

THIS IS THE 1,289th ISSUE OF

# CANADIAN GROCER

PUBLISHED WEEKLY BY  
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, AUGUST 23, 1912

No. 34



**No Hands  
Touch this Flour**

in its manufacture. Owing to the facilities of this up-to-date mill, this feature of BODY BUILDER flour is made possible and is strictly adhered to.

*Every kernel of wheat is washed, scoured and polished, which guarantees absolute purity. All natural constituents of the wheat grain necessary for a health regulating and body building food are contained in "Body Builder" flour.*

*Our prices—a little higher.  
Our quality—a little better than the best.*

Our Guarantee to housewives: "If not satisfied after using all the contents, return the empty sack and get your money back."

MANUFACTURED FROM  
MANITOBA HARD WHEAT  
**BODY  
BUILDER**  
SPECIAL HOUSEHOLD  
**FLOUR**  
MADE IN CANADA

Ontario & Manitoba Flour Mills Limited, Ottawa, Canada





# Absolutely Unsolicited

Mr. Grocer:—The above is a strong assertion, but nevertheless perfectly TRUE. We have been talking to you for months about the merits of the "New Cut"

## PAN YAN Pickles and Sauce

Read for yourself what we have received only this week, and remember, Absolutely Unsolicited:

"Our stock of 'Pan Yan' is entirely exhausted. Please send on a further supply immediately. We have never had such a demand for pickles before."

Another grocer asked us to send a sample of "Pan Yan" Pickle to a customer of his, and to let him know that he was keeping it in stock. Without request on our part, we have had the following letter from the consumer:

"I have to acknowledge receipt of sample bottle of 'Pan Yan' Pickle, for which I am obliged. It is rightly described as being the 'last word' in table condiments, and I shall be pleased to praise it to my epicurean friends."

Just think it over and write for a Sample Bottle, or better still, order a small quantity through your jobber. Remember, these goods are advertised in every street car, which is bound to create the demand.

See you have them to supply this demand.

# Maconochie Bros., Ltd.

LONDON, ENGLAND

Sole Agents for Canada and United States:

## MacLAREN IMPERIAL CHEESE CO., LIMITED

TORONTO

MONTREAL

CALGARY

and DETROIT, MICH.



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SELL

ART





11 Gold Medals 11

A Soap for a sensitive complexion, or delicate lingerie, etc., must necessarily be produced with skill, experience and honesty, linked with purity — the soap must be clean to wash clean.



### “Le Calice” Castile Soap

is no tallow soap, it is antiseptic, sanitary, cleanly. Contains no corrupt animal fat, is pure as oil and skill can make it.

Substitute no other, Mr. Grocer:—this is what your customers are wanting. Made only by Srs. D. Leca & Co., Marseilles.



*SELL ONLY THE BEST*

*IT PAYS*

## ARTHUR P. TIPPET & COMPANY

Agents

Montreal

Toronto

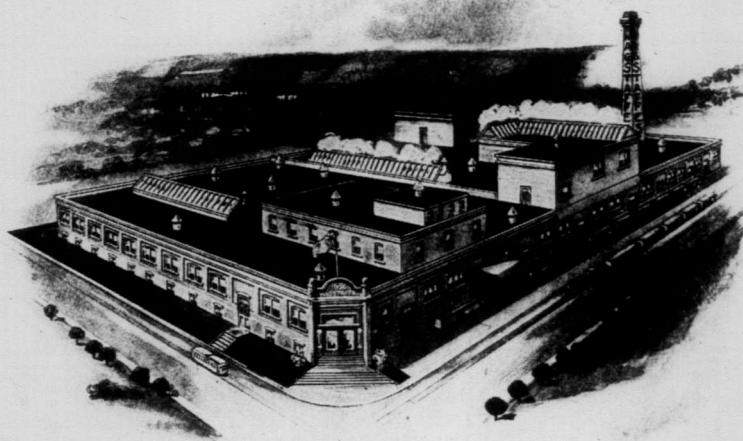




# WAGSTAFFE'S

*Fine Old English*

Prepared  
in  
Copper Kettles  
boiled  
in  
Silver  
Pans



Packed  
in  
Gold  
Lined  
Pails

FINEST FRUIT PRESERVING PLANT  
IN CANADA

Pure Jams 1912, Strawberry, Raspberry, Black Currant, Red Currant Jelly, Black Currant Jelly, Raspberry and Gooseberry, and Red Currant Jam, etc.

ALL READY FOR DELIVERY

## WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton

- - - -

Ontario



A





THE CANADIAN GROCER

MADE IN CANADA

## A LEADER FOR FIFTY-FIVE YEARS

Merit and integrity have sustained the high reputation of

### Borden's Eagle Brand



The Original and Leading  
Brand Since 1857.

From when first put on the market scores of years ago it commanded respect.

With the prestige of being recognized year by year as the leader, that influence has grown, and to-day among the many other brands it is admitted to be in a class by itself. Your customers all know this, and will buy "Eagle Brand," even if the price is a little more than for other brands.

If you are not now stocking Borden's Leading Brand you are the loser.

Order from your wholesaler.

## Borden Milk Co., Limited

"Leaders of Quality"

### Montreal

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



## Hold a Bottle in Your Hand



One top-notch retail salesman we know attracts the housewife's attention to Shirriff's True Vanilla by taking a bottle and holding it in his hand. Then, with his pencil, he points to the words:

# Shirriff's True Vanilla

"Notice the words, **True Vanilla, Madam.**" he says. He then goes on to explain to her their meaning, telling her that Shirriff's True Vanilla is the real extract of Mexican Vanilla beans, and not a chemical imitation. He asks her if she wouldn't like her cakes, puddings, and sauces to have the real Vanilla flavor, which is far more delicious than any imitation flavor. He winds up by telling her how Shirriff's True Vanilla excels in strength, and how many cakes one bottle will flavor. He rarely fails to make the sale.



Upon request we will send you a list of selling points that have proved successful in promoting the retail sale of Shirriff's True Vanilla.

**Imperial Extract Co.**  
TORONTO, ONT.



## Are YOU Up-to-date?

Every up-to-date grocer studies the quality of his stock and then handles only goods that he can honestly recommend to his patrons. He, thereby, gets their confidence and future suggestions will make direct sales.

If you do not already handle

## Canada First Milk

get a trial order, take a can home and test the quality, the goodness of this rich and nutritious milk. We know it will then be one of your articles of recommendation.

**The Aylmer Condensed Milk Co.,**  
Limited

Factory: AYLMEER, ONT.  
Business Offices: HAMILTON.







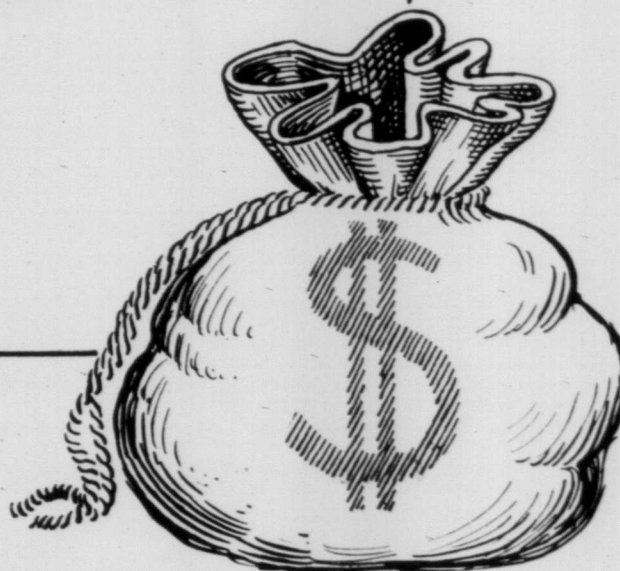
### Why Not Boom Business With "Simcoe Baked Beans?"

Big money can be made just now by promoting the sale of "SIMCOE" BAKED BEANS. They can still be bought and sold at the same price when white beans cost only \$1.80 per bushel, whereas the present market price is up to \$3.00 per bushel.

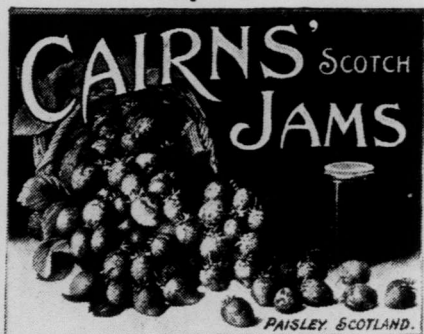
Do you realize the opportunity we are offering, due to our optimism in the future popularity of Simcoe Baked Beans which prompted us to buy heavy in advance.

Feature the family size—a larger tin at a smaller price.

**DOMINION CANNERS, LIMITED**  
HAMILTON, ONT.




## GOOD ENOUGH FOR MONARCHS



There must be reasons for the special preference that exists for Cairns' High quality Jams, Jellies and Marmalades. Royalty, like your patrons, want only the purest to be had in the line of table delicacies.

Step clear of inferior Jams, Jellies and Marmalades, you will not only avoid dissatisfaction with your customers but will build up a substantial money-making trade.

 We have supplied the table of Their Late Majesties Queen Victoria and King Edward, and are now catering to King George V., by special command.

**Alexander Cairns & Sons**  
PAISLEY, SCOTLAND

Canadian Agents:  
SNOWDON & EBBITT, Montreal, Que.



## You Want to Earn More, Don't You?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for \$7.00 or \$8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from \$25.00 to \$50.00 per week.

Write for full particulars to

**THE MACLEAN PUBLISHING CO.**

143-149 University Ave. Toronto, Ont.

## Tea Hints for Retailers

By JOHN H. BLAKE

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

*The Tea Gardens of the World*  
*Tea from Seed to Leaf*  
*Tea from Leaf to Cup*  
*The Tea Markets of the Orient*  
*How to Test Teas*  
*Where to Buy Teas*  
*Is it Wise to Place an Importation Order?*  
*Bulk versus Package Teas*  
*How to Establish a Tea Trade*  
*Tea Blending*

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

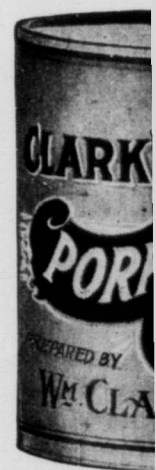
**MacLean Publishing Company**  
(Technical Book Department)

148-149 University Ave., TORONTO

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# CLARK'S PORK AND BEANS

Plain, Chili, Tomato Sauce

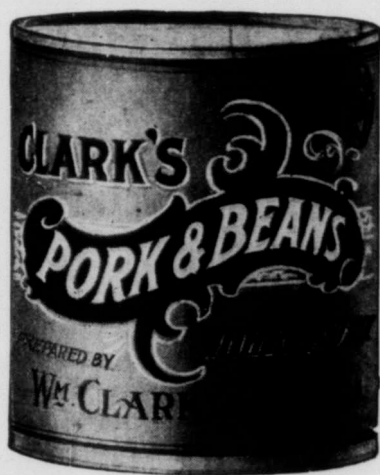


Do you ever pause to consider, Mr. Merchant which is the more reliable MONEY MAKER, the unknown brands which you may sell ONCE IN A WHILE, or the brand which the people KNOW and WHICH SELLS ALL THE TIME?

DO YOU NOT FIND THAT

## Clark's Pork and Beans

ARE IN EVER INCREASING DEMAND?



May we tell you some reasons why? CLARK'S aim is to give the public QUALITY. This is accomplished only by using the very finest material and employing the very best methods of preparation.

CLARK'S extensive and continuous advertising is calculated to HELP YOU by keeping the public well informed at all times.

CLARK'S QUALITY RETAINS OLD FRIENDS  
CLARK'S ADVERTISING MAKES NEW ONES  
CLARK'S GOODS MAKE YOUR BUSINESS GROW

WM. CLARK, - Montreal



**PURE ALWAYS  
NEVER OTHERWISE**

that's the reason you should offer E. D. S. Jams, Jellies, Catsups, etc., to your customers.

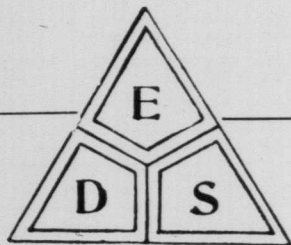
The contents of every jar of table delicacies bearing the E. D. S. Brand mark will stand every test as to purity, including the Government's.

It is to your interest as well as ours to sell your patrons only honest, reliable goods. It builds a reputation for both of us. The E. D. S. line pays you excellent profit.

Made only by

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

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



**Pickling  
Pickling  
Pickling  
Spices Spices Spices**

This is



The Brand

**PRINCE OF WALES**

Don't take any chances. Give your customers the best. That is Our Pure Spice.

**S. H. Ewing & Sons**

96-104 King St., MONTREAL 20½ Front St., TORONTO



**The Merits  
of  
Laurentia  
Milk  
Are Fast  
Being  
Proclaimed**

Laurentia Milk is the milk that keeps indefinitely in any temperature but frost. This is brought about by the mechanical process of homogenization. No ingredients are added whatsoever, and milk that has passed through this process is more wholesome and nutritious than ordinary milk. It is always pure, sterile and sweet.

Send for prices and descriptive literature.

**Laurentia Milk Co., Limited**

371 Queen St. West,  
Toronto, Ont.





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**Nothing But The Best**  
**The One Inflexible Rule For**  
**DOMOLCO**

Every package of Molasses bearing this registered label must contain the BEST, nothing but the BEST, nothing but Molasses.

Offered as superior for table use to any other Molasses on the Canadian Market.

We know this to be a strong statement, but you will find the proof in every tin.

Every family on your list of customers should use Molasses, and the majority of them will purchase it regularly after trying

**DOMOLCO**

Show them quality plus modern package, and note the repeat orders.

THE  
**DOMINION MOLASSES CO.,**  
LIMITED

**Halifax, - - Nova Scotia**

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Buy

# TETLEY'S

## TEAS

and be sure of quality



Look for the elephant on every package—the guarantee of quality and excellence.

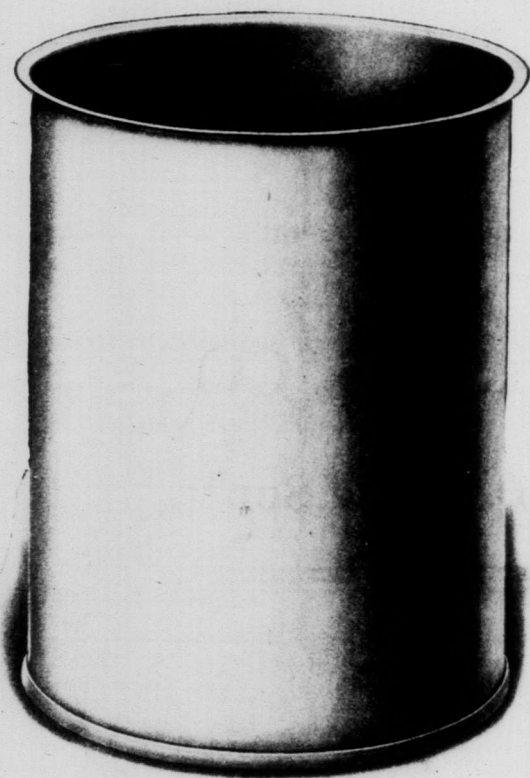
Life is too short for dealers to become expert judges of every line of goods they sell. How many are there who could select good tea if there were no labels on the packages? Not many, are there?

To eliminate all elements of risk — buy by the name, it is TETLEY'S TEA, you will come out right.

Put up to retail at \$1.00, 75c, 60c, 50c, 40c.


**JOSEPH TETLEY & CO., LIMITED**

110 JAMES STREET - WINNIPEG, MAN.



## Sanitary Cans

*"The Can of Quality"*

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

**Sanitary Can Co., Ltd.,**

NIAGARA FALLS, ONT.



# The value of labels

Did you ever stop to consider the value of the labels on the goods you sell?

The value to you! It is tremendous!

Suppose that to-morrow morning you should find all the labels in your store changed; not a familiar color; not a familiar picture; not a familiar phrase. You would consider yourself almost ruined. You would know that no amount of talking would sell these strange looking goods.

Why? Because the public has been educated to recognize the goods by the package. It is the old story of building confidence. With this confidence gone your best asset is gone.

Where the goods have "made good" the wrapper or package is like the signature on a good check. It is the mark of identification.

The public has learned and thoroughly believes that the picture of the well-known Quaker on a package of cereal food is a certain guarantee that the contents of that package are pure, clean and wholesome; the best possible.

It requires no talking to sell Quaker Oats Quality goods. The talking has been done by years of persistent advertising and the goods have "made good." You know by experience that a buyer of Quaker Oats Quality goods is always a satisfied customer.

Be sure to show to your customers the great variety of **Quaker Oats Quality** products that they have to select from. Variety in everything except quality. This perfect, uniform quality is the best thing for you, as well as for the customers; they are being educated to it every day, by the widespread, convincing and persistent advertising that we are doing.

Display plenty of Quaker labels; pile packages of the various products in conspicuous places in your store. It will be a reminder to the public that will mean sales for you.

Don't forget the value of the Quaker label. Make it help you to sell goods.

Quaker Oats  
Quaker Toasted Corn Flakes  
Quaker Wheat Berries  
Quaker (puffed) Rice  
Quaker Cornmeal

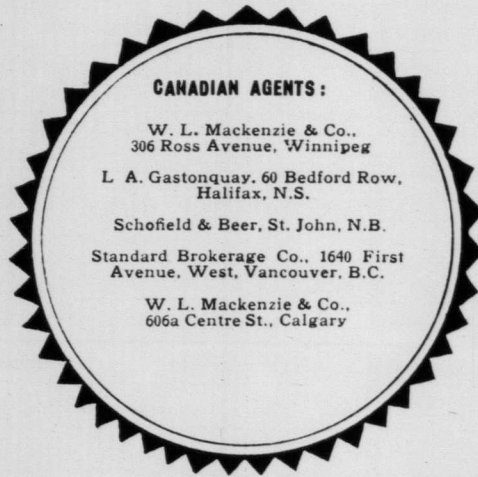
Quaker Breakfast Biscuits  
Quaker Wheat Flakes  
Pettijohn  
Quaker Cracked Wheat  
F. S. Flour

and about fifty others



**The Quaker Oats Company**  
Peterborough

# White MALT



# Cottell's VINEGAR

- † Is the Vinegar to build up a permanent, increasing and profitable trade
  - † Its delicious flavour and aroma distinguish it from all others.
  - † It is equally good for pickling, salads and table use.
  - † It is guaranteed full strength,
- in short, it is the Vinegar which will pay you best to handle

Write us to-day and let us sample and quote you.

**WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.**



## Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

## ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples.

### ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

AGENTS:

Wallace Anderson, 49 Wellington Street, Toronto.

L. H. Millen, Hamilton, Canada



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

32 Prize Medals

21 Royal Appointments

# PEEK, FREAN'S SHORTCAKE BISCUITS



So great is the demand for this new introduction that during the first 3 months the quantity sold amounted to over 83 million Biscuits.

See that "P.F." is on every Biscuit.

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

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

**DRIED FRUIT OF QUALITY**

**This Mark**



**on every Box  
Insures the Best**

Place Order Now for  
Fall Delivery

All First-class Jobbers Handle

**WHITE SWAN**

**YEAST CAKES**

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM  
YOUR WHOLESALER**

**White Swan Spices & Cereals  
Limited**

SOLE DISTRIBUTORS :: TORONTO

**How Would You Solve This Problem?**

There are, say, half a dozen makes of electric coffee mills. They are of all types and sizes and of all prices. Your problem may be to select the one to suit your taste, and not what some one thinks your taste ought to be. How would you go about it?

Would you take somebody's recommendation and let it go at that, satisfied with your efforts?

Or would you find out for yourself which machine suited your taste, and then be satisfied to know that you were getting the best.

Wouldn't it be a good idea then to look into the COLES? It ranks with the best and meets your price.



**COLES MFG. CO., Philadelphia, Pa.**

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



**Certainly You Have**

seen our cartoon advertisements emphasizing 2 in 1 Shoe Polish to the consumer. If you are not already in on this you should be. 2 in 1 will polish wet or oil boots and will not soil clothes.

**The F. F. DALLEY CO.  
LIMITED**

Hamilton, Canada

Buffalo, U.S.A.

**BAG**

**Labelli  
Wrappi  
etc., e**

Send us Samples for

LOVELL'S BA

**"Ask  
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Exhibit  
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Our dis

**THE C  
164 KING S**

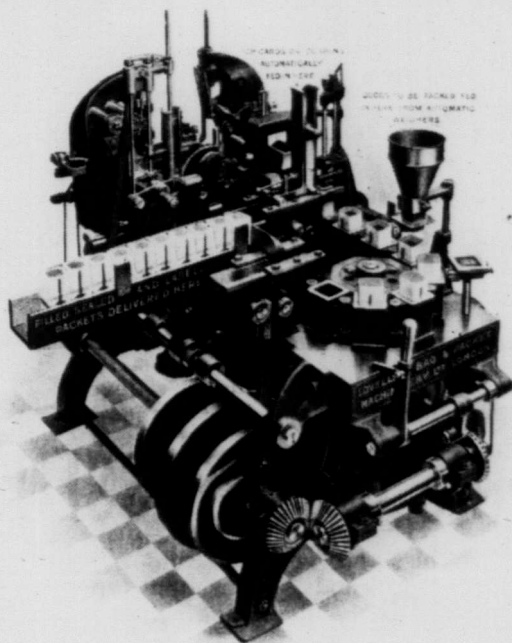


THE CANADIAN GROCER

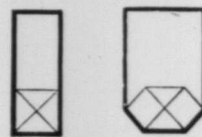
# BAG-MAKING & PACKETING

Machinery of Every Description

Labelling,  
Wrapping,  
etc., etc.



## Bag Machines



With folding in both  
these methods

*Send us Samples for Quotations*

Packeting Machine, with automatic coupon feed and labelling attachments.

LOVELL'S BAG AND PACKET MACHINERY, Ltd.,

LONDON, ENG.

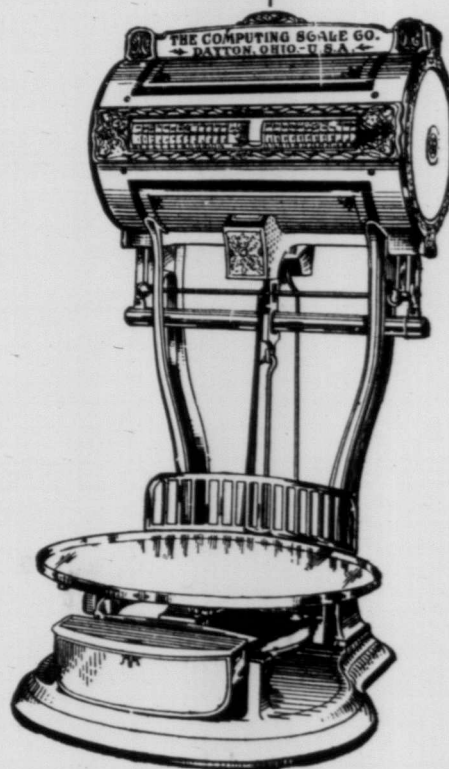
“Ask the man who uses  
one,” what he thinks of  
the Dayton Computing  
Scale.

Then make it a point when at the Canadian National  
Exhibition at Toronto, to look up our immense  
display of

DAYTON COMPUTING SCALES  
DAYTON COMPUTING CHEESE CUTTERS  
DAYTON ELECTRIC FLASHOLITE SCALES  
DAYTON HAM AND BACON SLICERS, ETC.

and have them demonstrated.

Our display will be located in the Process Building.



THE COMPUTING SCALE CO.  
OF CANADA

164 KING ST. W.

TORONTO

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

TEAS, COFFEES, SPICES, EXTRACTS,  
BAKING POWDER,  
JELLY POWDER, SOAP.

Canned Vegetables, Fruits and Salmon, Syrup, Etc.

All goods branded "TARTAN" ensures the handler  
of the first quality, every package guaranteed.

'Phone Numbers—462 Long Distance. Free to Buyers. 3595, 3596, 3597,  
3598 Order 'Phones. 748 Shipping Office.

All orders shipped same day as received.

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

The only Essence that really retains the flavor,  
strength and fragrance of the best coffee is

**SYMINGTON'S COFFEE ESSENCE**

Your customers know this, and you will find a steadily  
increasing demand for our goods. Consistent up-to-date  
advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

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

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



**MR. GROCER!**

Don't let the hot weather interfere with profits.  
Investigate the merits of the new

**"WALKER"**  
**Refrigerator Counter**

IT is just what you need for the economical handling  
of cooked meats, fancy dairy goods, fresh fruit, vege-  
tables and seasonable delicacies.

IT combines perfect sanitation with economical refriger-  
eration, and so temptingly displays your goods that cus-  
tomers will crowd around this counter to buy.

IT will boost your sales, win public confidence,  
individualize your store, and quickly pay for itself in  
a saving of waste alone.

Let us tell you more about it. Drop us a card for par-  
ticulars and we will immediately get in touch with you.  
We manufacture the best in modern grocery fixtures—  
"Walker Bins."

Write for Illustrated Catalogue and Estimates.

**Walker Bin & Store Fixture Co.**  
LIMITED

REPRESENTATIVES.—

Manitoba: Watson & Truesdale, Winnipeg, Man.  
Sask. and Alta.: J. H. Smith, Box 695 Regina, Sask.  
Vancouver: Western Plate Glass Co. 318 Water St.  
Montreal: W. S. Silcock, 33 St. Nicholas Street  
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

Berlin, Ontario

**Thousands  
Are Doing  
It**

Why are you not in  
with the thousands of  
aggressive retailers  
who are profiting by  
selling the popular  
FOREST CITY  
BAKING POW-  
DER? For 25 years  
the standard, selling  
on its exclusive mer-  
its. Your customers  
want the kind they  
can rely on. Sell  
them Forest City  
Baking.



**GORMAN, ECKERT & CO.**  
LIMITED

LONDON

ONTARIO

Western Selling Agents  
**MASON & HICKEY** WINNIPEG

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Refined

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Dominion Jos  
Agent:

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on the floor.

**THE**

is as silent  
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This is a st  
feature.

**DOMINION**

Or The Canada  
The A. Macdona  
Montreal, Que.;  
St. John, N.B.;





## Prompt Shipment

can be secured if you order

# St. Lawrence Sugars

Refined from cane raws. The best sugars made in Canada.

### Flies Are Thickest Right Now



Promote the sale of Wonder Fly-Killer, it will prove its merits every time, and your customers will make widely known its effectiveness and insure for you good sales this and following years. It will last the entire season.

Dominion Agent: **Joseph R. Wilson** 204 Stair Bldg. TORONTO



THE MCGREGOR PAPER BAG HOLDER.

### Better Service Means More Trade

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

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

### "STRIKE ONE"

the flame is there (not with the head or one-half on the floor.)

### THE DOMINION MATCH

is as silent and sure as the "Egyptian Pyramids." The heads stay on and the stems do not break.

This is a staple line that pays the dealer to feature.

### DOMINION MATCH CO., LIMITED

DESERONTO, ONTARIO

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



## RAT CORN



**Kills Rats and Mice**  
**No Odors or Smells. No Poison**

It mummifies them. No matter where they die, they simply DRY UP. Positively do not smell.

Will not kill cats, dogs or man.

Rat Corn is a new and scientific discovery, and without a doubt the greatest rat destroyer in the world; the only one that kills rats without any bad, dangerous or disagreeable effects.

A trial will convince you—sells on sight.

Retail Prices		Wholesale Prices	
	Doz.	Gross	
15c Can	\$1.20	\$14.40	One dozen in box for counter
25c Can	2.00	24.00	Display.
50c Can	4.00	48.00	Half dozen in box for Counter
1.00 Can	8.00	96.00	Display.

Window display with each order. Write for special prices in assorted gross lots.

**Canadian Rat Corn Co., Limited**  
193 Adelaide St. W. TORONTO, ONT.

# FURUYA & NISHIMURA

are receiving shipments of

## JAPAN TEAS

every week. Ask their Brokers for samples.



McLean's

'White Moss'

Still leading.  
No chance of it  
going behind.

Canadian Coconut Co., Montreal

## TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

**ISLAND LEAD MILLS Ltd.**

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

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

## The Authority



on the street corner is the policeman. In the selection of foodstuffs it is the housewife—she studies the relative merits of foodstuffs, and invariably orders

## MEADOW CREAM SODAS

Every visitor to your store, whether man or woman, would undoubtedly prefer Meadow Cream in preference to all other makes. So smooth, so rich in flavor and so crisp—making them a delightful treat.

It's good profit, too, Mr. Grocer. Order now.

THE  
**W. J. CROTHERS CO.**  
KINGSTON, ONT.



## Why Don't You do Like Him?

H. J. Buckley, of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut cylinder extra for \$94.00.

He writes that the machine is doing fine. I pay \$40.00 per month rent and have four people employed, and machine pays rent and help.

Now to get at his profits in this little, big business, let's do a little figuring. Rent \$480 per year. Four clerks at \$5.00 per week each, \$1,040, total \$1,520, or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore, its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from \$8.50 to \$350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities  
and Catalog No. 39. They are free.

**KINGERY MFG. CO.**

Cincinnati, Ohio

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## About Refriger- ation

Good refrigeration is a guarantee against loss of perishable stock, and gives your goods that appearance which commands the better prices.

## The Arctic Refrigerator

is built upon the circulation—therefore refrigerators are v

Rep  
J. D. Brack  
Donnelly, W

**JOHN HILL**



## Put us on Your Calling List

The great annual event, the past success of which our whole country should be very proud—the Toronto Exhibition—will soon be on again.

We know that hundreds, probably thousands of our customers will visit it, and we do hope that one and all will find time to call on us either at our Front Street offices or at our booth in the Manufacturers' Building. We would like very much to meet you personally—perhaps you would like to meet us—so we are greatly in hope that you will call and see us at our office as well as at the booth.

Please make a memo. now—put us on your calling list so you won't forget.

T. H. ESTABROOKS CO., LIMITED  
7 Front Street, East  
TORONTO.

### About Refrigeration

Good refrigeration is a guarantee against loss of perishable stock, and gives your goods that appearance which commands the better prices.

### The Arctic Refrigerator



is built upon the principle of cold, dry air constantly in circulation—therefore it is absolutely sanitary. Arctic refrigerators are well made and attractively finished.

Representatives in the West:  
J. D. Brack & Company, Winnipeg, Manitoba.  
Donnelly, Watson & Brown, Calgary, Alberta.

**JOHN HILLOCK & CO, LIMITED**  
TORONTO, ONTARIO

## Candied and Drained PEELS

---

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

We make one quality only—  
THE VERY BEST

Samples and prices from

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

---

**John Gray & Co., Ltd.**  
Glasgow

# 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.

WESTERN PROVINCES.

**ESCOTT & HARMER**  
Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY  
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-  
Winnipeg, Regina, Calgary, and Edmonton

**JOHN J. GILMOR & CO.**  
Wholesale Manufacturers' Agents and Commission Brokers  
WINNIPEG, MAN.

Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

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

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

**The J. J. TOMLINSON CO.**  
WINNIPEG  
Wholesale Grocery Brokers.  
Office and Track Warehouse,  
92 Alexander St. E.  
Correspondence solicited on domestic and foreign lines.

**FRANK H. WILEY**  
MANUFACTURERS' AGENT  
and  
IMPORTER  
757 Henry Ave., WINNIPEG

**The TURNBULL Company**  
DIRECT IMPORTERS OF  
GROCER SPECIALTIES.  
Open for additional first-class lines.  
179 Bannatyne Ave. East. Winnipeg

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

WESTERN PROVINCES—Continued.

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

**DISTRIBUTORS, LIMITED**  
P. O. Drawer 99  
EDMONTON, ALBERTA.  
Manufacturers' Agents, Commission Merchants, Warehousemen.  
Track connection with all Railroads.

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

**THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.**  
Commission Brokers, Customs Brokers and Manufacturers Agents, Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.  
222 Ninth Ave. West - Calgary, Alta.

ONTARIO.

**CURRENTS**

We represent the old reliable shipper C. Ceroni. We can quote you best prices and give you the best fruit. Wire when in want.

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

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

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

ONTARIO—Continued.

