

**PAGES
MISSING**

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision,
Canned Goods and Foodstuffs Trades of Canada.

Montreal: 70-72 Eastern Townships Bank Bldg.
London, Eng.: 25 Fleet St., E.C.

Toronto: 14-16 University Ave.
New York: Rooms 1109-1111, 149 Broadway.

Winnipeg: 211 Union Bank Building

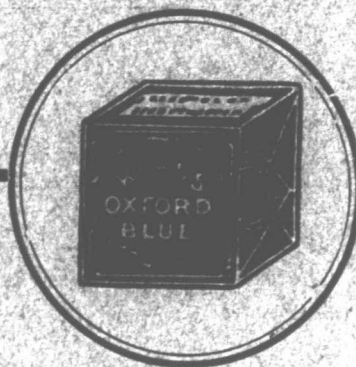
VOL. XXIV.

PUBLICATION OFFICE: TORONTO, AUGUST 19, 1910.

NO. 33.

OXFORD

Keen's



Blue

At home and abroad
enjoys a unique rep-
utation for purity

It is the most perfect
and satisfactory Blue
made

It's money to you, Mr. Grocer, to make it your leading laundry blue

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

Canada's Leading Starches

Edwardsburg

"Silver Gloss" Starch

(for laundry purposes has no equal)

Benson's "Prepared" Corn

most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

UPTON'S

Pure

Jams and Marmalades

In Bulletin No. 194, issued by the Canadian Government, the chief analyst declares Upton's Pure Jams and Marmalades absolutely pure. In addition to this we give you our guarantee that these preserves are put up in season from clean, sound fruit and granulated sugar, and are the finest preserves that can be produced.



Look at these prices and place your order at once, if you want high-grade preserves :

UPTON'S PURE JAMS AND MARMALADES

GUARANTEED FINEST QUALITY

	16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.		16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.
Raspberry Jam	\$1.90 per doz.	55c per pail	Peach Jam	\$1.70 per doz.	50c per pail
Strawberry Jam	1.90 per doz.	55c per pail	Plum Jam	1.60 per doz.	40c per pail
Black Currant Jam	1.90 per doz.	55c per pail	Assorted Jam	1.75 per doz.	50c per pail
Red Currant Jam	1.70 per doz.	50c per pail	Grape Fruit Marmalade	1.60 per doz.	45c per pail
Gooseberry Jam	1.70 per doz.	50c per pail	Orange Marmalade ...	1.45 per doz.	37½c per pail
			Apple Butter		37½c per pail

Freight prepaid on five cases or more shipped direct from factory to Windsor, Owen Sound, Collingwood, Gravenhurst, Ottawa, Montreal, and all intervening points in Ontario. To all other points a freight allowance of 25c. per cwt. will be made.

TERMS: Net, No Discount

The T. UPTON CO., Limited,
HAMILTON, CANADA

The Best Only

Always the Best

"GRIFFIN"
BRAND
Seeded Raisins
—Fancy—

"EASTER"
BRAND
Seeded Raisins
—Choice—

Order
NOW
for
FALL

"GRIFFIN'S"
Seedless Raisins
—Fancy—

"EASTER"
BRAND
Prunes, Peaches, Apricots
—Choice—

GRIFFIN & SKELLEY CO.---

Pack only the best fruit from the best Vineyards and Orchards in California.

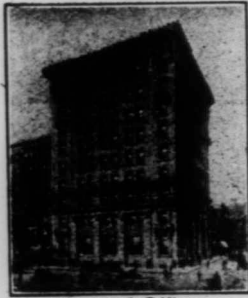
Full Grade

Full Count

Full Weight

Satisfied Customers

Sure Profits



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING
MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery
Brokers
WAREHOUSEMEN
can give close attention to few more first-class
agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant
with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Representing Morris Packing Co.
Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,
WESTERN DISTRIBUTORS
Wholesale Commission Merchants and Manu-
facturers' Agents. Cars Distributed, Warehoused and
Forwarded. Warehouse on Transfer Track. Busi-
ness solicited. Our position is your opportunity.
SASKATOON,
Western Canada

H. B. BORBRIDGE
Wholesale and Retail Grocery
Broker
OTTAWA

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grains, Mill Feed,
Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 79

*Are you interested in any of the
lines that are advertised?
A Post Card will bring you price
list and full information.
Don't forget to mention this
paper.*

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

CURRENTS

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

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

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1865

If you are looking for trade with Irish merchants
there is one paper that can put you in touch with
buyers, and that is
**The Irish Grocer, Drug, Provi-
sion and General Trades'
Journal.**
10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers

77 York Street, Toronto

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

RAW SUGAR ON SPOT
Barbadoes, Muscovado, Jamaica
Light and Dark Crystals
Lind Brokerage Company
73 Front St. E., Toronto

THE HARRY HORNE CO.
Grocery Brokers and
Manufacturers' Agents.
309-311 King St. West, - - Toronto
Leading manufacturers of Grocery Specialties
desirous of extending their business, should write
us at once. Correspondence solicited from For-
eign Firms.

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and
Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

CORRESPONDENCE SOLICITED
H. G. Spurgeon
Manufacturers' Agent
P.O. Box 1812 WINNIPEG, MAN

DO YOU WANT REPRESENTATION IN
WINNIPEG
Where Business is Booming?
BAWLf, DAVEY & CO.
Wholesale Grocery Brokers.

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Mer-
chants, Warehousemen.
We sell direct from the Manufacturer to the Retailer
Track connections with all Railroads.

J. F. EBY, President

HUGH BLAIN, Vice-Pres.

WE ARE TEA and COFFEE EXPERTS

We will be glad to help you build up this branch of your business. Ask us for samples to match or at a price. We will do the rest.

EBY-BLAIN, Limited

Wholesale Importing and Manufacturing Grocers

Toronto, Canada

THERE ARE TWO ADEQUATE
REASONS FOR STOCKING AND
PUSHING

Ram Lal's Pure Tea

It maintains a uniform high quality suited to your better-class Trade.

It gives to the drinker all that is required in superior flavour and strength.

SEND TO US FOR SAMPLES AND PARTICULARS

RAM LAL'S PURE TEA CO., Limited
MONTREAL, CANADA



Where do you live?



Should no representative of the undermentioned Wholesale Grocery and Biscuit Firms visit your store, it is no reason why you should not sell FROU-FROU.

If you will send us your name and address, no matter where your store is situated, we will, in the first place, mail you a sample so that you may taste the taste of FROU-FROU, and if favored with your order we will guarantee that a 5-lb. or a 10-lb. tin reaches you at as advantageous terms as your brother grocer who may be more favorably situated for receiving supplies.

FROU-FROU is the result of Dutch ingenuity, the World's greatest Wafer, and the despair of imitators.

You owe it to your customers and to your own business to sell this, the peer of all Wafers.



The store with FROU-FROU can always supply the "something extra" for its customers' unexpected guests.

WHOLESALE DISTRIBUTORS OF FROU-FROU



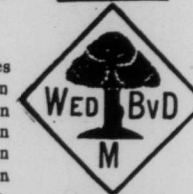
NOVA SCOTIA
 Harrington, Ltd.Sydney
 The Cape Breton Wholesale Gro-
 cerySydney
 Moirs, Ltd.Halifax
 Black & Co.Truro
 McCullough, Creelman & Morrison
Truro
 A. W. Morrison.....Amherst

PRINCE EDWARD ISLAND.
 J. J. McKinnonCharlottetown
NEW BRUNSWICK.
 Baird & PetersSt. John
 H. W. ColeSt. John
 J. H. Marvin, Ltd.Moncton
 Jones & Scofield....Campbelltown

QUEBEC.
 A. B. Dupuis.....Quebec
 Rowell Sons & Co.....Sherbrooke
 C. O. Genest & FilsSherbrooke
 Howe, McIntyre & Co.....Montreal
 Lang Mig. Co.Montreal
 Hudon & OrsaliMontreal
 Hudon, Hebert & CieMontreal
 Mathewson's SonsMontreal
 Laporte, Martin & Co.Montreal
 Masson & St. GermainMontreal

ONTARIO
 H. N. Bate & SonOttawa
 Provost & AllardOttawa
 S. J. MajorOttawa
 F. J. Castle & Co., Ltd.....Ottawa
 Abbott Grant & Co.Brockville
 The W. J. Crothers Co.....Kingston
 John Sloan & Co.Belleville
 Jas. Wallace & Co.Belleville
 Chas. RishorPeterboro
 W. B. Sparling & Co.Lindsay
 C. H. Woodward & Co. Cannington
 Eby-Blain, Ltd.Toronto
 H. P. Eckardt & Co.Toronto
 Canada Brokerage Co.Toronto
 T. Kinnear & Co.Toronto
 F. W. HumphreyToronto
 James Lumbers, Ltd.Toronto
 Parsons, Brown & Co.Toronto
 Perkins, Ince & Co.Toronto
 Warren Bros. & Co.Toronto
 Geo. WestonToronto
 Jas. SomervilleHamilton
 Jamieson Bros.Galt
 John SloanGalt
 The Simpson Co.Guelph
 Imperial Biscuit Oo., Ltd....Guelph
 C. H. Doerr & Co.Berlin

John RossSt. Catharines
 John GarveyLondon
 A. M. Smith & Co.London
 Serandrett Bros.London
 M. Masuret Co.London
 Edward Adams & Co.London
 Stratford Wholesale Grocery Co.
Stratford
 D. C. JamiesonSarnia
 T. Kenney & Co.Sarnia
 J. F. Smyth' & Co.....Windsor
 Norman D. MeisnerWindsor
 Telfer Bros., Ltd.Collingwood
 McLaughlan & Sons Co. Owen Sd.
 A. J. YoungNorth Bay
 A. J. YoungSudbury
 W. H. Gillard & Co.,
 Sault Ste. Marie
 Telfer Bros., Ltd.Fort William
 Rat Portage Wholesale Grocery
 Co.Kenora
MANITOBA AND WEST.
 Paulin Chambers Co., Ltd.
Winnipeg, Man
 Telfer Bros., Ltd.Winnipeg, Man.
 W. J. Boyd & Co....Winnipeg, Man.
 The Codville Co....Brandon Man.
 Campbell & Wilson...Regina, Sask.
 Kelly, Douglas & Co....Vancouver.

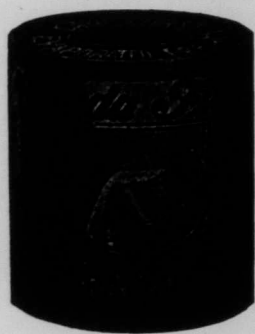


TASTE THE TASTE OF FROU-FROU
 The Dutch Wafer of Indescribable Charm

MacGREGOR SPECIALTY COMPANY
 Canadian Distributors - - - TORONTO



There's a way to increase your Sales of Evaporated Cream



The researches of science demonstrate very clearly that a great deal of disease is attributable to the use of raw milk.

And the mothers of Canada's rising generation are beginning to realize that the safest course is to use reliable brands of Condensed Milk and Evaporated Cream for all cooking and table purposes. So, by recommending

"Canada First" Evaporated Cream

you can do a lot towards convincing the mothers of your locality that evaporated cream is preferable in every way to ordinary raw cows' milk.

"Canada First" Evaporated Cream is absolutely pure and perfectly sterilized. The utmost care is taken to preserve purity during every stage of the process of manufacture, and it reaches your customer in perfect condition.

Order from your Wholesaler.

Aylmer Condensed Milk Co., Limited
Aylmer - - - Ontario

THE FAMOUS DAYTON SCALE

NOTE THE SPECIAL FEATURES; also note that no other maker can use these but the Dayton. SWIVEL BASE, making the scale to revolve to either side of the counter. LOW PLATFORM, only 7½ in. from the counter. AUTOMATIC THERMOSTATS, regulating the scale in any temperature. DIAL FITTED with BALL BEARINGS, making it very sensitive for small weighings. These Special Features alone make the DAYTON SCALE superior to all others.

There are more DAYTON SCALES sold than all other makes of Computing Scales combined.

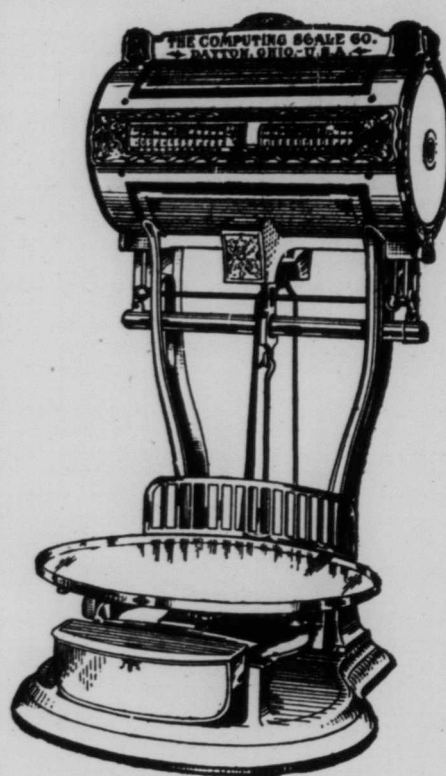
We make a generous allowance for your old Computing Scale.

Write us and get our quotations.

MADE IN CANADA

The Computing Scale Co. of Canada, Limited

164 West King Street, TORONTO, ONT.



Dayton Moneyweight Scale
Note the low platform



Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

Price list on application.

Poulton & Noel Limited

ENGLISH PRESERVED PROVISION MANUFACTURERS
LONDON, ENGLAND

Rose & Laflamme, Limited, Montreal & Toronto
CANADIAN SELLING AGENTS

Just You Taste—

OUR SPECIALTY
**STRAWBERRY
JAM**

Made only from the finest, luscious whole fruit and purest cane sugar.

“KOOTENAY” BRAND

JAMS and JELLIES

IN BOTTLES

and then tell your customers how good they are! They are made solely from the ripest, luscious British Columbia fruits and the purest cane sugar, and are handled in an up-to-date sanitary factory.

The profit on “Kootenay” Brand will interest you too.

Kootenay Jam Co., Limited
Nelson, B. C.

Agents, Donnelly, Watson & Brown, Ltd., Calgary and Vancouver



**It isn't a question
of any kind of Condensed Milk!**

It is for you to supply your customers with the *best* and *most perfect*. To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

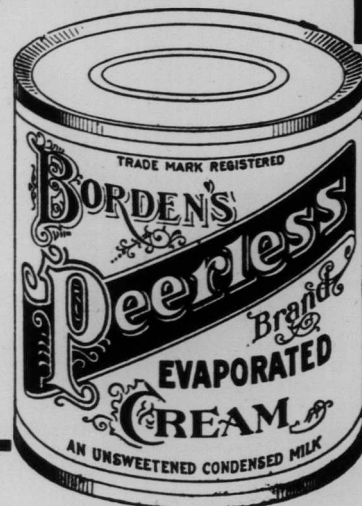
*“Eagle Brand” Condensed Milk
and “Peerless Brand” Evaporated Cream.*

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macauley & Co., Vancouver,
Victoria, Nelson and Calgary.



THE CANADIAN GROCER

PERRIN'S BISCUITS

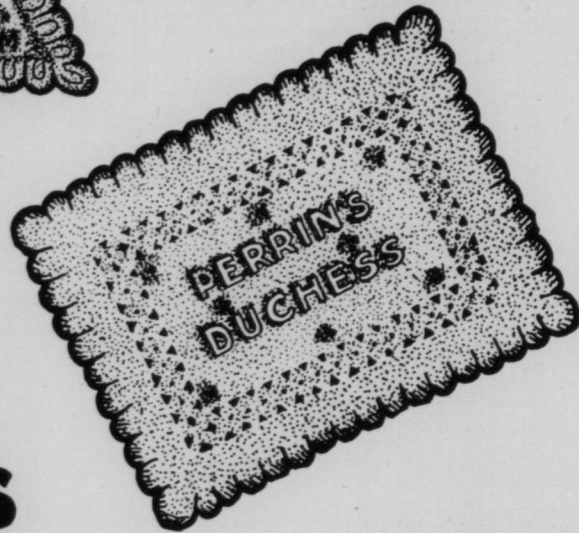
THREE



SELLERS



**AND
ALL
TRADE
KEEPERS**



Balaklava Brand Beans

You already know them. If you do not, write us for information and prices. If you do know them, see that your stock is kept up.

— A WORD TO THE WISE —

The Eastern Canning Co.

Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Wesse, Hamilton;
H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Thos. O.
Dear S
Wou
Express,
of Beef
fore.
Ther
it. Two
for this l
The
worst ty
great ad
great th
friends a
has a go
You
Order in
Your l



There's Money in Handling Brand's Essences of Beef, Chicken, Veal and Mutton

Peterboro, 9th July, 1910
Thos. O. Baxter

Dear Sir:

Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before.

There is a growing demand for it. Two new customers are waiting for this lot to arrive.

The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now.

You will find enclosed Express Order in payment of last lot.

Your kind attention will oblige,

**Yours truly,
A Leading Grocer
(Name on request)**

Throughout the world Brand's Specialties have an enormous sale, and we are making a

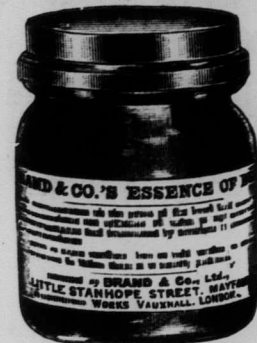
SPECIAL INTRODUCTORY OFFER

to high-class grocers so that we can properly introduce these goods to the Canadian public.

Avail yourself of this favorable opportunity to increase your trade. Our offer has been accepted by practically every merchant to whom it has been made.

Don't think that Brand's Essence is like ordinary meat extracts. It is not "just the same." Brand's is a clear, amber-colored jelly when cool.

Brand's is specially recommended for invalids, and is retained on the stomach when nothing else can be.



Write for particulars to

T. O. BAXTER, 25 Front Street East, TORONTO

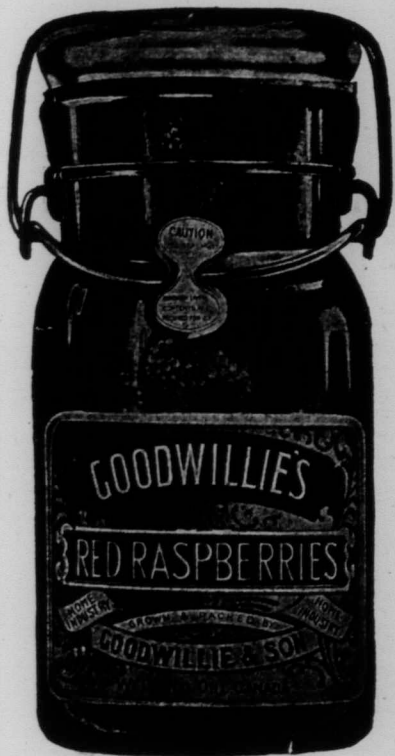
or

H. HUBBARD, 27 Common Street, MONTREAL

BRAND & CO.

Purveyors to
H.M. the King

London, Eng.



**Goodwillie's
PURE FRUITS IN GLASS**

- ☞ Possess that exquisite delicacy of flavor which arouses a desire for more which must be satiated.
- ☞ If you make yourself the original vendor of GOODWILLIE'S it is to you the customer will return, and with her request for "more GOODWILLIE'S," she will leave her order for other groceries.
- ☞ Have you customers coming back for GOODWILLIE'S? You should and can.

*You Can Secure Prices
From Your Wholesaler.*

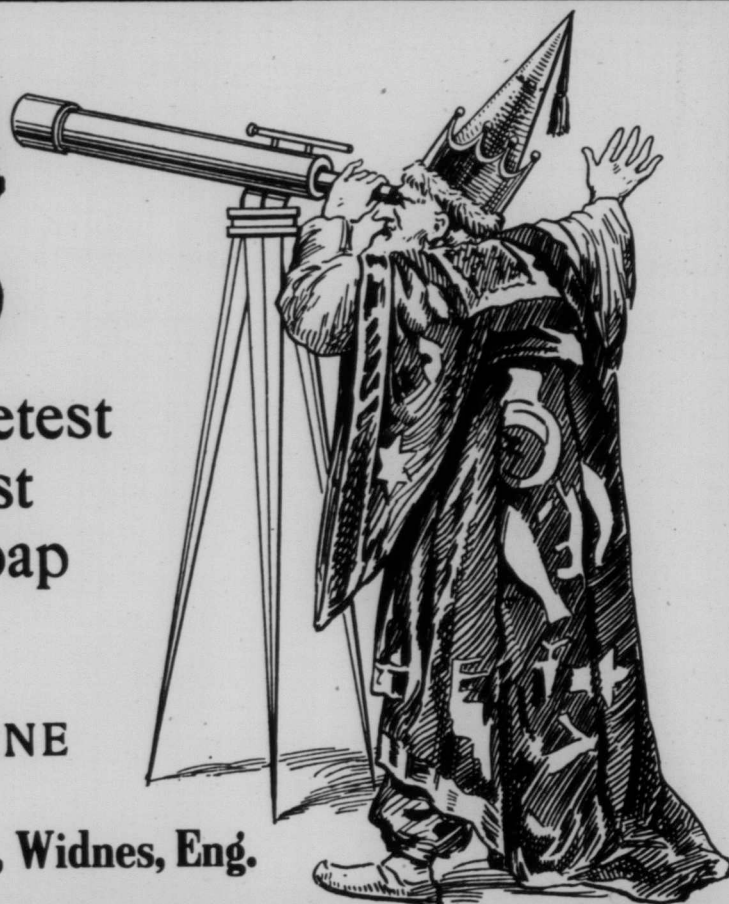
**Rose & Laflamme, Ltd. - Montreal and Toronto
AGENTS**

Gossages' Magical Soap

The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.



Change in Price
means
Change in Profits

It's up to you, Mr. Jobber,
and Mr. Retailer, to PUSH

KANDY KID

and

HULLY GEE

— lines that net you the
pleasing profit of

33 $\frac{1}{3}$ %

Write for circular. You'll be interested.

Clyde Fuller & Bro.
WINDSOR, ONT.

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 LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

**LIMEHOUSE,
LONDON, E., ENG.**

Canadian Agents

**ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL**



QUALITY

When anyone wants
a high-class household
refrigerator they always
buy the Ham & Nott
make. Our grocer re-
frigerators are made on
the same principle. That
means the best.

Sold by leading hard-
ware dealers, or write
to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

Tea

is n
ers

TV

---t
tea
fro
wh
fo
Co
pa
an

8 Mat

Tea Good Enough
For Monarchs

is none too good for your customers! Sell

TWINING'S
TEA

---the most reliable of package teas. We have bona-fide Warrants from the Crowned Heads of Europe, which only emphasize the fact that for Palace, Mansion, Home or Cottage, **Twining's Tea** is unsurpassed. Sells at a moderate price, and leaves a good profit.

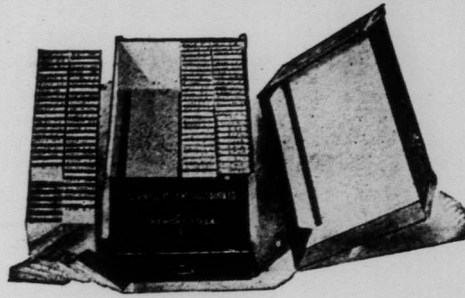
Sold in packets only.

Canadian Agent:

Harold Ritchie

8 Matilda Street, - Toronto

YES, SIR—THIS IS THE KEITH SYSTEM WITH THE STEEL ASBESTOS LINED HOOD



The only system in existence that will protect your accounts against fire.

The only system with the metal back book, numbered from 1 to 50 in duplicate or triplicate, in which to keep separately each customer's account

The only system that places a positive check on **FORGOTTEN CHARGES.**

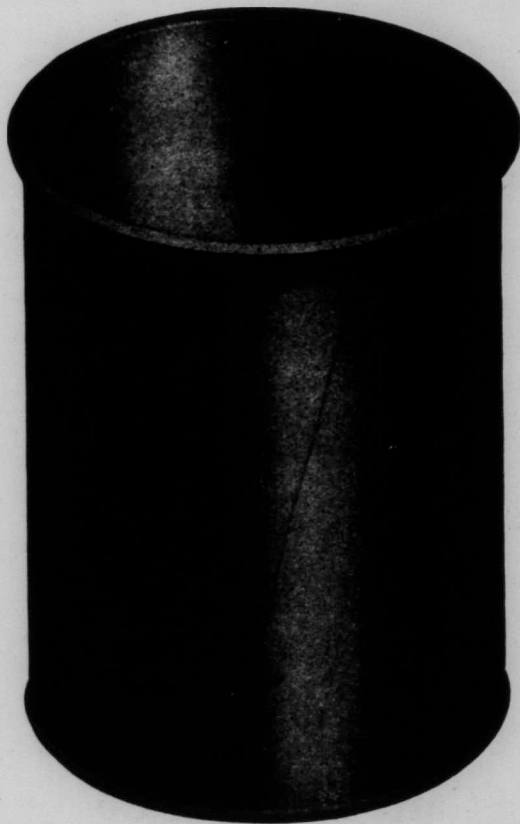
The only total-forwarding system that eliminates the bringing forward of wrong past accounts and the losing or manipulation of slips.

