C.P.R. amounted to \$123,319,541, and this is only one of the many carrying companies by land. In addition, the statement was made during the Good Roads Convention in Toronto that it cost the farmer to haul his products 25 cents per ton per mile, while the cost by rail was one cent per ton per mile."

"Again, if the consumer must have goods put up in attractive form, he must pay for what it costs for doing it. Those who were not familiar with the methods of making goods attractive can have little idea of the millions of dollars spent in decorating containers finished in the most costly styles, put up and packed at enormous expense, in order to obtain an exclusive market by making articles attractive in appearance and convenient to handle."

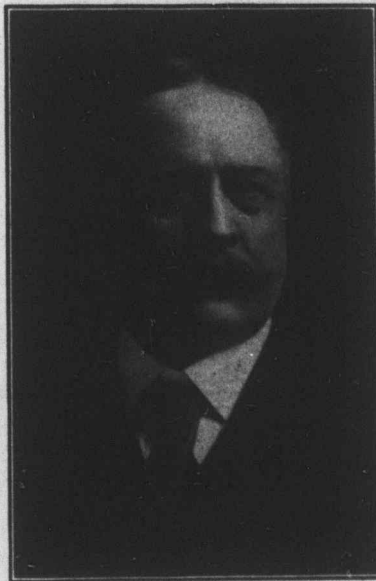
"And yet again, if the consumer must have goods delivered at his home, he must pay for the cost of delivery. It is not an unusual thing for a retail merchant to have to send his delivery wagon one, two, or three miles with a 10 cent or 15-cent article."

The Effect of War.

"A further feature of most serious import in advancing the cost of the world's products is war, which means the withdrawal of millions of men from industrial pursuits and a total waste of just so much human energy and the upkeep of these enormous armies of men, as well as untold sums spent in other ways on military equipments on both land and water."

"Even cold storage, intended for the preservation of our food supply, is at present under suspicion of causing greater inflation. Mention may also be made of the great waste going on, such as fire waste and food waste. Wastefulness is a crime against humanity."

"In addition to the causes already mentioned I might add expensive dwellings, high rents and high taxes, together with our extravagant surroundings. A



H. B. GORDON, WINNIPEG

President of the Codville Co., who was elected president of the Dominion Wholesale Grocers' Guild in Montreal last week.

condition sometimes condemned, and which has an important bearing, is the movement of population from country to the cities."

Mr. Blain suggested that a commission similar to the Dominion Railways Commission be appointed, to supervise and regulate wholesale distribution of food products, and encourage wider operations by the wholesalers in order to effect economies in distribution.

Common Interests.

E. F. B. Johnston, K.C., Toronto, chief counsel for the Guild, said that the public needed to be educated up to the fact that the wholesale grocery business was not merely a warehouse for the trade, or a local trade, but a vast machine extending from ocean to ocean. The manufacturer, wholesaler and re-

tailer were bound together in their own interest and in that of the public, and the financial stability of one was absolutely necessary to the others, for the failure of one class would inevitably bring bankruptcy to the other. The object of one class was to sell as cheaply as practicable without slashing prices in order to create trade.

The consumer was protected in that if prices were put up unduly a hundred new firms would jump into a trade believed to be so immensely profitable. But there had to be a living profit.

In dealing with the evils of contract breaking, Mr. Johnston said that the man who accepted secret rebates in contravention of his signed contract was guilty of the crime of perjury, and he urged the trade to seek an amendment to the statute that would enable them to deal with the contract-breaker quite apart from the question of profits. They should punish in the courts any breaking of contracts even if they sent their own friends to jail.

Combines made with the intention of enhancing prices, restraining production or lessening competition were illegal, but organization for mutual protection in regard to questions of mutual interest and the establishment of reasonable profits would be right under the law.

H. C. Beckett declared it was their duty to purify the trade from the Atlantic to the Pacific, and to disclose lack of this quality in any member. A list of offenders should be prepared and everything done to discourage the acceptance of secret rebates.

The question of incorporation of the Guild came up, and a resolution was passed to the effect that it was advisable to secure a Dominion charter, and the Legislation Committee proceed to that end. A resolution authorizing the Legislation Committee to confer with the Retail Merchants' Association, with the aid of Mr. Johnston, K.C., passed unanimously, the object being to secure legislation along the lines suggested by Mr. Johnston.

A banquet to the delegates by the Montreal Wholesale Grocers' Guild was given at the Ritz-Carlton. A lunch was given at the Mount Royal Club by Huntley R. Drummond, president of the Canada Sugar Refining Co.

GROCERS MUST HAVE LICENSES.

The grocers of Allentown, Pa., who handle butter, cheese and smoked meats, whether retail or wholesale, have been compelled to take out a license to permit them to sell these provisions as specified by a new city ordinance recently enacted by the officials of that city.



FROM PHOTOGRAPH TAKEN OF DOMINION WHOLESALE GROCERS' GUILD IN SESSION AT MONTREAL.

Names are as follows: 1, Zephirin Hebert, Montreal; 2, H. C. Beckett, Hamilton; 3, Hugh Blain, Toronto; 4, W. S. Ware (Kellogg Cereal Co.); 5, R. D. Dinning (Sec. B. C. W. G. Exchange); 6, L. A. Lefebvre (Langlois & Paradis, Quebec); 7, Jos. Ethier (Laporte, Martin Co.); 8, L. G. Plourde (Jas. Desfresne, Joliet, P.Q.); 9, Thos. Kinnear, Toronto; 10, R. O. S. Eastman (Kellogg Cereal Co.); 11, A. Desroches, Montreal; 12, Archibald Miller (Whitehead & Turner, Montreal); 13, S. Screaton (Edward Adams, London); 14, Gerald Fitzgerald (F. J. Castle Co., Ottawa); 15, F. B. Scofield (Jones & Scofield, St. John); 16, A. Malcolm, St. John; 17, F. W. Humphrey, Toronto; 18, H. Bruce Gordon (Codville Co., Winnipeg); 19, S. St. A. Sewell (Perkins, Ince, Toronto); 20, W. Poullot (Chevalier Renaud & Co., Joliet); 21, J. S. Royer (J. B. Renaud & Co., Quebec); 22, Geo. E. Barbour (G. E. Barbour & Co., St. John); 23, J. A. Chevalier (Magnan & Chevalier, Joliet); 24, F. T. Spence, Hamilton; 25, M. Laporte (Laporte, Martin & Cie., Montreal); 26, the official stenographer; 27, J. Stanley Cook, Sec. of W. G. G.; 28, H. C. Lowrey (Canadian Grocer).

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Stephen McMillan, general merchant, Isaacs Harbor, N.S., is dead.

Alex. Martinello, grocer and baker, Sydney, N.S., suffered considerable loss by fire.

Fredericton, N.B., merchants have selected Thursday afternoon for their weekly half-holiday.

G. A. Robertson, grocer and hardware merchant, Moncton, N.B., suffered slight loss by fire; fully insured.

A fire broke out the other day on the third floor of the coffee and spice establishment of Herron, Le Blanc, Ltd., in St. Henry Street, Montreal, and did a good deal of damage before it was extinguished. The cause of the fire is unknown.

The Walter Christmas Co., Ltd., has opened a wholesale grocers' business at 112 St. James Street, Montreal. Previous to entering business for himself, Mr. Christmas was for five years a traveler for John Duncan & Co. The new firm has been incorporated under name of "Walter Christmas Co., Ltd., with a capital stock of twenty thousand.

Ontario.

J. J. Ramsay succeeds A. Thompson, an Ottawa grocer.

A. Thompson, grocer, London, Ont., is succeeded by J. J. Ramsay.

Wm. Homeyer, confectioner, etc., Baden, Ont., has sold out to Fred Doerflug.

N. Wickeen, general merchant, Rainy River, Ont., has sold out to Fred Bourstead.

Estate of W. H. Falconer, general merchant, Sheridan, Ont., have sold to W. J. Bovenizer.

A. Mickle has opened a grocery store in Wallaceburg, Ont.

Owen Sound, Ont., merchants are closing Wednesday afternoons during July and August.

Geo. S. Pettit, who was formerly in the grocery business in East London, is managing the grocery department of the B. W. Moore Co., Ltd., Petrolia, Ont.

The partnership of Snowden & Panton, of the Elite Grocery, Bowmanville, Ont., has been dissolved, Rd. Snowden continuing.

This is a big picnic week for grocers. London grocers spent Wednesday in Toronto; the Hamilton men went to Ni-

agara Falls, and Toronto grocers to Queenston Heights the same day. Next week's issue will contain full reports.

Damage estimated at about \$3,500 was caused in an early morning fire which entirely gutted the general store of E. H. Shaw, of Stouffville, Ont. The fire was thought to have originated in a case of matches and is believed to have been caused by mice gnawing through the case and igniting the matches.

Jas. J. Haskett, formerly in the grocery business in London, Ont., who sold to Summers Bros., and lately represented Holbrooks, Ltd., has bought the Burton grocery business on Waterloo Street North. This is an old-established business.

During the week there have been a number of changes in proprietorship made in the grocery business in Toronto. J. L. Casey has sold out to J. H. Trott; R. J. McDermott has sold to Smart and Buckland; Taylor & McLean is the style of the firm succeeding R. McLean and the firm of McMillan & McKinley is dissolved, the latter continuing the business.

Oscar Sigsworth, a grocer at 557 Pape Avenue, Toronto, and Mrs. Sigsworth, celebrated their tenth wedding anniversary last week. Mr. Sigsworth is a Yorkshire man who came to Canada a few years ago to "seek his fortune." The event was featured not only by the attendance of a number of friends to dinner, but by the burning of the mortgage on the establishment.

Western Canada.

D. Campbell, grocer, Winnipeg, Man., is succeeded by S. Cavaghan.

The death occurred at Malakwa, B.C., of Thos. Sturdy, general merchant.

S. Peche has purchased the general stock of the L. Wasel estate at Southey, Sask.

Brake & Vane, general merchants, Treesbank, Man., are succeeded by Max Faurer.

B. Kovnats & Sons are erecting a new general store at Transeona, Man., on Regent Avenue.

Neelands & Co. have secured the stock of the general store of the A. Miller estate at Rosendale, Man.

John Hart has bought the stock of the general merchandising firm of Pratt & Hart at Dodsland, Sask., and John Pratt

has bought the stock of D. J. Pratt at Kerrobert, Sask.

Geo. Stewart is now conducting the confectionery business formerly run by J. Cohen at Winnipeg, Man.

E. G. Wiswell, Brandon, Man., has been appointed secretary of the Brandon Retail Merchants' Association, succeeding J. T. Monteith, who has been organizer and secretary-treasurer of the local body since its inception, but appointed recently by the Manitoba Provincial Board of the Retail Merchants' Association of Canada, Incorporated, to the position of provincial organizer.

LONDON GROCERS' PICNIC.

Five Hundred Visitors From Forest City Spend Day in Toronto.

Toronto, July 15.—(Special).—The grocers of London and their friends turned out in force for the tenth annual excursion of the Forest City's Association, which arrived in the city this morning by special train. It was one of the best outings that the association has ever organized, and the weather was very fine, although somewhat warm.

Arriving in the city, there was no special program, and the crowd dispersed to spend the day according to individual tastes. Naturally with the temperature so high the Island proved a popular attraction, while Scarborough also had its quota. The ball game took a good many of the fans during the afternoon, and, in addition to the resorts, the evening found a number at the concert of the massed bands at the Exhibition Grounds.

The McCormick Manufacturing Co., of London, the Perrie Co., also of the Forest City, and the Noble Company of St. Thomas, distributed souvenir boxes of confectionery, while the wholesale fruit houses of London donated liberal supplies of oranges and other fruits. Thus provided with refreshments, the crowd arrived in Toronto in the best of humor and evidently prepared to spend an enjoyable day.

The committee in charge of the arrangements were:—A. Palmer, chairman; Geo. H. Ellis, first vice; J. W. Eddy, second vice; Thos. Shaw, treasurer; H. Harley, secretary; G. B. Drake, J. McFarlane, H. Fountaine, E. J. Ryan and R. E. Blinn.

First Indications of Better Business in West: Ontario Pea Crop Suffered Serious Damage

More Optimistic Reports Received from Regina and Winnipeg—
Insects Have Ravaged Pea Fields in the East—Varied Reports
as to Extent of Damage—Dried Fruits Are Very Firm and
Advancing—A Big Increase in Prices of Scrub and Other Fibre
Brushes.

OFFICE OF PUBLICATION,
Toronto, July 17, 1914.

For the first time in weeks there is in the reports which have been received by Canadian Grocer this week a note of improvement. It is significant that this comes particularly from the West. Those who are in touch with financial and business conditions have figured that the tide would first turn in Western Canada and it has also been the idea that the grocery trade, dealing in staples, would be one of the first to note the change. This week Winnipeg and Regina both report a change for the better. Winnipeg says that "general restocking is going on," and Regina that things "have picked up noticeably during the week." It must be expected that it will take time to get business back to a normal state after the depression which has been experienced, but in the change of tone from the West we may have the indication that the "peak load" has been passed, and that business is pulling on the long upgrade. From Montreal there is a more favorable report and in Toronto, while improvement is not very noticeable, the tone is very satisfactory for the season of the year in view of general conditions.

