

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.
New York: 115 Broadway

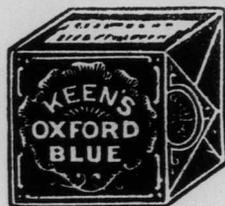
Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO JUNE 2, 1911

No. 22

**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**

Agents for the Dominion of Canada



"Crown Brand"
CORN SYRUP



made an extensive increase last year. This increase was due to three causes:

- FIRST,** Extensive advertising the bill-boards from coast to coast are telling the people about "Crown Brand."
SECOND, the quality of "Crown Brand"—the user who once tries it comes back for more.
THIRD, (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; **GET YOUR SHARE.**

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL.

Factory, CARDINAL.

Branch, TORONTO

THE CANADIAN GROCER

THE KING EATS THEM



THE KING LIKES THEM

BECAUSE

MACONOCHIE'S QUALITY PRODUCTS

Are used extensively in the Royal Household of England is no reason why you should feature them, but because they are best of their kinds that the finest

Materials, Knowledge and Care

can produce, and thousands of consumers all over the world will confirm the above assertion.

MACONOCHIE'S PICKLES will be in demand during the warm weather, when a great quantity of cold meats are consumed, and of



PAN YAN

SAUCE ^N PICKLE



They are the Connoisseur's choice as a relish with Fish, Meats, Game, Salads and Soups.

MACONOCHIE'S Pickles, Pools, Fish, Marmalade, Worcester Sauce, Etc.

FOR SALE BY ALL JOBBERS.

CANADIAN AND UNITED STATES REPRESENTATIVES:

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK

MONTREAL

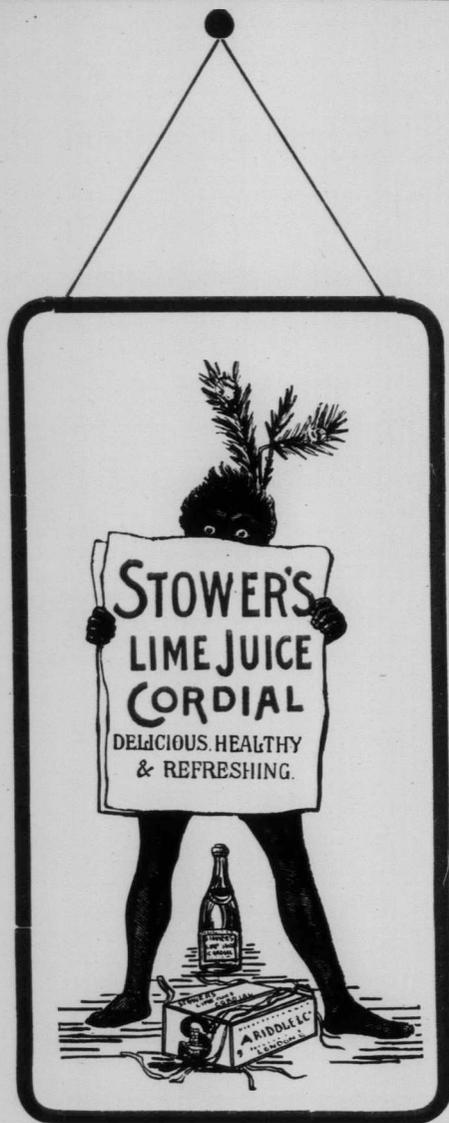
CHICAGO

TORONTO

DETROIT

Order Now

**As Supplied
to
His Majesty
King George**



**As Supplied
the British
House of
Commons**

"STOWER'S"

Few persons would purchase plain Lime Juice if they once tried a bottle of

"STOWER'S" LIME JUICE CORDIAL all ready for use, blended just right to suit the taste, and so convenient.

"STOWER'S" LIME JUICE CORDIAL is delicious—keeps the blood and digestive organs in an excellent state.

"STOWER'S" CONCENTRATED LIME JUICE is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed.
No Musty Flavor

NO MUSTY FLAVOR

BEST DEALERS SELL THIS

ARTHUR P. TIPPET & CO.

MONTREAL AND TORONTO

SOLE AGENTS



Montreal Office

Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

**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.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - - - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

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

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

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

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.

BASKATOON, - - - - - WESTERN CANADA

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.

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

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

Currants

on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

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

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

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

Use this space to talk to
Old Country, Canadian
and United States Manu-
facturers.

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

Lind Brokerage Co.
73 Front St. East - - - - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals
Raw Sugar

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses looking for first-class grocery connections

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

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

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

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - - - - - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

— **MOOSE JAW** —
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

Here's the opportunity
to stock up for summer trade at right prices.

SPANISH OLIVES— All Sizes

QUEENS— STUFFED

SMALL—LARGE—EXTRA LARGE

PIMENTO, CELERY, NUT. Our prices are
much lower than locally bottled Olives

You Should Stock

"ANCHOR" ENGLISH
BRAND Pickles

Their quality has established their reputation.

½ pints to sell at 15c.
pints 25c.

MIXED, CHOW, ONIONS,
SWEET, MIXED, GHERKINS

A LINE THAT IS A REPEATER.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

BORDEN'S
EVAP-
ORATED
MILK
PEERLESS BRAND



Makes
Your
Customers
Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



ROWAT'S

SUMMER DRINKS

Delicious — Refreshing

Our Lime Juice has been on the market for years. The **delightfulness of flavor** and the **highness of quality** are gaining thousands of new customers every year.

The BOTTLE which contains the Lime Juice is of standard decanter design and will prove very useful after the fluid is extracted.

Dealers' enquiries will receive prompt attention.

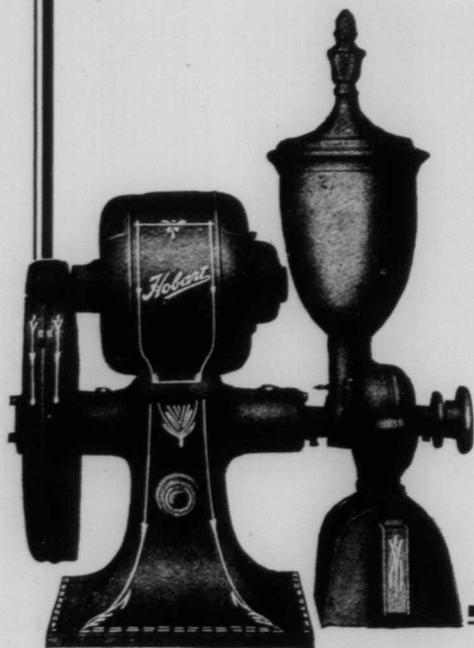
Rowat & Co. GLASGOW
SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippet & Co., Vancouver, C. E. Jarvis & Son.

Improve Your Store Interior!

Increase your store efficiency and augment your profit by installing a

HOBART COFFEE GRINDER



It is a necessary adjunct to every up-to-date store, and is a handsome ornament to any business.

Provided with automatic release—an effective protection against accidental damage to motor.

Guaranteed to be the fastest and most efficient coffee grinder on the market.

All parts are of selected materials and perfectly made and fitted.

May we give you further information? It is free for the asking. **Write us to-day.**

W. A. Freeman Co., Ltd.
Hamilton, Ont.



When Your Customer Wants Canned Goods

WITH NATURAL FLAVOR and COLOR
HAND OUT OUR

Jams, Jellies, Preserves, Catsups, Canned
Fruits and Vegetables.

Aylmer, Delhi, Little Chief, Simcoe
and similar "Quality Guaranteed"

Brands are a satisfaction for you

to handle, because they are goods that
people want more of.

May we add your name to the long list
of those who feature our products?
You should stock up now, so as to
meet the summer camp demand.



Dominion Canners Ltd.

HAMILTON :: ONT.

THE CANADIAN GROCER



VERGINE BRAND OLIVE OIL

Keep your customers satisfied. The ever-increasing sales of Vergine Olive Oil is the surest sign that "VERGINE" BRAND OLIVE OIL is the BEST.

THE BEST IS ALWAYS THE CHEAPEST

DON'T HESITATE

ORDER NOW

Distributors: -

TORONTO

*The Charles
Cicero
Company* LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscouts. Saves time and money.

Ordinary egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "No Broken Eggs" and "Advertising Suggestions." They show how to make a fine reputation better.

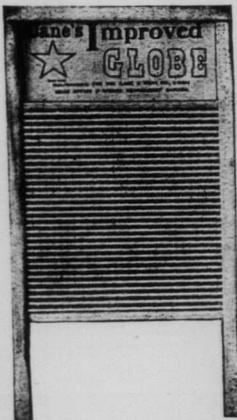
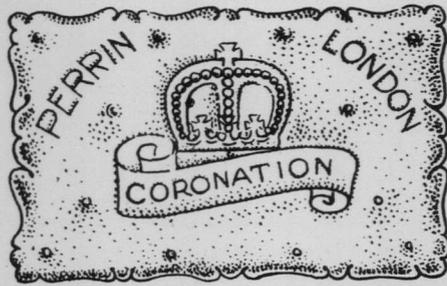


Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



Cane's Washboards *For Durability and Beauty*

Mr. Dealer, here is a real washboard. Anywhere at the same price there are no washboards so attractive and that give service like Cane's.

Our washboards are noted for their smoothness of finish and design. You save many times the cost of an inferior board by buying this high grade "Cane."

We have washboards to meet every demand and the best value at all prices.

Cane's woodenware includes everything from a clothes pin to an ironing board, which are very attractive and easily sold.

The Improved Globe is a most popular board, well made, solid zinc face, thin back and lock corners and is of the standard size.

Our BOARDS sell well - Write for catalogue

The Wm. Cane & Sons Co., Limited, Newmarket, Ont.



It Pleases Your Trade

When you please your trade you are building success, commercially. The easiest way is to let your customers know just what they pay for goods, what they owe after each purchase and to have your accounts in such shape that you can, without making another figure, tell them the total of their indebtedness.

With The McCaskey Gravity Account Register System every account is posted and totaled with each purchase and each customer has the same record of the account as the merchant and in the same handwriting. Giving the customer a statement in full with each purchase inspires him with confidence in his dealer. He wants to trade where he knows how his account stands at all times, where his account is ready for settlement at the same figures he has whenever he is ready to settle.

Only
One Writing

The McCASKEY SYSTEM

First and Still
the Best

Is in use in 70,000 retail stores in the United States. Seventy thousand merchants find that The McCaskey System cuts out useless bookkeeping (posting and copying from one book to another), prevents errors in keeping accounts, prevents loss of customers through disputes over accounts, prevents forgetting to charge, acts as an automatic collector, as an automatic credit limit and puts them in position to prove their loss in case of fire.

Do you want to know who in your locality is using The McCaskey System? We have thousands of testimonials, some from merchants you know in your state, county or town.

A postal card or a letter will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know what you want.

Dominion Register Co., Limited - Toronto, Canada

519-521 Corn and Produce Exchange, Manchester, Eng.

Manufacturers of Surety Non-Smut duplicating and triplicating Sales Books and single carbon pads in all varieties.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK. ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

KOPS NON-ALCOHOLIC ALE



Prepared from ingredients of undoubted purity, the bitter principle being derived from the finest hops. It has a delicious and appetizing aroma, and is an agreeable, salutary bitter, and whilst it will be found to act as a tonic stomachic and an aid to digestion, it is so free of alcohol that it will be found a veritable boon to total abstainers, sufficiently aerated to make them pleasantly sharp.

HAVE YOU TRIED IT?

By introducing it to your customers you will be creating NEW and very profitable trade. Printed catalogues and full particulars from us or our agents.

KOPS BREWERIES, London, S.W., England

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



St. Vincent

Arrowroot

The Best

Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers and Exporters' Ass'n.
KINGSTOWN, ST. VINCENT, B.W.I.



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk	---4 doz. in case	—\$3.35
Princess Condensed	” ” ”	3.90
Banner	” ” ”	4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON

St. George, : : : : Ont.

PEEK, FREAN'S

PAT-A-CAKE
GOLDEN PUFF
BILLIKEN
WHIST DRIVE
STANDARD
GRAND BEURRE

and other specialties in

BISCUITS

PEEK, FREAN & CO.,

LIMITED

LONDON, - ENGLAND

“ Turn Your Spare Time Into Money.”

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER

TORONTO, CANADA

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his

window. Over it was a brush sign, “We Sell These,” and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

EIFFEL TOWER LEMONADE is
The National Temperance Drink of England

It is used regularly and freely in the homes of all classes. Ask those customers of yours from the Old Country if they know EIFFEL TOWER LEMONADE. They will answer you with a smile that they used it regularly, and would use it now if you stocked it, and so would most of your customers if you will supply them.



EIFFEL TOWER LEMONADE

offers a splendid opportunity for you to introduce to your customers an article that will meet with a ready sale, and it will at the same time return a substantial profit to you.

Be one of the early ones to take up this line, and associate yourself with a novelty of sterling merit and one that will be the

PREMIER TEMPERANCE BEVERAGE OF CANADA

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. Malkin Co., Vancouver for British Columbia. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. Darby & Turnbull, 179 Bannatyne Avenue East, Winnipeg. Howe, McIntyre & Co., Youville Sq., Montreal.

Agencies open for progressive Firms at other points.

Address **FOSTER CLARK Ltd., Maidstone, England**



The Weak Points Of Other Makes

ARE WHAT SELL

MEAKINS'

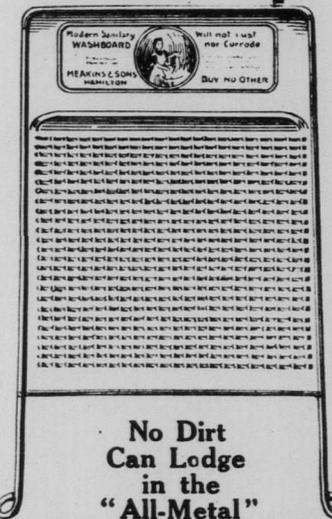
SANITARY WASHBOARDS

The woman who wants a new washboard knows the weak points of the old one and appreciates the one without those defects.

Sanitary Washboards are of all metal construction and so have no wood to warp and no nails to come loose or worn rough edges of zinc to cut hands. They cannot retain dirt because each board is made in one piece.

Particulars and prices from

Meakins & Sons, Hamilton, Ont.





TRADE MARK OF QUALITY

Easily prepared and digested, nutritious and non-irritating—an excellent food for babies and invalids, our famous

SWEETHEART MANNA TAPIOCA

wins the race in favor for a delicious dessert. No soaking required.

QUICK SELLER—BEST SATISFACTION—GOOD PROFIT

I X L SPICE & COFFEE CO.

LONDON, ONTARIO

A Rapid Seller

Your recommendation, Mr. Grocer, goes a long way in selling goods above the actual demand.



SOCLEAN

The Dustless Sweeping Compound

will sell quickly on your advice. It is needed in the modern home to prevent dust, to brighten carpets, etc. See

that you have a good stock on hand and suggest it to your customers.

For particulars write your Wholesaler or direct to

SOCLEAN LIMITED

444 King St. W., Toronto Phone M. 6735

Biscuit Tins

ROUND
SQUARE
OBLONG

Shipping, Family, Individual

We make a great variety of styles and sizes and shall be glad to figure on your requirements.

American Can Co.

MONTREAL - - - HAMILTON

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

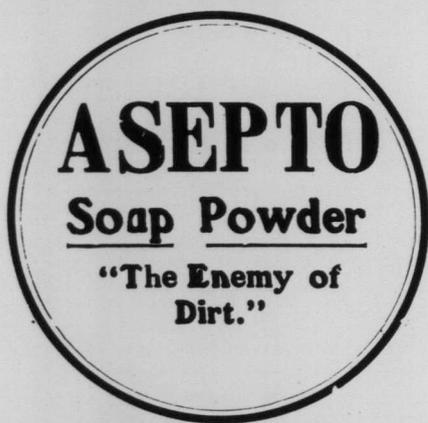
MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO.

Kingston, Ont.

HERE
IT
IS!



Will save the user labor and money, without injuring the tenderest hands or the most delicate fabric. There is a fine paying proposition for you in handling ASEPTO!

Order through your wholesaler.

Asepto Soaps, Limited
ST. JOHN, N. B.

**New Customers
For You**

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.
Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE MASS.
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

The Favorite Pickle



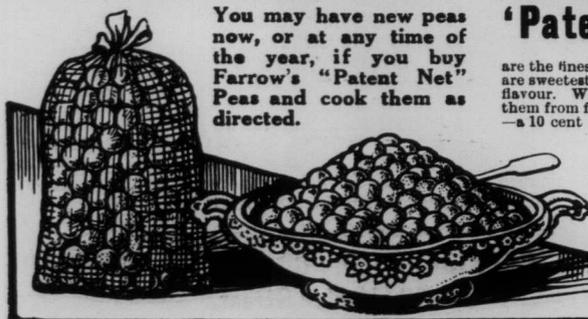
**BAIRD'S
SECOND-TO-NONE
PICKLES**

**The Perfection
of Quality.**

Johnston, Baird & Co.
Glasgow, Scotland

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

**New PEAS (with MINT)
in Cooking Nets (Farrow's Patent)**



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

**FARROW'S
'Patent Net' PEAS**

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

McLeod & Clarkson, 847 Beatty Street, Vancouver.
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited
Montreal, Can.

Established in 1854 by John Redpath

Accuracy and Purity

are the two cardinal virtues governing the compounding of

COOK'S FRIEND
Baking Powder

THERE'S NO ALUM IN IT

W. D. McLAREN, Ltd.
Baking Powder Specialists
MONTREAL

TO THE WHOLESALE TRADE :

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS
MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's TRUE VANILLA

It is a real purity product, made of finest Vanilla Beans that grow in Mexico—and made in such a way that it has far greater strength—and will satisfy your trade far better—than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

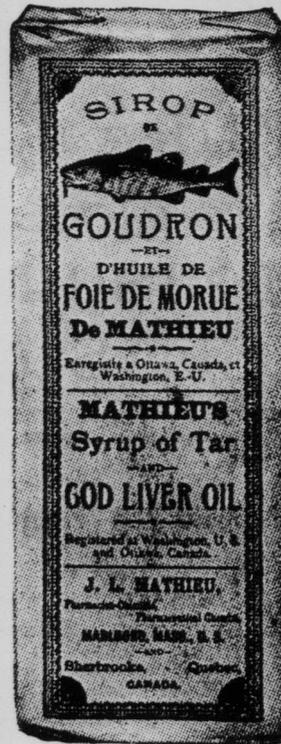
**STRONGER,
RICHER
DAINTIER**

Shirriff's EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

**IMPERIAL
EXTRACT CO.**

8-10-12 Matilda Street, - TORONTO



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

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

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new **Commercial Register** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think **yours takes the lead.**

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

JAPAN TEAS

S.T. NISHIMURA & CO. still have a few of last season's to close out, but the new firm, FURUYA & NISHIMURA, are now operating in NEW SEASON'S.



In the Hot Weather

Your customer will want something cool and refreshing. Offer him

"STERLING" BRAND LIME JUICE

a delightfully invigorating and perfectly healthy drink.

"Sterling" Brand on Lime Juice guarantees it pure and wholesome—just as it does when you see it on Jams, Pickles, Catsup, Sauces and Relishes.

Stock up for the coming hot weather.

THE T. A. LYTLE CO., Ltd.
Toronto



Examine
the Daily Growth of the Sale of
KLENZINE
WITH DEALERS IN ONTARIO

April 15.....150 cases	April 22... ..212 cases
" 17.....158 "	" 24.....227 "
" 18.....163 "	" 25.....239 "
" 19.....174 "	" 26.....256 "
" 20.....191 "	" 27.....265 "
" 21.....203 "	" 28.....284 "
April 31.....307 cases	

ORDER YOUR SUPPLY TO-DAY.
LARGE PACKAGE RETAILS FOR 10 CENTS.
THE PROFIT WILL PLEASE YOU.

MANUFACTURED BY
The ALPHA CHEMICAL CO., Limited
BERLIN, ONTARIO
For Sale by all Wholesale Dealers

The kind that always pleases!



Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

We also make all kinds of dainty and high-grade biscuits.

TELFER BROS., Limited, COLLINGWOOD, ONT.
BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Retail at 15c.

ADVANCE IN SUGAR!

This time it is in the "package"---not the price.

"Crystal Diamond" Lump Sugar

in the new size Carton, packed 40 to the case, will retail profitably at a quarter. The popular sugar at a popular price.

The demand has been unexpectedly large, but we can now fill orders promptly.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



Investigate
THE MERITS OF
**COLES
COFFEE
MILLS**

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee wasters and electrically driven mills, at reasonable prices.

All Prices are F.O.B. Phila., Pa.

**Coles
Mfg. Co.**
1624 N. 23rd St.
PHILADELPHIA, PA.

For Direct Current, \$65 For Alternating Current, \$75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas Co., Vancouver, B. C.; I. T. Mewburne & Co., Calgary, Alta.

OK. SAUCE

ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by
GEO. MASON & CO.
Canadian Agents---DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, writes in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk. This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than are condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25328 which contains 25.29 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."

This one sample was prepared by FUSSELL & CO., LTD., LONDON AND NORWAY.
FUSSELL'S GOLDEN BUTTERFLY CREAM BRAND

is REAL CREAM and contains from 25 to 30 percent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1456, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Tartan
BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar. **The above lines are fully guaranteed for quality, appearance and sale.**

Phone 3595. Exchange to all departments.

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

QUALITY FIRST—In Food Luxuries

Everyone who buys Olives shows the cultivated taste which demands the best in quality.



CLUBHOUSE BRAND SPANISH OLIVES

are the superior line and they will recommend themselves by their perfection of color, size and taste.

Only the finest smooth-skinned olives are selected and preserved with the greatest of care. Clean methods of handling, added to this careful selection, make certain their even, high grade.

Clubhouse Brand is attractively packed and allows a good profit margin for you.

Gorman, Eckert & Co.
LIMITED
LONDON. - ONTARIO

The Dominion Silent Match

Has a stem of good quality wood which does not break, and a head that stays on when the match is struck.

It is boxed in attractive form and is no sooner on your shelf than it is off again.

The Dominion Match Co., Ltd.
DESERONTO OR ONT.

OR
Canada Brokerage-Co., Ltd., Toronto



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.

“FORCE”

The more you know about “FORCE”—the more you will sell because you want your customers to have the BEST cereal food on the Canadian Market.

THE H-O COMPANY, Hamilton, Ont.



The All
Attractive
“Meadow-Sweet”

Quite a
Winner

MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass? Certainly not, you are too wise.

Write us immediately

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

A FOOD LUXURY

IS BOUGHT FOR
ITS QUALITY

Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers or money back.

H. J. HEINZ COMPANY

Members of American Association for the
Promotion of Purity in Food Products

Pure, Well-Packed  Sweet, Wholesome

strengthen your hold on the profitable family trade by featuring

“KING OSCAR”
NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



“King Oscar” Brand are primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)

HAMILTON :: :: ONTARIO

By Special royal permission.

ARE YOU GETTING YOUR SHARE OF THE BENEFIT OF THE MONEY WE ARE SPENDING?

Our new advertising scheme is selling H.P. faster than ever. Are you supplying your customers, or are they buying it elsewhere? A post card to our address will bring you a trial bottle and full particulars.

**The Midland Vinegar Co.,
Birmingham,
England.**

H.P. SAUCE



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

**"FOR PROFIT SAKE"
WILL SUIT YOU BETTER**

WHITE SWAN LYE

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

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

**THE MOLASSES THAT
INCREASES SALES!**

Apart from the unquestioned quality and
flavor of

**GINGERBREAD
BRAND
MOLASSES**

it will sell readily because the large
variety of sizes in which it is put up can-
not fail to suit every individual require-
ment of your customers.

Gingerbread Brand is a strong baker,
of good body, and a profitable line to
handle.

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

GIVE YOUR WHOLESALE A TRIAL ORDER.