The Simple Account Salesbook Co.,

Sole Manufacturers

Also manufacturers of Counter Pads for Store Use

1926 Depot St., Fremont, Ohio, and Hartford, Conn.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

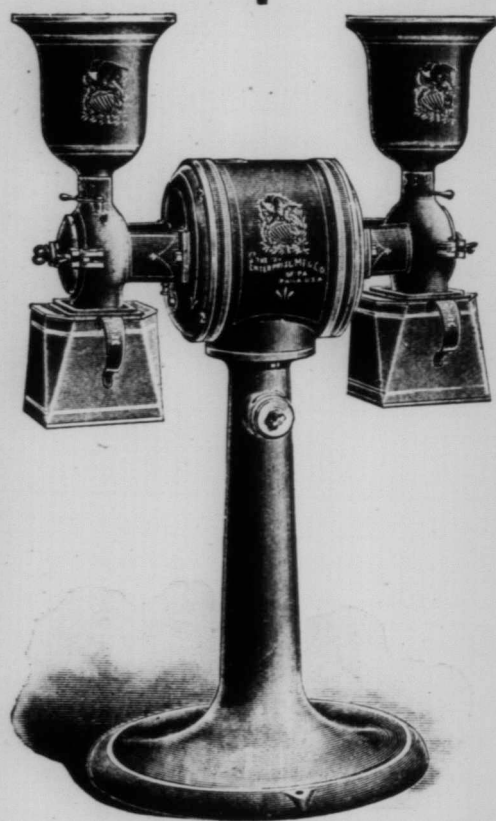
Adapt the **Opening** to the size of the **Tomato**, not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes**, not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Amos Patents



The LATEST "Enterprise" Electric Mill

New ideas applied to rapid grinding of coffee by electric power make these new "Enterprise" Pedestal Mills *by far the best on the market to-day*. They are **Direct Connected**. They lose no power in transmission. The grinders are on the motor shaft. The double Mill shown here, No. 0852, is for alternating current; can also be furnished for direct current. One Mill is fitted with tooth grinders which *cut* the coffee, the other mill fitted with ribbed grinders for pulverizing. Each hopper holds six pounds. The Mill will granulate 3 pounds of coffee per minute, and pulverize $\frac{1}{2}$ pound per minute. The cans or receivers are enclosed as a protection against dust. The Mill is self-cleaning. This compact, graceful 1 H.P. Mill is already in great demand. We invite correspondence and will send facts, illustrations and prices of our 45 sizes and styles of Rapid Grinding and Pulverizing Mills on request.

We supply grocers also with Meat and Food Choppers, Self-Measuring Pumps and Faucets, Smoked Beef Shavers and other "Enterprise" Specialties. You should have our latest catalogue. If you haven't it, write.

The Enterprise Mfg. Co. of Pa. Philadelphia, U.S.A.
21 Murray Street, New York 544 Van Ness Ave., San Francisco

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C.,
and Calgary, Alberta

Something that Interests Grocers

A "GALT" EMBOSSED STEEL CEILING is an essential in any modern store.

It adds a touch of beauty and dignity to the interior of your store that nothing else can. No trouble to get a design that will harmonize with your fixtures and equipment.

A "GALT" METAL CEILING, however, is not merely an ornament. Its *practical* advantages appeal particularly to shrewd business-men. It is fire-proof; will not stain, crack or fall down; it is unaffected by heat, dampness or vibration.

A "GALT" CEILING is moderate in cost and, if necessary, may be applied over a wood or plaster ceiling without interrupting business.

Send sketch and measurements of your ceiling for quotation and catalog "A-3," showing hundreds of designs.

The Galt Art Metal Co., Ltd.
Galt, Ont.

The "All-night-soak" Eliminated



By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Summer Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

Redpath

is
Canada's Standard
 for
Refined Sugar

Manufactured by
**The Canada Sugar Refining
 Company, Limited, Montreal, Que**

Are you handling the original
 magic hand cleaner?
 For the effective chasing
 of all

SNAP

dirt, grease,
 tar or paint from
 the hands "SNAP" is
 unrivalled. Sells at sight. Order from
 your jobber



**SNAP
 Co.,
 Limited**

**MONTREAL
 CANADA**

S. T. NISHIMURA & COMPANY

are receiving shipments of new crop

JAPAN TEAS

by every steamer. Jobbers kindly note.

Offices: Montreal and Shidzuoka, Japan

**Northern Ontario Merchants
YOU ARE AFTER LARGER PROFITS**

Let us show that
**YOU CAN INCREASE
YOUR PROFITS
FROM 5% to 10%**

A. J. Young, Ltd.

Wholesale Grocers and
Provision Merchants.



WE ARE AFTER YOUR TRADE

**OUR GOODS are at
your door**

Trade with us to
YOUR ADVANTAGE

**North Bay
Cobalt and
Sudbury**

**E
V
E
R
Y
C
A
N**



**G
U
A
R
A
N
T
E
E
D**

St. Charles

Evaporated Cream

**BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS**

With a Good
Stock of
St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

Very few cheese makers in Canada
would risk using any but

**Windsor
Cheese Salt**

in the curd.

They have tested and proved it---for
purity---for solubility---for flavor---and found
that it stands in a class by itself.

There is practically no demand for any
other Cheese Salt.

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

HAVE YOU

SHIRRIFF'S

FLAVOURING ESSENCES

on your shelves? They are unequalled for strength and purity, and are good all the year round

IMPERIAL EXTRACT CO., 8-10-12 Matilda St., Toronto, Can.

If your Jobber can't supply you, write us direct.





For the Campers and Picnickers!

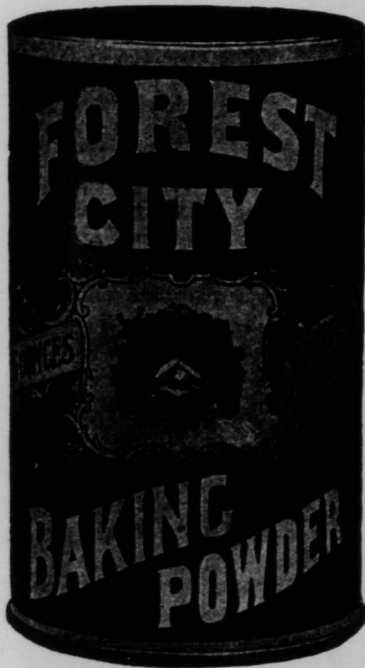
Recommend the PEERLESS SODA CRACKER for its quality and freshness. It will be doubly appreciated at this season of the year. They are attractively packed, and leave you a "worth-while" profit in retailing at 10c. a packet.

Manufacturers also of a large range of biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

FOREST CITY BAKING POWDER



THE STANDARD
FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " \$1.25 "
16 oz. " \$1.50 "

Manufactured By
**GORMAN
ECKERT &
CO., Limited**
London & Winnipeg



Whether for washing clothes or for house-cleaning, "ASEPTO" will be found the most effective, quickest and most economical soap on the market. Recommend "ASEPTO"—its qualities only want to be known—and you will be astonished how it sells.

Leaves you a good profit. Write us.

Asepto Mfg. Co., St. John, N.B.

Agents—Rose & Laflamme, Ltd., Montreal

"JAMES DOME"

This is the brand of **STOVE POLISH** that will give satisfaction all the time. The old reliable **BLACK LEAD** that has been used for more than 60 years. It will stand the test every time. Gives a clean, bright, quick shine. Pays a good profit and sells well.

Canadian Agents:

W. G. A. LAMBE & CO.

Tartan
BRAND

We have Specials in—
Salmon, Canned Goods
and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie, Wholesale Depot, Montreal.

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.

Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

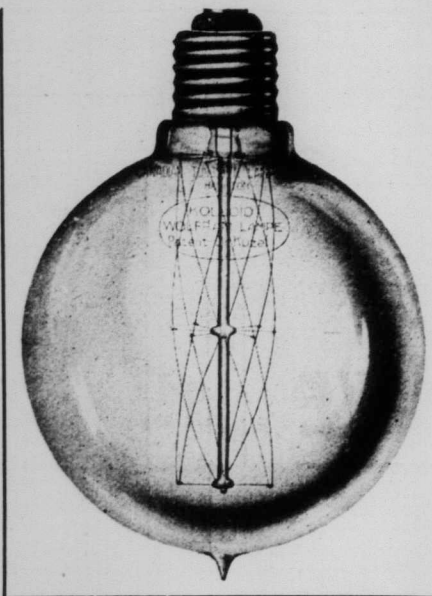
Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

"Kolloid-Wolfram"
(REGISTERED TRADE MARK)

**Brighter the
Store!**

**Better the
Business!!**



Tungsten Lamps

**Better the
Lamp!**

**Brighter the
Store!!**

Use "Kolloid-Wolfram" Lamps, increase your business and reduce your expenses.
For sale everywhere, but beware of imitations.

Manufactured in HAMILTON, ONT., by

The Canadian Tungsten Lamp Co. Ltd., Lighting Experts

A Genuine Trade-Builder

Quality goods are those that attract
and hold trade and

Wonderful Soap

will prove a profitable proposition to
every grocer because it is unrivalled in
quality and purity.

It is moreover attractively packed and
made up, and proves a rapid and profit-
able seller.

We have a dealer helper-selling plan
that cannot fail to interest you. Send
for details of it to-day.

The Guelph Soap Co.

GUELPH - ONTARIO

Toronto Agents. MacGregor Specialty Co.

The Commercial Account Register

**The Up-to-Date
Merchant
Wants:**

- FIRST—The Best.**
- SECOND—Time Saver, Quickness in operation.**
- THIRD—Fire Protection. It must fit his safe.**
- FOURTH—Durability.**



THE COMMERCIAL

has all the above features. Besides, it is equipped with the
PATENT AUTOMATIC and indestructible sheet holder,
PATENTED "locked" slip holder, and will LAST A BUS-
INESS LIFETIME.

It is the only perfect one-writing system. Does away with
posting and statements. The BEST COLLECTOR known.
Thousands in use in Canada and the United States. Send
postal for catalogue.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

Perfection Cheese Cutter Made in Canada



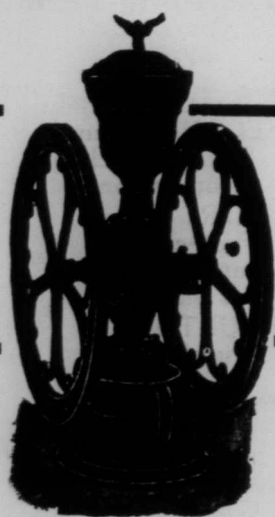
Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.
It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by
The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.

The Finishing Touch

to the appearance of your
store is given by the
installation of an

ELGIN National Coffee Mill



The attractive symmetry and finish
of the "Elgin" compel attention, and
it is, moreover, the fastest grinding
and easiest running mill on the market.
The "Elgin" has steel grinders and
can be adjusted while running.

Made in 40 different styles, they
sell at a very moderate price. Ask any of the following jobbers for
our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches);
Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson,
Glasse & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, Sask.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co. (and branches).

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

Smoked Herring In Bouillon

The new line put up by CHR. BJELLAND
& CO., Stavanger, Norway (packers of King
Oscar Brand Sardines).

q **A large tin of small
Herrings packed sar-
dine style in Spiced
Bouillon.**

Pays the retailer a handsome profit at
10 cents per tin.

John W. Bickle & Greening

(J. A. Henderson)

Canadian Agents

Hamilton

Crush
Fruits

G

"S

JO

Age
Lindsay
Robert

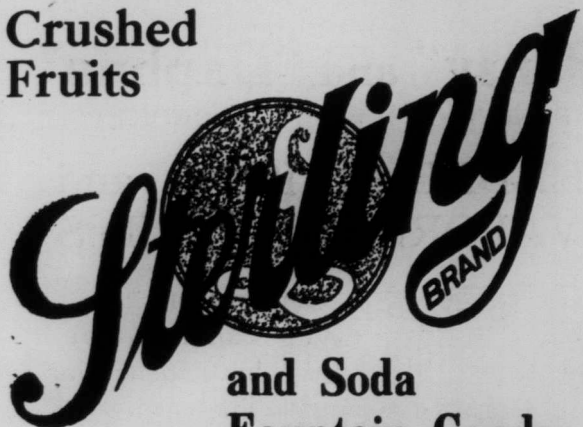
W
to

A

yo
yo
it
me

W.

Crushed
Fruits



and Soda
Fountain Goods

Soda Fountains are Booming

WHY not get busy looking after the requirements of Fountain Owners? You can just fill their needs with "STERLING" Crushed Fruits and Fountain Goods, and you'll find handling this line a profitable proposition. All our goods are of guaranteed purity and full strength.

Send for Prices

The T. A. Lytle Company, Limited
Sterling Road - - - TORONTO

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND
VEGETABLES
and
PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:—Maclure & Langley, Ltd., 12 Front E. Toronto, 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R.
Robertson & Co., Vancouver and Victoria

GINGERBREAD —BRAND— MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's;
pails—1's, 2's, 3's, 5's gals. and in barrels
and halves.

A trial order from your wholesaler will
convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
Co., Limited**

HALIFAX - NOVA SCOTIA

What's the use of your
tongue, Mr. Grocer?

AURORA

yourself, and then to tell
your customer how good
it is! The best that
money can buy.

W. H. GILLARD & CO.



Why! For just two things,
First to try it on

COFFEE

Retails at 40c. and leaves
you a real good profit.
Don't miss this chance.

HAMILTON, Branch:
Sault Ste. Marie



The
Demand
Has
Been
Created

All you have to do is satisfy your customers by giving them

ROWAT'S Sauces and Pickles

They
have
no
equals

Rowat & Co.
Glasgow, Scotland

Canadian Distributors:
Snowdon & Ebbitt, 325
Coristine Bldg., Mont-
real, Quebec, Ontario,
Manitoba and the North-
west; F. K. Warren,
Halifax, N.S.; F. H.
Tippett & Co., St. John,
N.B.; C. E. Jarvis &
Co., Vancouver, B.C.



"Pansy" and "Daphne"
(FANCY) (CHOICE)

SEEDED RAISINS and
EVAPORATED FRUITS



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

Your Canned Goods Trade

We are putting up a full range of our famous

**"Kitchener" Brand
Fruits and Vegetables**

and can guarantee them unequalled for purity, flavour and attractive packing.

Try a few Cases!

Ask for our prices before you send in your next order.

THE
Oshawa Canning Co.,
LIMITED
Oshawa - - Canada



I find this a
**GREAT
SELLER**

PURITY SALT

It is pure. The women say it is the most satisfactory salt they know of.

The Western Salt Company, Limited
MOORETOWN, ONTARIO

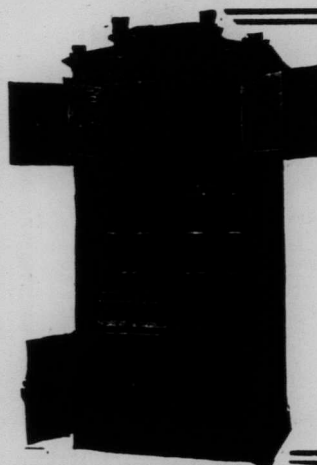
—BUY—

Star Brand Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers.
SEE THAT YOU GET THEM.



YOUR PROFITS

in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.

Queen and George Sts., TORONTO

Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg



Steady, White Brilliant Light

At ¼ c. per hour for 500 Candle Power.

If you want absolutely safe lighting, better than electricity or city gas, cheaper than coal oil or candles, get in touch with us.

Lighted and extinguished by a pull of the chain.

The best light for stores, homes, hotels, churches, etc.

First Class Agents Wanted

MACLAREN & CO.

Gasoline Lighting Systems

MERRICKVILLE, ONT.

McLean's

"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Coconut Co.

Sole Makers

MONTREAL



BLACK JACK

QUICK, CLEAN, HANDY



TRY IT.

SOLD BY
ALL
JOBBERs

½-lb. tins—3 doz. in case.

Summer Rubs!

It is during this weather that much polishing is done—door knobs, letter box slits, brass on boats, etc. Is your stock of

Royal Polishes

sufficient to meet all requirements?

If NOT, increase it to-day.

Shipments very prompt.



ROYAL POLISHES COMPANY
MONTREAL

You Can Sell Purnell's Sauces, Vinegar and Pickles



to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favourites and are more in demand than any similar imported line.

SEE TO YOUR STOCKS



All Good Jobbers handle

Purnell's Pure Products

Canadian Agents:

Charlottetown, P.E.I., Horace Hazardi; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto; Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts.



Are you handling
"Crest" Brand
Dry Mustard
IN TINS
Prepared Mustard
IN BOTTLES?

They have the strength and flavour of the finest imported lines.

Attractively put up in

4 doz. 1/2 lb. tins to case	75c. doz.
2 doz. 1/2 lb. tins to case	\$1.40 doz.
2 doz. 10c. bottles to case	50c. doz.
4 doz. 5c. bottles to case	45c. doz.

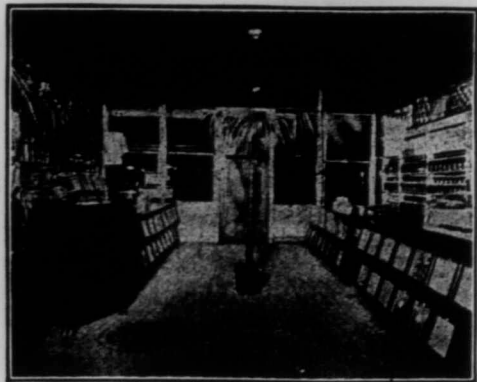
Made by the
Canada Spice & Grocery Co.

LIMITED



London

Ontario



MODERN GROCERY FIXTURES.

THE STORE OF

MESSRS. O. CARIGNAN & FILS, OF THREE RIVERS, P.Q., AS SHOWN ON PAGE TWENTY EIGHT OF CANADIAN GROCER OF AUGUST 5, 1910, IS FITTED WITH WALKER BIN FIXTURES

Write for Illustrated Catalogue "Modern Grocery Fixtures".

Walker Bin & Store Fixture Co.

REPRESENTATIVES:-

Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

MASON'S
No. 1 SAUCE

Sauce That Satisfies

That's a good description of No. 1 Sauce, because it not only satisfies the palates of your customers, but it leaves satisfaction and profit behind for you.

It is made of absolutely pure ingredients in a specially clean and efficiently fitted factory.

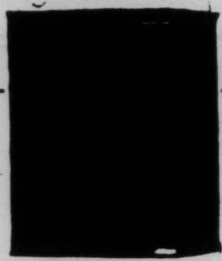
Stock and recommend this delightful Sauce! There's a worth-while profit for the retailer.

Send for Samples and Details.

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented



Purity
within this can
White Dove
Cocoanut

The friend of
those who cook

W. P. DOWNEY
MONTREAL



No Odor
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 GRAY, YOUNG & SPARLING CO., Limited
SALT
MANUFACTURERS
Awarded the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

THE PEOPLE OF
JAMAICA

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

KINGSTON
"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

WARMINTON'S

Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON
207 St. James St., - MONTREAL

A Great
Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

Mr. Dealer

When anybody mentions picnics or traveling



be sure they take a can of our

Cold Spring
Lemonade Powder

along as it is

The Only Summer Drink.

S. H. EWING & SONS
MONTREAL and TORONTO



CHINESE
STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

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

José Segalerva

MALAGA, SPAIN

Blue Fruit, as Malaga Table Raisins are often known, must be of particularly fine quality if the same brand is to be supplied to the trade year after year.

Perhaps the truest guarantee of uniformity in quality of Malaga Table Raisins packed by the above firm is the constantly increasing number of repeat orders we take.

Last year this packer was absolutely the largest shipper to Canada.

If your order has not already been sent us, a post card will bring an immediate reply.—It will pay you to stock

Segalerva Table Raisins

Agents

Rose & Laflamme

Limited

Montreal

Toronto

ALWAYS LOOK
FOR THE BEAVER



Two lines to stock and
recommend

**“BEAVER”
Brand**

(FINEST)

and

**“ABEL”
Brand**

RAISINS

They are packed by

**MAHIQUES, DOMENECH
and CO.**

DENIA, SPAIN

Only the choicest selected fruit from
the best districts being used. Sell
these raisins to your best customers.

“SA

It Ha

TOR

Adamson, J.
Allan, Robt.
Allison Coup
American Co
American To
Andrews & M
Asepto Mfg.
Aymer Cond

Balfour, Sm
Bawlf, Davey
Benedict, F.
Bickle, J. W.
Blue Ribbon
Borridge, L.
Borden Cond
Bowser, S. F.
Brand & Co.
Bristol, Geo.
Buchanan &

Canada Map
Canada Spic
Canada Sug
Canadian Co
Canadian M
Canadian Sa
Canadian Sh
Carter, H. V.
Christie, Bro
Clare & Litt
Clark, W...
Clawson &
Colwell, R. T.
Commercial
Common Se
Computing
Concord Car
Connors Bro
Crescent Mf

Dalley, F. F.
Distributors
Dominion C
Dominion M
Dominion B
Downey, W
Dunstan, W

Eastern Ca
Eby-Blain
Eckardt, H

"SALADA" Is Not Better Tea Because It Has a Reputation—

It Has a Reputation Because It IS Better Tea

Whether in Halifax or Vancouver, Toronto or Winnipeg—no matter where your store is located—"SALADA" tea is asked for with confidence. The people know "SALADA" quality and "SALADA" value. Our sealed lead packages always contain tea that is plantation fresh, clean, fragrant and delicious. Tea so good that over 20 million packages were sold last year.

Look up your tea stock. See how long you have had certain teas in stock—how they are selling - learn if they are really building business—business built on satisfaction and confidence.

Right now you may have an opportunity for leadership in our line. If you have, we can help you.

"SALADA"

TORONTO

MONTREAL

INDEX TO ADVERTISERS

A	Edwardsburg Starch..... outside front cover	M	Royal Polishes, Ltd..... 21
Adams, J. T., & Co..... 2	Enterprise Mfg. Co..... 12	MacGregor Specialty Co..... 4	Ryan, Wm. Co..... 44
Allan, Robt., Co..... 2	Epps, James & Co..... 50	MacNab, T. A., & Co..... 54	S
Allison Coupon Co..... 52	Escott, W. H..... 50	McCabe, J. J..... 16	St. Charles Condensing Co..... 14
American Computing Co..... 18	Estabrooks, T. H..... 39	McCready, Thos. & Son..... 58	St. Lawrence Grocery..... 50
American Tobacco Co..... 58	Ewan, J. W..... 50	McDougall, D., & Co..... 58	St. Lawrence Sugar Refining Co..... 16
Andrews & Nunn..... 38	Ewing, S. H., & Sons..... 23	MacLaren Imperial Cheese Co.....	Salada Tea..... 25
Asepto Mfg. Co..... 15	F	inside front cover	Sanitary Can Co..... 11
Aylmer Condensed Milk Co..... 5	Fearman, F. W., Co..... 44	McLaren, W. D..... 12	Segalerva..... 24
B	Fuller, Clyde & Bros..... 10	McLaren & Co..... 21	Shallcross, Macaulay & Co..... 12
Balfour, Smye & Co..... 16	G	McLeod & Clarkson..... 38	Simple Account Salesbook Co..... 11
Bawlf, Davey & Co..... 46	Galt Art Metal Co., Ltd., The..... 12	McVitie & Price..... 48	Smith, E. D..... 43
Benedict, F. L..... 18	Gibb, W. A. Co..... 56	McWilliam & Everist..... 54	Smith & Proctor..... 57
Bickle, J. W., & Greening..... 18	Gillard, W. H., & Co..... 19	M	Smith & Schipper..... 47
Blue Ribbon Tea Co..... 3	Gillett, E. W., Co., Ltd..... 47	Magor, Frank..... outside front cover	Snap Co., Ltd..... 13
Borbridge, H. B..... 2	Goodwillie & Son..... 9	Mahiques, Domenech & Co..... 25	Sprague Canning Machinery Co..... 68
Borden Condensed Milk Co..... 7	Gorham, J. W., & Co..... 2	Malcolm, Jno, & Son..... 62	Spurgeon, H. G..... 2
Bowser, S. F. & Co..... 52	Gorman, Eckert & Co..... 15	Marven, Ltd., J. A..... 63	Standard Brokerage Co..... 17
Brand & Co..... 9	Gossage & Sons, Ltd..... 10	Mason, Geo., & Co..... 22	Stevens & Solomon..... 56
Bristol, Geo. & Co..... outside back cover	Graham Bros..... 50	Mathewson's Sons..... 52	Stewart, I. C..... 23
Buchanan & Ahern..... 2	Gray, Young & Sparling..... 23	Mathieu, J. L., Co..... 2	Stringer, W. B..... 55
C	Guelph Soap Co..... 17	Millman, W. H., & Son..... 13	T
Canada Maple Exchange..... 50	Guggenlime & Co..... 20	Minute Tapioca Co..... 50	Tanglefoot..... 58
Canada Spice and Grocery Co..... 23	Gunns Ltd..... 44	Montreal Biscuit Co..... 50	Taylor & Pringle..... 26
Canada Sugar Refining Co..... 13	H	Mooney Biscuit and Candy Co..... 49	Telfer Bros..... 15
Canadian Coconut Co..... 21	Ham & Nott..... 10	Morse Bros..... 62	Tippet, Arthur P., & Co..... 1
Canadian Milk Products, Ltd..... 50	Hamilton Cotton Co..... 21	Mott, John P. & Co..... 48	Toronto Salt Works..... 10
Canadian Salt Co..... 14	Hillock, John & Co..... 21	N	Truro Condensed Milk Co., Ltd..... 44
Canadian Shredded Wheat Co..... 48	Hodgson Gum Co..... 50	National Licorice Co..... 48	Tuckett, Geo. E., & Son Co..... 59
Carter, H. W. & Co..... 54	Holbrooks, Ltd..... 39	Nelson, Dale & Co..... 52	Twining & Co..... 11
Christie, Brown & Co..... 53	Horne, Harry, Co..... 2	Nicholson & Bain..... 43	U
Clare & Little..... 2	Household Convenience Co..... 59	Nickel Plate Stove Polish..... 21	Upton, T., Co..... inside front cover
Clark, W..... 47	I	Nishimura, S. T. & Co..... 13	V
Clawson & Co..... 2	Imperial Extract Co..... 14	O	Verret, Stewart Co..... outside back cover
Colwell, R. B..... 2	Imperial Tobacco Co..... 58	Oakey, John & Sons..... inside back cover	Victoria Fruit Exchange..... 38
Commercial Register Co..... 17	Irish Grocer..... 2	Ocean Mills..... 23	W
Common Sense Mfg. Co..... 23	Inland Lead Mills Co..... 10	Ontario Lantern and Lamp Co..... 17	Walker Bin and Store Fixture Co..... 22
Computing Scale Co..... 6	J	Oshawa Canning Co..... 20	Walker, Hugh, & Son..... 55
Qonord Canning Co..... 57	James Dome Black Lead..... 15	P	Warmington, J. N..... 23
Oonnors Bros..... 57	Jameson Coffee Co..... 38	Patrick, W. G. & Co..... 2	Warren, G. C..... 2
Orescent Mfg. Co..... 46	Johnston, Baird & Co..... 19	Perrin, D. S. & Co..... 8	Watson, Andrew..... 62
D	K	Ploxford & Black..... inside back cover	Watson & Truesdale..... 2
Dalley, F. F. Co..... 62	Kemp, Geo., Ltd..... 26	Piggott, C. J., & Co..... inside back cover	West India Co..... 38
Distributors, Ltd..... 2	Kilgour Bros..... 63	Poulin, P..... 50	Western Salt Co..... 21
Dominion Cannery, Ltd..... 19	Kootenay Jam Co..... 7	Poulton & Noel..... 6	Wetley, J. H..... outside back cover
Dominion Molasses Co..... 15	L	Purnell & Panter..... 22	White & Co..... 55
Dominion Register Co..... 47	Lake of the Woods Milling Co..... 51	Q	White, Cotwell & Co..... 9
Downey, W. P..... 23	Lamb, W. G. & Co..... 3	Queen City Oil Co..... inside back cover	White Swan Spice & Oregana, Ltd..... 18
Dunson, W. W..... 38	Laporte, Martin & Co..... 5	R	Wilson, Archdale..... 46
E	Lemon Bros..... 56	Robertson & Co., R..... 38	Winn & Holland..... inside back cover
Eastern Canning Co..... 8	Lind Brokerage Co..... 2	Robinson, O. M., & Co..... 56	Wiseman, R. B. & Co..... 62
Eby-Blain Limited..... 3	Lytle, T. A. Co..... 19	Rolland Paper Co..... inside back cover	Wood, Thomas & Co., Ltd..... 64
Eckardt, H. P. & Co..... 53		Rowat & Co..... 20	Woodruff & Edwards..... 18

The Slow but Sure Work of the Mail Order Houses

Canadian Grocer Representative Spends a Day in a Small Canadian Town to Determine the Facts—Population Reduced 300 in Last Half-dozen Years—More Orders Going to Catalogue Houses Than Ever Before—All Kinds of Goods Sent for—Experience of One of the Merchants Who Advertises Methodically—Where the Trouble Lies.