There is a big difference in the nature of the crop reports which come from the West, but there does not appear to be any real reason to believe that there has been wide damage. The end of the week brought torrential rains in Manitoba, and also in other prairie sections further west. In Saskatchewan reports indicate a crop of from 17 to 20 bushels to the acre on the average with some sections where there will only be about 5. The crop is a week to ten days ahead of last year, and is beginning to head out in some sections of the south. Hail has done little damage and an early harvest should prevent serious harm from frost. Prices continue to decline, and the flour market is easy with prices much out of line for export business; lower prices are only quoted on big orders. Mill feeds are very firm for the season on account of short grinding and poor hay crop. Cornmeal is hard to get on deliveries, and higher prices are talked of.

An insect plague, which in some districts amounts to little short of a disaster, has within the week hit the pea fields of the eastern part of the province. The exact extent of the damage cannot be learned, but some of the packers are not looking for more than half a pack. One estimate is that the new prices will be 20 to 30 per cent. above what had been looked for. The ravages of the fly were only discovered when the harvest commenced—it seemed to come over night, as it were. Raspberries are now being packed and there appears to be a good crop, while the general outlook for other varieties of fruits and vegetables has changed little.

Sugar has advanced ten cents in New York and while there is a good demand in Canada, it has livened up deliveries rather than created new sales; no advance is looked for in this country at present.

Raisins and currants are getting into close compass, and prices are advancing fractionally.

The Mexican war has had the effect of an advance of about 20 per cent. in the price of scrub and other brushes made of Tampico or rice root fibre.

Fresh eggs are dearer and trades are cheaper, which emphasizes the need for candling. Butter and cheese are easier, but will have to come down to encourage export business; butter is now a couple of cents under a year ago, the big influence being lack of demand in the West.

New potatoes are a couple of dollars a barrel above the price at even date a year ago, and the balance of the New Brunswick stock is clearing at two dollars and better in Ontario.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—

Blueberries and raspberries offered now.
Oranges higher; other fruits in good supply.
Vegetables generally are cheaper.

FISH AND OYSTERS—

Halibut, cod, haddock and salmon in good supply.
Fish business generally good; prices reasonable.

FLOUR AND CEREALS—

No change in flour or cereals.
Mill feeds still in demand, and price unchanged.

PRODUCE AND PROVISIONS—

Easy trend to provision markets
Eggs, butter and cheese show little change.

GENERAL GROCERIES—

Very little change in markets.
Sugar unchanged; teas very firm.
Shortage in crop of peas reported.

ONTARIO MARKETS.

GENERAL MARKETS—

Insects ravage pea fields.
Fibre brushes take big jump.
Coffee higher; tea firmer.
Raisins and currants getting scarce.
New York sugar advances, not Canada.

FRUITS AND VEGETABLES—

Potatoes still very high.
Native shipments are stronger.
California fruits cheaper.
Between seasons for cherries.

FLOUR AND CEREALS—

Flour market continues very quiet.
Cornmeal scarce and may advance.
Mill feeds holding their own.

PRODUCE AND PROVISIONS—

Compound lards are dearer.
Fresh eggs bring better prices.
Butter is easier.

QUEBEC MARKETS

Montreal, Que., July 14.—The outlook in the grocery trade, as reported by the larger jobbers, is now improved on account of recent heavy rains, which have greatly helped the crops, and have put a more optimistic view in conditions generally. Collections are reported to be quite satisfactory. July is usually a good month for business, and it is expected that this year will be no exception. Some dealers state now that their sales are considerably in excess of last year, and this, in view of talk of depression in other lines, is considered a very good showing. Prices generally rule steady, with last week's levels.

SUGAR.—There has been no change in the sugar market so far as prices are concerned. The demand has been fairly good, though not what might be expected at this time. The high price of strawberries this year was responsible for curtailing the preserving to quite an ex-

CANADIAN GROCER

tent. Buying has been rather light, and most of the retailers appear to be pretty well stocked at present. Local refiners report that they have still some fair orders on hand, upon which they are still working, but new orders are not coming forward very rapidly. While the primary markets are slightly easier, there does not seem to be any indication of a change from local refiners.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lump—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—There is still a fair demand for raisins; but as for other lines, there is little stock left in the hands of jobbers, and business is quiet. Figs and table raisins are about cleared out, and Valencia raisins are also being well cleaned up.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 10%	0 11
Nectarines, choice		0 11
Peaches, choice	0 09%	0 11
Pears, choice		0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16%	0 17%
Lemon	0 10%	0 10%
Orange	0 11%	0 11%
Currants—		
Amalians, loose	0 07	0 07
Amalians, 1-lb. pkgs.	0 07%	0 08%
Fillastras, fine, loose	0 08%	0 07
Dates—		
Remedary, package stock, per pkg.	0 06%	0 06%
Pards, choicest	0 11	0 11
Hallowes, loose	0 06	0 06
Hallowes, 1-lb. pkgs.	0 07%	0 07%
Figs—		
Finest, 4 crown, about 12 lbs.	0 11	0 13%
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 13%	0 13
50 to 60, in 25-lb. boxes, faced	0 11%	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10%
80 to 90, in 25-lb. boxes, faced	0 09%	0 09%
15 to 180, in 25-lb. boxes, faced	0 06	0 06%
60 to 70, in 25-lb. boxes, faced	0 10%	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	1 75	4 00
Muscatele, loose, 3 crown, lb.		0 08%
Sultans, loose		0 10
Lower grades Sultans, 1 lb. pkgs.		0 11
Valencia, new	0 06	0 07
Seeded, fancy		0 10%
Seeded, choice		0 10

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

TEAS.—Market is pretty well cleared of first and second leaf owing to the exceptional demand from the United States for the finer teas. Cable advices on third crop are favorable as to quality and price. There has been a very fair demand for all grades of tea locally, in a jobbing way; and as there is a strong undertone to the tea market, it is not thought that it would require much of a change to affect prices.

Japan—		
Choicest	0 40	0 80
Choice	0 35	0 60
Fine	0 30	0 55
Medium	0 25	0 50
Good common	0 15	0 35
Common	0 15	0 35
Yamashiro	0 75	1 50
Ceylon—		
Broken Orange Pekoe	0 30	0 60
Pekoe	0 25	0 50
Pekoe Souchong	0 20	0 40
Garden grown	0 75	1 50

India—		
Pekoe Souchong	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 25
Elson	0 22	0 22
Spanish, No. 1	0 12%	0 12%
Virginia, No. 1	0 13%	0 13%
Gunpowders	0 19	0 25
China Greens—		
Pinguey gunpowder, low grade	0 14	0 18
Pinguey gunpowder, pea leaf	0 20	0 30
Pinguey gunpowder, pinhead	0 30	0 50

COFFEE.—Locally the coffee trade is quiet, and prices continue to hold firm. Receipts at primary points have been heavy, and show increases from last year's totals. In consequence of this, the spot market can be described as under a slightly easier tone. Local demand has been slow from both local and country points.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 25	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricao	0 25	0 25
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chloro, per lb.	0 08	0 10

MOLASSES.—There has been no change in the molasses situation. Dealers have fairly heavy stocks, and there has been little buying of late. Several cargoes are to arrive shortly, and just what effect this will have on prices is hard to state. Later arrivals should all be taken for winter business, but in view of the price-cutting that characterized the trade this spring, anything might happen.

Barbadoes Molasses—		
Punchons	30	28
Barrels	33	31
Half barrels	35	33
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.		
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3/4c; 1/2 bbls., 3/4c; 1/4 bbls., 1/2c		0 04
Pails, 35% lbs., \$1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, 1/2 doz. in case		2 75
Cases, 20 lbs. tins, 1/4 doz. in case		2 70
Maple Syrups—		
Pure, per 5/4 lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 09
Maple sugar, pure, per lb.		0 10

SPICES.—There is a seasonable demand for spices, and grinders report business generally satisfactory, with no change in prices.

	5 and 10 lb.	1/4 lb.	1/2 lb.
	Tins, pkgs., doz.	tins, doz.	
Allspice	14-17	80-90	70-80
Cassia	22-27	75-90	80-90
Cayenne pepper	25-30	75-90	80-1 15
Cloves	30-35	1 05-0 95	1-1 05
Cream tartar	25-33		1-1 00
Curry powder	15-20		
Ginger, Cochin	15-20		
Ginger, Jamaica	22-27	65-85	75-95
Mace	75-1 00		2 75
Nutmegs	25-30	80-90	1 50-2 50
Peppers, black	15-20	87-95	80-90
Peppers, white	25-29	95-1 15	1 10-1 20
Pastry spice	20-27	65-85	75-1 10
Pickling spice	14-18	65-80	75-90
Turmeric	14-18	65-80	75-90
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Carliamon seed, per lb., in bulk	1 80	2 25	
Carraway—			
Canadian, per lb.		0 10	
Dutch, per lb.		0 15	
Cinnamon, Ceylon, per lb.		0 80	
Mustard seed, per lb., in bulk		0 15	
Celery seed, per lb., in bulk		0 30	
Cayenne Chillies		0 25	
Shredded coconut, in walls	0 15	0 20	

RICE AND TAPIOCA.—These lines continue to be among the quietest in the grocery line. There is a disposition on the part of housewives to dispense with cooking as much as possible in the summer months, and consequently these com-

modities move slowly. Prices are as last reported.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 80
C.C.	2 80
India bright	3 05
Lustré	3 15
Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 30
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

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

Imported Patna—	Per lb.
Bags, 250 lbs.	0 05%
Half bags, 125 lbs.	0 05%
Quarter bags, 62 1/2 lbs.	0 05%
Velvet head Carolina	0 09
Sago, brown	0 04%

NUTS.—There is little business in nuts at present, except in shelled walnuts and almonds, which are always more or less in demand.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 25-lb. boxes, per lb.	0 45	0 45
Finest filberts	0 17	0 13
Pecan	0 17	0 18
Almonds	0 15%	0 15%
Walnuts, Grenoble	0 15	0 15
Walnuts, Marbots	0 15	0 15
Brazils, new	0 13%	0 14%
Peanuts, No. 1, 13c; No. 2	0 11	
Peanuts, No. 3(9c; No. 4	0 09	

DRIED VEGETABLES.—No change has taken place in the market for beans or peas. Canadian peas are reported to have been rather unsatisfactory, and jobbers have had to import most of their supplies.

Beans—		
Hand picked, per bush.	2 40	2 80
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	2 25	2 25
Yellow eyes, per bush.	3 25	3 25
Lima, per lb.		0 05%
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.		2 50
Barley, per bag		3 00

ONTARIO MARKETS.

Toronto, July 16.—Despite the fact that the hot weather season has arrived, there is apparently a little better tone to the market, according to the reports of the wholesalers, and the outlook is for business on a better basis, as stocks in the hands of the retail trade are said to be in better condition than they have been for some years. A feature of the week has been the change in the reports with regard to the outlook for canned peas. The pea fly has been ravaging some of the eastern fields, although to what extent there appears to be a difference of opinion. One wholesaler expresses the opinion that, whereas it had been expected that the new crop would come in about 65c or 70c, 90c is more likely to be the figure, but others are not so pessimistic.

SUGAR.—A rather unlooked for advance has been made by New York refiners of 10 cents, who have been forced into market for raws, but it is not expected that there will be a change made in Canada. Market is generally firm, and prospects are for good consumption during the fruit season. Increased demand and the New York advance have been responsible for activity in deliveries, but purchases a few weeks ago were so heavy that there has been

CANADIAN GROCER

little new buying. Stocks of raws are being considerably depleted, and there are reports that the conditions for the new Cuban crop are not of the best, and these influences are no doubt responsible for the advance made in New York.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
25 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lump—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominos, cartons	7 50
Yellow Sugars—	
No. 1	4 11
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

DRIED FRUITS.—Considering the season, market is very firm, and tendency of prices is upward on account of the shortness of the stocks held by wholesalers. It is evident that damage reports with reference to the currant crop were pretty well founded, and there is a firmness in this department with fractional advances in prices. Raisins are likewise affected, and both Sultanas and Valencia show higher quotations. Prunes are inclined to be a little easier if anything, and it is evident that the damage on the coast has been pretty well discounted.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 07
Amalas, choicest, per lb.	0 07	0 07
Patras, per lb.	0 07½	0 08
Vostizas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 08½	0 09½
Faris, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Halloweas	0 06½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
60-60s, 25 lb. boxes	0 12½	0 13½
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08½	0 09½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
Choice, 50-lb. boxes	0 08	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06½	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07½	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	0 10	0 10
Seeded, choice, 12 oz. packets	0 08½	0 08½
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS.—With the hot weather there has been a slackening in demand for syrups. Prices are without change.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 50	
5 lb. tins, 1 doz. in case	2 85	
10 lb. tins, ½ doz. in case	2 75	
20 lb. tins, ¼ doz. in case	2 70	
Barrels, per lb.	0 63½	
Half barrels, lb.	0 04	
Quarter barrels, lb.	1 85	
Pails, 3¾ lbs. each	1 36	
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30

West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 5 to case	4 40	4 80
¼ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 5 to case	6 60	6 80
¼ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 80
Maple Sugar—		
Pure, per lb.	0 12½	
Maple Cream Sugar—		
24 twin bars	1 80	
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	1 90	

NUTS.—Business is fair in this department, although the season is the off one. Prices are firm, particularly with reference to shelled walnuts and almonds.