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

Secure our prices for  
Fine FILIATRA CURRANTS,  
Greek cleaned, in half cases,  
before purchasing  
**LIND BROKERAGE CO.**  
49 Wellington St. East - Toronto

LONDON.

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

MARITIME PROVINCES.

**H. R. SILVER, LTD.**  
MANUFACTURERS' AGENTS  
AND GROCERY BROKERS.  
HALIFAX NOVA SCOTIA  
First-class frost-proof storage facilities.  
Correspondence solicited on Domestic and Foreign lines.

**W. S. CLAWSON & CO.**  
Manufacturers Agents and  
Grocery Brokers  
Warehousemen  
ST. JOHN, N. B.  
Open for a few more first-class lines.

**C. E. CREIGHTON & SON**  
Brokers and Commission Merchants.  
Manufacturers' and Millers' Agents.  
HALIFAX, NOVA SCOTIA  
Domestic and Foreign Agencies Solicited.

NEWFOUNDLAND.

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

BRITISH

**McLEOD &**  
Manufacturers' Agents  
Commission Brokers  
852-6 Cambie St.  
Can give strict attention to  
Grocery Agencies.

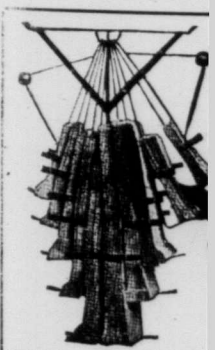
QUEBEC

**L. EMILE**  
Manufacturers' Agent  
235 St. John St.,  
Correspondence solicited  
or manufacturers' agents  
representative. Can give  
references.

**L. H. MA**  
**J. SOUBLIE**  
Wholesale  
Manufacturers  
Canadian, British and  
Solicited  
Sussex Street,

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Manufacturers and  
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# Manufacturers' Agents and Brokers' Directory

(Continued.)

**BRITISH COLUMBIA.**

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale  
Commission Agents

552-6 Cambie St., Vancouver, B.C.

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

**QUEBEC.**

**L. EMILE GABOURY**

Manufacturers' Agent and Commission Merchant  
235 St. John St., QUEBEC, CAN.  
Correspondence solicited with brokers  
or manufacturers looking for a reliable  
representative. Can furnish best of  
references.

**L. H. MAJOR and  
J. SOUBLIERE, Limited**

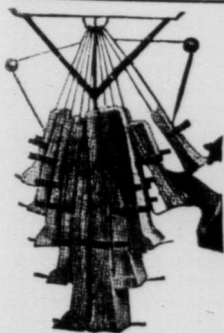
Wholesale Brokers and  
Manufacturers' Agents  
Canadian, British and Foreign Agencies  
Solicited  
Sussex Street, Ottawa, Canada

**O. E. Robinson & Co.**

Manufacturers and Buyers of Dried,  
Evaporated and Canned Apples.  
Ingersoll, - - - - Ontario  
Established 1886.



*It dries them up* **Common Sense**  
**KILLS** { *Roaches and Bed-Bugs*  
*Rats and Mice*  
All Dealers and 381 Queen St. W., Toronto, Ont.  
Dealers find Common Sense a very good seller, for  
the reason that it gives general satisfaction and each  
customer tells others about same. Write for prices.



The **BROWN** is the  
only convenient  
**Bag Holder**

Occupies no counter  
space. The bags are  
held in position by  
gravity—no perfora-  
tion of bags neces-  
sary. Handy. Saves  
Time. Will last a life-  
time. For sale by  
jobbers everywhere.  
Ask your jobber or  
write

The Brown Mfg. Co.  
Creston, Iowa, U.S.A.

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

## Mathieu's Nervine Powders



are recognized everywhere as a speci-  
fic remedy in all cases of headaches,  
and they can be recommended by every  
merchant with perfect safety as an  
effective remedy. Don't lose trade by  
allowing your supply to run short.

If you don't know them, try  
Mathieu's Nervine Powders yourself at  
our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is  
recognized as a safe and effective cure.

The  
**J. L. MATHIEU CO.**

Proprietors  
Sherbrooke, P.Q.

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

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



Every packet of

## WILSON'S FLY PADS

will kill more flies than  
300 sheets of any sticky  
fly catcher on the market.

Olive Oils  
Black Olives  
Green Olives  
Spanish Onions  
Etc.

**H. E. VIPOND**

197 St. Paul St.  
MONTREAL

Macaroni  
Roman Parmesan  
and Gorgonzola  
Cheese, Etc., Etc.

*I have an interesting pro-  
position for a live Agent.*

# Buyers' Guide

## Canadian Leaf Tobacco

Pipes—Cigars

Give us a call.

J. A. FOREST, 189 Amherst St., Montreal.

## VOL-PEEK

Any merchant desiring to handle this fine will be given the **exclusive agency**, in other words, only one dealer will be sold in each town. Vol-Peek mends holes in all gateware in two minutes. Means 100% profit. Extra fine counter case.

H. NAGLE & CO. - - MONTREAL.

## SHOWCASES

Attractive, Finest Workmanship.

Prompt Attention.

Don't pass us when in need.

S. Meunier & Fils, - - Maisonneuve, P.Q.

## The Best is What You Want

Our travellers have a fine line of Wrapping Paper and

PAPER BAGS.

In justice to yourself you ought to examine them. Drop us a card.

COUVRETTE & SAURIOL - - Montreal

## SULTANA (Brand) TURKISH DELIGHT

Peculiarly delicious. The real thing. Quite a seller. How the girls like this line! Just give it a trial. Write our agents or ask us.

ORIENTAL PRODUCE CO., MONTREAL.

Ontario and Northwestern Agents,  
MacLaren Imperial Cheese Co. Ltd, Toronto

## RIGA WATER

Tell your customers that a bottle of Riga in the home will prove thoroughly useful. Cures constipation and allays all stomach troubles, besides being a healthful and pleasant beverage.

RIGA WATER CO. - - MONTREAL.

## DO YOU WANT TO BUY A BUSINESS

SELL YOUR BUSINESS OR HAVE YOU ANY BUSINESS TO BE EXECUTED HERE? IF SO, WRITE ME.

V. de la Ronde, 14-16 McGill College Ave., Montreal.

## OLYMPIA AND BEN BEY CIGARS

Ed. Youngheart & Co., Limited  
Montreal, P.Q.

## QUALITY

is the keyword as far as our

Biscuits and Confectionery

are concerned. Are you interested?

AETNA BISCUIT CO., LTD., MONTREAL.

## BUGS, COCKROACHES

In fact no insect can live when Auto Roach Killer is used.

"Auto Roach" is the Thing.

Write

Auto Roach Killer Co. - - Montreal.

## BUY

## BOURQUE'S PICKLES

and Catsups and you will be sure of good goods.

H. BOURQUE & SON - - MONTREAL.

## RATS

"Exo" is the most deadly exterminator and has cleared warehouses, etc., where other poisons have failed. Dogs don't like it. No odor—that's the beauty of it.

EXTERMINO CHEMICAL CO.,  
P. O. Box 774 - - Montreal

## "COON" Shoe Polish

deserves a trial. We are enthusiastic about it. You'll be the same if you just get a sample and try it. If it shines your shoes well it'll shine others. So inquire.

Uncle Sam Dressing Co., Lanoraie, P.Q.

## Sanola Disinfecting Fluid.

Domophone, a perfect cleanser.  
Insecticide Fluid, the modern bug killer.  
Green Sweeping Powder, the leader.

Don't overlook these lines. Write to-day.

MONTREAL GERMICIDE,  
220 Colonial Ave., - - Montreal

## SAVOL SAVOL SAVOL

SAVOL SAVOL

The purest handcleanser and the largest tin. Agents, write for territory.

SAVOL CO. - - - - MONTREAL

## CLAY PIPES

None equal. Insist upon McDougall's  
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

## SUCHARD'S COCOA

You want Quality Cocoa all the time, Mr. Grocer. It will not pay you to sell a tin on which you cannot rely. We can prove beyond a doubt the high quality of Suchard's. Remember:—

Suchard's. Suchard's. Suchard's.  
FRANK L. BENEDICT & CO., Montreal  
Agents.

Write us for New Price List of

## WINDSOR SALT

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

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.

## Chinese Liquid Bluing Lister's Starch Cook's Pride Baking Powder

3 lines of approved merit. Agents write.

H. F. PACAUD & CO. (Reg.) MONTREAL

## A STEEL SECTIONAL BAKE OVEN

will bake your own goods and increase your GENERAL TRADE. You can have the best goods and obtain all the profit. No expressage or delivery charges for Bread, Rolls, etc. You can do what others are doing. Write for our Complete Catalogue.

BRANTFORD OVEN AND RACK CO., LTD., Brantford, Canada

## Comte's Coffee

have an established reputation. They are absolutely top-notch quality. What you require.

Put Us To The Test.

Write 144 St. Urbain St. - - Montreal.

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

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



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## A Customer Leaving Your Store Must Have Done One of Five Things

### 1. Bought Goods for Cash

A National Cash Register insures the merchant that all cash will be accounted for and handled correctly.

### 2. Bought Goods on Credit

A National Cash Register benefits the merchant by preventing loss through failure to charge goods sold on credit or through lost charge slips.

### 3. Paid Money on Account

A National Cash Register enforces a correct record and this insures the merchant that he gets all money received on account.

### 4. Collected Money

A National Cash Register benefits the merchant, by preventing anyone paying out money without leaving a record of the amount. This enables him to balance the cash quickly and prevents bills being paid twice.

### 5. Changed a Coin or Bill

A National Cash Register protects the merchant against loss in making change and furnishes the means of advertising to those who ask to be accommodated.

A National Cash Register benefits merchant, customer and clerk on all of these transactions.

**The National Cash Register Company**  
**Headquarters for Canada: 285 Yonge St., Toronto**

**Canadian Factory: TORONTO**



*Doesn't  
This Strike  
You as a  
Good Soap  
Proposition*

You don't have to think twice to realize that Morton's Soap is going to make quick sales and reap good profits. We have a soap proposition that is worth your investigation.

## ***N.P. Bar Soap***

is simply an honest piece of soap with no fake or fad connected with it. It gives the consumer by far the best value for the money, both as regards quality and quantity, of any soap on the market to-day. Show it to your customers, test it on the scales, ask them to try a bar; if they are not perfectly satisfied with it, you have our authority to refund their money.

It is sure to please—the profits are good.

***David Morton &  
Sons, Limited***

***Victor Soap Works, Hamilton, Ont.***

Over 75,000 satisfied users

## **Time Saved is Money Gained**

\* You will be interested if we can show you how to keep accurate accounts of any transaction in your business with only one writing.

† That's just precisely what is accomplished by the McCaskey Account Register System. At the same time it reduces the possibility of error to a minimum and abolishes absolutely all liability of dispute with customers. It also eliminates all loss through forgotten charges; facilitates collection; checks over-crediting; takes care of C.O.D. sales; cash on account; produce and exchange sales; and shows you instantaneously the exact state of any of your accounts at a single glance.

## **The McCaskey Account Register System IS SIMPLICITY ITSELF**

‡ These are in brief a few of the points of advantage in the McCaskey system. We want to send you an illustrated catalogue showing the system from A to Z. You will be amazed at the ease and cheapness with which you can keep accounts with the McCaskey Account Register.

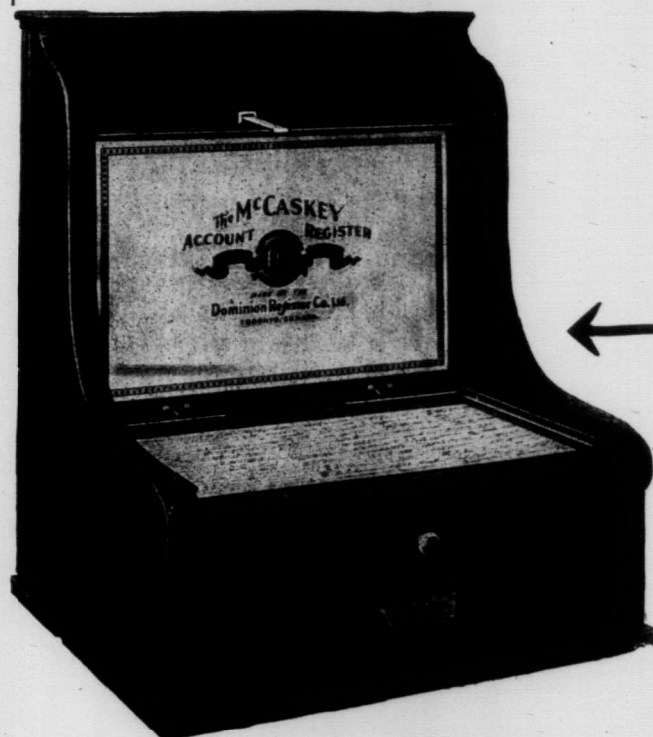
We also make every style and size of single Carbon Pad.

Manufacturers of the McCaskey Account System

## **The Dominion Register Co. LIMITED**

**TORONTO - ONTARIO**

Trafford Park, Manchester, Eng.



*My Se  
YOUN  
Revolutio*

The Oscar On  
Gentlemen:—  
We have re  
very pleased  
unequalled in  
in the city, an  
Our window  
drawing card

### **No. 14 Set**

inside store use on  
display groceries,  
cigars and fancy goods

### **No. 14 1/2 Set**

inside store use on  
display groceries,  
cigars and fancy goods

### **No. 4 Set**

used for displaying  
ing. furnishings and  
Freight and Duty at  
Winnipeg on the so  
Every Set Absolutely

**Finish** Made of  
in a soft,

**Storage Chests**  
used YOUNITS.

**Book of Design**  
sent FREE with each





# Are You Satisfied with your Windows?

If you are not, then you are Groping in the Dark

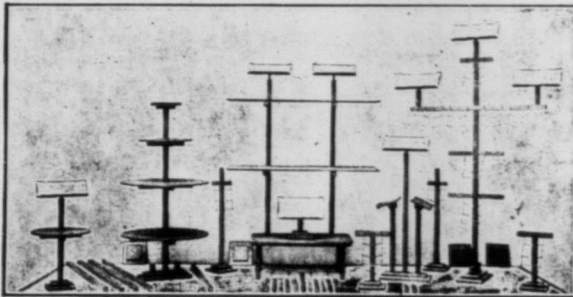


(Patented 1911 in United States and Foreign Countries)

*My Set of Interchangeable Wood Window Fixture YOUNITS for the Retail Grocery Trade Will Positively Revolutionize the Drawing Power of Your Show Windows.*

**READ THIS**

A. R. JOHNSTON & CO.,  
Dealers in Groceries and Provisions.  
Nanaimo, B.C., April 12, 1912.  
The Oscar Onken Co., Cincinnati, Ohio.  
Gentlemen:—  
We have received the window fixtures O.K. We are very pleased with same. For our line of goods these are unequalled in displaying. They have caused considerable talk in the city, and are sure to mean a success.  
Our windows now are a real pleasure to trim and a strong drawing card to our business.  
Yours very truly,  
A. R. JOHNSTON & CO., Ltd.



**The Full Set**

The above illustration shows entire set of No. 14 GROCERY YOUNITS comprising 125 YOUNITS to the set. There are 17 display slabs made of well-seasoned oak lumber, 10 of the slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining 108 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS, and EXTENSION YOUNITS, in assorted lengths and sizes which will enable you to make HUNDREDS and HUNDREDS of Window Trims and as many odd and standard fixtures.

YOU NEVER NEED A TOOL.

**THE OSCAR ONKEN CO.**

Established 32 years

788 Fourth Avenue,  
Cincinnati,  
Ohio,  
U. S. A.

Order through your JOBBER or DIRECT  
The Oscar Onken Co., 788 Fourth Ave., Cincinnati, Ohio, U.S.A.

Send me your Window Fixture Booklet.  
Firm .....  
City .....  
Business.....

**My Three Sets**

**No. 14 Set,** 125 YOUNITS. For two large grocery windows and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **\$ 36.00**

**No. 14 1/2 Set,** 65 YOUNITS. For one large grocery window and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **\$ 21.00**

**No. 4 Set,** 110 YOUNITS. This set is made for the general store, and can be used for displaying groceries, shoes, dry goods, clothing, furnishings and hardware. A good all round set. **\$ 28.00**

Freight and Duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the southern Canadian border. Shipments made at Once. Every Set Absolutely Guaranteed.

**Finish** Made of select Oak in one stock finish, Weathered Oak, and in a soft, mellow, waxed blend.

**Storage Chest** Each set is put up in a hardwood hinged-lid storage chest (oiled finish), a place to keep the unused YOUNITS.

**Book of Designs** A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.



THE CANADIAN GROCER

CABLE ADDRESS  
BRITCANNER, HAMILTON  
CODE WESTERN UNION

TELEPHONE  
BELL 3740

FACTORIES

BOWMANVILLE  
COBOURG  
HIGHGATE  
MERLIN  
PORT ROBINSON

BRITISH CANADIAN CANNERS LIMITED

GROWERS AND PACKERS OF  
HIGH CLASS  
FRUITS AND VEGETABLES

BRANDS

BRITISH CANADIAN  
FLEUR DE LIS  
PIONEER  
BRITANNIA  
MAISONNEUVE  
PARLIAMENT

GENERAL OFFICES

LISTER CHAMBERS, JAMES ST. NORTH.

HAMILTON, ONT. August 16, 1912

SPECIAL ANNOUNCEMENT RE DELIVERIES

TO THE TRADE.

Gentlemen:—

We are pleased to be able to advise you that notwithstanding the fact that the crops of strawberries, raspberries and peas were very poor, that we were successful in securing sufficient produce to enable us to make the following deliveries on all orders booked by us;

PEAS, ALL GRADES	100%
STRAWBERRIES	100%
RED RASPBERRIES	100%
BLACK RASPBERRIES	100%
RED CHERRIES	100%

We might say that in order to make the above deliveries it was necessary for us to ship large quantities of fresh fruit from the United States to our factories in Ontario, on account of the poor crop of small fruits in Canada, and this, of course, meant a high price for the fruit on account of the heavy duty on same.

Furthermore, when we found that on account of the extremely poor crop of peas that we would not be able to secure sufficient produce from the acreage under contract to take care of our orders for canned peas, we harvested a large portion of the peas which were sown to provide us with our seed peas for next year. This means a little more extra expense for us in purchasing our requirements of pea seed for 1913 at prevailing prices on the open market. However, we promised our customers to make 100% delivery on our orders if at all possible, and we intend to keep our promises.

Furthermore, we only booked orders for a reasonable estimated output of the factories, instead of accepting every order offered to us, regardless of the prospects for delivery, as is done by other canners, and we intend to follow out this policy in the future, so that if you are interested in receiving 100% deliveries on your orders for canned foods another year, it will be worth your while to give us a trial.

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## TO THE TRADE (Continued)

Our competitors reported early in the year that it was impossible for us to erect and equip our factories in time for manufacturing operations this season. We were determined to refute these statements and guaranteed a delivery on orders to be at least equal to the deliveries of other canners. All of our factories are in full operation and are now shipping goods to all parts of the DOMINION.

The other canners are delivering 10% on their orders for #2 peas, 15% on #3 peas and 35% on the #4 peas, as against our delivery of 100% on all grades of peas; also 80% on fruits as against our 100%. We had to contend with a little extra expense to obtain these results, but we are satisfied that our customers appreciate the efforts we have put forward to live up to our promises and that additional business for next season will result therefrom.

We are now receiving letters from our customers congratulating us on the quality of our pack and the manner in which we are handling their business, and we feel assured that we can give equal satisfaction to other members of the Trade who will undoubtedly place their business with us another year.

We intend to greatly increase our capacity next year and therefore will be in a position to accept orders for the entire requirements of canned fruits and vegetables of a number of other members of the Wholesale Trade, who placed their orders with our competitors this year, and we respectfully suggest that you give us due consideration before placing your contract for canned foods another year.

Our factories are the largest and most up-to-date sanitary canning plants in the Dominion of Canada, and the quality of our goods is unsurpassed. We do not expect to have any surplus unsold goods to offer this season, but we will be glad to send you samples of any of the lines of goods which we have packed, as we are anxious to let you see just what we are doing for the Trade. It is probably early for us to talk about next season's business, but not too early for us to get acquainted, because we want you to keep us in mind so that we will receive due consideration before you place your contract for canned foods another year.

We will be in a position to take care of your total requirements of fruits and vegetables and respectfully solicit your business.

Yours very truly,

BRITISH CANADIAN CANNERS LIMITED,



General Manager.

# If You Want Anything

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To Buy a Business  
To Sell a Business  
To Rent a Store

To Hire a Clerk  
To Get a Position  
To Get a Partner

Anything whatever from the grocery trade.

Tell your wants in the Classified Advertising Department of The Canadian Grocer.

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 postages, etc.

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## THE CANADIAN GROCER

TORONTO

MONTREAL

WINNIPEG

Send Advertisements for this Department to  
143 UNIVERSITY AVE., TORONTO, ONT.

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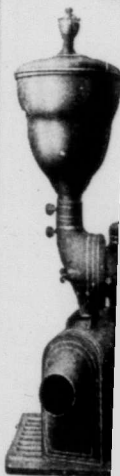
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# WHEN IN TORONTO

Visit our exhibit at the Canadian National Exhibition of

## H. P. Sauce

AND

## Midland English Malt Vinegar

in Manufacturers' Building.

We would be glad to have you make our office and sample rooms your headquarters

### W. G. PATRICK & CO., LIMITED

77 York Street

TORONTO

### COME—LOOK AND LEARN

How to increase your profits with a

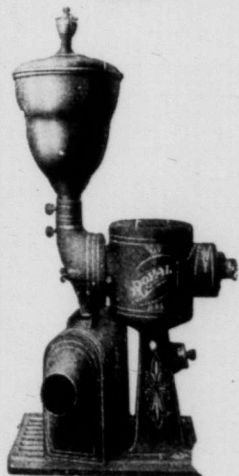
## Royal System

Our display will be found in the north wing near the north door of the Industrial Building at the

### Canadian National Exhibition

Toronto, Aug. 24 to Sept. 9th, 1912

ROYAL ELECTRIC COFFEE MILL  
The Mill that "cuts" the coffee



One of 72 styles

Royal Coffee Roasters enable the progressive merchant to roast his own "coffees," no experience required—saves the cost of cans, boxes, labels, advertising and selling expenses. Builds up a permanent store patronage. Everybody wants fresh roasted coffee.

Royal Electric Coffee Mills "cut" the coffee according to requirements for any style coffee pot, percolator or urn.

Royal Electric Double Cutting Meat Choppers are "sanitary"—eliminate handling of meat, save time and labor.

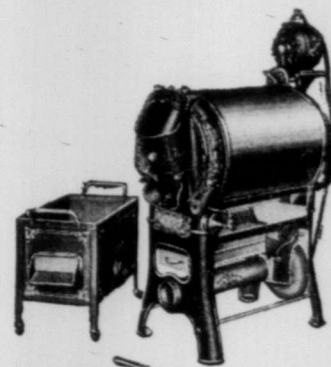
Write for free catalogue to-day

### The A. J. DEER CO., Inc.

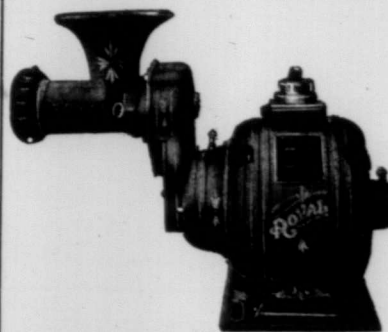
154 West St., Hornell, N.Y., U.S.A.

Manufacturers of the "Royal Systems."

ROYAL COFFEE ROASTER

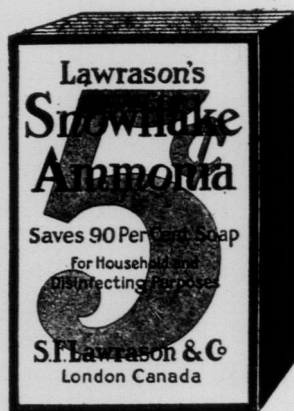


Capacity from 10 to 150 lbs. according to size.



ROYAL ELECTRIC MEAT CHOPPER  
Cuts the meat twice in one operation

## A Stock With a Guarantee is Easy to Sell



You will sell **Lawrason's Snowflake Ammonia** to nine out of every ten customers who come to your store during the next few months—Fall house-cleaning will be in progress. For cleaning, scouring and a hundred different household uses Lawrason's is the most effective. It is absolutely pure, and may be used with safety in any way.

Our big advertising policy, together with the fall housecleaning operations in view, every retailer should put in a good stock.

If you want to give your customers a surprise in big value for the money and you yourself begin a profitable line of trade, put in a good supply of Lawrason's Snowflake Ammonia and ask your customers to try it. It is a stock with a guarantee for which there is a certain and sure sale.

**S. F. LAWRASON & CO.**

LONDON, ONTARIO

## Increase Your Salary

Do you wish to make from \$10.00 to \$50.00 in addition to your present monthly income?

By devoting your spare hours to our work you can easily do so.

We have hundreds of energetic young men throughout Canada making big money taking subscriptions for MacLean's Magazine.

Many of these commission men join our regular sales force at a high salary.

You can secure a position in your town which will enable you to earn a good salary and put you on the road to success.

*Write now for particulars.*

**MacLean Publishing**  
COMPANY

143-149 University Ave., TORONTO, ONT.

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**We are  
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on Nugget.**

**The "Nugget"  
Polish Co., Ltd.  
67 Adelalde Street E.  
TORONTO**



**How is your  
stock ?**

**Advertising  
matter sent  
on request.**

## **ADS AND SALES**

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

**An Invaluable Book for the Manufacturer,  
Jobber and Retailer.**

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

**MacLean Publishing Co.**

143-149 University Avenue, Toronto

## **People Pickling Now**

Give them the spices with the spicy spiciness.



The package which indicates purity and positively no adulteration. **ORDER NOW.**

**A. W. Hugman, Limited**  
286-288 St. Paul St. - MONTREAL

## Teas with Merit Deserve Consideration

**ESPECIALLY** when they are kept Uniform under all Conditions

**SUCH TEAS ARE OUR STANDARD BLENDS !**

It is impossible to judge a Tea by its appearance. The proper way is to judge it by its drinking qualities. **Some Teas look well and smell well** but are thin and acrid and are not fit to sell to your customers in an unblended state.

**Other Teas may not look or smell so well** in the dry state, **BUT**, when put into the water are rich, mellow and full of the right flavor in the right proportion.

Just send along a trial order for a package of one or more of these fine blends. Get your customers to try them and you will build up a creditable tea trade to our mutual advantage.

We buy and sell all our teas on cup quality. Cup quality is our first consideration.

# EBY-BLAIN, LIMITED

TEA BLENDEES TO THE TRADE

J. F. EBY, President.

TORONTO

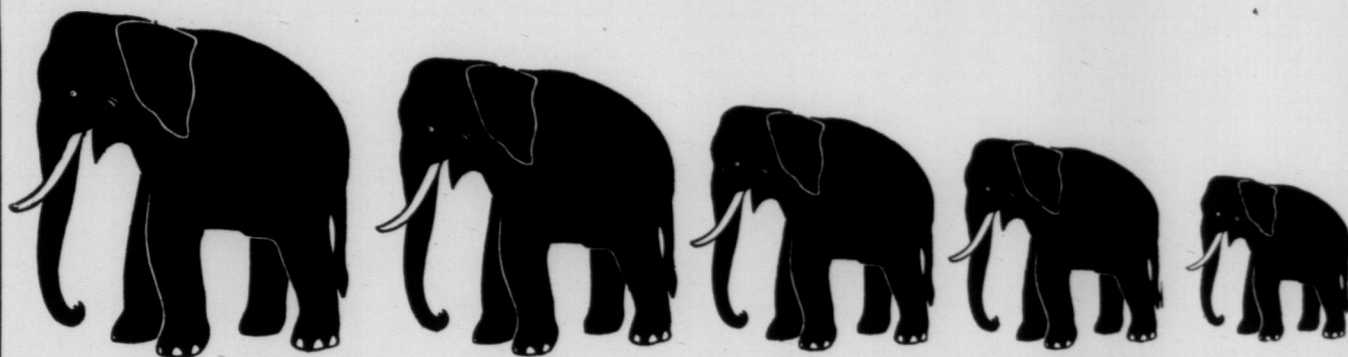
HUGH BLAIN, Vice Pres.



An







# An Unparalleled Record!

The Story of the Increase in  
"SALADA" Sales.

Twenty-one years ago we commenced business. In this space of time the output of "SALADA" has grown from 63,290 packets annually to the present immense output of 23,000,000 packets annually.

During that period there have appeared and disappeared from the scene hundreds of packet Teas, all of whose owners predicted that their particular brand was the chosen one that would put "SALADA" out of business. Nearly all of them have dropped out of the race, leaving a trail on the Grocers' shelves, of tea packets which the Grocer cannot sell.

Isn't it about time people recognized that "SALADA" is a permanent institution; that it gives such quality to the public that it is impossible to substitute any other tea for it which will meet with the approval of the consumer.

It has won its present position solely on merit. It is holding first place in the homes of the Nation. It stands at the top for value, for cleanliness and purity, for delicious flavor and incomparable quality—a superior tea for every grocer to sell as a business-builder and a trade-drawer.

In the first seven months of this year we increased our sales over the corresponding period of 1911 by 579,000 lbs.

For all but the blind this carries the moral:—

**"SALADA" GIVES SATISFACTION.**

Keep it to the front, please your customers and make a good profit.



The "SALADA" Tea Co.

TORONTO

MONTREAL

LONDON, ENG.: 41 Eastcheap.

## Robinson's Patent Barley

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



## Sells Without Effort

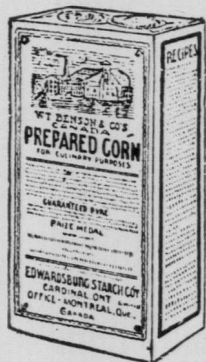
Its reputation is long established and customers like it; that accounts for the steady demand.

## MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA



## The Young Wife Will Welcome Benson's Prepared Corn

### As An Indispensable Aid in Cooking

¶ She will be quick to appreciate the delicate fineness and delicious flavor it lends to bread and pastry, the smoothness it gives to gravies and sauces, and the richness it adds to custards, ice cream, blanc mange, etc.

¶ She will be a permanent customer for Benson's because no other Corn Starch will do.

The first sale of Benson's creates a permanent demand.

Your order will receive prompt attention.

**THE EDWARDSBURG STARCH CO.**  
LIMITED  
MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER



View of the

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View of the grocery department of the F. E. Williams store in St. John, N.B. Note the long silent salesman, the pillar and general attractive arrangements.

## Making the Interior Draw Extra Trade

View of New Brunswick Store Illustrating Value of Neat and Attractive Interior Display—Proprietor Aims at Getting the People Into the Store Rather Than Getting Them on the Phone—Long Show Case Used for Displays.

There are those who insist that the average woman has in mind her entire list of purchases before entering the grocery store.

This is not substantiated by facts. It has been proven beyond a doubt that the retailer has the power to add to the anticipated purchases of a large percentage of his customers. He does this in many ways, sometimes by suggestion over the counter, by window display, advertising, by prompt service and last but not least by interior arrangement.

### From a Customer's Standpoint.

Take a look at the illustration shown above. Forget you are a grocer. Ask yourself whether the appearance of this store interior would tempt you to buy freely or otherwise. Observe the shelf arrangement, the goods above the shelving, the bottle display about the pillar, the appearance of the show case, the rest-chairs, the flowers and the fruit stand. Do all these things attract or repel?

The answer to yourself is quite evident. You feel as if "here is a store

that I can depend on for pure foods, prompt service and cleanliness." The various arrangements speak out to the customer to come and partake of the good things.

A bright, clean, inviting interior in a grocery store is one of the best assets of the store. The above is an illustration of the grocery department of the store of F. E. Williams & Co., St. John, N.B.

### Features Quality Goods.

It might be stated that Frank E. Williams, the man behind, sees that the quality of his stock comes up to one's expectations on a look at the store. Only goods that can be recommended are handled. Special advantage is taken of the seasons. Interior displays are used to show exclusive Christmas and Easter lines and the salesmen are instructed to make the most of them.