Here are some startling facts for retail merchants in the small cities, towns and villages of Canada to turn over in their minds.

A representative of The Canadian Grocer visited a small Canadian town recently to enquire into the facts of mail order competition.

The population of this place, according to the last report of the assessor, is 512. Not many years ago it was nearly 1,100. This is explained by some to be due to the fact that several large families have moved away, or that the young people have departed. These claim that there are just as many houses occupied, but that the families are not so large.

The fact remains that the population has been reduced. The town clerk stands sponsor for this statement.

The postmaster of this same town says that the number of orders sent out to the mail order houses is enormous and that this number has greatly increased during recent years.

This is substantiated by the express driver, who delivers all express parcels. He says one would be surprised to know just what things are ordered from the catalogue houses. Sugar is a big item with many, but he often delivers such things as whips, window-curtain poles, hardware, etc. These come from the big city stores, and the business done with them by the people in the town is, he says, gradually increasing.

It is a significant fact that in this town there are a large number of retired farmers.

What is the Remedy?

With such facts as these staring the merchants in the face, as well as those who are interested in the welfare of not only the town, but the community, naturally the question is asked: "From where should the remedy come?"

There is but one answer—from the merchants themselves.

It has been proven over and over again that the merchants in a small town can sell, on the whole, more cheaply than the catalogue houses, taking into consideration first price, freight, quality and service. The only thing left to do is to impress customers with these facts; and that must be done principally by newspaper advertising. While newspaper space is generally recognized as the leader, there are other auxiliaries, such as the circular, dodger and personal contract.

Why He Quit Business.

This is exemplified in this same town. Not long ago a general merchant went out of business—he did not fail, but he

got out because he claimed the mail order houses were getting too much of his trade. He was not a modern advertiser.

Just across the street is a dry goods merchant who is making a success. He uses nearly a half-page space in his home weekly newspaper and the same ad. never goes to press twice without an entire change. He follows the large store method in advertising, quotes prices, talks quality and talks as if he meant everything.

As a result, his business is double what it was ten years ago, and is growing rapidly. He has taught his customers that they can buy as cheaply from him as anywhere else, and when they pick up their catalogues from the big houses, articles are suggested for which they come to him to buy.

But other merchants sit quietly in their stores and actually wait for business, reminding one of the story of the lazy frog which waited for the fly to travel down its throat. It died.

These men become offended if you tell them they must get out of their shells and hustle if they are going to be outstanding business men. The town in

question provides an example of this, too.

No Worse Than Others.

Other business men there say that:—"We are certain that the mail order houses are doing a good business here, but we are no worse off than other villages or towns in the country."

This is a statement that would be difficult for such men to prove, or for anybody else to refute; but even were it true in every case, it is no way to talk.

"He's just as bad as I am," shouldn't make the punishment any the less for the latter, and so business men ought to ignore conditions in other places and attend to their own.

One more sample of the way some merchants do business: At a meeting of the Board of Trade of this place some time ago one of the merchants talked on the loyalty the people of the community should have for their home towns. Instead of spending their money in other centres, they should spend it at home, etc., etc.

Not very long after, the express driver delivered some parcels for this same merchant from mail order houses, which he



"Other Merchants Sit Quietly in their Stores and Actually Wait for Business."

could have general sto it?

Ca

The repu learned of had to pay couple of requested th it came by other man chashed a su logue house sidered an logue. W that the qu had expect ter materi money.

With su what could iser not d

The Car lish the al hearsay.

collected d Canadian t conditions an? village

In conc hants wil because pe buy away

got to be live metho the merch

"show" t down and one who c

salvation i the countr reaching, b ness meth

ness meth

CAMPAI

There is in the West if continuo ful. Rio d

once a ve fever is no to the effo

In this British G has passed "it is in

of Comm Georgetow any of B

everything provement tants, and

good name Council of Georgetow that the

passed, as Public Hea

R. A will this fa the G.T.R feed on a

A report fifty thous lemons wil during the

prove corr citrus fru Pacific coa

A Few Ordinary Precautions in Handling Spices

could have purchased in a hardware or general store at home. Consistent, isn't it?

Capital for Advertising.

The representative of The Grocer learned of an instance in which one man had to pay \$1.50 express charges on a couple of sacks of sugar. He had requested that it be sent by express, and it came by express at his request. Another man told the writer of having purchased a suit of underwear from a catalogue house. He had seen what he considered an attractive price in the catalogue. When his suit arrived he saw that the quality was not at all what he had expected and has since bought better material at home for the same money.

With such capital as this to work on what could a bright, up-to-date advertiser not do?

The Canadian Grocer does not publish the above statements merely from hearsay. They are among actual facts collected during a day's visit in one Canadian town; and they are symbolic of conditions existing in many other towns and villages throughout Canada.

In conclusion let us say that merchants will get no good from whining because people are disloyal enough to buy away from home. The public have got to be "shown" in these days of live methods and brisk competition, and the merchant who will not or cannot "show" them may just as well step down and out and make room for someone who can and will. This is the only salvation in protecting the interests of the country at large from the quiet, far-reaching, but "purely legitimate" business methods of the catalogue houses.

CAMPAIGN AGAINST MOSQUITOS.

There is an anti-mosquito campaign on in the West Indies and South America and if continuous is expected to be successful. Rio de Janeiro, Brazil, S.A., was once a veritable "inferno" but yellow fever is now suppressed due principally to the efforts of one man, Oswaldo Cruz.

In this connection the Georgetown, British Guiana, Chamber of Commerce has passed a resolution recognizing that "it is in the interest of this Chamber of Commerce especially, the city of Georgetown in particular, and the colony of British Guiana generally, that everything should be done for the improvement of the health of the inhabitants, and to give the Port a clean and good name;" and resolving: "That the Council of the Chamber of Commerce of Georgetown records its unanimous wish that the Mosquito Bill, 1910, may be passed, as a means to safeguard the Public Health."

R. A. Lawson, grocer, Bracebridge, will this fall erect a store on a site near the G.T.R. depot and handle flour and feed on a wholesale scale.

A report from California states that fifty thousand carloads of oranges and lemons will be the harvest of California during the coming season if estimates prove correct. This means the biggest citrus fruit yield in the history of the Pacific coast.

Season for Heavy Demand has Already Opened and Grocers are Preparing to Meet it—Care Should be Exercised to Prevent the Spices From Losing Their Strength by the Evaporation of the Free Oil They Contain—Suggestions as to What Should be Done.

The annual pickling and preserving season has grown to such proportions that the grocer puts forth extra efforts to cater to the requirements of the housewife whose pride is to store away for winter use a supply of fruit and pickles which she hopes will endure until late into the following spring.

Realizing that every home will be calling for spices of one kind or another, the grocer orders a supply, and considers that he is prepared for any local demand. Spices are not the easiest thing in the store to handle, but a grocer who has been in the business for years, should know practically all that is necessary in order to keep his stocks fresh and to make this end of his business pay.

What to Keep Spices in.

It must be remembered in regard to the most of the spices that they contain a volatile oil, which is really the strength of the spice. To explain this fact, attention may be pointed to cloves. By a process of crushing, oil of cloves may be obtained from the raw material, and the powdered material left is practically useless for its strength has been taken out in the oil. Getting back to spices in general, this oil that is generally found easily evaporates, and to avoid this the spice should be contained in a vessel that will prevent evaporation. A tin canister is as good as any, and in almost every grocery store they will be found with the name of the particular spice stamped on the outside. Care should be taken to see that they are all placed in their proper tins or containers, when the new stocks arrive. Glass containers with a good stopper are advisable, and are especially useful because the woman in the store sees the spice through the glass. The name should, of course, appear on a label. In this case the difficulty is to secure a stopper that fits as tightly as does the top of one of those tin cans referred to. There are grocers who have spices in receptacles from which they are apparently receiving satisfaction.

A spice manufacturer suggested that it should be lined in such a manner that the oil could not escape into the wood as might easily be the case if there was nothing to prevent it from so doing.

Displaying Spice.

There are many grocers who at this time of the year make a window display of pickling necessities. They will take their spice receptacles and ladle out a sample of mixed pickling spice, another of tumeric, of mace, curry powder and so on. They are arranged regularly, and placed in the window each little heap having a price ticket and the name of the particular spice. A window of this kind

is a good idea, but according to spice men it is a mistake to expose the spice in this manner. The most of the samples will lose their strength in a short time and deteriorated spice might as well be thrown away by the grocer who has the reputation of his business to protect. It is not a difficult matter to obtain little glass vessels, which will have a top, and which can be used for the different spices. It is claimed that the display will not lose any of its effectiveness, and the grocer is not losing any of his spice.

It is hardly necessary to suggest that a separate ladle should be used for spice, and it is much better, in fact, it is almost necessary that each spice tin have its own little ladle. The customer who buys allspice does not want traces of curry powder in the goods, and so on. Carefulness is one of the prime factors of the spice department of a grocery store.

While there is a certain steady business in some spices throughout the entire year, the present is the season for particular lines, and the grocer should endeavor to get his share of the trade.

Care in Weighing.

Before passing the grocer should be reminded to be careful in weighing spices. As a rule the purchases are small averaging about two ounces. This means that the stock he gets in will have to be weighed many times before it is all sold. The automatic registering scale is invaluable in the case of spices. The grocer cannot afford to give any of his goods away, and with the old time scales, it is often a tedious matter to get the correct weight, and even then there is a certain amount of guess work to it. With the self registering scale, however, if he comes above or below the amount asked for he knows the exact value of the amount in the pan, and in the great majority of cases the customer is quite satisfied to take it. There is usually a good profit in spices if they are handled properly, but to get the best results the grocer must watch his methods and protect himself against unnecessary leaks.

PROGRESS OF FOOD STANDARDS.

The Canadian spice standards will not be legalized until June 1911, according to the announcement of A. McGill, chief analyst, of the Laboratory of the Inland Revenue Department, Ottawa. It was thought that they would be ready this summer. Milk, grain, and meat and their products and beverages are now in hand and are occupying the full time and attention of the advisory board.

Criticism on Newspaper Ads. of Retail Grocers

Newspaper Space in Itself is Not Valuable, Says Writer; It is What is Placed in it That Makes it Valuable—A Variety of Ad. That Shouldn't be Used—A Saskatchewan and an Ontario Ad.

By B. H. Thomas.

Mere space is valueless in a newspaper from the advertiser's point of view; it is what he has to say in it and the man-

then his ads. are going to be productive of good results.

Advertising is now a science; it is not,

these points are before he begins to write about them.

In writing newspaper ads. there are

Finest Japan Pearl Rice. Reg. 3 lbs for 25c Saturday special 4lbs for 25c or 18 lbs for \$1.00	<h2 style="margin: 0;">The People's Store, Home of big Values</h2> <p style="font-size: small; margin: 5px 0;">The most fastidious will hear find everything suited to their taste while economical people will find every known brand of staple food at the lowest possible prices consistent with high quality. There is money to be saved on Saturday as you will easily see by reading these specials.</p> <table style="width: 100%; font-size: x-small;"> <tr> <td style="width: 50%;">Glass Tumblers, heavy taper shape, plain pattern, glazed edge a splendid tumbler for everyday use reg. 75c per doz. now 50c doz.</td> <td style="width: 50%;">Gold Leaf Shoe Polish large size Bottle Reg. 25c. Saturday special 19. Stain Paste Polish 3 tins for 25c.</td> </tr> </table> <h2 style="margin: 10px 0;">SATURDAY SPECIALS</h2> <table style="width: 100%; font-size: x-small;"> <tr> <td style="width: 50%;">Kellogg's Toasted Corn Flakes, won their favor through their flavor. Reg. 15c. per. package. Saturday Special 9 pkgs. for \$1.00</td> <td style="width: 50%;">Ogilvie's Oats Build brain and Brawn, These are now put up in a new 5lb. package. Special 25c.</td> </tr> </table>	Glass Tumblers, heavy taper shape, plain pattern, glazed edge a splendid tumbler for everyday use reg. 75c per doz. now 50c doz.	Gold Leaf Shoe Polish large size Bottle Reg. 25c. Saturday special 19. Stain Paste Polish 3 tins for 25c.	Kellogg's Toasted Corn Flakes, won their favor through their flavor. Reg. 15c. per. package. Saturday Special 9 pkgs. for \$1.00	Ogilvie's Oats Build brain and Brawn, These are now put up in a new 5lb. package. Special 25c.	
Glass Tumblers, heavy taper shape, plain pattern, glazed edge a splendid tumbler for everyday use reg. 75c per doz. now 50c doz.	Gold Leaf Shoe Polish large size Bottle Reg. 25c. Saturday special 19. Stain Paste Polish 3 tins for 25c.					
Kellogg's Toasted Corn Flakes, won their favor through their flavor. Reg. 15c. per. package. Saturday Special 9 pkgs. for \$1.00	Ogilvie's Oats Build brain and Brawn, These are now put up in a new 5lb. package. Special 25c.					
Chow Chow H. P. Pickles. A combination of H. P. Sauce and choicest Vegetables Reg. 35c. special 20c. bottle.	<p style="font-size: small;">Unloaded this week a car of Robin Hood Radium and Keynote prices \$1.35 \$3.25 and \$3.00</p>					
Egg-O Baking Powder. The purest baking powder made. Reg. 25c. per. lb. Saturday special 5 lbs. 90c.	<h1 style="text-align: center; margin: 0;">Geo. A. McCullough & Co.</h1>					
Berlin-ton Straw Berries. Quality First Reg. 25c. per. tin. Saturday Special 20c. per tin or 2 for 35c.	<p style="font-size: x-small;">Sunlight Soap 6 Bars for 25c. Blue Berries 10c. per tin.</p>					

Figure 1.—Reduction of the Original Newspaper Ad. of Geo. A. McCullough & Co., Stoughton, Sask.

ner in which that is displayed that makes it valuable or not.

When an advertiser, therefore, has attained the ability to write "selling" copy and when he understands best how to have it displayed in printers' type

as was at one time thought, a big display of a name and an article. It should always be written so as to point out as many qualities or selling points as possible, and an advertiser, therefore, should analyze his goods and discover just what

some things to be taken into consideration. Among the chief are: The policy of the house, local conditions and the seasons.

Some men have said that an advertiser cannot write about his own goods.

There is money to be saved on Saturday

as you will easily see by reading these specials The most fastidious will here find everything suited to their taste while economical people will find every known brand of staple food at the lowest possible prices consistent with high quality.

Finest Japan Pearl Rice Regular, 3lbs for 25c Saturday Special, 4 lbs for 25c or 18 lbs for \$1.00	Glass Tumblers	Item
Blank's Baking Powder, the purest baking powder made. Reg. 25c per lb. Saturday Special, 5 lbs for 90c	Item	Item
Berlin-ton Strawberries, Quality first Reg. 25c. per tin. Saturday Special 20c. per tin or 2 tins for 25c	Item	Item

George A. McCullough & Co.

Fig. II.—A Suggestion for a Layout of the McCullough Ad. With Introduction.

This is s
can plac
position
come an
might ra

Some
or more
an ad. a

Now,
any pro
tin's po
to unde
no spee
doesn't
address.
tically t
paper m

As or
"It is
in the v
whisper
forth to
fore sa
best."

Hone
demonst
est adv
as to an
a force
goods w
men at
merit i

The
to adve
though
only b
make
must k

Let
inal ne
lough
2, a su
siders.

It w
tion of
the wo
on Sa
would
sugges

The
criticiz
panels
ad. wo
readab

The
stock
This s
ter a
flour,
ad. ha
talks
ties.
used
all, pr
matio
the r

This is scarcely the case, presuming he can place himself in the purchaser's position and appeal to him so as to overcome any objections which such a man might raise.

A Method Not to Use.

Some advertisers use a quarter-column or more in a newspaper to display such an ad. as this:

**POTATOES.
BERRIES,
ORANGES,
ETC., ETC.,
at
MARTIN'S.**

Now, just why this is going to induce any prospective purchaser to buy Martin's potatoes, berries, etc., is difficult to understand. The advertiser claims no special attractions or qualities and doesn't even name a price nor his own address. Such advertisements are practically useless unless given to the newspaper manager to hold his trade.

As one advertiser remarked recently: "It is no good having the best article in the world at the fairest price, if you whisper it down the well. Let it go forth to the world that you have it. Before saying it, however, mind it is the best."

Honest advertising is a legitimate demonstration of a good article—dishonest advertising is a misleading statement as to an inferior article. Advertising is a force for progress, for, on finding that goods will sell by advertising their merits, men at once set to work putting more merit into them.

The worst thing a grocer can do is to advertise an unreliable article, for although it may bring a good profit it will only bring it once. Advertising will make new customers, but the grocer must keep them.

Comparisons Between Ads.

Let us take a look at Fig. 1, the original newspaper ad. of Geo. A. McCullough & Co., Stoughton, Sask., and Fig. 2, a suggestion for, what the writer considers, a better lay-out.

It will be noted that in the introduction of the original ad. are to be found the words: "There is money to be saved on Saturday, etc." This, we believe, would make a better beginning, as the suggestion in Fig. 2 indicates.

The lay-out in Fig. 1 might also be criticized as being too much mixed. If panels were used in regular style, the ad. would be more attractive and more readable.

There is no necessity either for the stock cut in the upper right-hand corner. This space could have been filled to better advantage with a talk about the flour, its quality, etc. The writer of the ad. has some good ideas on giving short talks and prices about individual articles. Heavier type, however, should be used to designate the prices for, after all, prices are the most important information. The use of white space around the reading matter is always preferable.

**CHRISTIE'S
GROCERY**

PHONE 59

A Good story is never the worse for being told over again — sometimes often. We are particular Grocers—particular what we buy — where we buy — and on what conditions we buy.

Nothing too Good for Us

Nothing too Good for You

You see how inseparable these two mottoes are. We hand out the best, because we get the best.

Isn't it to your interest to deal at a Store where every article of diet is selected with the greatest possible care

Gold Seal Baking Powder

This is a Baking Powder that needs no recommendation. It is already well known. It always gives satisfaction because it brings good results. Isn't that the real test? 15c per tin, or 2 for 25c.

Our Flavoring Extracts

We offer you something a little better than the usual in Extracts. Our Vanilla and Lemon are put up expressly for ourselves and are guaranteed PURE FLAVORING EXTRACTS. 3 Bottles 25c.

Bananas, Oranges and Lemons

There are all kinds of grades in these three lines of Fruit. We always insist on the wholesale houses sending us only the very choicest, and we get it.

ORANGES.....25c, 30, 40, 60c doz.

LEMONS.....20c per doz.

**BANANAS (according to size)
..... Usually 25c doz.**

Ripe Tomatoes when we can get them choice

Are you looking for Bargains in Chinaware? If so—this IS THE STORE.

Marmalade, 15c Per Jar.

The appetite is most trying at times. There's nothing like Marmalade—good Marmalade—to sharpen it. Try a Jar of W. 15c

It relieves the display and attracts more readily.

The Christie Grocery Ad.

There are some good points in favor of the ad. shown here of the Christie Grocery, Wingham, Ont. Only the top portion of it could be reproduced, as it was too long for this column, occupying, as it did a space 15 inches deep in the Wingham paper. The talks given on baking powder, flavoring extracts, bananas, etc., are good, but they could have been strengthened had the prices been given in a heavier type.

The appearance of the ad. could have been improved had "Christie's Grocery, Phone 59," been inserted at the bottom and the introduction begun with "A Good Story—" in large type, and occupying the first line. Everyone likes to listen to or read a good story, and this would tend to catch the eye more quickly.

Another criticism which might be offered is that the introduction is rather long. From "Nothing too good for us" down to "best" might have been omitted.

"Ripe tomatoes, when we can get them choice" is a statement which many advertisers would deem unwise. It is an admission that sometimes tomatoes cannot be got and it is better not to refer to such an article until the merchant has a good stock of it.

DIFFERENT KINDS OF PEPPER.

There are two chief varieties of pepper. Black pepper is grown principally in the Malay peninsula and in southern India and the red or cayenne pepper comes from Africa. The latter is the hottest of all peppers. It is really fiery although it is not without flavor. The Mexican chilli pepper is really a sub-variety of cayenne. Another popular variety of red pepper is the Hungarian or paprika pepper. For seasoning anything that has tomatoes in its make-up no pepper is better than this variety. Then there is a great variety of small pepper used for bottling and making pepper sauce. Splendid varieties of this pepper are grown in Southern California, Northern Mexico, Texas and Louisiana. In one small section of Louisiana they grow a hot pepper which possesses a delicious flavor. This is the pepper which is used in the manufacture of tobacco sauce.

HITS THE PEDDLERS.

The city council of Hugo, Oklahoma, have hit upon a novel plan to combat the peddling evil. An ordinance has been passed which compels every agent, canvasser or solicitor to pass a daily medical examination, the fee for which is \$10 for the first time and \$5 for each succeeding visit. The ordinance aims at regulating the city's health and peddlers, solicitors, etc. will have to satisfy the medical health officers that they are entirely free from contagious diseases and are not a menace to the general public in that regard. Regular licensed retail and wholesale dealers are of course not included under the act.

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, P.E. Island and Newfoundland.

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

OFFICES

CANADA—	
MONTREAL	Rooms 701-702, Eastern Town- ship Bank Building Telephone Main 1255 J. J. Gallagher
TORONTO	143-149 University Ave. Telephone, 7324 Main
WINNIPEG	511 Union Bank Building Telephone 3726 F. R. Munro
VANCOUVER, B.C.	H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B.	W. E. Hopper
UNITED STATES—	
NEW YORK	E. B. Huestis Lawyers Title, Insurance & Trust Co. Building, 160 Broadway, New York, N.Y. Telephone, 494 Cortland.
GREAT BRITAIN—	
LONDON	88 Fleet Street, E.C. Telephone Central 12960 E. J. Dodd
FRANCE—	
PARIS	John F. Jones & Co., 31bis Faubourg Montmartre
SWITZERLAND—	
ZURICH	Louis Wolf Orell Fussli & Co.

Subscription, Canada and United States - \$2.00
Great Britain, 6s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

NEW CANNED SALMON PRICES.

The official announcement of prices of new pack salmon has been made and deserves some consideration from retailers.

For instance, the price of best salmon, 1 lb. talls in less than 5 case lots is \$2.05 per dozen. Last year the opening price was \$1.75. These prices apply to Ontario, Quebec, and the Maritime provinces.

The retailer will therefore see that this salmon should sell for not less than 20 cents this year in order to make a fair profit. Salmon at \$2.05 means 17 cents per tin. Last year the cost was only about 14½c. and the general sale price 18 cents.

The opening prices on the best grade of salmon which are given elsewhere in our market column are not likely to last beyond Dec. 1. An advance on that date is expected of 2½c. per dozen, providing a change does not occur before.

FAIR PROSPECTS FOR FRUIT.

The vineyards are looking healthy in the Niagara district. Young vineyards are well loaded and promise a medium crop. Red grapes in many sections are a full crop, but old vineyards on Niagaras and Concorde will not be as heavily loaded as last year.

The tomato crop has materially improved during the past month. A larger acreage is planted in the Niagara fruit belt. A medium to full crop is expected.

Peaches will be a good crop in the Niagara district, although not quite as

heavy as last season. The trees affected with curl leaf have recovered much better than was anticipated. Many peach growers have thinned their orchards. The crop is reported medium to full, with the exception of Albertas which are frequently reported light.