In shell—		Per lb.
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 12
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	0 27	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

BEANS.—Demand is limited, but stocks are low, and the high prices are continuing firm in sympathy with the market in Western Canada where there is still considerable demand. Stocks of peas are short and prices are very firm with prospects of an advance on account of short acreage this year and reports of fly damage.

Beans—		Per bushel.
Canadian primes	2 30	
Canadian H. P.	2 40	
Canadian, extra H. P.	2 50	
Yellow eyes	3 00	3 25
Brown	3 25	3 25
Lima	0 07	0 08
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	2 40	

RICE AND TAPIOCA.—Hot weather is naturally having some effect in this market; prices are low, and not likely to change for some time.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05	0 06½
Japan, per lb.	0 05	0 07
Java, per lb.	0 06	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	0 05	0 05
Tapioca—		
Bullet, double goat	0 04½	0 05
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	0 09	0 09½

SPICES.—Market is seasonably normal and grinders are preparing for the busy season. Prospects do not indicate anything out of the ordinary; supplies will be fair with prices firm.

Spices—		Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15	
Allspices, whole		0 12—0 15	
Cinnamon, whole		0 20—0 25	
Cinnamon, ground	0 17—0 18	0 20—0 25	
Cinnamon, Batavia		0 25—0 35	
Cloves, whole		0 25—0 30	
Cloves, ground	0 18—0 23	0 25—0 30	
Cream of tartar	0 18—0 21	0 22—0 34	
Curry powder		0 25—0 25	
Ginger, Cochin	0 12—0 15	0 15—0 15	
Ginger, Jamaica, whole	0 15—0 18	0 22—0 25	
Ginger, Jamaica, ground		0 20—0 25	
Ginger, African, ground		0 14—0 14	
Mace		0 75—1 00	
Nutmegs, brown, 60s, 50c;			
90s, 60c; 100s		0 35	
Nutmegs, ground, bulk, 65c;			
1 lb. tins		0 55	
Pastry, spices		0 25	
Peppers, black, ground	0 18—0 14	0 17—0 20	
Peppers, black, whole		0 18—0 20	
Peppers, white, ground	0 15—0 23	0 27—0 30	
Peppers, white, whole		0 26—0 28	

Pickling spice	0 15
Turmeric	0 25—0 35

COFFEES.—Situation is firmer with possible exception of Rios which are reported a little cheaper on last advices. One jobber to the trade makes the statement that prices generally have advanced about a cent a pound during the last week or so.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 25	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricao	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—After easing up in prices for some weeks—but this applied largely to the cheaper grades—Ceylon and Indian teas are firming up again on the latest advices. Japan and Chinas are very firm and not only are the prices higher for the new crop but it is reported that the quality is below standard.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 15
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Mogune, gunpowder, pinhead	0 33	0 45

WOODENWARE AND BRUSHES.—There has been an important advance made in the price of those scrub and other fibre brushes which depend upon Mexico for the principal raw material. Such has been the effect of the war on the crop that prices are up about twenty per cent., and the outlook is such that even if hostilities were to cease now it would be a couple of years before the market could fully recover. This refers to all brushes made of Tampico or rice root fibre. An advance of 25c a dozen was made in the price of washboards on the 15th.

CANNED GOODS.
MONTREAL.—A report has been received here that the crop of Canadian peas is somewhat compromised, and that there will be a shortage. Canned finnan haddie is now offered at \$1.15 to \$1.20. Canned goods of all kinds are selling freely and jobbers report that stocks are being well cleaned up.

TORONTO.—Just as a time when it was estimated that there was going to be a good pack of peas, comes the report that an insect plague has infested many of the fields in the eastern part of the province, and that wide damage has been done. The extent of the damage cannot be estimated until there are more complete reports but some of the packers are not looking for more than half a pack. Other reports are that in some sections

CANADIAN GROCER

farmers are ploughing in the vines, which are not worth harvesting. The plague seemed to come very suddenly and had not been heard of a week ago; the same complaint has come from the United States. Against these pessimistic reports there are others which indicate that the first pack was over and that there will still be a good yield, the damage only being confined to certain localities. However, from the information which can be secured at the present time it would appear that prices will be considerably above what had been hoped for, one wholesaler placing the increase at twenty to thirty per cent. This state of affairs, however, should have no effect on the prices in the other standard lines.

Winnipeg.—Corn has been advanced by some eastern wholesalers from 5 to 10c per dozen, during the last week, and is now held strong. Prices in Winnipeg will advance accordingly in the near future.

From reports obtainable here it would appear that the pack on peas will be small, and prices are expected to open at about \$1.80 per case for standards with the usual advances for the higher grades.

Peas and Plums are both stronger. In fact the general tone on the canned goods market is for higher prices on unsold stocks. This tendency will hold good until new goods commence to be delivered.

MANITOBA MARKETS.

Winnipeg, July 1.—So far this month trade has been much better than was anticipated. General re-stocking is going on, the better feeling as to the crop undoubtedly having something to do with this.

It cannot be said that crop conditions are all that could be desired. In some parts of Manitoba there has been such a drought, that no matter how much rain falls from now on there cannot be more than a half crop. However, these conditions only prevail around Winnipeg and the immediate district. Generally, conditions have been good, and the total crop gives promise of surpassing that of last year.

A number of price changes have been struck this week, and it is evident that other changes will follow. The majority of these movements will be in an upward direction.

SUGAR AND SYRUP.—Raw sugar declined in New York during the early part of the week, recovering later on. The recovery was followed by another falling off, and raws are now standing about 12 points lower than a week ago. Advices are that crop prospects are for a large output of raw sugar, and it would appear impossible for any large advances

in sugar prices to take place unless there is a radical change in conditions.

	Per cwt. in each.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 60
Sugar, B.C.—	
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 90
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ¼ doz. in case	2 75
Cases, 5-lb. tins, ¼ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	3 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 85
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	
	Per gal.
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	
	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gal., 1 doz.	5 65
New, pure, ½ gal., case	9 00
New, pure, ¼ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Apricots have now arrived and are being offered at the prices quoted. There is a likelihood that these prices will be decreased somewhat as more supplies are received. Peaches are very strong, there being little or no change in prices. Prunes will go higher in sympathy with the California market. A large percentage of both growers and operators are now sold out of practically all sizes, and with this condition obtaining in California, nothing other than an advance can be looked for here.

Evaporated apples have advanced in price ¾c. The 50 lb. boxes, 1913 pack,

now being quoted at 11¾c. This quality is also becoming very scarce and before new apples come in September, prices will go still higher.

The present high prices of raisins are guaranteed until August 1st by the packers. In many directions a decline is looked for after that date.

Apples, evaporated, new, per lb.	0 11¾
Apricots, choice, 25's	0 15¾
Apricots, choice, 10's	0 16¾
Apricots, standard, 25's	0 14
Currants—	
Dry clean	0 07
Washed	0 07½
1 lb. package	0 08
2 lb. package	0 15
Vostinas, 1 lb.	0 10¾
Dates—	
Hallowi, loose, per lb.	0 05½
Hallowi, 1 lb. pkgs.	0 07
Fard dates, 12-lb. boxes	1 00
Peaches—	
Standard, 25-lb. boxes	0 07½
Choice, 25-lb. boxes	0 07½
Extra choice, 25-lb. boxes	0 08½
Prunes, in 25-lb. boxes—	
90 to 100	0 07½
80 to 90	0 08½
70 to 80	0 10½
60 to 70	0 11½
50 to 60	0 12½
40 to 50	0 13½
Raisins, Valencia—	
Extra select Valencia, 25's, box	2 15
Raisins, Sultanas—	
California	0 09½
Smyrnas	0 12½
Raisins, Muscatels—	
3 crown loose, 50s	0 08½
3 crown, loose, 25s	0 09
Choice seeded, lb.	0 09½
Extra fancy seeded, lb.	0 10
Raisins, Australians—	
Lexias, 65-lb. boxes	0 08½

BEANS.—The long looked for advance will take place next week. Stock on the jobbers' hands being practically exhausted. 3's will advance to about \$2.30 per bushel. Canadian hand-picked \$2.40 per bushel. These changes will likely hold for some little time.

Beans—	
Austrian, hand picked	2 20
3 lb. picker	2 10
Cal. Lima, per lb.	0 07
Peas—	
Pot, per sack, 98 lbs.	3 10
Pearl, per sack, 98 lbs.	4 60
Split peas, sack, 98 lbs.	3 30
Whole peas, bushel	2 00

NUTS.—Market quiet. No change.	
Almonds, Tarragona	0 19½
Brazils	0 14½
Filberts, Bixley	0 17½
Peanuts, Jumbo, roasted	0 14
Peanuts, choice, roasted	0 19½
Peanuts, fancy, roasted	0 11½
Pecans	0 20½
Walnuts, Grenoble	0 17
Walnuts, Marbot	0 14
Shelled—	
Almonds	0 44
Walnuts	0 41

Saskatchewan Crops and Market Situation

Regina, July 15 (Special by Wire).—Judging by present prospects, Saskatchewan will this year harvest a good average crop, the wheat yield ranging from 19 to 20 bushels to the acre. The season is yet too early for a definite estimate to be made, however, and until the grain is actually cut element of danger always remains. According to reports received from various sources, it can be taken that crop is from a week to ten days in advance of last year and that it will be fully up to the average in the West.

Reports from points in and about Regina would indicate that crops in this district are about as favorable as anywhere. The wheat is much in advance

of last year, and in many instances is well headed out. The wheat fields are unusually even in this district and prospects look good.

In the south-east district of the province, where there has been a shortage of rain, and in portions of the western district yield will be possibly 17 bushels to acre. In south-west rain has fallen during past few days, but more is needed. Oats are reported as being headed out at Lajord, and the crops at Stoughton are farther advanced than they have been at this date for several years.

There has been some damage by hail at Prince Albert and Shellbrook, and

CANADIAN GROCER

from reports received from the district immediately surrounding Kenaston it would be gathered that slight damage had been done by hail also.

The Hail Commissioner for Saskatchewan states that the storms this year are different from those last year inasmuch as the hail fell in scattered localities and the area touched was not great. A. F. Mantle, Deputy Minister of Agriculture, returning to Regina from a tour of the province, reports crop conditions not favorable in certain sections, particularly in the west and south-west, where rain is badly needed. Some farmers would be ruined if hot weather continues. In one district where rain has been scarce the wheat is reported as being headed out and turning yellow. It is not now anticipated that the wheat yield in these districts will exceed five bushels to the acre. However, these reports are exceptional and not by any means general.

General Market Condition.

Business along all lines is said by merchants to be picking up noticeably, and this fact is looked upon with general favor by all interested in the markets of Western Canada. Wholesalers report business improving during the past week, and fruit merchants are doing a rushing business in fresh fruits for canning purposes.

Eggs have declined about a cent and a half, and while eggs are coming in fairly heavy they are reported to be in very poor condition; shrinkage from rot and breakage is declared to be about ten per cent. An advance of about 15c per sack is reported in rolled oats. Jobbers are advancing the price on Sockeye salmon. Evaporated apples have gone up half a cent. The stock is practically cleaned up and higher prices will prevail around harvest time, which is fast approaching. Dairy butter is about the same and there is practically no demand for this commodity.

The sugar market is strong. The canning season is about here and this means an increased demand.

Cheese is quoted a trifle lower, and dried peaches, choice, are quoted at 8 cents straight.

Green Fruits And Vegetables.

Fruits are coming in fairly well this week. A number of small Ontario fruits are found on the market for the first time. A car of British Columbia vegetables is expected in the course of the next few days.

Peaches are on the market this week at \$1.75 per case, with Washington apricots in canning quantities quoted at the same figure. Cherries are reported to be a good crop wherever they are grown, and they are coming in fairly well. Eating cherries in ten pound boxes are

quoted at \$2, while preserving cherries in 6-quart boxes are placed at 90c and in 11-quart cases at \$1.75. These quotations are looked upon as being fairly cheap. Raspberries will not be in in quantities until some time this week.

Plums are quoted at \$2 and \$2.50; California apples at \$3.25; canteloupes at \$5 to \$5.25; watermelons at \$8.50 per dozen; new potatoes at \$2 per bushel, and Ontario hothouse tomatoes at \$3 per 11-quart baskets. Field tomatoes from Ontario are expected to arrive this week. Oranges and lemons remain about the same.

The wholesale prices on some new vegetables run about:—New cabbage, 3½ cents; beets, 3 cents; turnips, 3 cents; onions, 5½ cents.

