

THIS IS THE 1,288th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

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1ST 16, 1912

No. 33



The Brand People Know—

is the brand it pays you to handle. It needs no introduction to your customers.

You take no chance of dead stock, and BOVRIL WILL NEVER SPOIL.

BOVRIL

The "Bovril" Estates cover more than nine million acres in the Argentine and in Australia.

It Will Pay You

to handle Bovril. Have you worked out the Profit? If not, kindly send for copy of our price list.

BOVRIL, LIMITED

27 St. Peter Street
MONTREAL



BRINGS

PROFIT

TO THE TRADER

L. C. Hartness (D. H.)
34 Royal Bank Bldg

THE CANADIAN GROCER

UPTON'S

New Season Pack, Finest Quality Jams, Marmalades, etc., now ready. Our preserves are made from superior materials and are "quality" goods in every essential.



When you deal in Upton's you gain the best class of trade, and your customers get the finest line of goods. They will prove the best for you.



Why not get in on these reliable lines of table delicacies that have made a name for themselves on almost every family table? Extensive consumer advertising makes selling easy.



Put up in Gold Lined tin pails and Glass Jars. Get quotations from your wholesaler or write direct.

THE T. UPTON COMPANY
LIMITED

Hamilton, Ontario.

UPTON'S

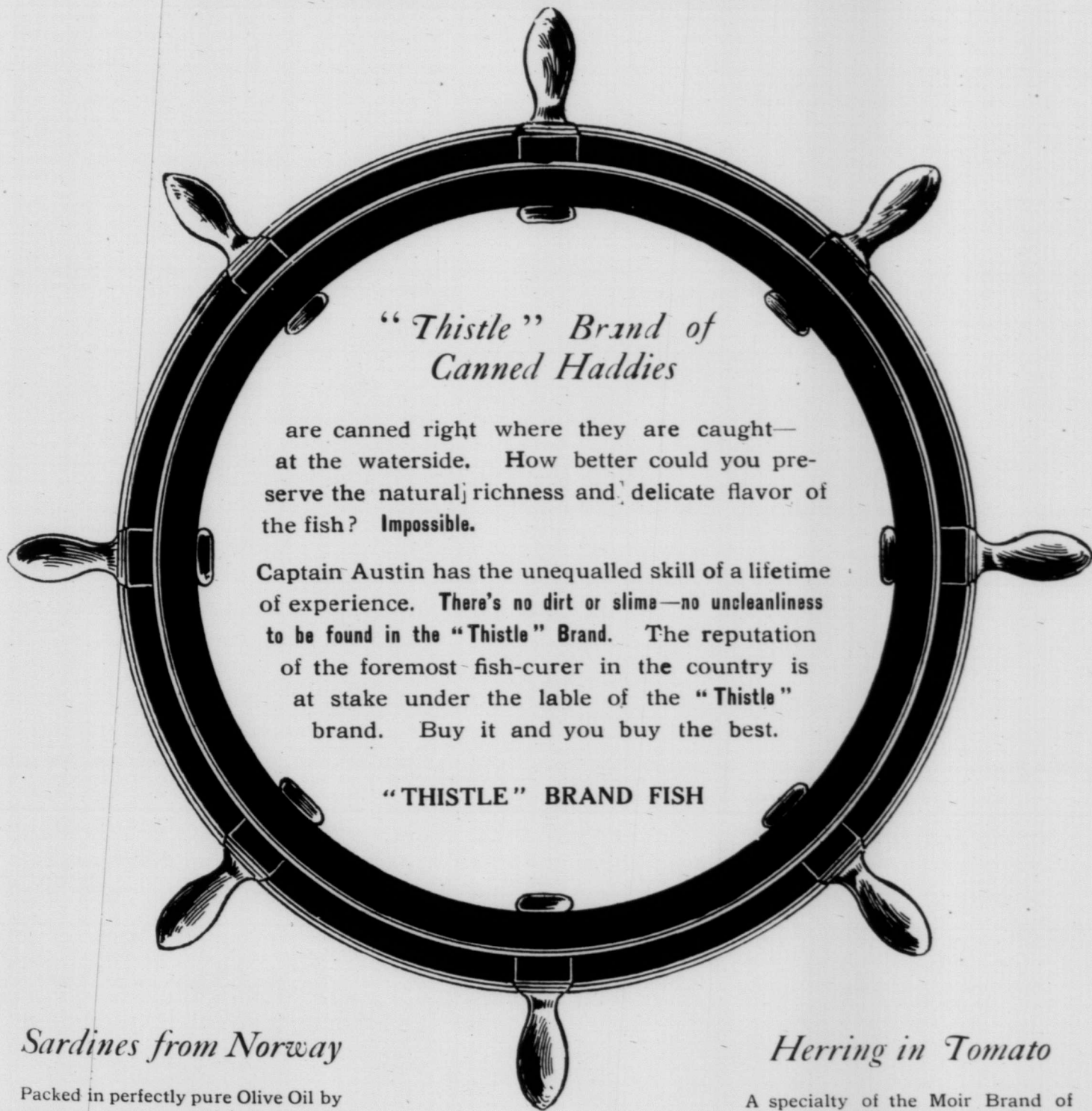
PIL



Sardin

Packed in 1
Olsen & K
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leading br
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larger) con
sales to th

PILOT YOUR BUSINESS TO SUCCESS BY HANDLING ONLY RELIABLE LINES



"Thistle" Brand of Canned Haddies

are canned right where they are caught—
at the waterside. How better could you pre-
serve the natural richness and delicate flavor of
the fish? Impossible.

Captain Austin has the unequalled skill of a lifetime
of experience. There's no dirt or slime—no uncleanness
to be found in the "Thistle" Brand. The reputation
of the foremost fish-curer in the country is
at stake under the lable of the "Thistle"
brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Sardines from Norway

Packed in perfectly pure Olive Oil by
Olsen & Kleppe at Stavanger, Nor-
way, with wondrous care and skill
in the selection. Their special
leading brands "Albatross" (small
fish) and "Ambrosia" (a trifle
larger) command ready and large
sales to the most fastidious people.

ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto

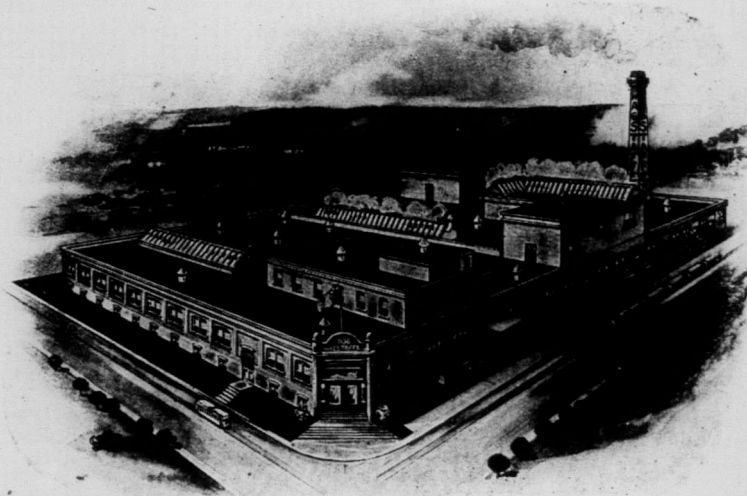
Herring in Tomato

A specialty of the Moir Brand of
canned Scotch Fish are the most
superior and perfectly cured fish
packed. It is a satisfactory brand
to buy because it is always the
same. You can judge the quality
of the entire season's output by a
single can. Packed by Moir, Wilson
& Co., Aberdeen.

WAGSTAFFE'S

Fine Old English

Prepared
in
Copper Kettles
boiled
in
Silver
Pans



Packed
in
Gold
Lined
Pails

FINEST FRUIT PRESERVING PLANT
IN CANADA

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

ALL READY FOR DELIVERY

WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton

- - - -

Ontario



The Original
Brand

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Br
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Ti
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E

Br



The Original and Leading Brand Since 1857.

BORDEN BRANDS

Eagle Brand Condensed Milk

St. Charles Brand Evaporated Milk

Reindeer Brand Condensed Coffee

All famous leaders in their respective lines.



Dealers stocking these Brands are catering to the demands of the general public and adding prestige to their business.

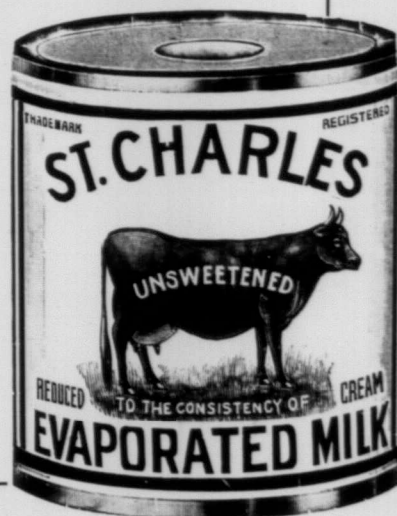
The name BORDEN'S is a strong guarantee in the sale of milk products.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

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



We Extend to YOU a Hearty Invitation to Our

“MELAGAMA”

Tea and Coffee Booth at the Toronto Exhibition.
Manufacturers' Building.

We want to meet you and your friends. We also extend you an invitation to visit our large warehouse and see for yourself the most complete facilities for handling your trade. We would be pleased to have you make your headquarters with us while in the City. Have your mail sent in our care.

MINTO BROS. 45 Front St. E. **Toronto**

Macaroni Vermicelli

Swallow Brand

Have you ever considered that Canadian-made Macaroni is just as good as many lines of imported? If not, you should satisfy yourself on the point and ask your wholesaler about

SWALLOW BRAND
THE HEIGHT OF PERFECTION

The C. H. Catelli Company, Ltd.
MONTREAL, CANADA

J A M

Now is the time to stock up

J A M

King Brand (Compound) has no equal.

J A M

King Brand cannot be beaten. Defies all competition.

J A M

Agents in Ontario. Let us send you a sample. You'll be pleased. The price is right.

Labrecque & Pellerin
Montreal

AGENTS—Alberta, Manitoba and Saskatchewan,
J. J. Gilmor & Co., Winnipeg; Maritime Provinces,
J. Hunter White, St. John, N.B.

“JAMS AND CATSUPS THAT ARE GOOD”

JUST THE SAME!



Simcoe Baked Beans cost the dealer no more now than if he had bought his stock of

Baked Beans when white beans sold at \$1.80 per bushel. Our factory bought beans in advance when prices were low and now when raised to the high-water mark of \$3.00 we are still in a position to quote you "Simcoe" Baked Beans at the old prices. Act quick if you want to get in on this.

Feature the family size, "A larger tin at a smaller price."

DOMINION CANNERS LIMITED

HAMILTON, CANADA

WHETHER the market be high or low the splendid combination of standard blends enumerated below maintain their uniformity under all conditions.

Those who buy once will buy always, for this reason alone, without even taking into consideration the greatly increased profits obtained.

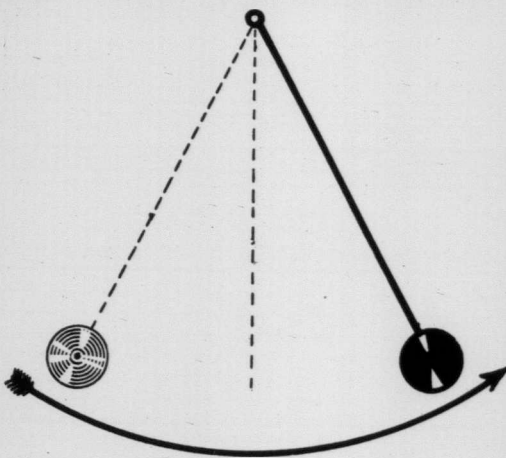
WHAT DOES THE PENDULUM SUGGEST?

THE SHADOW

Packets of all kinds.

The majority composed of thin flavory teas.

Lead and packing charges taken from the value of the tea.



THE SUBSTANCE

Reliable Standard Blends

Thick, rich, juicy teas with delicious flavor.

All the value given in the tea, no lead or packing charges to pay for.

		Price.
2	STAR A really good combination of Indian and Ceylon Teas, with uniform leaf, black or mixed	19c
2	STAR GREEN Excellent value in leaf and liquor	19c
3	DIAMOND A more pleasing or reliable rich, juicy tea it is impossible to produce at the price. A blend that is giving universal satisfaction	22c
3	DIAMOND GREEN Fine piquant liquor, nice regular Pekoe leaf	22c
4	STAR Genuine English Breakfast Tea, a powerful blend of fine Indian and Ceylon Teas only, perfect orange Pekoe leaf. .	27c
6	STAR A high-class blend of choice growths of Ceylon teas, very fine flavor and richness combined	35c

Freight Paid to Anywhere in Ontario on 100 lbs. and over.

EBY-BLAIN, LIMITED

TEA EXPERTS AND BLENTERS TO THE TRADE

J. F. EBY, President.

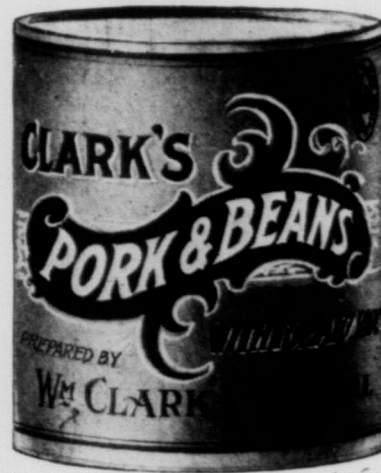
TORONTO

HUGH BLAIN, Vice Pres.

CLARK'S PORK AND BEANS

Plain, Chili, Tomato Sauce

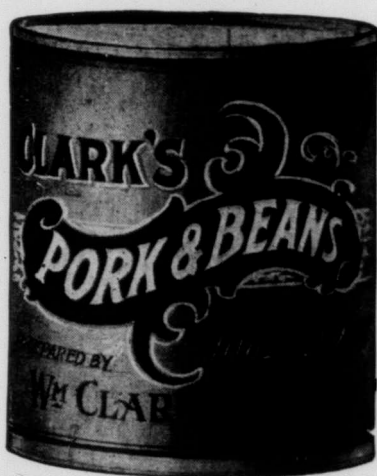
That TIME IS MONEY is an axiom thoroughly appreciated by every business man to-day and the wise dealer is quick to select goods the sale of which is effected with the least possible effort.



Clark's Pork and Beans Are Valuable Time Savers

Your salesman is not under the necessity of losing time expatiating on their merits in order to make a sale, because:

They are KNOWN to the public and the customer ASKS for them.



The name CLARK has always been recognized as a guarantee of the QUALITY which is always maintained at the HIGHEST POSSIBLE STANDARD.

CLARK'S extensive ADVERTISING programme keeps the public well in touch with the goods and helps to SAVE YOUR TIME.

WM. CLARK, - Montreal



DO YOU WANT

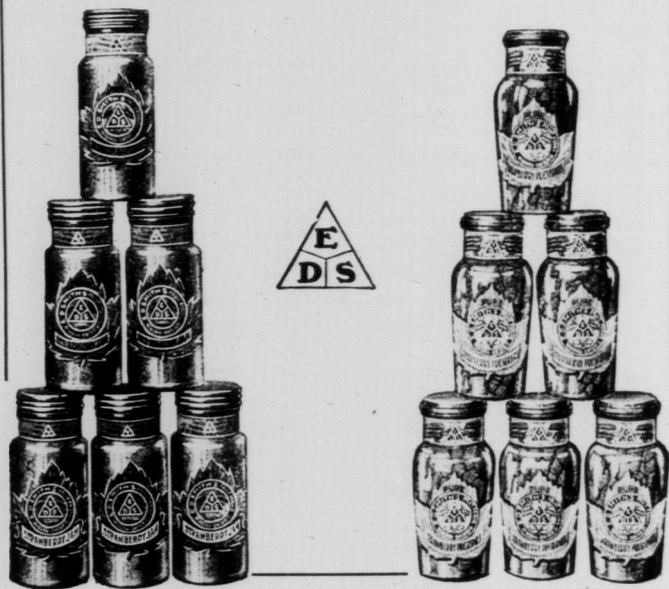
to buy and sell pure, honest, reliable goods and get the great profit—that is so difficult to measure in money—of a reputation for selling food that is 100 per cent. pure and about which there is no doubt as to the quality? Then you should push the sale of our products which by Government analysis have been declared the **purest** sold in Canada — The E. D. S. Brand Jams and Jellies.

Made only by

E. D. SMITH

WINONA :: ONT.

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



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

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

N.P. Bar Soap

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

It is sure to please—the profits are good.

David Morton & Sons, Limited

Victor Soap Works, Hamilton, Ont.

Every
COCOA is
increase y
many diffe
For Cl
dings, Cake



Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate, Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is Unsurpassed.

THE COWAN CO.
LIMITED

TORONTO, - ONTARIO

The more your customers know about your goods, the easier it is for you to make sales and the more sales, the more money you make. Millions of people in Canada already know the superiority of

TETLEY'S TEAS

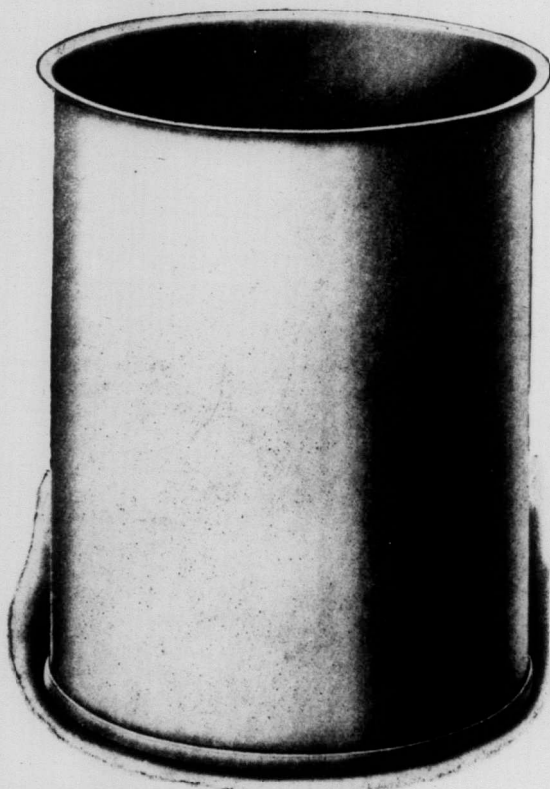


Look for the elephant on every package—the guarantee of quality and excellence.
Beware of imitations.

partly through our extensive advertising and partly through hearsay of some delighted user. The quality has established for itself a topic of conversation among every user—thereby causing a steady demand through the best of all advertising, satisfied customers. Need we suggest how you may share in the benefits of this publicity Put up to sell at \$1.00, 75c, 60c, 50c and 40c per lb.


JOSEPH TETLEY & CO., LIMITED

110 JAMES STREET - WINNIPEG, MAN.



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

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BOOK OF
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Patented 1911 in Canada, United States and Foreign Countries

Made For Your Show Windows

—if I can show you as a Grocery Man how I made these 5 beautiful window trims, and each one made with **ONLY A PART OF MY** set of **YOUNIT FIXTURES** for Grocery windows.

—if I can show you, Mr. Grocery Man, in my beautiful book of designs how I made 25 beautiful window trims with **ONLY A PART** of my set of **YOUNIT FIXTURES** for Grocery windows.

—if I can show you, Mr. Grocery Man, how **YOU** can make over **500 BEAUTIFUL WINDOW TRIMS AND HUNDREDS AND HUNDREDS** of odd and standard window fixtures with my set of **YOUNIT FIXTURES**.

—if I can show you, Mr. Grocery Man, how by spending **\$36.00** for this set of **ONKEN Wood Window Fixture YOUNITS**, you can make your **WINDOWS PAY YOUR RENT BILL**.

—if I can show you this and also **CONVINCE YOU** that thousands of wide-awake merchants are using my **YOUNIT WINDOW FIXTURE SYSTEM** in their windows.

Then in justice to yourself as a good merchandise man, do you not **OWE IT** to yourself to investigate—to learn of something that will increase your sales through your show windows, something that will **HELP YOU** sell the goods you buy—something that will enlarge the daily totals on your **CASH REGISTER?**

JUST interest yourself in what I am making and I will in turn be sure to interest you. I **KNOW** what I am talking about, and when you are ready to buy, you can order the set through your jobber or direct if you prefer.

Special Sets I Make

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

Set No. 14½. 65 YOUNITS. For one large grocery window and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **\$21.00**

Set No. 4. 110 YOUNITS. This set is made for the General Store trade. This set can be used for displaying Groceries, Furnishings, Clothing, Shoes, Dry Goods and Hardware. A good all around set. **\$28.00**

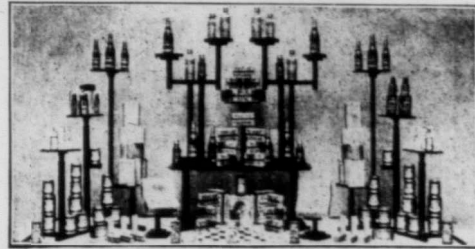
Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

Every set absolutely guaranteed. Shipments made at once.

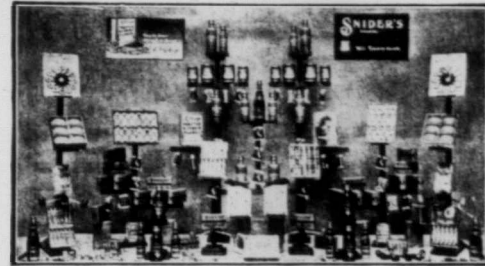
FINISH—Made of Select Oak in one stock finish, viz.: Weathered Oak, and all in a soft mellow waxed blend.

STORAGE CHEST—Each set is put up in a **HARDWOOD HINGED-LID STORAGE CHEST** (Oiled Finish). A place to keep the unused YOUNITS.