Plums are lighter than usual in Ontario. There is a short crop in the Georgian Bay district and in the counties bordering on Lakes Erie and Huron. The condition of the crop in the Niagara district is somewhat better, though Lombards are lighter than usual; the Japan varieties are very light. European and American plums are, on the whole, a light to medium crop. A feature of the plum situation in this district is the unevenness of the yield. British Columbia has a large crop of plums.

There will be a fair crop of pears in the commercial sections. In the Niagara district a medium crop will be harvested. There is not much blight showing in this section as usual. The Georgian Bay district will have a fair crop, especially of the later varieties. In other parts of Ontario, pears vary from light to medium, with some failures. In Nova Scotia pears will not be as plentiful as last year. A light to medium crop will be harvested. British Columbia will have a good crop. Bartletts are particularly heavy.

KNOW WHAT YOU PAY FOR.

In another column of this issue appears a letter from a Manitoba reader referring to instances in which he had received short net weights.

This is a matter of more than the ordinary concern. Just as a consumer insists on getting the weight he pays for so should the retailer obtain the weight mentioned in his invoice. To do this he has to weigh the goods as they come to his store, and, as the western grocer points out, find the weight of the tare to obtain the net weight. This is the quantity he should pay for.

Some time ago the writer watched a merchant's methods before he fixed his selling price. He had just received a box of pears invoiced at so much a box. At first thought he concluded he would sell them at 3 for 10 cents or 40 cents a dozen. On second thought he counted out the pears and found that without freight they were costing him about 37 cents a dozen. Three cents on 40 cents would have allowed him only 7½ per cent. profit. The outcome was that he sold his pears at 5 cents each or 50 cents a dozen. Thirteen cents on 50 cents would allow him 26 per cent. profit, providing there was no waste or fruit spoiled.

The practice of weighing, measuring and counting everything that comes into the store is simply a step towards scientific merchandising.

THE CO-OPERATION OF THE DEALER.

The manufacturer who advertises in The Grocer demonstrates, first of all, a strong faith in his goods, and, second, that he has confidence in the salesmanship of the dealer. As the latter comes to a better realization of his importance in the system by which grocery lines are distributed, the greater will become the desirability of soliciting his co-operation in this way.

TAKE ADVANTAGE OF ADVANCES.

There has been money in canned goods during the past year for those retailers who watched the market carefully and who took advantage of raises. Last year's opening prices were comparatively low considering the quotations that later followed on corn, peas, tomatoes, salmon, etc.

But the trouble with some retailers is that they do not take advantage of advances when they have bought correctly. They congratulate themselves on a purchase when they see the price going up later on, but they never think of offering the article at a better price to the consumer. Imagine a real estate dealer doing the same, or any other speculator for that matter.

One grocer states that by watching the advances in canned goods he was able to make better profits than ever before. Some goods bought at 80 cents he was able to sell at 10 cents straight, others at 65 cents he sold at 3 for a quarter, but he eliminated the 3 for a quarter whenever he found that the advances warranted such action. It was a good year for canned goods and he profited thereby.

Why should not all retailers take advantage of similar conditions?

THE TIME FOR COLLECTIONS.

The time is near at hand when retailers should become energetic in looking after credits. This is particularly true in the case of merchants who cater to farmers' trade and who have considerable unpaid accounts.

Farmers are now beginning to realize on their crops and that is the time they should be canvassed.

Many retailers get notes from the farmers about this time payable in one or two months and in this way find it easy to collect. Others of course have different methods for different customers but, at any rate, the best time to catch the farmer with plenty of money will soon be here, and full advantage should be taken of it.

Gro
Eid
ly int
Canad
been
took
desks
showi
do b
more
think
home
to ru
wind
A
That
est w
as can
trust
count
in the
befor
ill a
thing
your
iate
fulne
many
get t
Ta
he fo
woul
their
tion.
sense
to be
back
telling
and v
a dir
said
bette
than
lent
behir
TH
17th.
They
of th
edge
thero
fooli
ly th
acco
price
abou
you
out
\$23.
Th
here,
en o
from
like
Do

Grocery Store Should Not be Free Lunch Counter

Kingston Grocer Writes Interesting Letter Pointing Out Duties of Clerks—Value of Getting Together to Remove Trade Jealousies—Criticism of the Government's Attitude in Connection With Adulterated Goods.

Editor Canadian Grocer.—I was greatly interested in some late letters in The Canadian Grocer, from men who have been through the bush, and who kindly took the trouble to sit down at their desks and draw pen pictures and maps showing the proper course and way to do business. I only wish there were more such evangelists in trade, and I think clerks should take The Grocer home and study up conditions and how to run stores, please customers, dress windows, and please their employers.

Not a Free Lunch Counter.

A clerk who is faithful is valuable. That word 'faithful' means a lot—honest with the cash drawer and goods such as candies, cakes, etc. Do not abuse your trust and imagine you are at a free lunch counter; do not come five minutes late in the morning and close up five minutes before time. Be liberal, and if you are ill a day you get your pay. Do everything that is honorable to make coin for your employer and if he doesn't appreciate it, others will find out your faithfulness and you will be the gainer. Too many clerks go the other way and they get the 'pitchfork.'

Talking about clerks, a grocer told me he found it hard to get good clerks who would try to think and keep ahead of their work and push goods by introduction. "How in the name of common sense," said he, "are new lines of goods to be known to people if the clerk doesn't back up the advertisement, and keep telling the people. A well dressed store and window is an invitation to come in—a dirty store to keep out. Does it pay, said he, to get cheap help? Is it not better to invest in a good clerk more than any other fixture in a store. A silent salesman is all right, but the man behind it shouldn't be a dummy.

Removes Trade Jealousy.

The Grocers' Picnic came off on Aug. 17th. Grocers' picnics do a lot of good. They bring the men together, make boys of them once again and take the rough edge of jealousy off, for, sad to say, there is a lot of it in trade and it is foolish. If grocers would be more friendly they certainly would have larger bank accounts; there would be less cutting of prices, and they would tell each other about beats, as follows. "Well, is that you Smith." "Yes." "Well, say, look out for Jones, he left a balance here of \$23, and skidooed."

The pedlar nuisance still flourishes here, and there was not one license taken out last year, and why? Pedlars go from house to house and spread disease like the common house fly.

Adulterated Goods.

Does the government analyst tell me

that the government is honest and doing a good work by fining a poor grocer \$39 for having a small portion of something not injurious in a quarter-lb. of pepper, the grocer being innocent of the compound nature of the pepper? The government, it seems to me, is not fair in this regard. The grocer says: "I am with you and want to keep pure goods: will you analyze a few ounces of pepper for me." "Oh, yes," said the government, "but we will fine you \$10 for our trouble. With us it is heads, we win, tails, you lose. We know it is poor logic, but we need the money."

The government allows manufacturers to put up any old mixture so long as they put "compound" on the package. Why not prohibit any compound. Then when people buy canned chicken they are not eating slink veal. Again what about cheap whiskey and prune juice sold at fabulous prices? Wake up Mr. Government, and be bigger men; punish the right party, if you don't you will be left at home some day.

KINGSTON GROCER.

Kingston, Ont., Aug. 16, 1910.

A Manitoba Grocer Finds Short Weight in Goods Purchased

Editor Canadian Grocer.—I was just wondering if all retailers weigh and check up stocks of biscuits, cheese, etc., when they are received into the store. I have recently found out that a box of Fig Bars (biscuits), is 1½ lbs. light. In other words the tare allowed as marked on the box is 5½ lbs., but after taking out the biscuits and weighing the empty box with cardboard, paper, etc., I discovered that I am 1½ lbs. out on the invoice.

Another matter I wish you would use your valuable paper to adjust is in regard to cheese. We in Manitoba pay from 1¼ to 2 cents more for so-called Ontario cheese than that asked for the Manitoba variety. Now, half the time I am not absolutely certain that I am getting Ontario cheese when I am invoiced with it by jobbers, and I would be pleased and satisfied if all Ontario cheese were plainly marked with the name of the factory in which it was manufactured. I am sure honest manufacturers would not mind doing that.

Shelled walnuts have also been brought to my attention recently. A case was marked 55 lbs. net. After emptying the box, of which the gross weight is 70½ lbs. I weighed the box and found that its weight was 19 lbs., which left me 51½ lbs. of shelled walnuts.

Jobbers claim that there is a shrink-

age and will not allow for shortage in some instances. I for one, however, will not pay for what I do not receive, and I think that retailers should find out what they are getting and pay accordingly. Japan rice in 50-pound bags will rarely go over 49 pounds, a loss of one pound to the retailer.

One line of confectionary in pails and drums are rarely marked gross weight and tare, and sometimes are short of net weight, and are marked only with blue pencil on the top of the lid.

If all retailers want to know exactly what they are getting I would advise them to find the gross weight, empty the box, etc., and weigh it. It is then an easy matter to know exactly where you are at.

I would like to know what other grocers think about this matter.

B. W. GRANT.

Dauphin, Man., Aug. 15, 1910.

SOO MERCHANTS ORGANIZING.

Sault Ste. Marie, Ont., Aug. 18th.—A branch of the Retail Merchants' Association of Canada, was established here on Wednesday evening, August 10th, when at a meeting of local merchants an organization was formed representing Sault Ste. Marie. The officers elected are as follows:

President, E. J. Ewing; 1st Vice-President, J. Stevenson; 2nd Vice-President, J. F. Beattie; Secretary, H. Megginson; Treasurer, T. E. Simpson; Auditor, J. D. H. Brown.

E. M. Trowern, secretary of the Dominion Association was present and delivered an address on the objects of organization, suggesting a line of action to be followed. The president, E. J. Ewing, is a grocer. A grocers' branch was formed and W. F. Danskin was appointed to take charge of the district.

At a meeting of directors of the Canada Sugar Refining Co., held in the Board Room, Montreal, several changes were made in the officials. A. H. Thomson was promoted to the post of secretary, A. I. Drummond became general manager of the plant, Frank Redpath consulting engineer, and George Bower, mechanical superintendent. Mr. Thomson has been acting secretary for some time past.

A Rhode Island, U.S.A., department store uses yellow want slips in connection with every clerk's sales book. It is an absolute rule that every request by a customer for goods not in stock be reported. The slips come to the department buyer daily for classification and serve as a barometer of the demand as stimulated by advertising campaigns.

The total export of bananas from Costa Rica during 1909 was 9,365,690 bunches, a decrease of 6.9 per cent. as compared with the exports in 1908. Since 1907 the industry has remained more or less stationary as regards area planted.

The Wm. Ross Co., grocers, Bracebridge, Ont., have disposed of their business to Harg Bros., of Hornings Mills, Ont.

Practical Methods Used in Retail Grocery Stores

A Manitoba Clerk Invents a Receptacle for Paper Bags—Merchants in a Saskatchewan Town Have Singular Method for Attracting the Farmers—Vancouver Man Tells Why Grocers Carry so Many Accounts—Coupons Used by Quebec Merchant to Promote Cash Sales.

Original Paper Bag Receptacle.

Neepawa, Man., Aug. 18.—A simple and convenient method of keeping paper bags in a grocery store has been employed in the store of W. M. Kennedy of this place.

The contrivance is the idea of Mr. Kennedy's assistant who, as a clerk devoted to the interests of the store, ranks high. The bags are placed in a series of drawers under the top board of the counter and within the easiest reach. The drawers are arranged in regular order from the small ¼-lb. bags up the the twenty lbs. and higher. Each drawer corresponds to the size of the bag. There is an iron weight in each which allows only one bag to be taken out at a time. If the clerk wants two or more he can get them by the one attempt, but no more come with them as is the case in the ordinary drawer.

This weight is adjusted in a simple way. About half way between the front and back of the drawer there are two perpendicular grooves ¼-in. wide, one on each side and directly opposite each other. The weight is rather wide but at each end there is a little projection which just fits the grooves. The weight moves up and down in each drawer and can be easily lifted out when the supply of bags has to be renewed. The weight as stated easily moves up and down always resting on the bags. The bags are put in the drawers with the bottom ends to the front of the drawer. When the clerk begins to draw one out the weight pressing down prevents others from coming with the one required. A bag can be whisked out in a second and there is no danger of four or five coming with it and falling on the floor.

Auction Sales Bring Crowds.

Arcola, Sask., Aug. 18.—The merchants in this town have instituted a new and unique method of making their town a great attraction once a month to all the surrounding country.

They have free auction sales on the first Wednesday in each month. The merchants employ the auctioneer, and anyone who has anything to sell may bring it there from the ends of the earth and have it sold to the highest bidder without costing him a cent. It does not matter what it is—whether an old plow or a farm. Not having the slightest idea of what will be offered, the whole community is curious to know what chances might be presented and in consequence turn up on the free auction day.

This is a great advantage to the farmers for disposing of anything they have to spare and also gives them a chance to buy things they may need. To make the sales interesting and successful the merchants put up some of their goods, which is often knocked down at bargain prices. This system

has a tendency to unite the merchants in the interests of their own town and it also serves to bring the farmers into the town regularly.

Why Grocers Bear the Brunt.

Vancouver, B.C., August 18.—With the quietness not unusual at this time of year, there is a bit of a tightening in collections which gave rise to some observations on the part of a dealer that show how the grocer gets the least of prosperity and the most of adversity. "It is all owing to the credit system," he explained. "The grocer more than any other merchant is expected to give credit for what is supplied. Why he should do so more than the dry goods merchant is hard to say, but the fact remains that the grocer and the butcher—the two who sell the most in small quantities—are those who have the biggest list on their books.

In good times, accounts are paid fairly well, and if they are not paid when duller times come, it is not because of good intention on the part of the customer. The trouble is, especially just now when certain large dealers are trying to win trade, that those who have a little cash are taking advantage of alluring offers in the hope of saving a dollar or two. They think that next month the regular grocer's account will be paid. Then by next month, work may not be so plentiful, and before it is realized a big bill is run up, which the ordinary man cannot pay for a long time.

"If a man is earning say \$3 a day, which is more than the laborer and many other men make, the margin for home supplies is rather small. With rent not lower than \$30 and clothes, extras, etc., without taking sickness into account, there is little left to pay off standing indebtedness. The grocer simply has to bear it. If the money is not paid, dry goods cannot be secured, so back to the willing shoulders comes the burden. No one views duller times with alarm more than the grocer, for even in the best of seasons his profits are small and his cash payments none too large."

Coupons to Promote Cash Trade.

Quebec, Aug. 18.—Elzear Turcotte, grocer of this city has progressive business ideas and is not afraid to put them into practice. Recently he issued a circular composed of four pages of written matter, setting forth reasons why he should receive the trade of the citizens. At the top of the first page appears the following "Business is a struggle in which victory is won by modern methods. They are contributing to my success. You are profiting by them."

The entire article is written in French. He asks the following question in an-

other place: "If you buy \$5 worth of goods a week and receive 5 p.c. rebate by our coupons, are you not saving one dollar in four weeks?"

Receipts of purchases are given to customers from the cash register installed in the store and on returning \$25 of these coupons Mr. Turcotte gives \$1.25 in groceries, etc. The coupons are given as an incentive to prompt payments. The circular also refers to the extended delivery system to suburban points. It is printed in two colors, black and red.

Auto Tickets Increase Trade.

Paris, Ill., Aug. 17.—The merchants of this place have adopted a unique plan whereby the sales for cash are given an impetus as well as bringing in on time the cash due each month on thirty-day accounts.

The following is a copy of D. D. Anthony's adv. appearing in the local daily:

WE GIVE AUTOMOBILE TICKETS
ON ALL PURCHASES.
Large or small.
WE SELL ONLY
FRESH CLEAN GROCERIES.
Telephone us your order.
D. D. ANTHONY,
West Court St.

In describing this plan, Mr. Anthony states: "A lot of the dealers here in Paris got together and bought an automobile to give away. The object is to get the people to come to Paris to trade and they have become well interested in the proposition.

"We give one ticket for each dollar's worth of groceries bought for cash or on thirty day accounts." Continuing, Mr. Anthony calls attention to the fact that this "encourages the buyer to buy a dollar's worth of goods, or if we give on thirty-day accounts it encourages the settling of accounts within that time."

The club which has been formed by the merchants joining their forces in this way has been named the "Booster Club."

Using the Civic Slogan.

Chatham, Ont., Aug. 18.—Chatham's recently adopted civic slogan of "See Chatham First" has been given prominence by quite a number of merchants, who have had it printed upon the stationery and envelopes they send out.

Not only have S. E. Park & Co. done this, but they also utilize the slogan on their cash register checks, combined with their own trade slogan. On the back of each of these checks, issued to cash purchasers and redeemable in goods at 5 per cent. of the face value, appears the wording: "See Chatham First, then get it at Parks."

SUGA
Just
sugar
cents.

With
istic C
able
here.
mendo
provin
Alreac
jobbin
town
the ex
and h
effect.

The
alone
beside
staura
to do
if ex
will
the c

At
both
best
is fro
this
very

Sin
mark
as if
now

Sug
ing i

Aft
the r
form
price
the s
tone.

discu
be up
have
will
Grau

Paris
" "
Red S
Cryst
" "
" "

Cryst
Expt
" "

Powd
" "

Phoe
Bright
No. 3
No. 2
No. 1
Bbla.

" "

Sy
earl
how
at
the
sho
buy
cou

The Markets—Currants Open at a High Price

Growers Quote New Stocks Three Shillings Above the Opening Price Last Year—But Reduced Duties Will Make Up the Difference As Far as the Retailer is Concerned—A Scarcity of Beans is Reported in Ontario—Raisins are a short Crop in Valencia and Will Open at a Higher Price Than a Year Ago—Spices Are Now Moving Freely—Canned Goods News.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on

QUEBEC MARKETS

SUGAR ADVANCE—

Just at the time of going to press sugar advanced in New York, 10 and 20 cents. Canadian market strong.

Montreal, Aug. 18, 1910.

With the near approach of the Eucharistic Congress there has been a considerable awakening in the business world here. Everyone is preparing for a tremendous influx of visitors, both from the province and from the rest of Canada. Already the effect has been felt by the jobbing trade, many of whose out-of-town customers are taking advantage of the exorbitant rates to call upon them, and have already communicated to that effect.

The public decorations for the Congress alone will cost the city about \$150,000, besides what individuals may do. Restaurant men are equipping themselves to do a largely increased business, and if expectations hold good, the Congress will prove a good thing financially for the city.

At present, jobbers and manufacturers both report a fine trade passing, and the best part of it is that the greater part is from the country. This is unusual at this season, and as a result dealers are very much pleased.

Since the recent decline in sugar, the market has rallied a little and it looks as if a firmer tone would prevail from now on.

Sugar.—There is a slightly firmer feeling in the refined market.

After the unexpected performance of the market recently, however, it is bad form to prophesy what will happen to prices. The raw market remains about the same as usual, with a firmer undertone. One of the questions now being discussed is whether the Java crop will be up to the standard expected. Reports have it that the weather there of late will have a bad effect.

Granulated, bags	5 05
20-lb. bags	5 15
Imperial	4 90
Heavier	4 90
Paris lump, boxes, 100 lbs.	5 85
50 lbs.	5 95
25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
100 lb. boxes	5 85
50 lb.	5 95
25 lb.	6 15
5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 50
50-lb. boxes	5 70
25-lb. boxes	5 90
Powdered, bbls.	5 30
50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2	4 80
No. 1	4 65
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrup and Molasses.—It is still too early in the season to be able to judge how this year's demand will shape but at present a good trade is passing, and the comparison with last year's figures shows up very well. Jobbers are not buying freely yet, but in small lots the country dealers are gradually filling up.

The demand for syrups is exceptionally brisk, in fact so good that dealers are at a loss to account for the rather sudden improvement. Prices of all lines are unchanged.

Fancy Barbadoes molasses, puncheons	0 36	0 38
barrels	0 38	0 39
half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
barrels	0 34	0 36
half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 40 1/2	0 40 1/2
1-bbls.	0 03 1/2	0 03 1/2
1-bbls.	0 03 1/2	0 03 1/2
38-lb. pails	1 80	1 80
25-lb. pails	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
5-lb. 1 doz.	2 75	2 75
10-lb. 1 doz.	2 75	2 75
20-lb. 1 doz.	2 70	2 70

Tea.—Low grade Japans are higher than last year, and are as a result not having the ready sale that had been looked for. The second crop of Japan is over now and they are well on in their third. The better grades are having a good sale for this time of year. Reports from Japan say that the recent heavy rains have put somewhat of a damper on tea of late.

Ceylon seem to be having the readiest sale during the past week, and are on the increase.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongas	0 20	0 22
India—Pekoe Souchongas	0 19	0 22
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
pea leaf	0 20	0 30
pinhead	0 30	0 50

Coffee.—Coffee trade is quiet at present, buyers only filling their immediate requirements. Prices are unchanged, and will probably be so for some weeks to come.

Mocha	0 18 1/2	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maraosibo	0 15	0 18

Spices.—Spice men are again using all their spare time to fill the numerous orders coming their way. None of them are working nights but still they are busy. The trade seems to be about evenly distributed among all lines.

There is a firm feeling throughout the spice market, in view of this fact. Gingers are particularly affected. No changes in price have taken place.

Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	Cochin	0 17	0 20
ground	0 15	0 19	Mace	0 30	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	white	0 20	0 25

Dried Fruits.—There is a very good demand passing for what is left of the old crop Valencias, but as stocks are low this really has little true bearing on the market. However, there is a fair demand for other lines, considering the time of year. Currants are firm, and the latest cables from Greece report a much smaller crop than was at first expected, and it looks as if higher levels would be reached.

Some orders for October delivery of dates have been booked, but there is little of moment stirring as yet.

Currants, fine filistras, per lb., not cleaned	0 05 1/2	0 06 1/2
" cleaned	0 07 1/2	0 08 1/2
Patras, per lb.	0 07 1/2	0 08
Vostizza, per lb.	0 08	0 09
Prunes—		
40-50	0 09	0 09
50-60	0 08	0 08
60-70	0 07	0 07
70-80	0 06 1/2	0 06 1/2
80-90	0 06	0 06
90-100	0 05 1/2	0 05 1/2
Raisins—		
Australian, per lb., (to arrive)	0 08 1/2	0 09
Old seeded raisins	0 09	0 09
fancy seeded, 1-lb. pkgs.	0 09	0 09
loose muscatels, 3-crown, per lb.	0 07 1/2	0 08
" 4-crown, per lb.	0 07 1/2	0 08
" sultans, per lb.	0 07 1/2	0 10
Malaga table raisins, Rideau clusters, per box	2 25	2 25
Valencia, fine off stalk, per lb.	0 05	0 05
select, per lb.	0 06	0 06
4-crown layers, per lb.	0 06	0 06

Nuts—Walnut trade is slack at present. In fact most lines of nuts show little activity just now. This is principally due to the poor grade of stocks. Almonds are firm and unchanged. It looks as if there would be a scarcity of Brazils in the near future, and local men prophesy an advance. The filbert situation looks strong. Advices from New York say that an advance in this commodity is looked for in the near future.

In shell—		
Brazils	0 13 1/2	0 14 1/2
Filberts, Sicily, per lb.	0 10	0 12
Barcelona, per lb.	0 10	0 10 1/2
Tarragona Almonds, per lb.	0 14	0 15
Walnuts, Grenoble, per lb.	0 13	0 14 1/2
" Marbots, per lb.	0 12 1/2	0 13 1/2
" Cornes, per lb.	0 11 1/2	0 11 1/2
Shelled—		
Almonds, 4-crown selected, per lb.	0 32 1/2	0 35
" 3-crown	0 31 1/2	0 33
" 2-crown	0 30	0 30
(in bags, standard, per lb.)	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves	0 32 1/2	0 35
Broken	0 25	0 30

Beans and Peas—On account of the high price of pork this year there has not been the demand that was expected for beans, and as a result there is a rather large supply now being held by local men. However, the situation is brightening somewhat, as the latest reports from the States show higher prices and rather short supplies. In fact prices across the line are almost high enough to warrant export from here. At any rate there will be a beneficial effect felt here without much doubt.

Peas are quiet at unchanged prices. There has been a light demand for export, but not sufficient to be much taken into account.

Ontario prime pea beans, bushel	2 02 1/2
Peas, boiling, bag	2 50

Evaporated Apples—Evaporated apples are not at a premium just now. The great trouble is the same one, poor

THE CANADIAN GROCER

quiet. It is expected of syrup that it will not be long before considerable improvement will be noted.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 50	Gallons, 6 to case	4 80
in case		Quarts, 12 "	5 40
5 lb. tins, 2 doz.	2 85	Pints, 24 "	5 40
in case		Molasses—	
10 lb. tins, 1 doz.	2 75	New Orleans,	
in case		medium	0 28 0 30
20 lb. tins, 1 doz.	2 70	New Orleans,	
in case		bbls.	0 26 0 28
Barrels, per lb.	0 03 1/2	Barbadoes, extra	0 45
Half barrels, lb.	0 03 1/4	fancy	0 45
Quarter "	0 03 1/8	Porto Rico	0 45 0 62
Pails, 3 1/2 lbs. ea.	1 80	Muscovada	0 30
" 2 1/2 "	1 30		

Dried Fruits.—Jobbers state that the spot supplies of dried fruits are quite light. Added to this are reports from the primary markets of conditions that are influencing prices to higher levels. From Greece the cable reports have been received stating that the price for the new crop is now three shillings higher than they were at this time last year. Buying has already been begun and the price now asked is really the opening price for the new stocks. In addition the weather is again contrary to that which was hoped for. The currants are being harvested. That is, they are on the drying beds, but recent rain has been hurtful. Instead of getting the sun, the crops are being treated to more rain. The higher prices will not have any material effect on the average Canadian grocer. The duty on currants this year has been reduced from one cent a pound to sixty-six cents a hundred weight. This reduction in the usual cost of bringing in currants, therefore, no change as far as the retailer is concerned.