The good use to which a show case can be put is well exemplified in this interior. A lengthy one is shown here with shelving which permits of the display of several lines of goods such as confectionery, meats in glass, biscuits, macaroni,

jelly powders, etc. When a customer sits before such a show case, she cannot fail to see these goods, and she buys one or more of them, sometimes at least. All this means extra trade—trade that wouldn't have come had their been no display.

### Interior Display Versus Phone.

Mr. Williams is more anxious to get customers to come to the store than to talk to them over the phone. Frequently the occasional customer will resent being called up by phone to be asked if she wants some fish or fruit. He aims to keep the interior so attractive that when customers came into the store, they are induced to purchase goods they see neatly displayed and which they had not thought of before leaving home.

That store pillars can be not only brightened up but put to good use is exemplified here. Every dealer who has pillars in the store might well emulate this idea. By remembering that to be seen often means to be bought, one will realize the effectiveness of all possible attractive interior displays.



# Eliminating Unnecessary Movements

How Newmarket Dealer Prepares Beforehand to Serve Customers Without Wasting Time—Weighs Sugar Beforehand and is Able to Get 100 Pounds from Every Sack—Arrangement of Goods Facilitates Prompt Service When Store is Crowded—Two Separate Businesses in the One Store.

Newmarket, Ont., Aug. 22—(Special).—When you weigh out sugar in small quantities, how much do you get out of a cwt. sack?

"We can weigh 100 pounds out of a cwt." is the assertion of W. L. Bosworth, a grocer of Newmarket, Ont. This statement is interesting from the fact that not infrequently we have grocers refer to the loss in weighing. It is important that the grocer should know if there is a loss incurred in weighing and if so, how much. This must be considered in figuring out the price at which he must sell his goods.

## Makes Tests Frequently.

However, Mr. Bosworth scorns the idea that 100 pounds cannot be secured from a cwt. of sugar or a cwt. of anything else for that matter. He realized that it was important to know if this could be done, and so a test was made. In fact a test is frequently made.

When it was mentioned that many grocers say they cannot do this, Mr. Bosworth mentioned that it was their own fault. "If they would parcel their goods up ahead of time, when it is not necessary to be in a hurry and give careful attention to the work, they would find it would come out alright," he says. "Often the delivery boy is given this work to do after the day's work is over and as he is generally in a hurry, the work is done at a loss to the grocer."

Not so in the Bosworth store where the clerks employ their spare time in their work.

In fact, a study of the weighing problem has been made by Mr. Bosworth and his clerks. Care is taken in the work and the most sensitive scales used for the purpose. Not only is sugar done up beforehand but all the important staple lines as well.

## Waste in Movements Eliminated.

Besides preventing loss in weighing this is part of a system which allows the greatest number of customers to be served with greatest rapidity and without confusion or delay.

Instead of having different kinds of pickles in different places, or different kinds of spices apart, all similar lines are grouped so that the clerk knows exactly where to get a desired article. In the same way associated lines are kept together, soaps, laundry starch and blue for instance being in one place. Staple lines are kept closest at hand.

Under the main counter are sugar and tea in different sized packages. In drawers behind the main counter are such lines as raisins, currants, icing sugar, dates, rice, tapioca, etc., all ready parcelled up.

Beneath the drawers a small surplus of different lines of canned goods are kept so that it is not necessary to disturb the shelf display. Spices are all together, the bulk goods being done up ahead in 5 and 10 cent packages and placed in the regular tin canisters to preserve their strength. This is with the exception of cloves, cayenne pepper and other odd lines or so which, because of the oil they contain cannot be done up as the oil would soon saturate the paper bag.

## Carries System to Cellar.

The same system prevails in the cellar where the surplus stock is kept. There is a place for everything and everything in its place. When any goods are wanted from the reserve it is not necessary to search the cellar and pull things in general to pieces to get it. The clerk knows the spot where it is to be found.

The system in this store has now been developed to a fine point. It is valuable in the fact that it reduces the expenses

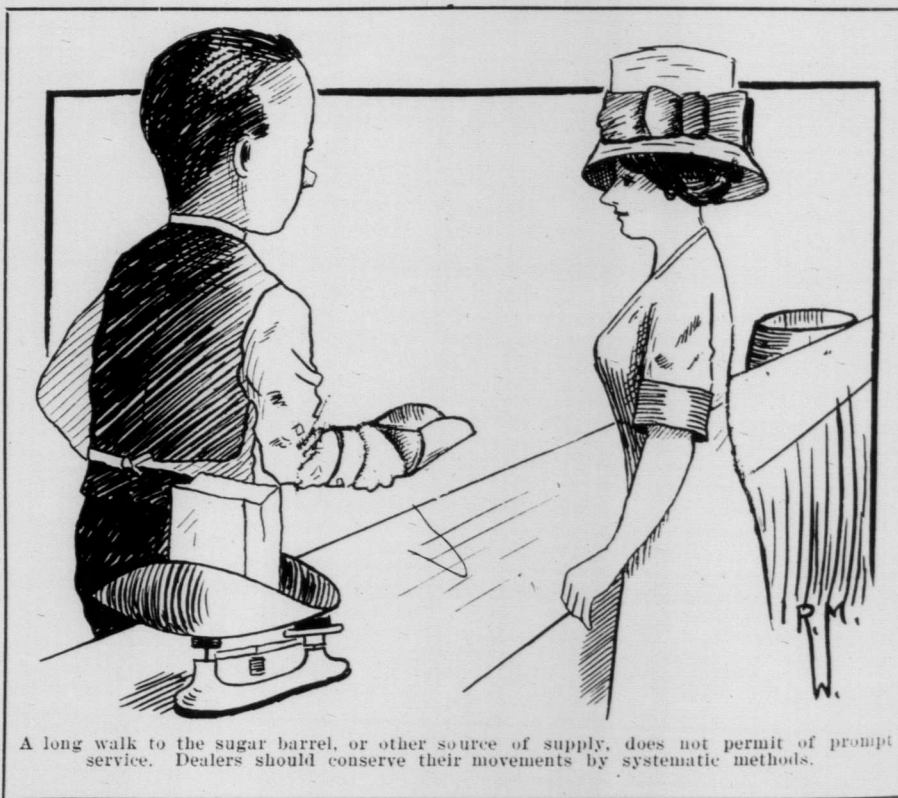
of the store, as less help is needed to handle the business than would be the case if there was no system. That this is true is shown by the fact that Mr. Bosworth with two clerks and a delivery man does as much business as would do credit to a store with a much larger staff and much larger expense account.

## Taking Care of Saturday Trade.

Like many a town of a similar size there is a rush business on Saturday, for not only do the farmers flock in from the surrounding country but on this day the employes of several manufacturing firms receive their wages. It is at such busy times that the system shows up to advantage. It is the policy of the store to look first after customers during these rush periods. Parcelling of orders is of secondary consideration. "Get the business while it is to be had," is the motto of the store. As the rush slackens one of the clerks begins at the orders so as to get them out as soon as possible.

## Fifteen Year' Training.

Mr. Bosworth has been in the grocery business in Newmarket for 15 years, so that his present system is the result of years of study. For 13 years he was behind the counter as clerk but two



A long walk to the sugar barrel, or other source of supply, does not permit of prompt service. Dealers should conserve their movements by systematic methods.

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years ago he purchased the grocery business of his employer, and backed by the experience he gained while a clerk, is in common words "making good," in the enterprise.

To have your store divided from your neighbors' only by an imaginary line is not a very usual occurrence but such is the case with Mr. Bosworth. His business as well as that of R. A. Smith, crockery and china ware merchant, is in the same store and as we said divided only by an imaginary line. The store is an especially long one and down one side ranges groceries and down the other chinaware.

There are some good features about such an arrangement. As Mr. Bosworth

says, "People who come to buy groceries will have crockery and chinaware brought to their notice, while those who come to buy chinaware will be reminded of their grocery wants."

These two men also combine their advertising in the local paper and find such co-operation good business.

Of course there is an explanation of this order of things. Mr. Smith formerly conducted both grocery and chinaware departments. Two years ago he decided that he could devote his whole attention to chinaware to good advantage, so his grocery department was sold to his head clerk, the present proprietor.

Strawberries, as previously announced in our market columns, are in same boat as raspberries. Owing to the drought last year vines did not trail as usual and the severe winter and late spring also had adverse effects. Comparison of prices is shown herewith:—

	1911.	1912.
Strawberries, 2s. heavy syrup	\$1.80	\$2.15
Strawberries, 2s. preserved	2.05	2.30
Strawberries, gals., standard	7.27½	7.52½
Strawberries, gals., solid pack	9.25½	9.77½

Percentage of delivery on strawberries has been placed at 60.

Percentage of delivery on strawberries has been placed at 60.

**Salmon Prices Go Up.**

Not only have fruits and vegetables been firming up in recent years, but canned salmon as well, as shown below:—

	1911.	1912.
Sockeye—		
1 lb. talls	\$2.45	\$2.87½
1 lb. flats	2.50	2.92½
½ lb. flats	1.55	1.70
Red spring, 1 lb. tall	2.25	2.50
Coho's, 1 lb. tall	1.95	2.30
Humpback, 1 lb. tall	1.35	1.25

(2½c doz. less in 5 case lots.)

This means that a small pack in consideration of demand is expected as prices last year were considerably in advance of the year before.

Sockeye pound talls are \$2.87½ which means a cost of about 24 cents per tin to the retailer buying in small quantities. To make a gross margin of 20 per cent. on selling price he would have to sell at 30 cents. Evidently there will be more ½ lb. tins sold this year as salmon at 30 cents is pretty nearly in the luxury class.

It may be some time before opening prices are named on corn and tomatoes. Last year they were not out until October. Tomatoes opened then at \$1.17½ with about 40 per cent. delivery, and corn at 97½ cents with 90 per cent. delivery.



**WORK FOR HEALTH AUTHORITIES**

Editor Canadian Grocer.—I recently opened a bag of sugar only to find it unfit for use owing to the fact that dust had sifted through although in a double bag. It was full of fine dust and dirt which, I am convinced, was caused by dirty cars in transit. I have often gone into freight cars and found goods that were completely covered with coal dust and dirt of various kinds. Should not the health authorities give their attention to this matter?

GORRIE & CO.

Haliburton, Ont.

Customer.—My, Mr. Jones, you do quite a nice business, since you bought this store.

Mr. Jones.—Yes, lady, when I came here the turnover amounted to nothing at all. To-day is just double.

**Canned Goods Prices Compared to 1911**

**Peas, Raspberries, Strawberries and Salmon Generally Speaking Higher Than Year Ago — Beans Open at Same Price—Likely Retail Price on Sockeye Salmon—Reasons for Advances—Prices on Corn and Tomatoes Yet to Come.**

Big buyers of canned goods anxiously awaited the new opening prices during past couple of weeks. Last week prices on peas, beans and raspberries were mentioned in The Grocer and even while the paper was on the press telegrams and phone messages came in asking for the information. One of the telegrams was from Western Canada showing how keenly the trade have been awaiting the news.

The biggest items in the vegetable line are peas, tomatoes and corn. It will be some time yet before prices on the two latter are named and it is even a little early to predict what sort of pack will be realized.

**Short Delivery on Peas.**

But prices on peas are out and are higher in all but one case than year ago as will be noted from accompanying comparison:—

	1911.	1912.
Peas, standard, size 4	\$1.00	\$1.25
Peas, 2s. extra fine sifted, size 1	1.77½	1.75
Peas, 2s. sweet wrinkle, size 2	1.20	1.35
Peas, 2s. Early June, size 3	1.15	1.30

Above quotations are for Ontario and Quebec grade A. Grade B are 2½ cents less per dozen in each case.

It will be remembered that last year the dry weather at a critical period caused short crop and caused advances over 1910 of 2½ cents per dozen. This year a similar cause at end of June and first part of July had same effect, again resulting in short pack. The Dominion Cannery are, therefore, only able to deliver 52 per cent. of wholesalers' orders, so far as their own pack is concerned, and have themselves to go into the market for eight per cent., so as to come up to their original guarantee of 60 per cent. of orders.

Pack of extra fine sifted is sufficient for full delivery of orders but the others are short, pack of standards being only 35 per cent. of orders. It will be noted that extra fine sifted at \$1.75 are 2½ cents below last year and the same as in 1910.

Standards at \$1.25 mean a little less than 10½ cents per can to the retailers (those who purchased before May 1 get 2½ per cent. discount bringing cost down slightly), so that if sold at 12½ cents gross margin on selling price would be somewhere around 16 to 20 per cent.

**Beans Open Same as 1911.**

With beans the situation is somewhat different as this comparison shows:—

	1911.	1912.
Beans, 2s. golden wax	\$1.00	\$1.00
Beans, 3s. golden wax	1.40	1.40
Beans, gal. golden wax	4.05	4.05
Beans, 2s. Refugee, green	1.00	1.00
Beans, 3s. Refugee, green	1.40	1.40
Beans, 2s. Refugee, midgets	1.30	1.30

With prices similar to 1911, canners are evidently anticipating at least as good a pack as year ago. As to whether prices quoted will advance from wholesaler to retailer depends on extent of delivery of orders.

**Unfavorable Early Weather.**

The cold winter and the long damp spring had an unfavorable effect on the raspberry crop. The pack is only from 65 to 70 per cent. of wholesalers' orders and prices are higher than the opening in 1911.

	1911.	1912.
Raspberry, 2s. bl. heavy syrup	\$2.02½	\$2.15
Raspberry, 2s. bl. preserved	2.27½	2.40
Raspberry, 2s. red. heavy syrup	2.02½	2.15
Raspberry, 2s. red. preserved	2.27½	2.40

The advance over a year ago amounts to about one cent per tin or twelve cents per dozen.

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## The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

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Toronto—143-149 University Ave. Telephone Main 7324.

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## GREAT BRITAIN—

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

E. J. Dodd

## FRANCE—

Paris—John F. Jones & Co., 31 bis Fauborg Montmartre.

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

PUBLISHED EVERY FRIDAY.

TORONTO, AUGUST 23, 1912

## CONSERVING MOTIONS IN THE STORE.

The mason who can lay the most brick in a day is the man who is closest to the brick and mortar, other things being equal. If the brick layer has to stoop three or four feet for every brick and every trowel of mortar, the waste motion greatly reduces his efficiency as a mason. He cannot lay nearly as many bricks, and his earning power is thereby decreased.

In the grocery store where business is frequently carried on with a rush, the salesman cannot supply the wants of as many customers as they should, if the sources of supply of goods sold are at the other end of the store. It takes time to fill the order. Other people are waiting and are not getting the service they should receive.

An article on another page of this issue tells how a Newmarket, Ont., dealer aims to eliminate as many movements as possible in the store. For instance, when sugar is called for, he or his clerks do not have to take the time to parcel it up. It has already been parcelled at a time when the clerks were free. Staple lines are stocked in the most convenient place. Spices are all in a specified section, and soap, laundry starch, blue, etc., being associated lines, are together.

Such a system is carried out throughout the warehouse as well as the store, so that the dealer and his clerks do not waste movements.

The same idea is depicted in our cartoon. It illustrates an all too-common error on part of many merchants of placing their sugar barrels, etc., so far from a scale. The Newmarket dealer's course of parcelling sugar beforehand is the best method of overcoming the deficiency. It greatly facilitates the work of clerks in rush periods when their time is most valuable, and by eliminating waste movements sell more goods and make more money.

## SELLING DIRECT TO THE CONSUMER.

For a long time now daily newspapers have been clamoring for the market gardener to sell direct to the general public. This has been particularly the case in large centres. In Toronto the newspapers scarcely allow a day to pass without getting in some "knock" on the middleman in this regard.

Considering this repetition, one would think the market gardeners would now be all reformed that they

would sell direct to the public and eliminate the middleman. So far as a licence is concerned it costs them no more to sell direct than to the retailer or wholesaler. They could undoubtedly get a little more for their products too by going direct.

But the market gardeners are business men. They pay little attention to this friendly advice from the daily paper. They sell to the retailer or to the fruit market and therefore sell for cash, in most cases at least. If accounts are opened they are with from two to ten or a dozen retail or wholesale business men, and there is little chance of loss.

It is different, however, if the market gardener goes direct. He has to deal with many people and open up many accounts, many of which eventually become losses. Instead of one direct route each day to retail stores or wholesale fruit market, he spends the entire day in peddling his wares from house to house. He has the extra wear and tear of conveyances to contend with in addition to loss of time of himself or an employee. Any newspaper studying the facts in the proper light would soon see how foolish it is to advise market gardeners to sell direct, or the public to buy from market gardeners.

In every city there are many peddlers of market truck who are not market gardeners. They go to the wholesale fruit market for the goods and therefore cannot afford to sell cheaper than the established retailer. The other day, the writer in conversation with one of these peddlers, asked him where his garden was located. His reply was:—"I'm not a market gardener. I only wish I were—I would not be calling on the public. I would take my load every morning to the wholesale fruit market and go home before ten o'clock with \$75 or \$100 in my pocket. If I had the money it wouldn't take me long to get a garden."

The truck gardeners who are making money are not selling direct. Its poor business for them to do so, and the newspapers may as well call a halt on the wasting of their wind.



## GREEN COFFEE AT ITS BEST.

Some years ago a Canadian importer purchased a quantity of green Mocha coffee through a New York broker. When it arrived the importer found it to be moist and too green altogether to use for the high quality blend he had been giving the retail trade. He was almost out of Mocha coffee and the situation which cropped up was most disagreeable.

A letter was immediately despatched to the New York firm—and in the importer's own words, it was a pretty "hot" letter—calling attention to the inferior quality of the shipment and to the disadvantage the Canadian coffee manufacturer was at.

The reply came back that the quality was in the coffee alright, but it was too green for immediate grinding—which fact was greatly regretted. It was further intimated that if it were held a few months its superior character would make itself evident.

This was poor consolation for the importer who wanted to use it at once. He did not really think it would ever be in a condition to suit his trade. Anyway, weeks drifted on, and at the end of six months the coffee was again tested. This time there came a pleasant surprise. It was found to be first-class in every respect and made one of the best blends the importer had had for some time.

This little incident goes to show that coffee can be too green, and that when it is kept in the green state for some months or even a year or more it makes a superior coffee when roasted. This is why coffee manufacturers

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use aged green coffee, and it also explains why the Brazilian government is able to hold so much coffee under the valorization scheme, from year to year, without deteriorating its quality or value.

**A MISTAKEN IDEA.**

There was once an old woman who used to sell apples for a living. She maintained that she sold them at a loss.

"But how do you make a living then?" she was asked.

"Oh, but you see I sell so many of them," was her reply.

There are apparently a good many grocers who look upon the selling of certain lines of goods in somewhat the same light. They seem to think because they sell a considerable quantity of some staple that they can afford to do so at little or no profit.

Every article should be made to pay its way in the store. Expenses are figured on the total sales, and if a portion of those sales do not bear their proportion of the cost of selling themselves, it must be borne by some other line or lines.

It may be argued that \$1.00 worth of sugar may be sold at cost because it is being evened up by the good profit of 25 cents on another dollar's worth of goods. However, if we figure it up, it will be found that total profit is only 25 cents on the two dollars or 12½ per cent., which is less than the general cost of doing business.

While it may be proper to argue that when a large quantity of any article is sold, it is not necessary to exact such a large rate of profit, nevertheless it must be remembered that expenses must be paid, and that each article must bear its share. This is not possible if goods are sold at cost.

Anyone can sell goods at cost. It takes a salesman to sell at a profit.

**MARGARINE IN DENMARK.**

Over in Denmark they manufacture and consume large quantities of margarine. During 1911 there were 22 factories operating, making a total production of 77,880,000 pounds. The surplus import amounted that year to 3,344,000 pounds, so that the total consumption amounted to 81,224,000 pounds.

The important raw materials used in the manufacture are oleomargarine, premier jus, neutral lard, cocoa oil, cotton oil and other oils and fats.

It might be mentioned here that margarine is not, or should not be, sold in Canada. Our laws have prohibited its importation, manufacture and sale for many years.

**CLEARING OUT OLD STOCK.**

In shelving new stock, too much emphasis cannot be laid on the common occurrence of placing it in front of the old. The danger of mismanagement in such a case is obvious and in many cases may be termed detrimental to the sale of certain brands of goods. With some careless dealers, when the stock is replenished, the old stays where it was first placed, and after several months, perhaps, it is thrown out or sold cheap because of its appearance, and doubt existing as to its original good quality.

Stock is very often arranged this way on account of the necessary work of taking out the old, placing the new in the rear of the self, and then replacing the old in front. Some may think that the new gives better appearance than the faded and fly-specked packages just taken from the

back of the shelves. But why these faded and fly-specked packages? Were they placed in front the last time? likely not, if they had been, they would not be unrepresentable at the front.

Some kinds of canned or package goods will not keep in first-class condition for any great length of time no matter how well packed. Moreover, every dealer and clerk knows that a faded, fly-specked, dirty and dusty-looking package is not the easiest thing to sell, especially so if it is the introduction of that particular brand. The customer judges the contents by the uninviting outside appearance, and if the product is purchased at all, and happens to be one of the kind that will not keep for "ages" it will be returned. If not, it goes down in the customer's "black book" as an inferior quality article.

This same rule may also be applied to the handling of bulk goods, for if bulk stock is replenished at any time it is always best to remove the old from the container and put it on top of the new.

Tea is one item on the list that will not keep indefinitely, no matter how well it is packed in canisters, tins, or lead packages, it will keep in good condition for a reasonable length of time after which it begins slowly to lose its weight and strength.

It therefore behooves every dealer and clerk to make it a point to always get rid of old stock first, being careful, however, that there is not too much. Everybody wants the newest and freshest eatables obtainable and the "rapid-turnover" point again makes itself evident.

**EDITORIAL NOTES.**

Conservation of movements should be made a study in every store.

\* \* \*

The longer the stock is left at the back of the shelf, the more unsaleable it becomes.

\* \* \*

Don't sit down in the meadow and wait for the cow to back up and be milked—go after the cow.

\* \* \*

Before a clerk leaves one place for another he should think over all the advantages and disadvantages of each, not regarding merely the amount of wages.

\* \* \*

Clerks who wait on customers and fill orders too far distant from sources of supply are paid a good percentage of their salary for walking around.

\* \* \*

Salmon at 30 cents a tin, which not so many years ago could be bought for 10, 12 and 15 cents, is pretty nearly in the gold fish class.

\* \* \*

Retailers will please remember that prices quoted in our various markets are from wholesaler to retailer, except where otherwise specified.

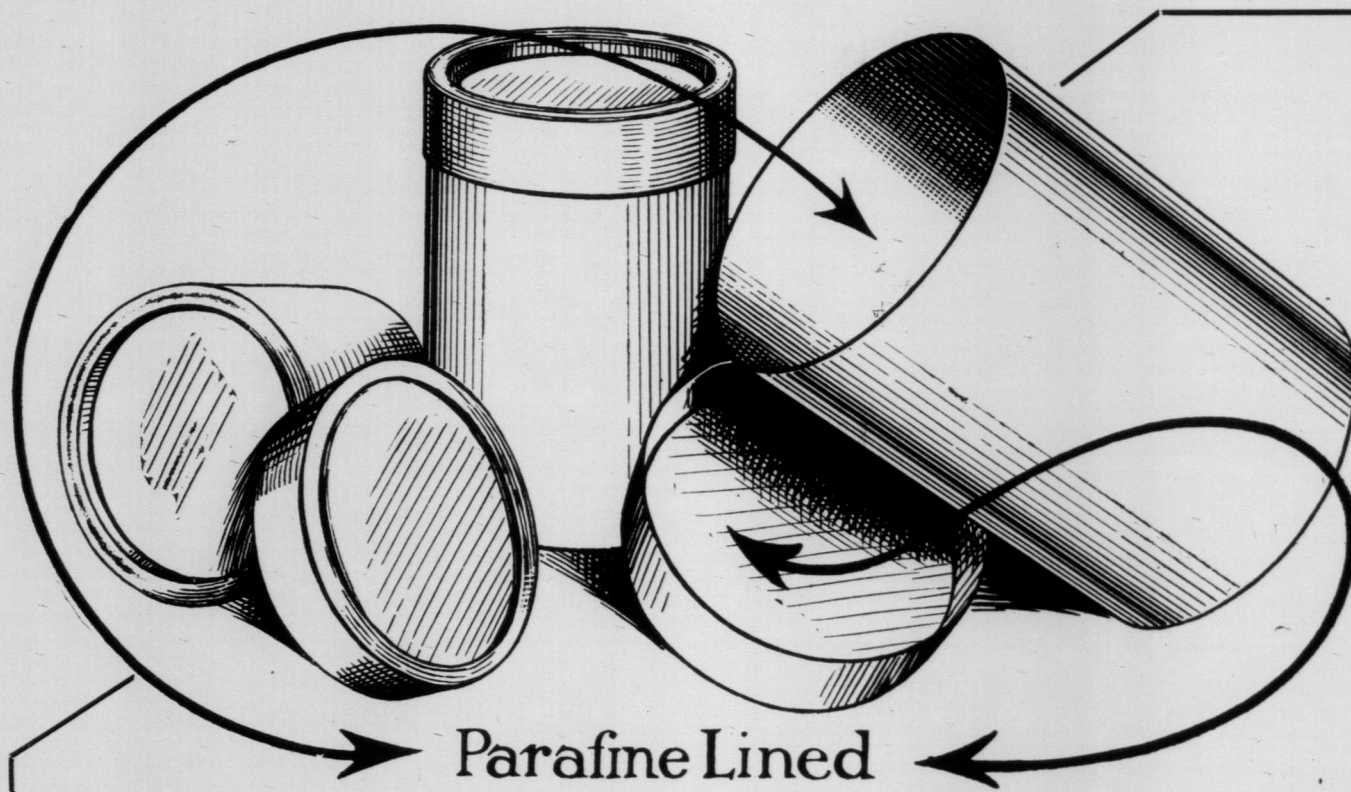
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Two parties are at fault when the salesman does not know all about the goods he is trying to sell; the employer for not teaching him and he himself for not learning.

\* \* \*

In these days a good market garden is a regular gold mine. It will be very disappointing to many daily newspapers, however, if some gardeners do not become more charitable in their dealings with the dear public by selling direct—and lose a lot of money.





# How do you send out liquid foods

## How Do You Deliver Oysters?

This is the newest and most perfect container on the market for holding liquids of any kind such as vinegar, molasses, syrup, pickles, milk, etc. It is specially adapted for use in sending out oysters. Though made entirely of paper, it is strong, and being lined throughout with pure parafine, it is absolutely waterproof, and leakproof. The top of the box fits into the shoulder of the lid and will not allow any moisture to escape whether standing on top or bottom. Made in three sizes,  $\frac{1}{2}$  pint, pint and quarts. Prices, \$10, \$12 and \$14 a thousand f.o.b factory at Sombra, Ont.

*Send in Orders Early and be Ready for the Fall Season.*

Can be wrapped and delivered as conveniently as a can of salmon

# CONNECTICUT

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OYSTER  
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# No Oyster Under Four Years Old

It is a well-known fact that no oyster is fully matured under four years of age. A fully matured oyster is firm and of materially finer flavor.

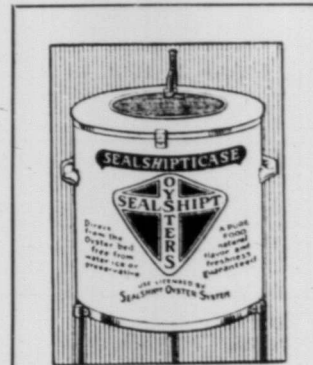


## “Coast-Sealed” Oysters

are all over this age, are firm, and have a distinctive flavor. They are packed in air-tight containers as they are opened and are refrigerated at the right and uniform temperature until they are placed in your store. “COAST SEALED”

OYSTERS are gaining in favor every day. They are creating oyster eaters because of their absolute reliability and true seaside flavor.

We open our season August 26th, and solicit your patronage.



The business of the “SEALSHIPT” Oyster System’s Canadian Branch has been taken over by us. We can fill all orders promptly for “SEALSHIPT” Oysters or equipment.

# OYSTER CO.

Branch:

TORONTO

## Handling Produce---Proper Bookkeeping

Letter on Handling and Making Profits on Produce, Provisions, Fruits and Vegetables—Too Vague to go Into Thoroughly—Bookkeeping Troubles to be Straightened Out—An Expert Accountant Needed to Arrange for Complete Change.

\*By Henry Johnston, Jr.

Away last spring I received the following letter:

Dear Sir.—Please give us a statement in the interest of the sale of vegetables and fruits.

"We have three large greenhouses that furnish the trade with home grown vegetables and fruit which we handle on commission. Also there are some twenty-five or more growers of outdoor vegetables and fruit. It has been the custom here of handling it as follows: 10 per cent. in trade and 15 per cent. in cash. A matter of competition has obliged us all to come to this small basis. Some places are handling such goods in other towns and get 20 per cent. to 25 per cent. In the first place the average cost to run a grocery is from 12 per cent. to 15 per cent. We ought to get cash and 10 per cent. extra for doing the business. I feel that if you would publish a reasonable rating that it would stir up the dealers to see that these prices are a losing game. Please look at it in due justice to grower and dealer. I feel that we ought to get at the very least 15 per cent. in trade and 20 per cent. in cash. Please do not publish all this letter, nor use our name, as it will place us in a bad position here and would not accomplish the desired object.

### The Profit's the Thing.

"We handle over half the fruit and vegetables grown here and with your good handling of the matter we may get together and sell the goods at a profit.

"The homegrown fruit and vegetables amount to \$3,500 to \$4,000 per year, and requires a whole lot of hard work. As an illustration, lettuce now in — is worth about 25 cents to 30 cents a box, and makes ten good large bunches which would be 50c., which at the most will net 50 per cent., and a good many vegetables, such as parsnip, carrots, cabbage, etc., we are shipping in from —, the margin or profit is 2c. to 3c. lb., average 25 to 50 per cent. Of course, this is a cash deal.

"If this appeals to you I am willing to leave it to you to publish as you think best, but do not use our name and would be pleased not to have our town name used.

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

"Also, there is great stir amongst certain persons here that is going to compel us to keep everything indoors, which will require all of us to make some alterations in our store. Have you any suggestions in that line?"

### A Puzzling Communication.

I kept that letter for some time, trying to make head or tail of it

Then I wrote to my correspondent as follows:

"I have gone carefully over your letter and hope to give it early attention; but there are some points about it that are not clear and I must therefore ask you a few questions to which I hope you will reply promptly.

"I notice that you handle those goods on a commission basis. What I do not understand is, exactly what you mean by saying that you handle those goods '10 per cent. in trade and 15 per cent. in cash.' Please tell me exactly what that means, because I fail to grasp it. You say that some places they get 20 per cent. to 25 per cent. commission. Perhaps if you will give me a few examples of just why this thing is done, I can handle it intelligently.

"You say that you ought to get cash and 10 per cent. extra for doing the business. What does that mean?"

"You say that the homegrown fruits and vegetables amount to \$3,500 to \$4,000 per year, which requires a whole lot of hard work. Is this the total amount that is handled by the town? That seems to be very little to me, so I imagine it must be what you yourselves handle.

"You say that lettuce in — is now worth 25c. to 30c. per box, which makes ten 5c. bunches, and that you are shipping parsnips, carrots, cabbage, etc., from —, with a margin of profit of 2c. to 3c. a pound, and this is a cash deal. I cannot quite understand this part of it. If you buy stuff from —, and make such a margin as you indicate, you certainly have nothing to complain of. Perhaps you intend to illustrate how much better you do when you get goods from — than when you handle local products.

"I shall not use your name nor expose you, but I want full details, because while we handle large quantities of fruits and vegetables ourselves, we have no such conditions to contend with."

Up to date I am without any reply; and now I ask if any of my readers can tell me any more about such conditions so that we may work out a remedy, or palliation, if possible.

### Question on Co-operative Buying.

A correspondent of three or four weeks ago writes again as below: Henry Johnson, Jr.

Dear Sir,—We note your reply to our recent inquiry.

You ask, "Wherein does co-operative buying differ from any other buying?" In reality it differs in no respect from any other buying, but we have charged this merchandise, the full amount to the merchandise account and treated it as a sale when delivered to the other stores, who had been in on the deal. In this way it was a sale without any profit.