The Dominion Molasses Co.,

LIMITED

HALIFAX

NOVA SCOTIA



SAFE — RICH — PURE

Three sufficient reasons why every grocer should
stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary
cans, without the use of acid or solder.

RICH, because Government Bulletin No 208 has
found it richest in genuine food value.

PURE, because its preparation is one long tale of
care, skill and cleanliness.

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

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

**Aylmer,
Ont**

**Head Offices:
Hamilton, Ont.**

A Drive in Peas

MARCHAND FILS, BELGIUM

RIVERDIS

Moyens	-	-	100 tins	-	Per case \$	9.00
Mi-Fins	-	-	" "	-	" "	9.00
Fins	-	-	" "	-	" "	9.50
Tres Fins	-	-	" "	-	" "	11.00
Extra Fins	-	-	" "	-	" "	12.00
Sur Extra Fins	-	-	" "	-	" "	13.00

L. A. PRICE & CIE., BORDEAUX, FRANCE

AU NATUREL

Mi-Fins	-	-	100 tins	-	Per case \$	10.50
Fins	-	-	" "	-	" "	12.00
Extra Fins	-	-	" "	-	" "	15.00

Canadian Peas 1000 Cases Sweet Wrinkle and Early June, 2's, best Western Brands - - - Per doz. \$1.15

Canned Strawberries HEAVY SYRUP, 2's, 1000 Cases. From \$1.25 to \$1.80 doz.

Just Received in Store, 1000 tins Pure "French" and "Lucca" Olive Oil, 1-2 gal., 1 gal. and 5 gals.

L. A. PRICE & CIE., Bordeaux - - - F. BERTOLLI, Naples

1000 Cases Apples, 3's, best brands, only \$1.10 doz.

THESE ARE GENUINE BARGAINS.
LET US HEAR FROM YOU.
ALL OUR GOODS ARE GUARANTEED.

L. Chaput, Fils & Cie.

Wholesale Importers - Montreal

OUR FIRM ESTABLISHED IN 1842.

**WHITE DOVE
COCOANUT**



An easy winner, allowing its supporters good returns. Stake your reputation only on what you know is safe.

**W. P. Downey,
MONTREAL**

THE PEOPLE OF
JAMAICA

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

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

**Putting Credit Business
on a Cash Basis**

Easiest thing in the world! No chance to pick the wrong plan, since there's only ONE way to do it. Simply install

**Allison Coupon
Books**

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10. — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WINDSOR SALT

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

TORONTO SALT WORKS
TORONTO, ONT. Geo J. Cliff, MANAGER

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from \$8.50 up.

Write us for Catalog.

**THE POULTRY & SUPPLIES
SALES CO.**

109 Place Youville MONTREAL

**A. C. LANDRY
JOBBER**

STE. FLAVIE STATION

Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs
Rats and Mice

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

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

**Are you prepared to
meet the demand for
summer drinks?**

Nothing is more cooling, refreshing or healthful than Cold Springs Lemonade Powder.



Three years of selling to a critical buying public and never yet heard a complaint.

Used extensively throughout the colonies, giving general satisfaction.

See to your stocks—the time is ripe.

S. H. EWING & SONS

96-104 King St. 20½ Front St.
Montreal Toronto

The Condensed Ads. in this
Paper will bring good results.

SUCHARD'S COCOA

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

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

Mr. GROCER :---

Do you run a quality store? If so, stock "Essex Brand" and double your sales and profits and increase your patronage.

ESSEX BRAND

FRUITS AND VEGETABLES

are now being booked at
FAIR PRICES in
LARGE QUANTITIES for
FIRST QUALITY.

Better place your Order for Canned Goods NOW.

ESSEX CANNING & PRESERVING CO.

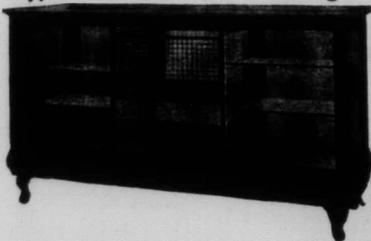
ESSEX,

ONTARIO

Silent Salesman Refrigerator One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue
Winnipeg, Man., Donnelly, Watson & Brown,
Calgary, Alta.



Write for Catalogue and
Details

John Hillock & Co.
Limited

Toronto, Ontario

Here We Are Again!

CASTOLS

Quite a Familiar Name, eh?
Did You Ask Your Wholesaler?

We ask you these questions because we desire to put you in touch with one of the best money-making propositions on the market to-day.

Try Castols-The New Way

Quite as effective as Castor Oil,
and taste only of Chocolate.

Write us. You won't regret it.

Snowdon & Ebbitt

325 Coristine Building
MONTREAL

Sole Canadian Agents

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

By Appointment to



*His Majesty
KING GEORGE V*

Established 1817

Macfarlane Lang & Co's

“
Coronation
Biscuits
”

The Biscuit which should be in every
Loyal Household throughout the Dominion.

Samples and full particulars from

SNOWDON & EBBITT, 325 Coristine Building, Montreal.
 NEWTON A. HILL, 25 Front Street, Toronto.
 MASON & HICKEY, 287 Stanley Street, Winnipeg.
 The STANDARD BROKERAGE CO.,
 852 & 864 Cambie Street, Vancouver, B.C.



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Adams, A.
Allison Co
Alpha Ch
American
American
Asento So
Aymer Co

Baker, W
Balfour-S
Benedict,
Bickle, J.
Bunnycast
Borden Co
Brand & C
Burt, F. N

Cameron &
Canada Su
Canadian C
Canadian I
Cane & So
Carr & Co.
Carter Co.
Chaput, F
Chase & S
Church & I
Cieri & O
Cis Franca
Clark, W.
Clawson &
Coca-Nut
Coles Mfg.
Colwell, E.
Commercia
Common B
Concord Co
Cannon B
Crescent M
Crothers O
Crystal Sea

Dalley, F. I
Distributor
Dominion C
Dominion I
Dominion E
Dewney, W

The Tourist Creating New Middleman

Interesting Sketch of the Manner in Which One Big House Made Good the Damage Done Its Trade by Customers Leaving in Summer—The Value Placed on Service—Reaching Out for the Business of Five Years Hence—How Country Resort Dealer is Supposed to be Killing the Goose of Golden Egg.

Way down in the smoke-cursed, heat-oppressed cities in the United States, where men give themselves over wholly for fifty weeks in the year to the struggle for the elusive dollar, tens of thousands of men and women and children already are contemplating longingly their brief two-week holiday.

Far up in the hilly recesses of the many summer resorts of Canada, where pine-laden breezes refresh the jaded workers, and rivers rushing steel-blue over rocky beds to lose themselves in gurgling protest in the placid depths below, bring peace to overworked brains, or where the pure wind-swept mountain spaces hold out, alluringly, their wonderful prospects, dealers are anticipating this rush, and already are rubbing their hands briskly together while dreaming over the many dollars they may draw from the reluctant pockets of these, our visitors.

The New Middleman.

Between these two, tourist and the retailer of the resorts, there stands a third. This one is the big city dealer. He is expectant of the rush also, for he relies upon it to make up for him in sales the loss of the trade of all the big customers who have fled the city for other lands, precisely as the tourist from the neighboring Republic have fled. The big city retailer depends upon this summer traffic to preserve the balance of business. The transient trade has become necessary to him, and accordingly he has turned his whole organization to the work. More than the patronage of one season is looked for, for this big dealer looks out with the eye of faith upon a greater and a grander army of folks in five years time. For the thousands who drift in by twos and threes, and for those who come in groups club-like, with all their camp trappings with them, his selling forces are ever ready to command. Like a giant spider he holds his place of vantage throwing out the meshes of his great web by advertising in all the principal cities from which these customers come. Money is spent ungrudgingly and service is given gratis to all who require it, even though the monetary returns are but small.

Trade Increasing.

Steadily and surely his policy is bearing fruit. Each year sees more and more of this trade coming to him at least in the first instance. It is his hope that the coming years will multi-

ply this trade many times over. He does not know this will be the result; he only believes it will. But the organization goes on eternally. Strangely enough, he does not reach out for the business originating in his own city. That is not big enough to attract him. His sole object is to be the middleman standing between the tourist in his native city and the retail dealer in food stuffs in the resorts they go to. His organization makes this possible. Thousands upon thousands in money are spent; many stenographers are kept busy with correspondence, and many clever retail managers are forever working out details for the bettering of the trade. The trouble and expense appears to be justifiable for the traffic is big. Service is the keynote of the whole, and strict integrity as to prices is the second doctrine. The rules are those of the Medes and Persians which must not be altered. The business is wanted on good terms or not wanted at all.

Some Michie History.

Not all of the retail grocers in Canada could handle this trade, for but few could spend, without direct prospect of return, the necessary money, nor could they provide the equally essential selling organization. But there is a lesson in it all for the resort dealer to ponder over. The conditions that go to make it possible and profitable should be matters of thought for him. He may so be able to act as to enlarge his own returns and make surer the business he is so dependent upon during the fleeting summer months. In the account given below of the manner in which the old-established Michie firm in Toronto has developed this traffic until it has made of the dull summer-time probably the most profitable season of the year there may be points for him to consider.

"I can remember well the time when you could shoot a cannon down the centre of this store during the summer months without running the danger of hitting a customer," said C. E. Stone, the secretary, in discussing the matter with The Grocer. "The great majority of our patrons being wealthy or well-to-do, always left the city for other climates as soon as the weather became really warm. Accordingly we had to reach out for other trade to fill the breach, and it was the tourist business that was hit upon. We have been working upon that problem for a quarter of

a century and it has grown to such proportions that often we have been compelled to keep a staff of men working late, sometimes even all night, to fill the orders. We cover a wide field, but it has been our custom always to never invade a territory already well served, or to send goods to points so distant that the expense of shipping becomes a serious factor. We take the position that other and nearer houses can supply them just as well as we can. We do not want that business.

The Place of Service.

The one great factor that has stood out clearly in all this business-building is SERVICE. It has been the keynote of the whole. Of course we had to have the goods, but it was the giving of these goods in just the way we knew they were wanted, at just the time they were needed, and in just the condition we knew was necessary, that was the great essential. We relied upon that to bring in repeat orders and we also depended on favorable report for the getting of other business we had not been able to reach. Personal advertising is a very good thing. But the whole proposition, in brief, is service.

"Another factor that is important, is integrity in prices. We have received letters from folks down in the United States complaining of the prices on the list they had received from us. They could not understand the difference, they wrote. We have always replied that the prices they would pay for the goods were precisely the same as those paid for the same stock by our Toronto customers. They were the prices upon which we wanted their trade. If we could not get those prices, their business we would not touch. Generally speaking we would get the business.

Mistake of Resort Dealer.

"Now I think that it is along this line that the retailer at the resort makes his mistake. As far as he is concerned it is a pity, but it is well for us because it is steadily sending business to us we might not otherwise secure. For instance, to be quite plain, the dealer in his store at the camp is always looking far the ultimate dollar. He always endeavors to see through into the pockets of his transient customers and to gauge the money there. Broadly speaking he always tries to

THE CANADIAN GROCER

have all that money in his till before the tourist leaves town. He does not look beyond the mere present. He cannot see that customer returning to the camp the next summer with probably one or two or three, or twenty more upon whose minds he may exert an influence affecting his trade. He will persist in charging and charging until the last cent has been turned over to him. Then he is satisfied. But what of the customer? He comes away with the uncomfortable feeling that he has been fleeced. Not if he can help it will he go back to that camp dealer for his goods next year. Instead he writes to some reputable city house where he can feel sure of both goods and prices, and the little retailer has killed another "goose of the golden egg." Such complaints as these come to us frequently, so that the tendency I speak of must be rather wide-spread.

"Not that all so-called country dealers are such; I don't mean to even im-

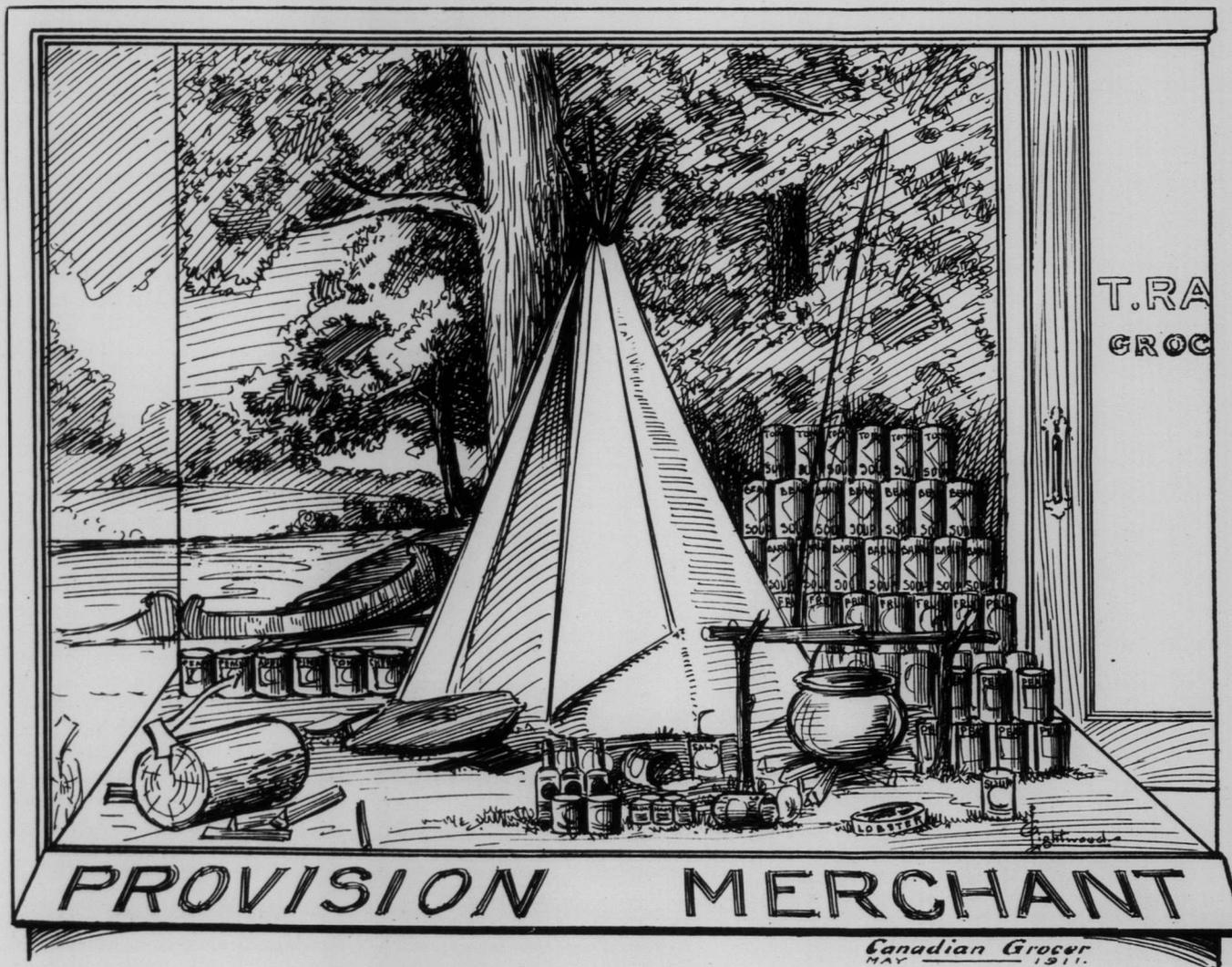
ply that. It is surprising the volume of business handled by these men in some of the small resorts. I am speaking of a particular class of dealers whose whole ambition seems to be to get the ultimate dollar for the year whether the customer is to feel aggrieved or not. He cannot see and work for the future, and so does not appreciate the satisfied steady buyer of five years hence. Consequently more and more of these men come to us for their goods each year. Frankly we are looking out for the trade of five years hence, and for that of ten years hence, if it comes to that. The organization is eternal.

City Trade Not Wanted.

"The business that originates in Toronto does not attract us. We dress our window that all may come and see, and we ungrudgingly hand out information as to goods, needs, etc., but we find that in most cases the city folk have the orders filled at the store where they

are accustomed to deal. So we do not count at all upon the business of the tourists of Toronto. They get the information they seek because it has always been our policy to be lavish of information whether the business came as a consequence or not. That is another of the essentials of this particular traffic. One must be ready to give ungrudgingly of information. Many times have we given away ten dollars' worth of service without getting a dollar in order in return, but it is all in the day's work.

"So the whole may be summed up in the following system. We advertise in all the cities whence the traffic comes. We hold strictly to prices such as are paid by our regular customers. We give the best possible service that can be given, and we simply wait, counting upon satisfied customers telling others who are dissatisfied and relying upon the wonderful power of personal advertising."



A CAMPING WINDOW THAT SHOULD BRING RESULTS.

Suggestion for a Seasonable Canned Goods Window. It will be Observed that a Painted Background has been Represented but the Dealer will be Able to Produce a Good Effect With Evergreen Bushes, etc.

Hints for Securing the Campers' Trade

Methods That Have Been Followed With Good Advantage in One Resort Locality—The Advertisement in the Hotel — The Circular Informing City People of Stocks—A Campers' Window.

In a short time now the restless inhabitants of the big cities will be turning their attention to the selection of some place to spend their brief summer vacation, and it would probably prove to be a good piece of business for the dealers in the towns and resorts so fortunate as to attract these transients, to provide beforehand stocks that would serve to draw their trade.

These people that are able to abandon their busy life for even so brief a space of time as a fortnight, are also able to afford good things to eat, and although individually their business would not amount to much, taken collectively, it is worth considering. A camp will use a quantity of expensive canned goods in its brief existence, for it is on canned goods, meats, soups, vegetables, milk, that the camper depends. There will also be vegetables and fruits, but the former is the chief source of supply.

Different dealers in different localities would have different methods of reaching this trade. Some go to it, others make it visit the store, while still others depend upon luck to swing the business their direction.

One Dealer's Methods.

A merchant in a country town, the centre of a number of summer resorts, tells of the methods he employs to secure the camping trade. "The people from our own town who go camping are easily reached through our ordinary advertising channels," he said, "but the outsider presents a more difficult problem. In the larger town he could be reached through the daily newspaper, but we have only a weekly in our town, and it can be made of little use in this respect.

"One method which we use is the placing of framed advertisements in the hotels of the town where the campers visit before leaving for the lakes.

"Another help was to place an advertisement of our store on the back of the liveryman's card. This advertisement gave directions where our store was located, and stated that we gave special attention to campers' supplies. A note on the bottom testified to our willingness to give campers any information they wished regarding the neighboring summer resorts. When the camper stepped off the train, he was approached by the liveryman, who handed him a card, and if he required supplies, seeing our advertisement on the back, he would in most cases come to our store."

"All such things as looking after their livery rigs for them, suggesting

goods which they might require, looking after their supplies so that they had no bother once they gave us their order, and many other little services, are things that are appreciated by campers, who are out for a holiday, and wish to have the least trouble possible."

Another dealer in a summer resort town secures each year all the names and addresses possible of the campers who are at all likely to come back the following season. Early in spring he gets out a circular pointing out the folly of bringing goods from the city, when he can give them just as good at equal prices, and with less bother. These circulars are mailed in the spring to all the addresses on the list. This same dealer makes deliveries of goods to each of the three summer resorts in the vicin-

ity once a week. He says he receives orders enough each week to make it pay him.

A Typical Window.

The window given herewith is one that should be productive of results, being calculated to stimulate the passerby to camp life, and to attract the notice of those who have already made up their minds to go. The arrangement is simple, and can be put up with little time or trouble. The tent, and log of wood, and fishing pole, and fire-pot, are all too familiar for mentioning. The background is a painted screen, and one could no doubt be secured for a small rental at the local photographer's. The floor of the window might be dressed to resemble sod. The piling of the cans explains itself. This could be varied to suit the needs of individual dealers. In some places, the sod or the background would not be needed; in some other places a simple screen would do. There should be some grouping of it, however, available and serviceable to many dealers.

How Are You Going to Figure Profits ?

Another Example to Show That the Sanest Way to Estimate is From the Selling End—The Building of Pyramids—Tricks Learned by the Ancients and Lost by Their Children — The Moral.

By Henry Johnson, Jr.

Mr. Jamieson mentions engineering in connection with the building of the pyramids.

I like best to talk about things with which I am familiar, and I do not know much about engineering, so what I say must be taken for what it is probably worth. I believe, however, that we are not in position to say whether our present appliances equal those used on the pyramids, because the idea has been mislaid during the intervening centuries.

Recording Ideas.

Whatever we have accomplished since civilization got its second wind is on record, and we are thus far ahead of the earlier builders, since whatever we are now doing is there for the future to see. Whenever we get around to feel the need of more pyramids, I imagine we shall be able to build them; and we shall probably do it more cheaply and rapidly than did old Cheops.

Through some fortunate accident in some distant century some old Chinaman, I think it was, discovered a peculiar process of glazing, which up to date has not been equalled; but when we of to-day equal it, we shall do it scientifically and shall record our discovery so that it may not again be lost.

To Hold Them.

Some ancient savages in Rome or vicinity, as indicated, I think, by remains in Pompeii, knew how to temper copper to the hardness and toughness of our steel. It is too bad they mislaid the recipe, for it would come handy right now; but we have copper wire to-day which withstands much greater tensile strain than anything we had twenty years ago—and we are keeping right at it. We shall get it and we shall record it, which will prove that we are not savages; and think of the many other things we are doing at the same time. Never permit yourself to think that "the good old times" had any special advantages which we do not have—why, even our grocery stores are better! Some few things the ancients had—by accident—of which we have not yet regained possession; but when we get them we shall keep them—thus beating the ancients by several laps.

The Hybrid Error.

The Baldwin locomotive incident was brought in as a grotesque illustration of the futility of imagining that sauce for the goose can be indiscriminately fed to all ganders. Two and two make four, but two yeast cakes, plus two

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THE CANADIAN GROCER

yeast cakes will hardly make four locomotives, nor will they answer the purpose for which the four locomotives were built. It was precisely because Baldwin's method of computing his profit on his cost would not do for us that I told the story.

The "hybrid method" to which Mr. Jamieson refers is right. It is hybrid. But the point is that, in computing margins on cost we are all liable to fall into the hybrid error; whereas we are absolutely certain not to make that mistake if we once achieve the habit of figuring from the Selling End.

Discussing Margins.

I said cost accounting did not enter into this discussion, and it properly does not. This is not to deny the fundamental importance of the most hair-splitting accuracy in cost accounting; for nothing is possible in business without the most analytical knowledge of costs. Those who have read my stuff for the past ten years well know that this is one of my most regularly-ridden hobbies. But we were not discussing costs, not cost accounting. We were discussing the proper method for computing margins and profits after cost was ascertained. I do not think my friend and I shall have any disagreement about cost accounting; and I feel sure he can teach us a lot of value in that connection—and I shall be a willing pupil. But we must not mix our subjects too much or we shall get nowhere.

The Law and the "Profits."

But knowledge is at best only a rickety stepping stone. Anybody can crowd a thousand facts into his brain. But the USE of knowledge is the "law and the profits." Thus, the most valuable service any of us can render to a fellow traveler is that we somehow give him a suggestion on which he will THINK. Now, there is a degree of abstraction about computing on the selling end; the confining ALL our calculations to the limits of 100 that is eminently wholesome. No man can put this thought into practice without becoming mentally broader than he was before. You will find that a man who has once grasped this idea hesitates just a fraction of a second before he answers an off-hand question; and when he answers, his words are deliberate and his eye is thoughtful. He has learned that figures can lie in a shameless fashion; and he is aware thereof. He has discovered that "things are not always what they seem;" he looks carefully before he feels that he knows. Thus the habit of computing margins this way tends to make better merchants.

Deceptive Figuring.