All dried fruits are strong. The raisin crop in Valencia, Spain, according to a direct letter received by a local dealer, will total 17,000 tons as compared with 24,000 tons last year. In this primary market raisins have advanced two shillings during the past two weeks and they are now quoted five shillings higher than at the same time last year. Moreover, it is stated that the quality is not up to the average. Locally there is not much doing in the dried fruit market. Futures, however, are interesting and are being followed closely.

Prunes—	Per	
30 to 40, in 25-lb. boxes	0 11 0 11 1/2	
40 to 50 " "	0 08 0 09	
50 to 60 " "	0 06 0 07 1/2	
60 to 70 " "	0 06 0 07	
70 to 80 " "	0 05 1/2 0 06 1/2	
80 to 90 " "	0 05 0 06	
90 to 100 " "	0 05 0 05 1/2	
Same fruit in 50-lb. boxes 1/2 cent less.		
Apricots—		
Standard	0 14 0 15	
Choice, 25 lb boxes	0 15	
Fancy	0 17 0 20	
Candied and Drained Peels—		
Lemon	0 09 0 11	Citron 0 14 0 17
Orange	0 11 1/2 0 12 1/2	
Figs—		
Elmets, per lb.	0 08 0 10	
Tapnets	0 03 1/2 0 04	
Bag figs	0 03 1/2 0 04	
Dried peaches	0 08 0 08 1/2	
Dried apples	0 08	
Currants—		
Fine Filistras	0 06 0 07	Vostizaa 0 08 1/2 0 09
Patras	0 07 1/2 0 08	
Uncleaned lots		
Raisins—		
Sultana	0 05 0 07	
" fancy	0 06 0 07 1/2	
" extra fancy	0 08 1/2 0 09	
Valencia, selected	0 06 0 06 1/2	
Seeded, 1 lb packets, fancy	0 08 0 08 1/2	
" 16 oz. packets, choice	0 07 1/2	
" 12 oz. "	0 06	
Dates—		
Halloweese	0 06 0 06 1/2	Fards choicest 0 10
Sais	0 06	

Teas.—Teas are showing firmness in sympathy with primary markets where practically everything is quoted from one to two cents a pound higher than a year ago with little to indicate a reaction.

Coffee.—The coffee market is steady with prospects in the primary market for a good yield.

Rio, roasted	0 12 0 15	Mocha, roasted	0 25 0 28
Santos, roasted	0 13 0 17	Java, roasted	0 27 0 33
Maricao, "	0 14 0 20	Rio green	0 10 0 11

Spices.—Manufacturers assert that the fall business is already being felt. In fact one house stated that their sales up to the present this season are three quarters of the entire business of last season. They consider that the present year is going to be a good one for this particular market. The amount of the business they have done up to the present has been an agreeable surprise, as the total last year was well up to the average. Jobbers state, too, that their orders for spice are more numerous and from now on the demand should be fairly heavy. Prices are quite steady.

Peppers, black	0 15 0 18	Cream of tartar	0 25 0 28
" white	0 22 0 25	Allspice	0 14 0 16
" whole		" whole	0 14 0 16
black	0 16	Mace, ground	0 75 0 80
Peppers, whole		Mixed pickling	
white	0 23	spices, whole	0 15 0 16
Ginger	0 20 0 25	Cassia, whole	0 20 0 25
Quinamon	0 21 0 25	Celery seed	0 24
Nutmeg	0 20 0 30	Turmeric	0 20
Cloves, whole	0 25 0 30	Curry powder	0 30

Nuts.—There is nothing of special interest in nuts at present. Demand for shelled walnuts has been strong this summer but at present attention is turned towards futures.

Almonds, Formigetta	0 11
" Tarragona	0 11 1/2 0 12
" shelled	0 32 0 30
Walnuts, Grenoble	0 15 1/2
" Bordeaux	0 11
" Marjots	0 12
" shelled	0 28 0 30
Filberts	0 11 0 12 1/2
Escaps	0 16 0 18
Brazil	0 13 0 15
Peanut, roasted	0 08 0 12 1/2

Rice and Tapioca.—This market is practically the same as a week ago. There has been no improvement in demand and only an ordinary trade is doing.

Rice, stand. B.	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b.	0 02 1/2 0 03
Montreal	2 80
Rangoon	0 03 0 03 1/2
Patna	0 06 0 06 1/2
Java	0 04 0 05
Carolina	0 11 0 07
Bagy	0 10 0 11
Best tapioca	0 05 1/2 0 06
Tapioca, medium pearl	0 05 1/2 0 06

Evaporated Apples.—The supply of evaporated apples is so close to nil that it is hardly worth mentioning. The price that is being quoted is from 8 to 9 cents.

Beans.—In all grades of white beans there is a scarcity noticed. The quantity of the old stock left is very small and the stocks in Michigan have been well cleaned up with the result that the U.S. dealers are forced to come to Canada for supplies. There has been no change in prices, but the market is interesting just now to those who are following it.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

- Shelled Nuts—Higher.
- Tapioca—Firmer.
- Syrups—General advance.
- Dried Fruits—Firm.

Winnipeg, Aug. 18, 1910.

The general business condition of the country is much better than it has been for several weeks. Merchants grew slack on their ordering when it was feared that the wheat crop would be unfavorable. They were wise in doing this and wholesalers were not anxious to overload them during such a period. The result is that at present the ordering is heavy.

It is decidedly between seasons on some lines at present and as a consequence many scarcities are reported. The large immigration and the increased number of stores that are opening is the chief cause of the heavy demand. All goods are firm and advancing with the exception of sugar.

Sugar.—The unaccountable decline in the sugar market last week, it is believed, was not strongly warranted, as this week the market is firmer. Sugar has moved, slowly this season in the west owing to the high price and scarcity of fruits. Just now, however, larger lots are being ordered and a good trade is anticipated.

Montreal and B.C. granulated, in bbls.	65
" in sacks	60
" yellow, in bbls.	55
" in sacks	50
Iceing sugar, in bbls.	65
" in boxes	65
" in small quantities	65
Powdered sugar, in bbls.	65
" in boxes	65
" in small quantities	65
Lump, hard, in bbls.	55
" in 10-lb. cases	55

Foreign Dried Fruits.—The trade will be much relieved next month when the new goods come on the market. Old stock has not been moving satisfactorily and prices on raisins and currants particularly have not been very firm. New prices will be in advance of these, as the demand is brisk already, and the stock is good. Prunes are scarce. By next week the local market will be bare and the trade will be compelled to wait for new crop goods. Present prune prices are stiff, and the new stuff will be firm, owing to the limited crop. Apricots are strong.

Smyrna Sultana raisins, uncleaned, per lb.	0 07 0 12
" cleaned, per lb.	0 09 0 13
Valencia raisins, f.o.b., per case, 28's.	1 45
" selects " 28's	1 55
" layers " 28's	1 75
California raisins, choice seeded in 1-lb. packages	
per package	0 05 1/2
" fancy seeded, in 1-lb. packages	
per package	0 06
" choice seeded in 1-lb. packages	
per package	0 07
" fancy seeded in 1-lb. packages	
per package	0 07 1/2
Raisins, 3 crown muscatels, per lb.	0 06
" 4 "	0 06 1/2
Prunes—	
25 lb. bx, 90-100 lb.	0 06
" 80-90 "	0 06 1/2
" 70-80 "	0 07
" 60-70 "	0 07 1/2
to quality	0 09 1/2 0 12 1/2
Currants uncleaned, loose pack, per lb.	0 06 1/2
" dry, cleaned, Filistras, per lb.	0 06 1/2
" wet, cleaned, per lb.	0 08
" Filistras, in 1-lb. pkg. dry, cleaned, per lb.	0 08
Pears, per lb.	0 09 0 15
Peaches, stand-	
ard, per lb.	0 08
Peaches, choice	0 09
Apricots, stand-	
ard, per lb.	0 14 1/2
Apricots, choice	0 15 1/2
per lb.	0 15 1/2
Plums, pitted, lb	0 14 0 12 1/2
Nectarines, lb.	0 12
Dates, per lb.	0 05 1/2
Hallows, bulk	0 05 1/2
Dates, packages	0 06 1/2
30 in case	0 04 1/2 0 05
Figs, per lb.	0 04 1/2 0 05
Peel, lb., lemon	0 10
" orange	0 11
" citron	0 14 0 18

THE CANADIAN GROCER
 DIRECTORY OF
**Manufacturers, Manufacturers' Agents,
 Brokers, Etc.**
BRITISH COLUMBIA

**W. A. JAMESON
 COFFEE CO.**

Importers and Roasters of High Grade
 Coffees.

Manufacturers and Proprietors of
 "Feather-Light" Brand Baking Powder
 We also carry a full line of TEAS,
 SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
 VICTORIA, B.C.

**VICTORIA
 FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-
 class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
 COR. WHARF AND YATES STS. - VICTORIA
 Branch at 140 Water Street, Vancouver.

Wholesale Manufacturers' Agents
 Correspondence Solicited.

F. R. McINTOSH & CO.
 Vancouver, B.C.

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent
DISTRIBUTING
 Free and Bonded Warehouses
VANCOUVER - VICTORIA

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
 VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
 Write us for information about B.C. trade.
 Cable Address—"Robin," Vancouver.
 Codes—A C, 5th Edition; Revised Economy; Modern
 Economy; Utility and Dowling's.

Do you want live representation?
 We are in touch with the trade.

Andrews & Nunn

**Manufacturers' Agents and
 Wholesale Commission Merchants**

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
 VANCOUVER, B.C.

Correspondence
 Solicited

Highest
 References

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
 Agents

144 WATER ST., VANCOUVER, B.C.

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

When writing advertisers kindly men-
 tion having seen the advertisement in
 this paper.

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

Keep in mind the domin-
 ant fact that mankind from
 its first appearance on the
 earth has been schooled by
 nature to look for signs;
 for invitations to taste;
 for suggestions as to what to
 wear. Tell your story
 briefly, forcibly, truthfully,
 and address it through
 the proper media and you
 can successfully apply ad-
 vertising as a means to
 increased distribution.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. Sandbach, Tinne & Co., Liverpool, Eng.

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building,

MONTREAL

Over \$200,000,000 to Spend in Ontario!

Based upon the statements of the Department of Agriculture for previous years, and authentic reports as to the splendid condition of the crops throughout the Province this season, the farmers of Ontario are assured of having from field crops, dairying and live stock in the next few months considerably over \$200,000,000. This means unsurpassed business conditions this Fall.

You are, of course, planning to get your share of this enormous business. We can help you in your tea department, one of your most important lines. Quality and the confidence and friendliness of the grocers can alone account for the remarkable progress Red Rose Tea is making. The first part of this year showed the splendid increase in the sales of Red Rose Tea, and we are all looking for greater things during the rest of the year. It will pay you to push and recommend a tea that has been so remarkably successful.

Red Rose Tea

"is good tea"

7 Front Street East,
Toronto, Ont. }
315 William Ave., } Branches
Winnipeg, Man. }

T. H. ESTABROOKS
ST. JOHN, N.B.

THE LARGEST SAUCE FACTORY IN THE WORLD

Holbrook's

Worcestershire

Sauce

Punch
Sauce

Pure
Malt
Vinegar

Pure
Pickles



Local Agents

Quebec
J.R. Renaud & Co
Montreal
F. L. Benedict & Co.
Winnipeg
Richards & Brown
Regina
Campbell Bros. & Wilson
Calgary
Campbell, Wilson & Horn
Vancouver
Kelly, Douglas & Co.
Victoria
Wilson Bros.
Halifax
Bauld Bros.
St. John, N.B.
Barbour & Co.
Fredericton, N.B.
Randolph & Son
Charlottetown, P.E.I.
Carvell Bros.

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott St., Toronto, Canada.

Manager
H. GILBERT NOBBS

TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

A Circular Letter which Brought Good Business

General Merchant Sent it Out to Introduce His Bills Referring to Summer Sales—A Successful Sale, he Says, the Result—Has One Price to all.

A merchant often sits down to write a circular letter and finds that he cannot just at the time collect his thoughts. This variety of advertising is quite frequent in places where there is no newspaper through which the consuming public can be acquainted with prices, sales' methods, etc. The following is a letter sent out by A. B. Carscallen & Co., Tamworth, and to the merchant who cannot just hit the mark may be of some value. That it proved beneficial is evident from Mr. Carscallen's statement. He says: "I enclose you a circular letter which we sent out about a week before our annual summer sale. This prepared our customers for the bills which we sent them the day before the sale quoting regular and sale prices. We had a very successful sale. We are now practically sold out of summer goods. Our customers are pleased with the bargains they received and have again had it impressed on their minds that there is no use of sending away for their goods."

Have Saved Money Before.

Here is the letter:
The time is drawing near for our annual sale. You have attended our sales in former years and have saved money by so doing. Perhaps you were a little late in coming and missed some of the best bargains; that was your loss, and yet no fault of ours. Remember, we cannot replace sold out goods at sale prices.

The object of this sale is to reduce our summer stock, which is well assorted and rather large for this season of the year. The object of this letter is to give you time to prepare for our

BIG CASH SALE

which will commence July 21st and end July 30th. We will not attempt to quote prices in this letter.

On July the 19th or 20th we will send you a bill attached to your milk can, if you have one, if not, some other way, quoting prices and describing our stock. When you secure the bill read it carefully, it will be interesting; money saved in money made. You know that we have always given genuine bargains at these sales. The only disappointed patrons that have attended these sales were those that came too late; do not be in this class this year, as we intend making this the event in the history of our business career.

We cannot run a fake sale, our goods are all marked in plain figures, we have no favorites, and we use every person alike, give 16 ozs. to the lb. and 36 in. to the yd., and stand behind any goods we recommend. Our whole aim in business is to deal square. If you feel that you have been unjustly dealt with in any way, we assure you that it is a misunderstanding and not intentional on our part. Should you feel at any time that you have a grievance, we would ask you as a favor to be fair; do not get ruffled until you have given us a chance to justify our actions, or if wrong to make them right.

I, as manager of this business, have no time to stand on the corner and invite you in, neither am I always at liberty

to wait on you when you come in, but I personally mark all the goods and we have honest, competent clerks who will sell you the goods at just what they are marked. Were I to wait on you personally I could not do any better. I am sometimes criticized and even called stingy by good, well-meaning customers because I will not fall 5 or 10 cts. on some article. I admit it does look small from a monetary standpoint, but what about the principle? How could I call our store

THE ONE PRICE STORE!

And when you consider that our regular price is as low and in many instances lower than the cut prices of our competitors in surrounding towns, you will agree with me that the money involved is only a secondary consideration.

I appreciate and thank you for your patronage in the past. If I have not told you so it is because I, like yourself, have always had to hustle for a living and have not had much time to cultivate the art of talking. If there is any reason why you cannot keep on dealing with us, let me know, and if I cannot satisfy you the fault will be mine.

Yours respectfully,

A. B. CARSCALLEN & CO.,
Tamworth.

A. B. Carscallen, Manager.

P.S.—Don't forget the Wednesday half-holiday during July and August.

RETAILERS NOT SATISFIED.

Toronto Grocers Have Complaints Against Canned Goods Manufacturers and Jobbers Methods.

Toronto, Aug. 18.—Canned goods manufacturers and wholesalers came in for a good deal of criticism on Monday night at the regular meeting of the Retail Grocers' Association.

The trouble is due to what the grocers claim to be a "hold-up" on the part of the manufacturer and jobber. Now is the time when they usually contract for their canned goods for fall delivery. In the case of peas, however, they are not going to be able to secure their entire orders. Some talked of only being able to get 25 per cent., or whatever the wholesaler cared to give them. But when it comes to corn and tomatoes, on which there is likely to be a good pack they will be given the entire amount that their contracts call for.

What the retailers actually claim is that the other parties to the transaction are holding back peas in anticipation of higher prices later on. Retailers, too, say they cannot contract for peas without contracting for equal quantities of corn and tomatoes, but they can order corn or tomatoes separately.

There is still another grievance. When an order is given for fall delivery, the entire order arrives, and the retailer has to pay for the whole amount. He thus

ties up a considerable sum of money in canned goods, which he has to stock about his premises, and take all risks. "What is the wholesaler for?" asked one of the grocers, when this point was raised. Canned goods are often delivered straight from the car.

The association will wait until prices on corn and tomatoes are out and if they deem it advisable, then they will call a mass meeting of Toronto retailers to go into the entire question.

It was also decided to drop negotiations with the Grocers' Section of the Toronto branch of the R.M.A., as the members claimed the other party had made no move towards amalgamation considerations while they had appointed a committee and were all prepared long ago.

Retailers Suggest that Soap Concerns Advance the Prices

By Errett & Co., Englehart.

We pay \$3.85 for 100 bars of soap and sell the same for 6 bars for 25 cents as practically all grocers throughout Ontario do. We thus make a profit of about 10½ per cent. not figuring in the cost of doing business which we contend averages 11 per cent. This means practically a loss of ½ per cent.

Soap companies have made no money for the past 2 years and neither has the retailer for a great deal longer period.

To eliminate the 6 for a quarter deals—which were undoubtedly begun either by cutting prices by some incompetent grocer—we would suggest that the companies charge the retailers \$4.20 per 100 bars regardless of the quantity bought by any one dealer, thus forcing all to sell at 5c per bar. This would give a profit of 16 per cent. or a clear profit of 5 per cent.

This would also give the soap companies a good margin on their goods ensuring them against failure which has always a bad effect on trade, and gives the retailer a profit whether he is an experienced grocer or not. Such a change would save the experienced grocer from the low prices often set by incompetent men through ignorance.

TO CLEAN A SHOW CASE.

"The best way to clean a show case," says one merchant, "is with a damp cloth, soft paper and elbow energy. The cloth must be just wet enough to loosen the dirt and the paper to remove and give the glass a polished and finished appearance.

"The rag ought not to be too wet or the paper will not dry the glass. If the case is particularly dirty a little liquid ammonia applied to the rag will help. Use the paper wrappings from oranges or lemons. It is soft and will not scratch the glass and leaves no lint. The method is easy, is not sloppy and can be done quickly."

Remedy Suggested for Bettering Egg Quality

Troubles Due to Ignorance on Part of Producer and to the Fact That Buyers do Not Discriminate—Education and Legislation Suggested to Prevent This—Explanation of the Co-operative Egg Circles.

By Prof. F. C. Elford.

(Continued from last week.)

A system that is responsible for such a loss should not be tolerated. The producer and the consumer should come closer together. There is no reason why eggs should be several weeks on the way or why bad eggs should be sold by the farmer for the same price as good eggs. Every link in the chain is to blame, right from the producer to the consumer. Why can't the producer market nothing but a new laid egg, why can't the consumer be willing to pay a little better price for a superior quality. There should be co-operative effort to get the egg on the market while new laid, and to get it there with as little expense as possible. More persons each year are shipping direct to the wholesaler, retailer and consumer, still the bulk of the stuff comes by way of the "system." Most of those interested see the necessity of a change; honest producers feel the unfairness of being paid the same price for all eggs; dealers and consumers are more willing than ever to discriminate in prices, and the time seems ripe for something better.

Pays to Discriminate.

Whatever form this "something" will take, it will have in it an element of co-operation. Co-operation among the producers, co-operation among the consumers, and co-operation between the two ends. There will be the absence of jealousy between those producing the same stuff for the same market, farmers will realize that the higher the general average and the more uniform their produce the better it will be for each one. Buyers will find that it pays to discriminate in prices, both will know it does not pay even from a business standpoint to misrepresent, and gradually that feeling of suspicion will vanish.

The producer will find that the buyer is his best friend—the other partner in the co-operation—and the buyer will appreciate the advantage of handling produce upon which he can absolutely rely. This will mean that more of the selling price will find its way to the producer who sells good produce and that the buyer will get the quality for which he is willing to pay.

Much Due to Ignorance.

In order to bring this about something has first to be done. Education and organization will be necessary. Much of the present condition is due to ignorance rather than dishonesty on the part of the producer. Though there are not a few deliberate rogues selling eggs there are many honest people selling bad eggs because they do not know it. They have never learned the difference between a strictly new laid egg and a stale egg. They don't realize that an egg is never as good again as it is the first day it is laid, and that every day it is kept, even in

the best of conditions, it loses in value. They are not aware that a fertile egg in a nest one day in July is probably not fit for food.

It never dawns upon them that as soon as the breeding season is over, all male birds should be killed or removed from the flocks. They can't understand why an egg with a good strong shell cannot keep the contents pure in almost any condition. When they are told that they should not keep the eggs in an open basket by the kitchen stove or in the pantry with cooked vegetables, they wonder.

Intervention by Law.

Such persons should be shown what is required in a strictly new laid egg. For those who wilfully market bad eggs there should be legislation. A law that says that you must not sell as fresh an egg that is not. This law must also say the same to the dealer. It will not allow him to send as a new laid egg an egg that has been in cold storage, nor will it permit him to refill branded boxes with eggs from another source. There are those who require only education. They should have it. For those who must have something more to make them honest let them have it also.

The System in Denmark.

This will require organized effort all along the line and especially on the part of the producer. Co-operation somewhat similar to that adopted in Denmark, could be worked to advantage. Several co-operative circles embracing some of the Denmark features have been tried with such success in Canada, that others are encouraged to follow. A circle may cover in extent any territory convenient to a shipping point. The more shipping members it includes the better. The management of a circle is in the hands of the members and may be managed much as a creamery or cheese factory. In some cases these agencies are used as a starting point. The wagon that gathers the milk or cream makes provision for lifting the eggs as well.

The aim is to get the eggs gathered from the farms at least once a week in the winter months, and twice a week throughout the summer. These eggs are taken to the cheese factory or central depot as the case may be, from where they are shipped. Each contributor is given a stamp which he puts upon his eggs. This stamp includes two marks or figures, one indicating the number of the circle the other the number of the contributor. At the central station where the eggs are received, they are candled and any not qualified as new laid are noted and the mark on the eggs indicates the farm from which it comes. It is therefore impossible for any member to market eggs that are not up to the mark and each member is responsible for his own.

The output of a circle is sold through the secretary or manager, who may be the man who does the candling and grading or not. It will probably be better if he is, as he can keep in closer touch with the members of the circle. Each member must subscribe to certain rules. These rules will cover such questions as cleanliness, frequent gathering of eggs from nest and the keeping of them, marketing none but those laid by the member's own hens, etc.

Should be a Standard Egg.

The grading of eggs means that there will be a recognized standard of quality and this will lead to the standardization of the product. Other commodities have their produce standardized, why should not eggs? There is no national understanding as to what a No. 1 quality of egg means. The absence of this handicaps the trade and leaves loopholes through which dishonest dealers may escape. If there is a general classification and grading adopted the managers of the circles will be expected to make themselves acquainted with them and as a result the output will become uniform. Dealers know how this will benefit the trade. It will raise the standard of quality and put the industry upon a much more satisfactory basis.

Will See that No Short Weights or Measures are Given

New York, Aug. 18.—Trade customs, which allow buyer and seller to take liberties in actual weights and measures, received another setback recently when Commissioner of Weights and Measures told the delegates to the convention of New York state retail grocers that he intended to keep up his fight for net weights to a finish, and that he would go after the jobbers and manufacturers just as vigorously as those who deal with the consumer. The convention practically put itself on record as willing to back him in his efforts to enforce the law.

"Just because some dealers find that they have been able to shave off a penny in this trade and another in that, they think that it does not amount to much to the individual, but when it is considered that maybe 15 dealers in a like number of trades are taking this penny tribute each, it is easily seen that the total is much more than the average purchaser can stand," said Commissioner Driscoll.

"Giving short weights and measures because of these trade customs is only hiding petty pilfering behind a mask, and I propose to tear off the mask wherever I find it."

Compton & Montgomery, of Wetaskiwin, Alta., dissolved partnership some time ago. C. E. Compton has opened a new grocery store, and Mr. Montgomery is joined by Mr. West as Montgomery & West. They have a general store. Both places are new brick buildings and fitted up in the most modern way.

The chance of your lifetime!

The Wonderful West, whose prosperity and greatness is only in its infancy, is in need of just the goods you manufacture.

Will you avail yourself of our services for the handling and disposal of these goods? We have grown and are still growing with the WEST, and have a thorough grasp of Western Trade, its developments and requirements. Large track warehouses at the leading strategic business points are ready to handle your wares! Get in touch with us to-day. We can offer you conscientious, thorough and reasonably-priced service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William

HONESTY!

No reputation is so valuable to manufacturer or retailer as that of making or handling HONEST GOODS—goods of guaranteed purity, unimpeachable quality and highly skilled manufacture.

“E.D.S.” BRAND



Jams, Jellies, Grape Juice and Catsup

bear the hall-mark stamp of honesty. The Department of Inland Revenue has certified them to be 100% PURE. Send for Government Bulletin 194 and be convinced that no line you can handle will so add to your reputation as “E.D.S.” Brand. See that your shelves are liberally stocked with these satisfaction-givers.

You can recommend them to your best customers with every confidence.

Made by **E. D. SMITH** at his own Fruit Farms
WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.



Higher Prices

Shortly on Lard Compound

There is an actual scarcity of Cottonseed Oil till new crop oil is available—and famine prices are talked of.

We have a good supply of oil purchased, and for a limited time will fill orders at what will soon look to be very low prices.

Order To-day



GUNNS PORK AND BEEF PACKERS
LIMITED TORONTO

Pure Lard and Lard Compound

We are quoting very reasonable prices on both Pure Lard and Lard Compound.

We put up the following packages:

350-lb. tierces	3-lb. tins
60-lb. tubs	5-lb. tins
20-lb. pails	10-lb. tins
and one-pound cartons.	

F.W. Fearman Co.
LIMITED
Hamilton

REINDEER Coffee

With Milk and Sugar



Ready

to Use

No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

POULTRY

of all kinds wanted, alive or dressed. We can also handle your regular shipments of

BUTTER and EGGS

to the best advantage.