Produce and Provisions—	
Butter, creamery, per lb.	0 26
Butter, dairy, No. 1, 20c; No. 2	0 15
Cheese, per lb.	0 15%
Eggs, fresh, per doz.	0 15%
Lard, 5's, per case	7 50
Lard, 10's, per case	7 45
Lard, 20's, each	2 45
Dried Fruits—	
Apricots, choice, Cal., 25 lb. boxes	.20
Currants, gulf cleaned	0 08%
Figs, natural 6's	0 06%
Evaporated apples, per lb.	0 11%
Dried peaches, choice, 25s	0 13%
Dried peaches, choice, 25s	0 09%
Prunes, 70-80, 25s	0 11%
Raisins, muscats, 50s	0 08%
Raisins, muscats, 25s	0 09
Raisins, Valencia, select, 25s	2 35
Raisins, seeded, choice	0 07%
Green Fruits and Vegetables—	
Apples, American, box	3 25
Apples, B.C., box	3 00
Celery, Cal., doz.	1 25
Cherries, basket	1 75
Grape Fruit, Florida	6 00
Lemons, Messina	6 90
Lemons, California	5 50
Oranges, navel	4 00
Onions, Australian	5 25
Rhubarb, 40-lb. box	1 75
Raspberries, basket	3 50
Tomatoes, basket	3 00
Potatoes, new	2 00
Potatoes, old	1 25
Pineapples	5 00
Tomatoes, Cal., case	2 39
Tomatoes, Florida	5 00
Nuts—	
Almonds, whole	0 17%
Brazil	0 15
Pilberts	0 14%
Walnuts, shelled, 4c; in shell	0 19
General—	
Beans, Ontario, per bushel	2 00
Beans, Austrian	2 65
Coffee, whole roasted, Rio	0 17
Potatoes, per bushel	1 80
Roller oats, 30's	0 35
Roller oats, "ball"	2 35
Flour, 98's, \$2.75; rolled oats, 80's	1 80
Rice, per cwt.	3 90
Sugar, standard, gran., per cwt.	5 27
Sugar, yellow, per cwt.	4 87
Canned Goods—	
Apples, gals., case, \$1.61-\$1.91, doz.	3 82
Corn, standard, per 2 dozen	2 27
Peas, standard, per 2 dozen	2 06
Plums, Lombard	2 10
Peaches	2 91
Strawberries and raspberries	4 20
Tomatoes, standard, per dozen	2 65
Salmon, Sockeye, 4 doz. case, ls.	9 60
Red springs, ls	6 79
Cohoos, 1's, \$5.50; hump back, 1's	5 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., July 16.—Dealers report steady business and general conditions satisfactory, but markets unusually quiet. Country trade is particularly good, and collections up to standard. Recent rains helped crops, but there is disappointment amongst dealers as to strawberries, which are in poor supply, and quoted 16c to 19c a box. Consequently the sales of sugar are lighter. Raw sugar on New York advanced yesterday, and it is expected it may be followed here. The refined market is firm.

Molasses is easier on slow demand. Practically the only change in the market is clear. Pork, \$4.25 to \$5. Eggs seem scarcer. Butter firm. New vegetables are improving; new potatoes are slowly increasing.

MONTREAL.

There is a good supply of halibut arriving regularly. Haddock and cod are also in good supply and price is low. Lake trout and whitefish are plentiful, but dore are very scarce and price has advanced in consequence. Shad and mackerel are not coming in so plentifully, but prices are unchanged as yet. Fresh Gaspereaux are finished, but frozen stock may be had at 2½c each. Gaspe salmon are still arriving in good quantities, with price the same as last reported. There is a fair demand for smoked, salt and pickled fish, also for bulk and shell oysters and shellfish generally.

TORONTO.

Quiet season for fish has arrived with hot weather. Business is confined to fresh varieties, of which there is a plentiful supply in relation to the demand. Lobsters are scarce and continue at the high price.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	0 05
Flounders, fancy, express, lb.	0 06	0 09
Gaspe salmon, per lb.	0 13	0 17
Buck shad, fancy, express, each	0 30	0 30
Roe shad, fancy, express, each	0 60	0 80
Dressed hulleheads, per lb.	0 12	0 12
Brook trout, per lb.	0 30	0 30
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 10
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	0 07	0 07
Dore, per lb.	0 10	0 12
Mackerel, per lb.	0 10	0 12
Striped bass, per lb.	0 12	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 06	0 06
Haddies, 15-lb. and 30-lb. boxes, lb.	0 07 1/2	0 08 1/2
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1 30	1 30
Yarmouth bloaters, 60 in box	.18	.15
Smoked herrings, medium, box	1 00	1 15
Smoked boneless herrings, 10-lb. box	1 00	1 15
Kipper herrings, selected, 60 in box	1 10	1 25
Kipper herrings, ordinary, 60 in box	1 10	1 20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1 15	1 30
Smoked eels	.12	.10
Smoked halibut	.20	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—Gaspe, large, per lb.	.12	.12
Salmon, red—steak heads, per lb.	.12-13	.12-13
Salmon, red—sockeyes, per lb.	.10-11	.11
Salmon, red—Cohoos or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-07 1/2	.08 1/2
Salmon, pale qualla, dressed, per lb.	.07-07 1/2	.08 1/2
Halibut, white western, large and medium, per lb.	.07 1/2	.08
Halibut, eastern chicken and medium, per lb.	.10-11	.10
Mackerel, bleaker, per lb.	.07-08	.09
Haddock, medium and large, lb.	.06 1/2	.07-08
Market codfish, per lb.	.06-06 1/2	.07-08
Steak codfish, per lb.	.06 1/2	.07
Canadian soles, per lb.	.08	.08
Blue fish, per lb.	.16-17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-11	.10-11
White fish, small tullibee, per lb.	.06 1/2	.07
Lake trout, large and medium, lb.	.11-12	.12
Dore, dressed or round, lb.	.09-10	.09-10
Pike, dressed and headless, lb.	.06 1/2	.07
Pike, round, per lb.	.08-08 1/2	.07-08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	.21	00
Salmon, Labrador, bbis., 200 lbs.	15	00
Salmon, Labrador, half bbis., 100 lbs.	8	00
Salmon, B.C., bbis.	15	00
Sea trout, Baffin's Bay, bbis., 200 lb.	12	00
Sea trout, Labrador, bbis., 200 lb.	11	50
Sea trout, Labrador, half bbis., 200 lb.	6	50

FLOUR and CEREALS

Flour Business Continues Quiet; Small Receipts of Cornmeal Reported

Wheat Market Has Shown a Decline During Week on Better Reports From the West—Mill Feeds Holding Price—Cornmeal May go Higher and Peas are Scarce.

MONTREAL.

FLOUR.—Market continues very quiet for both winter and spring patents. While there has been no actual change in quotations, it is stated that some millers have made sales at a fraction under prices quoted. Most retailers seem to be pretty well stocked and buying has been light.

Manitoba Wheat Flour—	per bbl.
First patents	5 80
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car lots. Small lots.
Fancy patents	5 25 5 50
90 per cent.	4 90 5 10
Straight roller	4 70 4 90
Blended flour	4 85 5 25

CEREALS.—There has been no change in prices and business has been quiet in all lines. Receipts of rolled oats are considerably below figures of a year ago.

Cornmeal—	Per 96-lb. sack
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 80

MILL FEEDS.—Market for feed is easy, though prices are being maintained at same level. Millers express some surprise that demand has kept up so well through summer months, and reason is attributed to the long period of dry weather, which affected the grass crop to a considerable extent.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	25 00
Middlings	25 00
Wheat moulee	25 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Warley, pot. 98 lbs.	2 75 3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—Reports of heavy rains in sections of West where it was badly needed, together with an easy feeling in Chicago, where there have been heavy shipments received, have resulted in wheat prices falling off a cent during early part of week, and result is an even easier situation for flour. Prices are holding the same so far as general business is concerned, but there is little business doing and special arrangements can be made for heavy purchases. Quo-

tations are out of line for export and there is little doing in that direction. Dealers are looking for lower prices for both Manitoba and Ontario flours when new crop comes in, but millers are not all of the same opinion and seem inclined to maintain present basis. Ontario wheat is nearing the harvest stage and cutting should commence next week in some localities.

Manitoba Wheat Flour—	Small lots. Car lots.
First patent	5 70 5 80
Second patent	5 20 5 00
Strong bakers	5 00 4 80
Flour in cotton sacks, 10c per bbl. more.	
Winter Wheat Flour—	Small lots. Car lots.
Fancy patents	5 20 5 00
90 per cent.	4 80 4 60
Straight roller	4 70 4 50
Blended flour	5 05 4 65

CEREALS.—Prices remain generally firm, despite hot weather season. Cornmeal is in good demand, but the deliveries have been light, and such is the call that higher prices seem likely; difficulty is in getting shipments from the American grinders. White and blue peas are reported as very scarce and are particularly firm, as reports of new crop indicate a short acreage.

Barley, pearl, 98 lbs.	4 80
Barley, Dutch pearl, 98 lbs.	4 75
Buckwheat grits, 98 lbs.	4 75 5 00
Corn flour, 98 lbs.	2 80
Cornmeal, yellow, 98 lbs.	2 30 2 45
Graham flour, 98 lbs.	2 70
Hominy, granulated, 98 lbs.	2 50 2 60
Hominy, pearl, 98 lbs.	2 50 2 60
Oatmeal, standard, 98 lbs.	2 50 2 65
Oatmeal, granulated, 98 lbs.	2 50 2 65
Peas, Canadian, boiling, bush.....	2 00 2 25
Peas, split, 98 lbs.	3 35 3 45
Rolled oats, 90-lb. bags	2 30 2 40
Rolled wheat, 100-lb. bbl.	3 15 3 30
Rye flour, 98 lbs.	2 75 3 00
Wheatlets, 98 lbs.	2 80 3 10
Whole wheat flour, 98 lbs.	2 50

MILL FEEDS.—Short grinds at mills and small hay crop are having effect of keeping up prices for mill feeds, and shorts are very firm for season. It begins to look as though those looking for cheaper prices in this department may be disappointed.

Mill Feeds—	Mixed cars, per ton
Bran	23 00 25 00
Shorts	25 00 27 00
Middlings	27 00 28 00
Wheat moulee	28 00 30 00
Feed flour, per bag	1 55 1 60

WINNIPEG.

FLOUR AND CEREAL.—Demand continues steady. A change in the price of rolled oats has been struck by the manufacturers who for the past few months have been quoting this line ex-

ceedingly low. Rolled oats per 80 lbs. are now being quoted at \$1.85 to \$1.90.

Manitoba Wheat Flour—	Per bbl.
First patents	5 80
Second patents	4 70
Strong bakers'	3 90 4 00
Cereals—	
Rolled oats, per 80 lbs.	1 85 1 90
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

WEEKLY CONFERENCE.

(Continued from page 29.)

coffee is wanted, and also that it is a favorite in lumber and construction camps, where they do not wish to go to the trouble of making a brew.

English People Like It.

"There is another point, too," he continued, "to which I think we should give consideration, and that is calling the attention of Old Country people to the fact that we are handling extract coffee. If you will notice, the majority of those who buy it now are from the other side of the water. Much of the coffee in the old land is made from the extracts, and this may be one of the reasons that the Americans find a difference in the coffee there—for it is generally acknowledged that the Americans are the great coffee drinkers."

"Well, I think the conference has given us a very good idea," said Proprietor Lawrence. "I know that the manufacturers put out some very good advertising material which we can get, and I think it would be good business to put extract coffee to the front during the hot weather."

"There is another point that has not been brought up, and that is the value of the extract as compared with coffee. I have been informed that on the basis of 40c coffee the extract will make a third more cups for the same amount of money."

The conference broke up with everybody feeling that they had learned a few things they did not know before about extract coffee.

Mrs. Hickey, who ran a grocery store in London, Ont., was found dead in bed by her daughters recently.

A dispatch from Saskatoon, Sask., states that A. MacDonald, of Winnipeg, formerly head of the A. MacDonald Company, wholesale grocers, and now the president of MacDonald's Consolidated, purchased a large block of property in the wholesale section. Mr. MacDonald's intention is to erect a large warehouse thereon.

FRUIT & VEGETABLES

Big Supply of Seasonable Fruits;
Potatoes Maintaining High Price

Between Seasons for Cherries and Prices a Little Higher—Imported Tomatoes Are Out of the Market—Oranges Are a Little Higher—Raspberries Continue About Same Price.

MONTREAL.

GREEN FRUITS.—With a fairly generous supply and good variety of fruits in the market now, business is quite active. Blueberries and raspberries are now offered and Canadian cherries are also added to the list. Strawberries are scarcer and higher and oranges have also advanced since last week. California deciduous fruits are in good supply and prices are about the same as last report.

Apples—	
Ben Davis, No. 1	3 00
No. 1 Winesaps, box	3 00
Bananas, crate	2 00
Grapefruit, 54-64-80-96 size, case	4 00
Cocoanuts—	
100 to 150 size	4 25
Lemons, Messina—	
Extra fancy, 300 size	5 50
Fancy, 300 size	4 50
Choice, 300 size, bags	4 00
Limes, small boxes	1 15
Oranges—	
California, late Valencia, 176-200-216-250	3 75
California, 126-150 size, box	3 75
California, 80 and 96 size, box	3 25
Pineapples—	
24 size	4 75
30 size	4 25
Canadian strawberries, per box (qts)	0 16
Raspberries, per box	0 18
Blueberries, 6-qt. boxes	1 00
California cantaloupes, per crate of about 45	3 50
Watermelons, each	0 50
Peaches, per box	1 50
Plums, per crate	1 75
Apricots, per crate	2 00
Cherries, California, box	3 00
Pears, California, half box	2 75
Pears, Cal., box	3 75
Canadian cherries, per basket	1 00

VEGETABLES.—There has been some further readjustment of prices, mainly in the downward direction, in consequence of a better supply of native vegetables arriving all the time. Asparagus is scarcer and consequently higher. Texas onions, shallots and old parsnips are now off the list. Tomatoes, both Mississippi and Jersey, are cheaper. Old potatoes are very scarce and high, while eastern shore new potatoes are about the same as last report.