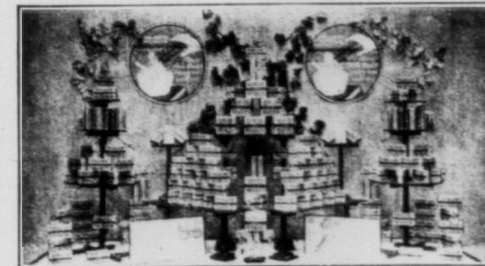
BOOK OF DESIGNS—A beautiful book of photographs showing large size trims made with my YOUNITS sent **FREE** with each set.



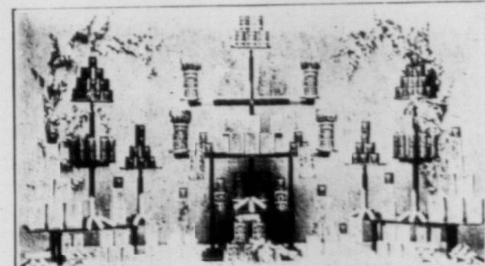
This Window Trim was made with Set No. 14. In making this trim 69 YOUNITS were used of the 125 in the set, leaving 56 YOUNITS that can be used in making other trims and individual fixtures for inside store use.



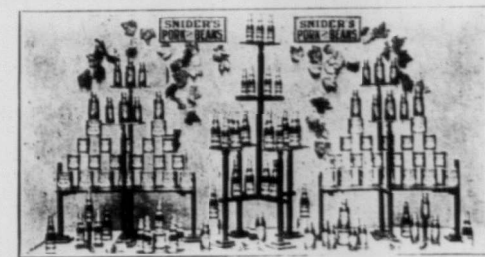
The very fact that ONKEN YOUNITS are interchangeable will permit of many odd and pleasing fixtures being made, which will overcome sameness in the displays.



Well trimmed windows are as essential to modern merchandising as courteous salesmen and good goods.



You cannot exhaust the possibilities of ONKEN Interchangeable Wood Window Fixture YOUNITS.



Your show windows are the eyes and index to your business. ONKEN Interchangeable YOUNITS can make this index a lively one.

THE OSCAR ONKEN CO.

Established 32 years

No. 788 Fourth Ave.,
Cincinnati, Ohio,
U.S.A.

Order through your **JOBBER** or **DIRECT**.

The Oscar Onken Co., 788 Fourth Ave., Cincinnati,
Ohio.
Send me your Window Fixture Booklet.

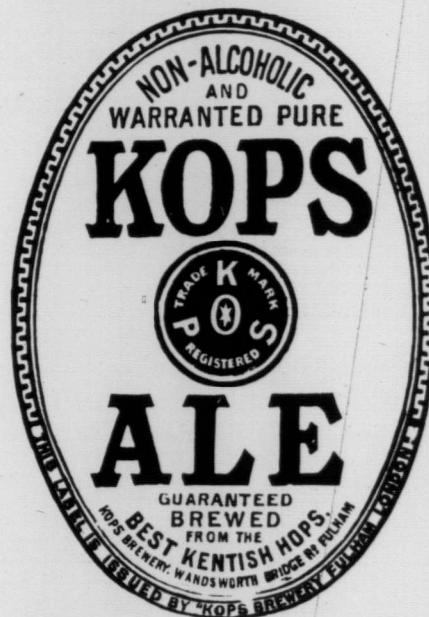
Firm.....
City.....
Business.....

English Brewed Ale and Stout

The most healthful drink of old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. **THEY ARE ABSOLUTELY NON-INTOXICATING.** Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.



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

KOPS BREWERIES, London, S.W., England

Good Soap Value

You should sell the kind of soap that makes your housekeeping customers think yours is the only store for good values.

A pure, hard, long-lasting soap—this means economy—something that everybody is looking for.

It Takes Well Everywhere

Guelph Soap Co., Guelph



WARNING!

Crescent



Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER, MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

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SNAP

SWEETHEART BRAND BAKING POWDER

OUR SPECIALTY

Trade Mark



of Quality

The experience of years in making, choice materials and perfect cleanliness in packing, ensure our Baking Powder a success.

OUR MOTTO—QUALITY

IXL. Spice and Coffee Mills,
Limited
LONDON - - - - - ONTARIO

CALL ON US AT THE Canadian National Exhibition

Stand No. 2, Manufacturers' Annex
Building,

and you will spend a profitable five minutes. We have a message to give, and some specially tempting offers to make in connection with

Ocean Blue Gipsy Stove Gloss and Linoleo Floor Polish

There are opportunities you can't afford to miss; this is one of them, and we want to explain why.

Hargreaves Bros. & Co., Ltd., Hull, Eng.
Agents for Ontario:
F. E. Robson & Co., 25 Front Street E.,
Toronto.

EVERY DAY

and every
hour of
every day
there is
call for
the use of



SNAP HAND CLEANER

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited
MONTREAL, QUE.



Lard that Satisfies

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

Put up in prints, tins, pails and tubs.

The St. Thomas Packing Co., LIMITED

Pork Packers and Provision Merchants. Pork, Pork
Products and Beef, Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books

DRIED FRUIT OF QUALITY

This Mark



**on every Box
Insures the Best**

Place Order Now for
Fall Delivery

All First-class Jobbers Handle

WHITE SWAN

YEAST CAKES

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

**ORDER FROM
YOUR WHOLESALER**

**White Swan Spices & Cereals
Limited**

SOLE DISTRIBUTORS -- TORONTO

One Factor in COLES' Success

The COLES Company has never striven for a record breaking output.

It has always been our aim to produce the finest machine that we could build, and let quantity take care of itself.

Individual attention to every machine that we produce is a big factor. It pays to produce a machine of quality.

Shall we send you catalogue?



COLES MFG. CO., Philadelphia, Pa.

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



Certainly You Have

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

The F. F. DALLEY CO.
LIMITED

Hamilton, Canada

Buffalo, U.S.A.

The

W

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We
the B
as ev

which

Ag
The Lind E
To
Nichols
Winnipeg,
gary, E
Gordon
Mor
Alber
Qu

Parker

The

Broom



WE do not consider it sufficient to make ordinary **Brooms and Whisks**. We are trying to make the **Best Brooms and Whisks**, as evidenced in the

Parker Broom

which is the last word in

Good Brooms

Agents:
The Lind Brokerage Co.,
Toronto.

Nicholson & Bain,
Winnipeg, Regina, Cal-
gary, Edmonton.

Gordon M. Millar,
Montreal.

Albert Dunn,
Quebec.

For sale at any good
Wholesale Grocer

**The Parker
Broom Co.**

OTTAWA



Brand's A.1. Sauce

This sauce has been the table delight of thousands for over a century, and is still giving zest and relish to the plainest and richest fare.

As a merchant you are interested both in quality and profit. You'll find both satisfactory.

A 1 Sauce will repay you well for any trouble you may go to in giving it prominent display and asking your customers to try it. Sample it yourself, you will be delighted.

Brand & Co., Limited

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

Mayfair, - - London, Eng.

NEWTON A. HILL, 25 Front St. East, TORONTO

H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER

Tartan
BRAND

THE SIGN OF PURITY

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

Canned Vegetables, Fruits and Salmon, Syrup, Etc.

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

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

All orders shipped same day as received.

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



Have No Hesitation

in recommending to your best customer.

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

MR. GROCER!

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

"WALKER"
Refrigerator Counter

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

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

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

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

Write for Illustrated Catalogue and Estimates.

Walker Bin & Store Fixture Co.
LIMITED

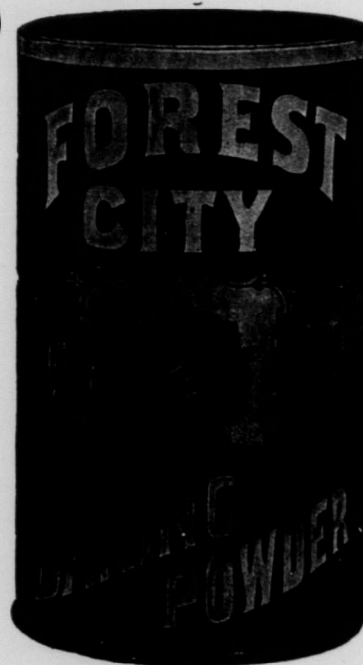
REPRESENTATIVES,—

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

Berlin, Ontario

Thousands
Are Doing
It

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



GORMAN, ECKERT & CO.
LIMITED

LONDON

Western Selling Agents
MASON & HICKEY

ONTARIO

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Norman D. J
Ltd., St. Joh
Boivin & G
Miquelon; Sc
Desmarais &
sale Grocers

O. Lefebvr

YOU CANNOT DO BETTER than give your customers the best.

St. Lawrence

Granulated

is the finest article that can be produced.

EVERY LITTLE HELPS

There is always a demand for stove polish. The best stove polish that has been giving complete satisfaction for over 60 years is

JAMES DOME BLACK LEAD

PAYS GOOD PROFIT,

DOES GOOD WORK.

W. G. A. LAMBE & CO.

TORONTO

CANADIAN AGENTS

CHINESE
STARCH

On Both Points

Excelling in quality and exceeding in quantity any of its competitive brands now on the market.

Chinese Starch

is rapidly capturing the market. The quality had long since been established. The quantity—16 ounces in every package—is making inroads on other lines that give but 12. Both points tell heavily in favor of the grocer in meeting the demand of his customers.

WRITE FOR PRICES.

Write for list of our products and prices.

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

O. Lefebvre, Prop. OCEAN MILLS Montreal

"STRIKE ONE"

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

THE DOMINION MATCH

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

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

DOMINION MATCH CO., LIMITED

DESERONTO, ONTARIO

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



FURUYA & NISHIMURA

are receiving shipments of

JAPAN TEAS

every week. Ask their Brokers for samples.



The Merits
of
Laurentia
Milk
Are Fast
Being
Proclaimed

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

Send for prices and descriptive literature.

Laurentia Milk Co., Limited

371 Queen St. West, Toronto, Ont.



GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

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

John Gray & Co., Ltd.
Glasgow

**WE
WANT
A
MAN**

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

Alwa

Besides giving attractive assurance that modern stock refrigerator

The Silent
Combines the best of both worlds. Year-round protection from a minimum of maintenance with successful operation that

J. D. Don

John

Stop Paying

Stop Doubt

Save M

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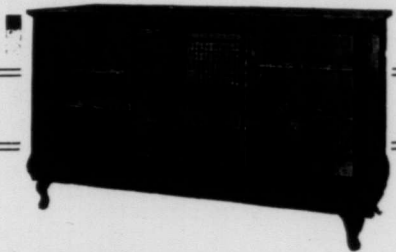
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BAF

Always on Display!



Besides giving the grocery store the clean and attractive appearance that invites trade—you are sure that you are observing the cleanest, most modern and economical method of perishable stock refrigeration.

The Silent Salesman Arctic Refrigerator

Combines the best features of refrigerator construction. Years of conscientious study and experimenting to get the maximum amount of cold air from a minimum amount of ice have been crowned with success, and if you are looking for a refrigerator that has proven its worth.

Send for our 1912 Catalogue.

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

John Hillock & Co., Limited
TORONTO, ONT.

Make One Big Effort

to beat last summer's sales. The season has been short.

Push

Club Health Salts
Cold Springs Lemonade

and you'll net profit quickly.

There will be hundreds of thirsty throats before summer is out, so "make good."

S. H. Ewing & Sons

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

Stop Hindering Your Customers From Paying Their Bills.

Stop Loading Your Books With Bad or Doubtful Accounts.

Save Money.

Save Book-keeping.

Save Customers.

Start NOW
By Using
The
Coupon

If you are still doing business with the old Day Book, Journal, Ledger and Monthly-Rendering-of-Statements system, you are absolutely preventing your customers from paying their bills. Your customers are obliged to wait a month before they know what their bill is. Many of them unintentionally go beyond their financial ability to pay. You are constantly encountering mistakes in your system of bookkeeping; you are having disputes with customers, and losing their trade.

The Barr Account Register saves you all this. At the time of purchase, you simply make out a counter check and three vitally important things are accomplished: First, you give your customer a bill of his current purchase. Second, you give your customer a statement of his account to date (thus abolishing your old monthly rendering of accounts). Third, without another penstroke your bookkeeping is done—and your customer's account is posted right down to the minute.

Now, this is not a matter of fine theory. Simple, cold-blooded, black and white figures will prove that such a system as this will save you hundreds of dollars. It is not a luxury, it is a necessity. You NEED it—TO-DAY—so send the coupon now.

BARR REGISTERS LIMITED

TRENTON, ONTARIO

BARR REGISTERS, LIMITED.
 We would like to know more about the money saving powers of the Barr Account Register. Please send full particulars, prices, terms, etc.

Name.....
 Street and No.....
 City.....
 Province..... G

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES.

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

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-
Winnipeg, Regina, Calgary,
and Edmonton

WATSON & TRUESDALE

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

H. G. SPURGEON
WINNIPEG

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

The J. J. TOMLINSON CO.
WINNIPEG

Wholesale Grocery Brokers.
Office and Track Warehouse,
92 Alexander St. E.
Correspondence solicited on domestic
and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG

The TURNBULL Company

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

WESTERN DISTRIBUTORS LIMITED

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

WESTERN PROVINCES—Continued.

G. C. WARREN

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

DISTRIBUTORS, LIMITED

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

RUTTAN & CHIPMAN

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

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.

Commission Brokers, Customs Brokers
and Manufacturers Agents, Shipments
stored and distributed. Bonded warehouse
in connection. Your business
solicited.
222 Ninth Ave. West - Calgary, Alta.

ONTARIO.

W. H. MILLMAN & SONS

Wholesale Grocery Brokers
Toronto

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.

TOBONTO
Grocery Brokers and Agents.
Established 1885.

ONTARIO—Continued.

MacLaren Imperial Cheese

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

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

STORAGE IN OTTAWA

Modern Fireproof Warehouses
Direct Connection All Railways
Write for Low Rates
Dominion Warehousing Co.
46-52 Nicholas St., - Ottawa

LONDON.

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

MARITIME PROVINCES.

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

W. S. CLAWSON & CO.

Manufacturers Agents and
Grocery Brokers
Warehousemen
ST. JOHN, N. B.
Open for a few more first-class lines.

C. E. CREIGHTON & SON

Brokers and Commission Merchants,
Manufacturers' and Millers' Agents.
HALIFAX, NOVA SCOTIA.
Domestic and Foreign Agencies Solicited.

NEWFOUNDLAND.

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


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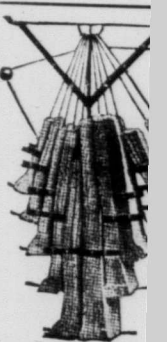
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Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

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

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

QUEBEC.

L. EMILE GABOURY

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - - Ontario

Established 1886.

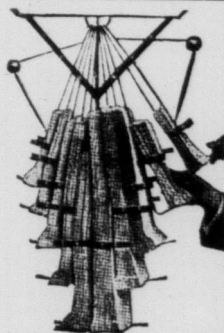


No Odor

it arises them up **Common Sense**
KILLS { Roaches and Bed-Bugs
Rats and Mice

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

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



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

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

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

Every merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil*

is a specific in all forms of colds.

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

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name
With (Name of firm)
Street
City or town Prov.

CREDIT customers make LESS trouble than anyone else, where

Allison Coupon Books



are used. Reduce expenses, eliminate losses, prevent misunderstandings—paying for themselves many times over.

How They Work

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best. For sale by the jobbing trade everywhere.
Manufactured by ALLISON COUPON CO., Indianapolis, Ind.

OLIVE OIL

(Invictus Brand)

OLIVE OIL

(Bertolli Brand)

Two leaders absolutely. Quality superfine. Have you ever had a sample?

**BLACK OLIVES
GREEN OLIVES**

can be featured now and with success. Don't you realize the business to be done in these lines?

N. B.—We can offer a live agent a good proposition.

H. E. VIPOND

197 St. Paul St.
MONTREAL

When writing advertisers kindly mention this paper.

Buyers' Guide

There's Money in Tobacco.

Why not put in a small supply of the best leaf? You'll find a sale for it.

Pure Canadian Leaf
Cigars of all kinds
Pipes a specialty.

J. A. FOREST, 189 Amherst - Montreal

Paper Bags Wrapping Paper

If you want the best at the best price, then we have it. We pay special attention to these lines, and can surely satisfy you. Write

COUVRETTE & SAURIOL - Montreal

GRAMOPHONE RECORDS, 10c.

Are you tired of yours? Then let me exchange them. Send 10 Records and \$1.00 and I will forward 10 different ones of same value.

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

GET YOUR SHARE. Auto-Roach Killer

has made good as a trade puller. We guarantee the goods, otherwise money back. Just drop us a line and we'll tell you more. Bugs cannot live when "Auto" is used.

The Auto-Roach Killer Co. - Montreal.

Favorite Stove Polish

is the favorite in many homes. We are perfectly sure of its value, and it deserves a trial. Agents, write.

UNCLE SAM DRESSING CO.,
Montreal

MCDUGALL

Insist upon having them
D. McDUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

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

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

COFFEE MUST BE GOOD

if you are to build up a satisfactory trade. We pride ourselves on the good name our goods have got among consumers.

COMTE'S COFFEES
are as good as the best, and that is putting it mildly.
Write 144 St. Urbain St., Montreal.

VOL-PEEK

Tell the housewife not to throw away her pots and pans. Vol-Peek will mend them sure. She'll be highly pleased.

100% Clear Profit For You.

Can you think of any better proposition? Let's send you specimen of neat counter stand. Agents, write.

H. NAGLE & CO. - - - Montreal

Our Confectionery Specialty SULTANA (Brand) TURKISH DELIGHT

is surely a winner. Deliciously tasty. A big seller. Needs no introduction. Packed in wooden boxes. Write

ORIENTAL PRODUCE CO. - Montreal
Ontario Agents:
MacLaren Imperial Cheese Co. Ltd, Toronto

OLYMPIA AND BEN BEY CIGARS

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

Pickles and Catsup

are now coming into the limelight. Don't you want a line which will be bound to please every one of your customers? Certainly you do, so you can't do better than give us a call.

H. BOURQUE & SON - - Montreal.

Sanola Disinfecting Fluid.
Domophone, a perfect cleanser.
Insecticide Fluid, the modern bug killer.
Green Sweeping Powder, the leader.
Don't overlook these lines. Write to-day.
MONTREAL GERMICIDE,
220 Colonial Ave., - - Montreal

SUCHARD'S COCOA

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

AGENTS

will find a good proposition awaiting them if they will only write us about

COOK'S PRIDE BAKING POWDER
CHINESE LIQUID BLUE
SISTER'S STARCH

H. F. PACAUD & CO. - - Montreal

Store Fixtures

Haven't you room for another showcase? By giving us your order you can save money. Just bear in mind that we do "better work at the lower figure."

Showcases Showcases Showcases.
S. MEUNIER & FILS,
Pie IX. Ave., Maisonneuve, P.Q.

RIGA WATER

has a settling power all its own. Positively relieves constipation and all stomach troubles, and yet is a pleasant, sparkling beverage. Your customers should have it.

THE RIGA WATER CO. - Montreal

WE DO

Yes, we do guarantee the quality of our goods. If you are not satisfied with the BISCUI TS AND CONFECTIONERY you are now handling, try ours, and "you'll see a difference." That's why we succeed.

THE AETNA BISCUIT CO., LTD. MONTREAL.

RATS IN THE WAREHOUSE, RATS IN THE HOME.

Nothing more troublesome. But EXO will drive them out. No more bother after use. Kills instantly. No odor. No dogs will touch it.

GIVE "EXO" A TRIAL.
EXTERMINO CHEMICAL CO.,
P. O. Box 774 - - Montreal

Hand cleaner trade falling off?

Try Savol.

Savol

Want the larger tin at same price?

Try Savol.

Bound to please. Agents wanted.

SAVOL CO. - - Montreal.

Write us for New Price List of

WINDSOR SALT

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

A STEEL SECTIONAL BAKE OVEN

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

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

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

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

WE TOLD OUR READERS

At the end of June that our increase in sales for the first six months of this year over the corresponding six months of 1911 amounted to

437,724 lbs.

The July returns are now made up and we find that our increase alone for that month over July of last year amounts to

142,045 lbs.

the largest increase in sales we ever had for one month in our business experience

To any reasonable man this should bespeak the trend of trade. A moment's consideration of these facts will show you that if you want to please the public with Tea, you can do so with "SALADA"—the most delicious of all Teas.

"SALADA" TEA COMPANY

TORONTO

MONTREAL

Hartley's

Pure English Jams

The first carload of new season's jams is arriving next week ---Prices are reasonable, send a trial order for these magnificent English goods. We guarantee that they will please your customers.

EBY-BLAIN, LIMITED

Wholesale Agents

Toronto, Can.

A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

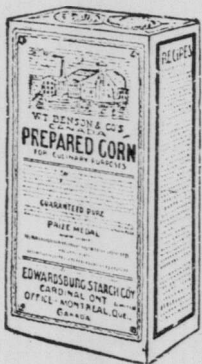
SEE TO YOUR STOCKS

For sale by all the Canadian Jobbing Trade.

Magor, Son & Co.,

403 ST. PAUL STREET, MONTREAL.
30 CHURCH STREET, TORONTO.

Agents for the Dominion of Canada.



Every Woman Who Cooks

Will Eagerly Purchase

Benson's Prepared Corn

! The Corn Starch that fills a hundred wants in the kitchen.

! Women want Benson's because it lightens the drudgery of Summer cooking—enabling them to quickly prepare delicious and nourishing dishes.

! Women want Benson's because of its unequalled purity and fineness. They want it for baking, pastry making, preparing custards, ice cream, blanc mange, etc.

The Demand is There—You Simply Have To Supply It.

Your order will receive prompt attention.

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

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Front of a Hamilton grocery store, illustrating how inviting an appearance can be made if a little care is taken.

Store Exterior as a Silent Salesman

Power That an Inviting Front May Be Made in Increasing Business—Good Example in Hamilton Store—Why consumers Change Their Family Grocer and Where They Go—Prepare for Coming Season of Big Trade.