Send us your orders for mild cured

HAMS and BACON

THE WM. RYAN, LIMITED

Packing House
FERGUS

70-72 Front St. East
TORONTO

Anot

The pa
ly easier
visions,
quarters
sympath
hog supp
is concer
ditions
be expec

The p
cheese co
has been
about s
eggs a
A repo
choice g
Grocers
at prese
that the
prices.

The pr
isfactory
reach a
in good
milk is
season.
ed about
tically o
are a fev

Poultry
and the
liberal

Honey
self and
stocks w
the trac
about th
lines. I
stated th
for the
price to
increased
wholesale
same as
tailers.
esting ju
mentione

Provisi
be better
of weaker
far, how
place. S
been for
are comi

A touc
give a d
of the pr

Pure Lard—
Boxes, 50
Cases, tin
" "
" "
Pails, woo
Pails, tin
Tubs, 50 l
Tierces, 37
Compound La
Boxes, 50
Cases, 10-1
" "
" "
Pails, woo
Pails, tin
Tubs, 50 l
Tierces, 37

Another Decline of Half Cent in Pure Lard

Live Hogs are Down to \$8.25, and an Easier Tone Prevails in Pork Product Market—Choice Eggs Show a Slight Increase in Price—Butter and Cheese Production Still Keep up—Honey Prices in Ontario Will go up if Beekeepers Maintain the Quotations They Have Mentioned—Poultry is Being Received More Plentifully.

The past week has witnessed a slightly easier market in some lines of provisions, live hogs and lard. In some quarters there have been lower prices in sympathy with the general feeling. The hog supply is general as far as quantity is concerned and as long as present conditions prevail the market will hardly be expected to soar.

The production of butter, eggs and cheese continues steady and so far there has been no falling off. Prices are about stationary, although for select eggs a slightly higher price is offered. A report from Montreal states that choice goods are comparatively scarce. Grocers are beginning to lay in stocks at present prices and it would appear that the trade is not expecting lower prices.

The production of cheese is quite satisfactory and the August make should reach a good figure. The pastures are in good condition and the supply of milk is well up to the average for this season. The August cheese is considered about the best. Old cheese is practically off the market, although there are a few houses with some holdings.

Poultry is coming in more freely now, and the trade is looking forward to liberal receipts from the country.

Honey is also beginning to show itself and although it was reported that stocks would be light the feeling among the trade is that the supply will be about the average on account of extra lines. In the Toronto district it is stated that if the bee keepers hold out for the prices they have named the price to the retailers will have to be increased, as the quotations to the wholesale trade are practically the same as the latter extend to the retailers. The honey situation is interesting just now in view of the facts mentioned.

MONTREAL.

Provisions.—Receipts of hogs seem to be better lately, and there are rumors of weaker prices in the near future. So far, however, no changes have taken place. Sales are better than they have been for some weeks past, and supplies are coming in freely.

A touch of cool weather now would give a decided impetus to all branches of the provision trade.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 15 1/2
Cases, tins, each 10 lbs., per lb.	0 15 1/2
" " " " " " " "	0 15 1/2
" " " " " " " "	0 15 1/2
Pails, wood, 20 lbs. net, per lb.	0 15 1/2
Pails, tin, 20 lbs. gross, per lb.	0 15 1/2
Tubs, 50 lbs. net, per lb.	0 15 1/2
Tierces, 37 1/2 lbs., per lb.	0 15 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 13 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 13 1/2
" " " " " " " "	0 13 1/2
" " " " " " " "	0 13 1/2
Pails, wood, 20 lbs. net, per lb.	0 12 1/2
Pails, tin, 20 lbs. gross, per lb.	0 12 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 37 1/2 lbs., per lb.	0 12 1/2

Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Lean pork	24 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 00
Heavy flank pork, bbl.	31 00
Flake beef, 100 lb. bbls.	9 25
" " " "	18 00
" " " "	25 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 16 1/2
Long clear bacon, heavy, lb.	0 15 1/2
Long clear bacon, light, lb.	0 14 1/2
Hams—	
Extra large slices, 25 lbs. upwards, lb.	0 17
Large slices, 18 to 25 lbs., per lb.	0 16
Medium slices, 12 to 18 lbs., per lb.	0 15
Extra small slices, 10 to 12 lbs., per lb.	0 14
Bone out, rolled, large, 16 to 20 lbs., per lb.	0 19
" " " " " " " "	0 20 1/2
Breakfast bacon, English, boneless, per lb.	0 21
Windsor bacon, skinned, backs, per lb.	0 22
Spiced roll bacon, boneless, short, per lb.	0 18
Hops, live, per cwt.	09 75
" " " " " " " "	13 50

Butter.—Prices of butter in the country are firmer, and should be higher here, say the local produce men. As yet no change has taken place, but it would be no surprise if an advance were to take place shortly.

Receipts for the week show a slight increase on last year's figures, 14,436 packages as against 13,631 same week last year. For the season they are 249,878 packages as against 225,282 same season last year.

New milk creamery	0 23 1/2 0 24
Dairy, tubs, lb.	0 21 0 22
Fresh dairy rolls	0 21 0 22

Cheese.—The export demand for cheese is fair, say local men, but at prices which do not allow of a fair profit. In fact several orders have been turned down recently on this account. Locally trade is none too good, but seems to be gradually improving.

Receipts are keeping up remarkably, being 94,354 boxes for the week as against 88,786 boxes same week last year. For the season they show a decrease still, though it is a slight one, 1,024,021 boxes as against 1,047,471 same season last year.

Quebec, large	0 11 1/2
Western, large	0 11 1/2
" " " " " " " "	0 12
" " " " " " " "	0 12
Old cheese, large	0 13

Eggs.—The egg circle movement referred to in The Grocer from week to week, seems to be gaining in popularity all the time. This year seems to have been a particularly opportune time for it, in view of the poor quality of so much of the stock.

New lays are a little higher this week, selling at 27c. Otherwise the market shows no change. Sales continue good.

Receipts for the week are 5,010 cases as against 4,482 cases same week last year. For the season they are 127,661 cases as against 130,218 cases same season last year.

New lays	0 27
Selects	0 23
No. 1	0 20

Honey.—From first reports it was deemed certain that the honey crop would be a light one this year, but there seems to be no difficulty whatever in filling requirements at last year's prices, and arrivals are both frequent and large. The quality of this year's

crop seems to be better than last year, and the color is good.

White clover comb honey	0 15 0 17
Buckwheat, extracted	0 08 1/2 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11 1/2
Buckwheat comb	0 12 1/2 0 13

TORONTO.

Provisions.—In this market there has been another decline in some of the prices. Live hogs are down to \$8.25 at country points and for local delivery bring \$8.60. There is a fairly good supply of hogs throughout the country and recent deliveries have been large. There has been a slight reduction in backs, long clear bacon and medium hams. Pure lard has dropped another half cent. Those in the business, however, express the opinion that it will not be long until lard reaches a better basis. Trade on the whole is reported good. Compound lard is stronger.

Long clear bacon, per lb.	0 15
Smoked breakfast bacon, per lb.	0 20 0 21
Pickled shoulder	0 13 1/2
Roll bacon, per lb.	0 18 1/2
Light hams, per lb.	0 19 1/2
Medium hams, per lb.	0 19 1/2
Large hams, per lb.	0 18 1/2
Cooked hams	0 25
Fresh shoulder hams	0 18
Shoulder butts	0 17 0 18
Beaks, plain, per lb.	0 20
" " " " " " " "	0 20 1/2 0 21
Heavy mess pork, per bbl.	28 00 29 00
Short cut, per bbl.	28 00 29 00
Lard, tierces, per lb.	0 14 1/2
" " " " " " " "	0 14 1/2
" " " " " " " "	0 14 1/2
" " " " " " " "	0 13 1/2
Live hogs, at country points	8 25
Live hogs, local	8 60
Dressed hogs	12 60 13 25

Butter.—There is a little firmer tone to the market this week and a slight increase in prices. The production still hovers around a fairly large figure and the quality has considerably improved. It is expected that it will not be long until higher prices are asked by the farmers. As the quality of the make improves and the production falls off, as it is bound to do, the market should be affected by higher prices.

Per lb.	
Fresh creamery print	0 24 0 25
Farmers separator butter	0 21
Dairy prints, choice	0 18 1/2 0 19
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs.—There has been no change in the price of eggs this week, but there are some that believe that it will not be long before an increase will be felt. There has been a noticeable improvement in the quality of the stocks now being delivered.

Selects	0 22 0 23
Fresh eggs, doz.	0 20 0 21
Second grade, doz.	0 17 0 18
Chips, doz.	0 16

Cheese.—Old cheese is practically done. There may be a little held by one or more houses, but it is not an appreciable amount. The new make is finding its way to the market and is meeting a fairly good demand.

New cheese—	
Large	0 11 1/2 0 11 1/2
Twins	0 11 1/2 0 12

Poultry.—Receipts of poultry have been heavier of late and prices are easier. Spring broilers and hens are coming in freely and the market is much brisker than it has been for weeks past. There has been a slight improvement in the demand for poultry and the trade are looking forward to a better market in every respect.

Spring broilers, live	0 12 0 13
Hens, per lb. live	0 10 0 11
Turkeys, per lb., large, dressed	0 18 0 19
Spring duck, lb., live	0 09 0 10

Honey—The new stocks of honey are now finding their way to the market in fairly large consignments. The question of prices is occupying the attention of the trade. The beekeepers have placed their new quotations at practically the same figures as those which the wholesalers are receiving and the latter will be forced to move the prices up if the keepers hold out for the prices they have named. One local house has just received a large supply of new stocks and the prices it is quoting for honey in the comb are as follows: No. 1, per doz., \$2.50; No. 2, \$2.25, and No. 3, \$2. The stock that they are selling in glasses ranges from \$1 to \$1.50 and \$1.80 per dozen. It is good-looking honey and is but the first shipment. Honey is just now coming to its own and will attract some attention for a time.

Clover honey, extracted, 60 lb. cans.....	0 10	0 10 1/2
" " " " 10 lb. pails.....	0 10 1/2	0 11
" " " " 5 lb. pails.....	0 10 1/2	0 11
" " comb, per dozen.....	1 75	
Buckwheat honey, lb.....	0 06 1/2	

WINNIPEG.

Lard—The output has been greatly increased and merchants are stocking freely. The summer trade was light, but from now on the trade will be good. Prices are much firmer than usual and higher prices may rule shortly.

Pure, 20-lb. pails.....	3 30
" 3-lb. tins, 60-lb. cases.....	10 10
" 10-lb. tins, 60-lb. cases.....	10 00
Compound, 20-lb. pails, per pail.....	2 50
" 5-lb. tins, 60-lb. cases.....	8 50

Butter—The butter market is firm this week, because supplies have dropped off considerably. The jobbing price for creamery is 25c; No. 1 dairy being 22c. The limited supply is only temporary, as the pastures are improving.

Eggs—Eggs are jobbing at 21c just now, while the old stuff is being cleared out. A higher price on fresh-laid is soon to be quoted.

Cheese—The Manitoba cheese is having a good sale, but the quality is not so good as the Ontario product. The distribution throughout the west is heavy just now, and shipments from the east are heavy. Ontario cheese is 13 1/2c; Manitoba jobs at 12c.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Although for many years E. W. Gillett Co. have had a resident representative in Winnipeg, and carried a large stock of goods in that city, it was not until quite recently that they decided to adopt a different plan in doing business, and have made a long term lease of the fine premises No. 173 McDermott Ave. East. This warehouse, which was formerly used by a concern in the wholesale drug business, is now in the hands of workmen who are making extensive repairs and alterations in order to make it suitable for the Gillett Company's business. Everything these days points to the fact that the larger concerns realize the importance of the vast business which is possible to secure in the west.

The Household Convenience Co., Ltd., Toronto, have introduced a "Selling Plan," which if adopted by the retail grocers generally, will certainly mean a big jump in their daily sales. The plan is not exactly a new one, but they have worked in three or four scientific points which puts it on an entirely new basis, and if given a fair trial, the clerks will unconsciously develop into real salesmen. In fact, for transient trade, their plan will make many new customers, by gaining their confidence, as the specialty this company is putting on the market, namely, "Wondershine," which cleans silver and gold, without rubbing, is a real honest labor-saving device. And, this new "Selling Plan" will take well with all the regular customers, and show that their interests are being well looked after. The fact that "Wondershine" is being well advertised, along the right line, and is sold on "the-money-back-if-not-satisfied" idea, should cause every up-to-date grocer to get in touch with this company. Of course grocers as a general rule do not handle silver polishes, but there has never been anything placed on the market like "Wondershine," and it will sell well through the grocery store. As stated in their advertisement, dealers will be sent the "Selling Plan" free by the company with all other information upon receipt of name and address.

A few years ago it would have seemed like presumption for any Canadian manufacturer to go into the English market to endeavor to sell his wares, but at the present time it is no uncommon event for the Atlantic steamers to carry large freights of Canadian manufactured goods to sell in the British market. But for any manufacturer to endeavor to do business with England, in the first place his goods must be of exceptional quality and the reputation of the firm must be first-class, the English merchant being particularly conservative in dealing only with responsible houses. Business done in England, however, is generally the result of a more or less vigorous campaign in that market: An exception to this rule is

the phenomenal success the "Banner" Cold Blast Lantern has made wherever shown in England. A British merchant accidentally came across a sample of the "Banner" Cold Blast Lantern, and so impressed was he by the superior workmanship and the many ingenious devices for facilitating the operation of same, that he sent forward an order. Since introducing this style of lantern to his customers, it has met with immense success, and the Allan liner "Virginian" included in its manifest a greatly increased order for these celebrated "Banner" Cold Blast Lantern.

ACCOUNTS WANTED.

TWO GOOD ACCOUNTS WANTED—Two manufacturers requiring representation in Montreal are requested to write. Box 359, CANADIAN GROCER, Toronto. Wants independent canner particularly. (35p)

HONEY.

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

SUCHARD'S COCOA
 This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes. Delicious in flavor; prices just right.
FRANK L. BENEDIOT & CO., Montreal
 Agents.

MAPLEINE
 (Maple Flavor)
 This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.
 One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.
Send for Free Sample
Frederick E. Robson & Co.
 26 Front St. E., Toronto



USE PLENTY OF
WILSON'S FLY PADS
 on Wednesday afternoons and over Sundays and keep your store as free from flies as possible.



KEEP POSTED ON SUGAR
 Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK



The Dealer Benefits.

The retailer is realizing more and more the assistance that is given to him by the manufacturer that advertises his goods extensively. Such goods are demanded by the trade, which means quick sales and good profits. Eight-sheet posters are now being used in Ontario advertising Magic Baking Powder and should be of great benefit to the trade. Profit is good when purchased in proper quantities.



MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does **NOT** contain Alum.

E. W. Gillett Co. Ltd.

Winnipeg.

TORONTO, ONT.

Montreal.

Bookkeeping Without Books!

Sixty Thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Account Register System

The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day-books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality. Information about the System is Free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

99-104 Spadina Avenue - TORONTO, Can

FIRST
AND
STILL
THE
BEST



MADE IN CANADA

Clark's Potted Meats

In the warm weather housekeepers are looking for food that requires no preparation.

Suggest Clark's Potted Meats, they are the ideal meat for luncheons and picnics.

Packed in assorted cases if so ordered. Ham, Beef, Tongue, Veal.

Your Jobber handles them.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA: No better Country

MOTT'S: No better Chocolate

DIAMOND CHOCOLATE

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor	R. S. Melndoe	Joe. E. Huxley	Arthur Nelson
Montreal	Toronto	Winnipeg	Vancouver
Arthur M. Loucks	Ottawa	R. G. Bedlington	Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

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

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

HOLDS ITS OWN

against all comers, with constantly increasing sales—larger this year than any year in the history of the business—

Shredded Wheat

the only breakfast cereal made in biscuit form, and the only cereal that forms a wholesome combination with fruits.

The Shredded Wheat business is built solidly and sanely upon educational advertising—the only kind that lasts—no premiums, no prizes, no bribes—no deals that force sales beyond the natural demand—nothing but a "square deal" for grocer and consumer. In August tell your customers to make their "meat" Shredded Wheat.

The Canadian Shredded Wheat Co., Ltd.

Niagara Falls, Ontario

Wi

Those v
market fr
losing th
entertaini
garding t
estimated
to its fir
who plac
hundred r

A defici
States ar
certain th
by increa
koumania
other gra
make up
be felt in
tinent. E
creasing
any meat
that was
year.

A prom
the natur
should be
ies of w
Chicago a
cently lo
prices fro
gard to t
wheat, fig
the week
million b
million d
There is
oats. The
grounds f
of flour v

The ma
present, b
will conti
dition. In
that the p
which wil
dollar a
ninety ce

Flour.—
steady d
seems to
Most of
spring w
changed,
ing, and
sidered
show a s
last year.

Winter whea
Straight roller
Extra, bbl...
Manitoba spr
str

Rolled o
the rolle
change. I
of the ma
any furth
Sales hav
that the

Fine oatmeal,
standard oat
Granulated
Golddust corn
Bolted corn
Rolled oats, b

Will Present Conditions Drop Price of Flour?

Conditions are Not as Depressing as They Were Reported to be—Total World's Yield Will Make up Any Decrease Experienced in Canada and the United States—If Deliveries Continue as at Present Large Dealer Expects to See a Much Weaker Market—Prices Unchanged.

Those who closely follow the wheat market from week to week are gradually losing that pessimistic feeling and are entertaining more hopeful opinions regarding the world's supply. Canada's estimated yield is gradually coming back to its first strength and there are those who place it at from ninety to one hundred million bushels.

A deficiency is looked for in the United States and Canada, but it is practically certain that it will be entirely made up by increased yields in other countries. Roumania, Italy, Hungary, Russia and other grain growing countries should make up the decrease which is likely to be felt in the northern part of this continent. Export demand has been increasing of late, although it is not by any means equal to the export trade that was transacted at this time last year.

A prominent flour dealer stated that in the natural course of events lower prices should be quoted for flour if the deliveries of wheat continued as at present. Chicago and Winnipeg grain markets recently lost ground, influenced by lower prices from European markets. In regard to the world's visible supplies of wheat, figures quoted this week show for the week a visible supply of eighteen million bushels as compared with eight million during the same week last year. There is a similar showing in regard to oats. There seems to be considerable grounds for believing that present prices of flour will not hold.

The market seems to be rather firm at present, but it is a question whether it will continue to hold its present condition. It is reported from Brandon that the grain men expect a drop in price, which will make the opening about one dollar a bushel at Fort William, or ninety cents at Brandon.

MONTREAL.

Flour.—Foreign demand has been steady during the past few days, and seems to be steadily on the increase. Most of it has been for low grades of spring wheat. Although prices are unchanged, there is a firmer feeling prevailing, and the volume of business is considered satisfactory. Storage stocks show a slight decrease over this time last year.

Winter wheat patents, bbl. 5 75
 Straight rollers, bb 5 80
 Extra, bbl. 5 30
 Manitoba spring wheat patents, bbl. 6 30
 " strong bakers, bbl. 5 80

Rolled Oats.—Since the recent advance the rolled oats market shows little change. Prices are steady, but the tone of the market does not seem to indicate any further change for some time. Sales have only been fair, as it is felt that the top price has been reached.

Fine oatmeal, bags 2 70
 Standard oatmeal, bags 2 70
 Granulated " 2 70
 Gold dust oatmeal, 98-lb. bags 2 10
 Bolled oatmeal, 100-bags 1 90
 Rolled oats, bags, 90 lb. 2 45
 " barrels 5 10

TORONTO.

Flour.—Local flour markets are quite firm. There is not much Ontario wheat on the market these days. There is no change in prices over a week ago.

Manitoba Wheat.
 1st Patent, in car lots 6 20
 2nd Patent, in car lots 5 70
 Strong bakers, in car lots 5 60
 Feed flour, in car lots 3 10 2 30
 25 cents dearer in bbls.

Winter Wheat.
 Straight roller 4 25 5 25
 Patents 4 80 5 35
 Blended 5 00 5 15

Cereals.—Rolled oats continue to move fairly freely at the advanced price. There is every indication for a good fall business. It is generally thought that present prices will hold firm under existing tendencies.

Rolled oats, small lots, 90 lb. sacks 2 45
 " 25 bags to car lots 2 35
 Rolled wheat, small lots, 100 lb. brls. 3 10
 " 25 brls. to car lots 3 00
 Standard and granulated oatmeal, 48 lb. sacks 2 70

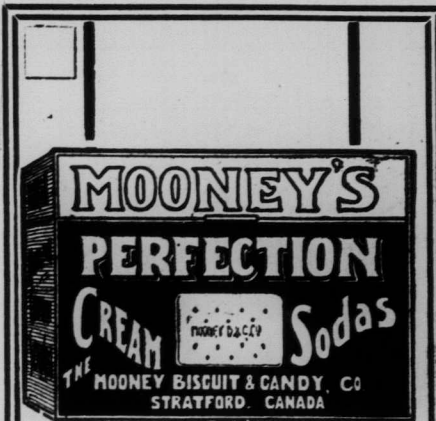
Crops in Eastern Canada Showing a Very Fair Average

Ottawa, Aug. 18.—The Census Bulletin shows that the conditions of field crops in Canada this year have been greatly modified by temperature and rainfall, and that between the east and the west it is hardly possible to make a statement of averages that will not be misleading. In the eastern provinces growth has been uniformly good throughout July, and the percentages of condition have been high for every crop; but in extensive tracts of the northwest provinces drouth has prevailed and crops are reported in every stage of condition. The northerly parts of these provinces have been largely exempt from the drouth, and there the per cent. conditions are high. It is difficult to indicate fairly an average of conditions for the East and West which does not take account of the areas sown, and these have been considerably reduced since the June report. The August report will give revised figures from which yields may be estimated.

In comparing the per cent. condition of crops for 1909 and 1910 it should be remembered that fall wheat, rye, peas, buckwheat, mixed grains, beans, potatoes, hay and clover and corn are principally produced in the eastern provinces; and spring wheat and flax mostly in the northwestern provinces; with oats and barley in nearly equal proportions in the two regions.

A Good Average Shown.

Fall wheat is grown chiefly in Ontario, and its condition for all Canada has been reduced by a relatively poor crop in Alberta. Compared with the condition at the same time last year, it is 84.63 to 76.53. Rye is 85.20 in 1910, to 81.84 in 1909; peas is 81.70 to 87; buckwheat, 87.64 to 86.15; mixed grains 99.91 to



There's always a big demand among campers and picnickers for a good soda Biscuit!

Are you stocking

Mooney's "Perfection" Cream Sodas

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

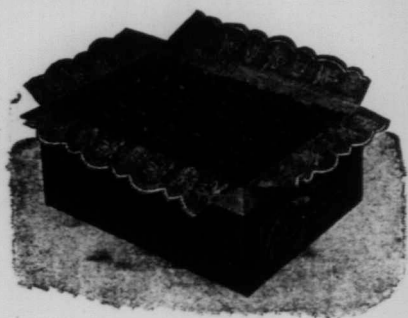
See to your stocks.

The
MOONEY BISCUIT & CANDY CO., LTD.
 Stratford and Winnipeg

87.23; beans, 81.43 to 81.33; potatoes, 81 to 92; hay and clover 90.87 to 73.79; corn for husking, 81.30 to 82.86 and corn for fodder 89.76 to 83. These crops, which are mainly grown in the east, show a high average of condition, affected only in a slight degree by reports for the west.

The average condition of spring wheat is 77 for 1910 to 84.57 for 1909, and of oats 79.57 to 87.78 for all Canada, which is substantially lower than the averages for the east. In the three Northwest provinces the condition of spring wheat is 62, of oats 58.62 and of barley 63.60.

The estimated yield of fall wheat in the country is 18,724,000 bushels, being 26.47 bushels per acre. The hay and clover crop is estimated at 15,490,000 tons, or 1.80 tons per acre, and of alfalfa 1.92 tons per acre.



Chocolate "BORDO"

Registered

**They keep perfectly
—but are too good
to keep long : :**

"Bordo" Chocolates are just as firm, fresh and delicious in August as in January. Everywhere and at all seasons they are the best, and most profitable sellers in the Candy Specialty line.

Attractively packed, and most delightful in flavor and consistency. Your customers will take to them at first sight, and become partial to them at first bite.

The Chocolate that will give your customers perfect satisfaction.

The Chocolate that allows you good margin of profit.

The Chocolate that ensures you repeat orders.

*Write us to-day for Samples
and full particulars*

The Montreal Biscuit Co.

(The Originators)

Brewster Ave.

MONTREAL

Manufacturers of Confectionery

TRUMILK IS FULL CREAMED CANADIAN MILK IN POWDER FORM MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

**NO CHEMICALS are used in the manufacture of
EPPS'S COCOA**

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax.

Manitoba: BUCHANAN & CORDON, Winnipeg

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert,
Oka, Parmesan, Edam, Stilton.

WE ARE SPECIALISTS FOR THE TRADE.

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

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

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kilmount, Ont.

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

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance

WRITE TO

P. POULIN & CO.

39 Bessacours Market, - Montreal

WE SELL FEATHERS TOO

THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.



It Must Be Regular

THE very best flour in this little world of ours, Brother Grocer, will surely lose you trade some fatal day—if it lack *UNIFORMITY*.

For Mrs. Better Half gets used to a flour as she does to other things, handles it in a peculiar way suited to its individuality. She becomes successful with it, you see.

But on a fateful day *IRREGULARITY* creeps insidiously in—failure follows—she changes from a flour which has changed her results, lowered her breadmaker's pride of product, which no cook forgives.

And you are left with a stock on hand, a lingering sale, and in each sack the *certain* germ of disappointment.

We would never ask YOU to sell

FIVE ROSES, Brother Grocer, unless we made absolutely sure of this coveted *UNIFORMITY* in quality, regularity, dependability.

We employ at Keewatin no Jack-of-all-Trades. Every man must "stick to his last." The rollerman watches the rolls, the silkman his silks, and the packer ditto—each *specializes*, considers *his* work the most important part of it all.