See the salesman enter your store and offer you, say, some flake washing pow-

der thusly: 5 cases at \$4 per case, delivered, and 1 case free. There are 24 packages in the case and the retail price is 20c a package; it is staple; you are selling it all the time; so you know just what you can do with it. The quantity is, however, rather excessive, so he proceeds to "show you" the big margin there is in it for you. He figures it this way:

5 cases at \$4, come to\$20.00
Less 1 case free which you sell
for 4.80

Making the 5 cases cost you 15.20

According to the salesman, this "stands you" a cost of \$3.04, and you sell it for \$4.80, showing a gain of \$1.76 per case, or just less than 58 p.c. Decidedly you cannot pass that kind of an offer.

The Other Method.

But we, who are accustomed to figure on the selling end, look at things just a little differently. We divide the \$20 by 6, getting a cost of \$3.33 plus, per case, which we sell at \$4.80 per case, showing a gross margin of \$1.47, which, being divided not by \$3.33, but by \$4.80, shows us the very satisfactory marginal percentage of 30. Why is not this better in every way, on any basis of doing business, from any standpoint, than to divide by \$3.33 and show an apparent margin of 44 p.c.

What we are after is to intrench ourselves in safety as a primary consideration. In this case, 30 p.c. is safe, absolutely reliable; 44 p.c. is fictitious. Let us eliminate the fictions.

Using Old Principles.

Mr. Jamieson says the modern grocer deals in no new principles, but makes advanced application of old principles. That is right. There is no subversion of mathematical rules in the right way to figure margins and profits. There is, however, a distinctly advanced and improved application.

And yet not so new after all. It is not that usage and custom have changed much during the past generation or two. Rather is it that grocers have not thoroughly understood this end of their problem and have therefore been taking a dangerous straddle. That greater disaster has not resulted is due to the fact, as I have said before, that this continent was new—like the Newfoundland town from which those brothers recently wrote to me—margins were not closely shaven and therefore, with the "glorious privilege of youth" we have committed indiscretions without having to suffer the consequences.

Let Talk Go On.

But that state is passing away; we must get down to "brass tacks" and know just what we are doing, or it is

us for the down-and-out club. So, to be safe, let us take the inside track and figure on the Selling End. Come to think of it, can you see any DANGER in this figuring?

Present, and past, usage and custom favor this method. All methods pertaining to the retail grocery business are computed on the selling value, save only this one item of margins. It is mere oversight and lack of knowledge that has led to our working from the cost; and why continue, now that we know better?

I agree with Mr. Jamieson that discussion is only beneficial if each keeps on his side of the fence. If you want to know about a thing, argue it from the other side. We learn through attempting to teach. Let the good (talk) go on.

A. Campbell is commencing a grocery business at Vancouver, B.C.

James Hirst, grocer, Nanaimo, B.C., is erecting a new business block.

The branch grocery store at Prince Rupert, of Stalker & Wells, has been destroyed by fire.

Larry Driscoll, of Vancouver, has joined the clerking staff of Ramsay & Philips, Kamloops, B.C.

T. H. Stevens has been appointed manager of the grocery department of Ramsay & Philips, Kamloops, B.C.

PRAISE FROM OSHAWA.

C. H. Crysedale of Crysedale & Son, grocery and fruit dealers, Oshawa, Ont., Justice of Peace for County of Ontario, has been in business for 35 years, and a subscriber to Canadian Grocer for over 20 years—would not be without it for any money.

When he first subscribed for it he thought it would be of little use to him, as he had been in the grocery business for a number of years, and had a good deal of experience, but he found it of utmost value to him.

By acting on the information given in the markets, he says he has saved the subscription price many times over.

It is such a helpful medium that price is no consideration, he says. The store is noted for its good windows, and most of the ideas have been taken from The Grocer.

He finds it helpful to everyone connected with the business, and after careful study of it himself, he passes it along to every clerk in his employ.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - President

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

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

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

PUBLISHED EVERY FRIDAY

THE KING'S BIRTHDAY CELEBRATION.

It would almost appear as if the King were unfortunate in having his birthday fall on the third day of June. From all parts of the country come advices carrying the news that the day will not be observed as a holiday by merchants. Branches of the various associations have decided in open meeting that that it would be too much to expect of them to give up their Saturday business.

This is not to be considered as meaning that the retail dealers of Canada are disloyal or even indifferent to his Majesty. King George has no more loyal subjects than the merchants of this country. The whole trouble has been that under the force of circumstances perhaps, too many holidays have been set too closely together and the natal day of the King coming on a Saturday only complicated matters. The dealers would no doubt, be pleased to celebrate some other day. Coronation day falls on a Thursday which is hardly as bad, but there is the first of July within a week.

Still for all that it is likely that when the King's birthday is heralded in a good majority of those who have signified the intention of keeping open shop will close up for at least a portion of the day.

REGULATION IN MONTREAL.

It is reported from Montreal that Mayor Guerin has called the attention of the Board of Health of that city to the fact that foodstuffs are exposed for sale in the streets. His worship is said to have enlarged upon the dangers of the practice and the health authorities are understood to have promised to bring in a by-law so strong that every possible menace will be covered completely. It is also proposed to carry out the provincial measure to the letter. This provides for a fine for each infringement.

It is generally advisable, and especially is this so in big cities, that all foodstuffs be protected from contamination by street dust and possible disease germs. The dealer who unnecessarily exposes his goods in the open street, knowing this, is only helping in his own downfall. This is an age when matters of hygiene are considered as of the utmost importance to every one.

But it is also generally found that municipal councillors take altogether too advanced an idea of the methods by which merchandising can be carried on. These men

cannot see that a display stand in the front of a store is necessary to sell some lines of goods where a dealer with limited frontage is concerned.

That is usually the way. The municipal reformer is altogether too radical. To him it is not given to see the middle way. It is not given to him to understand that regulation is the only thing that really does meet the conditions. He must wipe out the whole system, and so he always accomplishes but little.

THE OILING OF ROADS.

In Galt, Ont., where the citizens have decided to use oil on the streets in attempting to allay the dust nuisance, the merchants have been protesting because of its ineffectiveness after a certain test.

It might be well for them to have investigated both the equipment used in spreading the oil and the state of road that was oiled.

Oil, it has been demonstrated elsewhere, is effective in the laying of dust, but the conditions must be perfect. If this happy result is to be obtained. First of all, the sprinkling device must be so constructed that the fluid can be spread evenly, and, secondly, the macadam road should be scraped or swept clean of dust before the sprinkling is done. Otherwise the test will be a failure, and only the surface of the unstable dust will be touched.

There is no doubt that the proper oiling of roads has proved a blessing to those suburbanites who live along the great highways leading into great cities. It can be comparatively as great a blessing in the small town.

TWO MILLION IN TEN YEARS.

There is food for much thought in the announcement from Ottawa that nearly two million immigrants have come seeking new homes in Canada during the last ten years, for it means more than the mere citation of the fact that there are that many more mouths to fill in 1911 than there were in 1901.

That statement is to the new man starting in the little store on the prairies a glimmer of hope that soon in the days to come thousands will be settling down to their life work close beside him. It is to the established dealer the assurance that his sphere of operations will be ever-widening in the future. It is an evidence of the realization on the part of the discontented in all parts of the world, that Canada, of all countries is the land of opportunity.

For the man who will seek it, there is a wealth of optimism in that report of the Department of the Interior. The weak-kneed, doubting merchant will find in its perusal a buoyant faith that will carry him on a long way on the road to achievement. It is indeed hope realized, that this, will be Canada's century.

FOR A UNIFORM CIVIC HOLIDAY.

Nothing but the highly-developed local pride in the chief magistrate of some small community often stands in the path of some great country-wide movement, but it is enough.

Nothing but the individualism of many communities both great and small stands in the way of a uniform Civic Holiday.

During the next few months there will be an epidemic of holidays purely local all over this country. Unlike an epidemic, they will not fall upon the same date. The traveler has not been informed of the chosen time, and, as a consequence, he loses a day when he steps off the train only to find the town in gala attire. Sometimes

he strikes one or two Civic holidays in one week, and occasionally there is a weekly half-holiday thrown in.

There is yet plenty of time for the merchants of well-defined districts to get together and prevent this waste by proclaiming the same day as Civic Holiday. The wholesale houses could then be informed so that their drummers would not be wasted for that day.

Surely the merchants of any given place are influential enough to have some little deciding say in this matter of selecting the municipal holiday. If they are not then the only other thing to do is to have the matter taken up at the next meeting of the Union of Municipalities when the mayors and reeves of all localities get together to discuss methods for the betterment of the province and country as a whole.

WHEN AN ADVERTISER SAVED THE LIFE OF A BUSINESS.

A noted publicity expert told a story about the advertising of a big corporation the other day, that aptly illustrates the view some people take of advertising.

The business was in a bad way, and was steadily becoming deeper and deeper into the mire, when a new man was called in to assume entire control of the management. He delved deep into the affairs of the corporation, and came to the conclusion finally that publicity on a big scale was needed. So he called a meeting of the directors and laid his proposition on the table. It called for the expenditure of a considerable sum of money and the services of one of the outstanding men of the advertising fraternity. This announcement took the breath of most of the conservative board, but all of them kept their opinions to themselves, save one. He bolted outright and stated his determination to allow of no such outrageous scheme going through as long as he remained upon the directorate.

The manager rose in his place, and looking the "bucking" director squarely in the eye said quietly: "When you got sick last year, Mr. Blank, did you depend for your life upon the plodding physicians of this neighborhood, or did you send to the city for one of the experts to pull you through?"

"Why, I sent for the real doctor, of course, but you can't make that apply here."

"That's just what does apply. This business is deathly sick, and I intend to call in the best business doctor I know of to pull it through."

He had his way, they spent the money, and the corporation was saved.

That is typical of human nature the world over. Talking and theorizing are all right so long as it remains simply talking and theorizing, but just as soon as the money is called for, then the row begins. Usually, it is the better policy to foot the bill when a capable man is spending the money, because his reputation is at stake almost as much as the man who pays, if not quite.

ON WHAT IS DUE TO THEM.

Ever and anon from out the depths of the low-lying regions inhabited by the retail dealers there rises the wailing cry: "Behold the hands of all men are turned against us." And they refuse to be comforted.

And yet, ever and anon a great wonder rises in the mind of the judicious onlooker if sympathy were really the thing to which these men are most entitled.

It is this way. From Napoleon's time it has been the creed of all strong men that Providence fights on the side with the heaviest artillery. In other words it is the unwritten law that in this country of great opportunities

only he who grasps the chance can hope to succeed. A week or two ago one of the members of the Toronto city council brought in a measure calculated to prevent the dealers from using the outside front of the store to display his goods. Nothing was excepted. He urged the legislation, because, he said it would tend toward the beautification of the city and the health of the citizens.

There was an issue of the most vital importance to the grocers of the Queen City. A meeting of their section was called to hear the alderman's views and to discuss the question. ONLY A DOZEN OUT OF THE ENTIRE MEMBERSHIP RESPONDED. The dealers did not seem to have the slightest interest in the matter. And yet had it gone through the fruit trade of practically all the little fellows would have been paralysed. It was not owing to them in the slightest that it did not go through. The committee that was appointed at the meeting to interview the aldermen in every ward and to wait upon the city council when the motion came up for discussion, was the body of men who saved the general body in Toronto.

If every member of every association attended every meeting and took an interest in the work there would not be so much of this.

REBATE ON CASH SALES.

Every grocer in Canada should hesitate before accepting as a necessity the policy which demands the giving away, in the form of rebate, of a percentage of the profits he has legitimately earned in cash sales covering a more or less extended period of the past.

There is no economic defence for this method of merchandising. Considered apart from an excessive profit it would mean the giving away by the left hand along with the goods, a portion of the money his right hand received as payment for those goods. It is simply a case of the "right hand not knowing what the left hand doeth."

No grocer in Canada is making such a high percentage of profit on turnover to-day that he can afford to give away, let us say, fifty cents worth of goods, when a customer brings him in checks for ten dollars' worth of goods purchased mayhap during two, three or four weeks as the case may be. And considered at its best, the scheme is only a doubtful expedient to secure or hold custom. The man who is counting upon it has either made a greater profit than he need on the sales themselves or else he is cutting prices to a point farther than is necessary. Altogether the system is not in the best interest of either dealer or customer. It fails somehow to convince.

EDITORIAL NOTE AND COMMENT.

There seems to be quite a healthy demand on the part of clerks in the west, for a weekly half-holiday.

Calgary merchants are contemplating the formation of an association independent of the Board of Trade, and purpose giving special attention to credits.

The clerks in Portage La Prairie petitioned the council for strict enforcement of the holiday closing. It is understood that this was not done on Victoria Day and people are asking questions. The reason advanced is simply insufficient notice and hardship to farmers.

William Maxwell, of Rothesay, Scotland, the apostle of co-operative stores has reached Vancouver. It is reported his purpose on going through to the Pacific Coast was but to see the Rocky Mountains. He is also said to be responsible for the statement that individualism is particularly strong in Canada.

Latest News From Trade Centres.

OUTSIDE DISPLAY.

Council Throws Out Radical By-law Amendment.

Toronto, June 1.—Under the protest of a deputation from the grocers' section of the local branch of the Retail Merchants' Association the motion of Ald. Sweeny to amend the municipal by-law so that it would be against the law for merchants to display goods on the street before their doors, went down to defeat at the city council meeting on Monday.

The councillor had attended a meeting of the grocers' section last Thursday night to explain the situation to the dealers, but he failed to convince both on the argument that the passage of the amendment would tend to the beautification of the city, and also that the health of the citizens might be improved thereby.

He was subjected, it is understood, to considerable ridicule, and finally a resolution was passed, protesting against the measure as an infringement upon the rights of dealers. The council did not waste much time in discussing the matter when the deputation informed them that the passing of the by-law would put a whole lot of the little fellows out of line for the fruit trade, and for other branches where outside display was absolutely necessary.

LEMONS IN MONTREAL.

Demand From the Country as Well as Local.

Montreal, June 1.—The lemon market apparently lost no time in responding to the bullish influences that have affected it of late. Last week quite an advance was made when the price went up to \$3. Early this week jobbers were asking and receiving \$5 and freely stated the likelihood of still higher prices. To a representative of The Canadian Grocer one of the local jobbers said he was almost out of supplies. "A day or so ago," he added, "one of the jobbers along the street asked me to let him have fifty boxes, and he is regarded as particularly strong as a lemon dealer. Of course I could not let him have any for the fact that I am short myself. The demand is not only from the city, but from the surrounding country. It will probably be ten days or two weeks before more goods come in and prices may then decline a little, but it is just a question. In the meantime as supplies become shorter it is to be expected that still higher prices than those now existing may be asked."

In addition to this condition of the present, the fact remains that the supply of Sicilian lemons is smaller than last year, according to the various reports and the decrease is quite appreciable. Summer is still to come, and with a continuation of real seasonable weather the demand for lemons is bound to be felt with the result that the market may retain much of its present strength.

EARLY CLOSING BY-LAW.

Royal City Council Seeks to Compel New Departure.

New Westminster, B.C., June 1.—The regulation of stores, including early closing and a half holiday on one day in each week, was food for discussion at the meeting of the city council last week. A by-law covering this had been drawn up, and was given its third reading, but it is claimed it must be brought up again for reconsideration.

One of the clauses compels the closing of all retail establishments at 6 o'clock in the evening, and on holidays. The power of the municipal body to enforce the closing of stores was questioned, but, the clause was finally passed.

A CALGARY ASSOCIATION.

Merchants Contemplating Breaking From Board of Trade.

Calgary, June 1.—The special meeting called for to-night will settle in all probability whether or not the retail merchants of this city are to have an association independent of the Board of Trade, of which body formerly they constituted a section. The matter was discussed pretty fully at the meeting last Thursday.

Keeping closer watch on credits is to be one of the chief objects of the new organization. That is to say, those who take advantage of the merchant to "charge" goods, while later refusing to meet the account will be given special attention.

If an independent body is formed it will probably be along the lines of the Lethbridge Retailers' Protective association, which is supposed to be doing effective work, and B. L. Cope, the secretary, for the dealers in the southern city, will speak on the subject at the gathering to-night.

HALF-HOLIDAY IN REGINA.

Clerks Present Memorial to Retail Dealers With Success.

Regina, Sask., June 1.—"We the undersigned clerks and employes of

the City of Regina, are desirous of obtaining a half holiday out of each week during the months of June, July and August, 1911. By doing so we do not consider that it will inconvenience the public in any way, as it is done in all the large cities and in most of the eastern towns. The benefit derived from the recreation by the employes will more than repay the employers. We trust that you will favorably consider this request and grant the same. We would suggest Wednesday afternoons."

This memorial, drawn up by the clerks of the city was presented to the retail merchants, bearing the signatures of more than two hundred clerks, warehousemen and drivers.

The matter came up for consideration last week at the last meeting of the Retail Association, and finally on motion of J. F. Bole and John McCarthy, the following resolution was passed unanimously:

"That this meeting of business men of the city endorse the principle of the half holiday and that we will co-operate with the clerks in obtaining such on condition that they obtain the signatures of the business men of the city to that end and undertake on their part the organization of an athletic association to fitly spend the holiday."

The clerks appreciate the recognition of their request at the hands of the dealers and purpose, it is said, "forming an athletic association so that the afternoon may not be wasted."

Mr. McCarthy was strongly in favor of the clerks approaching the council and getting a by-law passed, making the holiday general all over the city. This will be attempted.

PETITION IN ST. JOHN, N.B.

Some Merchants Protest Against Council's Ruling.

St. John, N.B., June 1.—While many of the leading grocers of the city are in approval of the early closing by-law which has recently been passed by the common council, compelling all stores, excepting druggists', confectioners', tobacconists' and liquor dealers', to close at 7 o'clock each evening under a penalty of \$40, there are several of the smaller dealers who are strongly opposed to the law. A petition is being circulated for presentation to the common council, asking for the repeal of the law, or for an amendment. The law it is claimed will be a benefit and give an impetus to the trade of the larger stores but the smaller grocery shops will suffer, as many of them transacted considerable business after 7 p.m. or on the mornings of holidays.

Latest Review of Grocery Markets

Prunes Soar With Supplies Small—Dried Fruits Exhibit Upward Tendency—
Dried Peaches Among the Scarce Lines on Toronto Market—Canned Goods in
Montreal Up and Down—West Calling for Canned Goods—Syrup and Molasses
Firm in Winnipeg—Sugar Unchanged—Demand Quiet.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Prunes—Up 1/2 cent.

Canned Goods.—Up and down.

New Muscavado Sugar—3 1/2c a lb.

Montreal, June 1st.—There is no denying the fact that the local market is stripped of dried fruit. Some jobbers state that they are without a single box of prunes. Already it is a bare market and it seems quite safe to say that before new supplies are available there will be nothing at all to offer consumers. The dried fruit departments of the jobbing houses are pretty well out of business.

Canned goods are rather interesting this week from the fact that there is a tendency in some quarters to dispose of their surplus stocks. For instance, a member of one of the firms told The Grocer that he was offering peas at \$1.15, 3 lb. apples at \$1.10, strawberries at from \$1.25 to \$1.80 and tomatoes at from \$1.37 1/2 to \$1.40. It is easy to understand that strawberries in heavy lots are not desired at this season with the new crop so near. Apples are a little different in this respect and have a longer period to stretch over. The West is still calling for canned goods. One local firm reported a sale of a car load of gallon apples to Winnipeg and another wholesale grocery house disposed of one car load of peaches. These are only a few of the orders that are coming in and are mentioned to convey an idea of the business that is passing even now. One of the houses report an advance in tomatoes, asking \$1.50 for 3 lbs. and \$3.75 for gallons. That is a move in the opposite direction to that just mentioned but it is regarded as justifiable by the firm who announce it. Conditions in this and the dried fruit market will depend upon the supplies of the individual houses very likely until the new crops are received.

It is believed that the scarcity of dried fruits has turned much of the demand into the canned goods channel.

New Muscavado sugar has arrived and is quoted at 3 1/2c.

Sugar.—The heavy purchases of sugar made in the winter are now practically exhausted according to a local traveler who visits the trade. Just now the market is rather quiet, with demand only

steady. New Muscavado is quoted at 3 1/2c.

Granulated, bags	4 80
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 60
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 80
Bright coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bags	4 20
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses.—Steady and unchanged. Markets in syrups and molasses have not a new feature.

Molasses to arrive, car load lots	0 28	0 29 1/2
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 25	0 26
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 02 1/2	0 03 1/2
" 1-bbls.	0 02 1/2	0 03 1/2
" 2-bbls.	0 02 1/2	0 03 1/2
" 35-lb. pails	1 70	1 70
Cases, 2-lb. tins, 2 doz. per case	2 25	2 25
" 5-lb. " 1 doz. "	2 50	2 50
" 10-lb. " 1 doz. "	2 50	2 50
" 20-lb. " 1 doz. "	2 45	2 45

Dried Fruits.—As far as new crop prunes are concerned the only change is a little more willingness on the part of growers and packers to make offers. The movement after June 1st is expected to be more noticeable. Advices from France say indications there point to a good crop of prunes and better reports are received from Borna and Servia. In the meantime the local market is up 1/2 cent with but little fruit offering. One jobber said he felt the high prices for new crop goods were not fully warranted but brokers say otherwise and state that prices are up 1/2 cent over quotations of several weeks ago. Prunes may be summed up as follows:—Spot market very strong, futures now seem to be a little more favorable to the buyer.

Evaporated apricots	0 19	0 21
Evaporated apples	0 14 1/2	0 16
Evaporated peaches	0 11	0 12 1/2
Currants, fine filiatras, per lb., not cleaned	0 07 1/2	0 08 1/2
" " cleaned	0 07 1/2	0 08 1/2
" 1lb. packages, fine filiatras, cleaned	0 08	0 08 1/2
" " Patras, per lb.	0 08 1/2	0 09
" " Vostizsas, per lb.	0 09 1/2	0 10
Dates	0 05 1/2	0 06
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08 1/2
Figs, 4 crown	0 09	0 09 1/2
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 7 crown	0 12	0 13
Figs, 8 crown	0 13	0 14

Prunes—		
30-40	0 17 1/2	0 17 1/2
40-50	0 17	0 17
50-60	0 14	0 14 1/2
60-70	0 13 1/2	0 14
70-80	J 12 1/2	0 13
80-90	0 13	0 13
90-100	0 12 1/2	0 12 1/2
100 and over	0 11	0 12 1/2
Bornia prunes	0 12	0 12
Raisins—		
Choice seeded raisins	0 08 1/2	0 09
" fancy seeded, 1-lb. pkgs.	0 08 1/2	0 09 1/2
" loose muscatels, 3-crown, per lb.	0 08	0 08 1/2
" " 4-crown, per lb.	0 08	0 09 1/2
Select raisins, 7-lb. box, per box	2 40	0 52 1/2
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07 1/2
" select, per lb.	0 08	0 08 1/2
" 4-crown layers, per lb.	0 08	0 09

Coffee.—The market is colorless and unchanged.

Several tons of coffee were brought to Montreal this week by the "Bornia" from Mexican ports.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Teas.—New Japans have not arrived yet but are on the way and should be received by the first of the month or a few days later. They will be a little higher than usual according to report. Ceylons are dear and the whole market is steady.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoe	0 20	0 22
" Pekoe Souchong	0 20	0 22
India—Pekoe Souchong	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
" Hyson	0 24	0 25
Gunpowders	0 19	0 25
China greens—Pingsuey gunpowder, low grade	0 14	0 15
" " pea leaf	0 30	0 30
" " pinhead	0 30	0 50

Spices.—A report on pepper says. "There is no longer any doubt that the total crops of pepper for 1911 will prove many thousands of tons short." Another: "The indications at present are that the fall will see much higher prices based on the simple rule of supply and demand.

	Bbl.	Pails or Boxes	Tins	1-lb. pkgs. 4s	1-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	0 90
Curry powder	0 25	0 25	0 25	0 90	0 90
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	0 80	0 80	0 80	2 75	2 75
Nutmegs	0 30	0 30	1 90	2 90	2 90
Pepper, black	0 15	0 16	0 17 1/2	0 75	0 80
Pepper, white	0 24	0 25	0 26 1/2	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 80
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	0 15	0 15	0 15	0 75	0 75
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—The market is rather quiet, and unchanged. There is a fair demand but nothing particularly new.