Asparagus, small bunches, baskets	1 50	1 75
Beans, wax, basket, Canadian	1 50	1 50
Beans, green, basket, Canadian	1 50	1 50
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	0 75	0 75
Cabbage, per dozen	1 00	1 00
Cabbage, new, per crate	2 00	2 25
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Wash. celery, per doz.	1 50	1 75
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	0 50	0 50
Curly lettuce, per box, 3 to 4 doz.	0 50	0 50
Mushrooms, basket, 4 lbs.	2 00	2 00
Onions—		
Spanish, per case	5 00	5 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Parsnips, new, per doz. bunches	3 00	3 00
Parsley, Canadian, per doz. bunches	0 80	0 80
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	0 75	0 75

Potatoes—	
New potatoes, Virginia, barrel	5 25
Green Mountains, \$2; Quebec	1 50
Potatoes, new, sweet, Jersey, hpr.	2 50
Radishes, per doz. bunches	0 10
Rhubarb, dozen	0 15
Splnach, Montreal, in boxes	0 80
Sour grass, per box	1 25
Turnips, Quebec, bag	1 50
Turnips, Canadian, bag	1 00
Tomatoes, Mississippi (4-bkt. crate)	1 00
Tomatoes, Jersey, bushel (crate)	2 00

TORONTO.

GREEN FRUITS.—The fruit season is now at its height, and with the hot weather there has been a good demand. Prices are changing almost daily, with the general price tendency downward. Raspberries are coming more freely, but the price continues high. Cherries are just between seasons for the early and late varieties and receipts have not been so heavy. Gooseberries are cheaper, and some new varieties of apples are being received. Oranges are up 25c the box, but lemons are coming cheaper by 50c. Peaches and plums are down in price and coming in much greater variety, while pears are now offered.

Apricots	1 75	2 00
Apples—		
American, box	2 00	2 00
Fine hand-picked, bush.	1 60	1 60
Bananas, per bunch	1 50	2 00
Blueberries	1 50	1 50
Cantaloupes, crates	4 25	4 50
Cocoanuts, sack	0 60	0 65
Cherries, cooking, basket	1 00	1 25
Cherries, eating, basket	2 25	2 50
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California late Valencia	3 50	3 50
Oranges, M. sweets	3 00	3 00
Lemons, Verdilla	4 50	5 00
Limes, per 100	1 25	1 25
Pineapples, Cuba, case	3 50	3 75
Plums, box	1 50	2 00
Pears, California, box	4 00	4 00
Peaches, crate	1 75	1 85
Peaches, Georgia, 6 bus. crate	2 75	2 75
Gooseberries, medium fruit, basket	0 50	0 50
Gooseberries, large fruit, basket	0 75	0 75
Raspberries, box	0 14	0 15

VEGETABLES.—Potatoes continue a feature of the market on account of their high price. New Brunswick varieties are commanding 2.15 a bag for tail-end of supply, and new growth are a little easier on better reports with regard to American crop, although the prices are still much above what they usually are at this season. New Canadian potatoes are yet only in the fancy trade. Tomatoes are holding same price, but no more imports are being received; prospects still appear to be for a good yield.

Beets, Canadian, new, doz. bunches	0 20	0 20
Beans, Canadian, basket	0 40	0 60
Cabbage, Canadian, crates	2 50	2 50
Cabbage, Canadian, bush.	1 00	1 00
Carrots, Florida, hamper	1 50	1 50
Carrots, Canadian, new, doz. bunches	0 35	0 35
Cauliflower, crate	1 50	1 50

Cucumbers, Florida, hamper	2 00	2 00
Cucumbers, Canadian hothouse, bkt.	1 25	1 25
Celery, doz.	1 35	1 35
Lettuce, doz.	0 25	0 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	6 25
Green, doz.	0 10	0 15
Green, long, box	1 60	1 60
Green peppers, basket	1 00	1 00
Potatoes, New Brunswick, per bag	2 15	2 15
Potatoes, new, bbl.	5 25	5 25
Peas, Canadian, basket	0 75	0 75
Parsley, basket	0 65	0 65
Rhubarb, per dozen	0 80	0 80
Splnach, Canadian, bush.	0 40	0 50
Tomatoes, hothouse, basket	1 75	1 75
Tomatoes, Canadian, basket	1 25	1 25
Radishes, Can., per doz.	0 25	0 25
Watermelons	0 40	0 60

WINNIPEG.

FRUITS.—The excessive hot weather of the last week has stimulated the demand for various lines. Stocks of lemons, which were none too heavy before, have been depleted. There has also been a good call for oranges. Melons, too, are moving freely as are also cherries. No price changes are noted.

Apples—	
Wine saps, Spitz, ex. fancy, box	3 00
Fresh Cal.	2 00
Bananas, lb.	0 04
Cherries, Wash.	1 50
Grapefruit, 54-64-80 size, case	5 00
Lemons—	
California	7 00
Messina	6 00
Melons, per dozen	6 00
Oranges—	
California Valencia	4 00
Pineapples, Florida, crate	4 50
Peaches, fresh, Cal.	1 50
Plums, fresh, Cal.	1 50
Raspberries, per crate	2 50

VEGETABLES.—Potatoes are still scarce, and will continue so until the local crop arrives. The demand for various lines of green vegetables is heavy.

Asparagus, doz.	1 25	1 25
Beets, new, bag	3 50	3 50
Cabbage, Mississippi, crate	3 00	3 00
Carrots, new, bag	3 50	3 50
Florida celery, crate	5 00	5 00
Cucumbers, extra fancy, hothouse, doz.	0 12½	0 12½
Green peas, lb.	5 00	5 00
Green pepper, crate	1 25	1 25
Head lettuce, Minnesota, hampers	3 50	3 50
Head lettuce, Cal., crate	4 50	4 50
Leaf lettuce, doz.	0 25	0 25
Onions—		
Cal., bag	5 00	5 00
Parsley, per doz. bunches	0 80	0 80
New potatoes, per bbl.	6 00	6 00
Potatoes, old, Southern, bush.	1 40	1 40
Radishes, doz.	0 25	0 25
Tomatoes, Florida, per crate, 6 bkts.	4 50	4 50
Turnips, new, bag	3 50	3 50
Shallots, per doz.	0 80	0 80

PANAMA CANAL MODEL.

A working model of the Panama Canal is on exhibition at the Regina Trading Company, Regina, Sask. It is 36 feet long and 6 feet wide, and is geographically correct in every detail. It has real water, and is operated by electricity. Great crowds have been attracted to this store to see this interesting educational treat.

Coburn & Patterson, grocers, of Maitland street, London, Ont., are having a fine addition built to the east side of their store, which they intend to use for their meats, and turn the present butcher's shop into an addition to their grocery store.

PRODUCE & PROVISIONS

A Wider Spread in Prices for Eggs; Butter and Cheese Dear for Export

Dealers Report That Butter Will Have to Come Down a Couple of Cents to Encourage Export Business; Packers Have Dropped Out—Strictly Fresh Eggs Dearer—Big Change in Poultry.

MONTREAL.

PROVISIONS. — Provision market continues quiet and there is an easy trend to prices. There has been a fair demand for smoked meats, for the season of the year, and sales of lard have been quite active. Prices are unchanged from last report.

Hams—		Per lb.
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	0 22	
Light, per lb.	0 19	
Boneless	0 25	
Peameal	0 25	
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16½	
Cooked Meats—		
Hams, boiled, per lb.	0 27	
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled	0 25	
Shoulders, roasted	0 27	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	27 50	
Heavy short cut clear	27 50	
Clear fat pork	27 00	
Clear pork	26 50	
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	0 12	
Tubs, 50 lbs. net	0 12½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. net	0 12½	
Pails, tin, 20 lbs. gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12½	
Cases, 3 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb. each	0 13½	
Lard, Compound—		
Tierces, 375 lbs. net	0 10½	
Tubs, 50 lbs. net	0 10½	
Boxes, 50 lbs. net	0 10½	
Pails, wood, 20 lbs. net	0 10½	
Pails, tin, 20 lbs. gross	0 10½	
Cases, 10-lb. tins, 60 in case	0 11½	
Cases, 3 and 5-lb. tins, 60 in case	0 11½	
Bricks, 1 lb. each	0 12	
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—The butter question seems to be as difficult of solution as ever, in respect to the future, and as to the present it is very unsatisfactory. At St. Hyacinthe, Saturday sales were made at 22 cents, while at Cowansville board 23¼ was paid. The only apparent reason for this big difference in price is that there were a larger number of buyers at the Cowansville sale. Locally price has not been changed. There appears to be very little export business being done. One carload of finest creamery is reported to have been sold last week for Vancouver account at 23¾ f.o.b. Montreal, while offers of 23½c have been refused.

Butter—
Finest creamery, new milk 0 25¼ 0 26
Dairy butter 0 20 0 22

CHEESE.—Prices have fluctuated somewhat lately, but there has been no actual change in quotations as far as

retailers are concerned. There is a fair demand locally, but apparently there is little doing in an export way as yet.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	0 17	

EGGS.—Market for eggs is easy and the supply is sufficient to meet all demands. The volume of business is considered satisfactory and there is little of interest in the situation at present.

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

POULTRY.—Market is without any special features and receipts are ample to fill all requirements. There is a good demand right along, especially from the ocean steamers and summer hotels, and prices are being maintained.

POULTRY.	Live.	Dressed.
Fresh stock—		
Broilers, per lb.	—	0 23
Ducks, milk fed	0 16-0 18	0 18-0 19
Fowl	0 15-0 17	0 15-0 18
Geese	—	0 18-0 18
Turkeys, spring	—	0 23
Turkeys, old Tom	—	0 14-0 16
Milk fed chickens, lb.	—	0 25
Milk fed broilers, lb.	—	0 25

HONEY.—There is no change in this market and business is about as usual at this time of year.

Honey—	White Clover	Buckwheat
Barrels	per lb.	per lb.
Tins, 60 lbs.	0 11½	0 09½
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15-0 16

TORONTO.

PROVISIONS.—Business in provisions is generally reported to be fair, although the volume is not so great as a year ago. Collections are also fair, all things being considered. Prices remain steady, with the exception of compound lard, which is getting firmer in contrast with low prices and easy conditions for the pure.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14½
Pickled meats—i.e. less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 28
Shoulders, boiled, per lb.	0 23	0 25
Shoulders, roast, per lb.	0 23	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11½	0 12½
Pails, 20 lbs., per lb.	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12½	0 13½
Bricks, 1 lb., per lb.	0 13½	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09½	0 10½
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11
Hogs—		
F.O.B., live, per cwt.	8 50	8 50
Live, fed and watered, per cwt.	8 65	8 90
Dressed, per cwt.	11 75	12 25

BUTTER.—With the packers out of the market there is an easier demand for butter, but as yet there has been no falling off in price. Dealers claim that price is a couple of cents out of range for the export business and that prices will come lower if supply keeps coming freely. One transaction is reported where a hundred cases of solids for storage went at four cents below the price quoted a year ago, while the market generally is a couple of cents under last year's range.

Butter—		
Creamery prints, fresh made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 23	0 21
Dairy, solids	0 19	0 20

EGGS.—With extremely hot weather there has been a greater range in quality of eggs being marketed, and the insistent demand for guaranteed quality in certain quarters has led to an even greater spread in range of prices. For strictly fresh, price has advanced a cent, while for trades and splits there is a falling off of one to two cents a dozen.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons	0 27
Selects	0 25
Straights	0 23
Trade eggs	0 20
Splits	0 18

HONEY.—Market continues easy, with no change in prices. There is some interest in prospects for clover honey crop.

Honey—		
Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 05½	0 05½
10, 5-lb. tins, per lb.	0 05½	0 10
Buckwheat, bbls.	0 05½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—Old cheese is pretty well out of the market, and the prices for both old and new are firm; too firm, it is claimed, to encourage export trade, and lower quotations are looked for in some quarters.

Cheese—		
Old, large	0 19½	0 17
Old, twins	0 15½	0 16½
New, large	0 13½	0 14½
New, twins	0 14	0 14½

POULTRY.—Considerable fresh stock is coming in, but the shipments are spasmodic and there is likely to be as big a range as ten cents a pound for young chickens between the first and latter parts of the week. Prices given are on an average basis.

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

WINNIPEG.

PROVISIONS.—In cured meats there has not been any change. Lard is still

a little weak and the decline here is more than likely. For the present, however, no lower quotations can be given.

Cured Meats—	
Hams, per lb.	0 21
Shoulders, per lb.	0 13
Bacon, per lb.	0 26
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00
Lard—	
Tierces, per lb.	0 11 1/2
50 lb. tubs	0 60
20 lb. pails	2 48
3 lb. tins, cases	7 65
5 lb. tins, cases	7 67 1/2

BUTTER.—Prices are the same as last week. The supply, however, is not very great at present.