Only a big mill, you see, can *guarantee* unvarying steadiness, only a big mill like the *FIVE ROSES* plant with its 10,500-barrel capacity.

That *FIVE ROSES* flour dominates all others in this most important selling feature, is our pride, our boast, our *greatest asset*.

Let it be *YOURS*, Brother Grocer.

LAKE OF THE WOODS MILLING CO., LTD.

*Makers of FIVE ROSES Flour
Montreal*

FIVE ROSES FLOUR

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form,
ready for immediate use, without soaking.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMBOOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
Ashley, Winnipeg.
Geo. A. Stone, 84 Inns of Court Buildings, Vancouver, B.C.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on **QUAKER BRAND**.

Mathewson's Sons

Wholesale Grocers

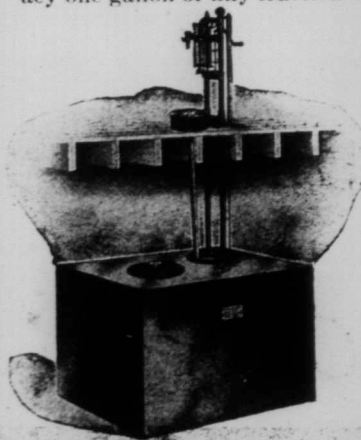
202 McGill Street - - Montreal

Get a firmer grasp on your profits

Are you making money on your oil? Probably far less than you think. If you could ascertain exactly how little, you would be astonished. Remember that **EVAPORATION** alone may reduce gasoline and kerosene from 5 to 25 per cent. per month. Then reckon overflow, drip, spilling and overmeasure on every quart you sell, and even an occasional leak. These little losses combined easily wipe out your few cents of profit. You cannot raise the price to your customers and you cannot reduce the price you are paying for the oil, so the only way left is to reduce the waste and the cost of handling it; it can be done with a

Bowser Self-Measuring Oil Tank

With a stroke of the pump-handle you can discharge with absolute accuracy one gallon or any fraction thereof, directly into your customer's can, doing away with sloppy funnels and measures. The tank is absolutely leak and evaporation-proof. Your increased profits will pay for our best outfit in a year.



Wouldn't you like to sell every gallon of oil with as little trouble, as clean hands and as sure profit as when you hand out a package of tea? The "Bowser" will do it. Let us tell you more about it.

Write for Bulletin 5

S. F. Bowser & Co., Ltd.
66-68 Fraser Avenue :: Toronto

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the **ONE** way to make them a safe, profitable **ASSET**? You can do this by adopting the **Allison Coupon Book System**, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a \$10 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 - 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 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 Company, Indianapolis, Ind.

CHRISTIE

To The Grocers of Canada

Dear Sirs,

While you are visiting the Canadian National Exhibition this season you are cordially invited to visit our factory.

You will also favor us greatly by visiting our Exhibit--The Model Store--in the Manufacturers' Building at the Fair grounds. As a practical merchant, an expression of opinion regarding our Exhibit would be highly appreciated.

*Yours very cordially,
Christie, Brown & Co., Limited*

BISCUITS

d

! ing that
lf your
of the
e ONE
ofitable
ing the
ich has
rogres-

pon
ks

ollections,
guments.
res many

nts credit.
he is good.
a \$10 Alli-
pon Book.
a sign the
note form
ent of the
ch you tear
esp. Charge
\$10 - No
When he
me's worth,
a ten-cent
and so on
book is used
n he pays
and gets
ok. No pass
o charging,
time, no
o disputes.
upon Books
ized every-
the best.

rywhere.
ompany.

Canadian Pears and Peaches Bring Good Prices

With Berries Almost off the Market Trade is Centering About Peaches, With Pears Coming Along in the Rear—Lemons Have Dropped to \$5.50 on Account of Recent Weather Conditions—Good Steady Trade in Vegetables—The Production of Tomatoes Promises to be Well up to Average—Fish Market Steady.

The season's fruits and vegetables are meeting with the demand that was expected. As far as can be learned there is but a small production of the goods handled going to waste and the amount of goods that are passing through the markets of the Dominion is reaching a vast figure. In the newly settled parts there is the beginning of trade that will grow steadily and in the well settled parts there is even increased business.

With the passing of raspberries, and with cherries and currants practically done, the demand for preserving is not as great as a few weeks ago. There are still Lawton berries and blueberries but the past two weeks were really marked by a quieter feeling. Now, peaches and pears are coming in and the prospects are for a good season.

Pineapples are scarce and are quoted at a high price. The demand is only fair. Lemons have fallen off in demand. The quality of those offered is good. The weather will determine the condition of this market. Oranges are running along before a fair trade. Regarding the peach market—and pears too—it is now coming into its height and grocers who are handling fruit will do well to watch it closely.

The vegetable trade is also brisk with tomatoes probably a feature. It is expected that a pretty good crop will find its way through the hands of the big wholesalers. The business in the ordinary vegetables is good but with no special feature.

The fish market is firm generally. The report from Montreal states that the first news from the codfishing fleets is not encouraging. Canned lobsters are high and an advance is looked for.

MONTREAL.

Green Fruits.—Blueberries and melons are occupying the centre of the fruit stage this week. Arrivals of the former have been numerous during the past few days, and they still continue to come. The quality does not seem to be any too good as yet, the berries being small.

Montreal melons are still high, \$12 to \$15 per doz., but the demand is good for those on the market. Cantaloupes are about the same as last week, but the demand is rapidly increasing.

Green apples are somewhat more plentiful and a little easier in price.

Delaware granes are more plentiful and easier in price. Malagas are now commencing to appear. The quality of first arrivals is better than last year.

Canadian Peaches

The outlook is for a large crop. One grower estimates 35,000 baskets as his shipment for 1910. Another grower reports 20,000 baskets. We are the largest receivers in Toronto.

Plums and Pears
Canadian Vegetables
Oranges, Lemons and
Bananas



25-27 CHURCH ST. - TORONTO
Carload Importers

Notwithstanding

lemons are good for your health—your customers' health, etc., yet as you are not in biz. for your health entirely, you unquestionably have not this admirable point in view each time you purchase a box of lemons. Nevertheless, that is most likely the only object you are accomplishing if you are buying some of the various brands you may find on this market—they look good from the top, yet may show 30 to 40% culls before you finish—that's the point to think about.

"St. Nicholas"
and
"Home Guard"
are packed true right thru

J. J. McCABE

AGENT

32 Church Street, Toronto.

Apples—	Lemons.....	5 50
Green, bbl.....	Musk melons, per	basket.....
2 25 3 50	3 50	
Bananas crated,	Melons, Montreal	doz.....
bunch.....	12 00 15 00	
2 00 2 25	Oranges—	
Blueberries, box.....	California, late	
0 75	Valencia.....	5 50
Blueberries, large	Pineapples—	
.....	Florida, case.....	5 50
1 80	Plums.....	1 75 2 20
Cranberries, bbl.....	Peaches.....	1 25 1 40
11 00	Pears.....	3 00 3 50
Cocoanuts, bags.....	Pears, bbl.....	6 50
4 25		
Grape fruit—		
Florida, box.....		
9 00		
Grapes, Delaware		
crate.....		
2 50 3 00		
Limes, per box.....		
1 00		

Vegetables.—Old potatoes are practically gone, but the deficiency has not been felt, owing to the good supply of first-class new ones.

Tomatoes are cheaper, selling for \$1 to \$1.25, even at that the sale seems to be dwindling. The poor quality of arrivals undoubtedly has had a great deal to do with this state of affairs.

As a whole the vegetable market is much improved over last week, and dealers feel much better over the whole situation.

Beans, green,	Onions—	
basket.....	Spanish, cases..	2 50 2 75
0 50 0 75	Potatoes—	
Beans, wax.....	new, per bbl.....	2 25
0 50 0 75	Parsley, dozen.....	0 15
Beets, doz.....	Parsnips, new, dz	0 40
0 25 0 35	Radishes, dozen	bunches.....
Carrots, doz.....	0 30	
0 10	Rhubarb, doz.....	0 25
Cabbage, new, dz	Spinach, bbl.....	1 75 2 00
0 50 0 60	Tomatoes—	
Celery, doz.....	Jersey.....	1 00 1 25
0 30 0 75	Turnips, new,	bunch.....
Cauliflowers,	0 25	
Montreal.....		
1 00 3 00		
Corn, doz.....		
0 10 0 15		
Cucumbers, doz.		
0 35 0 45		
Garlic, 2 bunches		
.....		
0 25		
Green Peppers,		
basket.....		
0 70		
Lettuce—		
Montreal, doz....		
0 35 0 50		

Fish.—Lake fish continues scarce and the reports are that haddock will be scarce this week. There is plenty of halibut and steak cod.

Labrador salmon in pickle are now offered, prices being a little higher than last year, due to a short crop. Reports from codfishing points are not encouraging, but as the season is not far advanced as yet, it is hard to estimate the outcome.

Canned lobsters are high, and an advance is looked for; so far only the foreign market has been supplied, and supplies remaining are low.

FRESH	
Pike.....	0 05
Purch.....	0 07
Steak cod.....	0 05 0 06
B.C. salmon.....	0 15
Market cod.....	0 04
Sturgeon.....	0 10
Lake trout.....	0 12
Blue fish.....	0 15 0 18
Sea trout.....	0 12
Sea bass.....	0 12
Whitefish.....	0 12
Mulleta.....	0 07
Haddock.....	0 04 0 05
Halibut.....	0 09
Bullheads.....	0 10
Carp.....	0 07
Dore.....	0 12
Mackerel, each.....	0 25
Swordfish.....	0 12

FROZEN	
Codfish.....	0 04 0 04
Dore, winter caught,	per lb.....
0 10	
Haddock.....	0 04
Halibut, per lb.....	0 09
Herring, per 100.....	1 25
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 10
Pike.....	0 07
Salmon, B.C., red,	per lb.....
0 18	
Gaspesalmon.....	0 07 1/2
Smelts, 10 lb. boxes..	0 07 1/2
Whitefish, large,	lb.....
0 09	
Whitefish, small.....	0 07

SALTED AND PICKLED	
Green cod, No. 1,	Salmon, B.C., red, bbl
bbl.....	14 00
6 00 6 50	" " pink, bbl
Labrador herring, bbl	12 00
5 00	" " Labrador, bbl
3 00	" " " bbls
Labrador sea trout,	" " " tross.,
bbls.....	22 00
11 00	300 lb.....
Labrador sea trout,	Salt eels, per lb.....
half bbls.....	0 07
6 00	Salt sardines, 20 lb. pls
No. 1 mackerel, pall..	50 7 00
3 00	Scotch herring.....
" " bbls..	1 00
8 00	Holland herring, bbl
No. 1 pollock, 1....	5 50
4 00	" " keg
	0 7 1/2

SMOKED	
Bloaters, large, per box.....	1 00
Haddies.....	0 08
Herring, new smoked, per box.....	0 13
Kipperd herring, per box.....	1 15

Shell oysters, b
Lobsters, live, 1
Oysters, choice,
" Select
" Seal

Boneless cod, 1
Shredded cod, 1
Skinless cod, 10

Green
fruit me
ments of
though th
peaches oc
ticle is ge
trade. T
quality ar
duction is
enjoyed a
has been
brought a
off the m
practically
a fruit of
is concern
done and
week. Ca
on the m
than the
offered fo
Canadian
way to t
new peach

Law

Thi

Plu

Pea

Har

Tor

Cuc

Wit

Ste

HAMIL

SHELL FISH	
Shell oysters, bbl.	10 00
Lobsters, live, per lb.	0 30
Oysters, choice, bulk, imp. gal.	1 40
" Selects, imp. gal.	1 67
" "Sealshipt," standarda, per imp. gal.	1 75
" select, per imp. gal.	2 00
PREPARED FISH	
Boneless cod, in blocks, all grades, at 5¢, 6, 8, 9 & 10c. per lb.	1 80
Shredded cod, per box	1 80
Skinless cod, 100 lb. case.	5 50

TORONTO.

Green Fruits.—Toronto wholesale fruit men are receiving large shipments of Canadian peaches now, and although there are still some California peaches coming in, the home grown article is getting by far the brunt of the trade. They appear to be of good quality and from all reports the production is heavy. Lawton berries have enjoyed a good demand and this fruit has been of splendid quality and brought a good price. Red currants are off the market and black currants are practically done. Blackberries are also a fruit of the past as far as this year is concerned. Blueberries are not yet done and are quoted a little higher this week. Canadian cantaloupes are also on the market now. They are larger than the imported variety. They are offered for sale in baskets and crates. Canadian pears are also finding their way to the market together with the new peaches.

Lawton Berries

or

Thimbleberries

are now at their best.

Plums

Peaches

are in good supply.

Also early

Harvest Apples

Tomatoes

Cucumbers, etc.

Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of
CANADIAN FRUITS

HAMILTON, - - - ONT.
Phones 1900 and 2700

Canadian Peaches

As in season's past, we will be very heavy receivers, handling the products of the best **Queenston, Niagara and St. Catharines Shippers.**

Direct cars are loaded every evening at the big peach orchards, and landed fresh to us in the fruit market every morning, and in time for early distribution.

This fruit is shipped in ventilated cars, fitted with shelves to prevent bruising of fruit. The Canadian peach business, while large, is only in its infancy, as some of our large shippers already have railway sidings in their orchards and expect to ship cars daily themselves.

WHITE & CO., Limited

Toronto and Hamilton

Phone Main 6565.

Wholesale Distributors Canadian Fruits.

CALIFORNIA

Late Valencia Oranges

GOLDEN ORANGE BRAND

The Finest Orange Grown.

Fresh Cars Arriving Weekly.

Always Order

GOLDEN ORANGE BRAND

And get the very BEST from

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

360 LEMONS

The wholesale were obliged to buy this size in a somewhat limited quantity, as the lemons are not as large this season. We know that you prefer 300's, but our 360's are packed in good size boxes and are very desirable at the price you are asked for them. They are splendid value. Order them.



Our Brands:

"Hiawatha" "Beresford" "Buster Brown" "Dominion" "Waterseller"

W. B. STRINGER
Sales Agent

FOLLINA BROS.,
Packers

THE CANADIAN GROCER

There is a good trade in oranges and some of the stock lately received is of the premier kind. Lemons are easier in price, owing to a falling off in the demand, but as pointed out recently the season has not yet spent itself, and return of real warm weather will make a big change in the lemon trade. It is believed however that the real sultry days are pretty nearly done. September in other years has brought good business to lemon dealers and the present trade has not yet spent its entire strength. A glance at the fruit displays proves that business is centred around peaches and for some time to come they are expected to be the feature of the market. The demand for new Canadian apples is good. They are sold in baskets and include the general early varieties.

Apples, Canadian, basket..... 0 30 0 40	Grape Fruit—
Bananas..... 1 50 2 00	California..... 3 75 4 75
Blueberries, bas 1 25 1 35	Lawton Berries..... 0 10 0 12
Cantaloupes, Cal.—	Lemons—
Large crates... 3 50 4 00	Verdelli..... 5 50
Cantaloupes, Canadian	Limes, box..... 1 25
Crate..... 2 50	Oranges—
Basket..... 0 65 0 85	Valencia..... 4 50 5 00
Cherries, sour—	Early Canadian
Large basket..... 1 35	Flat baskets..... 0 40 1 00
Cocoanuts, sack 4 00 4 50	Lens covers..... 0 60 0 75
Black currants,	California..... 1 25 1 75
basket..... 1 50	Pears, box..... 3 25 3 50
Greengages, box 1 00 1 75	Peas, Canadian,
Gooseberries—	basket..... 0 50 0 75
Large, per bas 1 00 1 25	Pineapples, case..... 4 00
Grapes, case..... 2 50 2 75	Plums, box, Cal 1 50 2 50
	Plums, bas., Can 0 50 0 75
	Watermelon, ea. 0 40 0 50

Vegetables.—The vegetable trade is running along smoothly with a demand that is general. Tomatoes are being shipped heavily and are meeting a brisk demand. Their quality is good. The members of the trade do not speak of any particular difficulties these days. Large consignments of Spanish onions have been received of late. The quality of the potatoes that are coming in are of the best and the supply is plentiful.

Beets, doz..... 0 25 0 30	Potatoes, Onta-
Beans, wax, per	rio, new, bag..... 0 80
11-qt. basket... 0 15 0 25	Potatoes, Virg. 2 50 2 75
Cabbage, case—	Parsley, per doz
Canadian..... 1 25 1 50	bunches..... 0 25 0 30
Carrots, Cana-	Radishes, doz..... 0 25
dian, doz..... 0 30	Peas, green, per
Cauliflower, doz. 2 25	11-qt. basket... 0 35
Celery, basket... 0 50	Green peppers,
Cucumbers, bas 0 25 0 30	11-qt. basket... 0 35 0 40
Lettuce, Cana-	Spinach, hamper.....
dian, head... 0 25 0 30	Tomatoes, Can.,
Onions—	basket 11 qt... 0 30 0 35
Spanish, large... 2 50 2 75	New turnips, per
	11-qt. basket... 0 50

Fish.—A steady trade in the leading lines is still the only thing to report in this market. The demand is encouraging, but the supply is not uniformly plentiful. There have been no changes in prices.

FRESH CAUGHT FISH			
Halibut..... 0 10	Steak cod..... 0 08	Whitefish..... 0 08	Whitefish, frozen..... 0 04
Salmon trout..... 0 11	Perch..... 0 07	Haddock..... 0 07	
White fish..... 0 11 0 12	Haddock..... 0 07	Mackerel..... 0 22 0 23	
Herring..... 0 06			
FROZEN LAKE FISH			
Pickeral yellow..... 08	Pike..... 0 07		
	Whitefish, frozen..... 0 04		
OCEAN FISH (FROZEN)			
Herring, per 100..... 1 50	Salmon, pink, per lb.. 0 08		
	red..... 0 09		
SMOKED, BONELESS AND PICKLED FISH			
Acadia, tablets,	Cod, Imperial, per lb.. 0 05		
box..... 1 60	Fillets, per lb..... 0 11		
Codfish, Bluenose, " 1 40	Haddie, Finnan..... 0 07		
Cod steak, per lb..... 0 07	Quail on toast, per lb. 0 05		

WINNIPEG.

Green Fruits.—A quiet market on all fruits is reported this week. It is unlikely that anything lower will be quoted this season. The output is heavy locally for immediate use, but the quantity for preserving is light. The distribution throughout the west has been light so far this season. Currants and watermelons are off the market. Lemons are still at a high figure.

Apples, Wash,	Peaches, Craw-
box..... 3 25	ford's, case..... 1 50
Bananas..... 2 50	Pears, case..... 3 25
Blueberries, lb..... 0 12	Oranges, Val-
Blackberries, case..... 5 00	encias..... 5 50
Cantaloupe, Cal..... 7 00	Plums, blue, Cal
Crab apples, box..... 2 25	case..... 2 00
Cocoanuts, doz..... 0 90	
Lemons, Cal..... 9 00	

Vegetables.—The prices are coming down somewhat due to the splendid local production. Few lines are being imported. The output is heavy and little is wasted.

Butter beans, lb..... 0 05	Onions, im-
Carrots, doz..... 0 25	ported..... 0 04
Cabbage, new, lb..... 0 02	Potatoes, new, bs..... 1 25
Celery, doz..... 0 60	Parsley, per doz..... 0 25
Cucumbers, doz..... 0 30	Radish, dozen..... 0 30
Lettuce, doz..... 0 30	Rhubarb, lb..... 0 04
Mint, doz..... 0 30	Tomatoes, crate..... 1 25
Onions, green,	
per dozen..... 0 20	

Fish.—The fish business continues brisk, and prices are gradually getting stronger as the supply grows less. None of the fresh fish on the market

comes from this province. Stocks are coming from all the inland fisheries in the Dominion. The price of haddock and frozen pickeral has advanced this week.

Halibut..... 0 09	Whitefish..... 0 09
Salmon Trout..... 0 11	Smoked—
Whitefish..... 0 08	Brokers, basket..... 1 50
Haddock..... 0 06	Fillets, lb..... 0 20
Lake Frozen..... 0 06	Haddie, Finnan..... 0 08
Goldeyes..... 0 03	Herring, Digby,
Yellow Pickeral..... 0 07	balls..... 0 95
Pike..... 0 03	

TRADE NOTES.

The grocers of Manchester, Eng., are considering the question of organizing a savings bank for the members of the association.

Anderson & Hardy, of Bawlf, Alta., have dissolved partnership. Mr. Olsted is now associated with Mr. Hardy and the business is being conducted under the name of Olsted & Hardy.

Stewart & Co., Nelson, B.C., which is composed of Messrs. Stewart & Clark, pay great attention to cleanliness and light in the store. This firm also attaches much importance to the display of goods.

Thousands of fraudulent weights and scales that have been collected in New York during the past month, under the direction of the Bureau of Weights and Measures, will be dropped into the lower bay to prevent unscrupulous dealers from regaining them.

The Thibeau Supply Store, in Wetaskiwin, Alta., occupied their new store two months ago. It is a fine building and is so arranged that the goods are shown to the best advantage. Mr. Thibeau was in business in Chatham, Ont., for over 30 years and has been in Alberta 4 years.

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

SEASON 1908-9
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale **FRUIT, FISH and PRODUCE**
Commission Merchants, and
Dealers in **HIDES, WOOL and RAW FURS**

A Taste of Old Home for You Westerners!

Many Westerners formerly lived in the Maritime Provinces.

Butter is not so plentiful out West as it is in Eastern Canada.

Many of your customers would appreciate your supplying them with some butter "from home." Perhaps you would like some yourself.

Remember that

Bluenose Butter

is highest quality. Put up in tins.



Smith & Proctor
Halifax, N.S.



"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.



Especial Emphasis



should be laid on the fact that

BRUNSWICK BRAND SEA FOODS

are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality.

In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish—a great selling point.

See that you have a full range on your shelves.

CONNORS BROS., LIMITED

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

HAIL DAMAGES TOBACCO.

**Injury Not so Bad as First Reported—
Some Sections Untouched.**

Chatham, Ont., Aug. 18.—It is difficult to give an exact estimate of the damage done to the tobacco crop in the Southwestern Peninsula by the severe hailstorm which visited the Leamington district on Wednesday of last week. The hail lasted only about 20 minutes, the worst damage being done immediately south of Leamington, the district affected being about four miles from east to west, and extending south as far as the Lake Shore. Among large growers J. Askew & Son and Peterson & Lendon, the latter with 35 acres, are the heaviest losers. Their tobacco, as well as that of many small growers, was badly riddled and practically ruined. Crops immediately north of the town escaped damage.

Later reports from the devastated districts are much more optimistic than those at first received. One grower whose tobacco was considerably injured by the hail, next morning was able to contract for his entire crop at the highest figure.

Leamington is one of the leading centres of the tobacco growing industry in this section, but the district actually affected by the storm is only a small portion of the entire tobacco-growing section, though it produces much of the best tobacco. Tobacco is grown all the way from Amherstburg to Dutton, the tobacco belt, following the Lake Shore, being from 5 to 15 miles in width. This year's total crop is estimated at upwards of 8,000 acres, while the average yield in past years has been about 1,100 pounds to the acre. Though in places held back by the drought earlier in the season, the crop looks excellent, save for the damage by hail in the Leamington district.

Reports from the Blenheim section state that the crop is in splendid condition. Following reports of damage to the Essex crop, growers in the Blenheim section are said to be contemplating a combine for the purpose of boosting the price, though the likelihood is that the project will fall through.

TRADE NEWS OF THE WEEK.

**Some of the Changes Reported Among
the Grocery Trade During the
Past Week.**

Ontario.

Graham & Co., grocers, Peterboro, Ont., have assigned.

E. R. Jones, grocer, Port Arthur, passed away recently.

James Goudy, grocer, Toronto, Ont., has sold to H. C. Hawker.

The sheriff is in possession of the grocery store of F. H. Timmis, Hamilton.

Wm. Burnett, general merchant, Bryanston, was recently completely burned out.

Geo. B. McConnell & Son, grocers, etc., Port Burwell, Ont., have sold to F. W. Fay.

Quebec.

Viau & Co., grocers, Montreal, have registered.

Clarke & Seale, grocers, Montreal, have assigned.

Samuel Smith, of Smith & Co., grocers, Montreal, is deceased.

The assets of S. A. Collette, grocer, Montreal, are to be sold.

Eugene Desjardins, departmental store, Montreal, has assigned.

Albert Bussiere, general merchant, Stanfield, Que., has assigned.

Demand of assignment has been made on Alfred Verville, grocer, Montreal.

Western Canada.

I. Hart has opened a general store at Sandy Lake, Sask.

Fraser & Hart, have opened a general store at Ogema, Sask.

J. A. McCall has opened a general store at Chinook, Alta.

Geo. Hobson, grocer, Vancouver, B.C., has sold to White Grocery Co.

M. Camimetsky is opening a general store at Rosthern, Sask.

W. J. Morris, general merchant, Kenton, Man., has sold to J. Mitchell.

H. R. Bandy, grocer, Winnipeg, Man., is succeeded by Geo. Nicholson.

Max Weintraub, has opened a grocery business at Portage La Prairie, Man.

Frank Docksey, grocer, Moose Jaw, has sold his business to W. B. Hooker.

R. L. Babb, general merchant, Homewood, Man., has sold to E. J. Moore.

Burrows & Armstrong, general merchants, Cloverdale, B.C., have registered.

B. Forrest, grocer and confectioner, Manitou, Man., has sold to H. H. Black.

G. Schaeffer, general merchant Humbolt, Sask., has sold to Coates & Bruser.

A bill has been introduced in the U. S. Congress attacking the protected price selling plan by restraining manufacturers from refusing to sell goods to dealers who cut the price on them. The bill is being supported by prominent price-cutters.

A Kansas City, Mo., judge has ruled that all grocers and butchers of that city must keep fruit, garden truck, meats, etc., inside their stores and not in front. He even said that no food shall remain on stands outside the stores even when protected with screens and netting.