Depreciation not included, is as you infer, the net amount given, the depreciation having been deducted. Cash on account is the amount of cash paid by customers on accounts receivable.

Net worth on March 7th, 1911, is made up of the following items:

Mdse. on hand Mar. 6, 1911..	\$15,737.81
Cash on hand and in bank..	42.36
Freight and dray .....	503.61
Fixtures .....	737.21
Bills receivable .....	1,133.88
Accounts receivable .....	3,032.44
	\$21,187.25
Money drawn from business	2,000.00
	\$23,187.25
Bills payable .....	3,565.25
Other liabilities .....	816.94
	4,382.19
	\$18,805.91

You will notice that we have included \$2,000, as an asset which had been drawn during the year. We notice that you have not considered the \$1,950.03 as an asset in making up the net worth but have considered it as an expense. Is this not an error on your part? Would make considerable difference in figuring expense and profit. The \$2,624 is included in merchandise purchased as well as in sales for year 1912. Kindly let us hear from you after looking over these figures.

We have already changed our method of bookkeeping. We only consider the produce as a sale when exchanged for merchandise and conduct the produce part entirely separate from the rest of the business, making it stand the loss instead of merchandise standing it. Also keep track of all goods sold without profit and deduct them from the sales.

Do you know anyone who would be capable of doctoring up our business? We feel that our system is too complicated as it is now.

Thanking you very kindly for the suggestions, we are,

Very truly yours,  
B—G—F—& Bro.

Of course it makes a difference whether one gets down to brass tacks and

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Toronto, At August meeti Grocers Assn Temple Build president R.

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squeezes all the wind and water out of his statement or includes all kinds of imaginary items. If things were so ordered that we could count all the money we took in as pure gain and forget all about anything paid out again—why, almost any of us could make a good showing. But a "showing" is only a secondary matter. What we are after is to make money, and "the mill will never grind with the water that has passed."

In my early experience I ran a corporation, though it was also a retail business. I hoped it would some day pay big dividends so I ran it somewhat as my friend runs his business. One stockholder was a woman who had no extensive means, and I paid her a small sum monthly which I charged to dividend account and counted among my assets. I found, however, that my jobber would not regard that item as an asset at all; but wiped it out as something dead and gone. In fact, he brutally called it "expense!" Seemed kind of mean of him at the time, but I have since concluded he was right—for the corporation never did pay any dividends and we never got any of those advances back. So he was apparently right.

**Resource Must Be Tangible.**

When you set out to find your "net worth," how can you count as a re-

source something you have not got? Let us grant that you have—actually HAVE all the items listed in this statement, including the \$503.61 of drayage, etc., as that may be added to the value of merchandise, except that matter of \$2,000, which you have paid out and certainly have not now. In this way you will find your Net Worth not as \$18,805.91, but as \$16,805.91; and it will compare much better with the actual net possessions at the end of the next period.

Indeed, I agree with you. Your book-keeping is certainly too complicated. You seem to "account" for each different nickel three or four times—and in the end you lose track of the nickel. Better cut out most of that kind of "accounting" and get some system that really does account.

**Consult an Expert Accountant.**

Your nearest big city is ———. I suggest that you write to Bradstreets or Dun's agency in that town and ask for the addresses of two or three reliable expert accountants. Then select the one that looks best to you after you have had some correspondence with them. There is nothing to be gained through my trying to work out anything for you because your troubles are too fundamental. You need a completely new start.

"Oh, I bought before soap went up."

"That makes no difference. If you had to replace that soap now, it would cost you about as much as you are selling it at. When soap went down I put it 6 for 25c. I raised the price when it went up again.

"That was the time to change, when we could offer an excuse to our customers. There is no reason why we should sell soap at cost."

"No," remarked another dealer, "everything in the store should be made pay its own way. Selling soap at 6 for 25c or \$4.16 per box that costs \$4.05 is not making money. It is losing it. It is better to sell 5 cases at 5 cents straight than 25 cases at 6 for 25 cents."

**The Provision Department.**

An exchange of methods on handling provisions proved interesting. Among assertions made were the following:

"I buy backs with bones and bone them myself. I get them for 2 cents per pound less and bone only weighs 8 or 9 ounces."

"I don't waste a bit of meat with my meat slicer," said a second.

"I used to when I had all the clerks handling it, while several didn't understand it. Now I have one man who looks after it entirely. In the morning he slices up enough to do nearly all day and is thus able to slice the ends up well and mix them through the different packages. I think that the correct way as you cannot put in the ends if you slice it while a customer is watching."

Another dealer stated that he always sold the ends off in pieces to certain customers at a slight reduction.

**Meat Slicer as Bread Slicer.**

A grocer told of having received an order for 40 loaves of bread the other day to be sliced with the meat cutter. It did the work well.

"I always charge 5c. per large loaf more for bread when I slice it," he said. "I have done a lot of slicing on this basis lately for people who want it for sandwiches."

**Selling Price of Spices.**

Conversation on spices also afforded an opportunity to hear retailers' opinions on selling prices.

"I had to pay 20 cents for black pepper to-day," said one, "and I will sell it at 30 cents per lb. or 2½ ounces for 5c."

"When I weigh out 5 cents worth," said another, "I only give 2 ounces." A third declared that he sold all his spices at 2 ounces for 5c. no matter what they cost him.

"You have to sell celery seed at 5 cents per oz. now. It costs 45 cents per pound." was the advice of still another.

**Prices and Profits Discussed by Grocers**

**At Regular Meeting of Association Retail Dealers Talk of Many Things—Interesting Discussion on Price of Soap, Spices and Canned Peas—One Tells of Use of Meat Cutter for Slicing Bread—The Figuring of Profits.**

Toronto, August 22.—(Special.)—The August meeting of the Toronto Retail Grocers Association was held in the Temple Building on Monday night with president R. W. Davies in the chair.

One of the interesting side discussions of the evening was on figuring profits. It is evident that all grocers have not yet recognized that the only safe and sure method of figuring profits is on the selling price.

"The trouble is," said Donald McLean, "that a grocer will buy an article at \$1.00 and sell it at \$1.20 and think he is making 20 per cent., while in reality, he is only making 20 cents on \$1.20 or 16 2-3 per cent. Now if he really wants to make 20 per cent. he must sell at \$1.25."

The fault as pointed out by S. W. Hall, is that dealers do not recognize that 20 per cent. added to cost of article is not the same amount as 20 per cent. taken off selling price. He gave an example to show this.

A merchant has a stock of \$5,000 which, if marked at an advance of 20 per cent. on cost, amounts to \$6,000. Now suppose he is going to sell to another dealer, he might say, "I have these goods marked at 20 per cent. advance, I will take that percentage off the \$6,000 and that is the amount at which I should sell the stock to him."

However, when figured out, 20 per cent. off is \$1,200, so he would be selling it for \$4,800 when it cost him \$5,000. Thus it is shown that 20 per cent. on is not the same as 20 per cent. off.

"I see ——— have all the soaps in their window at 4 cents a bar," stated one of the grocers.

"I am selling all but one of the soaps at five cents straight, and I sell just as much of the five straight as I do of the six for a quarter."

"I am still selling six for 25 cents," said another.

"Why, you are not making the cost of doing business," was a reply.



## An Innovation in Taking Summer Holidays

**Toronto Grocer Closes Up Completely for Two Weeks and Places Absentee Sign on the Door—Clerks and Drivers also Have Their Holidays—Before Leaving He Urged Customers to Anticipate Their Wants—Opened Again Last Monday with Big Business.**

Toronto, Aug. 21—(Special). Much has been said in recent years about the necessity as well as the possibility of grocers taking an occasional holiday. We have heard of merchants arranging for a half holiday each week during the summer months, of taking week end trips or of skipping away for a week or so and allowing the clerks to pilot the ship of business in their absence.

It remained, however, for "Dick" Van Loan, a grocer at 19 Danforth Ave., Toronto, to lead the way in something entirely original in regard to grocers' holidays. No week end or week for him with constant telephone calls to straighten out tangles in the business which he had attempted to banish completely from his mind.

### Sign Told of Absence.

He decided this year to have a real holiday and when he closed the store on Saturday Aug. 3, a sign in front of his store heralded forth the fact to all and sundry that he had gone on a two-week vacation and that the store would be closed until his return.

He closed everything up completely, sent his clerks off on a holiday, put his delivery horses out on pasture and betook himself and family to Big Bay Point, Lake Simcoe, Ont.

Of course he did not do this without giving his customers due notice. For three weeks previous to closing, on every

parcel sent out notice of the intended two week holiday was stamped. He urged his customers to antedate their wants for the next two weeks and believes that the large majority did this in staple lines.

### Exact Results Not Yet Known.

He has yet to find out exactly how the holiday affected business but when he opened up on Monday of this week, he did the biggest business he has ever had on a Monday.

Besides there is no doubt that this unusual action of a grocer will have a considerable advertising value as anything out of the ordinary always attracts public attention.

### Eliminates Previous Arrangements.

Mr. Van Loan employs one clerk and two drivers, while his wife and daughter assist. "By the time you spend six weeks beforehand preparing a staff to look after the business in your absence and have to run to the telephone every day during your holiday to straighten out some tangle back at the store, you really have no holiday," he claims, "so this year I decided I would close up everything and take a real holiday."

Mr. VanLoan was in the grocery business at the corner of Gerrard and Broadview St. for 17 years. Two years ago he moved to his present location on Danforth Ave.

## British Columbia Traveler on Profits

**His Claim is That the Retail Dealer Should Get Behind the Goods That Will Produce Best Margins—Says This is Cure for the Small Profit Talks.**

By T. P. F.

These days we are continually listening to the wail of the grocers about the rising price of articles of sale, that their profits are cut to almost nothing. Yet they continue to handle the same lines and keep turning down the houses that are offering them a proper white man's margin. Why is it? Well their excuse is that they dare not tamper with their trade. Are they tampering? If a customer is given to understand that the article she wishes to purchase is only giving him 10 per cent. when it takes 25 per cent. to run his business.

I think that nine out of ten will be fair-minded on the question. Let the grocer exercise a little salesmanship instead of being a machine. Let him gain the confidence of his customers, give them some knowledge of the article they are buying, handle his customer that knows it all with a little elastic, give the goods that give him the margin, the most prominent position in the store. Let him ask the traveler for information on an article on which he is not well posted, and if he is the right kind he

will gladly give him any thing he knows to further his interest.

Editorial Note.—It is by all means proper that the dealer push the sale of goods which carry with them a fair net profit. The only thing that should be given care in doing this to see that the lines pushed are of a high quality. If a dealer is not assured of the quality of a certain line, it would be folly to attempt to sell it even if margin were greater than on a competitive but less profitable line.

## Catalogues and Booklets

A well illustrated catalogue has been issued by the Brantford Oven and Rack Co., manufacturers of bake ovens, racks and sanitary appliances. Apart from information in connection with the products of the firm it contains much advice on shipping freight, testimonials, etc.

The twenty-fifth annual report of the Vancouver Board of Trade has been issued. It gives a large amount of information about Vancouver and British Columbia, including statistics on agricultural, mineral, fishing and fruit-growing industries as well as land laws, climate, electric power, etc.

The Joseph Campbell Co., Camden, N.J., U.S.A., are issuing an interesting little booklet each month known as The Optimist. The August issue contains information about the tomato situation, cannery laws in New Jersey, and articles under the caption of "Trade Insurance and Profits," etc. It is certainly true to name—an optimistic booklet.

### HINTS ON WINDOW DISPLAY.

It does not pay to discard any material after dismantling a display, unless it is so worn that it could not be used again. Everything will come in handy afterward. By careful preservation of all material, the outlay for window displays can be kept very low.

The window trimmer should keep wideawake to what is interesting to the public. If he can introduce into his displays something which refers to a matter of great public interest, he is sure of attracting public attention. Holiday trims are always successful and special celebrations should always be "played up."

Intro

QUEBEC

POINTERS—

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Montreal, /

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SUGAR.—

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Granulated, 5-lb  
Granulated, 2-lb  
Granulated, 1-lb  
Granulated, 1/2-lb  
Granulated, 1/4-lb  
Paris lump, 100  
Paris lumps, 50  
Paris lumps, 25  
Red Seal, in c  
Crystal diamond  
Crystal diamond  
Crystal diamond  
Crystal diamond  
Crystal diamond  
Extra ground,  
Extra ground,  
Extra ground,  
Powdered, 50-lb  
Powdered, 25-lb  
Phoenix

Bright coffee  
No. 2 yellow  
No. 2 yellow  
No. 1 yellow  
Bliss, granulate  
above bag 1

SYRUP

a marked e



# Interest in Late Vegetable Packs

Trade Wondering How Tomatoes and Corn Will Turn Out—Valencia Raisins Much Higher Than Last Year—California Raisins Lowest in Twelve Years—Carolina Rice Up in Montreal.

## QUEBEC MARKETS.

### POINTERS—

Carolina Rice—Up ½ cent.

Valencia Raisins—Firm.

Brown Wrapping Paper.—Up.

Montreal, Aug. 23.—Business for past week has been satisfactory though some wholesalers find lack of enthusiasm in some parts of the country. Collections are better and, taking everything into consideration, there is every reason to look forward to a good future business.

Brown wrapping paper has gone up to the 3½ cent mark, the reduction to 2¾ cents having been unwarranted as far as the raw market was concerned.

Carolina rice has advanced also due of course to strained conditions in the East.

The prices for 1912 pack of Clover Leaf salmon have been named, 1 lb. talls, \$2.85-2.87½; 1 lb. flats, \$2.90-\$2.97½; while the prevailing prices for same line on spot are 1 lb. flats, \$2.90; ½ lb. flats, \$1.67½.

**SUGAR.**—Following the decline of last week prices are steady and local wholesalers look to a general steadiness for next few months basing their arguments on fact that the crops in the islands are practically all cleaned up and that the small movement of the Cuban crop generally tends to steady matters. Still a little speculation would very soon upset this theory so that one refrains from speaking very definitely about the probable trend of the market.

There is a good volume of business being done locally, which would go to prove that wholesalers and retailers have been anticipating a decline and buying in smaller quantities than usual in spite of the fact that the home preserving season would relieve them of large amounts.

Granulated, bags	4 95
Granulated, 20-lb. bags	5 05
Granulated, 5-lb. cartons	5 25
Granulated, 2-lb. cartons, per cwt.	5 25
Granulated, Imperial	4 80
Granulated, Beaver	4 80
Paris lump, boxes 100 lbs.	5 70
Paris lumps, boxes 50 lbs.	5 80
Paris lumps, boxes 25 lbs.	6 00
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls., boxes	5 60
Crystal diamonds, 100-lb. boxes	5 70
Crystal diamonds, 50-lb. boxes	5 80
Crystal diamonds, 25-lb. boxes	6 00
Crystal diamonds, 5-lb. cartons	6 50
Crystal Diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 35
Extra ground, 50-lb. boxes	5 55
Extra ground, 25-lb. boxes	5 75
Powdered, bbls.	5 15
Powdered, 50-lb. boxes	5 35
Powdered, 25-lb. boxes	5 55
Phoenix	4 95
Flight coffee	4 90
No. 3 yellow	4 80
No. 2 yellow	4 70
No. 1 yellow	4 55
Bbls. granulated and yellow may be had at 5c above bag prices.	

**SYRUP AND MOLASSES.**—There is a marked change in this market at pres-

ent, demand being better both locally and from the country, and as molasses is one of the few cheap food stuffs remaining a good business period is ahead. Small shipments are arriving from Barbados in good shape the quality being well up to the mark.

Just what effect the building of the large centrals on the island will have on the output of molasses next year is questionable, some contending that abolition of the smaller mill must result in smaller exports, but as a local merchant remarks, "Why should this be when the molasses business is paying so well?" It would seem that as long as the market here is so good that exporters will be mighty anxious to turn out as much molasses as possible and while it is a long way ahead, yet there seems no reason to look for higher price in molasses on this account, more especially when there is a strong belief amongst the bigger houses that sugar prices must go down to a much lower level next year.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
Corn syrups, half-barrels	0 03½	0 03½
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 3½-lb. pails	1 90	1 90
Corn syrups, 25-lb. pails	1 35	1 35
Cases, 2-lb. tins, 2 doz. per case	2 90	2 90
Cases, 5-lb. tins, 1 doz. per case	3 25	3 25
Cases, 10-lb. tins, ½ doz. per case	3 15	3 15
Cases, 20-lb. tins, ¼ doz. per case	3 10	3 10

**DRIED FRUITS.**—Wholesalers are now taking advantage of the increased interest in dried fruits and are getting rid of old stock.

It is now generally believed that the season's crop of raisins will be short and late, the chief cause for these statements which conflict to a great extent with previous advices, being the lack of rain during the winter months. Prices for old crop Valencias have advanced in primary markets and new crop will be 25 per cent. dearer than the old. The feeling in the currant market is much firmer and the prices on new goods will be determined entirely by the results of the crop which is being awaited eagerly. The larger part of the crop by this time has undoubtedly been harvested and if later reports have any weight the quality is finer. First shipments are to be made about the end of the month.

New crop Smyrna figs are now coming forward and opening prices should be to hand soon.

On top of the news of the failure of the olive crop comes an advice to the effect that European growers of prunes

have been much disappointed with the result of their crops and it is likely that shippers in California will soon be called on substantially. It is said that Bosnia and Serbia will be 50 per cent. short and France is also reported behind quite a lot. But it is likely that a market will be found for the European carry over before California is called upon, so that the market here should not be affected for some little time.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08½	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pkgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06½	0 06½
Dates, Hallowee, loose	0 06	0 06
Figs, 3 crown	0 07½	0 09½
Figs, 4 crown	0 08	0 10½
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-ozs., per box	0 07	0 07½

Prunes—		
20-30	0 13	0 13
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09½	0 09½
70-80	0 09	0 09
80-90	0 08½	0 08½
90-100	0 08	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 08	0 08
Choice fancy seeded, 1-lb. pkgs.	0 08½	0 08½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 08½	0 08½
Seedless, new, in packages	0 07½	0 07½
Select raisins, 7-lb. box, per box	0 07½	0 08
Sultana raisins, loose, per lb.	0 11	0 13
Malaga table raisins, clusters, per box	0 16	0 19
Malaga table raisins, clusters, per ¼ box	2 50	5 75
Valencia, fine, off stalk, per lb.	0 06	0 07½
Valencia, select, per lb.	0 06½	0 07½
Valencia, 4-crown layers, per lb.	0 07½	0 08

**COFFEE.**—It looks as if the Brazilian Government are determined to maintain the control of the coffee situation in order to kill any possible over production, and after all it is hard to accuse them of taking wrong steps as it must be admitted that the prosperity of the country depends to a very large extent, in fact almost entirely on the production of coffee. Rubber used to hold an important place in the list of Brazilian exports but to-day as in other countries the growth is dwindling seriously.

There was a slight advance in the primary markets last week but not sufficient to make any alteration of prices here nor can we hope for any such state of affairs for a long period.

Reports about the new crop are conflicting some stating that the appearance is favorable, other bullish missives making the outlook a little less rosy. However, stocks are gathering up as a result of heavy receipts but none of the large U.S.A. roasters are overloading themselves hoping that a continued accumulation may bring about some con-



THE CANADIAN GROCER

cessions. But alas! it looks as if coffee must remain high.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexicana	0 26	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

**SPICES.**—There is a moderate activity in the market at present though a heavier demand is expected to set in now that the pickling season is on. Peppers are receding in primary market the sharp reaction presenting the chief feature. General market conditions though, make us look for a firming up and higher prices all round.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Rafavia-cinnamon	0 25	0 31
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 15	0 32
Ginger, whole	0 17	0 31
Ginger, Cochim	0 17	0 20
Mace	0 25	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

**RICE.**—Situation in Far East has changed little and as result of the firmness Caroline rice has advanced a ½ cent per lb. There is a quietness locally brought about of course by the high level to which quotations have gone, not that a decline would bring about an avalanche of business as it looks as if dealers stocked up pretty well prior to heavy advance which took place some weeks ago.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 90	4 00
Rice, grade B, bags 100 lbs.	3 91	4 00
Rice, grade B, bags 50 lbs.	3 91	4 00
Rice, grade B, ½ pockets, 12½ lbs.	4 10	4 20
Rice, grade B, pockets 25 lbs.	4 00	4 10
Rice, grade C.C., bags 250 lbs.	3 81	3 90
Rice, grade C.C., bags 100 lbs.	3 81	3 90
Rice, grade C.C., bags 50 lbs.	3 81	3 90
Rice, grade C.C., pockets 25 lbs.	3 91	4 00
Rice, grade C.C., ½ pockets, 12½ lbs.	4 00	4 10
Patna, polished	4 45	4 50
Pearl	5 00	4 10
Imperial Glace	5 40	5 50
Sparkle	5 55	5 65
Crystal	5 55	5 65
Snow	5 85	5 95
Ice Dips	6 10	6 20
Carolina Rice	7 91	8 00
Brown Sago, lb.	0 06	0 07
Tapioea, medium pearl, lb.	0 07	0 09
Seed, lb.	0 07	0 09

**NUTS.**—As stated before there is an improvement in the demand for nuts but chief interest is centered upon the reports about new crops. Tarragona almonds are now in limelight owing to the fact that Californians have named a pretty reasonable figure, which has not so far been adopted by growers in Spain. The crops of filberts in Spain and Italy are reported good so that the high price fixed by Sicilian houses does not seem justified and it looks as if they will have to take back a few points before they can get support from this market.

Brazilian, that is the quality goods, are firming up. About 17,000 tons have been shipped from Brazil this year this amount breaking all previous records. And it is said that the crop quality was extra good this year. But, as European crops of other varieties have been none too healthy we look for higher prices immediately the fall demand sets in.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12

Filberts, Barcelona, per lb.	0 11	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standard, per lb.	0 27	0 28
Valencia shelled almonds, new crop.	0 35	0 37
Cashews	0 15	0 17

Peanut—		
American—		
Japanese roasted	0 08½	0 09
Coon, roasted	0 08½	0 10
Diamond G, roasted	0 11	0 12
Hon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish No. 1	0 12	0 15
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Broken	0 27	0 29

ONTARIO MARKETS.

**POINTERS.**  
Corn.—Does not promise well.  
Valencia Raisins.—Much higher than last year.

Seeded Raisins.—On low level.  
Evaps.—Futures will be low.  
Toronto, Aug. 22.—During summer months great interest is displayed by trade in general in new crops and packs, everyone trying to discern probable trend of prices for ensuing season. This has been no less the case this year. We have now disposed of early fruits and vegetables as well as salmon and interest is being directed to later packs. Corn does not promise well just now. Tomatoes will apparently require an exceptionally long season. In dried fruits, high price of Valencia raisins and low price of California stock is a prominent feature. "Evaps" will be considerably cheaper than last year.

Business is reported as on fair scale for season. Opening of exhibition next week will mean greater activity for city retailers. Wholesalers during next two weeks expect to have many visitors, country retailers taking advantage of the exhibition to make purchases from the wholesale houses.

**SUGAR.**—There has been no change in refined prices since last week's decline of 10 cents, which brought local refined down to 5.05 in bags locally. General situation shows no change, but crop prospects continue good and a lower market seems to be a probable result of these conditions. When the readjustment will come is a question. Some are inclined to think that demand for preserving purposes may hold market steady temporarily while others would not be surprised at a change anytime.

Extra granulated, bags	5 05	5 15
Extra granulated, 20-lb. bags	5 15	5 25
Extra granulated, 5-lb. cartons	5 35	5 45
Extra granulated, 2-lb. cartons	5 35	5 45
Imperial granulated	4 91	5 01
Pepper granulated	4 91	5 01
Yellow, bags	4 65	4 75
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.		
Extra ground, bbls.	5 45	5 55
Extra ground, 50-lb. boxes	5 65	5 75
Extra ground, 25-lb. boxes	5 85	5 95
Powdered, bbls.	5 25	5 35
Powdered, 25-lb. boxes	5 45	5 55
Powdered, 50-lb. boxes	5 45	5 55
Yellow, 5-lb. box	0 37	0 37
Crystal Diamonds	7 50	7 50
Paris lumps, in 100-lb. boxes	5 80	5 80
Paris lumps, in 50-lb. boxes	5 90	5 90
Paris lumps, in 25-lb. boxes	6 20	6 20

**SYRUP AND MOLASSES.**—With the approach of fall and cooler weather, interest in syrup and molasses should be somewhat stimulated. Both these lines are just now passing through their quiet season but cooler weather will bring greater activity.

Syrups—		Per case.
2-lb. tins, 2 doz. in case	2 55	2 55
5-lb. tins, 1 doz. in case	2 80	2 80
10-lb. tins, ½ doz. in case	2 80	2 80
20-lb. tins, ¼ doz. in case	2 75	2 75
Barrels, per lb.	0 03½	0 03½
Half barrels, lb.	0 03½	0 03½
Quarter barrels, lb.	0 04	0 04
1-pails, 38½ lbs. each	1 90	1 90
1-pails, 25 lbs. each	1 35	1 35
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	4 80
½ gals., 12 to case	5 40	5 40
¼ gals., 24 to case	5 40	5 40
Pints, 24 to case	3 00	3 00
Maple Syrup—Pure—		
Gallons, 6 to case	6 60	6 60
½ gallons, 12 to case	7 25	7 25
Quarts, 24 in case	7 25	7 25
Pints, 24 to case	4 00	4 00
Quart bottles, 12 to case	3 50	3 50
Molasses, per gallon—		
New Orleans, medium	0 30	0 32
New Orleans, barrels	0 26	0 30
Barbados, extra fancy	0 50	0 50
Porto Rico	0 45	0 52
Muscovado	0 30	0 30

**DRIED FRUIT.**—Business in this year's crop of raisins and currants is showing more life according to local brokers, wholesalers now showing greater interest.

One of the outstanding features of this year's dried fruits is the high price of Valencia raisins. Past week has witnessed another advance in this line and while speculation is said to be a firming factor, there is no doubt that this year's crop is poor, weather having been unfavorable right from the start. Present quotations are about 10 shillings above those ruling a year ago. New crop will likely sell here at 8½ to 9 cents a lb., or 2½ cents over last year.

However, everything is not shaping upward in this way. For instance California raisins opened at the lowest figure in 12 years, selling considerably below last year's level. The crop does not promise to turn out so excessive a tonnage as was earlier predicted, but will be a good-sized output.

Currants have been up and down this year but at present have a tinge of easiness with prices about two shillings lower than middle of July last year when most of buying was done. Currants are dried in the sun and as there has been a lot of rain in Greece, there will be considerable poor quality fruit, although this will not affect the quantity. New crop currants to arrive in October are quoted at ¼ cent per lb. less than present prices.

Prunes—		
30 to 40, in 25-lb. boxes	0 11½	0 12½
40 to 50, in 25-lb. boxes	0 10½	0 11½
50 to 60, in 25-lb. boxes	0 10	0 10½
60 to 70, in 25-lb. boxes	0 09½	0 10
70 to 80, in 25-lb. boxes	0 09	0 09½
80 to 90, in 25-lb. boxes	0 08	0 08½
90 to 100, in 25-lb. boxes	0 08	0 08
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 07½	0 09
Apricots—		
Choice, 25-lb. boxes	0 20	0 20
Slabs	0 18	0 18
Candied Peels—		
Lenon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Tappeta	0 04½	0 04½
Rag figs	0 06	0 07
Evaporated peaches	0 15	0 17
Evaporated apples	0 10½	0 11½

Currants—  
Patras  
Fines Filiatras  
Vostizas  
Uncleaned

Raisins—  
Sultana, choi  
Sultana, fancy  
Valencia, sel  
Seeded, 1 lb.  
Seeded, 16-oz.

Dates—  
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0 09 1/2	0 10
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0 08	0 08
less.	0 08
0 07 1/2	0 09
0 20	
0 18	
0 10	0 11
0 10	0 12 1/2
0 15	0 17
0 04 1/2	0 04 1/2
0 06	0 07
0 15	0 17
0 10 1/2	0 11 1/2

Currants—		
Patras	0 08	0 08 1/2
Fine Filiatras	0 07 1/2	0 08
Voetizzas	0 10	0 12
Uncleaned, 1/2c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14 1/2	0 15 1/2
Valencia, selected	0 08	0 08 1/2
Seeded, 1 lb. packets, fancy	0 08 1/2	0 08 1/2
Seeded, 16-oz. packets, choice	0 08 1/2	0 08 1/2
Dates—		
Hallowee full boxes	0 06 1/2	0 07
Package dates, per 1 lb.	0 07	0 07
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10 1/2
Fards, choicest, 60-lb. boxes	0 06 1/2	0 07

COFFEE.—With general coffee markets doing the unexpected at intervals, and with supplies in strong hands, forecasting would be little less than guesswork. However, a firm tone prevails locally with no indications of immediate weakness.

Rio, roasted	0 23	0 24
Green, Rio	0 20	0 20
Santos, roasted	0 24	0 25
Maricaoibo, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Guatemala	0 25	0 26
Jamaica	0 24	0 25
Chicoory	0 12	0 13

RICE AND TAPIOCA.—There is no change in rice prices and nothing in outlook at present time that would indicate any change from present steadiness. Purchasing may probably be affected to some extent by high prices demanded.

Standard B., from mills, 500 lbs. or over.		3 90
F.o.b. Montreal		3 98
Rice, standard B., f.o.b., Toronto		3 98
	Per lb.	
Rangoon	0 04	0 04 1/2
Fancy rangoon	0 05 1/2	0 05 1/2
Patna	0 05 1/2	0 06
Japan	0 06	0 07
Java	0 06 1/2	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06 1/2	0 07
Tapioca—		
Bullet, double goat	0 06 1/2	0 08
Medium pearl	0 06 1/2	0 07
Flake	0 06 1/2	0 08
Seed	0 06 1/2	0 07

SPICES.—Pickling spice is the stellar line in demand at present time, retailers preparing stocks for the rush expected shortly. Movement of other lines is normal with markets in general maintaining a steady tone. Rather an unexpected feature is weakness in black and white pepper on foreign markets. Cloves show quite a marked steadiness as do also nutmegs.

	5 and 10 lb.	1/2 lb.	1/4 lb.
	Tins.	pkgs.	tins doz.
Allspice	14-17	60-0 70	70-0 80
Cassia	22-27	72-0 90	80-0 90
Cayenne pepper	23-33	72-0 90	90-1 15
Cloves	25-29	90-0 95	85-1 10
Green tartar	25-26	90-0 00	
Curry powder	25-00		
Ginger	22-27	65-0 85	75-0 85
Mace	65-80		0-2 75
Nutmegs	25-30	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	28-30	90-1 05	1 65-1 15
Pastry spice	30-27	65-0 95	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	16-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Mustard seed, per lb., in bulk	0 10	0 12	
Celery seed, per lb., in bulk	0 40	0 45	
Shredded coconut, in pails	0 16 1/2	0 17 1/2	
Carolina Rice	7 40	7 50	

BEANS.—Spot beans are conspicuous by their absence. "It is doubtful if a carload of prime Canadian beans could be secured from any one dealer in Canada," one man said this week. Foreign beans are apparently pretty well sold up also. There was a somewhat larger acreage of beans sowed this year but recent rainy weather has been detrimental to growth.

Prime beans, per bush.	3 10
Hand picked, per bush.	3 25
California Lima, lb.	0 08
Hungarian, per bush.	2 65

EVAPORATED APPLES.—It appears that we are going to have considerable cheaper "evaps" this year, present indication pointing to a fair average production. There is some talk of futures around 7 cents as compared with 10 cents a year ago. Probably first offerings will bring a somewhat higher figure.

CANNED GOODS.

Toronto.—Plenty of time has now been given for the trade to fully digest the opening prices on the various kinds of early fruits and vegetables. Perhaps the most comment is heard in regard to peas and most particularly standards, which opened at 25 cents per dozen above last year. As indicated by prices, crop of peas was poor as was also the production of strawberries, raspberries and blueberries.

Some canners, however, are delivering 100 per cent. of these lines and in order to do so, found it necessary to import a large quantity of fresh fruit from the U. S. for preserving purposes. Other canners find that in peas, pack only warrants a 52 per cent. delivery, so that those who guaranteed 60 per cent. will have to go into the market to secure the balance.