Creamery, Manitoba	0 27
Dairy	0 19 0 24
Cooking	0 12 0 16

EGGS.—The excessive heat makes losses here almost heavier than in the past couple of weeks. Indications are, therefore, that a higher price will have to be struck to the trade. This may be expected almost any time.

Eggs—	
Extra first	0 24
Checks	0 17
Extras, in cartons	0 27

HOW TO KEEP MAIL ORDERS AT HOME.

(Continued from page 33.)

Draw a Circle Around You.

In order to determine your field of sale, draw an imaginary circle around your store, reaching out as far as you can hope to influence customers. This gives you your field of sale. Then get the name of every possible customer in the circle to whom you want to sell. You undoubtedly know every one of them or they know you. Your influence in the community means something or you would not be a merchant. As you compile this list you may be reasonably sure that mail order houses are flooding the same homes with printed matter and letters, trying to make sales. These houses are calling the attention of your customers and possible customers to the same kind of goods that you have in your store. They are talking to them alluringly about each article, giving minute descriptions. All of this is going on while the average merchant is sitting in his store, hoping that the people will drop in and ask to be shown something.

Tell Them You Have the Goods.

Don't wait. Take your list of names, write each one a personal letter, specializing on some one seasonable article in your store, telling them in a convincing way that you have something important you want to say to them about this particular article the first time they are in your vicinity. They will come then, and see the article you want to sell. Make a lot of intelligent suggestions about other articles that the customer could use to advantage. Describe each one of these lines in detail, bringing out strong points about quality and serviceability.

You can do this better in personal conversation, with the goods before you to demonstrate, than any writer for any mail order house can possibly do. Fight the mail order house with its own weapons. That is what you will be doing when you demonstrate your merchandise correctly. You will be beating them at their own game. They have no such opportunity as you for personal contact.

Make it a rule to get a sales letter, or some kind of descriptive printed matter into the hands of every possible customer at least twelve times a year—once a month. Keep this system up. It will run a mail order house from your community. The cost is not great, either.

Call attention of the women to the little specialties that will appeal to them. Strive to sell to every family all of its requirements. Don't let your customers split their business with the mail order house or with your competitor. Write the advertising just as you would talk to a customer. Imagine that you are talking, and you will have a good advertisement. Conduct your advertising so that no one who resides in your vicinity will ever say, "Why, I did not know you had that article!"

Adopt the same principles that the big stores do. Have special days, Saturdays or Mondays, or the time that suits best in your particular community, to conduct special sales. Don't give anything away in such a sale, but specialize on some article that everybody wants. You will get the people in the habit of coming into your store. Other goods will be sold besides the one article advertised. If your clerks are trained as suggested, the sales will jump like weeds in a cornfield on a wet day.

EQUIPMENT FOR THE NEW PROVISION DEPARTMENT.

(Continued from page 35.)

glass, giving two air chambers, and it is the gradual changing of the temperature between the inner and outer surfaces which prevents the glass from "steaming."

Recently a refrigerator was seen which was being refitted after being in use for thirty years and after the work had been completed it was practically as good as new.

Modern business methods demand that considerable attention must be given to the matter of a scale. There was the old idea of getting equipment and then in the end there would be a scale because the law required it. It is to be wondered if these people gave full consideration to the fact that the whole business depended on selling and that every pound of meat handled has to be weighed.

Little consideration should be given in the handling of meats to anything but

the computing scale. When a 'pound of ham, bacon or sausage is asked for the dealer cannot guess to a fraction of an ounce. If he starts "fiddling" with the scale to get a balance he wastes time; if the balance goes on the short side he is likely to lose a customer or if it goes the other way he will lose that profit which makes his returns. On the other hand, if he has a computing scale on which the weight is shown to the customer he can mention such and such a weight and from his dial give the price which the customer will usually be willing to pay. In this phase of the transaction the whole question of profit or loss is likely to be involved.

Regarded at first as a new fangled complication, the computing scale is generally recognized as the modern weighing machine for the retail business. There are several good makes and there is no trouble getting the information about the good points of each.

The chart which is recommended for the retail provision trade is one covering twenty-four pounds with a range from five to fifty cents a pound. The price range referred to covers every cent from five to thirty with 12 1/2 and 17 1/2 in addition, while above 35c the jumps are 5c each until the maximum is reached.

The slicer for the provision department is getting to be considered in the class of necessary equipment where there is any considerable volume of business or possibilities of working it up. Cutting hams and bacon by hand is not only unsatisfactory unless exceedingly well done, but requires considerable valuable time. The slicer does the work, not only much quicker, but there is that uniformity about the cut which gives satisfaction and the scale of the slice can be changed on a moment's notice to suit the individual taste or requirements of the customer.

Where it is desired to keep the provision business separate from the grocery in relation to turnover and in the profits—and this is, of course, very advisable if the grocer is to know where he is at in his meat business—the department should have a cash register. This not only permits of the business being recorded on its own footing but it saves time in going to the other cash register and allows the customer the satisfaction of seeing the sale properly recorded.

FOR SALE

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

SALESMAN WANTED

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

We are sending buyers

Our extensive advertising campaign in newspapers, street-car posters, etc., is sending hundreds of buyers to grocers for

L'Etoile (Star) and Hirondelle (Swallow) Brands of Macaroni (Made in Canada)

Macaroni supplies a larger percentage of nutrition than beef. As a healthful, easily-digested summer food it is unsurpassed. By selling *L'Etoile* and *Hirondelle* Brands you not only help customers reduce the high cost of living but you make the larger profit. There is no import duty to share your profits with on these "Canadian made" brands.

Get a stock to-day and let us send you
some buyers

C. H. Catelli, Limited Montreal

AGENTS:

C. C. Mann - - - - - Toronto
J. Hunter White - - - - - St. John, N B.
Tees & Persse, Limited - - - - - Winnipeg

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—
No. 1 (25c size), 4 doz.....\$ 2 25
No. 1 (25c size), 2 doz..... 2 25
No. 2 (10c size), 6 doz..... 0 80
No. 2 (10c size), 3 doz..... 0 80
No. 3 (5c size), 4 doz..... 0 45

In Tin Boxes—
No. 13, 1-lb., 2 doz. 3 00
No. 14, 8-oz., 3 doz. 1 75
No. 15, 4-oz., 4 doz. 1 10
No. 16, 2¼ lbs. 7 25
No. 17, 5 lbs. 14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	\$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 00
" 3-lb.	13 60
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

For numbering cover and each coupon, extra per book, ¼ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.80.
White Swan Barley Crisps, per doz., \$1.
White Swan Self-rising Buckwheat Flour, per doz., \$1.
White Swan Self-rising Pancake Flour, per doz., \$1.
White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

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

Jellies.

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

Marmalade.

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

Pure Preserves—Bulk.

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

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 60	0 65
Black currant ...	0 13	
Raspberry	0 13	

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz...	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 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.

TO RENT

IN OUR

New Edmonton Warehouse

3 FLOORS 50 x 130

Building—Solid Mill Construction

Insurance—Very Low

Trackage Facilities

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

For Particulars Write

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches, Regina, Calgary, Edmonton, Saskatoon,
Vancouver

A tip on the side, Mr. Grocer

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

PRICES:

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

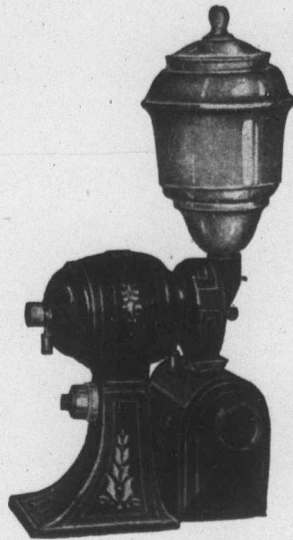
Order them from your wholesaler: or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario



Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

Your Good Will

and co-operation are all we ask, because it is no work for you to sell *Heinz 57 Varieties*. We keep the consumer interested by steady national advertising, we please your customers by maintaining quality and purity, and, our Grocers' Service Department goes still further.

It is to help you get more business.

Ask our salesman about it or write to us for full particulars.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

Unsweetened Chocolate.	
Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes.....	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, 1/4's, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2 lb. packages, 2 doz. in box, per doz.....	0 90
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.	
In 1/4, 1/2, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, 1/4's and 1/2's	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, 1/4's	0 26
Nut milk Vanilla sticks, per gr.	1 09
Nut milk Diamond chocolate, 1/4's	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, 1/4, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb.	
---	--

cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, 1/2-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box; Caracas tablets, 5c cartons, 26 tons to box, 65c.

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

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

Evaporated (Unsweetened)—

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

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, 1/2-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.	
1 and 1/2	0 25 0 30
1 and 1/4	0 32 0 40
1 and 1/2	0 37 0 38
Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.	

FLAVORING EXTRACTS.

SHIRRIFF'S.

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

CRESCENT MFG. CO.

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

Sterling Catsup is made to suit the epicure



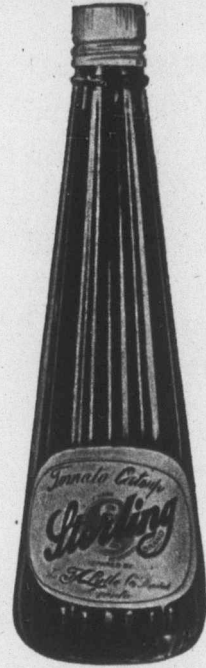
Every day the Sterling Catsup territory is extending; every day the sale is growing, and all because it is **just what the people want**—it suits the cultivated taste because of its superior, truly delicious flavor, and has the volume of sale because this flavor meets the popular demand.

The freshness and deliciousness of the fresh-picked tomato is not killed by the over-use of cheap spices. The scientific blending of good spices, fresh picked tomatoes, and good vinegar give Sterling its ready sale and constant call.

Sell at a popular price and a good profit.

Order from your wholesaler.

The T. A. Lytle Co., Limited
"CANADA'S LARGEST PICKLE INDUSTRY"
Sterling Road, Toronto



"Club House" Olives

recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more

Order from your wholesaler

Gorman, Eckert & Co.
Limited

London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG



Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

KING OSCAR BRAND SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

John W. Bickle & Greening

(J. A. Henderson)

Hamilton, - - - - - Canada

Cantaloupes Tomatoes New Potatoes Cherries Gooseberries Strawberries

Everything in imported and local

Fruits and Vegetables

WHITE & CO., Limited, Toronto

Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 1/4
Tubs, 60 lbs.	0 1/2
Pails, 20 lbs.	0 1/4
Tins, 20 lbs.	0 10/16
Cases, 3 lbs., 20 to case	0 11/16
Cases, 5 lbs., 12 to case	0 11/16
Cases, 10 lbs., 6 to case	0 11/16

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

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

"IMPERIAL SCOTCH."

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

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., 1/4-lb.	\$1 40
D. S. F., 1/2-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., 1/4-lb.	0 85
F. D., 1/2-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

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

Marguerite Brand.

Same assortment as above	6 1/2 6
--------------------------	---------

Catelli Brand.

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

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07 1/2
1 lb. pkg., less than 25 case lots	.07 1/4
5 lb. box, loose, per lb.	.05 1/2
10 lb. box, loose, per lb.	.05 1/2
21 lb. box, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case, Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick 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 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06 1/2
200 lbs., bbls., No. 1 white.	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 1/2
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 1/2
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

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

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry	.06
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06 1/2
Kegs, 100 lbs.	.06 1/2
Lilly White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07 1/2
3 in case	.07 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
(20-lb. boxes 1/4c higher than 40's.)	

A super-excellent pack of the finest Canadian berries

Our pack of strawberries this year has been attended by the utmost success. Situated as we are, right in the heart of the finest Canadian Strawberry belt, with every facility in our new factory to handle the 1914 crop, our superior pack of really choice fruits is undeniable.

We are amply prepared to handle any and all orders, large or small, for A1 quality strawberry jam. We put up only pure fruits of the highest order.

Place your order now for your 1914-15 supply.

Stuart Limited

PURE FRUIT PRESERVERS

AGENTS:

SARNIA

Agents: R. S. McIndoe, Toronto; Fearman Bros., Hamilton; Howe, McIntyre & Co., Montreal; Dingle & Stewart, Winnipeg; Langlois & Paradis, Quebec; Geo. Foster & Sons, Brantford; Angevine & McLaughlin, Truro, N.S.

ONTARIO

*The staple
food of
millions*

RICE

WE SHIP DIRECT

*The cost
of living
reducer*

Rice shipped direct to retailer

To encourage the retailer and wholesaler to co-operate in the wider sale of rice we offer to ship rice direct to the retailer, but ordered through the wholesaler, thus eliminating the wholesaler's handling, and giving the retailer his goods in first-class condition, fresh and

clean—no waste from leakage, rat nuisance, etc. The greatest economy any household can effect is to substitute rice for meat and other high-price commodities. Encourage the use of rice and reduce the high cost of living.

Order rice from wholesaler—We ship direct.

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents, MONTREAL

It's knowledge that directs the successful Grocer in stocking up with **Brunswick Brand Sea Foods**



—a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.
Limited
Black's Harbour, N.B.

OCEAN MILLS, MONTREAL.