By their "fronts" ye shall know them.

This is very true in the case of the grocery store. It is not necessary to enter. The appearance of the front of the building and of the windows either attracts or repels customers—that is, customers who have money to spend over and above the actual bare necessities of life.

There is no better advertisement than a well pleased customer. And a particular customer has to be pleased on many points. They include prompt service, quality of goods, courteous treatment, attractive and clean interior, and a bright inviting exterior. It is of little use to attempt to hold a customer who is particular about her table and her own personal appearance, with a rough and tumble dirty looking store front.

A splendid example of good exterior appearance is reproduced above. This is front of the store of John O. Carpenter, 10 Market street, Hamilton, Ont. It illustrates the force in attracting trade that an up-to-date exterior can be made.

The season of large trade is before us. Farmers will soon be realizing on their

crops and will have more money to spend. This means greater activity in all lines. The better the crops the greater the activity and this year the yield in Canada promises to eclipse anything in the past. Following on a good fall comes the Christmas season with all its possibilities. The grocer's harvest time is coming. The dealer who has the store, and the goods will make the most of it.

Every merchant should realize that there is a continuous strain of dissatisfied customers on the move. They have met with poor service, inferior quality in goods, or unclean stores and they are looking for a change. Where are they most likely to deal next? It should not be supposed they are cranks. They cannot be dubbed such if their grocer neglects to give them adequate service or clean goods. They have a perfect right to secede. Who is going to get them? The answer is, the merchant with the inviting store front. He has first call for their business, other things being equal.

Window Belongs to Store Front.

It must be remembered too that attractive windows are a prominent part

of the store exterior. While it is possibly early to talk of the Christmas trade, yet we are in the middle of the eighth month with only four and a half to come. We are nearing the time of year when window displays count for most and every advantage should be taken of them.

John O. Carpenter's window—while the photograph was taken too far away to show up the details clearly—can be seen to be a good seller. And this is what is required. Make the window a silent salesman and it becomes a strong asset to the store. While goods are arranged high up in this window, it will be observed that the interior of the store can be seen through the side glass. This is a good feature providing the interior is arranged in attractive fashion.

Results Shown in Inventory.

Make the store front a strong trade attraction and see that the interior is brought up to the same standard. If this is accomplished the grocer has a combination of silent salesmen whose power to attract trade—while direct results may never be noticed—will be shown in the annual inventory at the end of the year.

Some Advice on Retail Investments

Inquirer Who Has Just Enough Money to Take His Discounts Wants to Know How to Save—Should Put Down \$50 Every Month Until Bank Deposit Reaches \$500 — What Saving Means to the Business—Buying in Small Quantities.

By Henry Johnson, Jr.

Here is a man who wants to know:

—, Ont., Aug. 1, 1912.

Henry Johnson, Jr.:

Dear Sir,—Cannot say that I have any money to invest in bonds but would like to know what benefit it would be to me if I had. I just about have enough of money to take my discount, carry about \$16,000 worth of stock. Hoping to have a reply from you when at your leisure.

Yours truly,

G—W—W—.

Beginning September 1st, take \$50 and with that open a savings account in your local bank. Put \$50 into that account on the first day of each month. Let the savings pile up at 3 per cent., or whatever better savings interest your bank may pay. Usually it is well to fight shy of any bank that pays more than 3 per cent. on savings, although local conditions often operate to make 3½ per cent. or 4 per cent. safe. Be sure on this point, however; for a bank that is not a safe bank, run on conservative lines, is really not much better than a stocking.

Stick to the Rule.

When you have \$500 saved up, write again and I'll tell you what to do with it; but never for one month allow yourself to let up on that habit of putting away the \$50. In a year or two you will voluntarily increase to \$75 or \$100—or more—per month, for you will have acquired the habit of wanting to have some MONEY to show for your daily work.

Now, as to the effect this will have.

1st. You will have a resource in ready money. This will make you stronger every day you live in your own eyes and in the opinion of your bankers and wholesale connections. The fact that money—actual MONEY—is there will be a wonderful stimulator to your ambition and energy. The fact that you will never allow yourself to touch it will be an added element of strength. The feeling that "you could if you would" draw a nice sum at any time will be worth much more than the amount you have set aside, purely as an investment in self-confidence. The man who has done things knows that he can do them.

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

2nd. You will soon be carrying much less stock. Unless you are remotely situated and doing a very big business you do not need a stock of \$16,000, nor anywhere near that amount. Every dollar of excess is idle money. If you keep yourself somewhat poorer for ready change in your business, you will study to reduce your buying to your actual, bed-rock, daily and weekly requirements. You will let your jobber do his proper part in the commercial scheme of things by making him carry the stocks ready for you as you need the goods.

I buy my goods in carefully assorted lots, never more of anything than I can get rid of within the week or ten days ahead. If I should buy 25 boxes of starch to-day at, say, \$1.40 per box, I should have \$35 in that kind of starch. Say that I might sell it out on a margin totalling \$37.50 in sixty days, I should a little better than double my capital investment, gross, in that time.

Turnover Greatly Increased.

But I use \$3 for this starch and buy two boxes, sometimes twice a week. Say I only turn the same quantity in the same time, I have made a gross margin of \$37.50 with \$3 capital and have used the \$32 other capital in other ways, turning it over and over many times. In the one case I turn my stock six times annually. In the other case I turn it about 100 times. But that is not all. My two boxes go right into the retail bin. I avoid storage and handle the goods just once, instead of several times as I should have to do with the 25-box lot. You cannot afford to "save" 5c per box on the kind of plan that involves the piling up of a lot of dead dollars on your shelves or in your cellar.

An Impetus to Collect Accounts.

3rd. You will hustle after your collections, because your rule to put away some money every month will make you really "need the money." Thus you will form the habit of drawing the lines more tightly all the time, realizing that your customers are holding your dollars in absolute idleness whenever they do not pay your bills promptly.

All of these things will make you a better merchant in every particular. Do they look good to you now?

* * *

Have you ever had the experience of having something really good offered to

you which you could not take up for several very solid reasons? I think you have, and I shall guess at a few of the reasons.

1st. You did not have the money.

2nd. Never having had the money in tangible form, you have doubted your ability to accumulate it or draw it out of your business steadily to meet payments in case you should undertake to do the thing on a time basis.

3rd. Never being very much ahead of your daily needs, as you say, to "discount and carry \$16,000 worth of goods," you have hesitated to go to your banker for backing, or having gone to him, he has sort of edged away from letting you have the funds.

Any of these things can happen to the man who has not established the reputation of being a producer of MONEY.

* * *

Be Prepared to Accept.

Such opportunities will come to you again—wonderful how they will crop up in the experience of the man who "has a little coin" on hand. Maybe it is a piece of property which promises to be very valuable, possibly of peculiar value to you because of its location or for some other reason. If you have \$2,000 in good bonds lying in a vault drawing your little 4½ per cent. or 5 per cent., which you have accumulated during about three years or less of saving, you know—KNOW—just what you can do. You go to your banker, who also knows—trust him to know all about the man who makes money—and tell him your plans; show him what you have done and what you are doing. Then you can take advantage of the offering and may find yourself in the way of being the owner, free and clear within a few years, of the choicest corner in your town.

Again, there come hard times; and during those times the men who have laid away some money—not goods and chattles of depreciating value, but MONEY—always prosper. Having only one or two boxes of starch on hand, they can buy, maybe 10 boxes not at 2½c a pound, but at 1½c.; and then be ready for a further offering in a month or two of the same at 1¼c. or 1c flat. And the same thing runs through the entire line.

Buying Kept Him Stock Poor.

In 1893 I was deeply in debt; had to peg along as best I could, being put to it daily to meet my bills. Yet then I had not learned that one could buy small. I thought it was good business to take on quantities to "get the right price." I got the price often enough, but I was "stock poor" all the time, for I carried as much then, even more,

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sometimes, as I do now; and I was doing less than half the business.

Meantime, a neighbor of mine was making money—said he knew nothing of "hard times" in fact, never made so much. Why? Because he had plenty of ready money with which to conservatively buy good things as they came along. So while I got only the benefit which later came through the general rise in values, he got that and his steady extra margins besides.

What the Financiers Do.

All the big money kings, with what

to us seem like incomprehensible sums of capital at their command, keep a big fund salted away in securities of the most gilt-edge character on which they can realize without loss, at any time. Such securities yield not even 4 per cent., but pay only 3 per cent., and sometimes less than 3 per cent. Yet these men have all the opportunities at their beck and call, as it were. Then if that is good for them, it is good for us. I know it has been good for me. That is why I urge you to "go and do likewise."

Suggestions for Increasing Spice Sales

Season of Good Sales Close at Hand for Spices and Vinegar—Importance of Selling Best for Pickling Purposes—Good Crop of Vegetables Reported—Care of Spices in the Store — Lose Their Oil if Exposed to the Air.

The pickling season is now close upon us and it is time that every dealer was prepared to care for the trade in spices and vinegar that will soon be in evidence.

Prospects for a big pickling season are much brighter than a year ago. Last year, dry, hot weather, which prevailed for a large portion of the summer, as is remembered all too well, had no little effect on vegetables used for this purpose. But this year vegetable crops are progressing well and there appears every hope that prices will reach a level, reasonable enough to induce a good volume of home pickling in most districts.

This is at any rate the opinion of spice dealers who have been following the situation and there is a general optimistic feeling that there is going to be a big trade in spices and vinegar this year.

Stocks Should be Seen to.

The grocer must, however, first have the goods before he can sell them. Many have already anticipated their wants. Those who have not done so, should not delay. Too much emphasis cannot be given to the value of commencing to push a line early in the season. It is in this way that the cream of the trade is secured. The aggressive dealer starts to push spices just as soon as they become at all seasonable and reaps the early and most valuable harvest. The unaggressive merchant follows after and picks up what the tail-end of the season will allow.

In the purchasing of spices and vinegar, quality should reign supreme, if the dealer would safeguard his reputation and his trade. The merchant cannot afford to sacrifice his reputation for the sake of a few cents saving on the cost of his goods. In the end it proves false economy, for the housewife will

not long continue to buy her supplies from the store that does not give her first-class goods. The housewife naturally takes a great deal of pride in her home-made products and the grocer who upsets the success of her pickle endeavors, upsets the success of his own business—at least as far as that particular customer is concerned.

Easy to Sell Quality Spices.

It will generally be found that the housewife is willing to pay a little more for the ingredients and be assured of receiving best quality goods. By purchasing the best, the grocer will have enough confidence in his goods to be able to sell them more easily to customers. Confidence in goods begets sales.

Having stocked spices of quality, the aggressive grocer will next sell them, and will sell the largest amount possible. Prominent display as with every seasonable article will do much to bring these lines to the attention of customers. While during most parts of the year, spices do not need to be given a stellar position, for next month or so considerable counter space should be given up to them while if at all possible a window should be used for the purpose as well. Package goods can of course be displayed in much the same manner as other package articles. With bulk goods, an excellent plan is the glass bottle with glass stopper. It affords an excellent means of display, preserves the quality of the spice while the name and price may be pasted on the outside.

Using the Newspaper.

Printer's ink can be used to good advantage in the local paper in pushing sale of spices and vinegar. There is no getting away from the fact that most housewives are interested in the subject of pickling and copy can be written that will not fail to attract atten-

tion. The desirability of having a supply of home-made pickles can be worked up to good advantage for it is truly something the housewife prides herself in—especially when they are good. It is in order to point out that they will be good, or at least the chance of failure will be minimized if good quality spices and vinegar are used.

The Drug Store a Competitor.

Druggists have in many towns been securing a good portion of the spice trade for the simple reason that they were accorded the reputation of handling better quality goods than the grocer. This reputation was acquired by advertising quality and the grocers must overcome the prejudice in customers' minds by the same method—advertising quality. Druggists have in many cases been demanding high prices and this may account in part also for belief that they handle better spices.

Sales Useless Without Profit.

There is another feature of the spice trade in which the grocer is directly interested — that of securing a fair percentage of profit. This is not to be secured by buying cheaply and sacrificing quality, for as we have pointed out before, that in the end means lost profit. Careful attention to weighing of bulk goods will do much to help in securing a good profit. Purchases being in small quantities and mostly in two and four-ounce packages, carefulness is all the more necessary. The most sensitive scales should be used and the need of giving correct weight—no more and no less—firmly impressed upon every clerk.

A good profit is possible in spices and vinegar but the elimination of all those leaks which tend to reduce profits is absolutely necessary.

Pointers.

Have spices close to scales. It will save many steps during the season.

It is well to have a scoop for each spice. A customer does not like turmeric and cloves mixed.

If spices are exposed to the air, the oil which constitutes their strength evaporates.

Don't allow vinegar profits to run away through a faulty tap.

If you send jars out to customers with vinegar, be sure to charge them. Credit them when returned.

When customers buy spices, suggest vinegar. When they buy vinegar suggest spices.

Get the trade while it is to be had.

The Toronto medical health officer declares emphatically in face of many protests that plums, peaches, grapes and berries in front of stores must be covered. Pears, apples, bananas and oranges need not be as the skin is or should be removed before eating.

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MAKING MONEY ON SUGAR.

Here is one dealer who is making a profit on sugar, apparently above cost plus overhead expenses. In a letter to The Grocer he says:—

“Please find enclosed \$2.00 on my subscription account for your valuable journal.

“I notice your leading article on ‘Losing Money on Sugar’, in issue of Aug. 2. I never weigh out sugar in small quantities at less than an advance of \$1.50 per 100 lbs. Am at present selling at an advance of \$1.70 per 100 lbs. Do you think this allows me more than a fair margin?”

This letter comes from Winnipeg where No. 1 sugar costs the retail dealer \$5.55 per cwt. at present. An advance of \$1.50 brings selling price up to \$7.05 and the rate of margin to 21 per cent. and a fraction on selling price. If the advance is \$1.70, as this dealer is getting at present, the selling price would be \$7.25, or a gross margin of about 23½ per cent.

Whether this dealer is getting more than a fair margin or not depends on his cost of doing business, which of course includes service rendered. If cost of doing business is around 16 or 18 per cent. we should say he is justified in securing this margin.

There is so much sugar sold at a loss that it is refreshing to meet with a case such as the above. There is no reason why the retail dealer should not make a fair profit on everything he sells. He is justly entitled to it. He works hard enough and particularly in the instance of sugar where turnover in a year amounts to such a big proportion of the total sales, a profit above total cost should be secured.

It is to be hoped there are many others who are not so afraid of competition that they cannot sell sugar except at a loss.

BAKING POWDER ANALYSIS.

Recently the Laboratory of the Inland Revenue Department issued bulletin No. 240 dealing with baking powders and it forms some interesting reading.

A hundred and fifty samples of baking powder were collected by government inspectors and analyzed at the

laboratory. This article warrants examination from two points of view; first, the amount of gas produced and, second, its wholesomeness so far as the various ingredients are concerned.

It will be remembered by readers of The Grocer that some months ago a standard was set on the gas strength of baking powder, which stated that all powders must produce at least 10 per cent. gas.

The analysis made by the department showed that out of the 150 samples 68 were alum phosphate powders, 46 cream of tartar, 31 acid phosphate and 5 alum powders.

The examination also produced the facts that the 68 alum phosphate powders produced on an average 10.78 per cent. gas; the 46 cream of tartar averaged 11.01; the 31 acid phosphate 11.25 and the 5 alum 12.40.

Baking powders, as made, usually contain a slight excess of bi-carbonate of soda, so that the further addition of an acid gives a certain further amount of gas, called residual gas. This residual gas is not available in baking, except when sour milk, or other acid ingredient is added to the bread. For purposes of judging the value of a baking powder, the chief analyst maintains that the available gas should alone be considered.

From this point of view thirty-five samples were below standard strength, twenty-three of these being more than one per cent. below the standard, and several of them being much more than one per cent. below.

The report further states that no complaint upon the ground of wholesomeness, has been formulated against cream of tartar or acid phosphate powders, to the knowledge of the chief analyst. “The wholesomeness of such as contain alum, either as the sole acid component, or in combination with acid phosphate of lime, has frequently been questioned, and is, at present, an unsettled point,” it continues. “The matter is now in the hands of a Referee Board at Washington, D.C., composed of men whose qualifications and character are such as to command the respect of the scientific world. I am, for this reason, unwilling to open the question of alum as a material in baking powder; preferring to await publication of the results obtained by the aforesaid Referee Board.”

CO-OPERATIVE SOCIETIES IN ENGLAND.

So far the retail trade of Canada has been successful in preventing the passage of several Co-operative Bills that have been launched in the House of Commons. The prime movers in bringing forward these measures have persistently stuck to it that Co-operative Societies in the Old Country have been a blessing to the people.

Have they? To those who have looked at the question on the surface and seen that many societies have become wealthy, the conclusion is naturally arrived at that they are good for the country.

The Grocer had a talk this week with Frederick E. Robson, a Toronto grocery broker and a close student of trade questions, who has just returned from a seven weeks' trip to England. While there he inquired particularly into the workings of the Co-operative Societies and found that in addition to the fact that they enjoy special privileges from the government over the ordinary retail dealer, they are gradually imposing on the general public by giving them inferior goods.

The special privilege they have is exemption from a tax on revenue derived, (which is something along the lines of our income tax) by being considered in same class as fraternal societies. The retail dealer has to pay this tax and is therefore at a handicap right from the start.

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There are so many shareholders in the societies that it would entail an endless amount of work to get at revenues of each. It is an unfair handicap and it should be seen to, that the Ottawa Government does not accord similar privileges in this country.

The other point—that of selling inferior goods to customers and members—is very serious too. When societies become wealthy they begin manufacturing themselves and in some cases absolutely refuse to supply goods of other manufacturers to customers in preference to their own. This, it is claimed, is having the effect of reducing the standard of quality of goods sold; it is promoting inferior, if not adulterated foods, which will eventually prove disadvantageous to the health of those who purchase from them.

The retail dealers suffer in still another way. Co-operative Societies sell for cash and while times are good, all the members purchase from them, as they expect to get part of their money back in dividends. But when laborers are laid off or industrial strikes occur, they are forced to go to the retail dealers who will allow credit. When they go back to work again they leave the men who had tided them over in their difficulty and buy from the societies.

There is so much unfairness about such methods that retail merchants in Canada should see that these societies do not get a foothold here through receipt of special privileges from our government.

— ❁ —
HONEY MUST BE PURE.

Now that the honey season is again coming into view, dealers should take every precaution as to the quality and purity of supplies purchased.

Under the Canadian Adulteration Act no honey mixture is allowed to be sold even if the word "mixture" or "compound" be written in large type on the label. The act expressly states that the manufacture, sale, or offering for sale in Canada of any imitation of honey or sugar honey or other substitute for honey is strictly forbidden. The word "mixture" as permitted under certain regulations by the act does not apply to honey. Any production or sale of this article as a compound is absolutely against the law. The penalty for infraction of the law carries with it the liability of a term of one year in prison.

Retail dealers should make it a regulation to enquire carefully into the purity of honey they are intending to purchase. They cannot afford to take the chance.

— ❁ —
THE ROLLED OAT MARKET.

It is more than probable that within a week or ten days' time rolled oats will take a decline. Retailers who are purchasing would do well to buy for immediate needs only and wait for a time to go into buying more deeply.

While the oat market is fairly strong and active there is evidently a feeling that more business would result if prices were lowered.

New crop oats, while delivery is some distance in the future, is being looked forward to, and if a decline does not come now, it undoubtedly will later on.

— ❁ —
HIGH COST OF HORSE FEED.

Six weeks ago a Toronto dealer paid a farmer \$27 for a ton of old hay. Oats have been costing him 55 cents. Everyone will remember that a few years ago hay could

be bought for from \$12 to \$15 a ton, while oats averaged around a cent a pound or a little better.

These are two big items in the expense of operating a business where two or three delivery wagons are used. They mean that cost of horse feed has advanced from 70 to 100 per cent. and more.

Yet in face of these facts and others pointed out by The Grocer a couple of weeks ago, there are farm journals and daily newspapers "kicking" about farmers not getting enough for their products, and middlemen overcharging the consumer. Is there any paper with any fairness whatever in its makeup that will criticize anybody for getting a profit above invoice cost plus overhead expenses? How would an individual live if he did not? The merchant must sell to make a profit above his total cost if he wants to continue in business.

It is because merchants have to pay from 25 to 50 per cent. more to operate their business than a few years ago that helps to increase the cost. They have no control over these advances. If the farmer insists on \$27 a ton for hay and 55 cents a bushel for oats, can the merchant let his horses starve because of these high prices?

We do not criticize the farmer in getting the best price possible. Farm-product prices are ruled by supply and demand as in everything else. But what we do object to, is that certain farm and daily papers should accuse the merchant of taking unto themselves an undue portion of the increase in farm products since prices have gone up.

— ❁ —
EDITORIAL NOTES.

Turn the spotlight on the spice shelves. The pickling season is now on.

• • •

Can a grocer make a net profit on sugar? Certainly he can if he is not a charitable institution.

• • •

Investing the surplus cash must be carefully attended to. Henry Johnson, Jr. gives some good advice in this issue.

• • •

What a happy family the R. G. A. of Hamilton has made of its members! Competitors make presentations to one another.

• • •

Twenty-seven dollars a ton for hay has recently been paid by a Toronto merchant. And yet the farmer is not getting his share of advance in price of farm products.

• • •

The merchant who does not cater to the trade of children is losing a great chance of increasing his business. Get the children and their parents will follow.

• • •

"As pure as honey," is a statement that can be made with confidence. If every man has done his duty, there is no such a thing as a compound honey on the market.

• • •

Some philosopher has stated there is nothing permanent but change. Quite likely he was thinking of change in window displays as a factor in making temporary customers permanent.

• • •

An Ottawa doctor is worrying over dealers being allowed to purchase goods before a certain hour on the city market. There is, of course, a by-law governing this, and probably it should be lived up to. But isn't this kind of prohibition a restraint of trade?