Interest is now being shown in new pack corn and tomatoes. Corn at present time from reports does not promise well. It apparently has not attained full growth and as one wholesaler who has been investigating says, "is painfully small." Tomatoes look good at present time but they are late and the pack depends on the length of the season. Last year wholesalers had new tomatoes on display on Aug. 16, while this year they are not packing yet. If weather man proves exceptionally kind in giving us a good long season, we may have a fair pack of this line.

Vegetables.

	Per doz.
	Group A
2's, Asparagus Tips	\$ 2 27 1/2
2's, Asparagus Butts	1 42 1/2
Beans—	
2's, golden wax	1 00
3's, golden wax	1 40
Gal., golden wax	4 05
2's, Refugee, green	1 00
3's, Refugee, green	1 40
2's, Midgets	1 30
Peas—	
2's, extra fine sifted, size 1	1 75
2's, sweet wrinkles, size 2	1 35
Extra fine sifted, size 3	1 25
Standard, size 4	1 25
Gal., standard, No. 4	5 00
3's, Spinach	1 30
2's, Spinach	1 80
Gal., Spinach	5 32 1/2
Group B are 2 1/2c per doz. less than above.	
Fruits.	
2's, Black pitted cherries, heavy syrup	1 97 1/2
2's, Black not pitted cherries, heavy syrup	1 55
2's, Red pitted cherries, heavy syrup	1 97 1/2
2's, Red not pitted cherries, heavy syrup	1 55
Gal., Red pitted cherries	8 55
Gal., Red not pitted cherries	8 05
2's, White pitted cherries, heavy syrup	1 97 1/2
2's, White not pitted cherries, heavy syrup	1 65
2's, Black currants, heavy syrup	2 90
2's, Black currants, preserved	2 30
Gal., Black currants, standard	5 30
Gal., Black currants, solid pack	8 30

2's, Red currants, heavy syrup	2 00
2's, Red currants, preserved	2 30
Gal., Red currants, standard	5 30
Gal., Red currants, solid pack	8 30
2's, Gooseberries, heavy syrup	2 00
2's, Gooseberries, preserved	2 30
2's, Gooseberries, standard	2 30
Gal., Gooseberries, solid pack	8 80
2's, Pineapples, sliced, heavy syrup	0 05
2's, Pineapples, shredded, heavy syrup	0 05
2's, Pineapples, whole, heavy syrup	2 27 1/2
3's, Pineapples, whole, heavy syrup	7 77 1/2
2's, Pineapples, sliced, Hygeian Brand	2 27 1/2
2's, Rhubarb, preserved	1 35
3's, Rhubarb, preserved	3 30
Gal., Rhubarb, standard	3 52 1/2
Raspberry—	
2's, black, heavy syrup	2 15
2's, black, preserved	2 40
2's, red, heavy syrup	1 15
2's, red, preserved	2 40
2's, Strawberries, heavy syrup	2 15
2's, Strawberries, preserved	2 30
Gal., Strawberries, standard	3 25 1/2
Gal., Strawberries, solid pack	9 77 1/2
Group B are 2 1/2c per doz. less than above.	

SALMON PRICES.

Socket—	
1 lb. tails	2 50
1 lb. flats	2 90
1/2 lb. flats	1 70
(5 case lots 2 1/2c doz. less.)	
Red spring, 1 lb. tails	2 50
Red, 1/2 lb. flats	1 50
Coho, 1 lb. tails	2 50
Humpback, 1/2 lb. flats	0 90
Humpback, 1 lb. tails	1 25

NEW BRUNSWICK MARKETS.

St. John, Aug. 21—Further activity was noticed in the flour market this week when Ontario took another slump of ten cents. This was rather expected and caused little surprise and local dealers are looking for a drop in Manitoba patents soon. According to reports received here weather conditions in west and in States have been decidedly more favorable to crops than they have been in the east and if same state of matters continues, will have material effect upon quotations.

In the report given concerning the United States harvest this week there is a considerable reduction as to the expectations in number of bushels, and although crop is large, it is not nearly so great as was at first looked for. Decline of European market may have had something to do with the drop of ten cents in refined sugar last week. Firm prices are reported in New York and advices are to effect that stocks in British West Indies are about exhausted which will probably have a tendency to firm price.

Molasses remains about the same and market is fairly well supplied locally. Despite the fact that there have been brilliant expectations regarding output of corn in the United States this year, cornmeal has taken an upward trend, owing it is thought here, to the fact that there are few old stocks on hand and those who are holding have the market fairly well cornered, as there will be no new supplies before mid-winter.

Never has there been such a scanty stock of beef on the market. Barrelled beef is scarce as well, but this might be easily expected.

Market in new potatoes gives brighter promise than was the case a few weeks ago.

Bacon	\$ 0 15	\$ 0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 25	0 30
Butter, creamery, per lb.	0 21	0 25
Buckwheat, W., grey, bag		



Cheese, new, lb.	0 14½	0 14½	Flour, Manitoba	6 65	6 75
Corrants, 1½, lb.	0 08	0 08½	Flour, Ontario	5 75	5 80
Canned Goods—			Lard, compound, lb.	0 12	0 12½
Beans, baked	1 25	1 35	Lard, pure, lb.	0 14½	0 15
Beans, string	1 90	1 90	Lemons, Messina, per box	3 50	4 00
Corn, doz.	1 00	1 05	Molasses, Barbados, fancy	0 35½	0 36
Peas, No. 4	1 20	1 20	Oatmeal, rolled	5 75	5 75
Peas, No. 5	1 25	1 25	Oatmeal, std.	6 35	6 35
Peas, No. 2	1 30	1 30	Pork, domestic mess	24 50	24 75
Peas, No. 1	1 35	1 35	Pork, American clear	23 50	25 50
Peaches, 2½, doz.	1 75	2 00	Potatoes, barrel	2 50	3 00
Peaches, 3½, doz.	3 00	3 05	Potatoes, new, per bushel	1 40	1 40
Raspberries, doz.	2 05	2 10	Raisins, California, seeded	0 09	0 09½
Strawberries	2 20	2 20	Rice, per lb.	4 25	4 50
Tomatoes	1 85	1 85	Salmon, Case—		
Clams	4 00	4 25	Red Spring	9 25	9 50
Cornmeal, gran.	5 25	5 25	Cohoos	8 25	8 50
Cornmeal, bags	1 90	1 90	Sugar—		
Cornmeal, bbls.	3 95	3 95	Standard granulated	5 10	5 20
Eggs, henney	0 24	0 26	Austrian granulated	4 90	5 00
Eggs, case	0 23	0 24	Bright yellow	4 90	5 00
Finnan Haddies	4 40	4 50	No. 1 yellow	4 60	4 70
Fish, cod, dry	5 50	5 50	Paris lumps	6 05	6 30

## Errors Sometimes Made in Rush for Trade

**Intsances Given Where Dealers Have Got Into Complications by Reporting Orders on the Way When They Were Not—What a Salesman Would Have Done—Studying Markets Carefully and Treating All Customers Alike.**

By O. S. Johnston.

"Tell the truth and shame the devil," is an old dictate which, when changed a little furnishes sound advice for the grocer and clerk who in some cases are not any too strongly posted on the difference between "Yes" and "No."

Let us consider it thus: "Tell the truth and don't shame the customer." Close adherence to this point will do no harm to any man's trade. It may in certain cases mean the loss of an order when a little prevarication would land it, but in the long run it will create a confidence amongst customers, which, though incapable of being truly valued in dollars and cents, yet must by all means be entered up on the asset side when the question, "What is Your Business Worth?" crops up.

There is an all too noticeable use among some young grocers and clerks of the affirmative when the negative should be used, more particularly when a customer telephones to know if goods she has just ordered have been sent along. How often do dealers answer "Yes" to such questions even though the goods are sitting on the counter, or the order still on file and unfilled.

### A Good Memory Necessary.

Only the other day a case came to the writer's attention where a woman telephoned a fairly well-to-do grocer, stating that she was waiting for some goods ordered "long ago." The tone of the query talk evidently made the dealer anticipate a cancellation and he politely informed her that the driver was on the way to her house. Fifteen minutes passed but no goods turned up and, again, the telephone was called into service. But the grocer had entirely forgotten then that the driver was on his way the last time he spoke, and this time said: "Very sorry, madam, but the rig has just got back. Am having your

order put in now. We are quite rushed to-day." Imagine the effect of these contradictory statements.

### The Reply of a Salesman.

Do you think this way of working pays? Surely, it would have been much better to have made a straightforward apology and thus avoid the possibility of the customer losing faith. Indeed, one of those grocers who can be termed "salesman," would have given this woman a reply which would have smoothed out the difficulty, and would also possibly have suggested and sold a few articles not among the goods in question and therefore have made a little extra profit instead of making the customer feel inclined to go elsewhere.

### One Price for All Customers.

It is usually the man who is anxious to establish a good business immediately who is generally found guilty of deviating from the orthodox. Because one customer is paying fifty dollars a month rent and another only fifteen or twenty, no grocer should conclude that he is justified in selling eggs or any other commodity to the latter at a lower figure than the former. Sooner or later the fact that concessions are made to a chosen few will be found out and all kinds of complications will arise—complications which will again lead to lack of faith and instead of advancing the "get rich quick" idea will put the dealer behind, and make the path doubly thorny.

### Study the Markets.

There is only one way to run a successful business and that is by following the market closely and setting your prices accordingly with a determination to maintain them. How often have you seen a "cut rate" man competing with the "full-price" man and the latter eventually putting the former out of business: or at any rate, taking so much

wind out of his sails that he can make practically no headway.

There are certainly some shoppers who would tax the patience of a saint, but in above instances, a keener perception of true salesmanship would have turned defeat into victory and that is why the dealer should study his customers and when they study him let them learn something worth while.



### AN OFFICE IN LONDON, ENG.

The Salada Tea Co. have opened an office in London, Eng., at 41 Easteheap, corner Rood Lane, with Max Tito as manager. This is the first Canadian tea firm to open an office in London, Eng.

### NO REASON TO CHANGE.

A young woman went to a grocery store and asked the polite clerk if he had some good cheese. "Yes, indeed," he replied, "I have some lovely cheese." "It is not correct to call cheese 'lovely,'" she said. "How is that?" he inquired. "Because 'lovely' should be used to qualify only something that is alive." "Well," retorted the clerk, "I'll stick to 'lovely.'"

### ENTERTAINED ON COMING OF AGE.

The conference of retail grocers held recently in Leeds (Eng.), marked the coming of age of the Federation of Grocers. During the convention the members were the guests of Hargreaves Bros. & Co., Ltd., Hull, and W. G. Nixey, Ltd., London—two firms which recently united—at a dinner at Roundhay Park. About 200 were seated. The chairman at the dinner and post-prandial speeches was T. L. Hargreaves, and a very enjoyable time resulted.

A Detroit dealer has discovered that his stock required only twelve different sized packages. To economize in wall space, he rearranged the shelving so that each compartment held all the packages of one size. Thus the shelves were made to accommodate more goods.

### "JUST THE RIGHT THING."

Editor, Canadian Grocer.—Enclosed find express order for \$2.00 for subscription to Feb. 16th, 1913. As to your paper, I think it is just the right thing for any merchant. I could not get along without it.

Wishing you prosperity,  
(Sgd.) WM. BIRD.  
Turnerville, Ont.

Fourteen per cent. of the egg is albumen.

## Auxili

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Vancouver, up his advert to make it r Dowell, a Gra typewritten sl to or placed tomer while ment bearing composing ro the press. T clerks in tou come off as e parments of A recent s F. McDowel specialist offe possible price

### GROCE

We are t of Blank's the most s teed absol mended by ¼ pints, b ½ pints, b 1 pint bott and in tins Busi

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## Auxiliary to Newspaper Advertisement

How a Vancouver Dealer Calls His Customers' Attention More Forcibly to Announcements in the Paper—Samples of the Talks Given Show Good Judgment in Writing Ads—Splendid Method for Creating Business.

Vancouver, B.C., Aug. 20.—To back up his advertising in the newspaper and to make it more effective, T. F. McDowell, a Granville street grocer, uses a typewritten sheet. One of these is given to or placed in the parcel of each customer while the newspaper advertisement bearing the same copy is in the composing room of the newspaper or on the press. These sheets also keep the clerks in touch with events before they come off as copies are placed in all departments of the store.

A recent sheet sent out began: "T. F. McDowell, grocery and poultry specialist offers you Pure Food at lowest possible prices.

### GROCERY DEPARTMENT.

We are the direct representatives of Blank's Olive Oil. Prepared by the most scientific process, guaranteed absolutely pure and recommended by the leading physicians.

¼ pints, bottle . . . . . 25c  
½ pints, bottles . . . . . 50c.  
1 pint bottles . . . . . 90c.

and in tins which come cheaper.

### Business Getting Talk.

This is undoubtedly the proper way to write an advertisement. It makes one, who is an olive oil connoisseur, feel like trying it anyway and if the quality is there, repeat orders will follow.

Another portion of the advertisement reads:

### FISH SECTION.

It tastes nicer when it comes from McDowell's. Displayed under our fly proof glass case on chipped ice those spring salmon steaks and sole fillets; well they are delicious.

Not only does this indicate a good perception in writing an advertisement but it presents a method for handling fresh fish in summer time. The fish are displayed beneath glass to be free from flies and dirt, should there be any, and at the same time can always be seen by customers.

### After the Camping Trade.

A notice re camping is also included in this advertisement. It reads:

### IMPORTANT NOTE.

If you are camping, send us your orders. We pay freight charges on all orders amounting to \$5 or over. We want you to feel you may have our competent service when you are in your camping grounds one or 100 miles away.

The above three excerpts from the McDowell advertisement indicate what can be done in the way of creating new business. It must be remembered that new business seldom comes of its own accord. It must be gone after in some manner or other and the dealer who goes after it in the proper manner reaps the greatest reward.

## Weather Somewhat Backward for Western Crops

Rather Cool and Cloudy Weather Prevailed Last Week—This However, is Better Than Frost—Merchants Holding Off Somewhat in Purchases to Await Result of the Harvest—Heavy Fall Buying Expected.

Vermilion, Alta., Aug. 17.—At time of writing the crops are coming along rather slowly on account of the comparatively cool and dull, cloudy weather prevailing throughout most of the West. For a night or two there was serious apprehension of frost but so far there appears to be none reported.

Some grain is being cut and most of remainder is turning but would ripen much faster with more sunshine and warmer weather. However, cloudy and a little cool is better than frost or hail and a few days more of present conditions and cutting will be general. From nearly all parts of the provinces reports

are good and the crop promises a fair average.

Seventeen to eighteen bushels to the acre, taking the country as a whole, will be a pretty correct estimate. Some will go more while others will be less. The present season appears to be one where good farming counts and careless slipshod husbandry will be very disappointing in its results.

In this section (Vermilion) a large number of the farmers are drifting more into mixed farming, for which the country is well adapted, the wide range of unoccupied C.P.R. lands affording abundance of pasture. To give some idea of

the extent to which this is growing, it may be stated that there were shipped from this little town alone last year 300 car loads of cattle and it is estimated there will be 500 sent out this season.

Throughout much of the West the merchants have purchased light stocks, fearing a repetition of last year's experiences; consequently the amount of goods upon their shelves is not heavy. Should the crop turn out according to present indications and be disposed of with reasonable facility there will be considerable buying for the sorting season and the fall trade will undoubtedly be good.



Following items were taken from The Canadian Grocer of August 26, 1892:—

In August, 1892, as shown by our files, sugar was \$4.25 per cwt. in Montreal; today it is \$4.95; bacon was 9½ to 10¼¢ per lb., while now it is 13½ to 15¢; lard was 7 to 7¼¢ for compound which to-day is from 10 to 11 cents.

"W. S. Kennedy, Montreal, has been appointed Canadian agent for several English houses among which is Carr & Co., biscuit manufacturers."

Editor's Note.—Carr & Co. are still doing business in Canada but are represented in Montreal now by W. H. Dunn.

"The firm of Mathers & Milligan, produce and commission merchants, New Westminster, B.C., have sold their business to the Brackman & Ker Milling Co., Victoria. The change was effected by D. R. Ker, of that firm."

Editor's Note.—The Brackman Ker Milling Co. are still in business in the West.

"There is one British colony on this side of the Atlantic which declines to take United States money at par, said a traveler who has just returned from St. John's. 'Newfoundlanders will not accept any currency or bills other than their own except at a discount. Paper money is subject to 3 per cent. discount, quarters are only worth 23¢; 10¢ pieces, 9¢; and 5¢ pieces, 4¢.'"

In our issue of August 26, 1892 an account is given of the first annual picnic of Windsor, Ont., Grocers and Provision Dealers Association which was held on August 19 of that year at Deschreer Shaska, a summer resort on the Canadian island of the Detroit River, known as Fighting Island. Jas. T. Smith was the president of the association.



## Current News of the Week

### Ontario.

E. C. Calder, grocer, Toronto, has sold to Williams Bros.

P. Maitland, grocer, Toronto, is succeeded by F. E. Seale.

F. H. Travers, grocer, London, Ont., has sold to Geo. H. Ellis.

J. A. Tock, grocer, Milton, Ont., is succeeded by Richard Burling.

J. P. Gervais has opened a grocery store in New Liskeard, Ont.

The Sarnia retail grocers held their annual picnic on Wednesday.

R. Goodings, grocer, Toronto, is succeeded by Sarah Hindmarsh.

G. H. Johnston, general merchant, Alton, Ont., has sold his business.

D. W. Clark, an Avenue Road, Toronto grocer, spent last week at Muskoka.

Cole Bros., general merchants, West Lorne, Ont., have sold their business.

J. C. Doyle, grocer, 142 Parliament st., Toronto, has sold to Elizabeth Miller.

Libby, McNeill & Libby, Chicago, have obtained a charter to do business in Canada.

S. W. Hall, grocer, Euclid Ave., Toronto, was on a trip to Syracuse, N.Y., last week.

Albert & Son, general merchants, have moved to Steelton, Ont., from Blind River.

Fulcher & Northmore, grocers, London, Ont., have dissolved, the former continuing.

The Timiskaming Farmer's Co-operative Assoc., New Liskeard, have obtained a charter.

Wm. Charles, of W. G. A. Lambe & Co., grocery brokers, Toronto, is holidaying in Muskoka.

R. A. Dutton, grocer, Roncesvalles Ave., Toronto, is in Atlantic City on a two weeks' holiday.

R. Vandoan, grocer, Danforth Ave., Toronto, has returned from a two weeks' holiday at Big Bay Point, Lake Simcoe.

The MacLaren Imperial Cheese Co., Ltd., Toronto, will be in their usual position in the Manufacturers' Building at the Canadian National Exhibition.

Mrs. O. Sigsworth, wife of a Pape Ave. grocer, Toronto, has gone to England on a pleasure trip and before returning will visit the principal points of interest.

The authorities of Woodstock, Ont., intend taking steps to enforce the by-law governing display of meats, fish, fruits, etc. Glass material must cover them.

The Canada and West Indies Fruit and Sugar Company Limited, has been incorporated with a capital stock of ten

million dollars. The head office will be in Toronto.

Letters patent have been issued extending the undertaking of the Edwardsburg Starch Company, Limited, Cardinal, Ont., so as to include additional powers and purposes.

Nahrgang & Co., grocers, Palmerston, Ont., are closing out their grocery business. They are running an advertisement in the local paper under the heading "Leaving Town."

Hugh Walker & Son, wholesale fruit merchants, Guelph, Ont., have opened a branch warehouse at North Bay. This was found necessary in order to attend to their New Ontario business with more facility.



Front of Ashwell's Store, Chilliwack, B.C. Firemen in front are getting ready for their contest in the Merchants' Picnic games referred to last week.

The Toronto retail grocers passed a motion on Monday night to send a letter of condolence to Frank Johnston, organizer of the association, regretting the death of his father, which took place recently.

The provisional directors of The Ontario Retail Grocers' Association are David Wood Clark, Toronto; John Di-prose and Thos. Shaw, London; William John Mellen, Brantford; William Cousins Miller, Toronto; and James Main, Hamilton.

The annual outing of the officers and members of the Hamilton Retail Grocers' Association was held on Wednesday afternoon to Mountain Park. This event is familiarly known as the annual "Hump." Jno. Forth was the chairman of the outing.

Dealers purchasing cabbage, cauliflower, etc., should make sure that they are free from poison. A London, Ont., family ate a salad the other day made from cabbage which had been sprayed with Paris green and the members of it had a narrow escape from death.

John Johnston, Yorkville Ave., Toron-

to, for many years in the grocery business, died last week. He came to Toronto in 1872 from East York, where he was born. Three of his sons, F. W., J. A., and J. H. Johnston are at present in the grocery business in that city.

W. H. Millman, of W. H. Millman & Sons, Brokers, Toronto, has returned from the coast. He has visited the different wholesale points between Toronto and there, and speaks with glowing accounts of trade in general throughout his whole trip. Grain prospects up to now are excellent, and western people look for an enormous yield and plenty of money for future business.

W. C. Miller and David Bell, two Toronto grocers accompanied by Alex. Hutchison of Hutchison, Omand & Co., Toronto, were on a fishing expedition to Trent River, near Havelock, this week. They had not returned before this paper went to press so that results are yet unknown. There has been, nevertheless, a rumor to the effect that Trent River has fallen somewhat, which, in view of the recent rains, is quite suggestive.

At Listowel, Ont., an Italian fruit vendor who has taken a store on a year's lease, was fined \$10 and costs by the police magistrate for a breach of the transient traders' by-law, which requires a residence of three months before commencing business or a license fee of \$100. At the council meeting it was held that this prosecution savored of persecution and a motion was passed agreeing to accept two years' business tax and ask the magistrate to remit the fine.

The Retail Fruit Dealers' Association, Toronto, at a meeting in St. George's Hall during the week, decided to test the validity of the civic fruit by-law in the courts. They also complained that the notices sent out by the Health Department are only printed in English. This they consider a hardship, as most of those engaged in the retail fruit trade are either Italians, Greeks, or Hebrews. Consequently, they are unable to read the English language and understand its full meaning. They will require the M. H. O. to have all future notices written in four languages.

Work is proceeding rapidly on the new six-storey building of H. P. Eckardt at the eastern corner of Church street and the Esplanade, Toronto. The new building will have 133 feet frontage on Church street, 103 on the Esplanade, with a wagon way on all four sides. It will be built of red brick and stone trimmings on concrete pier foundations

to the rock, on the side, giving it to its capacity. The excavations disclose a wharf, which was on the site some time ago when the through. Some of the excavations placed there. The new building is on the extreme east end of the new subway site level track. The site level track was given this deciding to lo

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## Current News of the Week

to the rock, and of mill construction inside, giving it a bearing strength equal to its capacity. The rock on the foundations disclosed the fact that this corner is on the site of the old Church St. wharf, which was filled in many years ago when the Grand Trunk was put through. Some timbers unearthed in the excavation were as sound as when placed there six or eight decades ago. The new building will be situated at the extreme eastern point of the proposed new subway and will, therefore be opposite level tracks. Particular attention was given this point by Mr. Eckhardt on deciding to locate there.

### Quebec and Maritime Provinces.

Edmond Cousineau, grocer, Quebec, has sold to J. B. Ewart.

Walter Wright, grocer, Montreal, has sold to Jno. S. Youngson.

Octave Blanchette, grocer, Verdun, Que., has sold to H. Blanchette.

Philorum Daoust, of P. Daoust & Co., wholesale grocers, Hull, Que., is dead.

F. J. McCain, general merchant, Summerfield, N.B., has sold to L. A. Lockhart.

J. R. F. Fisher, Montreal manager of the MacLaren Imperial Cheese Co., Ltd., is away on two weeks' vacation.

It is announced that the Canadian Sardine Co., will bring over about one hundred girls from Norway to pack sardines in the new cannery at Chamcook, N.B.

D. J. Gyne, Leonard Bros., Montreal, wholesale fish dealers, has spent some time in New York and other U. S. A. cities, combining business with pleasure.

J. W. Strike, of L. H. Paekhard & Co., Limited, Montreal, has left for the Laurentian mountains for a fortnight. He will do some trout fishing. Let's hope he'll "strike" some.

Harold G. Connors, of the Maritime Fish Corporation, Ltd., Montreal, has evidently considered the example set recently by the President, A. H. Brittain, a good one, as he has also joined the ranks of the Benedicts, receiving a handsome wedding present from the members of the organization.

The A. W. Hugman Co., Limited, Montreal, are now in their new five-storey building, 286-288 St. Paul St., having taken up these premises instead of those formerly occupied at 195 Commissioners' St. The building is of a modern type and all departments are separated so that there can be greater facility in ship-

ping and no delay in the receiving of goods. The basement, which runs out to Commissioner street, allows of freight being handled quickly with no interference with the office which is on the ground floor. One entire floor is devoted to drying, and the manufacture of their baking powder, another being employed exclusively for stock and raw materials. A. W. Hugman, President, was the head of the Brodie Mfg. Co., before the new company was organized, and the manufacture of the Brodie plate polishes is carried on also in the new building, the other lines being pure spices, baking powder, household ammonia, etc.

### Western Canada.

L. Saul, grocer, Vancouver, has sold to H. Headley.

J. Kirkpatrick, grocer, Vancouver, has sold to F. Viney.

R. L. Hood, general merchant, Lanigan, Sask., died recently.

T. G. Tennent, general merchant, Ladner, B.C., has sold to C. A. McKillop.

W. S. Colwell has opened a grocery and hardware store at Noremac, Sask.

The new addition to the Shamrock store, McDonald Hills, Sask., has been opened.

The Alta-British Columbia Land Co., Lethbridge, Alta., have disposed of their grocery business.

Prince Albert, Sask., business men are discussing the formation of a fruit company to be capitalized at \$50,000.

The MacLaren Imperial Cheese Co., Ltd., have opened an office and storage at 320 8th Avenue west, Calgary, Alta., with J. Furniston, late of Toronto, as manager.

A. E. Fry, Hartney, Man., has sold his grocery business to R. C. Johnston, who took over the management on August 1. Mr. Johnston was a former resident of Hartney.

Saskatoon, Sask., ratepayers have voted in favor of an agreement made by the council with the Quaker Oats Co. to get that concern to locate there. The city gives \$85,000 to purchase a site, a fixed assessment for a term, and certain rate for power.

C. H. Glenville & Co., Vermilion, Alta., have purchased the general store stock of Glenville, Hughes & Co. It is the intention of the new owners to commence the immediate erection of a new addition to the building, extending their present store sixty feet by thirty one. The ad-

ditional space will be occupied with groceries.

D. D. Butler, traveler for The A. MacDonald Co., wholesale grocers, Winnipeg, is in the East visiting friends after 2½ years' absence in the Western metropolis. Mr. Butler was formerly salesman in Fred Harp's store in Brantford, Ont., when he was recognized as among the bright young men behind the counter. Readers of The Grocer will recall many good business talks in this paper from Mr. Butler's pen before his departure from Brantford.



## Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you wish to know the name of the manufacturer of any line of goods, or where any article can be secured, etc., write us.

Editor Canadian Grocer.—Kindly let me have information as to where I can secure pens, brushes and outfit for show card writing, as suggested after your article on show card writing in your issue of August 16, 1912.

Thanking you in anticipation and wishing your great journal every success, I remain,

FRED. J. E. SHAW.

Port Arthur, Ont.

Editor's Note.—Utensils for show card writing may be purchased from the E. Harris Co., 73 King St. E., Toronto.

Editor Canadian Grocer.—Will you please send me address of Toronto-firm where I can get map of Toronto.

Quebec, P.Q. SUBSCRIBER.

Editor's Note.—Johnston's Pocket Map can be secured from the Musson Book Co., or Copp, Clark Co., Toronto.

Editor Canadian Grocer.—Please tell me where I can buy glass jars such as the jam manufacturers use.

Arkona, Ont. B. B.

Editorial Note.—The Diamond Flint Glass Co., Dovercourt Rd., Toronto, manufacture these.



Ceylon exported more than 175,000,000 pounds of tea last year.

Watermelon seeds are used as a delicacy in China, being served with tea and also at meals much as salted almonds are used in this country.





# Late Fruits Coming Into Prominence

Supplies on Increase—Dealers Commencing to Push Certain Lines for Preserving Purposes—Peaches and Plums Moving Freely—Early Pears are Scarce—Good Trade in Vegetables.

Late domestic fruits are fast coming into the limelight, occupying a prominent position on the stage of retail demand at most centres. Retailers are already beginning to push certain lines for preserving purposes and before long the fall preserving season will be in full swing.

Canadian peaches have continued to increase in supply but prices have not broken to any great extent. At first only clingstones were available but freestones are now on the market in fair supply, although they are not of the Crawford variety. Plums are now arriving quite freely but pears of the early variety appear rather scarce.

Lawton berries and blueberries are still to be had, while no little quantity of California fruit is being sold. As better quality late Canadian fruits appear they will overshadow the imported article.

Vegetables which no great while ago were in the luxury class are now down to a level within the smallest purse. Cucumbers, tomatoes, beans and similar lines have continued on the downward trend at most centres. There are still some new potatoes being imported from across the line but Canadian article is now an important factor.

A heavy demand for Canadian apples is predicted in a report received from the department of Trade and Commerce from Trade Commissioner Litgow, located at Glasgow, Scotland. Prospects of the apple crop in Great Britain are not good, and there will be a steady and healthy demand for Canadian apples, more particularly as price of apples for export is higher in U.S. than Canada.

## MONTREAL.

**GREEN FRUITS.**—Fruit market is not so active as it has been during the past few weeks due to some extent to the drop in temperature. Lemons have

not been in such heavy demand and prices are easy, the quality of some offered being by no means up to the mark. Oranges are also easier supplies at time of writing, though being none too large and it may be that the situation will be firm before long.

Canadian basket fruit is selling freely, plums, peaches and pears figuring well.

Apples—		
Spies	4 50	7 00
Bananas, crated	1 75	2 25
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	7 00	9 00
Lemons	4 00	4 25
Limes, box	1 25	
Oranges—		
Navels	3 50	4 00
Mexican	2 50	2 75
Sorrento	2 50	3 00
Pineapples—		
Cubans, cases of 24	4 25	4 50

**VEGETABLES.**—The demand is still good and market presents general activity, all lines of Canadian vegetables selling well. New Egyptian onions are practically exhausted and Spanish onions in crates are now quoted. Spinach is very scarce while sweet potatoes can hardly be had. American potatoes are coming in freely and fetching good prices.

Beans, green, bags	0 75	1 00
Wax beans	0 75	1 00
Carrots, bunch	0 15	0 20
Cabbage, basket	2 00	2 25
Cauliflower, dozen	1 75	1 75
Celery, dozen	0 50	1 00
Cucumbers, basket	0 30	0 35
Peppers, green, basket	3 75	3 75
Lettuce, Boston, doz.	0 25	1 00
Leeks, dozen (N.Y.)	1 00	1 00
Radishes, dozen	0 20	0 20
Sweet potatoes, per basket	3 00	3 50
Potatoes, Green Mountains, bag	4 00	2 00
New potatoes, per bbl.	4 00	2 00
Spinach, box	1 00	1 00
Parsnips, bag	3 00	3 75
Tomatoes	3 00	3 00
Turnips, per bag	1 25	1 25

## TORONTO.

**GREEN FRUITS.**—Late fall fruits are beginning to swing into prominence and local fruit market presents a busy appearance at present time. Peaches are now quite a feature, freestone varieties coming forward in increasing quantities. Peaches offered are of better quality than during past two weeks. Crawfords are not ready yet. Plums are coming in freely. "Bradshaw, a large

blue variety is about only large kind that has a full crop," writes one shipper. "Other varieties are more or less light. On this account, I would strongly urge dealers to place plum orders early." Pears of the early varieties are scarce.

Muskmelons are cheaper at 75 cents per basket. Raspberries are at an end. Lemons hold steady.