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

SOUPS—CONCENTRATED

CHATEAU BRAND.

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

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

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
½ lb. packages (120) 3 40
1 lb. 30 } Packages, Mixed. 3.30
½ lb. 60 }

SYRUP.

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

2-lb. tins, 2 doz. in case ... 2 50
5-lb. tins, 1 doz. in case ... 2 85
10-lb. tins, ½ doz. in case ... 2 75
20-lb. tins, ¼ doz. in case ... 2 70
Barrels, 700 lbs. 3 ¼
Quarter barrels, 350 lbs. 3 ¾
Quarter barrels, 175 lbs. 4
Pails, 38¼ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 05
5-lb. tins, 1 doz. in case .. 3 20
10-lb. tins, ½ doz. in case.. 3 10
20-lb. tins, ¼ doz. in case.. 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure),
2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.
Quebec, per case \$1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case ... 2 60
Alberta, per case 2 70
British Columbia, per case. 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz.
cases, doz. 0 90
Pint bottles, 3 doz., cases,
doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen .. 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. ¼-pints. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

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

NUGGET POLISHES.

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

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ¼ butts,
9 lbs., boxes 5 lbs. 0 45
Bobs, 6s, ½ cads, 12 lbs.,
¼ cads., 6 lbs. 0 39
Bobs, 10s, ¼ butts, 12 lbs.,
¼ cads., 6 lbs. 0 39
Currency, 5s, ½ butts, 9 lbs.,
boxes 6 lbs. 0 39
Currency Navy, 10s, ¼ cads,
12 lbs., boxes 6 lbs. 0 39
Stag Bars, 5 1-3s, ¼ butts,
12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, ¼ butts, 12
lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7½s, ¼
butts, 10 lbs., boxes 5½
lbs. 0 59
Pay Roll, thin, 7½s, ¼ butts,
10 lbs., boxes 6 lbs. 0 59
Pay Roll, 7½s, ¼ cads, 12
lbs., ¼ cads, boxes 6½
lbs. 0 59
Shamrock bars, 6 2-3s, ¼
butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., ¼
cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs.,
¼ cads, boxes 6 lbs. 0 44
Ivy, 7s, butts, 17 lbs., ¼
butts, 8½ lbs. 0 50
Great West, 8s 0 59
Regal, 9s, 0 70
Starlight, 7s, ¼ butts, 8½
lbs. 0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, R't'l.
Brown Label 1s and ½s .25 .30
Green Label, 1s and ½s .27 .35
Blue Label, 1s, ½s, ¼s,
and ¼s 30 .40
Red Label, 1s and ½s . 36 .50
Gold Label, ½s 44 .60
Red-Gold Label, ½s ... 55 .80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ¼s 0 21
Blue Label, 1s .. 0 20
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s .. 0 23
Brown Label, ¼s 0 30
Green Label 1s and ½s 0 35
Red Label, ¼s 0 40

UPTON'S KETCHUP

is steadily making friends for itself.

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

Write us for prices or ask your jobber.

THE T. UPTON CO.

Limited

Factory at Hamilton,
Sales Dept. at St. Catharines.

RASPBERRIES

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

CHERRIES

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

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

FRUITS and VEGETABLES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4	String, No. 100,	\$3.00	line at	\$2.40
4	" " 200,	\$3.20	" "	\$2.60
4	" " 300,	\$3.60	" "	\$3.00

Regular goods.

Walter Woods & Co.
Hamilton

PICKLES at their best are pickles bearing the name "Rowat's." Push them now, for the summer trade.

With the outing season in full swing there is a big demand for pickles, etc.

Feature Rowat's.

ROWAT & CO.

Glasgow - Scotland

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



Safety First

No fabric is so frail, nothing too coarse to be well and safely cleansed with the pure, abundant lather from

Wonderful Soap

No other Soap in the market gives safer, surer or more speedy results in any and every kind of household washing and cleaning.

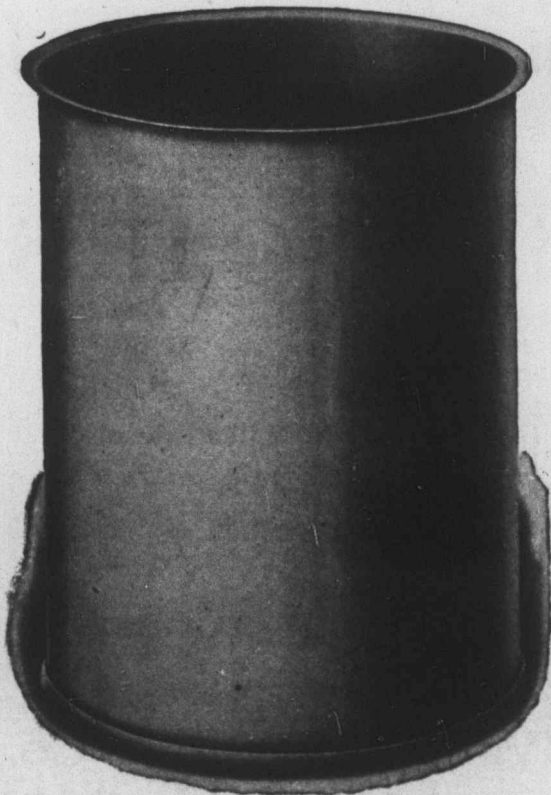
Wonderful Soap is the housewife's favorite. When once used, it cleans quickly and thoroughly without ringing and without the necessity of bleaching.

It is put up in attractive labelled wrappers and well packed. It looks well, sells well, and produces good profits.

The Guelph Soap Co.

Guelph,

Ontario



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Reading Brimful of Interest for Busy Canadians

The July MacLean's, just off the press, is full of feature articles and stories which should appeal to every Canadian. Does not this list interest you?

"The Education of the Camp"—A strong article by a military authority on the benefits, physical and otherwise, of militia training.

"On the Firing Line in Riel's Day"—The first of a series of articles on the North-west Rebellion, written by one who served through the last campaign. These stories will be full of reminiscences given to the public for the first time.

"The Adventures of Madelyn Mack: Detective"—The best detective stories published since Sherlock Holmes first appeared. The first of this series appears under the title "The Man With Nine Lives"—A strong recital of adventure, written in graphic, vivid style.

"The Miracle of the X-Rays"—A clear presentation of one of the greatest discoveries of modern times. The fascination that science exerts on the lay mind will serve to make this article one of absorbing interest to all.

There is nothing a man could not do if he had the right information before starting at it. Under the heading: "Getting the Facts," a Lieutenant of Harrington Emerson, the chief exponent of efficiency, tells how the right information can always be obtained. Want to get started on the highroad to success? Read this article.

Glen Campbell—Broncho buster, sturdy man of the plains, orator, player of practical jokes, firm friend and hard fighter—is the subject of a breezy sketch that will both interest and amuse. Meet this famous Western M.P. in the pages of July MacLean's.

These are just a few. There are plenty more of the same kind to be found in the July issue of Canada's national magazine. If you don't read MacLean's, start with the July number.

Send a postcard and have your name added to our subscription list. You'll be delighted with every issue.

Subscription price \$2.00 per year. 20 cents a copy.

WRITE DEPARTMENT M.

The MacLean Publishing Co.
LIMITED

143-149 University Avenue. Toronto, Canada

Ain't this great
weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

Early Vegetables

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

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

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

Buyers' Guide

Write us for New Price List of
WINDSOR SALT
 TORONTO'S SALT WORKS
 TORONTO, ONT. GEO. J. CLIFF, Manager

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

COMTE'S
 Satisfaction and profits with every sale. We want more agents. Write
Augustin Comte & Co., Limited, P. O. Box 2963, MONTREAL
COFFEES

SUCHARD'S COCOA
 The Highest Quality Most Reasonably Priced "Quality" Cocoa. On Sale Anywhere.
FRANK L. BENEDICT & CO.
 Agents Montreal

WRITE TO
 10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
 If you are interested in Irish trade.

GRATTAN & CO., LIMITED
 ESTD. 1825
 The Original Makers of
BELFAST GINGER ALE
 Agents in Western Canada
EMERSON, BAMFORD CO.
 842 Cambie Street VANCOUVER, B.C.

COMBINÉ BARRAL
 Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.
 REFERENCE AND CIRCULAR FREE.
 Octavien Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.
HOLLAND RUSK COMPANY
 HOLLAND, MICH.



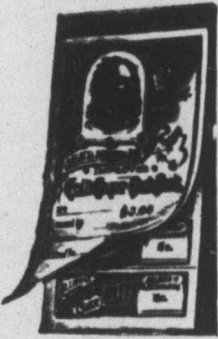
TANGLEFOOT
 The Sanitary Fly Destroyer—Non-Poisonous
 Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.



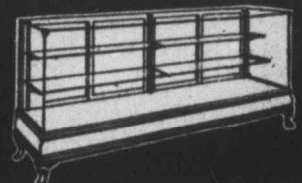
YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

Grocery Advertising
 By Wm. Borsodi
 It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
 PRICE, \$2.00.
 ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
 145-149 University Ave., Toronto

When they ask for credit give them
ALLISON COUPON BOOKS
 Please Them—Make Yourself Safe
 Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an 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 another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.
 For sale by the jobbing trade everywhere.
 Manufactured by
ALLISON COUPON COMPANY
 Indianapolis, Indiana, U.S.A.



Before placing YOUR ORDER for
SHOW CASES, STORE FRONTS ETC.
 Write us for full particulars and estimates
KENT, SON & CO.
 261 King St. West
 TORONTO



CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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

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

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

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur, Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

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

WANTED

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

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

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

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

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

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

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (171)

BUSINESS FOR SALE

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

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

FOR SALE

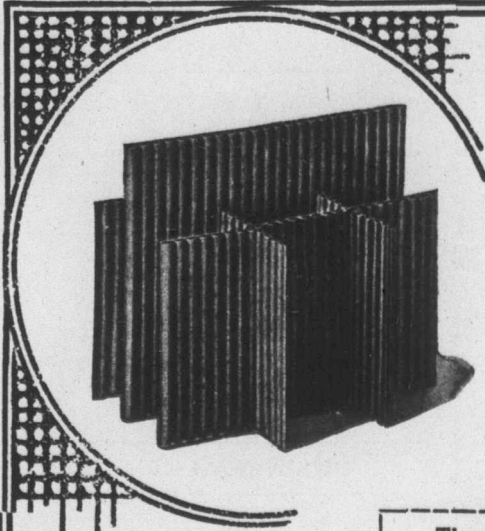
FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612



KNOX GELATINE has the selling force of steady advertising, backed by an established reputation for purity and quality. It will pay you to push KNOX GELATINE and start as many new customers as possible, because each package makes two full quarts of jelly, and this big moneysworth keeps the sales coming in. Sales of KNOX GELATINE are profitable,—there's a good margin for you in the retail price of 15 cents per package.

"Make KNOX your Gelatine leader."

CHARLES B. KNOX CO.
Johnstown, N.Y.



Corrugated Partition Packing FOR THE SHIPMENT OF BOTTLES, ETC.

The old-time saw-dust method of packing bottles, jars, etc., is fast becoming extinct in the best preserving and canning factories. The corrugated paper partition packing is the best insurance against breakage, allows of easier packing, saves labor and muss for both the shipper and the consignee.

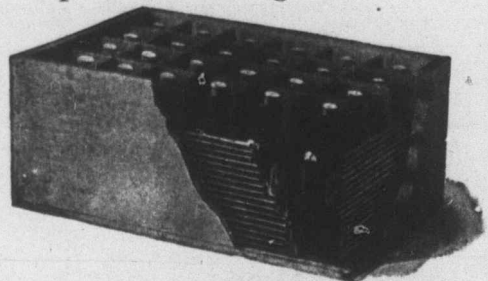
T. & N. Corrugated Boxes are used for all kinds of shipping. Send a sample case at our expense and we will return it to you packed in our goods.



The Thompson & Norris Co.
of Canada, Limited
Niagara Falls, Ontario

Send further particulars:

Name.....
Address.....
C.G.



The Thompson & Norris Co. of Canada, Limited
NIAGARA FALLS, ONTARIO

BROOKLYN, N.Y.

BOSTON, MASS.

BROOKVILLE, IND.

LONDON, ENGLAND

JÜLICH, GERMANY

If you sample "Bordo" Chocolates you'll stock and sell them



There is no "harvest" time with "Bordo," in other words, there is no season in their demand—the sale commences with the first showing and continues to grow as the taste becomes known. This is the reason, along with the

60% PROFIT

why "Bordo" Chocolates are the leaders in thousands of Canadian stores. Know the flavor by sending for our liberal sample — there's no question about you stocking them if you taste the "Bordo" taste.