Lesson 19--Course in Card Writing

Illustrating the Practical Use of Brush Outline Script, Introducing the Striped Effect in Making Fancy Cards.

By J. C. Edwards. Copyright Canada, 1911.

To be fair with the student in card-writing, we do not recommend the script lettering for ordinary cards. In the first place, it is too fine-lined to be easily read at a distance; in fact, a few feet away renders it almost unintelligible, only the wide strokes showing. Then, another point that favors the heavier type letter more than the fine scrip is the fact that the script does not lend itself to larger writing where a whole sentence or paragraph is required, as the more broken up it is the less readable it becomes, and it even becomes unsightly.

Script a Graceful Letter.

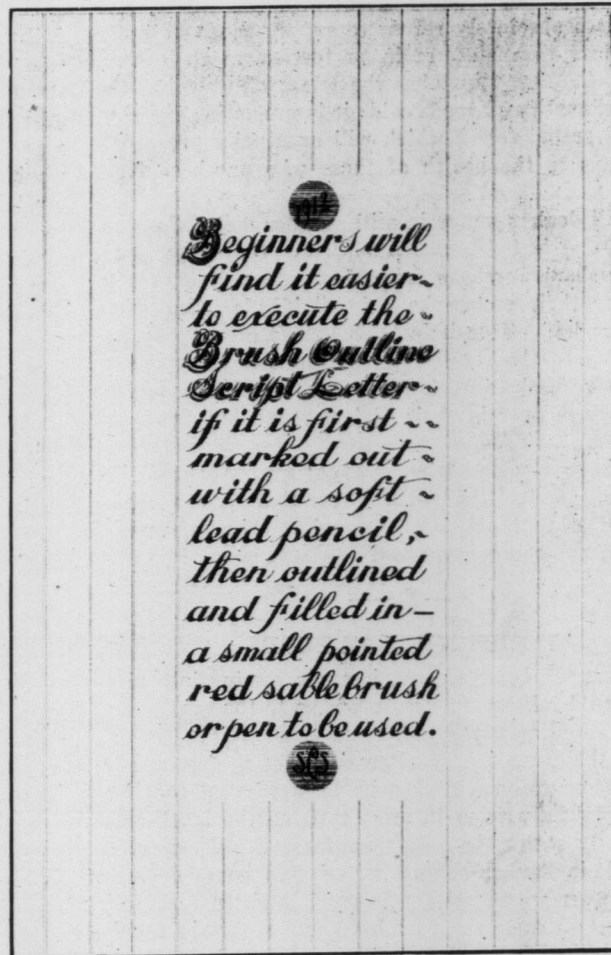
However, the script, when gracefully written, may be used to advantage in many cases, and is quite desirable for a change for special style and exclusive window cards. To execute the script well, it requires a great deal of practice to get a nice flowing effect. The proper slant, too, is very essential, and the more practice given the more graceful and easy will be the execution.

Heavier Stroke for Cardwriting.

The script usually taught and often used in card work is decidedly too light in the stroke, and should not be used, except for very fine window displays such as for jewelry, etc. We contend that any letter that cannot be read easily the width of a sidewalk is too light, and not at all in good form with merchandizing ideas of to-day. Of course, pretty much the same formation is used in all script letters, the difference being in the heavy or shaded strokes, and even the fine lines may vary to a degree.

Though in some cases the letters do not really join, yet they are given that appearance which is absolutely imperative, otherwise the words would be broken up, resulting disastrously to the reading of the inscription.

Practice the various strokes found throughout the lesson—strokes such as No. 1 of "A," No. 3 of "B," No. 1 of "E," and so on, until you become thoroughly acquainted with them. Then, learn to associate the various strokes and arrange them so as to give the proper slant to the completed letter; for instance, take the letters "F" and "T" (the strokes are practically the same in these two with an addition in the "F"). Try the various effects that changing the strokes on these letters have, and end up by making them right as shown in the plate.



The lined effect applied to the entire face of the card.

Practice Making Circles.

Take your fine pointed brush (a red sable rigger) and fill with ink, thinned so it flows readily, but not too easily, and practice making scrolls and circles, half moons, crescents, cymas, etc., until you get complete confidence in yourself, then join these together, forming letters, and end up with words. Follow the strokes indicated by the arrows and numbers, and watch your slant and spacing.

The Cards, and How to Make Them.

At first one would say that the work of ruling the fine double lines on the striped card was a waste of time. Yet the actual time spent in doing this was only a few minutes, and it gives such a decidedly different effect that we believe it is worth the trouble. It makes a fancy card (not fancy like the other, but a novelty) out of a plain one. A ruling pen and "T" square was used for this purpose, making the stripes 1 inch apart, leaving a white panel in the

centre for the wording. To demonstrate the use of the script lettering in the cards belonging to this lesson, it was necessary to use the lower case, as will be taught in the next and last lesson of this series. Script capitals cannot be used together to make up a word.

The Lined Effect.

A number of very catchy effects may be obtained by using the fine lines. One way is to line the letter as was shown in a previous lesson; another idea is to line the card around the letter and decoration, and yet another style, which is very effective, is to line the decoration as is shown in the accompanying card.

The whole design and lettering in this case was pencilled out, then outlined with a brush and ruled with a ruling pen, leaving the lettering open. The spray of roses and the ribbon was then given a tint—any desirable tint of very

Concluded on page 36.

Plate No 19 - Brush Outline Script

~ Capitals ~



A C C C U U U U B B B B
C C C C D D D D
E E E E F F F F G G G G
H H H H I I I I J J J J
K K K K L L L L M M M M
N N N N O O O O P P P P
Q Q Q Q R R R R S S S S
T T T T U U U U V V V V
W W W W X X X X Y Y Y Y

Plate showing the various strokes used in brush outline script.

Making Sales Above the Actual Demand

Actual Instances Described—Order of Meat Sauce Added to Sugar—How the Ruffled Feelings of Woman Customer Were Quieted Down—Trouble Over Bad Pineapple — Farmer Convinced That Dearer Seed Corn Was Best Buy.

The writer not long ago spent a day in a country store. The day's proceedings furnished excellent object lessons in retail salesmanship which go to prove strongly the possibilities in selling goods over and above actual demand when proper methods and sufficient efforts are brought into play.

This particular store is situated in a village with a population of about 1,500. It was quite early in the morning before the usual dusting had been completed, that the first telephone order of the day came in. It was from a local hotel. A dollar's worth of sugar was wanted. The young man at the phone was anxious for more business. He enquired if there was anything else wanted, to which the reply "No" came back.

But he did not give up here. "How about some meat sauce?" was the enquiry made. "You like the — brand, don't you? We have some of that on hand now." The result was that an order for six bottles was secured to go along with the sugar.

Heat Affected His Appetite.

A little later a woman customer entered the store. She purchased a couple of staple articles.

"I don't know what to get to eat," she remarked. "My husband doesn't seem to like anything this weather."

"We have some nice lettuce and onions," the clerk suggested, and going over to the display he held up a couple of the best bunches. Their freshness seemed to appeal to the customer and she ordered two bunches of each.

A Woman Hard to Handle.

The next salesmanship record was made by the proprietor himself. He demonstrated himself not only a salesman but a diplomat as well. He turned what to many another grocer would have been sure defeat into real victory.

It was a woman who appeared on the scene just before noon. She was not in a buying mood either. In fact she was decidedly the contrary and also contrary with the accent on the second syllable. It might be stated that she was what the merchant described as a "ticklish" customer. Not that she was "tickled" very easily but that she was liable to fly into a fit at the least provocation and decide to deal at some other store.

The look in her eye when she appeared at the front door denoted plainly that

fire dwelt within. She sailed into the store under a full head of steam and waltzed up to the proprietor.

"One of those old pineapples you sent me up yesterday was rotten," she broke forth. "I want you to understand that I'm not going to pay for any rotten old goods like that. When I cut it open there was a great big rotten streak down the centre. You needn't think you can pawn your old stuff on me."

Ruffled Feelings Smoothed Out.

"Why we don't want to, Mrs. Long," the merchant replied. "I am very sorry that one of the pines was bad. We will give you another in place of it."

She was rather non-plussed. She had expected to have the merchant refuse. She was ashamed of her temper.

"We are going up your way right away," the merchant continued, "and we will send a good one up." He selected one of the best.

The customer smiled. She had won her point. The merchant took advantage of her pleasant mood. He enquired if she did not want to purchase some more pines. It seemed rather nervy so soon after the fracas but he placed six on the counter and remarked, "Now you ought to put down at least a half a dozen more. These will do up fine. They are just right." She purchased the half dozen.

This time the merchant smiled. He had won his point and more than made up the loss on the bad one.

A Farmer to Deal With.

The grocer went to dinner. He returned in an hour. The clerk was waiting on a farmer. While he parcelled up some goods, the grocer enquired of the customer if he needed any seed corn.

"Yes, I do," replied the farmer, "but you are too dear on it. You want \$1.40 a bushel. I can buy it cheaper at Jones."

"What can you buy it for at Jones?" "I can get it there for \$1.10 per bushel," was the reply.

"Yes, but what kind is it?" enquired the grocer. "This of mine is kept on the cob until I order it and then is freshly shelled, so that there is no danger of its heating and destroying the germination. The corn that Jones is selling is shipped in earloads—in fact it is about the same as I sell for feed."

"Well, I bought it last year and it turned out alright," came back the customer.

"Yes, that is possible and you might buy it again and have it come up alright. But then you are running chances. When you sow a field it doesn't pay to take chances on a poor yield for 30 cents a bushel."

The farmer saw the force of the argument and purchased.

It All Depends.

Thus goes the game of salesmanship in the retail store. In many stores the extra amount of business secured in this way totals up to an appreciable amount. In other stores the amount of new business created is quite small. It all depends upon the merchant and his clerks.

There are many opportunities presented in every store for the display of real salesmanship methods. On the ability to create sales over and above actual demand depends to a large extent the success of a business or the success of a clerk.

STEELTON MERCHANTS GET TOGETHER.

Are Interested in Ontario R. G. A.—Have Formed Protective Association.

Toronto, Aug. 15.—Secretary Wm. C. Miller, of the Ontario Retail Grocers' Association has received a letter from D. O. Weldon, town treasurer of Steelton, Ont., which will be of interest to association workers. Mr. Weldon points out that Steelton merchants have formed a protective association, and are desirous of affiliating with the Ontario R. G. A. They want information as to the platform of the new association, annual fee, etc., all of which Mr. Miller has forwarded.

Steelton is located in Algoma district, near Sault Ste. Marie.

The Ontario R. G. A. has now received its papers of incorporation from the Provincial Legislature and is prepared to go ahead with business.

VALUE OF CINNAMON AND MUSTARD.

Cinnamon and mustard are exceedingly useful spices by reason of their preservative power. They prevent the growth of germs in food and thus preserve it. Ginger and black pepper do not prevent the growth of germs.

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Current News of the Week

Quebec and Maritime Provinces.

J. Beland, grocer, Allen's Mills, Que., died recently.

Wm. Elliott, grocer, Montreal, has sold his business.

J. E. Roy, grocer, Montreal, has sold to Laberge & Frere.

The death occurred recently of Arthur Berthiaume, Ste. Foye, Que.

F. C. Fillmore, general merchant, Riverside, N.B., has sold to Jarvis S. Hayward.

R. Hendry, of Rose & Laflame, Ltd., Montreal, has returned from New York after a short holiday.

A. G. Snowdon, of Snowdon & Ebbitt, commission merchants, Montreal, is on his way to the Northwest.

Lieut.-Col. Frank Meighen, president of Lake-of-the-Woods Milling Co., has returned from a trip abroad.

J. J. Gilmor, of John J. Gilmor, & Co., Winnipeg, was in Montreal this week, calling on the principal manufacturers.

C. S. Gyftakis, manager of the Oriental Produce Co., Montreal, has gone to Toronto, where he will call on his agents.

H. Nagle, of H. Nagle & Co., has been spending the better part of the summer at Laprairie, P.Q., leaving Montreal for this quarter after business.

A. W. Hugman, of A. W. Hugman, Limited, has returned from a business trip to the coast having called on the trade in all the principal centres.

Ernest de Feo, of P. Pastene & Co., importers, Boston and Montreal, has left Montreal on business and will take in all the principal centres through to the coast.

L. A. Delorme, Laporte, Martin & Co., Limited, Montreal, has left for an automobile trip to New York, with his family. Chas. Martin, of same firm, also is on a vacation.

The North Atlantic Fisheries, Limited, will be the new name of firm which for the past number of years has done an extensive fish business, as the Halifax Cold Storage Co., Ltd. The latter company was established in 1906 for the purpose of supplying cold storage room at Halifax for the produce and provision trade, and bait for fishermen, as well as providing space and facilities for the company's own fresh fish and provision trade. Plants in addition to Halifax plant have been built and are operated at Canso and Port Hawkesbury. The directors of the new company are:—Arthur Boutilier, president and general

manager; H. N. Wallace, O. E. Smith, R. A. Corbett, Dr. C. F. Fraser, Thos. Notting, F. B. McCurdy. W. R. Spooner is sales manager for Canada west of Montreal, having acted in a similar capacity with the old firm.

C. E. Creighton & Son, is the name of the Halifax brokerage firm succeeding C. E. Creighton, instead of Creighton & Son, as announced in last week's issue.

Ontario.

A. Wyles, grocer, Toronto, is succeeded by W. W. Hall.

W. A. Hunter, grocer, Galt, Ont., has sold to W. A. Dixon.

C. B. McLean & Co., Ottawa, have succeeded C. B. McLean, grocer.

W. M. Burrows has opened a general store in Riverview near Dundalk, Ont.

A. E. French & Co., general merchants, North Bay, Ont., have sold out.

Wm. Davies, retail store at Galt, Ont., held their annual picnic on Thursday last.

Brown & Savage, general merchants, New Sarem, Ont., have disposed of their business.

Cole Bros., general merchants, West Lorne, Ont., have disposed of their business to Jos. Lemon.

The Ontario Retail Grocers' Association, have obtained their charter from the Provincial Government.

Robertson & Stonehouse, general merchants, Steelton, Ont., have dissolved partnership, Mr. Stonehouse continuing.

F. T. James, wholesale fish merchant, Toronto, who is in the Old Country, is expected home about the end of the month.

Chas. Hall & Sons, have disposed of their general store at Postville, Ont., to Benj. Chapman, formerly of Bronte. Mr. Hall and his sons have conducted this business for nearly twenty years.

H. W. Wright has purchased Mrs. Deacon's stock of groceries on Dundas street, London, and is running same off and closing up the store.

F. E. Robson, of F. E. Robson & Co., grocery brokers, Front street, east, Toronto, returned last Friday from a trip to the Old Country. He was accompanied by Mrs. Robson and has been away since June 14. He reports conditions good in Great Britain, the chief unrest in industrial circles being due to Lloyd George's new insurance act.

Earnings of the Robert Simpson Co., Toronto, for the first six months of this year are considerably better than last year. Business during that period has

been twenty-five per cent. ahead of any previous year, and profits are proportionately greater. Net earnings for 1911 were \$586,149, and if business is as good for the next six months, indications are that the net for 1912 will reach nearly three-quarters of a million.

C. C. Hinds, retail grocer, Barrie, Ont., has been on a two weeks' holiday trip, accompanied by Mrs. Hinds, to the Thousand Islands, Niagara Falls and other places. Mr. Hinds was in Toronto during the week and expects to return to Barrie on Saturday or beginning of next week.

A confectioner in Toronto, has been ordered to pay a \$10 tax for inspection of an overhead illuminated sign. The inspector's charge was 25 cents per foot and the company objected, but the objection was overruled by the magistrate. Secretary E. M. Trowern, of the R.M.A., states that the association will take steps to have the by-law repealed as no tax is paid by owners of non-illuminated signs.

Western Canada.

H. A. Fisher, grocer, Halbrite, Sask., has succeeded B. W. Gerow.

C. H. Flett, grocer, Little Britain, Man., has sold to H. B. Johnston.

H. H. Harder, general merchant, Herbert, Sask., has sold to Zacharias Bros.

D. W. Macmillan, general merchant, Perdue, Sask., has moved into a new store.

P. J. Monaghan, general merchant, Riviere, Qui Barre, Alta., has sold to T. A. Brereton.

J. E. Robinson has purchased the general store business of the Liberty Trading Co., Craik, Sask.

F. C. Brown & Co., have succeeded Donnelly, Watson & Brown Co., manufacturers' agents, in Vancouver, B.C.

The general store business formerly carried on by Stringer & Pfeifer, Cochrane, Alta., has been taken over by Hall & Werner.

EXPLAINING MATTERS.

Young wife—"But that's very expensive, especially as it's in season, isn't it?"

Greengrocer—"Well, madam, it is and it isn't, as you might say. What with the French gardening and what not, the vegetables that used to be out of season are in, and them that is in is out, owing to the demand for the others.—Punch.

Sugar Down--Prices on Peas and Berries

In Spite of Good Demand and Temporary Short Stocks Sugar Takes Slump—
New Prices on Canned Peas and Raspberries Show Advances Over Year Ago—
Pea Crop Injured by Hot Dry Weather in Mid Summer—Delivery Only About
52 Per Cent—Canned Bean Prices Same as Year Ago—Valencia Raisins to be
High.

QUEBEC MARKETS.

POINTERS—

Sugar—Down 10 cents cwt.
Currants—Firm.
Imported Mushrooms—Up.
Candles—Up ½ cent.
Cotton Twine—Up ½ cent.

Montreal, Aug. 15.—In all centres here trade has been better than during corresponding period of last year. This being particularly encouraging when one considers the high level reached for practically all lines.

Imported mushrooms cannot be secured now in very large quantities, the shortage bringing about an increase of 2½ cents putting the price of the extra quality up to 25-26c.

The ruling prices now for red raspberry are the opening prices, i.e., 2.12½-2.15, while opening prices for Golden wax and Refugee green beans are one dollar for group A, and 97½c for group B, but present selling prices are \$1 in each case. New prices are to hand for extra fine sifted peas, namely for groups A and B, 1.75 and 1.72½ respectively. We quote as follows on other varieties:—Groups A and B of English garden, \$1.25 and \$1.22, respectively; early June, \$1.30 and \$1.27½ respectively; sweet wrinkle, \$1.35 and \$1.32½. These are also the prices now ruling.

Stearine candles, which come from England are marked up a ½ cent, while cotton twine is also up to same extent. In the latter case, however, everything points to a further increase as even though prices have been declining rapidly in the cotton market, after recent flurry, cotton twine manufacturers are six months behind in orders, and the raw material purchased lately has been secured at the higher level. Dealers would do well therefore to keep an eye on the cotton market.

Reports are to hand of failure of olive crop, so that prices are moving up.

SUGAR.—The general good reports to hand of the prospects of new crop all over combined with the removal of that bullish feeling which prevailed quite lately, have tended to ease situation and prices declined 10 cents on Tuesday.

The change in weather may bring about a decrease in the phenomenally strong demand, because it looks as if the hot weather which naturally stimulates the manufacture of ice cream and soft drinks has run its course.

Granulated, bags 4 95
Granulated, 20-lb. bags 5 05

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

MOLASSES AND SYRUP.—With cooler weather coming along buyers are beginning to pay more attention to molasses, but we cannot say that the situation as it stands to-day, as far as demand is concerned is any too good. There is, however, a replenishment of supplies going on amongst bakers and fairly good prices are paid but grocery grade are better maintained owing to possibilities of short crop in Louisiana.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 04
Corn syrups, half-barrels	0 03½	0 04
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 38½-lb. pails	1 90	1 90
Corn syrups, 25-lb. pails	1 35	1 35
Cases, 2-lb. tins, 2 doz. per case	2 90	2 90
Cases, 5-lb. tins, 1 doz. per case	3 25	3 25
Cases, 10-lb. tins, ½ doz. per case	3 15	3 15
Cases, 20-lb. tins, ¼ doz. per case	3 10	3 10

TEA.—The demand for teas is still good, but large sales have not been as frequent this week, still the jobbers have handed over some substantial business. Prices are firm in sympathy with far east and general activity is reported from those districts.

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

COFFEE.—Coffee market has turned weaker during past week, a number of points downward having been registered in primary markets. But as it takes 100 points to make a cent either upwards or downwards it can easily be seen just how little effect a ten or fif-

teen point decline would have on the prices now quoted by Canadian roasters. The local trade has picked up on the other hand and some substantial business has been transacted at full prices. The mild grades are not much called for the demand being unusually slow.

It is reported that there have been a number of failures among exporters of Santos, and a number of big jobbers through lack of confidence in situation are cutting down their credit limit. It looks, therefore, as if the smaller men must soon throw up the sponge if no relief comes forward, a state of affairs which will leave the coffee trade of all countries entirely in the hands of the more influential houses.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 26	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 25½

SPICES.—The general demand for spices is somewhat limited just now, though up to a week ago there was good call for all lines. It seems as if grinders and jobbers are living in hope of set back arguing that market cannot continue upward all the time. There was a marked reaction in Lampong peppers of late and this in one way has tended to create a waiting attitude on part of big buyers.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 36
Cloves, ground	0 23	0 36
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochlin	0 17	0 20
Mace	0 35	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

DRIED FRUITS.—There is stronger feeling in market just now, and while rush season is not yet at hand, nevertheless things are brightening up some. Muscatel raisins are stronger owing to fact that stocks of 1911 crop carried over are reported to have been either bought up or at any rate held under option. The reports concerning Valencia new crop are thoroughly favorable and it looks as if there will be an easing off in market pretty soon.

The primary situation is thoroughly interesting for in spite of the fact that this is a dull season a number of offers have been made for stocks but holders have refused to part with them evidently looking for higher prices as result of certain reports floating round relative to new crop prospects. It is likely that crop of Greek currants will fall short

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of last year by good margin and firm feeling prevails. The quality of the new crop depends entirely on the weather, as drying is now in full swing, so that the weather clerk will receive more than ordinary attention during the next few weeks.