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In shell—	
Brazil	0 15 0 18
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	0 12 0 14
Tarragona Almonds, per lb.	0 15 0 18
Walnuts, Grenoble, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11 0 14
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown "	0 32 0 33
" 2-crown "	0 31 0 32
" (in bags), standard, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 08
Coon green	0 07
Diamond G. green	0 08 1/2
Diamond G. green	0 07 1/2
Bon Ton, roasted	0 11 0 11 1/2
Bon Ton, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Broken	0 30 0 32
Grenoble	0 17

Rice and Tapioca.—A good healthy demand is felt, the warm weather creating a special call.

Rice, grade B, bags, 250 pounds	3 10
" " " " " " " "	3 10
" " " " " " " "	3 10
" " " " " " " "	3 10
" " " " " " " "	3 30
" " " " " " " "	3 00
" " " " " " " "	3 00
" " " " " " " "	3 00
" " " " " " " "	3 10
" " " " " " " "	3 20
Velvet head Carolina rice, per lb.	0 09 0 10
Brown bag	0 04 0 05
Tapioca, medium pearl	0 05 1/2 0 06 1/2
Seed	0 05 1/2 0 06 1/2

ONTARIO MARKETS

POINTERS—

- Prunes—Up 1/2 cent.
- Dried Peaches—Scarce.
- Raisins—Firm.

Toronto, June 1.—Dried Fruits continue to attract attention as supplies grow smaller and prices travel upward. Trade in prunes and evaporated apples is not large from the fact that wholesalers' stocks are exceedingly small and prices are so high that retailers display little interest in pushing sales. Some wholesalers have no supplies of these two fruits and peaches is another line which is small in supply and of which some houses are already sold out. Raisins are gradually firming up. The new crop of dried fruits will assuredly come on the barest market that has been known in many years.

Business in groceries is fairly good according to reports, with collections quite good for this season of the year. Demand for summer lines is now being felt, and on account of the warm weather during May, it has set in a little earlier than usual. Besides summer lines of canned goods, lime juice, lemonade powders, and similar lines are now being asked for. Trade during May compares favorably with last year. Sugar has been an exception, trade being very inactive during the month, one wholesaler commenting that during May, sugar was duller than he ever knew it to be. As sugar soon runs into money, it makes sales look smaller than they really are.

The consumption of sugar should now

begin to show an increase, with the advent of the preserving season. It is expected that Canadian strawberries will be received within a week, which is counted the opening of the heavy sugar demand.

Sugar.—The market is marking time. Conditions would seem to indicate a continuance of strength. Trade is quiet.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 50
Beaver granulated	4 30
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, bris.	4 90
" " 50-lb. boxes	4 90
" " 25-lb. boxes	5 30
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" " in 50-lb. "	5 70
" " in 25-lb. "	5 90

Syrup and Molasses.—Trade in syrup continues steady at unchanged prices. There are no special features to note in regard to molasses, trade being inclined to quietude.

Syrups—		Per case	Maple Syrup—	
2 1/2 lb. tins, 2 doz.	2 25		Gallons, 5 to case	
" " " " " "	2 25		" " " " " "	
5 lb. tins, 1 doz.	2 60		Quarts, 24 "	
" " " " " "	2 60		Pints, 24 "	
10 lb. tins, 1 doz.	2 50		Molasses—	
" " " " " "	2 50		New Orleans,	0 30 0 35
20 lb. tins, 1 doz.	2 45		medium	0 30 0 35
" " " " " "	2 45		New Orleans,	0 28 0 32
Barrel, per lb.	0 03 1/2		bbls.	0 28 0 32
Half barrel, lb.	0 03 1/2		Barbadoes, extra	0 45
Quarter "	0 03 1/2		fancy	0 45
Pailla, 35 1/2 lbs. ea.	1 70		Porto Rico	0 45 0 52
" " "	1 70		Muscovado	0 30

Dried Fruits.—The market is certainly an interesting one. Predictions of higher prices which have been made in these columns so many times seem to be well warranted. Prunes in sizes of 80 to 90 and 90 to 100 are up another 1/2 cent this week. Stocks are smaller than they have ever been known to be at this time. Those who have any 80 to 90 or 90 to 100 are inclined to ask higher prices than present quotations and spot stocks seem to warrant. Peaches are also extremely scarce on this market and none are to be had at less than 13 cents and it looks like higher prices than that. The raisin market is gradually firming up. Valencias are also firm. Tap figs are getting well cleaned up.

Prunes—	
30 to 40, in 25-lb. boxes	0 17
40 to 50 " " "	0 16 1/2
50 to 60 " " "	0 13
60 to 70 " " "	0 12 1/2
70 to 80 " " "	0 12 1/2
80 to 100 " " "	0 12 1/2
Same fruit in 50-lb. boxes 1/2 cent less.	
Apples—	
Choice, 25 lb boxes	0 20 0 21
Fancy, " "	0 20 0 23
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12 1/2
Figs—	
Blanches, per lb.	2 1/2 " 0 11 1/2 0 12 1/2
1 1/2 inches	0 08 0 10
2 " "	0 08 1/2 0 10 1/2
2 1/2 " "	0 09 1/2 0 12
Tapnets, "	0 04 0 04 1/2
Bag figs	0 04 0 06
Dried peaches	0 12 1/2 0 13
Dried apples	0 09 0 09 1/2
Evaporated apples	0 15
Currants—	
Fine Filizras	0 07 1/2 0 08
Patras	0 08 0 08 1/2
Uncleaned to less	
Raisins—	
Sultans	0 10 0 12
" fancy	0 11 0 12
" extra fancy	0 14 0 16
Valencias selected	0 08 1/2 0 08 1/2
Seeded, 1 lb packets, fancy	0 09 1/2 0 09 1/2
" " 16 oz. packets, choice	0 09 0 09 1/2

Dates—	Sairs	0 05
Hallowees—	Package dates,	0 06 1/2 0 06 1/2
Full boxes	per 1 lb.	0 10 0 10 1/2
	Fards choicest.	0 10 0 10 1/2

Tea.—The local tea situation is practically unchanged and firm. Opening prices on Japan teas have so far ruled high and above those of last year. New Japans have not arrived yet and in them there has not yet been a great deal of interest shown. The Ceylon market is steady.

Coffee.—Coffee options after firming up last week weakened again and so they have on the whole gained little ground. Under the higher market there was a better enquiry for spot coffee in New York, but this demand dropped off when options failed to maintain their advance.

Rio, roasted	0 18 0 20	Mocha, roasted	25 0 28
Green Rio	0 1 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 21 0 22	Mexican	0 25
Marabo	0 22 0 24	Guatemala	0 22 0 24
Bogotas	0 23 0 25	Jamaica	0 20 0 22
		Chicory	0 12

Nuts.—Trade in shelled nuts is fairly brisk, but unshelled are moving slowly with the exception of peanuts, which are feeling the effect of the summer demand. Prices on the whole are steady.

Almonds, Formigetta	0 15 0 16
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15 1/2 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15 1/2
" shelled	0 38 0 40
Filberts	0 12 0 12 1/2
Pecans	0 18 0 20 1/2
Brazil (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12 1/2

Spices.—Prices in spices generally are steady. The primary market in peppers has shown considerable strength of late.

Allspice	Per lb 0 13 0 18	Ginger, whole	Per lb 0 20 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 75
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	Peppers, white	0 30 0 25

Rice and Tapioca.—A satisfactory trade is in evidence in rice and tapioca. Prices are unchanged but steady. A New York report says: "Some circles claim that the sales of rice for export will only temporarily relieve the situation, there being a good supply of rough still in the south." Japan rice is steady in price.

Standard B, from mills, 500 lbs. or over, f.o.b.	
Montreal	3 00
Per lb.	
Rice, stand B.	0 03 1/2 0 03 1/2
Bangoon	0 03 1/2 0 03 1/2
Patna	0 05 1/2 0 06 1/2
Japan	0 04 1/2 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago, medimm	0 06 1/2 0 06
Tapioca—	
Bullet, double	0 08
goat	0 08
Medium pearl	0 06 0 06 1/2
Flake	0 08
Seed	0 06 0 06 1/2

Beans.—Trade in beans is inclined to be slow.

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

CANNED GOODS

Montreal.—There is considerable business passing in canned goods with price concessions here and there as an extra inducement to buyers. The approach of the fruit and early vegetable season has something to do with this movement.

THE CANADIAN GROCER

Tomato prices are higher according to one of the local houses. Quotations on new pack salmon are offered.

Apples, 3 lb.	1 10
Apples, gal.	3 40
Peas, standard, dozen	1 15
Peas, early June, dozen	1 21
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	1 77
Pumpkins—3 lb., 95c.; gallon, \$3.00.	
Beans, dozen	1 00
Corn, dozen	0 95
Tomatoes, 3 lb.	1 37
Tomatoes, gal.	3 75
Strawberries, dozen	1 25
Raspberries, 2s, dozen	1 77
Peaches, 2s, dozen	1 90
Peaches, 3s, dozen	2 87
Pears, 2s, dozen	1 80
Pears, 3s, dozen	2 40
Plums, Greengage, dozen	1 40
Plums, Lombard, dozen	1 00
Lawsonberries, 2s, dozen	1 80
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07
1-lb. flats, per dozen	1 32
1-lb. flats, per dozen	2 25
Other salmon—	
White salmon	1 00
Humpbacks, dozen	1 25
Cohoos, dozen	1 60
Red Springs, dozen	1 65
Red Sockeyes, dozen	1 85
Lobster—	
1-lb. flats, dozen, \$2.40	\$2.85
1-lb. talls, dozen, \$3.60	\$4.75
1-lb. flats, dozen, \$5.00	\$5.10
Compressed corned beef, 1s.	2 00
Compressed corned beef, 2s.	3 35
English brown, 2s.	3 15
Boneless pigs' feet, 2s	3 15
Ready lunch veal loaf 1s.	1 50
Ready lunch veal loaf 2s.	2 60
Roast beef, 1s.	2 00
Roast beef, 2s.	3 35
Stewed ox tail, 1s.	1 60
Stewed kidney, 1s.	1 50
Stewed kidney, 2s.	2 85
Minced collops, 1s.	1 40
Minced collops, 2s.	2 50
Corned beef hash, 1s.	1 80
Corned beef hash, 2s.	2 80
Jellied hocks, 2s.	3 50
Jellied hocks, 6s.	12 00
Paragon ox tongue, 1lb.	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 2 1/2s.	9 50
Paragon lunch tongue 1s.	4 00
Tongue lunch, 1s.	3 50
Sliced smoked beef, 1s	1 50
Sliced smoked beef, 1s	2 50

Toronto.—A fair trade is being done in canned goods, but as can be expected at this season, retailers are not purchasing in large quantities. Dried fruits in many cases have advanced more in proportion than canned fruits, so that the canned article is enjoying a steady demand. Stocks are not large and wholesalers report themselves out of certain lines, which vary with different houses. Both wholesalers and retailers have been giving orders quite freely for new crop canned goods, according to report. Opening prices have not as yet been named, and will probably not be until well on in August.

VEGETABLES		Per doz.
	Group B	Group A
Asparagus tips, 2s. talls	2 52	2 55
Beans, Golden Wax, 2s.	0 97	1 00
" " Midgets, 2s.	1 37	1 30
" " " 3s.	1 37	1 40
" " Refugee or Valentine (Green) 2s.	0 97	1 00
" " Refugee Midgets 2s.	1 37	1 30
" " " 3s.	1 37	1 40
Beets, sliced, blood red, 2s.	0 97	1 00
" " whole, blood red, 2s.	0 97	1 00
" " sliced, blood red, 3s.	1 32	1 35
" " whole, blood red, 3s.	1 37	1 40
" " whole, Rosebud, 2s.	1 30	1 30
" " " 3s.	1 55	1 55
Cabbage, 3s.	0 97	1 00
Carrots, 2s.	0 97	1 00
orn, 2s.	0 95	1 00
" fancy, 2s.	1 05	1 07
" on cob, gal.	4 77	4 77
Peas, Standard, size 4, 2s.	1 35	1 40
" " Early June, size 2, 2s.	1 50	1 50
" " Sweet Wrinkle, size 2, 2s.	1 50	1 50
" " Extra fine sifted, size 1, 2s.	1 87	1 87
Pumpkin, 3s.	0 97	1 00
" gal.	3 02	3 05
Spinach, table, 2s.	1 27	1 30
" " 3s.	1 77	1 30
" " gal.	5 02	5 05
Tomatoes, 2s.	1 05	1 07
" " 3s.	1 40	1 50
" " gals.	3 75	4 02
Turnips, 3s.	1 13	1 15

FRUIT		
Apples, standard, 3s.	3 50	3 60
Blueberries, standard, 2s.	1 27	1 30
" " gal.	5 27	5 30
Cherries, black, not pitted, heavy syrup, 2s	1 53	1 55
" " black pitted, heavy syrup, 2s.	1 53	1 55
" " red, not pitted, heavy syrup, 2s.	2 17	2 27
" " red pitted, heavy syrup, 2s.	2 17	2 27
" " white, not pitted, heavy syrup, 2s	1 62	1 65

" " white pitted, heavy syrup, 2s.	2 02	2 05
" " red pitted, gal.	8 52	8 55
Gooseberries, 2s, heavy syrup.	1 77	1 77
Lawtonberries, 2s, heavy syrup.	1 87	1 90
Peaches, 2s, white, heavy syrup.	1 87	1 90
" " 2s, yellow, heavy syrup.	1 87	1 90
Raspberries, black, heavy syrup, 2s.	7 02	7 05
" " black standard, gal.	1 90	1 95
" " red, heavy syrup, 2s.	7 02	7 05
" " red, standard gal.	9 27	9 30
Rhubarb, preserved, 2s.	1 52	1 55
" " 3s.	2 27	2 30
" " standard, gal.	3 50	3 60
Strawberries, heavy syrup, 2s.	1 77	1 80

Clover Leaf and Horseshoe brands salmon:	
1-lb. talls, dozen	2 05
1-lb. flats, dozen	1 30
1-lb. flats, dozen	2 25
Other salmon prices are:	
Humpbacks, doz	1 30
Pinks	1 30
Northern River Sockeye	1 10
Chicken	4 00
Turkey	4 00
Ducks	4 00
Cohoos, per doz.	1 77
Red Spring, doz.	1 87
Lobsters, halves, per dozen	2 65
Lobsters, quarters, per dozen	1 60
Soup, 2s.	1 90
Soup, 1s.	1 40

MANITOBA MARKETS

POINTERS—

Sugar—Unchanged.
Syrup and Molasses—Firm.
Coffee—Firmer.
Beans and Peas—Steady demand.

Winnipeg, May 27.—A steady trade is being done in groceries on this market, although there is little increase over last week. The summer business is now on, and orders continue to arrive in large numbers and size. It is expected by the wholesalers that a steady market will prevail for some time. The holiday in the middle of the week made it necessary for travelers to stick to their routes and so a large proportion of them were unable to take advantage of it. On the other hand, the warehouses all closed, which necessitated the doing of two days' work the next day, as the holiday was not observed in many of the smaller towns, and travelers kept right on.

Continuous rain and colder weather has made it harder for the country merchants to get in their supplies, as the roads have all been put out of condition. The arrival of the heavy rain has, however, insured a supply of moisture that will help the crop a considerable time, and the present fear is that instead of having too little, there will be too much moisture stored up for the plant when it is just forming its secondary roots.

Sugar—The same steady market prevails, and several large orders from country points were filled last week. Conditions continue to exist in such a state of undecidedness that wholesalers who have a large stock on hand are just sitting tight and waiting for developments. Some predict higher prices in the near future, while others refuse to give any opinion whatever.

Montreal and B.O. granulated, in bbls.	5 15
" " in sacks	5 10
" " yellow, in bbls.	4 75
" " in sacks	4 70
Ice sugar, in bbls.	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls.	5 30
" " in boxes	5 30
" " in small quantities	6 05

Lump, hard, in bbl	6 00
" " in 4-bbls.	6 10
" " in 100-lb. cases	6 00

Dried Fruit.—The local stocks in all lines of dried goods are fast becoming used up, and as there are no stocks from which they can be replenished they will simply be off the market. Several lines are predicted to advance next week, but as similar predictions have been made from time to time, little attention is paid to them till the advance does take place.

Smyrna Sultana raisins, uncleaned, per lb.	0 12
" " cleaned, per lb.	0 12
California raisins, choice seeded in 1-lb. packages	0 07
" " fancy seeded, in 1-lb. packages	0 08
" " choice seeded in 1-lb. packages	0 08
" " fancy seeded in 1-lb. packages	0 09
Raisins, 3 crown muscels, per lb.	0 07
" " 4 " "	0 08
Prunes—	
25lb. bx, 90-100, lb.	0 11
" " 80-90 " "	0 11
" " 70-80 " "	0 14
" " 60-70 " "	0 14
Jurrants uncleaned, loose pack, per lb.	0 07
" " dry, cleaned, Filiatras, per lb.	0 08
" " wet, cleaned, per lb.	0 08
" " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 09
Pears, per lb.	0 16
Peaches, stand- ard, per lb.	0 05
Peaches, choice.	0 16
Apricots, stand- ard, per lb.	0 16
Apricots, choice	0 17
Plums, pitted, lb.	0 12
Prunes, 50-60 " "	0 14
Prunes, 40-50, lb.	0 14
Silver prunes, a.c. to quality	0 11
Nectarines, lb.	0 13
Dates, per lb.	0 05
Hallows, bulk	0 05
Dates, packages 30 in cases	0 06
Peel, lb., lemon	0 10
" " orange	0 10
" " citron	0 14

Syrup and Molasses—A firm demand continues to exist, and prices are holding steady. Maple sprup of various brands is being offered by the different houses, and all report that an excellent demand is in existence for this line. Campers are already laying in stocks for the summer, and this line comprises by no means a small item with them.

Syrups—	
24 2-lb. tins, per case	2 18
12 5-lb. tins, per case	2 53
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 42
Half bbl., per cwt.	3 60
Barbados molasses in 4-bbls., per gal.	0 48
New Orleans molasses, 1/2 bbls., per gal.	0 33
" " per bbl per gal.	0 31

Coffee—A general reaction has taken place on the coffee market to the south, which has, of course, had its reflection on the local market, the advance during the last week being from 3/8 to 1/2 a cent.

Coffee, standard Rio	0 14
Coffee, choice	0 15
Coffee, extra choice	0 16

Nuts—Like other lines, the nut market holds firm. Shelled walnuts appear to be in great demand, although peanuts, now that the summer is drawing near, are beginning to move in large quantities.

Almonds, Formigetta	0 16
" " Tarragona	0 16
" " shelled	0 33
Walnuts, Grenoble	0 15
" " Marbots	0 14
" " shelled	0 38
" " Manchuria	0 14
Filberts	0 12
Pecans	0 18
Brazils (new crop)	0 15
Peanuts, roasted	0 09

Beans and Peas—The demand for beans and peas has shown some improvement during the last week. Prices, however, remain unchanged.

Beans, 3-lb. picker, per bushel	2 05
Hand picked, per bushel	2 20
Peas, split, 100 lbs.	2 85

NEW BRUNSWICK MARKETS.

St. John, N.B., June 1.—One of the most marked changes of the week in local market quotations was the advance of fifty cents in the price of lemons, said to be caused from a shortage in the crop. The high prices on dried fruit still prevail, and next fall quotations are extremely advanced.

The flour market is steady, and no change is looked for in Ontario or Manitoba patents for some time. Although sugar is unchanged, it is believed that before long, higher prices will be asked.

In the country market the price of butter and eggs had declined. Tub butter now ranges 18 to 20 cents, while from 19 to 21 is asked for roll. Henny eggs bring from 18 to 20 cents per dozen. Two cents a pound is being asked for native rhubarb, a commodity which is becoming plentiful as the season advances.

NOVA SCOTIA MARKETS.

Halifax, June 1.—Price changes are few and unimportant in the local grocery market this week. Business continues brisk and collections are considered satisfactory. Travelers are sending in good orders from the shore districts where the high prices for fish have put considerable money into circulation.

The receipts of eggs are improved, and the price is a little easier at 20 to 21 cents. The demand, however, is not up to expectations.

There has also been considerable improvement in the butter market. Small tubs of fresh dairy are now coming on the market in better supply, and the price has dropped. This grade is selling at 23 cents. Creamery prints are quoted at 27 cents.

Egyptian onions have arrived in quantities and prices are somewhat lower, 2½ cents against three cents and 3½ cents last week.

Evaporated apples are practically done for the season, none being left over in first hands and few dealers have any either.

Another advance has taken place in California raisins for fall delivery, making the price to-day (by the carload) 10 cents for choice and 10½ cents for fancy.

Sugars are beginning to improve somewhat owing to the increased consumption since the local rhubarb has made its appearance. Extra standard granulated is selling at \$4.75.

Cranberries have touched a record price. They are selling at retail for 22 cents per quart.

Fruit was in heavy demand this week due principally to the holiday, and dealers report large sales. Valencia oranges are meeting with a heavier sale than usual on account of the higher price quoted for navels. One Halifax dealer this week handled over 600

bunches of bananas, and this is said to be the average turnover for the other wholesale houses. There is a marked improvement in the quality and the price quoted is \$2.00 to \$2.50. Lemons are quoted at \$3.00.

Letters to the Editor

Editor Canadian Grocer:

In the issue of The Canadian Grocer of April 28th, on page 32, there is an item saying: "A man who will keep his store open from 7 in the morning to 10 or 11 at night all the year round is not respectable; he is dishonest with his clerks." This item comes under the heading of "Remarked on the Side," after the report of the Toronto Retail Grocers' meeting.

I presume this has been said by some grocer at this meeting. If I am right in presuming so, you would oblige me by publishing my answer to this party.

In the first place I keep my store open from 7 in the morning until 11 at night all the year round, and I consider myself just as respectable as the party that said this. No hiding behind an association to say what I mean. In regard to honesty with clerks, if I ask any of my help to come back at nights, I pay them for it. I do not pull down my blinds and have my clerk slaving away in a back room, without any thanks.

In the second place, there are circumstances that make it necessary for a man to keep open from 7 a.m. to 11 p.m. In my locality I am safe in saying that 75 per cent. of the women go out to work, as well as the men, and the bulk of my business is done at night. I would be foolish to close at 7 p.m.

He may be a person able to afford closing at 7 p.m., or it does not pay him to keep open after this hour, but, that does not give him any reason to attack another man's respectability. I think if this party had weighed his words they never would have been uttered, for he is certainly touching a spot that all men hold sacred.

E. C. Matthews.

Toronto, May 12.

TRAVELERS' HOLIDAYS.

Retailers Informed Ahead as to Dates When Drummers Rest.

Toronto, June 1.—Following the custom of the past years, it has been decided that the travelers for the wholesale grocery houses shall all take their holidays during the same period. By making the announcement some little time ahead, it gives the retailer plenty

of time to anticipate his wants during that period.

This year, the Ontario knights of the grip who cover the country districts of Ontario will holiday from July 17th to 29th, both days included. The city travelers will put down their sample cases on the evening of July 20th, returning on the morning of July 31st.

DEALERS UNANIMOUS.

Forest City Grocers Averse to Closing Saturday.

London, Ont., June 1.—The London Retail Grocers' Association have succeeded in inducing the Port Huron Grocers and Butchers' Association to bring their annual excursion to London, on Wednesday, August 23rd. They will come fifteen hundred strong. The local association will take them in hand and see that they have a good time.

There is a general mix up in regard to the King's birthday, the grocers are almost unanimous for keeping their places of business open on June third.

GODERICH, ONT., NOTES.

Goderich, Ont., June 1.—The grocery store of Morrish & McClinton, Hamilton street, was broken into last week, and about \$4 taken from the till, besides articles from the store. The thieves entered by a cellar window.