Bananas, per bunch	1 50	2 00
Huckleberries, basket, 11 qt.	1 25	1 65
Lemons, Verdelli	5 00	5 25
Limes, per 100	1 25	1 25
Lawtonberries, per qt. box	0 11	0 13
Oranges—		
California, late Valencias, case	4 00	4 50
Watermelons, each	0 30	0 50
Black currants, 11-qt. basket	2 25	2 25
Musk melons, basket	0 75	0 75
California Fruits—		
Peaches, box	1 50	1 50
Pears, Bartlett, full box	2 50	2 50
Plums, box	1 50	2 00
Peaches, Canadian—		
11 qt. basket, Leno	0 60	0 75
11 qt. basket, flat	0 40	0 50
6 qt. basket, Leno	0 35	0 50
6 qt. basket, flat	0 25	0 35
St. Johns, 11 qt., Leno	1 00	1 25
St. John, 6 qt.	0 50	0 60
Pears, basket	0 40	0 65
Plums, basket	0 40	0 50

**VEGETABLES.**—Corn is meeting with quite ready sale at 15 cents per dozen. Tendency is of course downward as supplies increase. Cucumbers are lower in price and selling well. There is considerable variation in tomato prices according to quality. Heavy rains have proved bad for them in some districts. There are practically no green peas available now.

Potatoes continue to ease in price. Some dealers are handling Ontario stock exclusively and are finding enough to go around. They are selling at \$1.65 to \$1.75 per bag, but there have been some small ones which went at slaughter prices. There as still some U.S. stock coming along at \$3 per barrel.

Beets, new, Canadian, basket	0 25	0 30
Beans, green, Canadian, basket, 11 qts.	0 20	0 20
Carrots, new, basket	0 25	0 25
Cabbage, new, per crate	1 50	2 00
Celery, per doz.	0 50	0 50
Corn, 10 doz. bags	1 40	1 50
Cucumbers, Can., basket	0 20	0 25
Marrow, bush, crate	1 25	1 25
Onions, hamper	1 25	1 25
Onions, Spanish, per crate	2 50	2 75
Potatoes, new, per bbl.	3 00	3 00
Potatoes, Ontario, per bag	1 65	1 75
Peppers, green, basket	0 35	0 35
Tomatoes, per basket	0 35	0 50



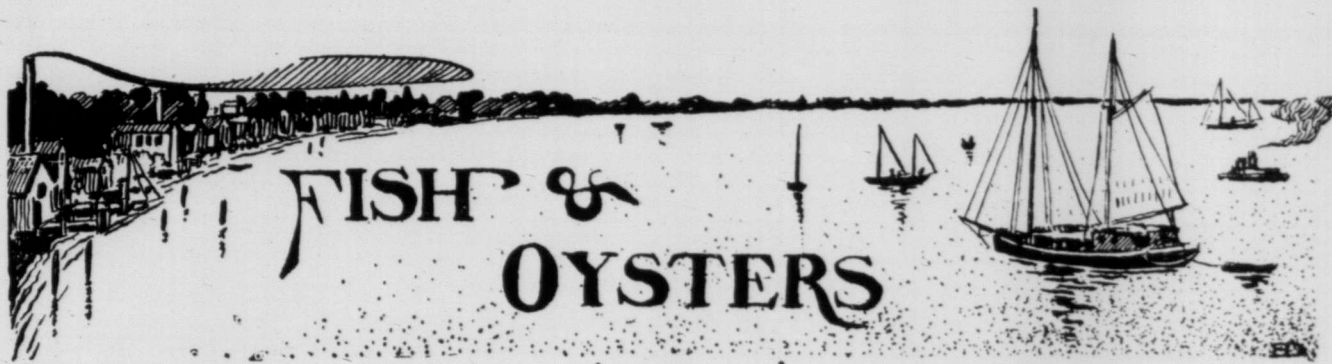
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Interest is towards the few months, due to but also hampered varieties of the increase, will soon be month greater. In addition be opening which the fit to good advantage. Compared foods, prices reasonable though a big fall trade are anticipated.

**MONTREAL.** is beginning expect a liv than it was lines of food tion. Hadd and prices a but continue. B. C. salmon is also fish have b Canadian s closed, in fa a luxury, th the Montrea At Portland means 35c bringing th So that the normally hi

Fancy spring as Large shad her Market cod, cas Less than case Smelts, fancy Haddock Halibut, per lb Herring, frozen, Mulllets





## Dealers Planning for Fall Fish Trade

Showing Interest in Fall Prospects—Prices Will be Fairly Reasonable and Good Trade is Anticipated—More Activity in Another Month—Oyster Season About to Open.

Interest is already being directed towards the fall fish trade. For the past few months, weather has not been conducive to business while supplies have also hampered trade. The quantity and varieties of fresh fish will shortly be on the increase, smoked, dried and salt fish will soon be a factor and by another month greater activity should be noted. In addition the oyster season will now be opening up, offering another line which the fish department may handle to good advantage.

Compared with fresh meats and other foods, prices on fish appear to be fairly reasonable this year and there should be a big fall trade. Already many dealers are anticipating their wants.

### QUEBEC.

MONTREAL.—Demand for fall lines is beginning to show up and wholesalers expect a lively trade as fish is cheaper than it was last year while all other lines of foodstuffs are dear in proportion. Haddock and cod are plentiful and prices are same as last week. Halibut continues scarce prices being firm. B. C. salmon is scarce while Gaspé salmon is also practically finished. Lake fish have been in poor supply. The Canadian season for live lobsters is closed, in fact lobster to-day is becoming a luxury, there being little or none on the Montreal market at time of writing. At Portland 27c were asked which means 35c in first hands at Montreal, bringing the price to retail at 38 cents. So that the consumer must pay an abnormally high price.

#### FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 18	0 20
Large shad herring, each	0 02	0 02
Market cod, cases, 250 lbs., per lb.	0 04	0 04
Less than case	0 04½	0 04½
Smelts, fancy	0 10	0 10
Haddock	0 04½	0 04½
Halibut, per lb.	0 12	0 12
Herring, frozen, per 100 fish	1 90	2 00
Mullets	0 04½	0 05

Pike, dressed and headless, lb.	0 08
Steak, cod	0 06
Mackerel	0 10
B.C. red salmon	0 10
New Gaspé salmon, per lb.	0 15
Qualla salmon	0 07½
No. 1 smelts, per lb.	0 09
Lake trout, per lb.	0 12
Whitefish, large, per lb.	0 09
Pure cod tablets, 20 1-lb. tablets	2 30
Whitefish, small, lb.	0 06
Barbotte (dressed) bullheads, per lb.	0 08½

#### PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

#### SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbl.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

#### SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	1 18
Kippers (small), per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

#### SHELL FISH.

Solid meats—Standards, gal., \$1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

### ONTARIO.

TORONTO.—Scarcity of halibut reported last week has been relieved to some extent, there being fair supplies of this line on market now. However, lake fish are rather scarce just now. Mackerel prices fluctuate considerably.

Dealers are beginning to look forward to season of greater activity in fish. For some time now both weather and supply has been adverse to business but next month will show an improvement in this regard.

#### FRESH CAUGHT FISH.

White fish, per lb.	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08
Haddock	0 07
Halibut	0 10
Flounders	0 04½
Lake Erie herrings, per lb.	0 12
Pike	0 07
Perch	0 07

#### PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Finnan Haddie	0 08
Mackerel, each	0 22

### CHANGE IN BISCUIT OWNERSHIP.

Stratford, Ont., Aug. 22.—The Mooney Biscuit and Candy Co., Stratford, and Winnipeg, Man., have taken over the plant and business of the Lang Manufacturing Co., Montreal, one of the oldest biscuit concerns in Canada. Earlier in the year the Mooney Co. absorbed the business of Smith & Sons, Vancouver. The aim of the Mooney Biscuit & Candy Co., as stated by the president, W. J. Mooney, is to secure a chain of factories across the continent at different centres in order to avoid troubles often accompanying long distance shipments.

### A CREDIT LIMIT.

Merchants of Davenport, Iowa, have set a credit limit of thirty days beyond which no extensions will be made. The plan has the endorsement of the Davenport Retail Grocers' and Butchers' Association. The newspapers have published the news of the action, giving the consumers ample opportunity to prepare for the enforcement of the rule.

### HE KEPT DRY HERRINGS.

It was getting pretty well on in the season, and there were still some smoked herrings on hand.

A small boy looked in the front door and enquired: "Have you any dry herrings?"

"Yes," replied the merchant, very pleased.

"Then why don't you give them a drink," came the reply. Then he dodged.





## Decline in Rolled Oats is Probable

Impression Prevails that Prices Will Weaken in Near Future—New Crop Approaching—Raw Material Lower Than When Prices Were Last Set—Interest in New Crop—Western Prospects Good.

Retailers would do well to follow the rolled oats market closely as an early decline in prices seems probable. At least the impression seems to prevail that this commodity is booked for lower prices in near future. True, it is argued by some millers that old oats are not plentiful and that prices at moment are somewhat steadier, but on other hand, there has been considerable concession in raw material since present prices were set. Added to this new crop is fast approaching.

Trade in cereals, while it may be said to be fair for season, continues for immediate requirements only. This is also true of flour, for with new crop on the way, retailers naturally adopt a waiting policy until situation takes definite shape.

The eyes of the milling world are now directed towards the new crops. In western Canada things continue favorable for a bumper crop. If nothing occurs to mar situation in next few weeks, it is felt that an easier tendency in Manitoba flour can be looked for. However, it is by no means a sure bet yet but in meantime retailers are waiting to make sure.

Winter wheat is beginning to come forward to market, although at some centres its movement has been rather tardy. It is the fact that new crop is now ready that has caused the easier feeling in winter wheat flour. At some centres concessions have already been made, while other markets are shortly expected to fall in line.

If any export business is to be done there must be a coming together of prices asked and bid, and it seems as if it must be prices asked that must show a concession for U.S. flour is being offered on foreign markets below Canadian values.

### MONTREAL.

FLOUR.—Flour trade shows little activity but a moderate amount of business is passing for local account, the

demand from the country not being as strong as during the past few weeks. Export business is practically nil shippers awaiting more definite news about the new crop.

Winter wheat, fancy patents, in bags .... 4 50 4 75  
 Straight rollers, in bags ..... 4 30 4 50  
 Manitoba 1st Spring wheat patents, bags.. .... 5 80  
 Manitoba straight patents, in bags ..... 5 50  
 Manitoba strong bakers, in bags ..... 5 10  
 Manitoba second, in bags ..... 4 70

CEREALS.—Rolled oats market at time of writing has not changed, though a drop is looked for at any time and dealers would do well to watch this market particularly closely. Cornmeal is also showing decline symptoms which are a natural result of the steady decline in the corn market. Hominy is selling well just now the demand being particularly from Quebec centres.

Fine oatmeal, single bag lots ..... 2 64  
 Standard oatmeal, single bag lots ..... 2 64  
 Granulated oatmeal, single bag lots..... 2 64  
 Rolled Cornmeal, 100 bags ..... 2 25  
 Rolled oats, jute bags, 90-lb. single bag lots ..... 2 40  
 Rolled oats, cotton bags, 90-lb., single bag lots ..... 2 45  
 Rolled oats, barrels ..... 5 25  
 Rolled wheat, bbl. .... 2 75  
 Hominy, 98 lb. sack ..... 2 30

### TORONTO.

FLOUR.—Flour market maintains a listless tone. There is a fair demand for season but for immediate wants only. Western crops are being followed closely and if present bright prospects continue, an easier tendency is likely, that is as soon as things have taken definite shape.

Following last week's lead, there is a continued easy feeling in winter wheat flour. There has been some reports of damage by rain but Ontario wheat is now nearly all in. Export bids on flour are out of line, U.S. flours, especially Kansas being a big competitor now on foreign markets. Wheat in Kansas is on an 80 cent level while 88 to 90 cents is being asked here just now. Deliveries have not been large but it would seem as if it would have to go lower if millers are to do business.

### Manitoba Wheat.

1st patent, in car lots, per bbl. .... 5 70  
 2nd patents, in car lots, per bbl. .... 5 20

Strong bakers, in car lots, per bbl. .... 5 00  
 Feed flour, in car lots, per ton ..... 31 00 33 00

### Winter Wheat.

Fancy patents, domestic consumption... 4 85 5 15  
 Patents, 90 p.c., domestic consumption. 4 55 4 85  
 Straight roller, domestic consumption .. 4 35 4 55  
 Blended, domestic consumption ..... 4 85 5 05

CEREALS.—“I am expecting a decline in rolled oats,” said one cereal man this week. “There has been a considerable drop in raw material since present prices were set and I am looking for rolled oats prices to be adjusted.” While it is contended by some others that old crop oats are not plentiful, still retailers should follow the market closely.

Rolled oats, small lots, 90 lb. sacks .... 2 50  
 Rolled oats, 25 bags to car lots ..... 2 15  
 Standard and granulated oatmeal, 98-lb. sk. .... 2 64  
 Rolled wheat, small lots, 100-lb. bbls.... 3 00  
 Rolled wheat, 5 barrel to car lots ..... 2 90  
 Cornmeal, 98 lb. bags, 25 bag lots ..... 2 30  
 Rolled oats in cotton sacks, 5 cents more.

MILL FEEDS.—Prices on mill feeds at the present are maintained.

Bran, ton, car lots ..... \$22 00  
 Shorts, ton, car lots ..... 26 00

### HALF HOLIDAY DURING SEPTEMBER.

London, Ont., Aug. 22—(Special). The question of a weekly half holiday the year round came up at the last regular meeting of the Retail Grocers Association. The proposal was discussed at length but finally turned down, although September was added to the months for half holiday.

Arrangements for the annual picnic, which will be held at the lakeside or at Springbank Park on August 28, are not yet complete, and to further matters J. J. Ryan was chosen convenor of a picnic committee which will rush preparations.

One of the latest triumphs of modern science is the dried egg. In fact, you can't beat it.

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# Produce & Provisions



## How Will Live Hog Prices Go This Fall ?

A Question Which Dealers Are Asking—Feeling in Some Quarters That Offerings Will be Fairly Free Later on—Eggs Being Brought in From Across the Line—Butter Market Still Puzzling.

Dealers are beginning to show no little interest in live hogs and are wondering how prices are going to shape this fall. It will be remembered that market underwent some curious fluctuations last fall and there is great deal of uncertainty as to probable trend of prices this year.

Hogs at the present time are on a fairly high level when we begin to make comparisons. Toronto dealers are now quoting \$8.25 at country points. On September 1 last they were quoting \$7.70 which was the highest point for some time. Then the market took a rapid slump, a total decline of \$1.80 per cwt. being registered before the end of October, due to heavy deliveries. With feed high dealers apparently wanted to get rid of their hogs.

Present arrivals of the porkers on most markets are only moderate. In fact at some centres farmers are sending forth too many light hogs and some buyers are taking off 50 cents for hogs weighing less than 160 pounds. There are no statistics available as to number of hogs in the country, but there is a feeling in some quarters that offerings later on will be quite liberal. The feed problem is quite an important factor in the situation.

It is difficult to say just how butter market stands this week, for while some centres report an easier tendency, others are inclined to steadiness. One thing is true and that is that prices are high and above normal for this season of the year.

According to a report to the Trade and Commerce Department at Ottawa from Trade Commissioner Ray of Birmingham, Eng., Canada's exports of butter are showing a huge decline, mainly, however, on account of larger home consumption.

Ten years ago Canada sent 13,000 tons of butter to England in one year. Last

year she sent only 776 tons, scarcely enough to give it an official quotation on the London market. Practically the same conditions apply to the cheese trade in which Canada's exports are declining.

The country is increasing in population so rapidly that it cannot supply cheese for home consumption and keep up the export trade. "The statement made in Canada by those who know the cheese trade there," says the report, "that Canada may cease to export by 1916, may have some foundation."

There is a big demand for eggs at present time, probably due to high prices being asked for all kinds of meat. In fact, the consumption in Canada is forging ahead of production, and it has been found necessary at some centres to bring in supplies from across the line. There is a fair tone of steadiness likely to be maintained unless prices go lower in the United States.

### MONTREAL.

PROVISIONS.—There is a marked improved demand for all cooked meats, retailers evidently counting on a further hot period. Prices are steady for the whole range. The demand for lard has dropped off a little and market is a little easier though no actual decline has as yet taken place. Supplies have been pretty regular, there being a strong call for bacon from English centres.

Long clear bacon, heavy, lb. ....	0 13½
Long clear bacon, light, lb. ....	0 15
<b>Hams—</b>	
Extra large sizes, 28 to 40 lbs., per lb. ....	0 14½
Large sizes, 20 to 28 lbs., per lb. ....	0 16
Medium sizes, 15 to 19 lbs., per lb. ....	0 17½
Extra small sizes, 10 to 14 lbs., per lb. ....	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb. ....	0 20
Bone out, rolled, small, 9 to 12 lbs., per lb. ....	0 18
Breakfast bacon, English, boneless, per lb. ....	0 19
Windsor bacon, skinned, backs, per lb. ....	0 15
Spiced roll bacon, boneless, short, per lb. ....	0 26
Roiled ham, small, skinned, boneless ....	9 25
Hogs, live, per cwt. ....	13 00
Hogs, dress, per cwt. ....	13 25
<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb. ....	0 14½
Cases, tins, each 10 lbs., per lb. ....	0 14½
Cases, tins, each 5 lbs., per lb. ....	0 14½
Cases, tins, each 3 lbs., per lb. ....	0 14½
Pails, wood, 20 lbs. net, per lb. ....	0 14½
Pails, tin, 20 lbs. gross, per lb. ....	0 14½

Tubs, 50 lbs. net, per lb. ....	0 14½
Tierces, 375 lbs., per lb. ....	0 14
One pound bricks ....	0 13½
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb. ....	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb. ....	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb. ....	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb. ....	0 10½
Pails, wood, 20 lbs. net, per lb. ....	0 10½
Pails, tin, 20 lbs. gross, per lb. ....	0 10
Tubs, 50 lbs. net, per lb. ....	0 10½
Tierces, 375 lbs., per lb. ....	0 10½
One pound bricks ....	0 11

<b>Pork—</b>	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Beef pork .....	17 50
Canada short cut back pork, bbl., 45-55 pieces.	25 50
Heavy short cut clear pork, bbl. ....	23 00
Clear fat backs .....	25 50
Heavy flank pork, bbl. ....	26 50
Plate beef, 100 lb. bbls. ....	8 75
Plate beef, 200 lb. bbls. ....	17 00
Plate beef, 300 lb. bbls. ....	25 00
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb. ....	0 11

BUTTER.—A firmer feeling marks the butter market at present and slightly higher prices were registered in the country at end of last week. The demand from outside quarters is somewhat limited so that local market is none too active, although a fair volume of business is passing. Dairy butter to the extent of a few car loads has arrived from Manitoba but quality is not as high as expected with result that it sold pretty reasonably. The arrivals of butter on market are to date, 27,500 packages odd behind those of corresponding period of last year.

Creamery blocks .....	0 28	0 28½
Dairy tubs, lb. ....	0 25	0 25

EGGS.—We have practically got to the stage where the demand is exceeding the supply as far as the selects are concerned and quantities of American eggs are coming along. The falling off in supplies at a number of points has naturally stiffened up prices and it is not at all unlikely that some further advances will be registered soon.

New laid eggs, per doz. ....	0 32
Selects .....	0 29
No. 1's .....	0 26

POULTRY.—Supplies are becoming smaller every week and prices show a steady advance. It is more than likely that a heavy demand from the West would put prices beyond reach but wholesalers seem to think that there will be only a normal demand from Western points until the fall season sets in. Turkeys are in good demand and prices show an advancing tendency. Chickens have jumped up lately, there being no more quoted as formerly, at 16c per lb. Ducks are not plentiful, while fowls are also dwindling.



Turkeys, No. 1, per lb.	0 25
Turkeys, No. 2, per lb.	0 24
Chickens, per lb.	0 22
Fowls, per lb.	0 15
Ducks, per lb.	0 25
Geese, per lb.	0 15

**TORONTO.**

**PROVISIONS.**—There continues a fairly even and regular demand for pork products with prices showing little or no variation. Smoked meats are finding a seasonable demand while as it has been pointed out before, cooked meats are now becoming established as a staple line in the grocery store. Large hams are being quoted at 15 to 16 cents.

There appears to be some difference of opinion regarding lard values. While some are quoting in tubs at 13 cents, others hold at 13½c. Stocks are said to be fair at present, but brisk season will shortly be opening up.

Live hogs are steady at 10 cents higher. Many light hogs are being shipped in now. Some buyers are deducting 50 cents for hogs weighing less than 160 pounds.

<b>Smoked Meats—</b>		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 15	0 16
Backs, plain, per lb.	0 19	0 20
Backs, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 13½	0 13¾
Shoulders	0 11½	0 12
<b>Pickled Meats—</b>		
Roll bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13	0 13
Lard, tubs, per lb.	0 13½	0 13¾
Lard, pails, per lb.	0 13	0 13½
Lard, compounds, per lb., tierces	0 10	0 10
Live hogs, at country points	8 25	8 25
Live hogs, local	8 55	8 55
Dressed hogs	11 75	12 25

**BUTTER.**—As far as immediate prices are concerned, there is no change in local butter situation. Some wholesalers note a little larger quantity offering, resulting in a softer tone to market. Prices are high, however, and have been above normal all summer and as considerable quantity has been stored and some is still disappearing by that route, it would seem to indicate that this article is going to be in the jewelry class next winter. Time will tell.

<b>Fresh creamery print</b>	Per lb.	0 27	0 29
<b>Creamery solids</b>		0 26	0 27
<b>Farmers' separator butter</b>		0 24	0 25
<b>Dairy prints, choice</b>		0 22	0 23
<b>Dairy solids</b>		0 21	0 22

**EGGS.**—Meat prices in general are high, resulting in a big demand for eggs, being much larger than usual at this time.

“Are you getting enough to supply the demand?” one wholesaler was asked.

“Well, if we haven't enough, we can easily get them,” was his reply. “There was a carload came in from across the line last week and there are some more on the way now. That ought to hold prices steady for a time.”

New laid eggs, per doz.	0 27	0 29
Fresh eggs, per doz.	0 24	0 25

**CHEESE.**—“You can get most any price you want for old cheese,” said one wholesaler this week, “because there is little or none on the market to be had.”

With production of new product showing up better of late there was an easier tone to market for a time, but a fair measure of steadiness appears to rule just now. In fact, one local firm would quote new cheese ¼ cent above quotations.

<b>Old Cheese—</b>		
Large	0 18	0 20
Twin	0 18	0 19½
<b>New Cheese—</b>		
Large	0 14¼	0 14½
Twin	0 14½	0 14¾
½ Twin	0 14½	0 15

**POULTRY.**—While there is more doing than was the case a month or so ago, fall business has by no means set in, al-

though greater activity is anticipated before long. Prices are unchanged.

<b>LIVE POULTRY (prices paid to country merchants).</b>		
Spring chickens	0 17	0 19
Spring ducks	0 10	0 13
Old fowl	0 10	0 12
Roosters	0 07	0 08

<b>WHOLESALE PRICES (to city retailers).</b>		
Spring chickens, dressed, lb.	0 30	0 30
Spring ducks, dressed, lb.	0 23	0 23
Fowl, dressed	0 15	0 15

**HONEY.**—Late reports give little or no hope of any lower price on honey than existed last year. New product is being fairly well received.

<b>Honey—strained—</b>		
Clover honey, 60-lb. tins, per lb., old	0 10	0 12
Clover honey, 60 lb. tins, new, per lb	0 11	0 12
Buckwheat, 60-lb. tins, per lb.	0 07	0 08

## Facts That Will Aid in Selling Cheese

**Comparison With Beef Shows That Two-Thirds of Pound is Equal in Food Value to Pound of Beef Steak—More of it Should be Sold—Displays and Window Trims Help.**

There is one article in the grocery store to which more attention should be given by the majority of dealers. That is cheese.

Cheese is recognized by many eminent food authorities to be one of the best articles for food that can be procured. That is, so far as food value is concerned it ranks high.

Now that butter is so high, cheese can be used at least once a day as a substitute for the poorer families since it costs much less. New cheese can be purchased around 15 or 16 cents whereas butter is about double that price.

If, therefore, the dealer finds some of his customers complaining about high cost of living let him suggest among other things a more liberal use of cheese. There are many varieties of cheese and different wholesome dishes can be made from them.

### Different Food Values.

An authority has prepared a list of foods showing the quantity of each that will take the place in food value of a pound of beefsteak. He says if only the proteins of the meat are considered, that 2½ quarts milk, 1½ pounds fresh, lean fish, ¾ pound dried fish, two-thirds pound ordinary cheese, somewhat less than a pound of mixed nut meats, 9 eggs, one-half pound shelled peanuts, or two-thirds pint dry beans, peas, cowpeas or lentils is equal to a pound of beef of average composition.

### High Up in Fuel Value.

It will be seen that two-thirds of a pound of cheese contains as large an amount of what laymen call “the muscle forming” materials, as one pound of beef of average composition. According to abundant analyses, cheese compares even more favorably with meat if its

fuel value instead of its percentage of protein is taken into consideration, for one-half of a pound of ordinary cheese yields as much energy as a pound of beef of average composition.

The dealer should, therefore, push cheese because of these facts. He has evidence to submit why cheese should be bought more frequently. He can display it to good advantage under glass and occasionally should give some space to it in the newspaper advertisement and window display.

### AGAINST SIGN TAXATION.

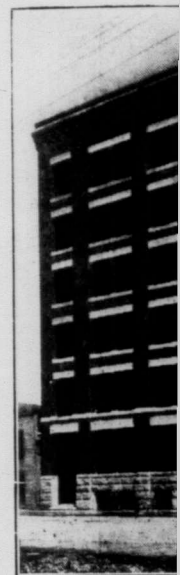
#### Protest Entered by Retail Merchants Association—Unfair to Merchants.

Toronto, Aug. 22.—At a special meeting of the Toronto section Retail Merchants' Association on Monday night a protest was entered against the present system of sign taxation. Following resolution was passed:—“That the imposition of an inspection fee for examining electric signs is unfair on merchants, and we ask that this association appear before the Board of Control and ask the removal of the tax and place on record its opposition to the removal of projecting signs from the business streets of the city.”

The city architect has proposed the removal of all overhanging signs, and the city imposes a special inspection tax on illuminated signs. These were the items protested against.

The grounds the association took in the latter regard were that builders had to pay no inspection tax on scaffolds, neither had owners of decadent buildings to pay for inspection as to the safety of their property. On these grounds the meeting argued that the tax was unfair. E. C. Matthews, grocer, Parliament street, presided.

TEE



WINNIPI



SASKATO



CALGAI



# TEES & PERSSE LIMITED

ESTABLISHED 1884

## MANUFACTURERS!

For Western Representatives we have pleasure in recommending

## TEES & PERSSE, LIMITED

who have assisted us for many years in distributing

### Durham Starch

### St. Lawrence Starch

### Canada Starch

### Ivory Gloss Starch

### Akron Starch

### Bee Hive Corn Syrup

Their warehouses at

FORT WILLIAM

WINNIPEG

REGINA

MOOSE JAW

SASKATCHEWAN

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were erected and are maintained to look after manufacturers' interests as they should be. Their operations extend

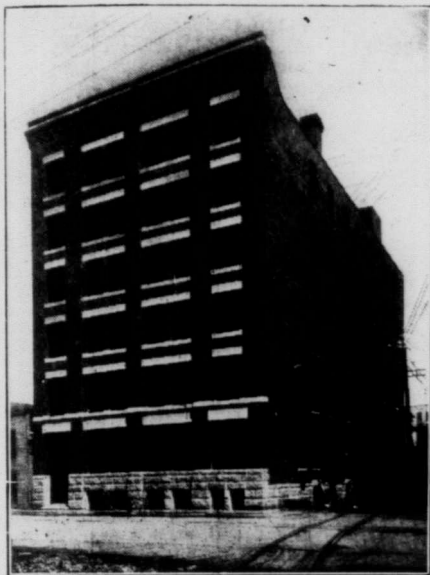
"From the Great Lakes to the Rockies,"

and all jobbers are canvassed daily.

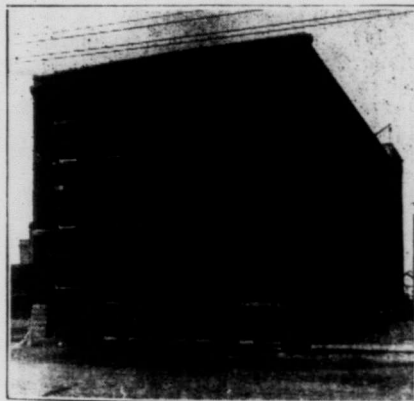
## St. Lawrence Starch Co.,

Limited

PORT CREDIT, ONTARIO



WINNIPEG WAREHOUSE



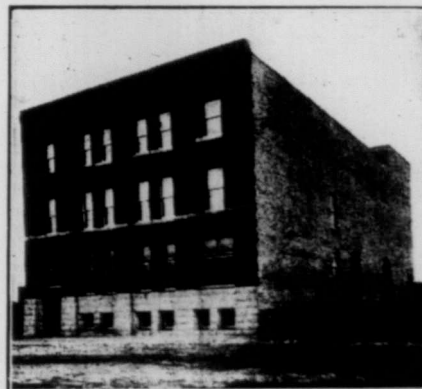
SASKATOON WAREHOUSE



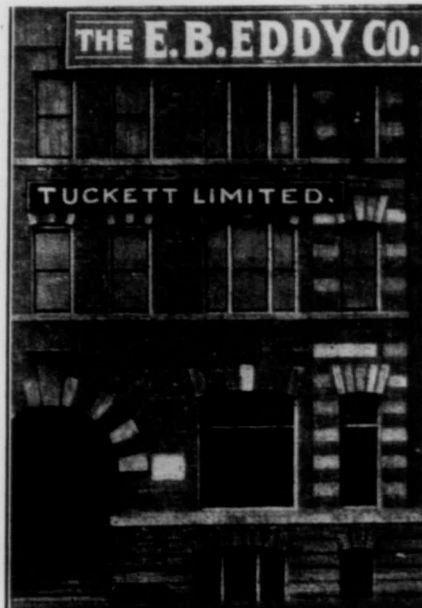
CALGARY WAREHOUSE



REGINA WAREHOUSE



MOOSE JAW WAREHOUSE



EDMONTON WAREHOUSE

# QUOTATIONS FOR PROPRIETARY ARTICLES

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

**BAKING POWDER.**  
W. H. GILLARD & CO.  
Diamond.  
1-lb. tins, 2 doz. in case ..\$2 00  
1/2-lb. tins, 3 doz. in case... 1 25  
1/4-lb. tins, 4 doz. in case... 0 75

**ROYAL BAKING POWDER.**  
Sizes. Per doz.  
Royal—Dime ..... 0 95  
" 1/4-lb. .... 1 40  
" 6-oz. .... 1 95  
" 1/2-lb. .... 2 55  
" 12-oz. .... 3 85  
" 1-lb. .... 4 90  
" 3-lb. .... 13 60  
" 5-lb. .... 22 35

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

**WHITE SWAN SPICES AND CEREALS, LTD.**

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

**BORWICK'S BAKING POWDER**  
Sizes. Per doz. tins.  
Borwick's 1/4-lb. tins ..... 1 35  
Borwick's 1/2-lb. tins ..... 2 35  
Borwick's 1-lb. tins ..... 4 65

**COOK'S FRIEND BAKING POWDER.**

Cartons— Per doz.  
No. 1, 1-lb., 4 dozen ..... 2 40  
No. 1, 1-lb., 2 dozen ..... 2 50  
No. 2, 5-oz., 6 dozen ..... 0 80  
No. 2, 5-oz., 3 dozen ..... 0 85  
No. 3, 2 1/2-oz., 4 dozen ..... 0 45  
No. 10, 12-oz., 4 dozen ..... 2 10  
No. 10, 12-oz., 2 dozen ..... 2 20  
No. 12, 4-oz., 6 dozen ..... 0 70  
No. 12, 4-oz., 3 dozen ..... 0 75  
In Tin Boxes—  
No. 13, 1-lb., 2 dozen ..... 3 00  
No. 14, 8-oz., 3 dozen ..... 1 75  
No. 15, 4-oz., 4 dozen ..... 1 10  
No. 16, 2 1/2-lbs. .... 7 25  
No. 17, 5-lbs. .... 14 00

**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-box lots or case ... 0 16

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

**UN-NUMBERED.**  
Under 100 books .....each 0 04  
100 books and over each 0 03 1/2  
500 books to 1,000 books 0 03  
For numbering cover and each coupon, extra per book 1/2 cent.