ONTARIO MARKETS.

POINTERS:—

Sugar—Down 10 cents.

Canned Peas and Beans—New prices.

Canned Raspberry—New prices.

Valencia Raisins—Firm market.

Toronto, Aug. 15.—Sugar declined on Tuesday morning 10 cents per cwt. This is one of the interesting features of the market. By many it was thought unlikely in view of the strong retail demand and dearth of stocks.

Prices in advance of the regular bulletin quotation have been given out by canners on beans, peas and raspberries. Opening prices on beans are similar to last year, but the new prices on both peas and raspberries are considerably in advance of a year ago. These will be noted in our canned goods column.

Official prices are out on canned salmon and are same as the advance quotations given in our last week's issue.

Business is fair for season with collections a shade on the quiet side. With opening of Exhibition two weeks hence local trade will be given a big impetus.

Sugar.—A decline of 10 cents occurred in sugar on Tuesday of this week following decline on the New York market. Just at present sugar stocks are small and refineries are behind in delivery. In view of this and the big demand some sugar men were not anticipating drop just now, although it was generally supposed it would come soon. One reason for short supplies is given that three or four weeks ago speculators put up raws several points and market was oversold. It is expected, however, that conditions will come to normal in a couple of weeks' time. It is common property that raw markets in Europe and Cuba have been easy and cause of decline in New York is attributable to this. If refiners get caught up in orders it is possible further weakness may develop here.

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

Dried Fruits.—Much interest is centered in dried fruits because of the apparent general easiness of the California

market and the strength shown in Valencia raisins in Spain. California seedless and seeded raisins are quite easy, but Valencias may possibly run as high as 9 cents. In such a case Californias may strengthen.

Some wholesalers are offering fine Patras currants to arrive about the end of October at 7¾ cents and Voztizzas at 9½ cents.

There is a general quietness felt in prunes. Last year many retailers were loaded up with prunes and they are now being more careful.

It might be added that while present California market is easy, dried fruits to arrive are selling freely.

Prunes—			
30 to 40, in 25-lb. boxes	0 11½	0 12½	
40 to 50, in 25-lb. boxes	0 10½	0 11½	
50 to 60, in 25-lb. boxes	0 10	0 10½	
60 to 70, in 25-lb. boxes	0 09½	0 10	
70 to 80, in 25-lb. boxes	0 09	0 09½	
80 to 90, in 25-lb. boxes	0 08	0 08½	
90 to 100, in 25-lb. boxes	0 08	0 08	
Same fruit in 50-lb. boxes, ¼ cent less.			
Boenla prunes	0 07½	0 09	
apricots—			
Choice, 25-lb. boxes		0 20	
Slabs		0 18	
Candied Peels—			
Lemon	0 10	0 11	
Orange	0 10	0 12½	
Citron	0 15	0 17	
Tapioca	0 04½	0 04½	
Bag figs	0 06	0 07	
Evaporated peaches	0 15	0 17	
Evaporated apples	0 10½	0 11½	
Currants—			
Patras	0 08	0 08½	
Fine Filiatras	0 07½	0 08	
Voztizzas	0 10	0 12	
Uncleaned, ¼c less.			
Raisins—			
Sultana, choice	0 12	0 14	
Sultana, fancy	0 14½	0 15½	
Valencia, selected	0 08	0 08½	
Seeded, 1 lb. packets, fancy		0 08½	
Seeded, 18-oz. packets, choice		0 08½	
Dates—			
Hallowes full boxes		0 06½	
Package dates, per 1 lb.		0 07	
Fardis, choicest, 12-lb. boxes	0 09½	0 10½	
Fardis, choicest, 60-lb. boxes	0 06½	0 07	

Spices.—			
Splendid business is passing in pickling and mixed spices in view of pickling season. Spices are generally firm but more so in case of white pepper, mace, cloves, nutmegs, and cream of tartar. Cloves are expected to soon go over the 25 cent mark for minimum quotation while in another week or ten days 30 cents may mark low figure in white pepper. Cream of tartar is firm at last month's ¾c advance in primary market in France.			

	5 and 10 lb.	¼ lb.	¼ lb.
	Tins.	pkgs.	tins doz.
Allspice	14-17	60-70	75-80
Cassia	22-27	72-90	80-90
Cayenne pepper	23-33	72-90	90-115
Cloves	25-29	90-95	85-110
Cream tartar	25-26	90-00	
Curry powder	25-00		
Ginger	22-27	65-85	75-95
Mace	65-80		0-2 75
Nutmegs	25-30	90-00	1 60-2 50
Peppers, black	19-22	67-75	80-90
Peppers, white	28-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-95	75-110
Pickling spice	14-18	75-00	75-00
Thurmerie	16-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Mustard seed, per lb., in bulk	0 10	0 12	
Celery seed, per lb., in bulk	0 40	0 45	
Shredded cocoanut, in pails	0 16½	0 17½	

CANNED GOODS.

TORONTO. — Prices on peas which have been awaited for some time are not yet announced in official bulletin from canners. But advance sheets have been sent out with these new prices and they indicate that peas will be high this year.

Standards No. 4 are \$1.25 against \$1 a year ago for grade A. It looks as if weather had again prevented good pea crop. The hot dry weather late in June and early in July was responsible. The entire pack is only about 52 per cent. of orders booked prior to May 1.— This means that the canners who guaranteed 60 per cent. have to go into the market to purchase the balance. In the United States similar conditions exist. Some canners there can only deliver 50 per cent. of orders.

Wholesalers' orders for extra fine sifted will probably be filled in full, but there will only be about 35 per cent. of standards, 15 of early June and 10 of sweet wrinkled.

Prospects are for good pack of beans, although percentage of delivery is not yet known. Opening prices in golden wax and refugee green beans are \$1— same as last year. In fact opening prices on all beans will be similar to year ago.

Canned raspberries are higher than 1911. Two's in heavy syrup, black and red, are \$2.15 as compared with \$2.02½ last year. Of course it will be remembered that year ago raspberries advanced quickly from wholesaler to retailer after prices were announced. Pack of red raspberries will probably allow 65 to 70 per cent. delivery or more.

Official salmon prices are also out and will be seen below. These we named in The Grocer a week ago, in advance of official announcement.

	Vegetables.	Per doz.
	Group A	
2's, Asparagus Tips		\$ 2 27½
2's, Asparagus Butts		1 42½
Beans—		
2's, golden wax		1 00
3's, golden wax		1 40
Gal. golden wax		1 05
2's, Refugee, green		1 00
3's, Refugee, green		1 40
2's, Midgets		1 30
Peas—		
2's, extra fine sifted, size 1		1 75
2's, sweet wrinkles, size 2		1 35
Extra fine sifted, size 3		1 75
Standard, size 4		1 25
Gal. standard, No. 1		5 00
3's, Spinach		1 30
3's, Spinach		1 80
Gal. Spinach		5 32½
Group B are 2½c per doz. less than above.		
	Fruits.	
2's, Black pitted cherries, heavy syrup		1 97½
2's, Black not pitted cherries, heavy syrup		1 55
2's, Red pitted cherries, heavy syrup		1 97½
Gal. Red pitted cherries		1 85
Gal. Red not pitted cherries		8 55
Gal. Red currants, preserved		8 05
2's, White pitted cherries, heavy syrup		1 97½
2's, White not pitted cherries, heavy syrup		1 65
2's, Black currants, heavy syrup		2 00
2's, Black currants, preserved		2 30
Gal. Black currants, standard		5 30
Gal. Black currants, solid pack		8 30
2's, Red currants, heavy syrup		2 00
2's, Red currants, preserved		2 30
Gal. Red currants, standard		5 30
Gal. Red currants, solid pack		8 30
2's, Gooseberries, heavy syrup		2 00
2's, Gooseberries, preserved		2 30
2's, Gooseberries, standard		7 25½
Gal. Gooseberries, solid pack		8 80
2's, Pineapples, sliced, heavy syrup		2 05
2's, Pineapples, shredded, heavy syrup		2 05
2's, Pineapples, whole, heavy syrup		2 27½
2's, Pineapples, whole, heavy syrup		2 27½
2's, Pineapples, sliced, Hygeian Brand		2 27½
2's, Rhubarb, preserved		1 55
3's, Rhubarb, preserved		2 30
Gal. Rhubarb, standard		3 62½
Raspberry		
2's, black, heavy syrup		2 15
2's, black, preserved		2 40
2's, red, heavy syrup		2 15
2's, red, preserved		2 40
2's, Strawberries, heavy syrup		1 15
2's, Strawberries, preserved		2 30
Gal. Strawberries, standard		7 82½
Gal. Strawberries, solid pack		9 77½
Group B are 2½c per doz. less than above.		

SALMON PRICES.

Sockeye—	
1 lb. falls	2 87½
1 lb. flats	2 92½
½ lb. flats	1 70
(5 case lots 2½c doz. less.)	
Red spring, 1 lb. fall	2 50
Red, ½ lb. flats	1 50
Coloac, 1 lb. falls	2 30
Humpback, ½ lb. flats	2 90
Humpback, 1 lb. falls	1 25

MANITOBA MARKETS.

POINTERS—

Prunes and Loose Raisins—Weaker.
Syrups—Advanced.
Beans—Advanced.
Canned Salmon—Advanced.

Winnipeg, Aug. 14.—Local wholesalers report business satisfactory, and shipments to country points are very heavy.

Both canned salmon and canned haddock have advanced in price, and there is little hope of any lowering when the new pack comes on the market about October 1st, as catch is not up to average.

Beans are a little dearer and Patna rice has also advanced.

Collections are fair and cash trade in city above average.

SUGAR.—A decline of 10 cents occurred on Tuesday in face of strong demand. Dealers have difficulty in obtaining sufficient stocks.

Montreal and B.C. granulated, in bbls.	5 50
Montreal and B.C., in sacks	5 45
Montreal and B.C., yellow, in bbls.	5 10
Montreal yellow and B.C. yellow, in sacks	5 05
Iceing sugar, in bbls.	4 95
Iceing sugar, in boxes (25 lbs.)	6 20
Powdered sugar, in bbls.	5 70
Powdered sugar, in boxes	5 70
Powdered sugar, in small quantities	5 50
Lump, hard, in bbls.	6 40
Lump, hard, in half bbls.	6 45
Lump, hard, in 100 lb. cases	6 40

SYRUP—Steadily advancing butter prices are causing a better demand for syrups. There is a general advance to record of 5 cents per case on crown and beehive syrups and barbadoes molasses are stiffer.

Syrups—	
21 2-lb. tins, per case	2 38
12 5-lb. tins, per case	2 78
6 10-lb. tins, per case	2 66
3 20-lb. tins, per case	2 67
Half-barrels, per cwt.	4 04
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 51
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
½ gals., 1 doz. case	5 85
Gals., ½ doz. case	5 40

DRIED FRUITS—There is a decline in loose muscatel raisins and other lines are likely to follow. Prunes have taken a drop in the local market. Business is fair, but will not be active until supplies of green fruits become shorter.

Prunes—		Per lb.
90-100s, 25s, s.p.	0 06½	
90-100s, 10s, s.p.	0 06	
80-90s, 25s, s.p.	0 06½	
80-90s, 10s, s.p.	0 07½	
70-80s, 25s, s.p.	0 07½	
70-80s, 10s, s.p.	0 08	
60-70s, 25s, s.p.	0 07½	
50-60s, 25s, s.p.	0 08½	
40-50s, 25s, s.p.	0 09½	
Cooking Figs—		
Choice boxes	0 06½	
Half boxes	0 06½	
Half bags	0 04½	
Valencia Raisins—		
Fine, f.o.s., 28s, s.p., per box	2 25	
Fine, selected, 28s, s.p., per box	2 40	
4-crown layers, 22s, s.p., per box	5 35	
4-crown layers, 14s, s.p., per box	1 25	
4-crown layers, 7s, s.p., per box	0 70	
Ne plus ultra, 82s, s.p., per box	2 20	
Currents—		
Dry, clean, per lb.	0 08	
Washes, per lb.	0 08½	

1-lb. package	0 08%
2-lb. package	0 17%

NEW BRUNSWICK MARKETS.

St. John, Aug. 15.—The outstanding feature of the market locally this week was the reduction in Ontario flour which declined 25 cents. No change is looked for at present in Manitoba patents, but by time the spring wheat crop is assured lower prices may possibly be expected. The reason given locally for the lowering in Ontario patents is that the crop is already harvested and there have been many speculations causing weakness. Feed still keeps high and reports here are that millers are unable to furnish large quantities because of the West demanding same through increased consumption.



Following items have been taken from The Canadian Grocer of Aug. 19, 1892:

“The employes of D. S. Perrin & Co., London, Ont., held their annual picnic at Port Stanley on Saturday of last week.”

Editor's Note.—This firm is still doing business in London and holds a picnic for employes annually. In a recent issue of The Grocer an account was given of this year's event.

* * *

“The Morse Soap Works at Front and Beach streets, Toronto, owned and operated by Jno. Taylor & Co., were discovered by the watchman to be on fire at 11 o'clock on the night of the 11th inst., and for a time it seemed that the entire plant was doomed to destruction. As it is the loss will exceed \$20,000.

Editor's Note.—John Taylor & Co., are still located on Front street and are therefore among present day firms in business twenty years ago.

CHILLIWACK MERCHANTS' PICNIC.

First Annual Proves Big Attraction—Free Refreshment.

Chilliwack, B.C., Aug. 12.—The first annual picnic of Chilliwack Retail Merchants' Association was a success. It included races of various descriptions, firemen's contests, tug of war, nail driving contest, etc., and a big parade. The

latter was made up of automobiles handsomely decorated. On their arrival at the grounds W. Lyle Macken, president of the R.M.A., spoke for a few minutes giving a hearty welcome to all and emphasizing the pleasure it gave the merchants to entertain the people of the town and surrounding country. The merchants realized that everything which tended to develop the rural district developed the city as well and assured those present of the desire of the merchants to assist all such work in both city and country. He then introduced Mayor Waddington who also spoke a few words of welcome and congratulation on the success and management of the first merchants' picnic.

Luncheon was then partaken of, the ice cream, lemonade and fruit being distributed free.

PRESENTATIONS TO HAMILTON GROCERS.

Hamilton, Ont., Aug. 15—(Special).—Some of the officers who handled the 1912 picnic of the Retail Grocers' Association were honored at the last regular meeting of that body.

J. A. McIntosh, chairman of the Picnic Committee, was presented with a leather covered Morris chair, the presentation being made by President Ed. Hazell. Mr. McIntosh had a great deal to do with engineering the successful outing to Grimsby Beach and the president had some warm words of praise for him.

James Main, treasurer of the same committee, was given a davenport and M. R. (Bay) Hill, the secretary of the association, was the recipient of a purse of gold. Charles Peebles made the presentation to Mr. Main, and John Knox to Mr. Hill.

SHOW CARD WRITING.

(Concluded from page 30.)

light wash colors so that the lines will show through what may be used. In this case, for reproduction, two shades of grey were employed. The lettering was then filled in with an opaque grey. Grey, of course, is rather a dead shade for window cards in practical use, and we would suggest brighter tints, which would blend with the goods being shown in the displays.

For the small script lettering a pen may be used to outline.

Further particulars regarding pens, brushes, outfits, etc., may be had by writing to the editor of this paper, 143 University Avenue, Toronto.



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Canada fruit made the in view of Canadianers in the fairly good age" is crops in other.

This of raspberries, but their in have eas

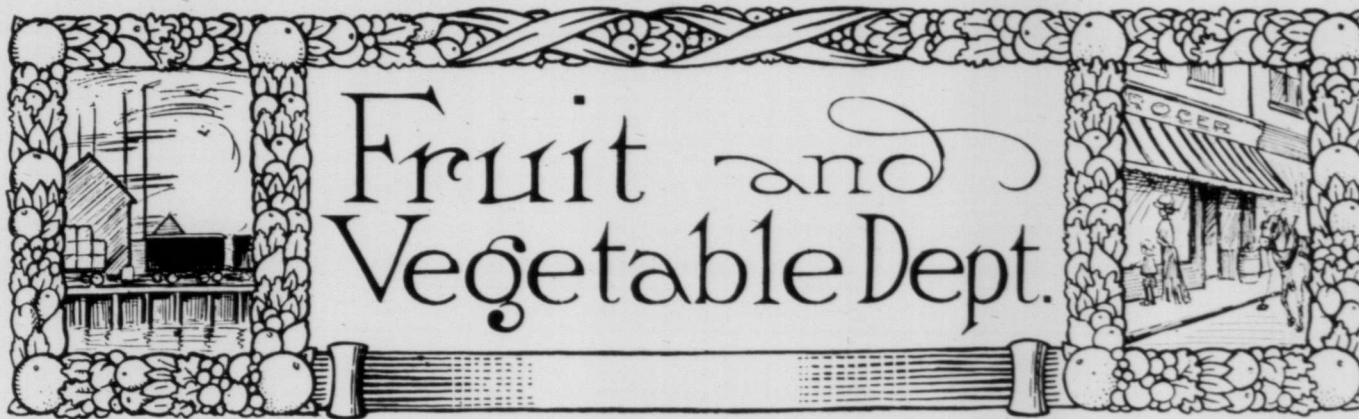
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The ma in Toka haps to Apples—Spices Bananas,



Large Quantities of Canadian Peaches

Market Receiving Many This Week—Good Supply St. Johns Expected for Next Week—Declines in Lawtonberries, Tomatoes, Beans, Etc.—Canadian New Potatoes Replacing Imported—
—Corn on Cob Selling Well.

Canadian peaches are plentiful now on fruit markets. This refers particularly to the cling store varieties, but St. Johns made their debut in small quantities and in another week will be fairly plentiful. In view of the receipt of such large quantities peach prices have dropped, both Canadian and Californian. Fruit growers in the Niagara Peninsula estimate a fairly good peach crop. A "fair average" is what they term it, with splendid crops in some orchards and poor in another.

This week will practically see the end of raspberries, gooseberries and red currants, but Lawtonberries are having their innings. So much so that prices have eased off 3 or 4 cents per box.

Lemons are not at all plentiful and not likely to decline any. Verdellis are wearing few and although some are on the way there will not be many. Brokers are taking orders for Fresh Cuts which will not arrive till October. No prices are being quoted until information re supply is known.

In vegetables, tomatoes, cucumbers, beans and Canadian potatoes are plentiful. Tomatoes have declined considerably in face of heavy supplies.

MONTREAL.

FRUITS.—The sale of California fruit locally has been on quite a large scale, the prices being well within reason.

A despatch from Sacramento, states that reports from the districts of Northern California where table grapes are grown indicate that the crop will be slightly smaller than last year and growers are looking forward to higher prices. The major part of the shortage will be in Tokay. The crop will amount perhaps to about 7,500 cars.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 50	2 75

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

VEGETABLES.—The vegetable market presents unusual activity, all wholesalers reporting a satisfactory movement of all lines. Cucumbers are becoming scarce while Egyptian onions may soon be marked off list. Radishes also are not very plentiful. Potatoes have not been of as good a quality as usual, but price is same.

Beans, green, bags	1 80	
Wax beans	1 80	
Carrots, dozen	1 00	
Cabbage, crate	1 80	
Cauliflower, dozen	1 75	
Celery, Bermuda, dozen	1 50	
Cucumbers, basket	1 50	
Peppers, green, crate of 5 baskets	3 75	
Lettuce, Boston, doz.	0 25	
Leeks, dozen (N.Y.)	1 00	
Onions—		
New Egyptian, per lb.	0 04	0 05
Radishes, dozen	0 10	
Sweet potatoes, per basket	3 00	
Potatoes, Green Mountains, bag	1 75	
New potatoes, per bbl.	4 00	
Spinach, per bbl.	1 50	
Parsnips, bag	3 00	
Tomatoes	3 00	
Turnips, per bag	1 25	

TORONTO.

FRUITS.—The local fruit market this week saw an abundant arrival of peaches both foreign and domestic. There were peaches, peaches everywhere and prices from a week ago are much reduced. The reduction so far as Niagara peninsula was concerned ran from 20 to 40 cents per basket. The Canadians arriving are chiefly the clingstone variety. These have not the flavor of the St. Johns which will be fairly plentiful next week. In fact, the latter began to arrive on Tuesday of this week, but only small quantities were secured.

Considerable business is being done in California plums, peaches and pears. Lawtonberries arrived freely during

week and prices sagged about 3 cents per box. Raspberries to all accounts and purposes are off the market and gone for another year, and gooseberries are passing quickly. Only some firms could supply the latter this week. Red currants have also disappeared.

Lemons are scarce and with continued warm weather will firm up further. There are some Verdellis on the way, but quantity is reported small. Fresh cuts will not arrive until October.

Bananas, per bunch	1 50	2 00
Red bananas, per bunch	3 75	4 00
Grapes, per box	2 75	3 50
Huckleberries, basket, 11 qt.	1 00	1 50
Lemons, Verdelli	5 00	5 25
Limes, per 100	1 25	1 50
Lawtonberries, per qt. box	0 10	0 12
Oranges—		
California, late Valencias, case	4 00	4 50
Raspberries, per box	0 13	0 15
Watermelons, each	0 30	0 50
Canadian cherries, red, sour, 11-qt. bkt.	0 85	1 10
Gooseberries, 11-qt. basket, large	1 25	1 50
Red currants, box	0 08	0 09
Black currants, 11-qt. basket		1 75
California Fruits—		
Peaches, box	1 50	
Pears, per half box	2 00	
Pears, Bartlett, full box	2 50	2 75
Plums, box	1 50	2 00
Peaches, Canadian—		
11 qt. basket, Leno	0 60	0 75
11 qt. basket, flat	0 40	0 50
6 qt. basket, Leno	0 35	0 50
6 qt. basket, flat	0 25	0 35
St. Johns, 11 qt., Leno	1 00	1 25

VEGETABLES.—Among the chief vegetables on market this week were tomatoes, green beans, cucumbers, marrow and new Canadian potatoes. Corn on cob in bags, of 10 dozen each, was also offered freely and is selling well. With few exceptions, Canadian vegetables are replacing imported and are being taken up by retailers in enormous quantities. United States potatoes have practically gone off the market before increased domestic supplies. In view of increase in arrival of tomatoes prices have gone down considerably, practically half from week ago. From now on, business in all lines of home grown stuff will increase. All lines will soon be within reach of smallest purse.