J. W. Vanatter has sold the Opera House Grocery business on Kingston street to A. E. Matheson. Mr. Vanatter was formerly part owner of the Maple Leaf Grocery, Hamilton street. He will remain in Goderich.

NEW MONTREAL STORES.

Among the new grocery stores that have opened up in Montreal quite recently are the following: The Viauville Cash Grocery, Mr. Woodward proprietor, 89 Catherine St., Viauville; John Heney, corner of Lafontaine and 4th Ave.; Jos. Bennett, 1069 Mount Royal Ave.; H. Ward, corner of Esplanade and St. Viateur St.

The special Spring Number of The Canadian Grocer is a prosperous looking publication of 218 pages, well printed on fine toned paper, and containing several illustrations. A glance at the contents shows that The Grocer is a valuable aid to those in the business. Not only does it give market reports and other such information, but it has many special, well-written articles dealing in an intelligent manner with the everyday problems that meet the men in the business.—Hamilton Times.

NOTICE THE NAME

CLARK'S

When your customers order Pork & Beans
it's Clark's every time, eh! Mr. Grocer?

Quality will tell its tale in spite of Quality

The Canadian public do not buy questionable goods of a questionable origin more than once; they're wise; so get busy and make life-long friends of your customers by being always in a position to supply their wants for Quality goods.

When your customer omits the Brand of Pork & Beans required, you can bank on its being CLARK'S, which is synonymous with Quality.

Are you fully stocked in the following?

CLARK'S PORK & BEANS

Plain with the Pink Label

With Tomato Sauce with the Blue Label

With Chili Sauce with the Red and Gold Label

Advertise yourself by selling the best

WM. CLARK, MONTREAL

MANUFACTURER

HIGH GRADE FOOD SPECIALTIES

**Manufacturers, Manufacturers' Agents,
Brokers, Etc.**

BRITISH COLUMBIA DIRECTORY

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

Importers and Roasters of High Grade
Coffee.

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

Mail orders promptly attended to.

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

TRY A
Condensed Ad.
IN
Canadian Grocer

"We will never be buried
with the unknown dead---
we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."

The Condensed Ad. in this
Paper will bring good results

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

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

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 147 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

Get Wise

to catering for the better
class trade!

PURNELL'S

Sauces, Pickles and Vinegars

are quality goods that will
add to your reputation
and profit. They will
surely influence the more
profitable family trade to
your store.

All jobbers handle the
complete Purnell line.

Our Agents in Canada are: Charlottetown,
Horace Hazard; St. John, N.B., E. C. McMichael;
Montreal and Ottawa, C. S. Harding, Canada Life
Building; Halifax, N.S., J. Hillman, 236 Hollis St.;
Quebec, Cy. A. W. Dunn, 67 St. Peter Street; To-
ronto, Lind Brokerage Co., 73 Front St. E.; Hamil-
ton, J. H. Stratton & Co.; Winnipeg, Carman
Brokerage Co., 141 Bannatyne Avenue E.; Van-
couver, B.C., C. E. Jarvis & Co., Room 10, Flack
Block, Hastings Street.

Purnell & Panter, Ltd.
BRISTOL, ENG.

Est 1750. Contractors to the Admiralty.



CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

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

THE WEEK'S TRADE CHANGES.

Numerous Changes in the Grocery Business Throughout Canada.

ONTARIO.—John S Henderson, of Henderson Bros., grocers, Kingston, deceased.

Samuel T. Kirk, grocer, Kingston, suffered \$6,000 loss by fire.

R. S. Fraser, Fort William, has sold his grocery business to S. Abou.

J. Laughton has commenced a flour and feed business at Port Arthur.

QUEBEC.—Albert Parr, grocer, La-chine, has sold to Mr. Weir of Montreal.

MARITIME PROVINCES. — Frank McGoldrick, general merchant, Fredericton, N.B., is on a business trip to the Old Country, and will attend the coronation.

A Fredericton grocer was fined for having goods displayed on the sidewalk in front of his store.

WESTERN CANADA.—A. Clegg has opened a grocery store at Brookdale, Man.

Maclousky Bros. have opened a grocery business at Winnipeg.

W. H. Stone & Co., have re-opened their grocery store at Whytewold, Man.

T. P. Spafford, grocer, Bannerman, Man., has sold to E. Turner.

Laurencelle & Co., have sold their general store at Marchand to Etienne Balez.

BUILDING FOR TRAVELERS.

Ald. Ashplant Proposes to Provide Accommodation.

London, Ont., June 1.—Ald. H. Ashplant announces that he will erect a three-storey, or possibly four storey building on Carling Street, in rear of his shoe store on Dundas street, to accommodate commercial men with sample rooms. This plan, though purely an investment scheme of Ald. Ashplant's, may work out as a great accommodation. His idea is for travelers to leave their goods here when out on the road, instead of in rooms in various parts of the city. Customer would have the advantage of centralized and convenient quarters. The building would be fitted up with bathrooms and other conveniences.

ENEMY OF THE CURRANT.

Perenosporus is an "animal" of the crop-killing family found in the classic fruit fields of Greece. It is a near re-

lation of "frost" and "hail" peculiar to the Western Canada wheat zone, or of "lean year" in the salmon rivers along the Pacific coast, or the "rubber boom" in Ceylon tea areas and so on. The family is extensive and prolific. No matter what the crop, there is some natural or unnatural destroying influence forerunning higher prices. Among currants it is known as perenosporus and according to some jobbers it has already been reported in the Grecian fruit plains. Heat and rain in too great an abundance is said to be responsible for it. Currant brokers may tell you all about it one of these days when they call upon you for your order of new crop currants.

NOTES FROM BRANTFORD.

Workmen are busy putting in a new front to the store occupied by Geo. Winter & Son, on Colborne Street.

SALESMEN WANTED

Trained Salesmen earn from \$1,200.00 to \$10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn \$11.9 a month or more while you are learning. Write to-day for our free book "A Knight of the Grip," list of good openings, and testimonials from hundreds of men recently placed in good positions.

Address nearest office, Dept. 243
National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans



THE "WALKER BIN" SYSTEM



is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
 Manitoba: Watson & Truendale, Winnipeg, Man.
 Saskatchewan and Alberta: J. G. Stokes, Sask. Regina, Sask.
 Montreal: W. S. Silcock, 33 St. Nicholas Street
Berlin, Ontario

**FIGS!
FIGS!
FIGS!**

We have received a large consignment. Quality and condition A1.

Write for quotations on 50 lb. bags or ask our travellers.

MATHEWSON'S SONS
 WHOLESALE GROCERS
 MONTREAL

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Sugars & Cannery, Limited, Montreal, the originators of a number of fast selling candy specialties beg to draw the attention of the trade to an error on our part in the spring special number of our paper. Mikado mixed candy (in 32 lb. pails), was quoted at \$2.20 instead of \$2.40. We certainly regret such a misprint, as this line is one of the best on the market to-day and has proven a source of great profit to grocers all over Canada.

The old established business of W. G. Nixey, London, Eng., has, for family reasons been registered as a private limited company, with a share capital of £60,000. None of the shares will be issued to the public, and no debentures

will be created. The first directors are William George Nixey, and E. Howard Secker who are respectively the son and grandson of the original founder of the firm. The registered office of the new company is 12, Soho Square, London, W, from which address the business will be carried on as heretofore without any interruption.

The MacGregor Specialty Co., Toronto, are sending out by mail direct to Ontario householders a dainty sample tin package of Crawford's Ufillit biscuits and Butter Puffs made by Wm. Crawford & Sons, Ltd., Liverpool, Eng. The tin contains a neatly printed card giving the name of the dealer where the biscuits can be obtained.

We are informed by the manufacturer that this season's sale of Wilson's Fly Pads is 65 per cent. larger than last year's to the same date.

Trade Notes.

The Retail Association of Syracuse, N.Y., has decided to form a protective credit association. They estimate their annual losses from poor accounts at \$30,000, while they have \$220,000 in book accounts. It is proposed to establish a central office with a clerical force and every member will keep his unpaid accounts listed in this office. A "black list" will be posted.

Ailsa Craig merchants have agreed to close every Thursday at 12 o'clock, noon, from June 15th to Sept. 14, both days inclusive.



your fortune

Your business, for a long time to come, looks good to us.

There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

Good Luck follows close in its wake. Lighten your cares and make your fortune.

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



**"A 'godsend'
on washday"**

is what one Texas
woman calls

**FELS-NAPHTHA
SOAP**

She surely used it in the
"Fels-Naptha-Way;"
so used—it is a real
labor-saving device.



A Phenomenal Development

Do you realize that almost every week witnesses the birth of a new town in Western Canada, and still the people are pouring in? How about the grocery lines you make and ship? Are they being pushed adequately out West? We can help you to greater profit in this exceptional market because we have the experience, sound commercial knowledge, insight into Western conditions and financial standing that make for success.

We maintain large track warehouses at the five leading distributing points in Western Canada, and are thoroughly acquainted with the Western wholesale trade.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for full details mentioning what you have to ship.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

TEA LEAD

(Best Inocorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.

A.B.C. Codes used 4th and 5th Editions.

Canadian Agents

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

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

Don't hesitate to recommend and stock

**McLean's
Cocoanut**



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

Tea Hints for Retailers

By JOHN H. BLAKE

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

The Tea Gardens of the World

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea 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.

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(Technical Book Department)

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GUNNS QUALITY ROAST PORK WITH DRESSING



The seal of Public Approval.
Made from fresh Hams with
a special dressing. Slices
nicely and shows you a big
profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS
WEST TORONTO

-L-A-R-D-

It looks very much like higher
prices for lard. There is not
so much being made, because
live hogs are lighter in weight,
and there is a good demand for
pure lard. We do not think
you can go astray if you buy
at present prices.

F. W. Fearman Co.
HAMILTON LIMITED

Do you realize the many uses your customers
can make of

REINDEER CONDENSED MILK ?

Doctors agree that it is the safest food for
Infants. (Young Canada is being fed on
REINDEER MILK.) Older people find
REINDEER MILK Sandwiches nourishing
and appetizing for hot weather luncheons.

REINDEER MILK is equal to roast beef
in food value; economical for culinary pur-
poses and excellent in coffee, making it richer
without changing the flavor.

REINDEER MILK is the quality
standard from Newfoundland to Yukon,
China and Japan.

Keep the REINDEER Goods to the front.
They are easy to sell. Your customers prefer
the Richest and Best.

Wholesalers will supply you at Factory Prices.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED.
AS FINE AS ANY BREAK-
FAST BACON.

WE ARE MAKING A SPEC-
IAL CUT IN PRICE AT
PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Provision Market is Holding Steady

Canadian Live Hog Markets Higher — Better Feeling in Provisions—Summer Lines of Pork Products Firmer — Eastern Butter Markets Well Supplied—Some Demand From West—Looks Like Large Production—Eggs Unchanged to a Shade Easier—Cheese is Weaker.

Prices for Canadian live hogs under a steady British bacon market and a limited supply have this week ruled steady to a shade higher. The markets of the Western States are fairly steady and certain dealers are predicting a steadier provision market. The action of the Old Country bacon market will rule to a large extent however. Meanwhile the summer demand has reduced spot stocks of goods that are called for at this season and the result has been a firmness in these particular lines.

Lard production during the past three or four months has been large and prices are now down to a low basis, especially when compared with the high period of a year ago. During the high prices, consumption turned to a certain extent to lard substitutes, but the cheaper price for the pure article is now switching the demand back, so that stocks are being absorbed better than expected. A dispatch from Chicago says: "Foreigners seem to take kindly to the present price of lard in this market as shipments were made to over fifty foreign ports last week. This fact shows that substitutes for lard are being laid aside and that the real article is coming into general use again in the markets of the world."

Butter continues quite plentiful in supply in the eastern markets of the Dominion and while prices have ruled steady there seems to be a tone of easiness. One redeeming feature is the demand from the west, but it has not been so large of late. However it can be depended on to take a certain share of surplus supplies, while storing may be resorted to when the grass butter arrives. To all appearances, there will be more butter made in Canada this year than for some time. First, because the milk production is larger and secondly the falling off in demand for our cream in the United States has made it necessary for the farmer to find some other method of using it. Cheese will however, absorb a certain amount of this. Cheese this week exhibits an easter tendency, English bids being lower.

The warmer weather has brought out a larger supply of eggs and good-sized quantities are going to the markets. The receipts for May have exceeded those of last year. Surplus supplies are being

taken care of by storage, but the market shows a little easier tone.

MONTREAL.

Provisions.—Demand for hams and bacon has been so well maintained that the resulting stronger feeling has caused an advance in prices of 1 cent and 1½ cent per lb. A decrease in spot stocks contributes to the strength of the situation. Packers report a good demand from the city and country. One report says the impression is that the advance in the price of live hogs will not be maintained, as prices were lower in the western markets. As high as \$7.25 was paid for hogs weighed off cars.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11½
Cases, tins, each 10 lbs., per lb.	0 10½
" " " " " "	0 10½
" " " " " "	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, 37½ lbs., per lb.	0 10
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09½
" " " " " "	0 09½
" " " " " "	0 10
Pails, wood, 20 lbs. net, per lb.	0 09½
Pails, tin, 20 lbs. gross, per lb.	0 09
Tubs, 50 lbs. net, per lb.	0 09½
Tierces, 37½ lbs., per lb.	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	18 50
Canada short cut back pork, bbl. 45-55 pieces	21 50
Clear fat backs	23 00
Heavy flank pork, bbl.	20 00
Plate beef, 100 lb bbls.	8 25
" " " " "	16 00
" " " " "	23 5
" " " " "	0 21
Boiled ham, small, skinned, boneless	0 20
" " large, skin on roll	0 10
Dry Salt Meats—	
Green bacon, flanks, lb.	0 10
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12
Large sizes, 18 to 25 lbs., per lb.	0 12½
Medium sizes, 12 to 18 lbs. per lb.	0 14
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 13
" " small, 9 to 12 lbs., per lb.	0 15
Breakfast bacon, English, boneless, per lb.	0 15
Windsor bacon, skinned, backs, per lb.	0 17½
Spiced roll bacon, boneless, short, per lb.	0 13½
Hog, live, per cwt.	6 85
" " dressed, per cwt.	7 00
" " " " "	9 50
" " " " "	9 75

Eggs.—Prices may be a little weaker but no reduction is quoted. Receipts from May 1st to May 27th were 60,400 cases as compared with 52,503 cases for the same period last year. The increase in supplies, the warm weather and the effect of the heat on the quality are given as reasons for the easier tendency.

New laid eggs..... 0 19 0 20
Selects..... 0 22 0 23

Butter.—The butter market continues steady, with a slightly easier feeling evident. Local prices in some cases may be a little easier, but for the most part the change has not yet arrived.

New milk creamery..... 0 22
Dairy, tubs, lb..... 0 18 0 20
Fresh dairy rolls..... 0 18 0 19

Cheese.—The market is rather quiet although at country boards the general

tendency has been easier. Shipments are heavy compared with last year, and the make is now giving favorable promises.

New make.....	0 13	0 14
Quebec, large.....	0 14	
Western, large.....	0 14	
" " twins.....	0 14	
" " small, 20 lbs.....	0 14	
Old cheese, large.....	0 16	

TORONTO.

Provisions.—There is a steadier and more satisfactory tone to the provision market this week. Live hogs are higher at \$6.00 to \$6.10, and are steady at that figure. If the British market holds firm, these prices are expected to be at least maintained as offerings are not overly large. In sympathy, provisions in general are slightly firmer. Lard is steady at the present low prices.

Long clear bacon, per lb.	0 11 ½	0 11
Smoked breakfast bacon, per lb.	0 16	0 17
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb.	0 11	0 11½
Light hams, per lb.	0 15	0 16
Medium hams, per lb.	0 14	0 15
Large hams, per lb.	0 12	0 13
Cooked hams	0 21	0 22
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 18	0 19
" " pea meal	0 19	0 20
Heavy mess pork, per bbl.	20 00	21 00
Short cut, per bbl.	23 00	24 00
Lard, tierces, per lb.	0 09½	0 10
" " tubs	0 10½	0 10½
" " pails	0 10½	0 10½
" " compounds, per lb.	0 09	0 09½
Live hogs, at country points	6 10	6 10
Live hogs, local	6 40	
Dressed hogs	8 50	9 00

Butter.—Supplies on this market continue plentiful, and while a fair demand is being experienced, it does not measure up with arrivals. This is particularly true in dairy butter, the make of which is large. Some sales of dairy rolls were made this week at 15 cents, which shows the condition of the market. With the arrival of the grass butter during June, dealers will begin to put stocks away, but only, as one dealer remarked, "at the right price."

Fresh creamery print	Per lb.	0 23	0 23
Creamery solids	0 20	0 21	
Farmers separator butter	0 18	0 19	
Dairy prints, choice	0 16	0 18	
Fresh large rolls	0 15	0 16	
No. 1 tubs or boxes	0 18		
No. 2 tubs or boxes	0 17		

Eggs.—This market exhibits an easier tendency, and dealers are quoting from 18 to 20 cents this week. Supplies are arriving freely, the warmer weather being accountable for an increased production and quantities are being stored.

New laid eggs..... 0 18 0 20

Cheese.—The weakness noted and explained last week has resulted in an additional half-cent being cut from prices of new cheese. Prospects seem bright for a good-sized production for the season. The local market is extremely bare of the old.

New cheese—		New twins.....	0 12½	0 15
Large.....	0 12	Switzers.....	0 14½	0 15
Old cheese.....	0 14½			

Poultry.—There is not a great deal of trade passing in poultry. Turkeys are quoted lower this week, at 16 to 18 cents. There is quite a quantity of

fowl coming forward, and prices are slightly easier.

Fowl.....	0 14	0 15	Ducks.....	0 17	0 19
Geese.....	0 14	0 15	Turkeys.....	0 16	0 18
Chickens.....	0 18				

WINNIPEG.

Butter—Trade in creamery butter has taken on a firmer tone during the last week, Dairy butter is still being offered in large quantities of questionable quality. Dealers, however, are objecting to handling the inferior class of stuff, and have warned shippers that they are only paying 19 cents per pound for strictly fresh made, while inferior grades will be handled according to their quality. Many have put the ban against moldy butter, and refuse absolutely to handle it. Prices quoted are as follows:

Creamery butter—					
Manitoba fresh-made creamery bricks.....	0 27				
Eastern townships bricks.....	0 25				
Manitoba.....	0 23				
Eastern solids.....	0 24				
Dairy butter—					
Strictly No. 1, delivered Winnipeg.....	0 16	0 17			
No. 2, delivered Winnipeg.....	0 12	0 13			
No. 3, delivered Winnipeg.....	0 08	0 10			

Eggs—The supply of eggs continues to hold out and an increased demand appears to be looking after the surplus stocks arriving. Many of the local retailers have direct contracts with farmers throughout the province to supply them with strictly fresh eggs, as well as older eggs. The prices being paid by jobbers in the city to country merchants, or to farmers for large lots, is 18 cents per dozen. Retailers buying direct from the farmers for guaranteed strictly fresh eggs pay as high as 22c to 25c per dozen. These latter, of course, are limited in amount, and retail at 30c per dozen.

Cheese—No change has taken place in the cheese market. Fresh made Manitoba cheese is expected on the market in a short time, as there are over a dozen factories already in operation. Eastern is still quoted at 14c to 14 1/4c per pound, and 14 1/2c for twins, while Manitoba is offered at 13c to 13 1/4c per pound, and 13 1/2c to 14c for twins.

THINGS NOT TO DO.

Talking to a friend while a customer is waiting to be served.

Trying to jolly customers whom you are waiting on.

Filling up candies with the hands.

Chewing gum while behind the counter.

The Campbell Milling Company, Toronto, have taken over the Central Milling Company at Peterboro. Grinding under the new management commenced on May 23rd.

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

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



'MILENIA MILK CHOCOLATE'

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

MADE WITH FULL-CREAM MILK.

Special Agents: **G. E. COLSON & SON, Montreal**

Nova Scotia: **E. B. ADAMS, Halifax.**

Manitoba: **BUCHANAN & GORDON, Winnipeg**



**A REVOLVING
DISPLAY STAND**

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada

By Royal Letters Patent



NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Grocers: Much has been said and many reasons given why a baking powder that contains Alum should not be used. Are there any good reasons that can be given by the manufacturers of Alum baking powder why Alum should be used in baking powder? Do your customers prefer the Alum kinds? In some countries the sale of Alum baking powder is prohibited by law.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

**E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.**

WINNIPEG

MONTREAL



THE biscuit form of **Shredded Wheat**, combined with its fine flavor and *nutritiousness* made it an instantaneous success. Our advertising has been unique—besides magazines, newspapers, car cards, sampling and demonstration,

We've Used Niagara Falls to Advertise

Shredded Wheat

Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about **Shredded Wheat**, and as a result **Shredded Wheat** is *better known* and therefore *easier to sell* than any other cereal food. Take advantage of this and keep **Shredded Wheat** prominently displayed—you'll have lots of sales, and every sale means good profit to you. **Shredded Wheat pays.**

**The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ont.**

Toronto Office, 49 Wellington Street East

MACARONI

VERMICELLI

SPAGHETTI

ARE YOU ENCOURAGING HOME INDUSTRY?

Surely you realize that you are losing money by paying Customs Duty on imported goods, when ours made in Canada are just as good, if not superior.

THREE POINTERS

- (a) Experiments made by manufacturers in France have found the rich hard wheat of Manitoba superior to the best Russian quality.
- (b) Our workmen are all skilled and have come to us from France highly recommended.
- (c) We guarantee the quality of our goods, which are manufactured under the most hygienic conditions by machinery working on automatic principles.

We Want You. You Want Us. Write

L. ETOILE

("Cie Francaise de Pates Alimentaires.")

6-9 Harmony St.
MONTREAL

CANADA: No better Country

MOTT'S: No better Chocolate

“Elite”

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal	R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg	Tees & Perse Calgary
Frank M. Hannum, Ottawa	Johnston & Yockney Edmonton



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland

BRAND'S A 1 SAUCE

The Sauce that is as Good as its Name

The proof of the Sauce is in the tasting. Try a bottle of "A1" Sauce yourself, and then you can tell your customer just what it is that makes Brand's "A1" better than all the other sauces. Once SHE has tried it the sauce will speak for itself and you will book orders.

AT THIS SEASON you will also find it pays to stock some of our other lines--Meat Essences, Meat Extracts, Potted Meats, Chutney, Etc.

BRAND & CO., LIMITED Purveyors to H.M. the King
MAYFAIR, LONDON, ENGLAND

T. O. BAXTER, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.



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Bright Prospects for Growing Wheat

Conditions Excellent—Wheat's Sharp Advance in Chicago—Canadian Markets Higher—Flour Trade Dull—Export Inquiries Out of Line With Values—Rolled Oats Steady—Oats Maintain Position.

Just at present in the face of a stronger wheat market, flour would seem in sympathy to be a little firmer. How long it will remain so is a question. A number of dealers express the opinion that present prices in wheat are hardly warranted. However, speculation is always a factor in the moving of quotations.

Trade in flour is not particularly brisk. True it is that domestic trade continues of a steady nature, but dealers are buying on a hand-to-mouth basis. Export business is quiet, for while there has been some inquiry, bids were out of line. One dealer said: "Mills are not pressing for business as wheat is too high just now for flour to be exported at enquiry prices."

A sharp advance in May wheat took place in Chicago on Monday on account of the alarm of shorts who raised bids, trying to escape a possible squeeze at the end of the month. As a result values on Canadian markets were also boosted.

Spring wheat has so far advanced with all the promise that can be hoped for, but it is still a long time to harvest and much can happen between now and then. The experience of last year is still fresh enough in mind to prevent too high hopes being raised at this season. The crop cannot go to maturity on such moisture as it has available at this time, but must have at least a normal supply of rainfall during the intervening weeks to fulfill the hopes which present conditions inspire. Nevertheless it seems a safe assumption that the present year will be a record one so far as the wheat crop is concerned and on such conditions a low level of prices should prevail.