**CEREALS.**

**WHITE SWAN SPICES AND CEREALS, LTD.**  
White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.  
The King's Food, 2 doz. in case, per case, \$4.80.  
White Swan Barley Crisps, per doz., \$1.  
White Swan Self-rising Buckwheat Flour, per dozen, \$1.  
White Swan Self-rising Pancake Flour, per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.  
White Swan Flaked Rice, \$1.  
White Swan Flaked Peas, per doz., \$1.

**DOMINION CANNERS.**

Aylmer Jams. Per doz.  
Strawberry, 1912 pack .....\$ 2 00  
Raspberry ..... 2 00  
Black currant ..... 2 00  
Red currant ..... 1 85  
Peach ..... 1 85  
Pear ..... 1 85

**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 65  
Gooseberry ..... 1 85  
Grape ..... 1 55

**Marmalade.**

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

**Pure Preserves—Bulk.**

5 lbs. 7 lbs.  
Strawberry ..... 0 69 0 95  
Black currant ..... 0 69 0 95  
Raspberry ..... 0 69 0 95  
14's and 30's per lb.

Strawberry ..... 0 13  
Black currant ..... 0 13  
Raspberry ..... 0 13  
Freight allowed up to 25c per 100 lbs.

**COCOA AND CHOCOLATE.**

**THE COWAN CO., LTD.**

Cocoa—  
Perfection, 1-lb. tins, doz. . 4 40  
Perfection, 1/2-lb. tins, doz. 2 35  
Perfection, 1/4-lb. tins, doz. 1 25  
Perfection, 10c size, doz. . 0 90  
Perfection, 5-lb. tins, per lb. 0 35  
Soluble, bulk, No. 1, lb. . 0 20  
Soluble, bulk, No. 2, lb. . 0 18  
London Pearl, per lb. .... 0 22  
Special quotations for Cocoa in barrels, kegs, etc.

**Unsweetened Chocolate—**  
Supreme chocolate, 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 28  
Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 24  
Diamond, 1/4's, 6 and 12-lb. boxes ..... 0 25

**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 36  
Milk medallions, 5-lb. bxs. 0 36

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

**EPPS'S.**

Agents—Willson & Warden, 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  
Smaller quantities ..... 0 37

**JOHN P. MOTT & CO'S.**

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.  
Elite, 10c size (for cooking) dozen ..... 0 90  
Mott's breakfast cocoa, 2 doz. 10c size, per doz. .... 0 65  
Nut milk bars, 2 dozen in box ..... 0 80  
" breakfast cocoa, 1/4's and 1/2's ..... 0 36  
" No. 1 chocolate ..... 0 30  
" Navy, chocolate, 1/2's.. 0 36  
" Vanilla sticks, per grs 1 00  
" Diamond chocolate, 1/2's 0 24  
" Plain choice chocolate liquors ..... 20 50  
" Sweet chocolate coatings ..... 0 20

**WALTER BAKER & CO., LTD.**

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, 1/4, and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinqueme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.  
The above quotations are f.o.b. Montreal.

**COCOANUT.**

**CANADIAN COCOANUT CO.**  
Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.  
1-lb. pkgs. White Moss ... 0 28

1/2-lb. pkgs. White Moss .. 0 27  
1/4-lb. pkgs. White Moss .. 0 28  
1 and 1/2-lb. pkgs., assorted ..... 0 26 1/2  
1/4 and 1/2-lb. pkgs., asstd 0 27 1/2  
1/4-lb. pkgs., asstd, in 5-lb. boxes ..... 0 28  
1/2-lb. pkgs., asstd, in 5-lb. boxes ..... 0 29  
1/4-lb. pkgs., asstd, 5, 10, 15-lb. cases ..... 0 30

**Bulk—**  
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.  
Pails Tins Bbls.  
White Moss, fine strip ..... 0 19 0 21 0 17  
Best shredded . 0 18 .... 0 16  
Ribbon ..... 0 19 .... 0 17  
Macaroon ..... 0 17 .... 0 16  
Desiccated ..... 0 16 .... 0 14

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**

Per Case  
East of Fort William, Ont.  
Eagle Brand, each 4 doz. \$6 00  
Gold Seal Brand, each 4 ds 5 25  
Challenge Brand, each 4 dz 4 50  
Peerless Brand, "Hotel," each 2 doz. .... 4 25  
Peerless Brand, "Tall," each 4 doz. .... 4 50  
Peerless Brand, "Family," each 4 doz. .... 3 90  
Peerless Brand, "Small," each 4 doz. .... 2 00  
St. Charles Evaporated Milk (baby size) ..... 2 00  
St. Charles Evaporated Milk (family size) ..... 3 90  
St. Charles Evaporated Milk (hotel size) ..... 4 25  
Silver Cow Milk ..... 5 40  
Purity Milk ..... 5 25  
Good Luck Milk ..... 4 50  
Reindeer Brand (4 doz. in case) ..... 5 75  
Mayflower Brand (4 doz. in case) ..... 5 25  
Clover Brand (4 doz. in case) ..... 4 50  
Reindeer Jersey Brand, Family (4 doz. in case). 3 90  
Reindeer Jersey Brand, tall (4 doz. in case).... 4 50  
Reindeer Jersey Brand, Hotel (2 doz. in case)... 4 25  
Reindeer Jersey Brand, Gallon (1/2 doz. in case) 4 75

**CANADA FIRST BRAND.**

The Aylmer Condensed Milk Co. Per Case  
Canada First Baby Evaporated Milk ..... 2 00  
Canada First Family Evaporated Milk ..... 3 90  
Canada First Medium (20 oz.) Evaporated Milk... 4 50  
Canada First Hotel Evaporated Milk ..... 4 25  
Canada First Gals Evaporated Milk, Manufacturer's Special ..... 4 75  
Canada First Condensed (sweetened) ..... 5 25  
Rose Bud Condensed Milk 5 15  
Beaver Condensed Milk .. 4 50

**COFFEE.**

(Combined with Milk and Sugar)  
Reindeer Brand (2 doz. in case) ..... 5 00  
Regal Brand (2 doz. in case) ..... 4 50

We exhibit

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We extend a cordial invitation to the trade to visit our exhibits at the Toronto Exhibition

in the Dairy Building,  
in the Manufacturers' Building,  
in the Horticultural Building,  
also our Packing House at West Toronto.

**GUNNS LIMITED,** PORK AND BEEF  
PACKERS

WEST TORONTO, ONT.

Montreal, St. John, N.B.

Travellers and Agents everywhere.

## FOR CHEAPER LIVING

We can recommend our Sugar Cured Smoked Rolls. These are absolutely boneless, cured just the same as "Star Brand" Ham and sell at much less money.

We have them also pickled and cooked. Made under Government Inspection.

**F. W. FEARMAN CO., Limited**  
HAMILTON

The quality of

## WETHEY'S

Condensed

## Mince Meat

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

**WHAT ABOUT YOURSELF?**

Are you one of its friends?

If not, now is the time to get acquainted

All Jobbers. 3 doz. to a case.

WRITE US

**J. H. WETHEY, Limited**  
ST. CATHARINES

"THE MINCE MEAT PEOPLE."

THE CANADIAN GROCER

Reindeer Brand, in glass jars (2 doz. in case) .... 6 20

COCOA.

(Combined with Milk and Sugar) Reindeer Brand (2 doz. in case) ..... 4 80

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward ..... 0 34  
Club House ..... 0 33  
Nectar ..... 0 32  
Royal Java and Mocha. 0 32  
Empress ..... 0 30  
Duchess ..... 0 29  
Ambrosia ..... 0 28  
Plantation ..... 0 26½  
Fancy Bourbon ..... 0 26  
Crushed Java and Mocha 0 19

Package Coffee.

Gold Medal, 2-lb. tins. whole or ground ..... 0 31  
Gold Medal, 1-lb. tins, do 0 32  
Gold Medal, ½-lb. tins do 0 33

Anchor Brand, 2-lb. tins, do. .... 0 31

German Dandelion, 1-lb. tins. ground ..... 0 26

German Dandelion, ½-lb. tins, ground ..... 0 28

English Breakfast, 1-lb. tins, ground ..... 0 19

Grand Prix, 1 and 2-lb. tins, ground ..... 0 30

Demi-Tasse, 1 and 2-lb. tins, ground ..... 0 30

Flower Pot, 1-lb. pots, ground ..... 0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ... 0 32  
Mo-Ja, ½-lb. tins, lb. .... 0 30  
Mo-Ja, 1-lb. tins, lb. .... 0 28  
Mo-Ja, 2-lb. tins, lb. .... 0 28

Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.  
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.  
Presentation (with tumblers) \$3 per doz.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.  
1 and ½ ..... 0 25 0 30  
1 and ½ ..... 0 32 0 40  
1 and ½ ..... 0 37 0 50

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

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.  
Small size .....\$1.45 per doz., net  
Large size .....\$2.85 per doz., net  
In 3 dozen free cases. Freight paid on ½ gross order.

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.  
Post Toasties—No. T3, \$2.85.  
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial— Per doz  
Small, 2 doz. .... 0 85  
Medium, 2 doz. .... 1 80  
Large, 1 doz. .... 2 75  
Tumblers, 2 doz. .... 1 35  
Pails, 24 lbs., per lb. .... 0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.

Individual (each 2 doz.) .. 1 00  
Small (each 2 doz.) ..... 2 40  
Medium (each 1 doz.) ..... 4 50  
Large (each ½ doz.) ..... 8 25

MacLaren's Roquefort—  
Small (each 2 doz.) .... 1 40  
Large (each 1 doz.) .... 2 40

MacLaren's Canada Cream—  
Small (each 1 doz.) .... 0 90  
Medium (each 2 doz.) ... 1 35  
Large (each 1 doz.) ..... 2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz. .... 1 00  
2 oz. (all flavors) doz. .... 1 75  
2½ oz. (all flavors) doz. ... 2 00

4 oz. (all flavors) doz. ... 3 00  
5 oz. (all flavors) doz. ... 3 75  
8 oz. (all flavors) doz. .... 5 50  
16 oz. (all flavors) doz. ... 00  
32 oz. (all flavors) doz. ... 00

Discount on application.

CRESCENT MFG. CO.

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

GELATINE.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

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

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

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

Per case  
Sur Extra Fins, ½ facons, 40 bou. .... 11 00  
Sur Extra Fins, tins, ½ kilo, 100 tins ..... 15 50  
Extra Fins, tins, ½ kilo, 100 tins ..... 15 00  
Tres Fins, ½ kilo, 100 tins 14 00  
Fins, tins, ½ kilo, 100 tins 12 50  
Mi-Fins, tins, ½ kilo, 100 tins ..... 11 00  
Moyens No. 1, tins, ½ kilo, 100 tins ..... 10 00  
Moyens No. 2, tins, ½ kilo, 100 tins ..... 9 50  
Moyens No. 3 ..... 8 75  
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—  
12 litres ..... 6 50  
12 quarts ..... 5 75  
24 pints ..... 6 25  
24 ½-pints ..... 4 25

Tins—  
5 gals. 2s ..... 23 00  
2 gals. 6s ..... 29 00  
1 gal. 10s ..... 25 00  
½-gal. 20s ..... 26 00  
¼-gals. 20s ..... 13 50  
½-gal. 48s sq. .... 17 00  
¼-gal. 48s rd. .... 15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts. .... 5 00  
La Neptune, 50 qts. .... 6 00  
St. Nicholas, 50 qts. .... 7 00  
La Sanitas Sparkling, 50 quarts ..... 8 00

La Sanitas Sparkling, 100 pints ..... 9 00  
La Sanitas Sparkling, 100 splits ..... 4 00  
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.  
Case, 12 lbs. 2½-lb. bars, lb 0 08½  
Case 25 lbs., 11-lb. bars, lb 0 07½  
Case 50 lbs. ¾-lb. bars case 3 50  
Case 200 lbs. 3½-oz., case. 3 75

"La Lune," 65 p.c. olive oil.  
Case 25 lbs. 11-lb. bars, lb. 0 07  
Case 12 lbs. 2½-lb. bars, lb 0 06  
Case 50 lbs., ¾-lb. bars, case 3 25  
Case 100 lbs. 3½-oz. bars, case ..... 1 80  
Case 200 lbs. 3½-oz. bars, case ..... 3 40

ALIMENTARY PASTES.

BLANC & FILS.

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

DUFFY & CO. BRAND.

Grape Juice, 12 qts. .... 4 75  
Grape Juice, 24 pts. .... 5 15  
Grape Juice, 36 splits .... 4 75  
Apple Juice, 12 qts. .... 4 50  
Apple Juice, 24 qts. .... 4 75  
Champagne de Pomme, 12 q 5 00  
Champagne de Pomme, 24 p 5 50  
Matts Golden Russett—  
Sparkling Cider, 12 qts. .. 5 00  
Sparkling Cider, 24 pts. .. 5 50  
Apple Vinegar, 12 qts. .... 2 50

CANNED HADDIES "THIS-TLE" BRAND.

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

INFANTS' FOOD.

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

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.  
Tierces ..... 11½  
Tubs ..... 11½  
Pails ..... 12  
Tins, 20 lbs. .... 11½  
Cases, 3 lbs. .... 12½  
Cases, 5 lbs. .... 12½  
Cases, 10 lbs. .... 12½

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.  
Tierces ..... 0 10  
Tubs ..... 0 10½  
20-lb. pails ..... 0 10½  
20-lb. tins ..... 0 10  
10-lb. tins ..... 0 10½  
5-lb. tins ..... 0 11  
3-lb. tins ..... 0 11  
1-lb. cartons ..... 0 11½

MARMALADE.

SHIRRIFF BRAND.  
"Imperial Scotch"—  
1-lb. glass, doz. .... 1 55  
2-lb. glass, doz. .... 2 30  
4-lb. tins, doz. .... 4 85  
7-lb. tins, doz. .... 7 35

"Shredded"—  
1-lb. glass, doz. .... 1 90  
2-lb. glass, doz. .... 3 10  
7-lb. tins, doz. .... 8 25

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins  
D. S. F., ¼-lb. .... 1 40  
D. S. F., ½-lb. .... 2 50  
D. S. F., 1-lb. .... 5 00

F. D., ¼-lb. .... 0 85  
F. D., ½-lb. .... 1 45

Durham, 4-lb. jar ..... 0 75  
Durham, 1-lb. jar ..... 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.  
Ontario Prices.  
Small case 4 doz., per doz. 0 45  
Medium, cases 2 doz., doz. 0 90  
Large, cases, 1 doz., doz.. 1 35

VERMICELLI AND MACARONI D. SPINELLI C'Y., MONTREAL

Fine.  
4-lb. box "Special" per box 0 22  
8-lb. box "Special," box.. 0 44  
5-lb. box "Standard," box 0 27½  
10-lb. box "Standard," box 0 55  
60-lb. cases or 75-lb. bbls. per lb. .... 0 06  
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. .... 0 06

Globe Brand.  
5-lb. box "Standard" box 0 30  
10-lb. box "Standard," box 0 60  
25-lb. cases (loose) per lb. 0 06  
25-lb. cases, 1-lb. pkgs., lb 0 06½

JELLY POWDERS.  
JELL-O.  
Assorted case, contains 2 doz. .... 1 80

Straight  
Lemon contains 2 doz. .... 1 80  
Orange contains 2 doz. .... 1 80  
Raspberry contains 2 doz. 1 80  
Strawberry contains 2 doz. 1 80  
Chocolate contains 2 doz. 1 80  
Cherry contains 2 doz. .... 1 80  
Peach contains 2 doz. .... 1 80  
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.  
Assorted case, contains 2 dozen ..... 2 50

Straight  
Chocolate contains 2 doz. 2 50  
Vanilla contains 2 dozen.. 2 50  
Strawberry contains 2 doz. 2 50  
Lemon contains 2 dozen... 2 50  
Unflavored contains 2 doz. 2 50  
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.  
Ontario Prices.  
Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.  
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.  
A. P. TIPPET & CO., AGENTS.  
Criole soap, per gross ....\$10 20  
Florola soap, per gross.. 12 00  
Straw hat polish, per gr.. 18 20

SNAP HAND CLEANER.  
3 dozen to box .....\$ 3 60  
6 dozen to box ..... 7 20  
30 days.

RICHARDS PURE SOAP.  
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.  
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

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

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

Kill Cos

"Everyt preach i your sto

TH Selling

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BRANCH



# Kill the High-Cost of Living



"Everything is sky high but fish." That's what you want to drive home to your customers. Just preach it for a week or so and you'll find that there will be fewer trips made to the meat shop and more to your store for fish. If you drop us a line we'll show you where your profit comes in and the amount.

## "Canada Brand" Pure Boneless Cod Fish

### BONELESS FISH

Canada Tablet .....	20 1 lb. Tablets.
Canada Crate .....	12 2 lb. Boxes.
Canada Strip .....	30 lb. Boxes, Whole Strips.
Atlantic Special .....	20 lbs. 1 lb. and 2 lb. Blocks.
Mariner Brand .....	25 lbs. Bulk.
Cod Bits .....	25 lbs. Bulk.

### SKINLESS FISH

Eastern Fifties .....	50 lb. Boxes.
Eastern Hundreds .....	100 lb. Boxes.

This is the fastest selling fish line on the market to-day. Get further particulars.

Also write us about:

LARGE DRIED CODFISH BY THE QUINTAL.  
LARGE FAT JULY SALT HERRING BY CAR LOAD.

Let us Propose Something For That Fish Department of Yours, Brother Retailer.

## THE NORTH ATLANTIC FISHERIES LIMITED

SUCCESSORS TO THE HALIFAX COLD STORAGE CO., LIMITED

Selling Branch: 47 WILLIAM STREET,

MONTREAL

## "Johnny on the Spot"

We have our ear to the ground, as it were, in Western Canada. Five great warehouses, and representatives in daily touch with the fast growing trade of this prosperous country—are the credentials that make us the proper salesmen for your line.

We want to handle the accounts in Western Canada for the manufacturers of Europe, United States and Eastern Canada. Our experience and success has given us the confidence to guarantee sales.

Our aggressive salesmen are on the spot to do business.

## NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

BRANCHES, REGINA SASKATOON EDMONTON CALGARY



THE CANADIAN GROCER

"ANTI-DUST" SWEEPING POWDER.  
Size No. 1, 3 doz. crates, per doz. \$ 1 50  
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.  
EDWARDSBURG STARCH CO.  
Boxes Cents

Laundry Starches—  
40 lbs., Canada Laundry.. .05½  
40 lbs., Canada white gloss, 1 lb. pkgs. .06¼  
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 .08½  
200 lbs., bbls., No. 1 white .06½  
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs .07½  
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, chromo label .07½  
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 60  
Culinary Starch.  
40 lbs. W. T. Benson & Co.'s prepared corn .07½  
40 lbs. Canada pure corn starch .05½  
(20-lb. boxes ¼c higher.)

BRANTFORD STARCH  
Ontario and Quebec.

Laundry Starches—  
Canada Laundry—  
Boxes about 40 lbs.... .05½  
Acme Gloss Starch—  
1-lb. cartons, boxes of 40 lbs .06½  
First Quality White Laundry—  
3 lb. canisters, cs of 48 lbs. .07¼  
Barrels, 200 lbs. .06½  
Kegs, 100 lbs. .06½  
Lily White Gloss—  
1 lb. fancy cartons, cases 30 lbs. .07½  
6 lb. toy trunks, lock and key, 8 in case . .08¼  
6 lb. toy drums, with drumsticks, 2 in case .08  
Kegs, extra large crystals, 100 lbs. .07¼  
Canadian Electric Starch—  
Boxes containing 40 fancy pkgs., per case . 3 00  
Celluloid Starch—  
Boxes containing 45 cartons, per case . 3 75  
Culinary Starches—  
Challenge Prepared Corn—  
1-lb. pkts, boxes of 40 lbs. .06  
Brantford Prepared Corn—  
1-lb. pkts, boxes of 40 lbs .07¼  
"Crystal Maize" Corn Starch.  
1 lb. pkts., boxes 40 lbs. .07¼  
(20 lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.  
Chinese starch, 48 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-

oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED CHATEAU BRAND.

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

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

SYMINGTON'S SOUPS.  
Quart packets, 9 varieties, doz. 0 50

Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.  
Case of 1-lb., containing 60 packages, per box, \$3.00.

Case of ½-lb., containing 120 packages, per box, \$3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.  
EDWARDSBURG STARCH CO.  
CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55  
5 lb. tins, 1 doz. in case.. 2 90  
10 lb. tins, ½ doz. in case 2 80

20 lb. tins, ¼ doz. in case 2 75  
Barrels, 700 lbs. . 3¼  
Half Barrels, 350 . 3¼  
Quarter Barrels, 175 . 4

Pails, 38½ . \$1 90  
" 25 lbs. each . 1 35

LILY WHITE CORN SYRUP.  
2 lb. tins, 2 doz. in case.. 2 90

5 lb. tins, 1 doz. in case.. 3 25  
10 lb. tins, ½ doz. in case 3 15  
20 lb. tins, ¼ doz. in case 3 10

(5, 10 and 20 lb. tins have wire handles.)

BEAVER BRAND MAPLE SYRUP.  
2-lb. tins, 2 doz. in case.. \$3.50

5-lb. tins, 1 doz. in case.. 4.00  
10-lb. tins, ½ doz. in case.. 3.95  
20-lb. tins, ¼ doz. in case.. 3.90

(5, 10 and 20 lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.

Freight prepaid on 5 case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.

To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.  
DOMINION MOLASSES CO.  
Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 93  
3's—2 doz. to case . 1 45  
Winnipeg.

2's—Tins, 2 doz. cases, per doz. . 1 20  
3's—Tins, 2 doz. cases, per doz. . 1 75  
5's—Tins, 1 doz. cases, per doz. . 3 20

10's—Tins, ½ doz. cases, per doz. . 5 30  
20's—Tins, ¼ doz. cases, per doz. . 19 40

Pails—1's each . 0 65  
Pails—2's each . 1 12  
Pails, 5's, each . 2 55

DOMOLCO BRAND.  
Maritime Provinces and Ontario:

2's, 2 doz. case, per doz. \$ 1 85  
3's, 2 doz. case, per doz. 1 95

5's, 1 doz. case, per doz. . 3 75  
10's, ½ doz. case, per case. 3 40  
20's, ¼ doz. case, per case. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.. 1 60  
3's, 2 doz. case, per doz... 2 35  
5's, 1 doz. case, per doz... 4 00  
10's, ½ doz. case, per case. 4 15  
20's, ¼ doz. case, per case 3 80

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 35  
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.  
Per doz.  
Large, packed in 3-doz. case . \$2 25

Medium, packed in 3-doz. case . 1 40  
HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz.  
Rep. ½ pints, packed in 6-doz. case . \$2 25  
Imp. ½-pints, packed in 4-doz. case . 3 15

Rep. qts. packed in 2-doz. case . 6 50  
STOVE POLISH.

JAMES DOME BLACK LEAD.  
6a size, gross . \$2 40  
2a size, gross . 2 50

NUGGET POLISHES.  
Dozen.  
Polish, Black and Tan . 0 85

Metal Outfits, Black and Tan . 3 65  
Card Outfits, Black and Tan . 3 25

Creams and White Cleaner 1 10  
TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.  
Chewing—Black Watch 6s . 44

Black Watch, 12s . 45  
Bobs, 6s and 12s . 46  
Bully, 6s . 44  
Currency, 6½s and 12s . 46

Stag, 5 1-3 to lb. . 38  
Old Fox, 12s . 44  
Pay Roll Bars, 7½s . 56  
Pay Roll, 7s . 48  
War Horse, 6s . 42

Plug Smoking—Shamrock, 6s, plug or bar . 54  
Rosebud Bars, 6s . 54  
Empire, 6s and 12s . 44  
Ivy, 7s . 50  
Starlight, 7s . 50

Cut Smoking—Great West  
Pouches, 8s . 53  
Regal Cube Cut, 9s . 70

TEAS.  
THE "SALADA" TEA CO.  
East of Winnipeg.

Wholesale R't'l  
Brown Label 1's and ½'s .25 .30  
Green Label, 1's and ½'s .27 .35  
Blue Label, 1's, ½'s, ¼'s and ⅓'s . 30 .40

Red Label, 1's and ½'s.. .36 .50  
Gold Label, ½'s . 44 .60  
Red-Gold Label, ½'s . 55 .80

LUDELLA CEYLON TEA.  
Orange Label, ½'s . 24 .36  
Brown Label, ½'s & 1's .28 .40

Brown Label, ¼'s . . . . .30 .40  
Green Label, ½'s & 1s.. .35 .50  
Red Label, ½'s . . . . .40 .60

MELAGAMA TEA.  
MINTO BROS.  
45 Front St. East.  
We pack in 60 and 100-lb. cases.  
All delivered prices.

Wholesale R't'l  
Brown Label, 1-lb. or ½ .25 .30  
Red Label, 1-lb. or ½ .27 .35  
Green Label, 1's, ½ or ¼ .30 .40  
Blue Label, 1's, ½ or ¼ .35 .50  
Yellow Label, 1s, ½ or ¼ .40 .60  
Purple Label, ¼ only . 55 .80  
Gold Label, ¼ only . 70 1.00

"KOLONA" TEA.  
Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.  
Orange Label, 1's . . . . .23 .30  
Black Label, 1-lb., retail at 25c . . . . .20  
Black Label, ½-lb. retail at 25c . . . . .21  
Blue Label, retail at 30c . . . .24  
Green Label, retail at 40c. . .30  
Red Label, retail at 50c . . .35  
Brown Label, retail at 60c. .42  
Gold Label, retail at 80c. . 55

JAMS AND JELLIES.  
T. UPTON & CO.  
Compound Jams—Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.

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

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

JELLY POWDERS.  
WHITE SWAN SPICE AND CEREALS, LTD.  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen . \$0 90  
List Price.  
"Shirriff's" (all flavors), per doz. . . . . 0 90  
Discounts on application.

YEAST.  
White Swan Yeast Cakes, per case, 3 doz. 5c packages . . . . . 1 15



# Salmon

There is no longer any doubt but that you will have to pay high prices for all the well-known brands of salmon. The catch has been exceedingly poor, consequently prices are high.

A short time ago we threw our line out and raked in a block of half pound pinks which we have been selling at 50 cents per dozen.

Since then we have again thrown out another line and have pulled in a bigger block of one pound pinks, the quality of which is as good as the best that are packed. They are in flat tins and we look for a very ready sale, at one dollar per dozen.

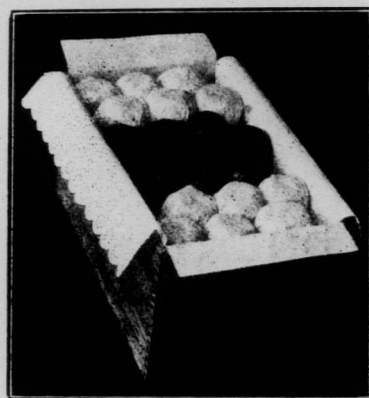
**Pink Salmon, 1-lb. flats, best quality:**

**\$1.00**

## H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO



**CHOICE ONTARIO APPLES**

In car lots, packed in barrels or boxes, straight or assorted varieties. Guaranteed to pass Government inspection.

Fruit all grown in our own orchards, and packed in our packing house at Waterdown, Ontario.

**WRITE FOR PRICES**

We also want a good connection in each town or city to take orders for Xmas box apples, delivered to any address in Great Britain or Ireland. Liberal commission.

Choice evaporated apples always on hand from our own evaporators.

**The Wentworth Orchard Co., Ltd.**  
DUNDAS, ONTARIO

**BANANAS  
Tomatoes  
Celery**

AND

**all early vegetables**

—  
We invite  
enquiry  
—

Prompt attention and first-class service.

—  
**WRITE AT ONCE**

**LEMON BROS.**

Owen Sound, Ontario

**“St. Nicholas,”  
“Home Guard,”  
“Puck,”  
“Kicking” Brands**

Messina Lemons are honestly packed with fruit of Quality — they are money-makers for you — year in and year out.

**J. J. McCABE**

Agent

**Toronto, Ont.**



**Every Box a Trade Bringer**

Prevail upon your customers to take a box of

**White Dove Cocomat**

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good — Order NOW.

**W. P. Downey**  
MONTREAL, QUE.



**Oakey's**

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

**“WELLINGTON”**

**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**

Manufacturers of

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

**Wellington Mills, London, England**

**Parke's Catsup Flavor and Preserver**



Sells rapidly and is a sure repeater

(1) It saves a lot of time and waste to a dealer making up recipes with 2 cents of this spice and 2 cents worth of another.

(2) A 25 cent bottle flavors and preserves catsup made from a bushel of tomatoes.

Sold at \$2.00 per doz., less regular cash discount, by most wholesale grocers and druggists. If not procurable from them we will send it to you at regular prices, and allow express charges on a 3 dozen lot.

**PARKE & PARKE, Druggists**

HAMILTON,

ONTARIO

**NATION'S CUSTARD POWDER**

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

**Nation's Egg Powder**



AGENTS:

C. Gyde, St. Xavier St., Montreal

F. Coward, Toronto (For Ontario.)

The W. H. Escott Co., Winnipeg, Man.

McKelvie, Cardell, Ltd., Calgary, Alta.

Distributors, Ltd. Edmonton, Alta.

Samples free by post.



## Heavy Offerings

of California

Pears

Peaches

Plums

Grapes

We are  
the largest  
handlers of this  
fruit.

The quality is excellent this  
year and price reasonable.

Full supplies of all  
the seasonable fruits.

### WHITE & CO., LTD.

TORONTO and HAMILTON

## REMEMBER

1. That we handle only the VERIBEST Fruit that is grown.
2. That you should handle only the VERIBEST Fruit that is grown.
3. That this is the VERIBEST Fruit House to get the VERIBEST Fruit.
4. That we appreciate your orders and will execute same promptly and satisfactorily.

### Everything in Fruit

THE HOUSE OF QUALITY.

### HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

WE ARE CONSTANTLY TELLING  
YOUR CUSTOMERS JUST WHAT  
HEINZ QUALITY MEANS IN FOOD  
PRODUCTS—WHY THE 57 VAR-  
IETIES ARE THE FINEST FOODS  
THAT CAN BE BOUGHT.

Keep in touch with our advertis-  
ing all over the country and see if  
you don't think you can turn this  
publicity to your own profit by keep-  
ing a well assorted stock of

### HEINZ 57 VARIETIES

always on hand to meet the  
ever-increasing demand of your cus-  
tomers for pure foods.

### H. J. HEINZ COMPANY



## Reasons for Bovril Success

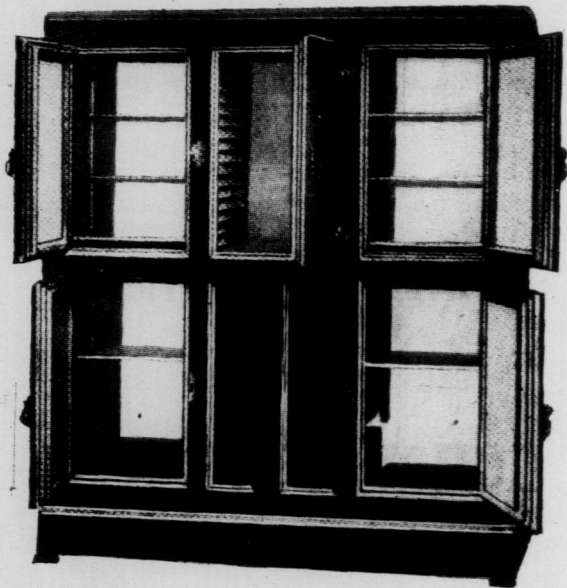
The demand for  
Bovril is enormous  
and our arrange-  
ments to supply it  
correspond. The

Bovril Estates in the Argentine com-  
prise 438,082 acres, and in Australia  
9,261,000 acres.

The reasons are the vitalizing power  
and appetizing flavor of Bovril—the  
advertising which has made this known,  
and the interest of the trade, for there  
is a good profit for the grocer.

### BOVRIL, LIMITED, - MONTREAL

*If your selection be the result of a careful and impartial investigation—the North Star Refrigerator will be your final Choice.*



The highest excellence as a refrigerator, as selling force for any store is the North Star Refrigerator. It is built on the only proper principle—that of absolute dry air circulation. It is so dry that a match can be lighted on the interior walls of the ice chamber at any time.