Beans, green, Canadian, basket, 11 qts.	0 40	
Beets, new, Canadian, basket	0 25	0 30
Carrots, new, basket	0 25	0 30
Cabbage, new, per crate	1 50	2 00
Cabbage, new, hamper	0 80	1 00
Corn, 10 doz. bags	1 40	1 50
Cucumbers, Can., basket	0 30	0 35
Marrow, bush, crate		0 50
Onions, hamper		1 25
Peas, Can., 11-qt. basket	0 50	0 55
Potatoes, new, bbl.	3 25	3 50
Peppers, green, basket		0 50
Tomatoes, Canadian, basket	0 35	0 40

FLOUR & CEREAL DEPARTMENT



Decline Registered in Winter Wheat Flour

When Deliveries of New Crops Are Made General, Declines in Flour and Rolled Oats Are Probable—Millers Inactive at Present—Great Crops Looked for in West—Wet Weather Sprouting Some Ontario Wheat.

Since week ago winter wheat flour has declined 25 cents. This is chiefly due to the anticipation of new crop Ontario wheat, although in reality none has yet been put on the market. Manitoba flour remains same as week ago.

Millers are now looking into future to try to determine what new world's wheat crops will bring forth. That Western Canada will have a tremendous crop is practically assured. United States has also a bumper crop, and from all accounts Russia will be in the same boat, although Russia is usually a dark horse in this regard. When new crop Western Canadian wheat comes on market, there will in all probability be a decline so that at present retailers would not be far astray in purchasing for immediate wants.

In Ontario, wheat crops are not extra good. Much land was drowned out early in season, and recently continuous rains have caused wheat in the stock to sprout in some cases. Millers state that Ontario wheat will not run over 57 to 58 pounds to the bushel on an average. Barley has suffered similarly from wet weather, but no damage has been reported re oats.

Our wheat and flour prices are too high to compete in export markets with those of United States and this is another reason for easing in prices.

Rolled oats market has shown little change from week ago, business being good but not at all rushing. Until new oat crops mature further, market in rolled oats will likely remain same.

Nothing further has been learned of progress of new Western Ontario Milling merger. On the Toronto Grain Exchange during week, bets were offered that it would not materialize. But time will tell.

MONTREAL.

FLOUR—Business at moment is slow trade being inclined to wait until some definite news comes of new crop. The

export demand has also slackened somewhat, not that any very large amount of business has been transacted over the cable of late, as quotations from the other side were very much out of line, and millers were not inclined to consider them. Again, higher freight rates are counting against any active export trade in wheat from Montreal.

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

ROLLED OATS—The demand has been good this week in spite of the fact that new oats will soon be on the market. Prices have been well maintained, and no concessions are likely to be made. Cornmeal is somewhat quieter.

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

TORONTO.

FLOUR—Winter wheat flour declined 25 cents per sack during the week. New crop Ontario wheat is anticipated which is one of the causes for the decline. United States wheat and flour prices too are below ours and millers there were able to compete successfully in the Old Country market. Until new wheat is delivered there is not likely to be much further change, but we can reasonably expect lower prices then in view of heavy crop of wheat anticipated in Western Canada.

Manitoba Wheat.	
1st patent, in car lots, per bbl.	5 70
2nd patents, in car lots, per bbl.	5 20
Strong bakers, in car lots, per bbl.	5 00
Feed flour, in car lots, per ton	31 00 33 00

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

CEREALS—No change has occurred in rolled oats or rolled wheat and none

may be expected till new crops are ready for delivery. Then lower prices should follow. Trade in rolled oats is fair, with sales limited to small lots to fill actual requirements.

Rolled oats, small lots, 90 lb. sacks	2 50
Rolled oats, 25 bags to car lots	2 45
Standard and granulated oatmeal, 98-lb. sk.	2 64
Rolled wheat, small lots, 100-lb. bbls.	3 00
Rolled wheat, 5 barrel to car lots	2 90
Cornmeal, 98 lb. bags, 25 bag lots	2 30
Rolled oats in cotton sacks, 5 cents more.	

MILL FEEDS—Lower prices on these lines will likely come when mills begin operating again on larger scale in September and October.

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

WINNIPEG.

FLOUR AND CEREALS—Rolled oats have declined slightly since last review—other lines are steady with good average demand. Flour is steady, but crop prospects indicate weakness.

Flour—	
1st patents, cwt.	3 05 3 15
2nd patents, cwt.	2 85
Strong bakers', cwt.	2 75
Rolled Oats—	
20 lb. sack	0 60
40 lb. sack	1 15
80 lb. sack	2 25
Granulated oatmeal, per cwt.	2 75 2 75
Corn Meal—	
98 lb. sacks	2 30
49 lb. sacks	1 20

At the last meeting of the Victoria, B. C., retail grocers, it was decided to hold the annual picnic on or about August 22. The following officers were elected:—President, J. D. Jay; vice-president, E. J. Wall; secretary, J. W. Dilworth; treasurer, J. M. Robertson; chairman transportation committee, J. D. Jay; chairman printing and advertising, J. W. Dilworth; chairman sports, V. K. Gray; chairman refreshment, Thos. Lee; chairman prizes, S. Kirkham. The following general committee was elected: Thos. Lee, W. Smith, J. Young, O. Copas, S. Heald, J. Renouf, W. B. Hall, H. Lester, V. K. Gray, W. Hillier, M. B. Pollock, S. Shanks, F. Fox, A. McNeil, P. G. Cudlip, S. Adams, H. Schroeder, S. Woods, T. A. Braerton, D. Dearteret, G. Purdy, E. B. Jones, J. Fenerty, S. Kirkham, A. Brockhurst, R. Dogg, W. Burridge, T. Williams, E. G. Bailey, W. Dinsmore.

Halibut

The feature week is the Columbia... ing a sour... men and at... ern wholes... retail dem...

In every halibut-pro... bothered... summer m... decided... plying fro... ing longer... resulted... cargoes of

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Halibut Scarce on the Pacific Coast

Cause Attributed to Increasing Number of Fleets in Past Years When There Was Always a Surplus—Some Wholesalers Almost Out of Halibut Last Week—This Scarcity Increases Sales of White Fish and Trout—Oyster Season to Open Soon.

The feature of the fish market this week is the scarcity of halibut in British Columbia waters. The decrease is proving a source of uneasiness among fishermen and at the same time is giving Eastern wholesale dealers trouble in filling retail demand.

In every year prior to the present, all halibut-producing companies have been bothered with surplus catches during summer months. This year has proved a decided exception, although steamers plying from Vancouver have been making longer trips. The longer trips have resulted almost invariably in smaller cargoes of halibut.

Instead of having surplus stock to dispose of at prices less than cost of production, as in former years, the produce companies this year have been taxed to bring in enough halibut to supply the fresh fish demands. In former years the large halibut producing companies would freeze and store their surplus catches, but this year there has been but few times when there was sufficient to freeze. The outlook for Vancouver, Seattle and Tacoma is for the smallest pack of frozen halibut that has ever been put up.

The probable cause of this shortage is the continuous hard fishing the year round by ever increasing fleets. In such a case nothing but firmer markets are in sight.

QUEBEC.

MONTREAL—Haddock and cod remain plentiful, but halibut is still scarce with price firm at recent advance, the fish, however, being a good size. The season for Gaspé Salmon is practically at an end, though local wholesalers report that they will still have supplies coming along for the next few weeks. Brook trout are not quoted on market now, but they will figure on wholesaler's lists about end of August. Lake fish are in none too good supply. An ad-

vance in price of lobsters is expected in the near future, as supplies are short. Bulk oysters will begin to arrive next week.

FRESH AND FROZEN.	
Fancy spring salmon, per lb.	0 18
Large shad herring, each	0 02
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 04½
Halibut, per lb.	0 12
Herring, frozen, per 100 fish	1 90
Mullets	0 04½
Pike, dressed and headless, lb.	0 08
Steak, cod	0 06
Mackerel	0 10
B.C. red salmon	0 10
New Gaspé salmon, per lb.	0 15
Qualla salmon	0 07½
No. 1 smelts, per lb.	0 09
Lake trout, per lb.	0 12
Whitefish, large, per lb.	0 09
Pure cod tablets, 20 1-lb. tablets	2 30
Whitefish, small, lb.	0 06
Barbotte (dressed) bullheads, per lb.	0 08½

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

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

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

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

ONTARIO.

TORONTO—Wholesale fish dealers report a big scarcity of halibut. Last week it could scarcely be secured with the result that this market has firmed up somewhat. Trout and white fish have also been on the short side, and the demand for them has been strengthened by reason of shortage in halibut.

While fresh fish sales have been fair

during the summer in spite of hot season, yet they will really not begin in earnest until next month. Dealers are beginning to think about oysters, and with September 1st there will likely be considerable business in this line.

FRESH CAUGHT FISH.	
White fish, per lb.	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08
Haddock	0 07
Halibut	0 12
Flounders	0 07
Lake Erie herrings, per lb.	0 06
Pike	0 07
Perch	0 07

PREPARED.	
Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Finnan Haddie	0 06
Mackerel, each	0 22

NOVA SCOTIA.

HALIFAX—Fish markets are becoming a little more active, but prices are unchanged. It is reported that catch on north side of Newfoundland to date is best for years, and even in Placentia Bay on south side, where fish were reported scarce early in season, good catches are now being made.

Reports just received from Labrador state that good catches have been made on the southern part of that coast, but no news yet from floaters, who have gone to the far north.

As Newfoundland Banking fleet has had best summer voyage for years, it is expected our Lunenburg Bankers will also report with large catches. In view of fact that Norwegian fishery was nearly 75 per cent. above average, news that Atlantic fisheries will be good has caused an optimistic feeling that will undoubtedly tend towards lower prices, and a much better all round distributing trade, and more profitable business to all concerned.

MANITOBA.

WINNIPEG—Business in fresh and salt fish is quite up to average. Supplies are ample to meet all requirements. Canned salmon is firm, and the new pack is expected to rule high.

Fish—	
Fresh salmon	0 15
Lake Winnipeg whitefish, lb.	0 04½
Fresh pickerel	0 08½
Steak cod	0 07
Trout	0 12
Halibut	0 10
Finnan haddies	0 08
Bloaters, per box	1 50
Holland herrings, keg	0 55
Kipperel herrings, box	2 00
Labrador herrings, half barrel	4 50
Mackerel, salt, keg	2 75



Produce & Provisions



Butter and Egg Markets are Puzzling

Difficult to Tell Which Way They are Heading — Evidence to Sustain Both Contentions—Production in United States Increasing—Spring Make of New Zealand Butter to Come—General Business Good.

The provision business in the large centres this year has been splendid and in majority of cases much better than during 1911. One wholesale provision house doing a local trade in a large city states that his business in July was \$6,000 in excess of same month last year. During previous months the increase averaged \$3,400 per month over a year ago. This is a good sign of sound business increase and it is to be hoped is also in evidence with other dealers.

Retailers are purchasing large quantities of cooked meats. Evidently they have been busy working up a good demand for these from their customers and as season advances wholesalers find sales increasing. There have been few price changes in these lines during week.

Butter presents a number of interesting features. At moment there is an easier feeling being experienced but whether it will develop into a decline is hard to say. Demand from the Canadian West has not been as good as formerly owing no doubt to the high prices. Butter is some three cents higher than a year ago.

Some interesting statistics have been arranged, based on the United States market. Returns from 40 cold storage warehouses show receipts of butter up to August 1 this year to be 55,075,000 packages as compared with 49,514,000 in 1911 up to same date. This is an increase of over 5,500,000 and indicates that an easier feeling is underway. At present, however, Chicago quotations with duty and freight of 5 or 6 cents per lb. added brings price too high for export to this country. Some New Zealand stock has arrived at Vancouver but this is not new season's make. The shipments included some 4,000 packages. Receipts of butter in Montreal between May 1 and Aug. 7 show a decrease of 25,351 packages as compared with same period a year ago. It is therefore, difficult at time of writing to tell what is

going to happen in butter. It is apparently too high for storage and yet demand is good and supply little if anything in excess.

While this week eggs are a shade firmer than last yet there are many looking for an easier market. If we do see cheaper eggs it will likely be due to United States stock underselling us even when duty and freight are added. Reports from 40 U.S. cold storage houses show receipt of 3,250,000 doz., up to Aug. 1, as compared to 3,108,000 last year up to same period. One wholesale dealer has had a quotation from Chicago offering prime candled stock, duty and freight paid for 23¼ cents. He looks for a reaction in price. But demand is excellent and Canadian supply not large.

MONTREAL.

PROVISIONS.—With cooler weather prevailing the market has been more active and supplies have been better all round. The demand for all lines of cooked meats is good, while lard is also well looked after even if price is slightly on high side.

Long clear bacon, heavy, lb.	0 13½
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 14
Medium sizes, 15 to 19 lbs., per lb.	0 13½
Extra small sizes, 10 to 14 lbs., per lb.	0 13
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 19
Spiced roll bacon, boneless, short, per lb.	0 15
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 25
Hogs, dress, per cwt.	13 00
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14½
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10½
One pound bricks	0 11

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

BUTTER.—While prices been maintained yet there is an easier feeling in the butter market but wholesalers do not expect that there will be any material drop in price and supplies are beginning to fall off at many points. Since May 21 there has been a falling off of 26,383 packages as compared with corresponding period of last year. But there are some who are confident that present prices cannot be maintained, as they claim that cold storage stocks in the U.S.A. are gathering up quickly and the make now going on is also showing a decided increase. These points taken for what they are worth, go to make an interesting situation.

Creamery blocks	0 28	0 28½
Dairy tubs, lb.	0 22	0 24

EGGS.—Demand for all grades has been good at high prices. Local merchants state that they do not remember prices being as high as they are at present, and there is little outlook for lower quotations at present.

New laid eggs, per doz.	0 32
Selects	0 28
No. 1's	0 25

POULTRY.—Trade has not been so good this week, the big rush from west having fallen off and taken the sting out of things, so to speak. Still wholesalers know that quietness is only temporary and are not open to shade prices as supplies which are short do not warrant any concessions.

Turkeys, No. 1, per lb.	0 24
Turkeys, No. 2, per lb.	0 22
Chickens, per lb.	0 16
Fowls, per lb.	0 15
Ducks, per lb.	0 25
Geese, per lb.	0 15

TORONTO.

PROVISIONS.—Retail demand for cooked meats if anything continues to

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improve. Retailers evidently are going in more and more for these lines and needless to say are making extra money. Householders do not relish working over a hot stove in hot weather so that sales are made all the more easy on this account. Some retail grocers seem content to stick to one line, cooked ham, whereas they could without much trouble sell several other cooked lines as tongue, spiced beef, roast pork, jellied hock, etc.

Few changes have occurred in prices during the week. Dressed hogs have taken an advance from \$11 and \$11.50 to \$11.75 and \$12.25 due to the prevailing scarcity in the market.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 17
Bacon, plain, per lb.	0 19	0 20
Bacon, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 13½	0 13¾
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Roll bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	20 00	20 50
Short cut, per bbl.	24 00	25 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 12½	0 13
Lard, tubs, per lb.	0 13	0 13½
Lard, pails, per lb.	0 13¼	0 14
Lard, compounds, per lb., tierces	0 10	0 11
Live hogs, at country points	8 15	8 45
Live hogs, local	11 75	12 25
Dressed hogs	11 75	12 25

BUTTER.—The butter situation becomes a Chinese puzzle when one gets the opinions of several wholesale dealers. There are those who look for an easier situation and others who cannot see anything but strong prices. Butter is not coming along very fast; on the other hand as one wholesale provision man remarked buyers have "to go and fetch it." One reason why butter is going to ease off, according to advocates of that opinion, is that it is too high for storage purposes. Butter put away at present prices will be worth something next winter. It is further stated that some New Zealand butter is on the way to Canada via Vancouver but this will not likely amount to a great deal for some time yet as New Zealand heavy spring season has not yet arrived. So far as local trade is concerned there is little prospect of it becoming much cheaper until after the exhibition. Butter, however, is too high for export and while production is acknowledged to be good in the United States, the duty of 4 cents plus freight will prevent its being brought in unless our prices rise much higher. Summed up the market is a peculiar looking one with the future hard to determine.

	Per lb.	
Fresh creamery print	0 27	0 29
Creamery solids	0 26	0 27
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Dairy solids	0 21	0 22

EGGS.—If opinions differ on butter they differ just as much on eggs. For the time being eggs present a fairly strong front and some wholesalers have been quoting higher prices than week ago. However, Chicago stock may have

a bearing on future prices. One dealer has brought in two car loads from Chicago for which was paid 18¾ cents. Duty and freight would bring this up to 22¾ cents per dozen. Another dealer was offered prime candled good North Michigan stock for 23¼ cents, all of which suggests the possibility of a reaction in price. At present, nevertheless eggs are firm and local retail demand splendid.

New laid eggs, per doz.	0 27	0 29
Fresh eggs, per doz.	0 25	0 26

CHEESE.—There is little old cheese now on this market. One or two firms may have a few but they are gradually being reduced. No change has taken place in new stock from week ago.

Old Cheese—		
Large	0 18	0 20
Twin	0 18	0 19½
New Cheese—		
Large	0 14½	0 14½
Twin	0 14½	0 14½
½ Twin	0 14½	0 15

POULTRY.—It is too early yet for much business to be done in dressed poultry from wholesaler to retailer. The hot weather prevents it but next month will see something better. Wholesalers

are buying live stock from country merchants but are discouraging the dressed stock. The atmospheric conditions are not conducive to handling dressed with any degree of certainty and losses are likely through tainted flesh. Below is given both a list of prices paid by commission men and wholesalers to country merchants for live stock and those charged retail purchasers.

LIVE POULTRY (prices paid to country merchants).		
Spring chickens	0 17	0 19
Spring ducks	0 10	0 13
Old fowl	0 10	0 12
Roosters	0 07	0 08

WHOLESALE PRICES (to city retailers).		
Spring chickens, dressed, lb.	0 30	
Spring ducks, dressed, lb.	0 23	
Fowl, dressed	0 15	

HONEY.—There is little doing yet in honey. As was previously mentioned new clover honey is on the market and prices promise to be higher than last year. The past winter was hard on the bees, killing many of them, but those that wintered well have had a fairly good season. Recent rains will insure good clover for some time yet.

Honey—strained		
Clover honey, 60-lb. tins, per lb., old	0 10	0 12
Clover honey, 60 lb. tins, new, per lb.	0 11	0 12
Buckwheat, 60-lb. tins, per lb.	0 07	0 08

Facts About Butter Retailers Should Know

Excess of Water Removes Body—Too Much Salt in Some Butter—Losses Due to Mottle and Mould—Good Butter Can Be Easily Sold—Knowledge of its Goodness Helps the Sale.

Butter is a universal food in the household. Except in a few cases every family uses butter and when butter is used most people want it good. Retail dealers should see that so far as possible, therefore, butter for eating purposes should be as good as can be purchased.

Every dealer should know something about this important line. To know means that more of it will be sold. Customers deal with merchants who can give them information about what they eat and therefore knowledge of butter is required to sell it best.

16 Per Cent. Water the Limit.

The grocer should know that a matter of great importance in butter is "body" and "texture." Since the time when incorporation of water became a matter practised by many creameries, there has been more or less trouble with the body and texture of butter. The honest merchant will not knowingly buy butter containing 16 per cent. or more of water. He does not want the butter of a greasy nature, but is looking for that solid, boring butter that has a good stiff body, the kind butter makers call a "waxy" piece of butter.

Waves and mottles in butter, although innocent-looking spots and stripes, are costly to the merchant, manufacturer and consumer. Mottles in butter cause a loss of four to six cents, depending on the

difference in price between firsts and specials. This defect can be easily overcome by the manufacturer.

Amount of Salt Required.

The salting of butter plays no unimportant part. It is said that some creameries try to incorporate as high as six per cent. of salt. This oversalting of butter has the same bad effect as butter that is very badly mottled. The market requires butter containing from one to two and a half per cent. of salt. In buying the dealer should give his attention to these matters and see that the butter purchased has been properly made.

Good Butter Easily Sold.

Merchants everywhere are finding ready sale for real good butter. They should co-operate with manufacturers and producers if possible to elevate the standard of this article, and should make it a point to handle, and deal in pure unadulterated butter. At present, the people will consume all the pure, fancy butter made, at a reasonably high price, if they are given the quality they desire.

Losses must eventually be distributed among the merchant, consumer, producer and manufacturer, when it should be all borne by the manufacturer if it is his fault. It is unreasonable that the merchant or consumer should be obliged to stand it.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.
1-lb. tins, 2 doz. in case ..\$2 00
1/2-lb. tins, 3 doz. in case... 1 25
1/4-lb. tins, 4 doz. in case... 0 75

ROYAL BAKING POWDER.

Sizes. Per doz.
Royal—Dime 0 95
" 1/4-lb. 1 40
" 6-oz. 1 95
" 1/2-lb. 2 55
" 12-oz. 3 85
" 1-lb. 4 90
" 3-lb. 13 60
" 5-lb. 22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

BORWICK'S BAKING POWDER

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

COOK'S FRIEND BAKING POWDER.

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

In Tin Boxes—

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

Under 100 bookseach 0 04
100 books and over each 0 03 1/2
500 books to 1,000 books 0 03

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

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

White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams. Per doz.
Strawberry, 1912 pack ...\$ 2 00
Raspberry 2 00
Black currant 2 00
Red currant 1 85
Peach 1 85
Pear 1 85

Jellies.

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

Marmalade.

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

Pure Preserves—Bulk.