Rolled oats continue steady in sympathy with oats which have so far maintained their position. Some dealers are looking for lower prices in oats after the expiration of the May option. Crop conditions generally are also excellent, but a good export demand is now in evidence. The larger share of the oats exported have been of the lower grades.

MONTREAL.

Flour.—The demand for flour is good. The market is firm, but prices are steady, the whole situation being a little stronger. Wheat prices are steady and flour acts in sympathy.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers	4 60
second "	4 20

Cereals.—Rolled oats are steady and firm just now, but not as pronounced as last week. Demand is considerable and remains an appreciable figure for this the beginning of summer.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated "	2 35
Bolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—The flour situation shows little change, 1st patents bringing \$5.10 per barrel. Wheat is above the values of last week, quotations under a sharp rise in values in Chicago, ruling just now at \$1.00 $\frac{1}{2}$, but most dealers are not looking for any further upward movement. It is felt that present quotations do not warrant higher prices, but speculation has at all times to be reckoned with. Trade in flour is inclined to quietness.

Manitoba Wheat.

1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—Demand in the different lines is of a steady nature, but continues on a hand-to-mouth basis. Oats up to the present have maintained their position, but crop conditions generally are excellent, and may have some effect on prices.

Rolled oats, small lots, 90 lb. sacks	2 25
" 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls.	2 75
" 5 brls. to car lots	2 65
Cornmeal, 100-lb. bags	1 75 1 90

WINNIPEG.

Flour.—The domestic demand for flour has fallen off during the last few weeks and the export trade is also off color. Millers state that they are unable to accept much business at current prices, and the natural result is that stocks on hand are unusually large, and the mills are working on short time. The expected advance which was being looked for two weeks ago is now a thing of the past. Millers state that owing to the recent rainfall, which has been general over the three Prairie Provinces, prospects of a good crop have increased so that buyers are being influenced. The present situation does not warrant any decline in price, however, and it is likely that a draggy market will prevail till the wheat market takes some definite action. First patents are selling at \$2.65 per 98-lb. sack; seconds, \$2.45; bakers',

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD, - ONT.

Factories at
STRATFORD, - ONT.
WINNIPEG, - MAN.

MAPLEINE is now



Thoroughly Established in
Public Favor as
The Flavor de Luxe

for
Puddings, Cake Fillings and
Ices, Ice Cream and all Con-
fections

By its use with sugar syrup
an unsurpassed table delicacy
may be made at home

Be sure that it is on your
shelves.

Consult your jobber.
**Frederick E. Robson
& Co., Sales Agents**
26 Front St. E., Toronto
Crescent Manufacturing Co.,
Seattle, Wash.

\$2.25; first clears, \$2; common grades, \$1.25.

Cereals—The demand for feeds has taken the same turn as that for wheat, yet when the time of the year is considered the amount of trade being transacted is by no means discouraging. The demand from Manitoba points has been filled, but orders from Saskatchewan and

Alberta are still to be filled by the local mills. Last week there was an active call from Montreal for bran and shorts, this is, however, now slackening off somewhat. Prices remain unchanged, as follows:

Bran, per ton.....	18 00
Shorts, per ton.....	10 00
Chopped Feeds—	
Barley, per ton, in sacks.....	24 00
Oats.....	25 00
Barley and oats.....	24 00

Give Prominence to Cereal Holdings

Warm Weather Induces People to Change From Firm Foods to Cereals—Reminders in the Store—How Flour Should be Kept—Loose Goods in Covered Drawers—When Cereals Get Stale.

Now is the season of the year when cereals should be given all prominence. When the weather is warm, people change from the firmer kinds of food and the amount of cereals consumed is large and the merchant should look after his share of the trade.

In the display of cereals a jumbled pile of packages as we see in many windows will receive little attention. It must be of a special nature. If the packages are built into some unusual design, it will attract the attention of passing customers. In showing package cereals or breakfast foods, if they are at all new and the public liable to be in ignorance as to their nature, it is well to empty a package into a dish, so that the customer will have an idea of what it is like.

In Country Towns.

A merchant in a country town says that customers quite often forget to order the cereals for the morning meal, so he put up a reminder in his store. It was headed: "Buy to-day for tomorrow's Breakfast," and followed by the names of the different lines about 12 in number carried by him. He states that he got good results from it. Customers had no idea of the big range that they had to select from for their morning meal, until they seen this list.

Should Keep Separate.

Flour as far as possible should not be stored in a room with goods that have a strong flavor or odor such as oil, fish or stale vegetables as it is very liable to absorb these odors. Rats and mice have proved a big hindrance to the flour trade of many merchants and therefore every effort should be made to keep the store house clear of them. Flour should be piled on slightly elevated platforms, where rats are not so liable to attack it. It is also in less danger of being spoiled in any other way.

The time when a little mould or a few worms in cereals or a few creepers in the cheese was taken lightly by customers has passed away. People now

demand clean food handled in a sanitary method. The dealer should see that his cereals come within the demands of customers.

All kinds should be bought in small

quantities and oftener so as to be assured of this. Loose goods should be kept in covered drawers so as to exclude dust and flies. Cereals of all kinds should be kept in a cool, but still a dry place. They are sensitive to odors and care should be taken in handling them.

Often a customer who has been using a cereal will stop suddenly. They are tired of it, they say, but the real reason is generally that a package they got was stale and their desire for it dwindled. It is therefore well that the dealer purchase in small quantities so that his stock will be kept fresh.

Another cause of cereals getting stale is that when a new case is opened up, the old packages are shoved to the back and the new goods placed in front, so that when the old goods are sold they are decidedly stale. This should be avoided.

CLERKS CLASSIFY COFFEE BY ITS TASTE

British Grocery and Provision Trades' Society Holds Series of Tests in Manchester—More Than Hundred Clerks and Students Compete—Practical Conclusion to Winter's Work.

Manchester, Eng., June 1.—A series of competitions arranged by the Manchester and Salford Grocery and Provision Trades' Technical Education Society was held on the 26th ult., in the Manchester Corn Exchange. A hundred and twenty young men, most of them students of the grocery classes of the Municipal School of Commerce, submitted themselves to the tests which had been devised to try their skill and efficiency in the practical work of the trades with which the society has to do. There were altogether ten competitions. The most difficult of them seemed, to the uninitiated at any rate, those which were designed to test the sense of taste in the competitors. On one table were eight cups of coffee, two cups made of each of four different kinds of berry. The task was to pick out the two cups of each kind and couple them together. The same thing had to be done with samples of tea.

Another competition which presented difficulty was to distinguish by tasting a number of samples of butter and margarine. This looked not only a difficult but a somewhat bilious job. Men of experience in the trade admit that margarine is often so close an imitation of butter in texture and taste that it will baffle the palate of anybody but an expert. Other competitions were in weighing and wrapping various commodities, in window dressing, and in writing advertisements with chalk on blue sugar paper.

These competitions are intended as a kind of practical finish to the winter's work of the grocery classes at the School of Commerce, which are under the direction of the Grocers' Technical Society, founded seven years ago. These classes were the first definite effort to give systematic teaching to those who wished to prepare themselves for the grocery trade. There have now been seven sessions, each extending from October to April, and 700 students have passed through the classes. To students completing a three years' course and securing a certain percentage of marks diplomas are given by the Education Committee. Students can also qualify for the examination of the National Institute of Grocers.

JUST SELL GOODS.

Sales are the most important thing in the store and clerks should recognize this fact. A customer is more important than a display, or the sweeping of the floor, and should be attended to first.

When a clerk is employed at some minor job such as sweeping or fixing the shelves and a customer enters, it sometimes seems hard to break away from the less important work, but when it is remembered that the great object is to sell goods, and that all the other jobs are of secondary importance, will help to make it easier to promptly attend to each customer's wants.

THE CANADIAN GROCER

**THE SAUCE
THAT MADE
THE OTHERS
ADVERTISE**

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising, has attracted unusual interest even from competitors---a sure proof of its growing popularity.



HOLBROOKS WORCESTERSHIRE SAUCE
sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

FOUNDED WHEN GEORGE THE THIRD WAS KING

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST.

MANAGER
H. GILBERT NOBBS

TORONTO

Head Office and Manufactory - Birmingham, England

SOME HINTS FOR THE ADVERTISEMENT

Just Naming Different Lines and Articles Not Enough to Stimulate Interest Desired—Some Pointers That Might be Used to Advantage in Treating Various Lines in your "Ad."

The mere naming of the different articles you carry, in your advertisement, with the price does not interest the public, the way you wish them to be interested. Tell them something about the goods that will create a desire for that particular line.

Now if you say merely: "Oranges—40c dozen," it will develop only passing interest but if you say: "these are California navel oranges, bright, sound, juicy fruit of fine flavor—extra large, at 40c," you have described them in a way that will appeal to the customer.

The descriptions of some of the articles might be along this line:

Coffee—it is composed of smooth, rich, heavy bodied coffees, which are blended in such exact proportions as to produce a delightful flavor.

Biscuits—so different from the ordinary biscuits. Everything used in the making of these is the best.

Starch—of the best quality—full strength—always uniform. Smooths out ironing day annoyances.

Peaches—Do you know that evaporated peaches are as wholesome as they are palatable? Serve them frequently—everyone will enjoy them—ask your physician as to their wholesomeness.

Strawberry jam—couldn't be made purer or more delicious. Most people know of the delicious flavor and superior quality of this jam, and also know that it can safely be eaten with freedom by the little ones.

Tomatoes—Ideal quality for particular families. Fresh-from-the-vine flavor, solid packed cans, strictly pure and packed under positively clean conditions.

Flour—Where is the home baker who does not want the best flour? Our flour is ideal for those who want cakes and pastry that are creamy, light, tasty and nutritious.

Baked Beans—Are nutritious and palatable. Rich, fine flavor—the tomato sauce adds to their tastiness. Serve hot or cold—they are appetizing both ways.

Sardines—Genuine imported. Rich, plump and appetizing—in pure olive oil.

James McIntosh, general merchant, Neepawa, Man., has sold to A. G. Padern of Winnipeg.

D. A. Robertson, Orcadia, Sask., has sold his general store to Walter C. Begg.

Adam Huck has sold out his share in

the general store of Huck, Kleckner & Co., of Qu'Appelle, Sask.

Munsey & Martin, grocers, Kendal, Sask., have dissolved. Martin continuing.

Ontkis & Armstrong, Crossfield, Alta., have sold their dry goods and grocery business to Mr. Bates.

Smith Bros. are opening a general store near Nevis, Alta.

Highest price paid for
DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?



Nan Instructs Bobbie.

"Whoop-e-e-e!" says Bobbie.

"Bobbie," Nan has just explained, "Mamma says she gives us Jell-O because it is good for us. Ain't you glad?"

Of course Bobbie answers, "Whoop-e-e-e!"

JELL-O

is so delicious that every child likes it. It is so pure and nutritious and light that it never "disagrees" with anyone, child or adult.

And a Jell-O dessert can be made in a minute.

No other food product has ever attained so quickly as Jell-O the great popular approval of American housewives.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE
& COCOA



Registered
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

SATISFIED CUSTOM

and rapidly increasing sales can always be found for

"E.D.S." BRAND

Jams, Jellies, Grape Juice and Catsup.

Our products are reliable because they are 100% pure. Hence you can recommend "E.D.S." products to your customers, knowing that they will receive perfect satisfaction and that re-orders are certain. Besides being attractive shelf stock—the profit is very good.



Made by **E. D. SMITH**, at his fruit farms, **Winona, Ont.**

N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton, Agents.



BRUSHES

—NEW LINES—

Very attractive values.
Better finished than ever.
SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited
PORT. ELGIN - - - ONTARIO

CURRANTS

We are proprietors of
"AFRODITE" brand, the best AMALIAS
currant on the market.

"NARCISSUS," fine FILIATRA currants
"ELEKTRA," fine FILIATRA cleaned
currants

and importers and distributors of
Highest-grade PATRAS and VOSTIZZA
currants.

We aim to give the trade the best grades
of currants obtainable from season to season.
We solicit the opportunity to quote on
your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.

124 WARREN STREET NEW YORK
THE LARGEST CURRANT HOUSE IN GREECE

Pineapples

Are now arriving in fine shape. Prices reasonable.

ORANGES

Are still receiving two cars weekly of **Volunteer Brand**.

NAVELS

Stock as usual. Fine Mediterranean Sweets and Valencia case oranges.

Messina Lemons **Tomatoes**
Cucumbers **New Potatoes**
Asparagus, etc.

Bananas **Grape Fruit**

Can fill your orders with any stock

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST TORONTO
are Largest Receivers

It's Hot!

Quench your thirst with

St. Nicholas Juice

OR

Home Guard

Kicking and Puck

The best lemons contain
the best juice.

J. J. McCABE

AGENT

TORONTO, ONT.

Sharp Advance in the Price of Lemons

Phenomenal Advance for Month of May—Shortness of Supplies the Cause—Primary Market Also Strong—California Valencias Arriving—Looks as if They Will be Moderate in Price—Pineapple Season on—Mississippi Tomatoes Give Some Relief to Market.

Lemons are occupying the position of importance on the fruit markets, values having seen a big increase within a short time. To begin with the primary market is particularly strong, while the Canadian position is further strengthened by the fact that supplies here are small and the present good demand is cutting deeply into stocks. Lemons have to be brought such a distance that it will be around the middle of June, dealers say, before relief can be hoped for from the primary markets. In the meantime, higher prices for this fruit are predicted. However, the weather will be a factor in determining demand, and accordingly, price. While prices may not go higher it seems though that even when new supplies arrive that the market will rule quite high. The same increase in price has taken place in New York. The Journal of Commerce says:

"The phenomenal advance in lemons during the past couple of weeks, which has carried prices far above previous records for May, has upset all calculations. Even those most conservative have changed their opinions, and instead of attributing the advance to manipulation in the interests of importers have concluded that they were mistaken in their estimates and are now with those who think that the advance is not only warranted on the basis of supply and demand, but are ready to subscribe to the predictions that the market may go even higher."

While there are still some supplies of navel oranges on Canadian markets, present stocks will not last long. California valencias of good quality are arriving. There seems to be a good-sized crop of the valencias in California and prices should rule quite reasonable. This orange will continue until late in the fall, but supplies will begin to slacken somewhat about September.

The quality of the imported strawberries has not been extra good, on account of drought in the growing districts in the Southern States. While Canadian berries will not be in evidence in quantities until about the middle of the month, there are chances that the first offering from the Niagara district may be received within a week. The district around Baltimore will also begin to ship about the same date.

The pineapple season is now in full swing and plentiful supplies are found on all markets, while a good steady trade is being experienced. Supplies will

be liberal within the next few weeks, and there are hopes of at least slightly lower prices.

While tomatoes continue quite high, there is hope of relief from Mississippi stocks now coming forward. Some supplies in crates of four baskets have been received on Canadian markets and are of good quality. With larger supplies, there is a likelihood of lower prices.

MONTREAL.

Green Fruits.—With the trade practically cleaned out of lemons, and new supplies two or three weeks distant, lemons are up to five dollars this week, with a likelihood that they will go higher. The demand is good, the extremely hot days bringing in much new business. Practically the only oranges offered are Sorrentos, with late Valencias coming. Navels are practically off the market. The same is true of grape fruit which is practically off the market with the season about wound up. Pines are coming in freely with the price reduced. Demand shows improvement. Strawberries now are the bane of the fruit jobber's life. There is considerable waste and prices are up and down, more often down. As low as eight cents was reported on one day this week, but was due to the particular circumstance attending that sale. Apples are moving slowly and are rather uninteresting.

Apples, bbl.	6 00	8 00	Oranges—		
Spies.....	7 00	8 00	Valencia.....	4 50	5 00
Bananas, bunch..	1 65	1 85	Sorrento.....	2 75	3 00
Cocoanuts, bags.	4 25	4 75	Meloon.....	1 75	2 00
Grape fruit, Flo.	4 50		Pineapples—		
Lemons.....	5 00		Florida, case...	2 25	2 75
Limes, a box	1 50		Strawberries, N.		
			Carolina.....	0 16	0 18

Vegetables.—New tomatoes are arriving from Mississippi. They are handled in what are called flats of four basket carriers, and are quoted at from \$1.75 to \$1.90 per flat, with the likelihood that they will be lower within a week. Canadian asparagus from around St. Catharines, Ont., has flooded the market, and prices are down to \$1.00. Spanish onions are off the market. There is a good demand for new Florida potatoes even if they do bring \$6.50 a barrel. Demand for cucumbers, carrots, lettuce, etc., is satisfactory and business on the whole is moving along well.

Asparagus, Canadian, basket	1 00	Onions—			
Beans, hamper..	3 50	4 50	Egyptian, bag...	2 50	3 00
Beets, doz.....	1 25		Bermuda, crate..	3 50	
Carrots, doz.....	1 25		Florida potatoes,		
Cabbage, crate..	3 80	4 00	new, per bbl....	6 50	
Cucumbers, bas.	2 75	3 00	Potatoes, bag	1 25	1 40
Cukes.....	2 00		New Bermuda		
			potatoes, bbl	6 50	7 00
			Parsley, crate....	3 00	
			Parasnip, bag...	1 00	1 25

Garlic, 2 bunches 0 25	Radishes, dozen bunches..... 0 30
Green Peppers, small basket 1 25	Spinach, bbl 1 75
Leeks, doz 1 75 2 00	Tomatoes, flats. 1 75 1 90
Lettuce—	Turnips, bag 1 75
Boston lettuce.. 2 75 3 00	

TORONTO.

Green Fruits.—Lemons are the feature in the market this week. The strength of the market has been spoken of lately and this attention was well warranted. Prices have advanced to \$3.50 to \$4 per case, and even now the market looks strong as values here have not advanced as much as elsewhere, Montreal asking \$5. One dealer said: "I would not be surprised to see lemons go to \$6 per case within the next few weeks, while I believe they will rise to over \$5. There is an extremely heavy demand and as supplies cannot be set down here for some time, prices are bound to be high. Furthermore, the primary market is very strong."

The condition of the weather will be a factor in determining prices. The first car of Valencia oranges from California arrived on Monday and they are selling at \$3.50 to \$4 per case. They are of good quality. Strawberries on account of the drought in the growing centres in the States have not been extra good in quality. The weather has been very favorable for the Canadian berries and there are some chances of the first of the season being received within a week.

Pineapples are enjoying a good trade at \$2.50 to \$3. Cherries are now adorning the local market, with 10 lb. boxes bringing from \$3 to \$3.50. Tomatoes continue scarce and high in price. They are offered this week in smaller crates, consisting of 4 boxes, which are selling at \$2 to \$2.25 per crate. These are received from Mississippi and larger supplies and lower prices are expected.

Apples, bbl. 3 50 8 50	Navels, large... 3 50 3 75
Apples, box 1 75 2 50	Navels, small... 3 75 4 00
Bananas 1 00 1 75	Pineapples crate 2 50 3 00
Cocoanuts, sack 4 75	Strawberries—
Grape Fruit—	Carolina, qt. 0 18 0 20
Florida, per case 4 25 5 00	Tomatoes, case of 6 baskets... 4 25 5 00
Lemons—	Tomatoes, 4 box crate..... 2 00 2 25
California 3 50	Rhubarb, doz... 0 25 0 40
Mississ. 3 50 4 00	Cherries, 10-lb. boxes..... 3 00 3 50
Limes, box..... 1 25	
Oranges—	
Late valencias.. 3 50 4 00	
Med. sweets.... 3 00 3 50	

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LEMONADE



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W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers

Vegetables.—A fair amount of trade is being transacted in general vegetables. New goods are finding a steady demand. These include onions, carrots, beets, beans, lettuce, cucumbers, parsley, spinach and asparagus. Prices are tending easier, noticeably beans, spinach and asparagus. The potato situation is practically unchanged, but prices seem to be holding firm at present quotations. A steady demand is being experienced with supplies none too large. New imported potatoes are somewhat easier and are receiving their share of attention.

Beets, Louisiana doz.....	1 25	Boston head lettuce, hamper.	4 50 5 00
Canadian beet, bag.....	0 60 0 75	Onions—	
Cabbage, 8 uth Carolina.....	3 00	Texas, case.....	2 25
Carrots, Canadian, bag.....	0 75	Egyptian, sack.....	2 50 2 75
Carrots, Louisiana, doz.....	0 75	Potatoes, Ontario, bag.....	1 00 1 10
Cucumbers, hamper.....	2 50	Potatoes, new, hamper.....	2 00
Wax beans, hamper.....	2 50 3 0	2 bush. bags.....	3 50
Green beans, hamper.....	2 00 2 50	Parsley, per doz.....	0 75
Lettuce, Canadian, head.....	0 20 0 40	Parsnips, bag.....	0 40 0 50
Boston head lettuce, doz.....	1 00	New turnips, per 11-qt. basket.....	0 60
		Asparagus—	
		Canadian, doz.....	0 60 0 75
		Spinach—	
		Hamper.....	0 35 0 50

WINNIPEG.

Green Vegetables—On account of the cold weather during the last week the demand for green vegetables was not as brisk as the week before. A large quantity of southern or American vegetables are being offered on the market, but the native-grown materials are gradually making their appearance, which are a little late owing to the backward spring that prevailed this year. The latest addition to the list is native rhubarb, which is only being offered in moderate quantities, and is costing the dealers 3 cents per pound. Prices prevailing are as follows:

Native mint, per doz.....	0 80
Native green onions, doz.....	0 30
Native parsley, per doz.....	0 30
Native lettuce, per doz.....	0 30
Native watercress, doz.....	0 30
Minnesota cucumbers, doz.....	2 80
Florida tomatoes crate.....	4 80
American radishes, doz.....	0 45
American head lettuce, doz.....	1 75
California cauliflower, crate.....	5 00
American garlic, per lb.....	0 30
Florida spinach, per lb.....	0 15
California asparagus, crate.....	4 80
New cabbage, per lb.....	0 05
New red cabbage, per lb.....	0 05
Florida celery, per crate.....	4 00
American pepper, basket.....	1 00
American rhubarb, box 40 lbs.....	2 75
Florida beans, hamper 30 lbs.....	4 00

Fresh Fruits—There is little change in the fresh fruit market. An active market is in existence, the holiday during the week making the sales in the city greater than ever. The quality of the strawberries coming from across the border is by no means all that could be desired, and both dealers and retailers are looking forward to the appearance of the Ontario berries, which should be in a few weeks. A few changes in the lists will be noted, as follows:

Washington box apples.....	3 00
Florida grape fruit, box.....	5 00 6 00
Bananas, bunch.....	2 75 3 75
Navel oranges.....	3 75 4 25
California lemons, crate.....	6 00
Messina lemons.....	6 00
Louisiana strawberries, case of 24 pints.....	3 50
Arkansas strawberries, 24 qt. crate.....	5 00

Poultry—A very quiet trade prevails in this line of the grocery business, and at present only eastern poultry is quoted by the large wholesale fish and poultry houses. Local supplies offering are

extremely small, and what there is is generally looked after by the retailers with steady customers.

EASTERN POULTRY	
Smiths Fallsturkeys.....	0 24 0 25
Chickens.....	0 21
Boiling.....	0 17
Geese.....	0 18



Fish - Oysters



Heavier Fish Demand for Pentecost

King's Birthday the Vigil of Pentecost and a Fast Day—Supplies Arriving Freely—Steady Trade Being Done—Halibut a Popular Line—Sea Bass, Bluefish and Sea Trout Added to Fresh Supply—St. John, N.B., Fish Dealers Object to Early Closing.

The fish markets are running along rather smoothly and with a fair trade reported. Supplies are coming along freely, prices are moderate and business assumes considerable proportion. Saturday of this week being the vigil of Pentecost, is a fast day and those to whom it applies it is a fish day. Consequently there will be an extra fish demand. Wholesalers are bringing in additional supplies for this occasion, anticipating heavier demands than usual. Lake fish of all kinds are now in good supply. Brook trout has about reached the height of its supply.