The Montreal Biscuit Company
THE ORIGINATORS MONTREAL

INDEX TO ADVERTISERS

A		Leeuw, Henri de 16
Allison Coupon Co. 60		Lemon Bros. 59
Armsby, J. K., & Co.		Lytle & Co. 53
Front cover		
Anglo-B.C. Packing Co. 7		
B		
Balfour-Smye & Co. 12	MacNab, T. A., & Co. 16	
Beard, M. D. 16	McCabe, J. J. 59	
Beauchamp, Claude 17	McGregor, O. P. 4	
Benedict, F. L. 60	McLaren, W. D. 22	
Beverley Register 12	MacLean's Magazine 59	
Bickle, J. W., & Greening ... 54	McVitie & Price 20	
Borden Milk Co. 3	Magor, Son & Co. 23	
Bowser & Co. Inside back cover	Malcolm & Son, John 47	
Burgess & Co. 15	Mathieu & Co., J. L. 17	
C		
California Fruit Growers ... 8	Meadow Sweet Cheese Co. 7	
Campbell Brokerage Co. 16	Millman, W. H., & Sons 16	
Canada Starch Co. 24	Minto Bros. 21	
Canadian Oil Co. 7	Morrow & Co. 16	
Cane & Co. 6	Mott, John P., & Co. 57	
Carr & Co. 14	Mt. Royal Milling Co. 55	
Catell & Co. 48		
Clark, Ltd., W. 11	N	
Cleave & Co. 20	Nagle & Co. 17	
Cockburn, Nolan & Co. 16	National Licorice Co. 15	
Coles, Chas. H. 16	Nicholson & Bain 49	
Coles Mfg. Co. 9	O	
Commercial Collection Co. 16	Oakey & Sons, John 17	
Comte's Coffee 60	Ocean Mills 14	
Connors Bros. 56	O'Loane, Kiely & Co. 16	
Cowan Co. 18		
Crescent Mfg. Co. 17	P	
D		
Distil Mfg. Co. 4	Peek Frean Co. Inside back cover	
Dominion Canners, Ltd. 5	Pennock, H. P., Co., Ltd. 16	
Dominion Register Co. 10	Pure Gold Mfg. Co. 2	
E		
Eby-Blain, Ltd. 19	Reckitts, Limited	
Eckardt, H. P., & Co. 51	Inside front cover	
Emerson, Bamford & Co. 60	Rennie, Wm. 4	
Escott & Co., W. H. 16	Richards Soap Co. 15	
Eureka Refrigerator Co. 23	Rock City Tobacco Co. 12	
F		
Fairbanks Company 14	Rolland, Octavien 60	
Fearman, F. W., Co. 53	Rowat & Co. 58	
Forbes & Nadeau 17	Ruttan, Alderson & Lound. 16	
Furnival-New 9		
Furuya & Nishimura 4	S	
G		
Galloway, J. H. 50	Salada 23	
Gorman, Eckert & Co. 53	St. Lawrence Sugar Refining	
Grafton & Co. 60	Co. 13	
Guelph Soap Co. 58	Sanitary Can Co. 58	
Guggenlime & Co. 52	Sharp & Co. 20	
H		
Hamblyn, Brereton Co. 16	Smith & Proctor 13	
Hamilton Cotton Co. 17	Smith & Son, E. D. 3	
Hargreaves (Canada), Ltd. 7	Spurgeon, H. G. 16	
Heinz Co. 50	Stuart, Limited 55	
Hendry, J. A. 52	Stuhr, C. F. 17	
Hillock & Co., John 9		
Holland Rusk Co. 60	T	
Horne, Harry, Co. 19	Tanglefoot 60	
I		
Imperial Extract Co. 6	Taylor's Mustard 60	
Irish Grocer 60	Thompson & Norris 62	
J		
Jonas & Co. 23	Thum Co., O. & W. 60	
K		
Kent, Son & Co. 60	Tippet, Arthur P., & Co. 1	
Kirkwood & Son 9	Toronto Salt Works 60	
Knox & Co. 61	Tucketts, Limited	
L		
Lambe & Co., W. G. A. 16	Inside front cover	
Laporte, Martin & Co. 63	Uptor & Co. 57	
Leadlay, Ltd. 16	U	
	W	
	Wagstaffe, Limited 64	
	Walker Bin & Store Fixture	
	Co. 13	
	Walker, Hugh, & Son 66	
	Warren, G. C. 16	
	Watson & Truesdale 16	
	Wellington Mills 17	
	White, Cottell & Co. 10	
	White & Co. 54	
	White Swan Spices & Cereals,	
	Ltd. 22	
	Wiley, F. H. 16	
	Woodruff & Edwards 22	
	Woods & Co., Walter 57	

BOOST SUMMER DRINKS

Make This a Bumper Season

You have everything in your favor for Big Trade. Hot weather assured, and favorable prices from us to make things hum.

WATERS FROM VICHY BASSIN

Cs. 50 bottles

Spring "Admirable"	\$5.00
Spring "Efficace"	5.50
Spring "Neptune"	6.00
Spring "Sans Rivale"	7.00

NATURAL TABLE WATER

D'Evian, Source "Cachat"
\$8.00 cs. 50 bottles.

LEMONADES

"LA SAVOUREUSE"

Quarts, 50 bottles to cs.	\$7.50
Pints, 100 bottles to cs.	9.00

Most refreshing drink from Bassin de Vichy.

SPECIAL OFFER: On all orders received for 5 cases, assorted or not, we will allow 25 cents per case.

SOMETHING ELSE FOR SUMMER TRADE.

Trayder's	MILLER'S
Best quality	HIGH LIFE
Imported Ginger	LAGER
Ale	Barrels 120 bottles
Cork Crown.	Cases 24 pints

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

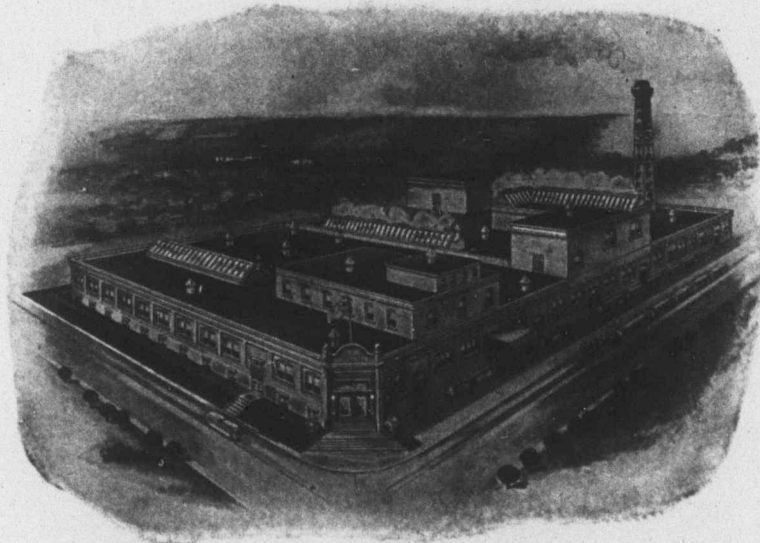
WAGSTAFFE'S

1914 New Season's Strawberry Jam

Now Ready For Delivery

Copper.
Prepared in
Copper
Kettles.

Silver.
Boiled in
Silver Pans.



Gold.
Packed in
Gold-Lined
Pails and
Glass.

THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Mr. Grocer, we have made selection of only the richest, luscious red berries, full of flavor, obtainable in the Southern States and Ontario. Our agents from Hamilton have superintended the shipping of same, so that we can guarantee every jar and tin of Wagstaffe's Strawberry Jam, to be of the finest quality. Guaranteed fruits and sugar only.



WAGSTAFFE LIMITED

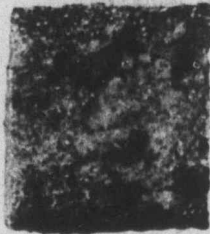
PURE FRUIT PRESERVERS

Hamilton

Canada



Ye Billekin.



Prairie Flower.



Royal Lemon Sandwich.

These light P.F. Dainties are exceptional sellers

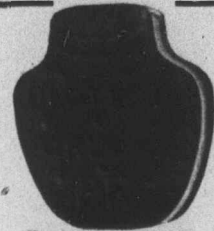
Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, airtight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS:

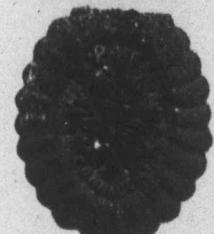
THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia.
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Sask.
The Harry Horne Co., of Toronto, for Ontario.
F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.



Regist. red design.



Carbon Chor. Sandwich.



The Cornaught.



In a village grocery store where everything may be furnished from a postage stamp to a complete house-keeping outfit, a customer entered the other day and leisurely approached the proprietor. "Look here, David," he complainingly remarked, "I ain't klickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

A Justifiable Kick

Not so where a



Safe Oil Storage System

is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or splash. No lost

stamps just after Jake Smith tasted of kerosene." "There you go complaining again," said the proprietor. "No hard feelings, David, but the other day I got some postage blamed one of them tasted of kerosene."

A very characteristic incident, but its equal happens many times where kerosene is handled by slipshod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick"—many a good customer goes elsewhere and says nothing.

oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

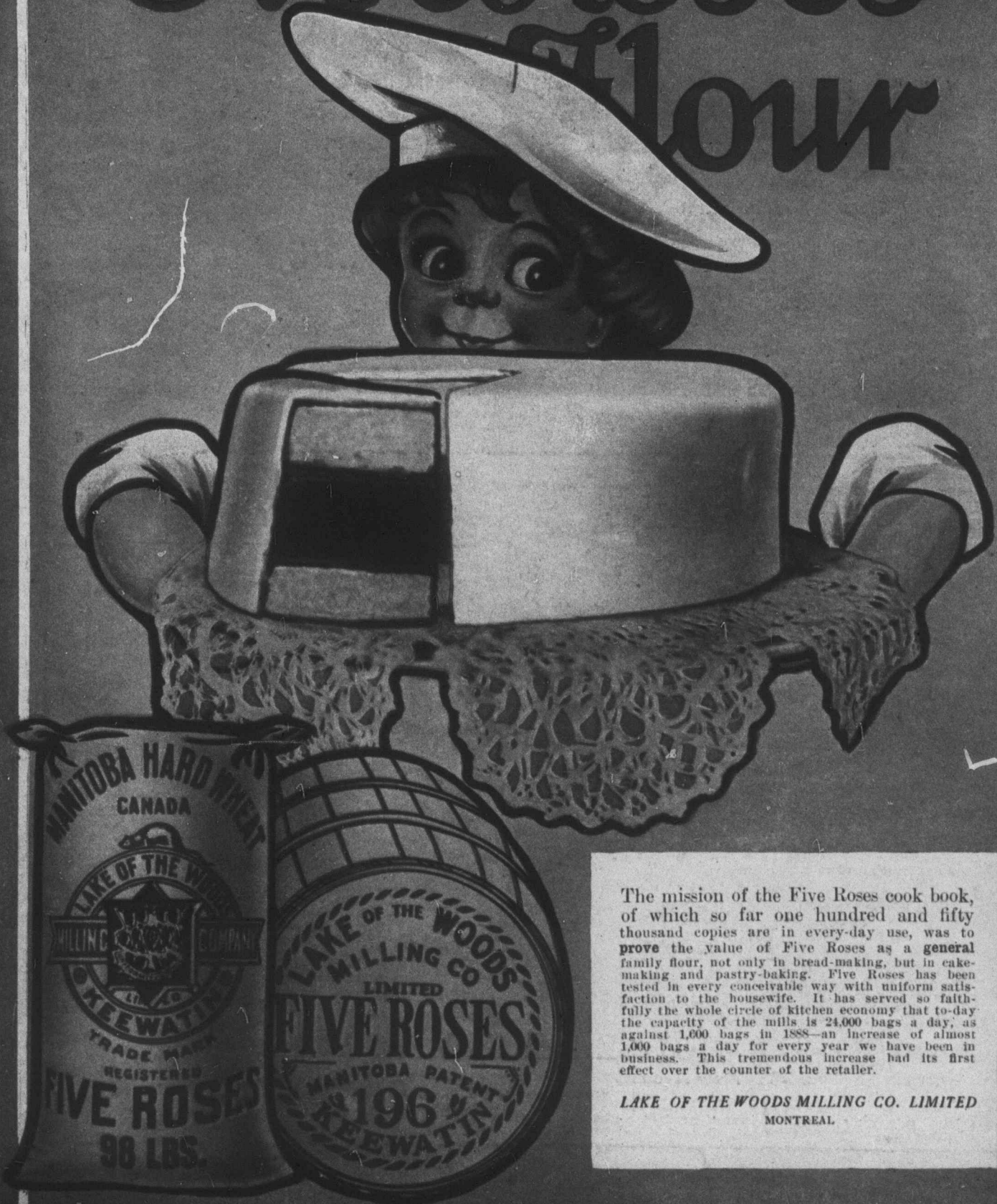
S. F. BOWSER & COMPANY, Inc.
66-68 Frazer Avenue, - - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasoline and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

DONT SCOLD THE COOK USE

Five Roses Flour



The mission of the Five Roses cook book, of which so far one hundred and fifty thousand copies are in every-day use, was to prove the value of Five Roses as a general family flour, not only in bread-making, but in cake-making and pastry-baking. Five Roses has been tested in every conceivable way with uniform satisfaction to the housewife. It has served so faithfully the whole circle of kitchen economy that to-day the capacity of the mills is 24,000 bags a day; as against 1,000 bags in 1888—an increase of almost 1,000 bags a day for every year we have been in business. This tremendous increase had its first effect over the counter of the retailer.

LAKE OF THE WOODS MILLING CO. LIMITED
MONTREAL