5 lbs. 7 lbs.
Strawberry 0 69 0 95
Black currant 0 69 0 95
Raspberry 0 69 0 95
14's and 30's per lb.

Strawberry 0 13
Black currant 0 13
Raspberry 0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

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

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz... 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes 0 35
Diamond, 8's, 6 and 12-lb. boxes 0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
Diamond, 1/4's, 6 and 12-lb. boxes 0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz... 0 50
Chocolate Confections—Per lb.
Maple buds, 5-lb. boxes ... 0 36
Milk medallions, 5-lb. bxs. 0 36

Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 30
Nonpareil wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 30
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-lb. boxes .. 0 36
Lunch bars, 5-lb. boxes .. 0 36

Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars 24 bars, per box 0 90

EPPS'S.

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

In 1/4, 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) dozen 0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz. 0 55

Nut milk bars, 2 dozen in box 0 80

" breakfast cocoa, 1/4's and 1/2's 0 36
" No. 1 chocolate 0 30
" Navy, chocolate, 1/2's.. 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, 1/2's 0 24
" Plain choice chocolate liquors 20 50
" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, 1/2, and 1/4-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/2 and 1/4-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinqueme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

COCOANUT.

CANADIAN COCOANUT CO
Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. pkgs. White Moss ... 0 26

1/2-lb. pkgs. White Moss .. 0 27
1/4-lb. pkgs. White Moss .. 0 28
1 and 1/2-lb. pkgs., assorted 0 26 1/2
1/4 and 1/2-lb. pkgs., asstd 0 27 1/2
1/4-lb. pkgs., asstd., in 5-lb. boxes 0 28
1/2-lb. pkgs., asstd., in 5-lb. boxes 0 29
1/4-lb. pkgs., asstd., 5, 10, 15-lb. cases 0 30

Bulk—

In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.
Pails Tins Bbls.
White Moss, fine
strip 0 19 0 21 0 17
Best shredded . 0 18 0 16
Ribbon 0 19 0 17
Macaroon 0 17 0 15
Desiccated 0 16 0 14

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

Per Case

East of Fort William, Ont.
Eagle Brand, each 4 doz.. \$6 00
Gold Seal Brand, each 4 ds 5 25
Challenge Brand, each 4 ds 4 50
Peerless Brand, "Hotel," each 2 doz. 4 25
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 90
Peerless Brand, "Small," each 4 doz. 2 00
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 90
St. Charles Evaporated Milk (hotel size) 4 25
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50
Reindeer Brand (4 doz. in case) 5 75
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
Reindeer Jersey Brand, Family (4 doz. in case). 3 90
Reindeer Jersey Brand, tall (4 doz. in case).... 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)... 4 25
Reindeer Jersey Brand, Gallon (1/2 doz. in case) 4 75

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.

Per Case.

Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 90
Canada First Medium (20 oz.) Evaporated Milk... 4 50
Canada First Hotel Evaporated Milk 4 25
Canada First Gals Evaporated Milk, Manufacturer's Special 4 75
Canada First Condensed (sweetened) 5 25
Rose Bud Condensed Milk 5 15
Beaver Condensed Milk .. 4 50

COFFEE.

(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50

YOU CAN INCREASE YOUR TRADE BY HANDLING



THEY ARE THE FINEST PROCURABLE

AND INCLUDE

FRESH BEEF, PORK, VEAL, LAMB, MUTTON, CURED MEATS, HAMS, BACON, Etc.

COOKED AND JELLIED MEATS "MAPLE LEAF" PURE LARD.
 "EASIFIRST" SHORTENING. "QUALITY" COOKING AND SALAD OIL.
 PORK SAUSAGE, BOLOGNA, ETC. POULTRY.
 EGGS, BUTTER, CHEESE.

GUNNS LIMITED, PORK AND BEEF PACKERS

WEST TORONTO, ONT.

Montreal, St. John, N.B.

Travellers and Agents everywhere.

FOR CHEAPER LIVING

We can recommend our Sugar Cured Smoked Rolls. These are absolutely boneless, cured just the same as "Star Brand" Hams and sell at much less money.

We have them also pickled and cooked. Made under Government Inspection.

=====
F. W. FEARMAN CO., Limited
 HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

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

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
 ST. CATHARINES

"THE MINCE MEAT PEOPLE."



Don't Wait Till the 11th Hour

It is high time for you to plan for the coming Fall trade. We have been working ahead for the past few months and are right on time with supplies, and here's what we have to say about the year's goods:—

1. Are now in splendid shape to fill all orders for *Boneless and Skinless Fish*. We will please you, because:—
2. The price is lower than last year, but allows as big a profit, and quality is just as good, if not better.
3. Recent additions to plant, etc., have enabled us to add a few more appetizing varieties to list, which you will see below.

“Canada” Brand Pure Boneless Cod Fish

No greater care could be taken in their preparation, nor could the packing be entrusted to more experienced hands, so set your mind at ease on these points.

BONELESS FISH

Canada Tablet	-	-	-	-	-	20	1 lb. Tablets.
Canada Crate	-	-	-	-	-	12	2 lb. Boxes.
Canada Strip	-	-	-	-	-	30	lb. Boxes, Whole Strips.
Atlantic Special	-	-	-	-	-	20	lbs. 1 lb. and 2 lb. Blocks.
Mariner Brand	-	-	-	-	-	25	lbs. Bulk.
Cod Bits	-	-	-	-	-	25	lbs. Bulk.

SKINLESS FISH

Eastern Fifties	-	-	-	-	-	50	lb. Boxes.
Eastern Hundreds	-	-	-	-	-	100	lb. Boxes.

ALSO

Large Dried Cod Fish by the Quintal
Large Fat July Salt Herring By Car Load

*Let Us Propose Something For That Fish
Department of Yours, Brother Retailer.*

The North Atlantic Fisheries Limited

SUCCESSORS TO THE HALIFAX COLD STORAGE CO., LIMITED

Selling Branch 47 William Street,

MONTREAL

Reindeer
jars (2
(Combine
Reindeer
case) ..
EBY-
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Roasted
ed in
King Edu
Club Hou
Nectar ..
Royal Ja
Empress
Duchess
Ambrosia
Plantatio
Fancy Bo
Crushed
Gold M
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Gold Med
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English
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Deml-Ta
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WHITE
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Mo-Ja, 1
Mo-Ja, 2
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BRANSO
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Post To
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1, \$2.70
PI
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Small,
Mediur
Large,
Tumb
Pails,

THE CANADIAN GROCER

Reindeer Brand, in glass jars (2 doz. in case) 6 20

COCOA.

(Combined with Milk and Sugar) Reindeer Brand (2 doz. in case) 4 80

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground, packed in damp-proof bags.

King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26 1/2
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, 1/2-lb. tins do 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, 1/2-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. .. 0 32
Mo-Ja, 1/2-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.
Presentation (with tumblers) \$3 per doz.

MINTO BROS.

MELAGAMA BLEND.

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

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.
Small size \$1.45 per doz., net
Large size \$2.85 per doz., net
In 3 dozen free cases. Freight paid on 1/2 gross order.

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial— Per doz.
Small, 2 doz. 0 95
Medium, 2 doz. 1 80
Large, 1 doz. 2 75
Tumblers, 2 doz. 1 35
Pails, 24 lbs., per lb. 0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.

Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each 1/2 doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) ... 1 35
Large (each 1 doz.) 2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2 1/2 oz. (all flavors) doz. .. 2 00
4 oz. (all flavors) doz. 3 90
5 oz. (all flavors) doz. ... 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00
Discount on application.

CRESCENT MFG. CO.

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

GELATINE.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

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

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

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

Per case
Sur Extra Fins, 1/2 facons, 40 bou. 11 00
Sur Extra Fins, tins, 1/2 kilo, 100 tins 15 50
Extra Fins, tins, 1/2 kilo, 100 tins 15 00
Tres Fins, 1/2 kilo, 100 tins 14 00
Fins, tins, 1/2 kilo, 100 tins 12 50
Mi-Fins, tins, 1/2 kilo, 100 tins 11 00
Moyens No. 1, tins, 1/2 kilo, 100 tins 10 60
Moyens No. 2, tins, 1/2 kilo, 100 tins 8 50
Moyens No. 3 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—
12 litres 6 50
12 quarts 5 75
24 pints 6 25
24 1/2-pints 4 25
Tins—
5 gals. 2s 23 00
2 gals. 6s 29 00
1 gal. 10s 25 00
1/2-gal. 20s 26 00
1/4-gal. 20s 13 50
1/4-gal. 48s sq. 17 00
1/4-gal. 48s rd. 15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50 quarts 8 00

La Sanitas Sparkling, 100 pints 9 00
La Sanitas Sparkling, 100 splits 4 00
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2 1/2-lb. bars, lb 0 08 1/2
Case 25 lbs., 11-lb. bars, lb 0 07 1/2
Case 50 lbs. 3/4-lb. bars case 3 50
Case 200 lbs. 3 1/2-oz., case. 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2 1/2-lb. bars, lb 0 08
Case 50 lbs., 3/4-lb. bars, case 3 25
Case 100 lbs. 3 1/2-oz. bars, case 1 80
Case 200 lbs. 3 1/2-oz. bars, case 3 40

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07 1/2
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 30 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50

CANNED HADDIES "THIS-TLE" BRAND.

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

INFANTS' FOOD.

Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces 11 1/2
Tubs 11 1/4
Pails 12
Tins, 20 lbs. 11 1/2
Cases, 3 lbs. 12 1/2
Cases, 5 lbs. 12 1/2
Cases, 10 lbs. 12 1/4
F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORT-ENING.

Tierces 0 10
Tubs 0 10 1/4
20-lb. pails 0 10 1/2
20-lb. tins 0 10
10-lb. tins 0 10 1/2
5-lb. tins 0 11
3-lb. tins 0 11
1-lb. cartons 0 11 1/2

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 30
4-lb. tins, doz. 4 35
7-lb. tins, doz. 7 35
"Shredded"—
1-lb. glass, doz. 1 90
2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

MUSTARD.

COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., 1/4-lb. 1 40
D. S. F., 1/2-lb. 2 50
D. S. F., 1-lb. 5 00

F. D., 1/4-lb. 0 85
F. D., 1/2-lb. 1 45

Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz. 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz. 1 35

VERMICELLI AND MACARONI D. SPINELLI C'Y., MONTREAL

Fine.

4-lb. box "Special" per box 0 22
8-lb. box "Special," box. 0 44
5-lb. box "Standard" box 0 27 1/2
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 06
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06

Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb 0 06 1/2

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80

Straight

Lemon contains 2 doz. 1 80
Orange contains 2 doz. 1 80
Raspberry contains 2 doz. 1 80
Strawberry contains 2 doz. 1 80
Chocolate contains 2 doz. 1 80
Cherry contains 2 doz. 1 80
Peach contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50

Straight

Chocolate contains 2 doz. 2 50
Vanilla contains 2 dozen. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 dozen. 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.

Cricle soap, per gross \$10 20
Floriola soap, per gross. 12 00
Straw hat polish, per gr. 18 20

SNAP HAND CLEANER.

3 dozen to box \$ 3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases \$ 5 00
Five cases or more 4 95

SAPHO MFG. CO., LTD. MONTREAL "SAPHO" INSECTICIDE

1-16 gall., doz. \$ 2 00
1/4-gall., doz. 6 00
1/2-gall., doz. 10 00
1 gall., doz. 18 20
1-16 gall. gross lot 20 00

THE CANADIAN GROCER

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. \$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.

EDWARDSBURG STARCH CO. Boxes Cents
Laundry Starches—
40 lbs., Canada Laundry.. .05½
40 lbs., Canada white gloss, 1 lb. pkgs. .06½
48 lbs., No. 1 white or blue, 4 lb. cartons .07
48 lbs., No. 1, white or blue, 3 lb. cartons .07
100 lbs., kegs, No. 1 white .06½
200 lbs., bbls., No. 1 white .06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs .07½
48 lbs., silver gloss, in 6-lb. tin canisters .08
36 lbs., silver gloss, 6-lb. draw lid boxes .08
100 lbs., kegs, silver gloss, large crystals .07
28 lbs. Benson's satin, 1-lb. cartons, chromo label .07½
40 lbs., Benson's Enamel (cold water) per case 3 00
20 lbs. Benson's Enamel (cold water) per case 1 50
Celluloid—boxes containing 45 cartons, per case 3 60
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn .07½
40 lbs. Canada pure corn starch .05½
(20-lb. boxes ¼c higher.)

BRANTFORD STARCH Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. .05½
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. .06½
First Quality White Laundry—
3 lb. canisters, cs of 48 lbs. .07½
Barrels, 200 lbs. .06½
Kegs, 100 lbs. .06½
Lily White Gloss—
1 lb. fancy cartons, cases 30 lbs. .07½
6 lb. toy trunks, lock and key, 8 in case .08½
6 lb. toy drums, with drumsticks, 2 in case .08
Kegs, extra large crystals, 100 lbs. .07½
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 75
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts, boxes of 40 lbs. .06
Brantford Prepared Corn—
1-lb. pkts, boxes of 40 lbs. .07½
"Crystal Malze" Corn Starch.
1 lb. pkts., boxes 40 lbs. .07½
(20 lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.
Chinese starch, 48 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-

oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED CHATEAU BRAND.

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

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

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
Case of ½-lb., containing 120 packages, per box, \$3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 6c packages, containing 96 packages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO. CROWN BRAND CORN SYRUP
2 lb. tins, 2 doz. in case.. 2 55
5 lb. tins, 1 doz. in case .. 2 90
10 lb. tins, ½ doz. in case 2 80
20 lb. tins, ¼ doz. in case 2 75
Barrels, 700 lbs. 3¼
Half Barrels, 350 3¾
Quarter Barrels, 175 4
Pails, 38½ \$1 90
" 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 90
5 lb. tins, 1 doz. in case.. 3 25
10 lb. tins, ½ doz. in case 3 15
20 lb. tins, ¼ doz. in case 3 10
(5, 10 and 20 lb. tins have wire handles.)

BEAVER BRAND MAPLE SYRUP.

2-lb. tins, 2 doz. in case.. \$3.50
5-lb. tins, 1 doz. in case .. 4.00
10-lb. tins, ½ doz. in case.. 3.95
20-lb. tins, ¼ doz. in case.. 3.90
(5, 10 and 20 lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.

Freight prepaid on 5 case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.

To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)
2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45
Winnipeg.
2's—Tins, 2 doz. cases, per doz. 1 20
3's—Tins, 2 doz. cases, per doz. 1 75
5's—Tins, 1 doz. cases, per doz. 3 20
10's—Tins, ½ doz. cases, per doz. 5 30
20's—Tins, ¼ doz. cases, per doz. 19 40
Pails—1's each 0 65
Pails—2's each 1 12
Pails, 5's, each 2 55

DOMOLCO BRAND.

Maritime Provinces and Ontario:
2's, 2 doz. case, per doz. \$1 85
3's, 2 doz. case, per doz. 1 95

5's, 1 doz. case, per doz. 3 75
10's, ½ doz. case, per case. 3 40
20's, ¼ doz. case, per case. 3 05
Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz. 1 60
3's, 2 doz. case, per doz. 2 35
5's, 1 doz. case, per doz. 4 00
10's, ½ doz. case, per case. 4 15
20's, ¼ doz. case, per case 3 80

SAUCES. PATERSON'S WORCESTER SAUCE.

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

H. P. Sauce— Per doz. Cases of 3 dozen \$1 90

H. P. Pickles— Cases of 2 doz. pints .. \$3 35
Cases of 3 doz. ½-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz. Large, packed in 3-doz. case \$2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

Per doz. Rep. ½ pints, packed in 6-doz. case \$2 25

Imp. ½-pints, packed in 4-doz. case 3 15
Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.
6a size, gross \$2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen. Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65

Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch 6s .. 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6½s and 12s . . . 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7½s 56
Pay Roll, 7s 66
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West Pouches, 8s 53
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO. East of Winnipeg.

Wholesale R't'l
Brown Label 1's and ½'s .25 .30
Green Label, 1's and ½'s .27 .35
Blue Label, 1's, ½'s, ¼'s and ⅓'s 30 .40
Red Label, 1's and ½'s.. .36 .50
Gold Label, ½'s 44 .60
Red-Gold Label, ½'s 55 .80
LUDELLA CEYLON TEA.
Orange Label, ½'s 24 .30
Brown Label, ½'s & 1's .28 .40

Brown Label, ¼'s 30 .40
Green Label, ½'s & 1s. .35 .50
Red Label, ½'s 40 .60
MELAGAMA TEA.
MINTO BROS.

45 Front St. East.
We pack in 60 and 100-lb. cases. All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or ½ .25 .36
Red Label, 1-lb. or ½.. .27 .35
Green Label, 1's, ½ or ¼ .30 .40
Blue Label, 1's, ½ or ¼ .35 .50
Yellow Label, 1s, ½ or ¼ .40 .60
Purple Label, ¼ only .. .55 .80
Gold Label, ¼ only 70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Orange Label, 1's 23 .30
Black Label, 1-lb., retail at 25c 20
Black Label, ½-lb. retail at 25c 21
Blue Label, retail at 30c 24
Green Label, retail at 40c. . . . 30
Red Label, retail at 50c 35
Brown Label, retail at 60c. . . . 42
Gold Label, retail at 80c. . . . 55

JAMS AND JELLIES. T. UPTON & CO.

Compound Jams—Red Raspberry, strawberry, peach, plum red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

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

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

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

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

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

If should for what

You new years Pure

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Th custo them

H

Cor

Attractive Goods

If you are a buyer of Fancy French Delicacies, the following should appeal to you. The French Maiden Brand stands first for quality, and the prices we are quoting are away below what the goods should be sold at on to-day's market.

French Maiden Brand Peas, Mi-Fine,	- - - - -	13c.	Tin.
" " " Extra Fine,	- - - - -	16c.	"
" " Mushroom, Hotel,	- - - - -	14c.	"
" " " Choice,	- - - - -	18 1/2c.	"
" " French Relish,	- - - - -	14 1/2c.	"
" " Anchovies in Oil in Glass,	- - - - -	\$2.40	Doz.
" " Cherries in Maraschino, in Glass,	- - - - -	2.25	"
" " Olive Oil, Gallon tins with Tap attached,	- - - - -	2.25	Tin.

JAM

You are no doubt aware that the price of nearly all Brands of new pack Pure Jam are higher than they have been for some years back. We are still booking orders for John Gray & Co.'s Pure Jam in 1 lb. stone jars for shipment on arrival in October.

RASPBERRY STRAWBERRY BLACK CURRANT
Cases, 4 dozen, at \$1.90 dozen.

TEA

Let us help you increase your Tea Sales.

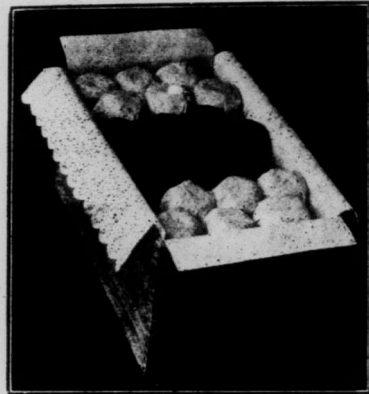
CAMP BLEND,	16c. per lb.
REGAL BLEND,	19c. "
No. 35 BLEND,	22c. "
MONARCH BLEND,	26c. "
IMPERIAL BLEND,	33c. "
GOLDEN TIP BLEND,	37c. "

The above blends are the kinds that will please your customers to the extent that they will tell their friends about them and in this way bring you new business.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO



CHOICE ONTARIO APPLES

In car lots, packed in barrels or boxes, straight or assorted varieties. Guaranteed to pass Government inspection.

Fruit all grown in our own orchards, and packed in our packing house at Waterdown, Ontario.

WRITE FOR PRICES

We also want a good connection in each town or city to take orders for Xmas box apples, delivered to any address in Great Britain or Ireland. Liberal commission.

Choice evaporated apples always on hand from our own evaporators.

The Wentworth Orchard Co., Ltd.
DUNDAS, ONTARIO

**BANANAS
Tomatoes
Celery**

AND

all early vegetables

—
We invite
enquiry
—

Prompt attention and first-class service.

—
WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

Every Box

St. Nicholas Lemons is "Selected" and with ordinary care will reach you in perfect condition.

It will pay you to handle the "Selected" Lemons.

J. J. McCABE

Agent

Toronto

HOUSEWIVES' FAVORITE



**WHITE DOVE
Cocoanut**

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.



OAKLEY'S

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

'WELLINGTON'

KNIFE POLISH

JOHN OAKLEY & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

Parke's Catsup Flavor and Preserver



Sells rapidly and is a sure repeater

(1) It saves a lot of time and waste to a dealer making up recipes with 2 cents of this spice and 2 cents worth of another.

(2) A 25 cent bottle flavors and preserves catsup made from a bushel of tomatoes.

Sold at \$2.00 per doz., less regular cash discount, by most wholesale grocers and druggists. If not procurable from them we will send it to you at regular prices, and allow express charges on a 3 dozen lot.

PARKE & PARKE, Druggists
HAMILTON, ONTARIO

Supplied by Appointment to the House of Lords

**O.K.
SAUCE**

Delicious
Fruity
Appetizing

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

Ask your Jobber or apply direct

SALES AGENTS:

The Lind Brokerage Co.
49 Wellington St. E. Toronto.

George H. Gillespie,
437 Richmond St., London, Ont.

J. T. McBride,
62 Canadian Life Chambers,
Montreal.

The Turnbull Co.,
Winnipeg, Man.

The Standard Brokerage Co.
860-864 Cambie St., Vancouver.

**Fine California
Crawfords and Elberta
Peaches**

**arriving daily in car
load lots.**

Special prices in 25 to 50 lots.

COMPLETE STOCK OF ALL VARIETIES
OF LOCAL AND CALIFORNIA FRUITS.

WHITE & CO., LTD.

TORONTO and HAMILTON

Fruit Assurance

If you let us look after your requirements in the Fruit Line, you may rest assured that you will get the very best quality that money can buy at all times.