QUEBEC.

Montreal, June 1.—Fresh fish is naturally the market feature now. Gaspe salmon is arriving more freely and the price is lower. Cod and haddock are plentiful. These fish are now in good condition and prices are holding at a low figure. Halibut is one of the popular fish now, and on their reaching the market receive special attention as in fact do all fresh fish now arriving.

Sea bass, bluefish and sea trout are added to the supply of fresh fish this week. Saturday being a fast day there should be an appreciable increase in the demand for fish, as it is the day before Pentecost.

FRESH

Alewives (shad herring) per 100 fish.....	2 00	Halibut, express per lb.....	0 09 0 10
Bluefish, per lb.....	0 15	Salmon, B.C. lb.....	0 20
Dressed perch, per lb.....	3 10	Salmon, Gaspe lb.....	0 25
Dressed bull-heads, per lb.....	0 10	Shad, buck, each.....	0 25
Haddock, per lb.....	0 04	Shad, roe, each.....	0 50
Haddock, fancy shore, per lb.....	0 05 0 05 1/2	Sea trout.....	0 10
Steak cod head- less, per lb.....	0 05 0 05 1/2	Sea bass, per lb.....	0 10
		Lake trout, lb.....	0 10 0 12
		Brook trout.....	0 20
		Pike, per lb.....	0 07 0 08
		Pickeral or dore.....	0 12
		Whitefish, lb.....	0 10

FROZEN

Codfish.....	0 03 0 03 1/2	Salmon, B.C., red 0 09	0 10
Haddock.....	0 03	Gaspe salmon.....	0 18
Halibut, per lb.....	0 09	per lb.....	0 18
Pike, round, lb.....	0 05	Qualla salmon.....	0 09

Pike, dressed & headless, cases 150 lbs., per lb.....	0 06	No. 1 Smelts, boxes, 10 and 15 lb. each.....	0 07
3ras pike.....	0 05	Whitefish, large, lb.....	0 07 1/2 0 08
steak cod.....	0 04	Whitefish, small.....	0 06
Mackerel.....	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls.....	12 00	Salmon, B.C., red, bbl.....	14 00
Labrador sea trout, half bbls.....	6 50	" " pink, bbl.....	12 00
No. 1 mackerel, pall.....	2 00	" " Labrador, bbl.....	16 00
" " bbls.....	5 00	" " " bbls.....	8 50
Scotch herrings, No. 2, bbl.....	8 00	" " " " bbls.....	21 00
Lake trout, half bbl.....	6 00	Salt cod, per lb.....	0 07
Choice mackerel half pall.....	2 00	Sea trout, 1/2 bbl.....	8 50
		Sea trout, bbls.....	12 00
		Scotch herring.....	6 00
		Holland herring, 1/2 bbl.....	1 00
		" " " " bbl.....	0 75

SMOKED

Bloaters, large, per box, 60s.....	1 10
Haddies.....	0 85
Herring, new smoked, per box.....	0 85
Kipper herring, per half box.....	1 00
New filets, per lb.....	0 18

SHELL FISH

Shell oysters, bbl, choice.....	12 00 13 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 35
Oysters, choice, bulk, Imp. gal.....	1 40
" " bulk, selects.....	1 60
Solid meats—Standards, gal., \$1.75; select, gal., \$2.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	7, 9 10
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 75

ONTARIO.

Toronto. — Trade in fish continues steady and satisfactory in volume for this season of the year, and dealers are making no complaints. Fresh fish are in good demand, halibut being one of the popular lines. Prices generally show no change.

FRESH CAUGHT FISH

Steak cod.....	0 08	Fresh trout.....	0 12
Fresh halibut.....	0 10	Fresh caught white.....	0 12
Perch.....	0 07	Fresh caught herring.....	0 07
		Haddock.....	0 06 0 07

FROZEN FISH

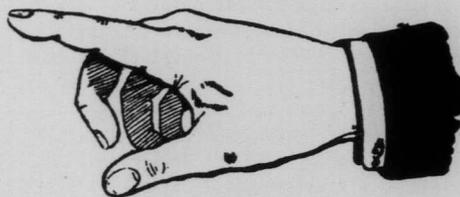
Whitefish.....	0 05	White fish, winter caught.....	0 09
Pike.....	0 05	Yellow pickerel.....	0 08 1/2
Pink sea salmon.....	0 06 0 09	Mullet.....	0 04
Round red.....	0 09	Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. box.....	5 40	Haddie, Finnan.....	0 08
per crate.....	5 40	Pickled lake herring.....	2 80
Shredded cod.....	3 25	100 lb. kegs.....	2 80
Cod, Imperial, per lb.....	0 06	Quail on toast, per lb.....	0 07
Filets, per lb.....	0 12	Shrimps, per gal.....	1 25

NOVA SCOTIA.

Halifax.—According to reports received herewith bank fishing to date is fully up to expectations, some vessels trail-



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INGERSOLL, ONT., CANADA



ing with as high as 700 quintals. Some grocery fish of this cure are already on the market, and it is reported that some sales have been made to exporters at a high figure. Actual sales, if any, are not confirmed, and rumor says that the fish are selling at \$6.75 per quintal. However, for fish that are not well dried, this figure is absurd, and should not hold. The great scarcity, of course, would make the early Bank catch in fairly good demand, and there is no doubt it will be readily salable at around \$6 a quintal, for early arrivals. Scale fish are also in good demand. Haddock are bringing \$4.25 to \$4.50, and Pollock and Hake from \$3.50 to \$4. It is doubtful if ever in the history of the dry fish business in Halifax the stores were so bare of stock in the month of May as they are now.

It is reported that if the reciprocity agreements are passed by the United States and Canadian Governments, that two or three American firms will immediately open branches or agencies on the different parts of the Nova Scotia coast.

There is practically nothing doing in the pickled fish line. No mackerel have as yet appeared. With the possibility of fairly high prices, excellent results would accrue if the fish should show up. Stocks of salt mackerel in exporters' hands are down to rock bottom, and high prices rule at the present time. Herring are in excellent demand, due to the scarcity of dry fish, and it is expected that the new spring herring from Newfoundland will open up at least \$3.00 per barrel. The first arrivals should be along early in June.

Lobsters continue in fairly good sup-

ply on the western coast, and on the Cape Breton coast the catches are quite heavy.

NEW BRUNSWICK.

St. John.—The price of gaspereaux is down to \$1.25 per hundred. Fresh shad are becoming plentiful, and fishermen expect that the season will be a good one. They are asking from 20 to 30 cents each for shad. Salmon is scarce thus far, and sells for 30 cents per lb. by the whole fish.

Strong objection is taken by fish dealers to having to close at 7 p.m. on Tuesday and Thursday evenings, as they declare those nights to be their busiest, and similar to Saturday to the butcher. J. E. Smith, proprietor of Smith's fish market, Sydney Street, last week displayed a sign "Open to 10.30," and kept open, in spite of the \$40 fine, claiming that the law was unconstitutional.

WINNIPEG.

Fish—As in poultry, so with fish, the arrival of fresh lake trout on the market giving a little boost to the trade. A steady normal demand exists for smoked fish of various descriptions, and very little change has taken place in prices, as will be noticed in the list quoted below:

FISH (FRESH)	
Salmon, per lb.....	0 18
Halibut, per lb.....	0 11
Fresh lake trout, per lb.....	0 13
SMOKED FISH	
Kippered herring, per box.....	2 00
Smoked Salmon, per lb.....	0 20
Holland herring, per keg.....	68
Fillets of haddock.....	0 12
Smoked cod.....	0 12
Labrador herring, ½ barrels.....	4 25
Bloaters, per box.....	1 50
Smoked goldeyes, dozen.....	0 50
Finnan haddies.....	0 08

Competition, and How Best to Meet It

Sterling Address Given Before Business Club in Vancouver—Competition Valuable Because it Compels Realization That Work was Necessary to Success—The Incompetent Dealer and the Price-cutter—Co-operation Among Competitors.

Vancouver, B.C., June 1.—"Competition is valuable because it compels us to realize that to succeed we must work and must learn to be patient, to be resourceful, and to be self-reliant. . . . The business men of a community are its backbone, its life, its breath."

These statements culled at random from the address of Fred Welch on "Competition," to the Business Science Club at its last meeting, give an insight into the healthy condition in which apparently the business of the grocers of this city is as the present time. Ald. James Ramsay was another speaker and his talk was also most interesting to the members, for the rea-

son that his theme was: "How to Handle Competition."

In the discussion which followed the value of co-operation was enlarged upon. Good service and integrity were held up as of far greater importance in the building up of a business than price-cutting and all such dark and kindred evils.

Competition Defined.

"Competition," said Mr. Welch, "as we most commonly view it, is the constant striving after our business by others. Undoubtedly there is not one of us present who would not be glad to have the other man quit. Competition is defined in the dictionary as emula-

tion. Most of us define it by a stronger name, and call it what Gen. Sherman called war.

The kind of competition we meet is what worries most of us. The competition, for example, of the incompetent merchant and the price-cutter.

"In discussing this subject with you my point of view is necessarily that of the retail grocer, in which business you will readily agree we have lots of competition. Its forms are many and varied, sometimes fair, often unfair. But competition whether it be fair or unfair, has its value if we are able and willing to learn.

"Picture to yourself the plight of a man placed in a position where there is no incentive to strive. We live only because we fight off death by hygienic and proper habits of living, and strive against ill health. We strive daily with each other, in every walk and way of life, every man with whom we come in contact we are in some form competing with.

World Growing Better.

"We as business men maintain our positions in the mercantile world to-day because of the competition we meet and successfully oppose, and we are the better men for it.

"We never look forward expecting a perfect world. It will be the same old world a thousand years after we leave it as it was a thousand years before we entered it. The same old human passions, the same striving after the unattainable, yet unconsciously the world is growing better by reason of this competition.

"Learn from your competitor; his viewpoint differs from yours. Cutting prices is not competition. In 99 cases out of 100 it is folly. Learn to meet competition by selling 'quality goods' and giving efficient store service. And above all, fight to gain a reputation for absolute reliability. Too many men overlook this prime essential. The most successful men of our time are men who prove their good name and business honor.

Teaching Fairness.

"Competition is valuable because it compels us to realize that to succeed we must work, we must learn; to be patient, to be resourceful; to be self-reliant. We become by its aid better men and better citizens, and becoming these we are helping to build up a great nation. The business men of a community are its backbone, its life, its breath.

"The work of such a club as yours teaches men to be fair. Having learned this the evils of competition are largely eliminated, and fair methods prevail.

"Don't fear competition, welcome it. It will help you play fair with others, and you will get fair treatment. Be friendly with your competitor. In help-

ing others you help yourself. Join your trade association. Get together!

"My adult life has been spent in business in this city. I have seen competition of the keenest kind, usually in the cutting of prices. Like others, I have had my periods of madness, and have imagined that I too could cut and fight.

Competition Valuable.

"I have seen the folly of this; I have learned that I gain knowledge and help from the competition of my competitor by being friendly with him.

"To the young men gathered around this board to-night my message is:

"Competition is valuable to you, though it may sometimes seem hard; it makes you a better man, and fits you for the best if you are capable. Be fair and honest and your reward comes sooner or later, if not in riches, in esteem and regard of your contemporaries.

"Money is not everything; your good name is. Be proud of your calling, or get out of it. Aspire to so live and work that your chosen profession may be the better for your having been in it."

In his address Ald. Ramsay defined competition as simply rivalry, and he could only advise the men present to do the best they could with it. He considered honest, honorable competition as good, both for seller and consumer. Competition would, he thought, make them all the more enterprising, and would develop their business ability. It would make them more civil and obliging to customers; it would make them systematize their work, and would develop their executive ability.

To Handle Competition.

"As to how to handle competition," he added, "I will merely make some suggestions by giving my own opinion, experience and observation, because this is a broad question, and so much depends upon who the competitor is and the circumstances. Be honest and honorable with your competitor and your customer. This is one of the strongest points that should actuate a business man.

"Don't knock your competitor; sell your own goods.

"Don't antagonize, but try and harmonize.

"Don't look on your competitor as an enemy, but as a man who has as much right to try and make a living in the same line as yourself.

"The policy of competitors should be co-operative as far as possible—not for the purpose of bleeding the public, but for the purpose of securing a legitimate profit and the conducting of a business on an honorable and honest basis.

Character Best Asset.

"Dishonest, untruthful, tricky competition is the worst competition, while it

lasts, you can experience. But a man or company of this kind is sure to lose in the end, either in name or money. And I think we all recognize the fact that the greatest asset any man can have is character.

"Give your customers good attention. Don't hesitate to make an allowance if it is coming to him.

"Give good and quick delivery of goods.

"Employ good salesmen that will consider the interests of the customers as well as the house that he represents.

"Handle good goods, and sell them for a reasonable profit, as everyone has to live.

"Always be honest and truthful with your customers, which is a very strong point to keep your trade, and will eventually win out.

"Have your business so systematized that you are in a position to meet any emergency or competition. This is what I call 'business statesmanship.'

"Advertise your goods and your house, so that the public know that you are in business.

"Do not be averse to giving extensions of time on payments of account sometimes, if the account is a safe one.

"Give close attention to your business, and always keep yourself up-to-date.

"I am sorry that I did not have more time to put this very important question in shape. However, I hope that I have raised some points that may be worthy of consideration."

KNOW THE GOODS.

Knowing the goods you are selling is one of the assets of the salesman, but Dr. Harvey W. Wiley, the U.S. Government's food expert tells a story that might suggest that too much knowledge is rather a detriment in some cases. A lady entered a grocery shop not long ago and asked:

"Have you any currants?"
The clerk, a college graduate, replied:
"Yes, madam, we have very fine Corinth, or small dried grapes, from the Greek town of that name—currants you know is the corrupted form of that name. How many pounds will you have?"

"None at all, if they are corrupted," muttered the old lady as she turned the handle on the door. "I belong to a pure food league."

Wilson Bros., Penhold, Alta., have sold their general store to Brown Bros.

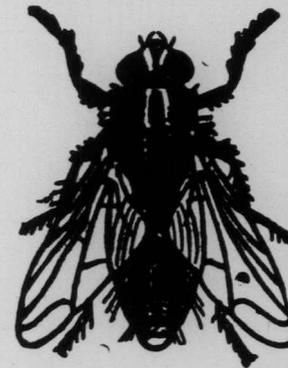
Finklestein & Sanderson are opening a grocery at East Calgary.

The general store of T. A. & S. Brazil, at Rich Valley, Alta., has been taken over by William Brazil.

When house flies
abound

**WILSON'S
FLY PADS**

are the thing to
clean them out.



DEALERS IN FRUITS

PINEAPPLE time is preserving time. See that you have ample stocks to meet the ever increasing demand. We are also headquarters for choicest VALENCIA ORANGES.

ORDER NOW

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

We are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

BUYERS OF WOOL

The Grocer's Encyclopedia The Banana

Interesting Points in Connection With Growth of This Popular Fruit—The Vast Quantity Absorbed by United States and Great Britain—Comparison With Potato as to Food Values—How it Grows—Things to Know When Purchasing.

Bananas are now of excellent quality and the grocer who conducts a fruit department should make his sales of this line as large as possible, because besides the extra profit derived, chances of loss are a great deal less when a large quantity is sold, as they can be sold out before they commence to spoil.

In this matter of promoting sales some information regarding the banana may be made use of by the dealer. The nutritive value of the fruit is almost the same as that of the potato or rice. The chemical make up of banana and potato are strikingly similar as shown by this table:

Constituents.	Banana.	Potato.
Water	75.71	75.77
Carbonaceous matter ...	20.13	20.70
Albuminoids	1.71	1.79
Woody fibre	1.74	.75
Ash71	.97

Besides its agreeable taste and food value, the banana as a medicine dispels constipation in children, and for adults has good effects in cases of acute indigestion, while bilious people are advised to eat the banana the first thing in the morning.

The fruit flourishes in tropical and sub-tropical regions. The tree closely resembles the fig and for this reason, bananas are often called "paradise figs." The soft spongy stem, although rising 15 to 20 feet high, is made merely by the union or sheathing of its leaves as they grow. These leaves, of a beautiful emerald green, are from 3 to 6 feet long and 2 to 3 feet wide. The plant and leaves, however, vary in size according to location.

One Bunch to Plant.

A single banana plant produces but one bunch, taking eleven months to do it. From this one may form an idea of the vast acreage that it requires to grow the bananas now exported from the tropics. Forty million bunches of bananas were imported into the United States in 1910, that country being the largest importer of this fruit. The United Kingdom comes next, her imports in 1909 being 6½ million bunches. Canada's imports are not large compared with these, but the consumption is steadily on the increase.

Wild Variety Inferior.

The banana plant is rarely found wild, although some have been found in Ceylon, Cochin China and the Philippines; these, of course have seeds, but are

much inferior to the long and seedless cultivated varieties. Still, the banana, requires but little cultivation, all that is necessary being to remove the suckers and plant these at convenient distances. They grow rapidly and in ten or eleven months bear fruit. In the fruit stores and markets, bananas are generally hung with the fruit curving downward, but it grows on the plant with the fruit growing upward.

The banana being a strictly tropical plant, has to be transported a great distance. It is an exceedingly sensitive and delicate fruit, responds readily to atmospheric conditions and is easily bruised. All these things have to be taken into consideration in transportation. The fact that heat will ripen bananas renders it necessary to take precautions as will guard against the fruit ripening before it reaches its destination. Ventilation has been found to be the only efficient method of treating bananas in transit as refrigeration will not do the work.

One authority has said: "Not everybody knows how to choose bunches of bananas. Look at the thick end of the branch on which they hang—if it be black the fruit will be black in a day or two, and will ripen too fast and rot. But if the branch be green the bananas will ripen slowly and be of good flavor. The biggest and handsomest are generally chosen by ignorant purchasers, but the smaller are the sweetest and juiciest."

Strong Selling Arguments.

This information should be of a good deal of value to the seller of bananas.

The food and medicinal value of the fruit can be made a strong argument by which to induce customers to purchase and should frequently be mentioned to them. Customers are interested in the source of foods and this may be made of advantage in interesting them.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

**CLAY
PIPES**

These made by
McDOUGALL
are peerless. Insist upon
having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD
IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

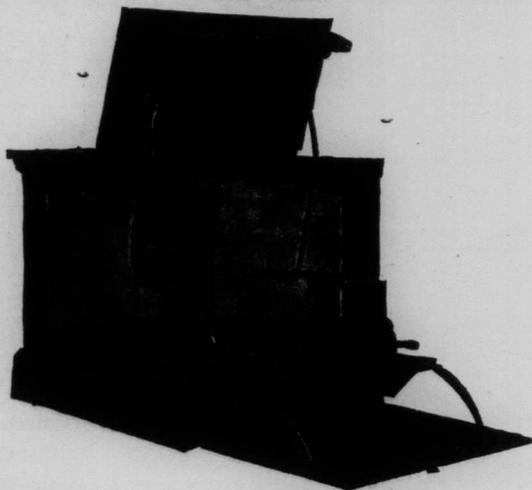
The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



Perfection Computing Cheese Cutter
Made in Canada



Automatic Cutter Cabinet

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.

Write for Prices.

The American Computing Co. of Canada
 Hamilton, - Ontario

MAPLE SUGAR

**CHEWING
 TOBACCO**

Rock City Tobacco Co.

Quebec - and - 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, i.e. for each subsequent insertion.

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

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

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

FOR SALE.

FOR SALE—Department Store in good Alberta town. Stock \$25,000. Yearly turnover \$100,000. Address, Box 1226, Calgary.

MISCELLANEOUS.

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

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

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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 Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

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.

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.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialists Co., 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. (1f)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Postage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

POSITION WANTED.

YOUNG MAN, 26, single, wants berth in Western Canada. 10 years' experience in grocery and provision trade, wholesale and retail—8 1/2 years' England, 1 1/2 years' Newfoundland. Good references. Total abstainer. Disengaged one month's notice. E. GODDEN, 108 Queen's Road, St. John's, Newfoundland.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. A strong statement you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (1f)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department
143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
 Diamond W. H. GILLARD & CO.
 1-lb. tins, 2 doz. in case \$2 00
 1-lb. tins, 3 " " " " 1 25
 1-lb. tins, 4 " " " " 0 75

IMPERIAL BAKING POWDER
 Cases. Sizes. Per doz.
 4-dozen 10c. \$0 85
 1-dozen 6-oz. 1 75
 3-dozen 12-oz. 3 50
 2-dozen 24-lb. 10 50
 1-dozen 5-lb. 19 80

MAGIC BAKING POWDER
 Ontario and Quebec Prices
 Cases. Sizes. Per doz.
 6 dozen 5c. \$0 50
 4 " 4-oz. 0 75
 4 " 6 " 1 00
 4 " 8 " 1 30
 4 " 12 " 1 80
 4 " 16 " 2 25
 4 " 24-lb. 2 30
 1 " 5-lb. 9 60
 1 " 6-oz. 9 60
 1 " 12 " 16 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER
 Sizes. Per Doz.
 Royal-Dime \$0 95
 1-lb. 1 40
 6-oz. 1 95
 1-lb. 2 55
 12-oz. 3 55
 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—1-lb. tins, 3-dozen in case, \$3 doz.; 1-lb. tins, \$1.25 doz.; 1-lb. tins, 80c doz.

Borwick's Baking Powder

COOK'S FRIEND BAKING POWDER
 PREPARED BY CORRECT CHEMICAL PRINCIPLES

Cartons—Per doz
 No. 1, 1-lb., 4 doz 2 40
 No. 1, 1-lb., 2 doz 2 50
 No. 2, 5-oz., 6 doz 0 80
 No. 2, 5-oz., 3 doz 0 85
 No. 2, 5-oz., 4 doz 0 45
 No. 10, 12-oz., 4 doz 2 10
 No. 10, 12-oz., 3 doz 2 20
 No. 12, 4-oz., 6 ds 0 70
 No. 12, 4-oz., 3 ds. 0 75
 In Tin Boxes—
 No. 1, 1-lb., 2 doz 3 00
 No. 1, 1-lb., 3 doz 3 15
 No. 1, 1-lb., 4 doz 3 20
 No. 1, 1-lb., 5 doz 3 25
 No. 1, 1-lb., 6 doz 3 30
 No. 1, 1-lb., 7 doz 3 35
 No. 1, 1-lb., 8 doz 3 40
 No. 1, 1-lb., 9 doz 3 45
 No. 1, 1-lb., 10 doz 3 50

FOREST CITY BAKING POWDER
 Dozen
 6 oz. tins 0 75
 12 oz. tins 1 25
 18 oz. tins 1 50

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Breakfast Food, 2 doz. in case, per case \$3.00.
 The King's Food, 2 dz. 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 Pa n a c k e Flour, per dozen \$1.
 White Swan Wheat Kernels, per doz. \$1.40.
 White Swan Fl a k e d Rice, per dozen \$1.
 White Swan Fl a k e d Peas, per dozen \$1.

DOMINION CANNERS, LIMITED
 Aymer Jams
 Per doz Pear. \$1 80
 Strawberry 1 95
 Raspberry 1 95
 Black currant 1 95
 Red currant 1 75
 Raspberry & red currant 1 95
 Raspberry and gooseberry 1 80
 Plum jam 1 55

ROYAL BAKING POWDER
 Sizes. Per Doz.
 Royal-Dime \$0 95
 1-lb. 1 40
 6-oz. 1 95
 1-lb. 2 55
 12-oz. 3 55
 1-lb. 4 90
 3-lb. 13 60
 5-lb. 22 35

Greengage plum, stoneless 1 75
 Gooseberry 1 75
 Lemon 1 60
 Pineapple 1 95
 Ginger 2 25

Pure Preserves—Bulk
 5 lbs. 7 lbs 14's & 30's per lb.
 Strawberry 0 59 0 82 0 104
 Black currant 0 59 0 82 0 104
 Raspberry 0 59 0 82 0 104
 Freight allowed up to 25c per 100 lbs.