It is attractively made and besides being useful as a refrigerator it is a selling force that makes good.

Send for our catalogue, fully illustrating our many styles.

**Estate of JAMES DAVIDSON**  
OTTAWA, ONT.



By Special royal permission

## Sardines

Are Healthful  
Food!

RECOMMEND "KING  
OSCAR" BRAND

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

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

Canadian Agents

**John W. Bickle & Greening**

(J. A. HENDERSON)

HAMILTON

ONTARIO

## QUALITY

There is a regular and certain way for grocers to obtain steady profits and give customers satisfaction.

It is by recommending and selling standard goods.

In *Brooms*, W. W. Co. Brooms are the reliable standby, and both buyer and dealer get the best satisfaction.

Our "Bamboo" handle brooms are popular—you should keep them.

**WALTER WOODS & CO.**

HAMILTON

WINNIPEG

## BROOMS

With the pr  
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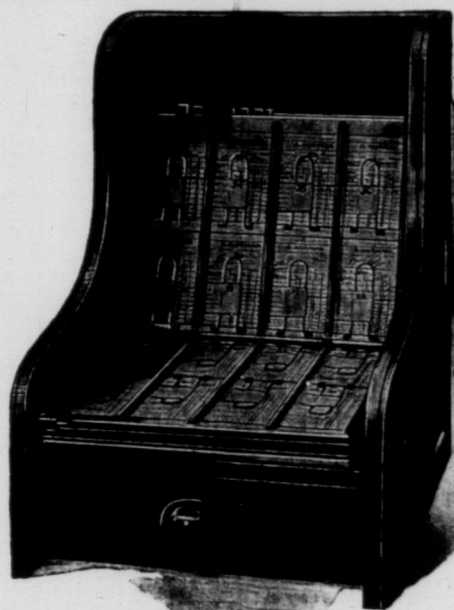
is the safe  
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every time  
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stration.

We want  
Register in

**The Har**







With the proper system of account keeping you can put an end to accounting worries and know the amount of accounts outstanding at a glance.

## The ULLMAN Account Register

is the safest, simplest, quickest, surest to charge and most satisfactory of any system on the market. It satisfies the customer as well as the merchant. There is a decided advantage to the grocer who uses an Ullman Account Register. The customer knows, every time he makes a purchase, how much he owes, and naturally tries to keep it as low as possible. Put in an Ullman Account Register and stop the incessant night work and worry of retail book-keeping.

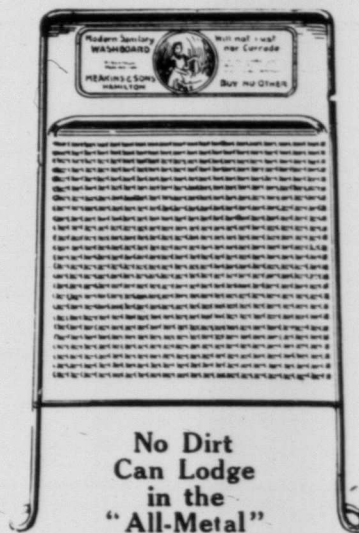
Send for illustrated booklet or ask for demonstration.

We want dealers to handle the Ullman Account Register in some localities.

**The Hamilton Incubator Co., Ltd.**  
Hamilton, Ontario



FACTORY AT HAMILTON



## It Stands to Reason

that an all-metal washboard made in one piece will outwear the old-fashioned wooden kind many times. Then, if this is a fact, the all-metal washboard is the most economical. This feature alone is one that prompts the housewife to buy the MEAKINS' SANITARY WASHBOARD when she sees it in the store. There can be no doubt about the superiority of an all-metal board over the old-fashioned wooden kind. Its practicability and sanitary construction, and dirt-resisting qualities commend it at once to the buyer and to the dealer as the line to handle.

**Meakins & Sons**  
Hamilton - Ontario



**Stuhr's  
DELICACIES.**

**Genuine Caviare,  
Anchovies in Brine,  
IN TINS AND GLASSES.**

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

**CASH FOR YOUR ACCOUNTS**

Will Come Quickly  
If You Use Our Service

We collect on percentage, in any part of Canada and the United States. We have no membership or Attorney fees, and make

**ABSOLUTELY NO CHARGE**

if we don't collect.

Give us a trial on some of your accounts—you'll be pleased with the results.

Prompt and persistent attention given. Prompt remittance. Write us NOW for Rates, Testimonials, etc.

**The Nagle Mercantile Agency  
WESTMOUNT, QUE.**

CREDIT customers make LESS trouble than anyone else, where

**Allison  
Coupon  
Books**



are used. Reduce expenses, eliminate losses, prevent misunderstandings—paying for themselves many times over.

**How They Work**

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere.

Manufactured by ALLISON COUPON CO., Indianapolis, Ind.

A want ad. in this paper will bring results from all over Canada.

Advertising secures a trial for an article, but quality, only, can cause sales to follow. Unique advertising caused thousands of women to try Fels-Naptha soap and its quality keeps them buying it. You can get the full benefits of its enormous sale if you keep it well stocked and prominently displayed.



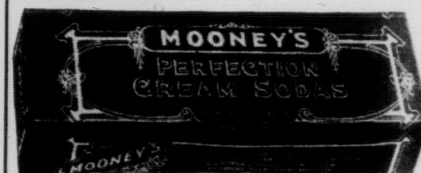
**Frequency of Sailings**

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

For further particulars apply to

**PICKFORD & BLACK, LIMITED**  
HALIFAX, N.S. Agents

**Y**OU, Mr. Dealer, to be right with your customers must give them the best value for their money. In doing this you are making a lasting name for yourself and giving your business a sure foundation. Moon-ey's Perfection Cream Sodas will bring trade and keep it, besides allowing you a good profit. The first qualities of perfect biscuit baking together with the purest ingredients make the Mooney line the most delectable of all soda biscuits.



**The Mooney Biscuit**

and Candy Co., Limited

Factories at

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,  
SYDNEY, C.B., HALIFAX, N.S.,  
FORT WILLIAM, CALGARY,  
VANCOUVER, B.C., ST. JOHN'S, Nfld.

All Good Things are Imitated.

**MAPLEINE**

(The flavor de Luxe)

Is not the exception.

Try the imitation yourself and note the difference.

Order from your jobber, or

Frederick E. Robson Co.,

26 Front St. E., Toronto.

Mason & Hickey, Winnipeg

The Crescent Mfg. Co.

SEATTLE. WN.



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

It is one that are... another... they are... other mak... varying g...

The GERM... package, ages of "PROOF" you, you... them, com... package... paper ba...

**The Contin**

Automatic Open OT

ONTARIO: V... ter Woods... ronto: The... MANITOBA... Woods &... MARITIME P... N.S. BRITISH CO... Ltd., Vanc... MONTREAL... Bag & Pa...

**Eureka**

Dry air



**Eureka Re**

JAMES RUT... Distributing Agents at P...



It is one thing to make Paper Bags that are *occasionally* good. It is quite another thing to make them so that they are not always better than all other makes of Bags, but *always of unvarying* goodness.

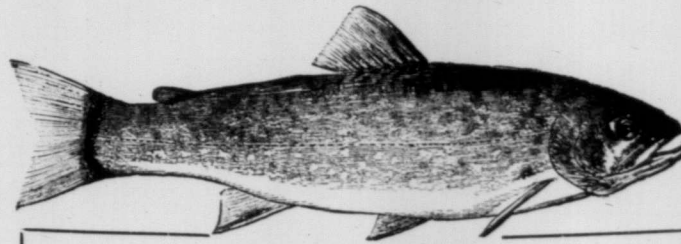
The name "CONTINENTAL GERM PROOF" stamped on each package, means that if a million packages of "CONTINENTAL GERM PROOF BAGS" were placed before you, you could choose any one of them, confident that every Bag in that package would be as *good* as the *best* paper bag *ever* manufactured.

**The Continental Bag & Paper Co., Limited**

Exclusive Manufacturers of  
Automatic Opening GERM PROOF Reinforced Bottom Paper Bags  
**OTTAWA - - - ONTARIO**

DISTRIBUTORS:

ONTARIO: Victoria Paper & Twine Co., Ltd., Toronto; Walter Woods & Co., Hamilton; Davidson & Hay, Ltd., Toronto; The Young Co., Ltd., North Bay and Sudbury.  
MANITOBA, SASKATCHEWAN AND ALBERTA: Walter Woods & Co., Winnipeg, Man.  
MARITIME PROVINCES: Thomas Flanagan, Esq., Halifax, N.S.  
BRITISH COLUMBIA: Messrs. Smith, Davidson & Wright, Ltd., Vancouver.  
MONTREAL AND QUEBEC PROVINCE: The Continental Bag & Paper Co., Ltd., 427 St. James St., Montreal.



## FISH A BRAIN FOOD

That fish is a brain-builder is a well-known fact; this will explain partly why fish foods hold their popularity the year round. It therefore behooves the dealer to sell only the very best and highest grade procurable.

The methods of catching, cleaning and canning

## Brunswick Brand

Herring will bear the closest investigation. There is no brand of sea foods more carefully packed and prepared than the Brunswick Brand.

Herring in Tomato Sauce and Kipperd Herring bearing this brand are known for their high quality and rare delicacy.

Write for our list of Fish Food Products and prices. You will be interested.



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

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

## Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



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

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

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

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

Montreal Representative

**JAMES RUTLEDGE Telephone St. Louis 3076**

Distributing Agents, **WALTER WOODS & CO., Winnipeg**

Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Dealer, fight with customers give them value for in doing ing a last- rself and isiness a . Moon- Cream trade and allowing. fit. The f perfect together ingredi- Mooney ectable of



Biscuit limited

Winnipeg, Man. N. OTTAWA. IFAX, N.S. CALGARY. OHN'S, Nfld.



isers, kindly e ad. in this

PURE

RELIABLE



Have no hesitation

in stocking and recommending

**"COW BRAND"**

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook. See to your stocks. Order from your jobber.

**CHURCH AND DWIGHT**  
Manufacturers LIMITED  
MONTREAL



**Three Lines You Should Know  
and Introduce to Your  
Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

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

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

**J. MALCOLM & SON**  
St. George Ontario

**MOTT'S**  
*"Elite"*  
**Chocolate**

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

**JOHN P. MOTT & CO.**

MANUFACTURERS

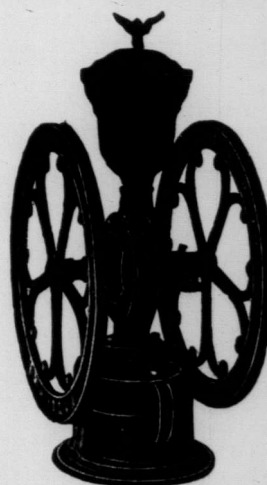
HALIFAX, NOVA SCOTIA

**YOU ARE THE MAN WE WANT**

—that is, if we haven't yet had the pleasure of putting an

**ELGIN**  
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue  
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches)  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm Braid & Co.; Kelly, Douglas & Co., Ltd.  
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.  
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.  
LONDON—Gorman, Eckert & Co.  
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.  
REGINA, Sask.—Campbell, Wilson & Smith.  
MONTREAL—The Canadian Fairbanks Co. (and branches).  
EDMONTON, Alta.—The A. MacDonald Co.

**Woodruff & Edwards**  
CO.  
ELGIN ILL., U.S.A.



# CENTURY

A good many people do not specify any particular brand or for what purpose they require salt when they order from the grocer. Therefore the Grocer should send them the very best—the salt that is good for any purpose, the table and dairy alike—**Century Salt.**

**Dominion Salt Co., Limited**

Manufacturers and Shippers  
SARNIA - ONTARIO

# SALT

## CASTILE SOAP



**"LA VIERGE"**

**The Virgin Brand  
EXTRA SUPERIOR QUALITY**

**The Standard Castile Soap of Marseille**

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

**LAW, YOUNG & CO., Montreal**

SOLE AGENTS FOR CANADA

## ARE YOU COMING TO THE CANADIAN NATIONAL EXHIBITION?

**AUG. 24th. TORONTO Sept 9th.**

Every dealer who visits the exhibition this year should make it a point to visit our exhibit of Sterling Brand Fruit and Vegetable Products which will also include a demonstration of Sterling Brand Sweet Mixed Pickles. We will be glad to see you.



**THE T. A. LYTTLE CO.**

Limited

Sterling Road,

TORONTO

## When In Doubt

order goods with a reputation, goods which are advertised and widely known. Then you will make no mistake.

### D.W.C. OLIVES

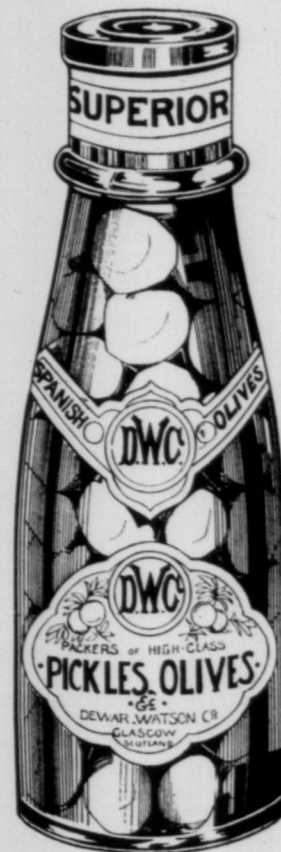
are quality goods universally known for their deliciousness. Only carefully selected, high grade fruit is packed. D.W.C. Olives are well advertised and sales with repeats are certain.

### 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.





"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

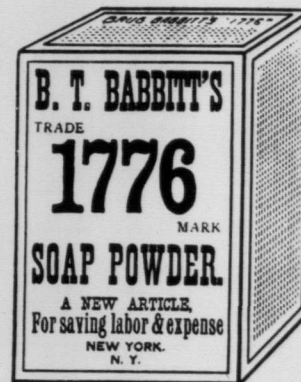
## Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

**Stevens-Hepner Co., Limited**  
PORT ELGIN . . . . . ONTARIO

"Babbitt's"  
Is  
The Original  
Soap Powder



**PUREST, STRONGEST, BEST SELLING**

You can depend on BABBITT'S SOAP POWDER to please your customers because of its great power as a cleanser. While any soap powder is expected to have cleansing power, BABBITT'S has more because of its concentrated form, so it gives more satisfaction and sells best.

Recommend BABBITT'S and tell your customers about our Premium Store, 396 St. Paul St., Montreal, Canada.

**B. T. BABBITT, INC.**  
NEW YORK

**SALT** Rice's Table  
Salt is  
**ALWAYS PURE**

Give your customers a good article. Rice's Table Salt—the salt in the neat package—will increase your returns and bring you a steady trade.

Rice's Salt for table, dairy and general use is a good seller, and always reliable. Write us for prices.

**THE NORTH AMERICAN CHEMICAL CO. Ltd., Clinton, Ont.**

BUY  
**STAR BRAND**  
Cotton Clothes Lines  
AND  
Cotton Twine

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

For Sale by All Wholesale Dealers  
SEE THAT YOU GET THEM

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

## AURORA COFFEE

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

**W. H. GILLARD & CO.,**

**Wholesalers**

**HAMILTON, ONT.**

THE  
FOR



Write, st  
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PIQUA

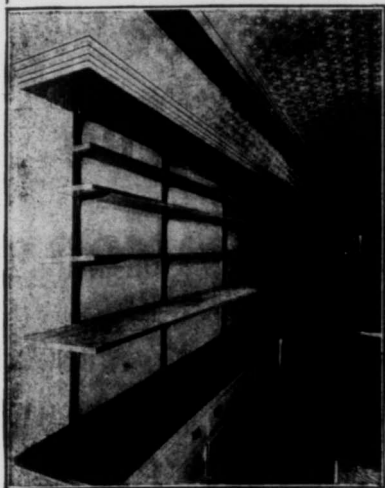
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## THE BEST SHELVING FOR YOUR BUSINESS



Note the splendid stretch of shelf space—not a stick or prop in the way—all reserved for the best display of merchandise.

This is one of the many good points of our

### PATENT ADJUSTABLE BRACKETS

They are strong, durable, beautiful in appearance and leave all the space for display of goods.

Write, stating whether your building is brick or frame; and full information will be gladly sent.

## The Piqua Bracket Company

SOLE MANUFACTURERS

PIQUA

::

OHIO

## TOBACCO DON'TS

**Don't** say "I haven't it" when a customer asks for tobacco, say "I'll get it."

**Don't** think you can't sell tobacco, because **you can**. You have the best of chances.

**Don't** wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

**Don't** make any mistake about the names of the leaders. They are

Master Mason - - - Smoking  
King George's Navy - Chewing  
Maple Sugar - - - Chewing

## The Rock City Tobacco Co.

Quèbec Winnipeg

## Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE Milder  
THAN



## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

## TUCKETT LIMITED

Hamilton.

Ont.



**CLASSIFIED ADVERTISING**

**BUSINESS CHANCES**

FIRST-CLASS GROCERY BUSINESS ON Yonge St., Toronto; special reasons for selling. \$4,000 cash required. A snap. See Mr. Wilson, MacLaren Imperial Cheese Co., Ltd.

FOR SALE—GENERAL BUSINESS, BEST town in north; stock 8 to 10 thousand; turnover about \$25,000. Good reasons. Apply Box 445, Canadian Grocer, Toronto.

**SITUATION WANTED**

ENGLISH COMMERCIAL TRAVELLER open for engagement Jan. 1, 1913, with good Canadian firm as travelling representative in England, South Africa, Australia, or Canada. Highest references. Reply Post office Box 482, Toronto, Ontario.

FRENCH PENSIONED OFFICER, WITH medals, energetic, has been in business for the last 6 years, requires representation of reliable articles yielding good profits. Write, with conditions, to Mourcois, 17 Bureau Restaurant, Prefecture, Marseille, France.

SALESMAN—GROCERY, PROVISION BUSINESS, age 32, 19 years' practical experience, England; 12 years manager-buyer for trade, \$75,000; successful coffee blender and roaster. Open start bottom where opportunity offered advancement. Pay own expenses, England anywhere Canada. Fuller details, Box 444, Canadian Grocer, Toronto.

**PRINTING**

CHEAPEST PRINTING ON EARTH.—BOOK-lets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

**MISCELLANEOUS**

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Drop in  
and See  
Us at the  
Exhibition**

We, of course, have a booth at the Toronto Exhibition, and hope to meet you there. We'll show thousands of housekeepers the value of the Ermaline Bag, and create demand for you. Are you stocking? If not don't miss our exhibition. The demonstration will please you.

SEE US AT THE  
**Gas Building, Room 26**

DON'T FAIL

**Edward Lloyd**

LIMITED  
MONTREAL

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

**EPPS'S**

Grateful and Comforting CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg  
FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.

Agrees with everybody forming one of the most digestible and nourishing articles of diet known.

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# The Green Powder In The Green Tin ANTI-DUST

has become more and more popular and is used in a large number of the best homes.

Are YOU selling Anti-Dust? If not you are losing money, for ANTI-DUST gives you a big profit.



Kills all germs. Cleans oilcloth, carpets, floors, etc. No dust, no germs with Anti-Dust.

Our Big Sample Distribution Scheme  
Is Helping You

Ontario Agents: MacLAREN IMPERIAL CHEESE COMPANY, LIMITED  
**The Sapho Mfg. Co. Ltd., - - Montreal**

## KING BRAND

has no equal. We can offer better quality goods at the lower figure. One dealer writes: "Your goods are certainly excellent."

## KING BRAND

Jam is packed in 5 lb. (friction top) and 7-lb. pails. Glass jars and wooden pails.

**ONTARIO BROKERS**  
*Here is Your Chance*

**Labrecque & Pellerin**  
**Montreal**

AGENTS:  
Maritime Provinces - J. Hunter White  
Western Provinces - J. J. Gilmor & Co., Winnipeg

## A Proposition Worth While

Quinquinol, the stock food of the day, has made good and is a favorite amongst farmers, etc.

## Dealers, Attention!!

We will only sell one dealer in each town. Are you going to be our agent?

*We will give you a dozen free gallon tins for sample distribution and as an advertisement.*

Won't you write us about this?

We will trust you. A long line of credit. We only want your name.

See Canadian Grocer of Aug. 9th for further news.

*Write To-day.*

**Quinquinol Stock Food Co.**

69 St. Timothee St., Montreal

**COOK'S FRIEND**

"The Baking Powder With a Pedigree," made from pure grape cream of tartar and containing no alum or other deleterious ingredients, has been conforming to Pure Food Laws before their existence. It costs no more than unknown brands and is equal to imported powders at double the price. Sell **Cook's Friend** and reap the benefits of our advertising.

Purer than the Law Demands  
Contains No Alum

W. D. McLAREN, Limited, Montreal



**TIME FLIES**

So does sweeping-dust unless kept down with the dustless sweeping compound

**SOCLEAN**

Tell your customers of its wonderful dust-laying qualities, the dusting it saves and the brightness it adds to carpets, etc. They will be interested.



**SOCLEAN LIMITED,  
TORONTO, ONT.**

The originators of the Dustless Sweeping Compound of Canada

**Does Your Mind Ever Feel Sluggish?**

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptible to this trouble, that the most successful and permanent cure is to join the sales force of **MACLEAN'S MAGAZINE**, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning \$10.00, \$12.00 and \$15.00 per week during their spare hours, by taking subscriptions for **MACLEAN'S MAGAZINE**, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for **MACLEAN'S MAGAZINE** is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to

**The MACLEAN PUBLISHING COMPANY, Limited**

143-149 UNIVERSITY AVENUE

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TORONTO, ONT.

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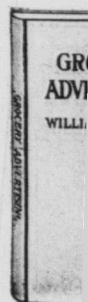
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**Quality is the Main Consideration  
in the Manufacture of Foodstuffs**



**Macaroni and Vermicelli**

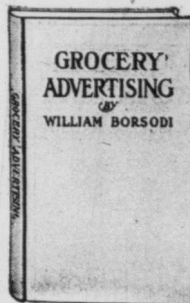
are made from hard wheat, no maize or rice flour mixed with them—in fact only the purest ingredients are used in their manufacture.

Manufactured in a modern, scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

**D. SPINELLI & CO.,**  
Registered  
**MONTREAL**

**Grocery Advertising  
has made Fortunes**

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID \$2.00

TECHNICAL BOOK DEPARTMENT  
MacLean Pub. Co., 143-149 University Ave., Toronto

**Mr. Merchant—  
Do Not Fail  
To See  
Our Exhibit  
At the Exhibition**

(Under the Grand Stand)

Ask for one of our  
Souvenir Watch Fobs

**SPECIAL DEAL ON  
Bull Dog Ammonia Powder  
AND  
Bull Dog Specialties**

**THE JOHN B. PAINE CO., LIMITED  
TORONTO**

## Don't Raise A Holler



If your trade in Jams and Jellies is not going ahead as fast as you would like to see it. If you do not already handle the L. & B. Banner Brand Jams and Jellies, get a trial order and introduce it to your customers. They will like it and your business will forge ahead.

Put up in 2, 5, and 7 lb. gold lacquered pails, and 30 lb. wooden pails.



**LINDNER & BENNER, TORONTO**

Phone Park 2985 291 Arthur St.

WESTERN AGENTS:

Laing Bros., Wholesale Grocers, Winnipeg, Man.

## Why Not Buy PEACOCK PICKLES?

**MATHEWSON'S SONS**

WHOLESALE GROCERS

MONTREAL

# PEAS

## LE SOLEIL Brand

**THE PEA SITUATION IS BECOMING MORE CRITICAL EVERY DAY. BY ACTING NOW YOU WILL MAKE MONEY BEFORE THE SEASON IS OUT**

Canadian Peas cannot be secured in very large quantities, and as a result prices have advanced from 15 per cent. to 20 per cent. We, however, can offer you the following assortment of imported peas at prices thoroughly interesting. To be delivered about Sept. 1st:—

205 cases Extra Fins,	1/2 kilo
120 cases Tres Fins	1/2 kilo
580 cases Fins	1/2 kilo
250 cases Mi-fins	1/2 kilo
250 cases Moyens No. 1	1/2 kilo
150 cases Moyens No. 2	1/2 kilo
15 cases Sur Extra Fins,	in bottles.

### ANOTHER BATCH.

We can also show you a nice profit on 500 cases of assorted peas, Brand FRANCOIS PETIT & CIE.

We have such a phenomenal demand for LE SOLEIL Canned Peas that our initial order, which was extraordinarily large, has been practically bought up. We must therefore impress upon you that it is a case of **FIRST COME, FIRST SERVED.**

### IMPORTED MUSHROOMS LECOURT BRAND.

To be delivered on the 1st of September.

100 cs. Choice quality	1/2 kilo
200 cs. First choice	1/2 kilo
200 cs. Extra Choice	1/2 kilo
200 cs. Hotel	1/2 kilo

Write, 'Phone or Wire.

**Laporte, Martin & Cie.**

Limitee

Tel. M. 3766

568 St. Paul Street

**Montreal**

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Aetna Biscuit Co. ....  
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Amsby, J. K. ....  
Auto Roach Killer Co. ....  
Aylmer Con. Milk Co. ....

B  
Babbitt, B. T. ....  
Balfour-Smye & Co. ....  
Benedict, F. L. ....  
Bickle, J. W., & Green  
Borden Condensed Milk  
Bourque & Son, H. ....  
Bovril, Ltd. ....  
Brantford Oven & Rael  
British Canadian Cann  
Brown Mfg. Co. ....

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Cairns & Sons, Alexan  
Canadian Coconut Co  
Canadian Rat Corn Co  
Chivers & Sons, Ltd. ....  
Church & Dwight ....  
Clark, W. ....  
Clawson, W. S., & Co  
Coles Mfg. Co. ....  
Computing Scale Co. ....  
Common Sense Mfg. Co  
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Continental Bag & Pa  
Connecticut Oyster Co.  
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Crescent Mfg. Co. ....  
Cuvrette & Saurel  
Crighton, C. E., &  
Crothers, W. J. ....

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Davidson Estate, Jas.  
De La Rond  
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Distributors, Ltd. ....  
Dominion Canners, Ltd.  
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5 Cases at  
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10 Cases at  
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25 Cases at  
with 150 t

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Net 30

Assorted





THE CANADIAN GROCER  
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5 Cases at .....\$4.15  
with 20 bars Naptha free.

10 Cases at .....\$4.05  
with 40 bars Naptha free.

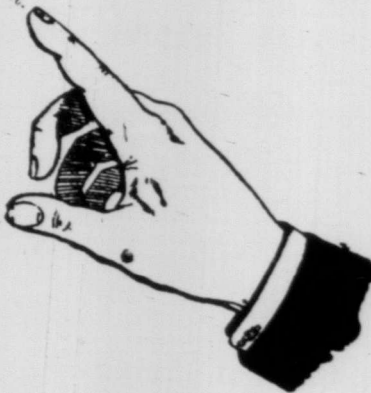
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with 150 bars Naptha free.

FREIGHT PREPAID  
Net 30 days. 1% Cash.  
Assorted or otherwise.



The best 5c. line with an extra good margin of profit.

A fifty-year-old favorite—Quality counts.



Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

# They Tickle the Palate

—not because they're Telfer's  
but because they're good.



## TELFER'S PEERLESS CREAM SODAS

The name never fools the palate. The taste must be there or the palate refuses to pronounce the article good. Telfer's Peerless Cream Sodas are delightfully crisp and creamy. They are packed in such a way that they retain their freshness for a long time. Send for sample order.

**Telfer Bros., Limited**  
COLLINGWOOD, ONT.

Branches: Toronto, Hamilton, Winnipeg, Fort William, Edmonton, Brantford

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THE W. H.  
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(British Col



# A Table Delight for Old and Young

Jelly, as a sweet at luncheon  
or dinner, is unsurpassed—if  
it is Chivers.'



FLAVORED WITH  
RIPE FRUIT JUICES

## Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

### CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON

CAMBRIDGE

ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LTD.

57 Water St.

VANCOUVER, B.C.

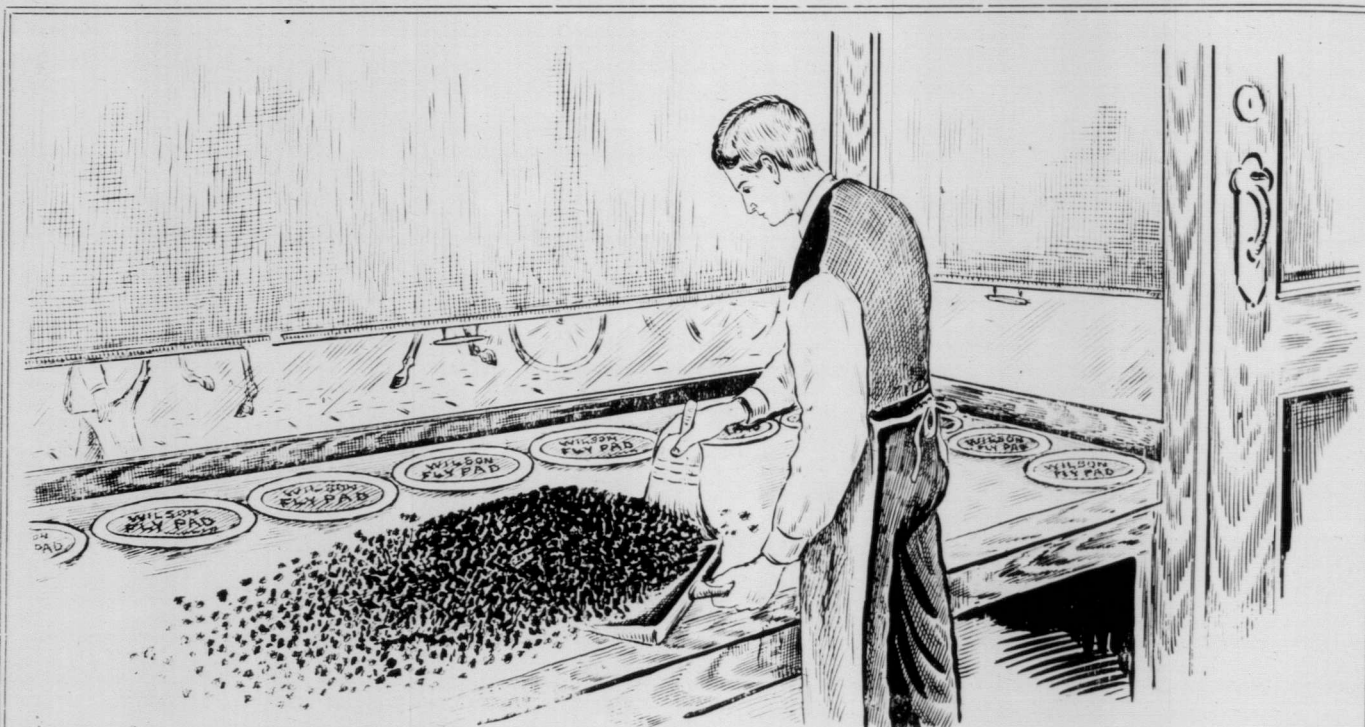
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.

144 Craig St. West

MONTREAL

(Canada and Newfoundland)



## No Flies in My Store

This is the boast of the up-to-date Grocer, and this happy condition of affairs is easily brought about.

### HOW TO DO IT

Before closing on Wednesday afternoons pull your windowblinds down to within ten inches of the bottom, place Wilson's Fly Pads properly wetted on white plates close together along the whole window front, darken all the rest of the store as much as possible, so that all the flies will go to the strip of light where the Fly Pads are. On Thursday morning sweep up the dead flies and put the plates away until Saturday night, then repeat the operation over Sunday.

By following these directions exactly you will kill practically every fly in the store over Sunday and again on Wednesday afternoon.

### DON'TS

Don't object to paying 60c per dozen for the necessary two to four dozen plates, they will last for years.

Don't be silly and expect two or three Pads to kill all the flies in your store. You must get the flies to the Pads, therefore use plenty of them.

The plan is simple. It is effectual.

It is cheap. It is very little trouble, and the resulting flyless store is worth hundreds of dollars to any live Grocery business.

**THE WILSON FLY PAD CO.**  
**HAMILTON, ONT.**

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