**Tell Your Customers
That :**

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

*When cut never dries up or
becomes hard. The leaves
are so firmly packed that the
plug remains fresh and moist*

CLAY PIPES

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

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

SPRAGUE

GANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



*The Original Fly Paper
For 25 years the Standard
In quality
All others are imitations*

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



The New Line That Pays You 50% Profit and is Widely Advertised!

It is that truly wonderful silver cleaner called "Wondershine" which removes tarnish without rubbing.

The Household Convenience Co., Ltd., Toronto, the manufacturers, are spending \$10,000 in Canada to tell your customers to ask for "Wondershine" when ordering their groceries. Are you prepared to take advantage of the demand thus created?

While silver polishes are not usually sold through the grocery trade, we want to emphasize here the fact that a large number of leading grocers have,

mainly by their own recommendation, made "Wondershine" a big and profitable seller. Get in line and you'll be surprised at the readiness with which your customers will buy it.

Pretty soon your customers will all be buying "Wondershine." You might as well supply them—and make the 50% profit which it allows to retail grocers.

We are not sending a Traveler, so you
must WRITE for particulars

Write us to-day for sample package, with full directions and prices, and for our new "Selling Plan" that really does sell.

Busy Season Just Starting

The Household Convenience Co., Limited, ^{14 KING STREET EAST}
T O R O N T O

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. 1/2 and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

WANTED—Experienced salesman in some staple line to form brokerage company with young man with some capital. Address Box 358, CANADIAN GROCER, Toronto. (33)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

RENT OR SALE—A first-class store for hardware and tinmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

SITUATIONS WANTED.

TEA TRADE—Advertiser wishes for position; 20 years' experience in the trade; would represent good house on road. Satisfactory credentials. Reply Box 358, CANADIAN GROCER, Toronto. (33)

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

AUTOMATIC COMPUTING SCALES—THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

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.

MISCELLANEOUS.

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 catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, 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. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

FOR THE MONTH OF AUGUST ONLY we offer some exceptionally good values in rebuilt Smith Premier Typewriters. Do not fail to write us for prices. They will astonish you; so will the high quality of the machines. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms: Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any 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.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads, Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

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)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 353 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 134-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 134-139 University Ave., Toronto.

Baking
Diamond W. H.
1-lb. tins, 3 doz. 1.25
1-lb. tins, 3
1-lb. tins. 4
IMPERIAL

Cases.
4-dozen.....
3-dozen.....
1-dozen.....
3-dozen.....
1-dozen.....
1-dozen.....



CANADIAN Aylmer Jams
Per
Strawberry.....
Raspberry.....
Black currant.....
Red currant.....
Raspberry & red currant.....
Raspberry and gooseberry.....
Damson plum, stoneless.....
Greengage plum, stoneless.....
Gooseberry.....
Pure 1 5s & 7s
Strawberry.....
Black currant.....
Raspberry.....
Other varieties.....
Freight allowed
WHITE SWAN BRAND
White Swan Brand
doz. in case, \$2
1-lb. tins, 80c doz.



Cartoons—Pe
No. 1, 1-lb., 4 doz
No. 1, 1-lb., 2 doz
No. 2, 5-oz., 6 doz
No. 2, 5-oz., 3 doz
No. 3, 2-oz., 4 doz
No. 10, 12-oz., 4 doz
No. 10, 12-oz., 2 doz



QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
 Diamond W. H. GILLARD & CO.
 1-lb. tins, 2 doz. in case \$2 00
 1-lb. tins, 3 " " 1 25
 1-lb. tins, 4 " " 0 75

IMPERIAL BAKING POWDER
 Cases. Sizes. Per doz.
 4-dozen 10c. \$0 85
 3-dozen 6-oz. 1 75
 1-dozen 12-oz. 3 50
 3-dozen 12-oz. 3 40
 1-dozen 2 1/2 lb. 10 50
 1-dozen 5-lb. 19 80

MAGIC BAKING POWDER
 Cases. Sizes. Per doz.
 6 dozen 5c. \$0 50
 4 " 4-oz. 0 75
 4 " 6 " 1 00
 4 " 8 " 1 30
 4 " 12 " 1 80
 2 " 12 " 1 85
 4 " 16 " 2 25
 4 " 16 " 2 30
 1 " 2 1/2 lb. 5 00
 1 " 5-lb. 9 50
 2 " 6-oz. Percent
 1 " 12 " \$0 00
 1 " 16 " \$0 00

ROYAL BAKING POWDER
 Cases. Sizes. Per doz.
 Royal-Dime \$0 35
 " 8 cts. 1 40
 " 1 lb. 1 95
 " 1 lb. 2 55
 " 1 1/2 lbs. 3 85
 " 1 lb. 4 90
 " 5 lb. 13 60
 " 5 lb. 19 50

CANADIAN CANNERS, LIMITED
 Aymer Jams Peach 1 80
 Strawberry Pear 1 70
 Raspberry 1 30
 Black currant 1 80
 Red currant 1 80
 Raspberry & red currant 1 80
 Raspberry and gooseberry 1 80
 Damson plum 1 70
 stoneless 1 70
 Greenage plum, stoneless 1 70
 Gooseberry 1 80
 Pure Preserves—Bulk
 5's & 7's per lb. 14's & 30's per lb.
 Strawberry 0 11
 Black currant 0 11
 Raspberry 0 11
 Other varieties 0 09
 Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Baking Powder—1 lb. tins, 3-dozen in case, \$2 doz.; 1-lb. tins, \$1.25 doz.; 1/2-lb. tins, 80c doz.

COOK'S FRIEND
 Baking Powder
 Bread, Pancakes, Pie Crust, Other Pastry
 Prepared on correct scientific principles

FOREST CITY BAKING POWDER
 Dozen
 6 oz. tins 0 75
 12 oz. tins 1 25
 16 oz. tins 1 50

Cereals
 WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan Breakfast Food 2 doz. in case, per case \$3.00.
 The King's Food, 2-dozen in case, per case \$4.80.
 White Swan Barley Oats, per doz. \$1.
 White Swan Self-rising Buckwheat Flour, per doz. \$1.
 White Swan Self-rising Pancake Flour, per doz. \$1.
 White Swan Wheat Kernels, per doz. \$1.40.
 White Swan Flaked Rice, per doz. \$1.00.
 White Swan Flaked Peas, per doz. \$1.80

Blue
 Keen's Oxford, per lb. 0 17
 In 10-box lots or case. 0 16
 Gillett's Mammoth, 1/2-crate box. 3 00

Chocolates and Cocoas
 THE COWAN CO., LIMITED
 Cocos—
 Perfection, 1-lb. tins, per doz. \$4 50
 Perfection, 1/2-lb. per doz. 2 40
 Perfection, 1/2-lb. per doz. 1 30
 Perfection, 10c size 0 90
 5-lb. tins
 per lb. 0 37
 Solu. le, bulk, No. 1, per lb. 0 20
 Soluble, bulk, No. 2, per lb. 0 18
 London Pearl, per lb. 0 22
 Special quotations or Cocos in bulk, kegs, etc.
 Unsweetened Chocolate—
 Plain Rock, 1/2's & 1/4's, cakes, 12-lb. box 0 36
 Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80
 Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90
 Sweet Chocolate—
 Queen's Dessert, 1/2's and 1/4's, 12-lb. box, per lb. \$0 40
 Queen's Dessert, 6's, 12-lb. boxes 0 35
 Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 30
 Parisian, 8's, 0 30
 Royal Navy, 1/2's, 1/4's, boxes, per lb. 0 30
 Diamond, 7's, 12-lb. boxes, per lb. 0 24
 " 8's " " " 0 28

TRURO CONDENSED MILK CO., LIMITED.
 "Jersey" brand evaporated cream per case (4 doz.) \$4 00
 Reindeer brand per case (4 doz.) 6 00

Agents, C. E. Colson & Son, Montreal.
 In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
 Smaller quantities. 0 37

JOHN P. MOTT & CO.'S.
 R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

MOTT'S DIAMOND CHOCOLATE
 5-lbs., 10c size (for cooking) 0 90
 Mott's breakfast cocoa, 10c. size 90 per dr.
 " breakfast cocoa, 1/2's, 0 38
 " No. 1 chocolate, 1/2's, 0 38
 " Navy, 1/2's, 0 39
 " Vanilla sticks, per gross 1 00
 " Diamond chocolate, 1/2's, 0 24
 " Plain choice chocolate liquors 0 30
 " Sweet Chocolate Coatings 0 20

WALTER BAKER & CO., LIMITED.
 Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1 1/4, 1 and 5-lb. tins, 4c. lb.; German's sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. box, 25c. lb.; Caracas sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. box, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6-lb. box, 32c. lb.; Vanilla sweet chocolate, 1/2-lb. cakes, 6 lb. tins, 4c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1/2 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

Cocoanut
 CANADIAN COCOANUT CO., MONTREAL.
 Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb.
 1-lb. packages. 0 26
 1-lb. packages. 0 27
 1-lb. packages. 0 28
 1 and 1/2 lb. packages, assorted. 0 26
 1 and 1/2 lb. packages, assorted. 0 27
 1 lb. packages, assorted, in 5 lb. boxes. 0 28
 1 lb. packages, assorted, in 5 lb. boxes. 0 29
 1 lb. packages, assorted, 5, 10, 15 lb. cas. 0 30
 Bulk—
 In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes. Pails. Tins. Bbls.
 White moss, fine strip 0 12 0 21 0 17
 Best Shredded. 0 18 0 1 0 1
 Special Shred 0 17 0 1 0 1
 Ribbon. 0 19 0 1 0 1
 Macaroon 0 17 0 1 0 1
 Desiccated. 0 18 0 1 0 1
 White Moss in 5 and 10 lb. square tins. 21c.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Cocoanut—
 Featherstrip, pails. 0 16
 Shredded. 0 15
 In packages 7-oz. 5 cts., 8-oz. 1 lb. 0 25

BORDEN'S CONDENSED MILK CO.
 Wm. H. Dunn, Agent, Montreal & Toronto.
 Cases. Doz.
 Eagle Brand Condensed Milk \$6 00 1 50
 Gold Seal Condensed Milk 4 50 1 15
 Challenge Condensed Milk 4 00 1 00
 Peerless Brand Evaporated Cream five cent size (4 dozen) 2 00 0 50
 Peerless Brand Evaporated Cream family size 3 50 0 90
 Peerless Brand Evaporated Cream pint size (4 dozen) 4 80 1 20
 Peerless Brand Evaporated Cream hotel size 3 70 1 85



TRURO CONDENSED MILK CO., LIMITED.
 "Jersey" brand evaporated cream per case (4 doz.) \$4 00
 Reindeer brand per case (4 doz.) 6 00



EBY, BLAIN CO. LIMITED.
 Standard Coffees.
 Roasted whole or ground. Packed in airtight proof bags and tins.
 Club House \$0 32
 Ambrosia 0 25
 Nectar 0 30
 Empress 0 28
 Duchesne 0 26
 Crushed Java and Mocha, whole 0 17
 Golden Rio. ground. 0 14
 Package Coffees
 Gold Medal, 1 and 1/2 lb. tins, whole or ground. 0 30
 Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jar, ground 0 30
 German Dandelion, 1/2 and 1 lb. tins, ground 0 22
 English Breakfast, 1 lb. tins, ground 0 18
 WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Blend.

MOCHA & JAVA COFFEE
 1-lb. decorated tins, 25c. lb.
 Mo-Ja, 1/2-lb. tins 30c. lb.
 Mo-Ja, 1-lb. tins 25c. lb.
 Mo-Ja, 2-lb. tins 25c. lb.

Cafe des Epoures—1-lb. fancy glass jars, per doz., \$4.50.
 Cafe l'Armatique—1-lb. amber glass jars, per doz., \$4.
 Presentation, with 2 tumblers, \$10 per doz.

THOMAS WOOD & CO.
 "Gilt Edge" in 1 lb. tins. \$0 35
 "Gilt Edge" in 2 lb. tins.
 Canadian Souvenir 1 lb. fancy lithographed canisters 0 30
Cheese.—Imperial
 Large size jars, doz. \$ 25
 Medium size jars, per doz. 4 50
 Small size jars, per doz. 2 40
 Individual size jars per doz. 1 00
 Imperial holder—
 Large size, doz. 18 00
 Med. size, doz. 17 00
 Small size, doz. 12 00
 Roquefort—
 Large size, doz. 3 40
 Small size, doz. 1 40
 Canada Cream Cheese—
 In cartons, each 1 dozen 0 95
 Large blocks, dozen 2 25
 Medium blocks, dozen 1 60

SELAGAMA COFFEE
 Ground or W.S.P. Rec. P.
 1 lb. 0 50
 1/2 lb. 0 32
 1/4 lb. 0 33
 1/8 lb. 0 33
 1/16 lb. 0 33
 1/32 lb. 0 33
 1/64 lb. 0 33
 1/128 lb. 0 33
 1/256 lb. 0 33
 1/512 lb. 0 33
 1/1024 lb. 0 33
 Packed in 50s and 50-lb. cases.
 Terms—Net 30 days prepaid.

Confections
 THE COWAN CO., LTD.
 Cream Bars, 60's, assorted flavors, box 1 80
 Milk Chocolate Sticks, 36 in box. 1 80
 " 10c cakes, 36 in box " 2 75
 Chocolate Wafers No. 1, 5-lb. boxes, lb. 0 33
 No. 2, 0 30
 Maple Buds, 5-lb. boxes, lb. 0 38
 Nut Milk Chocolate, 1/2-lb. cakes, 12-lb. box, lb. 0 40
 These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER
 Small, cases 2 dozen. 0 95 dozen
 Medium, cases 2 dozen. 1 80 " "
 Large, cases 1 dozen. 2 75 " "
 Tumblers, cases 2 dozen. 1 35 " "
 25-lb. pails. 0 15 lb.

Coupon Books—Allison
 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.

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

Flavoring Extracts.
 SHIRIFF'S
 1 oz. (all flavors), doz. 1 00
 2 " " " 1 75
 3 " " " 2 00
 4 " " " 2 50
 5 " " " 3 00
 6 " " " 3 50
 7 " " " 4 00
 8 " " " 4 50
 9 " " " 5 00
 10 " " " 5 50
 11 " " " 6 00
 12 " " " 6 50
 Discounts on application.

CRESCENT MFG. CO.
 Mapleine Per doz
 2 oz. bottles (retail at 50c.) 4 20
 4 oz. bottles (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) 14 50

CANADIAN MILK PRODUCTS, LTD., TORONTO
 Truilk, full cream, per case (4 doz.) 4 80
 Milkstock (cooking milk), per case (4 doz) 4 80
Jams and Jellies
 BATER'S WHOLE FRUIT STRAWBERRY JAM
 Agents, Rose & Ladfamme, Montreal and Toronto.
 1-lb. glass jar, screw top, 4 doz., per doz. \$2 20
 T. UPTON & CO.
 Compound Fruit Jams—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per lb. 0 07 1/2
 5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb. 0 07
 7 wood pails, 6 pails in crate, per lb. 0 07
 30-lb. wood pails, per lb. 0 06 1/2
 Compound Fruit Jellies—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per lb. 0 07 1/2
 7 wood pails, 6 pails in crate, per lb. 0 07
 30-lb. wood pails. 0 06 1/2

SOUPS
 JOS. CAMPBELL CO., CAMDEN, N.J.
 Soups (condensed)—No. 1 cans, all kinds per dozen. \$1.20. Chicken soup, \$1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1.80.
 Tomato Ketchup—Bottles (10c. size only) doz. \$1.40. Tabasco-Ketchup—Bottles (10c size only) doz. \$1.40. Chili Sauce—Bottles (10c size only) doz. \$1.40. Mustard (prepar ed)—With spoon (new) doz. \$1.40; No. 98 jars, doz. \$1.40.

W. CLARK'S SPECIALTIES
 Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, \$1.25; No. 3, \$1.75 dozen. Or Tongues (In glass Brand), No. 1, \$10; No. 2, \$12.

ANDLING System of floor space systems for 193 Ter. (tf)
 ee samples k Books—eck Books locate pads, any, Ltd.,
 is the only etc as you sck is flex- sm. Write l, King and (tf)
 n Concrete able us to Reinforce Shutter stock, quick talogue and g Co., Ltd., (tf)
 r dealers to locating. Ad- hline on the and address, e Canadian St., Hamil- (tf)
 TING SYS- y, Limited, anada. (tf)
 ving the best Bookcases." rniture de- est. Canada ffices, Wood- (tf)
 er advantage res. We are and offices, M many new d stores and e J. Jones W., Toronto. (tf)
 T.
 he most popu Because each ial articles of produces the rticles appear- dicals of the dical sale at is on press at for one year's Man's Maga-
 section of 333 used by retail These include i, Co-operative Contests, etc. ublishing Co., iversity Ave.,
 ANUFACTUR- r manufacturer ublication regu- hands of his sue is full of est economies advertisements for subscribers ale" advertise- Sample copy BRY, 134-139



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Molassine Meal
 Molassine Dog and Puppy Cakes
 Molassine Terrier, Hound and Puppy Meal
 Molassine Chicken and Poultry Food
 Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:
ANDREW WATSON
 81 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.
 123 Bannatyne Avenue East **WINNIPEG, MAN.**
 Reference—Bank of Ottawa, Winnipeg

BRANDS
"BANNER" & "PRINCESS"
 CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
 (Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
 ST. GEORGE, ONT.

2 IN 1

THE WORLD'S BEST SHOE POLISH

Men swear by it—Not at it

**Lasts Surprisingly
 Polishes Rapidly
 Wears Off Slowly
 Is Waterproof**

No grocer can afford to be without this rapid seller. It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.
 HAMILTON, CANADA, - - AND - - BUFFALO, N.Y.

W
Y
W

Th
"W
T
tic
2C
ha
F.
J.

Ocean corn starch
 30-lb. wood pallets
 Pure assorted ja
 dozen in case
 7c
 IMPERIAL

IMPERIAL
 SHOE POLISH
 T
 CARTONS

Assorted
 The GENUINE
 Prices—
 Less than 5 cases
 Five cases or mo



BROOMS OF QUALITY
WE make them! **YOU** should sell them!
YOUR customers will **OURS** do
 appreciate them!
 and keep our factory going on **FULL TIME**

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**

There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - **Moncton, N.B.**



OCEAN MILLS
 Montreal
 Chinese starch, 48 1-lb., per case \$4.00;
 Ocean Baking Powder, 48 3-oz., \$1.40;
 48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
 Ocean blanchmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 8-oz., \$2.00;
 36 5-ounce, \$7.90;
 Ocean corn starch, 48 1-lb. \$3.60.
Jam Per lb.
 30-lb. wood pails..... 0 06
 Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75
Jelly Powders
IMPERIAL DESSERT JELLY



WHITE SWAN SPICE AND CEREALS, LTD
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.
SHIRRIFF'S JELLY
 List price.
 "Shirriff's" (all flavors), per doz....
 Discounts on application.

"Purity" Licorice, 10 sticks..... 1
 " " " 100 sticks.....
 Dulc, large cent sticks, 100 in box.....
Lye (Concentrated)
GILLETT'S PERFUMED LYE
 Per case
 1 case of 4 doz \$3 50
 3 cases of 4 doz 3 40
 5 cases or more 3 35
Marmalade.
T. UPTON & CO.
 12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7c; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.
SHIRRIFF BRAND
 "Imperial Scotch"—
 1-lb. glass, doz.... 1 55
 2-lb. " " " 2 80
 4-lb. tins, " " 4 85
 7-lb. " " " 7 35
 "Shredded"—
 1-lb. glass, doz.... 1 90
 2-lb. " " " 3 10
 7-lb. tins, " " " 8 35



ST. CHARLES CONDENSING CO
PRICES:
 St. Charles Cream family size, per case..... \$3.90
 Baby size, per case..... 3.00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.85
 Purity Milk.... 4.25
 Good Luck.... 4.00
Mustard
COLMAN'S OR KEEN'S
 D.S.F., 1-lb. tins..... per doz. \$ 1 40
 " " 1-lb. tins..... " 2 80
 Durham 4-lb. jar..... per jar 0 75
 " " 1-lb. jar..... " 0 25
 F.D., 1-lb. tins..... per doz. 0 85
 " " 1-lb. tins..... " 1 45
IMPERIAL PREPARED MUSTARD
 Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90 " "
 Large, cases 1 dozen..... 1 35 " "
Olive Oil
LAPORTE, MARTIN & OIL, LTD.
Minerva Brand—
 Minerva, qts. 12's..... \$ 5 75
 " pta. 24's..... 6 80
 " pta. 34's..... 4 25
Sauces
PATERSON'S WORCHESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz. 0 80
 Pint bottles, 3 dozen cases, doz. 1 75



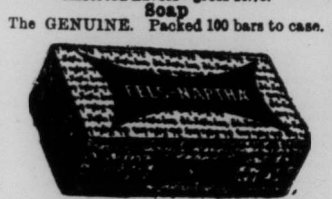
IMPERIAL PURE AND DELICIOUS
 TRUE FRUIT FLAVORS
 CARTONS EACH 1 DOZ.

Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
 Tierces... \$0 13
 1-bbls. 0 13
 Tube, 50 lbs. 0 13
 20-lb. Pails. 2 70
 20-lb. tins.. 2 60
 Cases 2-lb.. 0 14
 " 5-lb.. 0 13
 " 10-lb.. 0 13
F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.
 Tierces... \$0 12
 Tube..... 0 12
 20-lb. pails. 0 13
 20-lb. tins.. 0 13
 10-lb. " " 0 13
 5-lb. " " 0 13
 3-lb. " " 0 13
 1-lb. cartons 13

Soda
COW BRAND
 Case of 1-lb. containing 60 packages, per box, \$3 00
 Case of 1-lb. containing 120 pkgs. per box, \$6.00
 Case of 1-lb and 1-lb. containing 80 1-lb. and 60 1-lb. pkgs. per box \$6.00
 Case of 5c. pkgs. containing 80 pkgs. per box, \$3.00
MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$2 00
 No. 2, " 120 1-lb. " " " 2 00
 No. 3, " 60 1-lb. " " " 2 00
 No. 5 Magic soda—cases 100—10-cs. pkgs.
 1 case..... 2 00
 5 cases..... 2 00

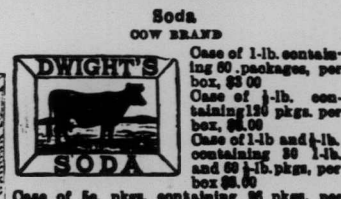


WILSON'S FLY PADS
 In boxes of 50, 10c; packets, \$3 per box; or three boxes for \$2.90; 5 boxes \$2.75.


Licorice
NATIONAL LICORICE CO.
 5-lb. boxes, wood or paper, per lb..... \$0 40
 Fancy boxes (36 or 50 sticks), per box... 1 25
 "Ringed" 5-lb. boxes, per lb..... 0 60
 "Ame" pellets, 5-lb. cans, per can... 2 00
 (Honey lms. 60, per box 1 90)
 Tar Licorice and tolu waters, 5-lb. cans, per can..... 2 00
 Licorice lozenges, 1-lb. glass jars..... 1 75
 " " 20 5-lb. cans..... 1 50



Post Toasties
Grape Nuts
 Grape Nuts—No. 25, \$2.00; No. 22, \$4.50.
 Post Toasties—No. 75, \$2.25.



DWIGHT'S SODA
 Case of 1-lb. containing 60 packages, per box, \$3 00
 Case of 1-lb. containing 120 pkgs. per box, \$6.00
 Case of 1-lb and 1-lb. containing 80 1-lb. and 60 1-lb. pkgs. per box \$6.00
 Case of 5c. pkgs. containing 80 pkgs. per box, \$3.00



Wilson's Fly Pads
 In boxes of 50, 10c; packets, \$3 per box; or three boxes for \$2.90; 5 boxes \$2.75.

The North Queensland Meat Export Co., Ltd.

WORKS, GOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: **C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.**

MADE IN CANADA

CAN YOU AFFORD IT?

To do your work with second grade paper when you can have at hand the best that money can buy.

SUPERFINE LINEN RECORD

SAMPLES ON REQUEST.

THE HOLLAND PAPER COMPANY, LIMITED
HIGH-GRADE PAPER MAKERS

GENERAL OFFICES:
53 St. Sulpice Street
MONTREAL, P.Q.

MILLS AT
ST. Jerome, P.Q.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **DOES FURTHER** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda; The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

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

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

90 cents per dot.

WOOD, LTD.

real and stone.

Prim er pound le 40c, re ; Golden b. and 50c; e-Lia, 30c. Packed ack, green

Per doz \$1 90
1 80
Per case \$7 20
Per doz \$2 00
in 3 75
Per lb 0 20
0 27
0 27
0 25
0 25

3 (or 2-18 s premium 24 s, 1 40
t, 36 s, 1 90
s, (11 case
case lots,
s, 30 s (with
with premi
1, 18 s, 2 25
wheat food
0; Hominy
each, 22c lb

F CANADA, CH.
44
45
46
44
46
44
46
56
56
42
45
45
44
50
50
50

\$1 15
ase, 1 15

can.

KEEP IN MIND

that unavoidable
delays may come
and order your

SALT

now!

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat
that can be sold ALL SUMMER as
well as ALL WINTER?

ASK YOUR JOBBER FOR

**WETHEY'S
Condensed
Mince Meat**

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO



Business is very
Good.

Use the Phone
when Needing
Goods in a
Hurry.

Specials for Pickling Season

Imperial Vinegar Mustard Seed
Whole Pickling Spices, mixed, bulk and
packages.

Allspice Cloves Cinnamon
Chilies Ginger Mace
Coriander Turmeric

Ginger—Preserved in Jars, Candied, Dry
in Bulk, Green in Bulk.

Parker Catsup Flavor and Pickle Mixture,
10c. tins Wax, Paraffine Wax

GEO. E. BRISTOL & CO.

Wholesale Grocers,

Hamilton, Ont.