We have Everything in Fruit in Season.

A Few Specials for this week:

**Musk Melons
Elberta Peaches
Bartlett Pears**

"The House of Quality"

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

THE LITSTER LINE

claims your business on the absolutely fair basis of comparison. Quality for quality we give more genuine quality and value than any similar line you have ever handled. "Litster's" means purity and satisfaction for your customers and satisfactory profits to you.

**Half-Minute Puddings,
Jellies,
Custards, Salad Dressings**

(All in powdered form)

Anything Litster's is Good

**THE LITSTER PURE FOOD CO., LTD.
TORONTO**

CARTER'S



Big Wheel Lemonade Powder

Table Jellies Mustard Powder
etc., etc.

**H. W. Carter & Co., Ltd.
BRISTOL - - ENGLAND**

The Most Profitable Stock

for the average grocer is the stock the public asks for. By our large advertising campaign we are telling millions of people in Canada why they should ask for Chase & Sanborn's High Grade Coffees.

CHASE & SANBORN

COFFEES
MONTREAL



By Special royal permission

The Food That Serves the Appetite

Sardines preserved in the whole state in pure olive oil are precluded from contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure olive oil.

They produce satisfaction and incidentally profit.

GET A STOCK TO-DAY.

JOHN W. BICKLE & GREENING

(J. A. HENDERSON)

HAMILTON, :: :: :: ONTARIO

QUALITY

There is a regular and certain way for grocers to obtain steady profits and give customers satisfaction.

It is by recommending and selling standard goods.

In *Brooms*, W. W. Co. Brooms are the reliable standby, and both buyer and dealer get the best satisfaction.

Our "Bamboo" handle brooms are popular—you should keep them.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

BROOMS



Western Canada Representation

United States, European and Eastern Canada manufacturers have found it particularly profitable to have their accounts in Western Canada handled by a reliable firm on the ground.

"Come out of the Dark"

You can do a big selling business in Western Canada if you have organized representation. The people in this centre of activity are liberal buyers and profit payers, and our connection with this trade makes us the proper representatives for you.

We have warehouses in five great distributing centres, and our representatives are in constant touch with the trade at all times. We will be pleased to handle your account.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

THE NAME "FAIRBANK" MEANS SOAP SURETY



SUNNY MONDAY

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

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

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

SOLD TO RETAIL AT 5c.

"Sunny Monday Bubbles Will Wash Away Your Troubles"

THE N. K. FAIRBANK COMPANY, MONTREAL



**Stuhr's
DELICACIES.**

**Genuine Caviare,
Anchovies in Brine,
IN TINS AND GLASSES.**

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

53 Highest Awards in Europe and America

**WALTER BAKER & CO.'S
CHOCOLATE
& COCOA**



Registered
Trade-Mark

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

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

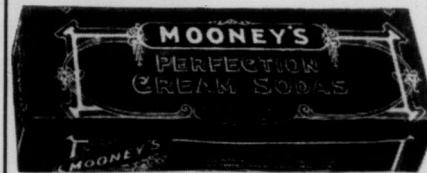
Montreal, Can. Dorchester, Mass.

Buy
Anchor Brand
Flour and you
will not want
your money
back; all de-
lighted; all trade
bringers, no complaints or quibbles about
quality. Join the happy throng. 16

**Anchor Brand
Flour**

Manfd. by
Leitch Brothers Flour Mills
Oak Lake, Man.

YOU, Mr. Dealer,
to be right with
your customers
must give them
the best value for
their money. In doing
this you are making a last-
ing name for yourself and
giving your business a
sure foundation. Moon-
ey's Perfection Cream
Sodas will bring trade and
keep it, besides allowing
you a good profit. The
first qualities of perfect
biscuit baking together
with the purest ingredi-
ents make the Mooney
line the most delectable of
all soda biscuits.



**The Mooney Biscuit
and Candy Co., Limited**

Factories at

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B., HALIFAX, N.S.,
FORT WILLIAM, CALGARY,
VANCOUVER, B.C., ST. JOHN'S, Nfld.

All Good Things
are Imitated.

MAPLEINE

(The flavor de Luxe)

Is not the exception.
Try the imitation your-
self and note the difference.
Order from your jobber, or
Fraderlok E. Robson Co.,
26 Front St. E., Toronto.
Mason & Hickey, Winnipeg

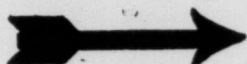
The Crescent Mfg. Co.
SEATTLE, - WN.



A want ad. in this paper will bring
results from all over Canada.

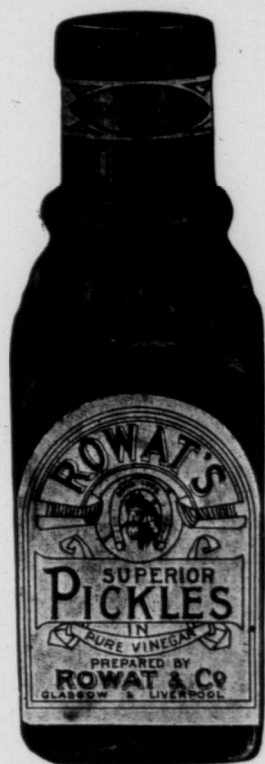
PICKLES

There is a certain amount of risk in buying bottled pickles. The moral is:—"Buy by the name."



Safeguard your stock by getting Rowat's Pickles. The name is widely and favorably known among the particular housewives of your trade.

ROWAT & CO.
Glasgow - Scotland



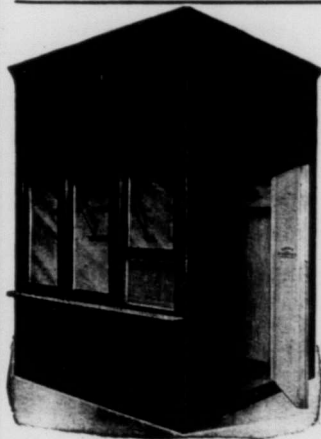
CANADIAN DISTRIBUTORS:

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

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



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

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

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, **WALTER WOODS & CO.,** Winnipeg

Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon



OUR FAMOUS LEADER

Brunswick Brand Sardines in oil have been our leader for many years, and are holding the foremost place among Canadian packed sardines.

Our years of experience and large modern factories enables us to turn out sea foods as nearly perfect as can be made.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories.

Known and appreciated all over Canada.

Our Chief Sellers

¼ Oil Sardines	Kipperd Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(oval and round tins) Scallops	

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

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

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 newcomers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL BROS. & HORNE, Ltd., CALGARY.

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years, and Condensed Milk is a recognized household article.

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

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

Our lines will bring you new customers and quick returns.

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

J. MALCOLM & SON
St. George Ontario



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

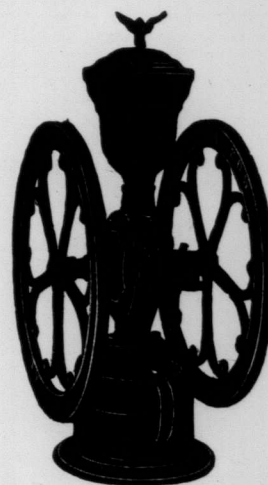
JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is



ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue;
WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



Say This and Mean it

"Madam, this is the best table salt we sell—it is always clean, dry and fine—it never cakes, flows evenly from the shaker and flavors food as it should be flavored.

WINDSOR TABLE SALT

is the only salt to use in cooking or baking—pastries are crisp and flaky with absolutely no trace of a bitter after taste."

The Salt will prove you to be right.

The Canadian Salt Company
WINDSOR LIMITED ONTARIO



FRUIT and VEGETABLE PRODUCTS at CANADIAN NATIONAL EXHIBITION

AUG. 24th. TORONTO Sept 9th.

To our customers and others:

Our exhibit of Sterling Brand products and a demonstration of Sweet Mixed Pickles will be a daily event during the Exhibition in the Manufacturers' Building, and here we will be pleased to greet all of our customers and friends who may attend the Big Fair.

THE T. A. LYTTLE CO.
Limited
Sterling Road, - TORONTO

Flies Are Thickest Right Now



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

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



"McLean's
'White Moss'
is A 1."

That's what Canada says. Want better recommendation?

Canadian Coconut Co., Montreal

SALT

Rice's Table Salt is ALWAYS PURE

Give your customers a good article. Rice's Table Salt—the salt in the neat package—will increase your returns and bring you a steady trade.

Rice's Salt for table, dairy and general use is a good seller, and always reliable. Write us for prices.

THE NORTH AMERICAN CHEMICAL CO. Ltd., Clinton, Ont.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

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

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

British America Assurance Company

A. D. 1833
(FIRE)

Head Office, Toronto

BOARD OF DIRECTORS:

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W. B. Meikle, General Manager

ASSETS OVER \$ 2,000,000.00
LOSSES PAID SINCE ORGANIZATION OVER \$35,000,000.00

WESTERN Incorporated
1851
ASSURANCE
COMPANY

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - \$3,000,000.00

Losses Paid Since Organization
of the Company, over - \$55,000,000.00

HON. A. COX, President
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W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary



THE MCGREGOR PATENT PAPER BAG HOLDER.

Better Service Means More Trade

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

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

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBER**

1/2-lb. tins—
3 doz. in case

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and
Fire Insurance Agents, 154 Toronto St., Toronto.
25 Canada Life Building, Montreal.



Talking to the Point

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

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

TRY A CONDENSED AD IN
THIS PAPER

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Dealers everywhere are having a wonderful run on

MEERSCHAUM

an absolutely pure

Smoking Tobacco



This rich blend of extra choice Virginia and North Carolina tobaccos is meeting with greater favor than ever before. It's the pure natural leaf—unflavored—and makes a most delightful smoke. You'll find "Meerschaum" a trade-winner for your store.

How is your stock?

IMPERIAL TOBACCO CO. of Canada, Limited
Montreal, Can.

Tea
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Q This
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There ar
following

(275 pag

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Or

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A L

He

Tea Hints for Retailers

By JOHN H. BLAKE

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

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

(275 pages) (24 full-page Illustrations)
 Sent to any address on receipt of \$2.00.

MacLean Publishing Company
 (Technical Book Department)
 143-149 University Ave., TORONTO

Master Mason King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce *repeats* and profitable enough to make the *dollars* come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are *bound to please*.

DROP A LINE

The Rock City Tobacco Co.
 Quebec Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
 JUST
 A LITTLE MILDER
 THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton.

Ont.

CLASSIFIED ADVERTISING

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.

BUSINESS CHANCES

FOR SALE—GROCERY, CONFECTIONERY and ice cream, in good country town, doing a good business. Established thirty years. Good reason for selling. Purchaser can have store with a dwelling above at moderate rent. Apply Box 437, Canadian Grocer.

SITUATION WANTED

SALESMAN—GROCERY, PROVISION BUSINESS, age 32, 19 years' practical experience, England; 12 years manager-buyer for trade, \$75,000; successful coffee blender and roaster. Open start bottom where opportunity offered advancement. Pay own expenses, England anywhere Canada. Fuller details, Box 444, Canadian Grocer, Toronto.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c., 50c., 75c., \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOK-lets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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

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

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

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

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

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

MISCELLANEOUS

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)

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

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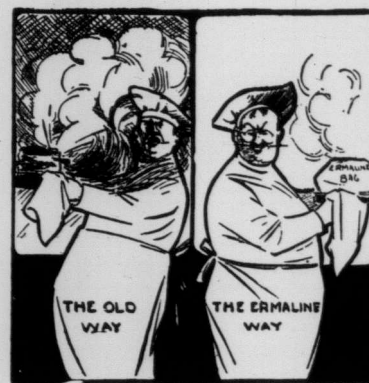
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SAY "YES" at Any Rate

Never say "No" until you have investigated thoroughly. You have heard of men who would not invest in a "good thing" offered them, but who were sorry when others investigated and "made good."

ERMALINE COOKING BAGS

merit investigation from you. Others, hundreds indeed, have found them O.K. Why hesitate? Show one housewife how they save. Satisfy her and you indirectly satisfy others.



A Card will bring Samples and Instructions

DO IT NOW

Edward Lloyd

LIMITED MONTREAL



For Summer Appetites

In hot weather, when the appetites are just a little off, and there is a peculiar craving for something cool and satisfying, nothing touches the spot like

JELL-O

It is so deliciously cool, so light, so wholesome, so nutritious, so tempting and good every way, that it satisfies the summer appetite as nothing else can.

There is no other dessert worth serving that can be made without cooking and fuss, and in hot weather no housewife wants to cook and fuss more than is necessary.

Consequently, Jell-O is one of the few articles that sell as well in hot weather as at any other time.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.



WILSON'S FLY PADS

Last year's increase in sales was greater than the whole output of a few years ago.

And the demand is still growing.

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada

FOR SALE EVERYWHERE

LASCELLES DE MERCADO & CO.

General Commission Merchants

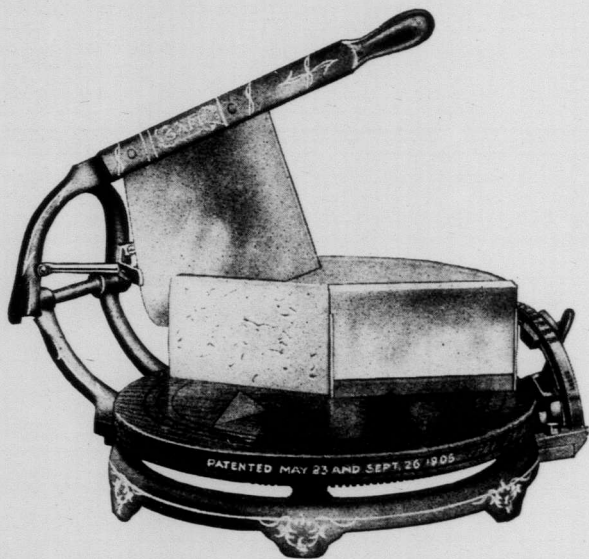
KINGSTON,

JAMAICA

EXPORTERS OF

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

THIS FIXTURE PAYS FOR ITSELF



in the saving of overweights which occur without it.

It shows exactly how much will be received for a cheese. You should know this. **Never trust** to guess work.

The "SAFE" is the cutter which continues to cut **accurately**.

It is an investment. Not an expense.

Pays for itself in a few months.

No overweights. No crumbs. No drying out.

Order one to-day and stop your loss on cheese.

If your Wholesale Grocer has none in stock, write us.

COMPUTING CHEESE CUTTER CO.

621-625 MAIN STREET,

ANDERSON, IND. U.S.A.

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

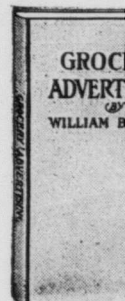
¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

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



Groce

for the reta
in this rem
nonsensica
selling phra
in this bo
grocer in p



Grocery A
looking for
years' prac

TECHNI
MacLean Pu



When a Customer Hesitates Because

Redpath

Extra Granulated **SUGAR**

In the New 5 and 10-Pound Sealed Cartons

is not the cheapest sugar she can buy, point out that, besides the greater cleanliness and convenience of the carton, there is a wide difference in quality between REDPATH and other sugars.

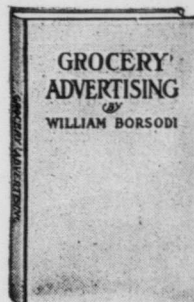
Get her to take home a sample of REDPATH Sugar and examine it alongside the cheaper sugar she has been using. The crystal whiteness of REDPATH Extra Granulated, in contrast with the other, is the clearest proof of its superiority.

In these new Sealed Cartons you certainly have "Canada's Finest Sugar—at Its Best." Push it—it will make you friends.

The Canada Sugar Refining Co.
MONTREAL LIMITED

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID \$2.00

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



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Just think what it means to you to handle a line that is becoming so popular with all the housewives.

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

saves much labor, lays dust, disinfects, kills moths, saves scrubbing and dusting, and a host of other things that are sure to appeal to the busy housewife.

Put up in 25c, 50c and \$1.00 pails.

SOCLEAN LIMITED, Toronto,
ONTARIO

The originators of the Dustless Sweeping Compound of Canada



Every Step

in preparing the L. & B. Banner Brand Jams and Jellies is given special attention. The choicest fruits, fresh from the orchards, together with the most scientific methods of packing and absolute cleanliness, make L. & B. Banner Brand Jams stand in a class by themselves. The dealer makes good profit and the customer gets big value for the money. Order new pack now. Put up in 2, 5 and 7 lb. gold lacquered pails, and 30 lb. wooden pails.

LINDNER & BENNER, Toronto

Phone Park 2985 291 Arthur St.

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Laing Bros., Wholesale Grocers, Winnipeg, Man.

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HOLIDAY, BUT

Mail Order Prices are the Same

Our travellers have right prices and
we don't cut them.

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We are agents **QUAKER BAKED
BEANS.** Have you tried them?
THE BEST YET.

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The Wholesale Grocers - MONTREAL

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Le Soleil (Brand) Castile Soap
(D. E. Milliau Fils, Marseille.)

The purest and yet the least expensive Cas-
tile soap imported.

500 ASSORTED CASES.

Cs. of 200 pieces, 7 oz. each, cs.	\$ 7.50
Cs. of 200 pieces, 10 oz. each, cs.	12.00
Cs. of 50 pieces, 12 oz. each, cs.	3.75
Cs. of 50 pieces, 16 oz. each, cs.	4.50
Cs. of 12 bars, 3 lb. each, lb.09
Cs. of 25 bars, 3 lb. each, lb.08

REMY'S RICE STARCH.

Lourain, Belgium

250 cases "Household"—

In 1/8 lb. pkgs.07 1/2 c lb.
In 1/4 lb. pkgs.07 1/2 c lb.
In 1/2 lb. pkgs.07 1/2 c lb.
In 1 lb. pkgs.07 1/2 c lb.
Loose07 1/2 c lb.

FOR THE LAUNDRY.

100 barrels of 240 lbs.07 1/2

Imported Alimentary Pastes,
Blanc & Fils, Valence sur Rhone
Macaroni, Vermicelli, Spaghetti, Alphabet,
Coquilles.

In cases 25 1-lb. pkgs. to case, lb.07 1/2
Loose, lb.07

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Le Soleil—The Best Known
Brand—Le Soleil.

There is a phenomenal demand for this high-class line
of French vegetables, so that in justice to all we can
only fill orders in rotation as received.

New stock expected about September 1st.
ORDER NOW. ORDER NOW.

Write, 'Phone or Wire.

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568 St. Paul Street

Montreal

A
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Allison Coupon Co.
Armsby, J. K.
Auto Roach Killer Co.

B
Baker, Walter
Balfour-Smye & Co.
Barr Registers, Ltd.
Benedict, F. L.
Bickle, J. W., & Gree
British American Assur
Borden Condensed Milk
Bourque & Son, H.
Bovril, Ltd.
Brand & Co.
Brantford Oven & Rack
Brown Mfg. Co.

C
Cairns & Sons, Alexan
Canada Sugar Refg. Co.
Canadian Coconut Co.
Canadian Salt Co.
Catelli, C. H.
Carr & Co., Ltd.
Carter, W. H.
Chase & Sanborn
Clark, W.
Clawson, W. S., & Co.
Coles Mfg. Co.
Common Sense Mfg. Co.
Comte's Coffee
Computing Cheese Cutt
Couvrette & Saureol ...
Cowan Co., Ltd.
Creighton, C. E., & S
Crescent Mfg. Co.

D
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De La Rond
Distributors, Ltd.
Dominion Cannery, Ltd.
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Edwardsburg Starch



THE CANADIAN GROCER

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WESTERN GROCERS



Need not go without any grocery or confectionery line that they want. We are here to supply the demand for everything in the grocery trade.

Our new warehouse is overcrowded, and we are now building a new addition 100 feet x 44 feet, with four storeys and basement.

Our development is due to the good service we render.

TRY US

For High-Class Groceries at *lowest prices*

“Everything For The Grocer”

RICHARDS & BROWN

Wholesale Grocers and Commission Merchants,

WINNIPEG,

CANADA



**THE ROYAL HOUSEHOLD
AND
YOUR BEST CUSTOMERS**

appreciate the highest quality in fruit products. Royalty has picked on **Cairns' High-Grade Products**—and it is to the advantage of every wide-awake dealer to sell his customers the Cairns' lines.

Cairns' jams, jellies and marmalades are "real Scotch"—the purest that can be made.



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

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PAISLEY, SCOTLAND**

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BISCUIT IS BEING !
SOLD IN MILLIONS !

CARR'S

“SHORTCAKE”



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HAS INCREASED THE BISCUIT SALES 50%
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WHY NOT LET IT INCREASE YOURS ?

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APPOINTMENT

CARLISLE, ENG.

THE CANADIAN GROCER

Follow us, Brother Grocer, every day into thousands of smiling stores throughout Canada—big stores, small stores, and middling. And *you* will learn—

That the flour that sells *best* is the flour that *suits* best. We have watched since 1888 the keen, alert, progressive dealers ride on to fortune. Always the foundation has been the *Satisfaction of the Buyer*.

Look through the stocks selected by the big leaders in the trade—no matter what other brand or brands they carry, you will find FIVE ROSES flour there—

Five Roses Flour

Not Bleached



Not Blended

If *you* aspire after big flour sales some day, you must start at the bottom.

Build the *base* right.

Establish your business on such a firm foundation that it will be *impossible* for any competition the future may bring forth to steal away its prestige.

If the past does not prophesy falsely, Brother Grocer, FIVE ROSES flour and the LAKE O' THE WOODS connection will afford you a base as *solid as a rock*.

It must have many elements of success to have forced the sales expansion from 800 barrels in 1888 to 10,500 barrels a day with a still further increased capacity in sight.

Don't build on the shifting sands, Brother Grocer; don't YOU stock what progressive grocers are casting aside.

You can stock FIVE ROSES in any size or package to suit your trade.

At your jobber's—or our nearest office.

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"The House of Character"
Capacity, 10,500 bbls. daily

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