Keen's Oxford, per lb. 0 17
 In 10-box lots or case 0 16
 Gillett's Mammoth, 1/2-gross box 2 00

Cocoa and Chocolate
 THE COWAN CO., LIMITED
 Cocoa—

Perfection, 1-lb. tins, per doz. \$4 50
 Perfection 1/2-lb. tins, per doz. 2 40
 Perfection, 1/4-lb. tins, per doz. 1 30
 Perfection, 10c size, per doz. 0 90
 Perfection, 5-lb. tins, per lb. 0 37
 Soluble, bulk, No. 1, per lb. 0 20
 Soluble, bulk, No. 2, per lb. 0 18
 London Pearl, per lb. 0 22

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 80
 Sweet Chocolate—
 Queen's Dessert, 1/2's and 1/4's, 12-lb. bxs. 0 40
 Queen's Dessert, 6's, 12-lb. boxes. 0 40
 Vanilla 1/2-lb., 12-lb. boxes. 0 35
 Parisian, 8's, 6 and 12-lb. boxes. 0 28
 Diamond, 7's, 6 and 12-lb. boxes. 0 24
 Diamond, 1/2's, 6 and 12-lb. boxes. 0 25

ICINGS FOR CAKE
 Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in 1-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—
 Maple wafers, 5-lb. boxes. 0 36
 Milk medallions, 5-lb. boxes. 0 36
 Chocolate wafers, No. 1, 5-lb. boxes. 0 35
 Nonpareil wafers, No. 1, 5-lb. boxes. 0 30
 Nonpareil wafers, No. 2, 5-lb. boxes. 0 25
 Chocolate ginger, 5-lb. boxes. 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

EPF'S
 Agents, C. E. Colson & Son, Montreal.
 In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
 Smaller quantities. 0 37

JOHN P. MOTT & CO.'S
 G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Fennie, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

MOTT'S DIAMOND CHOCOLATE
 Elite, 10c size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size 90 per dz.
 " breakfast cocoa, 1/2's. 0 38
 " " " " " " 0 38
 " No. 1 chocolate, 1/2's. 0 32
 " Navy " " " " 0 26
 " Vanilla sticks, per gross. 1 00
 Diamond Chocolate, 1/2's. 0 24
 Plain choice chocolate, liquors. 0 32
 Sweet Chocolate Coatings. 0 30

WALTER BAKER & CO., LIMITED
 Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c lb.; Breakfast cocoa, 1-5/8, 1 and 5-lb. tins, 41c lb.; German's sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. bxs., 26c lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6-lb. bxs., 32c lb.; Vanilla sweet chocolate, 1-lb. cakes, 6 lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 35c lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c lb.; Caracas tablets, 100 bds., tied up, per box \$3.00. The above quotations are f.o.b. Montreal.

Cocoanut
 CANADIAN COCOANUT CO., MONTREAL.

White Swan Blend.
 Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
 1-lb. packages. 0 26
 Best shredded. 0 17
 1-lb. packages. 0 28
 1 and 1/2-lb. packages, assorted. 0 26
 1 and 1/2-lb. packages, assorted. 0 27
 1-lb. packages, assorted, in 5-lb. boxes 0 28
 1-lb. packages, assorted, in 5-lb. boxes 0 29
 1-lb. packages, assorted, 5, 10, 15 lb cas 0 30

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Cocoanut—
 Featherstrip, pails. 0 15
 Shredded. 0 15
 Packages, 5-oz., 4-oz., 3-oz., lb. 0 22

Condensed Milk
 BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.
 Eagle Brand Condensed Milk. Cases. Doz. \$6 00 1 50
 Gold Seal Condensed Milk. 4 50 1 15
 Challenge Condensed Milk. 4 00 1 00
 Peerless Brand Evaporated Milk five cent size (4 dozen). 2 00 0 50
 Peerless Brand Evaporated Milk family size. 3 50 0 90
 Peerless Brand Evaporated Milk pint size (4 dozen). 4 80 1 20
 Peerless Brand Evaporated Milk hotel size. 3 70 1 85

REINDEER, LIMITED
 "Jersey" brand evaporated cream per case (4 dozen). \$3 50
 "Reindeer" brand, per case (4 dozen) 5 00
 "Reindeer" Condensed Coffee, cases. 5 00
 "Reindeer" Condensed Cocoa, case. 4 80

ST. CHARLES CONDENSING COMPANY.
 St. Charles Milk, family size, per case. \$3 50
 Baby size, per case. 2 00
 Ditto, hotel. 3 75
 Silver Cow Milk. 4 50
 Purity Milk. 4 25
 Good Luck. 4 00

Coffees
 Standard Coffees
 Roasted whole or ground. Packed in damp-proof bags and tins.
 Club House. \$0 32
 Nectar. 0 30
 Embassy. 0 28
 Duchess. 0 27
 Crushed Java and Mocha. 0 18
 " " " " " " 0 18 1/2

Package Coffees.
 Gold Medal, 2 lb. tins, whole or ground 0 30
 " " 1 lb. tins. " " 0 31
 " " 1 lb. tins. " " 0 32
 Anchor Brand, 2 lb. tins " " 0 31
 " " 1 lb. tins " " 0 32
 German Dandelion, 1 lb. tins, ground 0 26
 " " " " " " 0 28
 English breakfast, 1 lb. tins, " " 0 28
 Grand Prix, 1 and 2 lb. tins. " " 0 30
 Demi-Tasse, 1 and 2 lb. tins. " " 0 30
 Flower Pot, 1 lb. pots, " " 0 28

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Blend.

MOCHA & JAVA COFFEE
 1-lb. decorated tins, 32c lb.
 Mo-Ja, 1-lb. tins 30c lb.
 Mo-Ja, 1-lb. tins 28c lb.
 Mo-Ja, 2-lb. tins 28c lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60
 Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4
 Presentation (with 3 tumblers) \$10 per doz.

GROUND OR BEAN—
 W.S.P. R.P.
 1 and 1/2 0 25 0 30
 1 and 1/2 0 30 0 40
 1 and 1/2 0 35 0 50
 Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz. 8 25
 Medium size jars, per doz. 4 50
 Small size jars, per doz. 2 40
 Individual size jars per doz. 1 00
 Imperial holder—
 Large size, doz. 18 00
 Med. size, doz. 17 00
 Small size, doz. 12 00
 Roquefort—
 Large size, doz. 2 40
 Small size, doz. 1 40

Canada Cream Cheese—
 In carbons, each 1 dozen 0 90
 Large blocks, dozen. 2 30
 Medium blocks, dozen. 1 30

Cream
 FUSSELL & CO., LTD
 London, Eng.

FUSSELL'S PURE RICK THICK CREAM
 "Golden Butterfly" brand Cream, 8 oz. 10c. size, cases \$7.70
 "Golden Butterfly" brand Cream, 8 oz. 15c. size, cases \$11.50

Confections
 IMPERIAL PEANUT BUTTER

Small, cases 7c. 0 85 dozen
 Medium, cases 7c. 1 80
 Large, cases 1 dozen. 2 75
 Tumblers, cases 2 dozen. 1 35
 25-lb. pails. 0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blair Co. Ltd. Toronto, C. O. Beauchemin & Fils, Montreal \$2, \$3, \$5, \$10, \$15 and \$20. All same price one size or assorted.
 UN-NUMBERED
 Under 100 books. each 04
 100 books and over. each 04
 500 books to 1000 books. each 04
 For numbering cover and each coupon extra per book 1/4 cent.

Infants' Food

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

Flavoring Extracts
 SHIRRIFF'S

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

CRESCENT MFG. CO.

Mapleine Per doz
 2 oz. bottles (retail at 50c.) 4 50
 4 oz. bottles (retail at 90c.) 6 80
 8 oz. bottles (retail at \$1.50) 12 50
 16 oz. bottles (retail at \$3) 24 00
 Gal. bottles (retail at \$30) 18 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



GLORIOUS SUMMER can be a time of torment if the flies have it all their own way.

Wonder Fly Killer

Moistened with water gets rid of these pests.

Get a stock in now and catch the summer trade. It will pay you.

Dominion Agents:

Crystal Sealing Co.

204 Stair Building, Toronto - Phone Adelaide 199

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

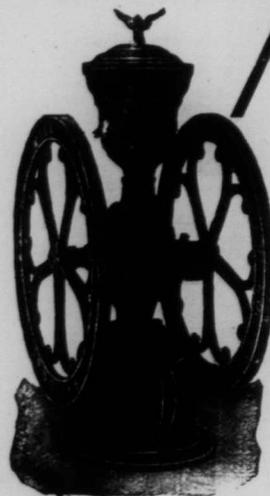
the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited

206 Papineau Ave. - - Montreal



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability

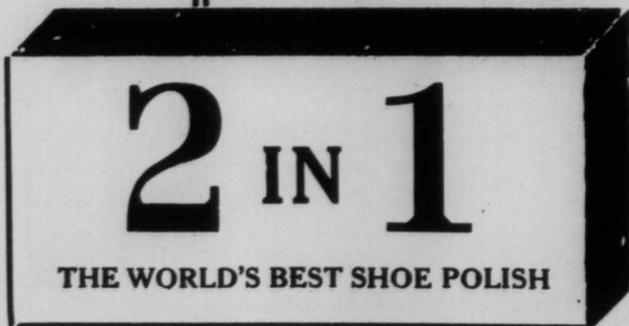
Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

- WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & 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.
- 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.



Men swear by it—Not at it

Lasts Surprisingly
Polishes Rapidly
Wears Off Slowly
Is Waterproof

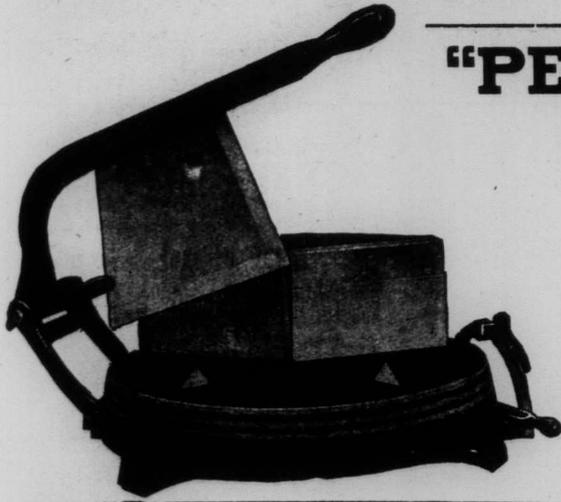
No grocer can afford to be without this rapid seller. It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.
HAMILTON, CANADA, AND BUFFALO, N.Y.

"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton
Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 91
No. 3, tins, 2 doz in case	1 00
No. 6, 1 doz. in case	1 25
No. 12, 1/2 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"

Sur Extra Fins	40 flacons	10 50
Extra Fins	100 tins	14 50
Tres Fins	100 "	12 50
Fins	100 "	11 00
Mi-Fins	100 "	10 00
Moyens No. 1	100 "	9 50
Moyens No. 2	100 "	9 00
Moyens No. 3	100 "	8 25

Asparagus, Hariots, etc.

MINERVA PURE OLIVE OIL.

Case—12 litres	6 50	Case—24 pinta.	6 25
12 quarts	5 75	24 "pinta.	4 25
Tins—5 gals., 2s	23 00	1/2 gal., 20s.	13 50
2 gals., 4s	29 00	1/2 gal., 48s Sq	17 00
1 gal., 10s	25 00	1/2 gal., 48s Rd.	15 50
1/2 gal., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts.	7 00
La Neptune, 10 qts.	6 00
La Capitale, 10 qts.	5 00
La Sanitas Sparkling, 50 qts.	8 00
" 100 qts.	9 00
" 100 splits.	4 00

CASTILLE SOAP

Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3/4 oz. bars	3 75 case
" La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 25 case
" 100 lbs., 3/4 oz. bars	1 80 case
" 200 lbs., 3/4 oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07 1/2
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splits	4 75
Apple Juice, 12 qts.	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" 24 pts.	5 50

Matts Golden Russett—Sparkling Cider, 12 qts. 5 00
" 24 pts." 5 50
Apple Vinegar, 12 qts. 2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	0 08
" 50 lbs., 1 lb.	0 08
" 100 lbs., 1 lb.	0 08
" 200 lbs., 1 lb.	0 08
Brl. 240 lbs.	0 07 1/2
Keg 120 lbs.	0 07 1/2

Japan Teas—
Victoria, half case, 90 lbs. 0 25
Princess Louise, half case 80 lbs 0 19
Ceylon Green Teas—Japan style—
Lady cases 60 lbs. 0 18
Duchess, cases 60 lbs. 0 19



3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.
(Moody's Royal)

1 lb. Carbonized Fibre packages	0 85
1/2 lb. Carbonized Fibre packages	0 45



DRUDGE.
(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs .1 lb.	0 05 1/2
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.
No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box

HALF TIME SHOE PASTE
(Moody's Extra Fine)

4 doz. in wood box	per doz. 0 85
1 doz. in carton, 12 in wood box	0 75

HAND CLEANER Moody's Electric
In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

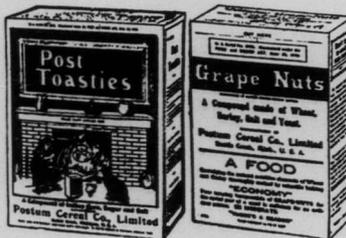
Large size, 1 1/2 lbs.	Doz. 0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box

Jam Per lb.

30-lb. wood pails	0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

Jelly Powders



Assorted Case, Contains 2 doz. \$1 80

Lemon (Straight)	Contains 2 doz. 1 80
Orange (Straight)	Contains 2 doz. 1 80
Raspberry (Straight)	Contains 2 doz. 1 80
Strawberry (Straight)	Contains 2 doz. 1 80
Chocolate (Straight)	Contains 2 doz. 1 80
Cherry (Straight)	Contains 2 doz. 1 80
Peach (Straight)	Contains 2 doz. 1 80

Weight 11 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz. \$3 60



Assorted Case, Contains 2 doz. \$2 50

Chocolate (Straight)	Contains 2 doz. 2 50
Vanilla (Straight)	Contains 2 doz. 2 50
Strawberry (Straight)	Contains 2 doz. 2 50
Lemon (Straight)	Contains 2 doz. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

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



PURE AND DELICIOUS
TRIPLE FRUIT FLAVORS
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10. 75.

Mustard
COLMAN'S OR KERN'S

D.S.F., 1-lb. tins 1 40	F.D., 1-lb. tins. 1 45
" 1-lb. tins 2 50	Durham, 4-lb. jar 0 75
F.D., 1-lb. tins. 0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 3 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

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

Tierces	\$0 93
1-bbls	0 10
Tubs, 60 lbs	0 10
20-lb. Pails	2 05
20-lb. tins	1 95
Cases 31-lb	0 10 1/2
" 5-lb	0 10 1/2
" 10-lb	0 10 1/2

F.O.B. Montreal.



GUNNS "BASIC FIRST" LARD COMPOUND.

Tierces	0 09 1/2
Tubs	0 09 1/2
20-lb. pails	0 10
20-lb. tins	0 09 1/2
10-lb.	0 10 1/2
5-lb.	0 11 1/2
3-lb.	0 10 1/2
1-lb. cartons	10 1/2

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	\$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 75
Dulc, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE
Ontario and Quebec Prices.

Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35

Marmalade.

T. UPTON & CO

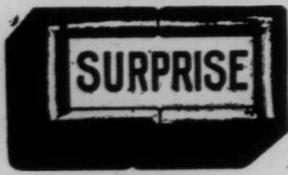
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$3.25.

SHIRIFF BRAND
"Imperial Scotch"
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
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



THE CANADIAN GROCER

and Washing Powders



For sale by all grocers.

A. F. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 30
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 30
Florida soap, per gross	12 00
Straw hat polish, per gross	18 30



3 doz. to box	\$3 60
6 doz. to box	\$7 30
30 days	



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



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
Less than 5 cases \$5 00
Five cases or more 4 95

Starch

EDWARDSBURG STARCH CO., LIMITED	
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	Per lb. \$0 06 1/2
No. 1 white or blue, 3-lb. carton	0 06
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07 1/2
Silver gloss, 6-lb. tin canisters	0 07
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06 1/2
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05 1/2
Canada white gloss, 1-lb. pkgs.	0 05 1/2
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06 1/2
Canada Pure Corn	0 04 1/2
20-lb. boxes, 1c higher	
Celluloid—Boxes of 45 cartons, per case	3 60
BRANTFORD STARCH WORKS, LIMITED	
Ontario and Quebec.	
Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch	
1-lb. cartons, boxes of 40 lb.	0 05 1/2
Finest Quality White Laundry	
3-lb. canisters, cases of 48 lb.	0 06 1/2
Barrels, 200 lb.	0 06 1/2
Kegs, 100 lb.	0 06 1/2
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks	
8 in case	0 07 1/2
Kegs, ex. crystals, 100 lb.	0 06 1/2

For charges for inserting quotations in this dept. apply to

Brantford Gloss—
1 lb. fancy boxes, cases 36 lb. 0 07
Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00



Ocean Mills
Montreal
Chinese starch, 48
1-lb., per case \$4.00;
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; 6-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., \$1.50; Ocean cough
syrup, 36 6-oz., \$6.00; 36 8 oz., \$7.30; Ocean
corn starch, 48 1-lb., \$3.60.



Soups

CHATEAU BRAND
CONCENTRATED SOUPS
Vegetable Mutton Broth
Mulligatawny Chicken
Ox Tail Pea
Scotch Broth Julienne
Mock Turtle
Consomme Vermicelli Tomato
Tomato
No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda



Case of 1-lb. containing
60 packages per
box \$3.00.
Case of 1/2-lb. con-
taining 120 packages
per box \$3.00.
Case of 1-lb. and 1/2-lb.
containing 90 1-lb.
and 60 1/2-lb. packages
per box \$3.00.

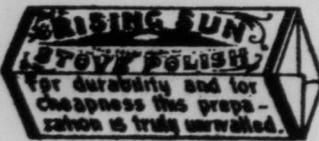
Case of 5c. packages, containing 96 packages,
per box \$3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case	
No. 1, cases 60 1-lb. packages	1 case \$2 85
No. 2, " 120 1/2-lb. " "	1 case 2 75
No. 3, " 30 1-lb. " "	1 case 2 85
No. 4, " 60 1/2-lb. " "	1 case 2 85
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

Rising Sun, No. 1 cakes, 1/2 & 3/4 grs. boxes	\$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, 1/2 gross boxes	5 40
No. 10 Sun Paste, 1/2 gross boxes	9 00



JAMES DOME BLACK LEAD
6s size, gross, \$3.40. 2s size, gross, \$3.50

Syrup

EDWARDSBURG STARCH CO., LTD.	
"Crown" Brand Perfection Syrup	
Barrels, 700 lbs.	0 03 1/2 per lb.
Half-barrels, 350 lbs.	0 03 1/2
1-barrels, 175 lbs.	0 03 1/2
Pails, 25 lbs.	1 20 each
" 35 1/2 lbs.	1 70 "
Crown Brand Corn Syrup	
2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, 1/2 doz. in case, per case	2 50
20-lb. tins, 1/4 doz. in case, per case	2 45
Barrels, 700 lbs.	0 03 1/2
Half barrels, 350 lbs.	0 03 1/2
Quarter barrels, 175 lbs.	0 03 1/2
Pails, 35 1/2 lbs.	1 70
Pails, 25 lbs., each	1 20
Lily White Corn Syrup.	
Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 5 1/2
5 " " 1 " "	2 8 1/2
10 " " 1/2 " "	2 7 1/2
20 " " 1/4 " "	2 7 0
(5, 10 and 20 lb. tins have wire handles)	
Beaver Brand Maple Syrup. Case	
2 lb. tins, 2 doz. in case	\$3 50
5 " " 1 " "	4 0
10 " " 1/2 " "	3 96
20 " " 1/4 " "	3 90
(5, 10 and 20 lb. tins have wire handles)	

Canned Haddies, "Thistle" Brand

A. F. TIPPET & CO., AGENTS
Cases 4 doz. each, flat, per case \$5 00
Cases 4 doz. each, oval, per case 5 00

Cream Tartar.

GILLET'S CREAM TARTAR	
Ontario and Quebec Prices.	
1-lb. paper pkgs., 4 doz. in case	Per doz \$1 00
1-lb. paper pkgs., 4 doz. in case	2 00
4 doz. 1-lb. paper pkgs. } assorted	Per case \$8 00
2 doz. 1-lb. paper pkgs. }	
1-lb. cans with screw covers, 4 doz. in case	Per doz \$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
5-lb. sq. canisters, 1/2 doz. in case	0 33
10-lb. wooden boxes	0 30 1/2
25-lb. wooden pails	0 30 1/2
100-lb. kegs	0 28 1/2
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND	
The Aylmer Condensed Milk Co., Ltd.	
Canada First Evaporated Cream, hotel size	Per case 3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	5 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE
1-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75



H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pta. 3 35
H.P. Pickle, packed in cases 3 doz 1-pts 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz. 2 25
Medium, packed in 3-doz. case, per doz. 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Rep. 1/2 pints, packed in 6-doz. case 2 25
Imp. 1/2 pints, packed in 4-doz. case 3 15
Rep. quarts, packed in 2-doz. case 6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.	
Chewing—Black Watch, 6s.	44
Black Watch, 12s.	45
Bobs, 6s and 12s.	46
Bully, 6s.	44
Currency, 6s and 12s.	46
Stag, 6 2-6.	44
Old Fox, 12s.	44
Fay Roll, 7s.	46
War Horse, 6s.	43

Plug Smoking—Shamrock, 6s., plug or bar. 45
Rosebud Bars, 6s. 45
Empire, 6s and 12s. 44
Ivy, 1s. 45
Starlight, 7s. 45
Out Smoking—Great West Fashions, 6s. 45



Teas	
THE "SALADA" TEA CO.	
Wholesale Retail	
Brown Label, 1's and 1/2's	\$0 25 \$0 30
Green Label, 1's and 1/2's	0 27 0 35
Blue Label, 1's, 1/2's and 1/4's	0 30 0 40
Red Label, 1's and 1/2's	0 36 0 50
Gold Label, 1's	0 44 0 60
Red-Gold Label, 1's	0 55 0 80



Blue Label, 1's	0 25 1/2	0 26
Orange Label, 1's and 1/2's	0 25	0 30
Blue Label, 1's	0 26	0 35
Brown Label, 1's and 1/2's	0 28	0 40
Brown Label, 1's	0 30	0 40
Green Label, 1's and 1/2's	0 35	0 50
Red Label, 1's	0 40	0 60



MELAGAMA TEA		
MINTO BROS., 45 Front St. East		
We pack in 60 and 100 lb. cases. All delivered prices.		
Wholesale Retail		
Brown Label, 1 lb. or 1/2	0 25	0 30
Red " 1 lb. or 1/2	0 27	0 35
Green " 1s, 1/2 or 1/4	0 30	0 40
Blue " 1s, 1/2 or 1/4	0 35	0 50
Yellow " 1s, 1/2 or 1/4	0 40	0 60
Purple " 1/2 only	0 55	0 80
Gold " 1/2 only	0 70	1 00



Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.
Black Label, 1-lb., retail at 25c. \$0 20
Black Label, 1-lb., retail at 35c. 0 24
Blue Label, retail at 30c. 0 34
Green Label, retail at 40c. 0 30
Red Label, retail at 50c. 0 35
Brown Label, retail at 60c. 0 42
Gold Label, retail at 80c. 0 65

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. \$3 25

T. UPTON & CO.	
Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07 1/2
7 wood pails, 6 pails in crate, per lb.	0 07 1/2
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.
List price.
"Shirley's" (all flavors), per doz.
Discounts on application.

Yeast

Ontario and Quebec Prices.
Royal Yeast, 3 doz. 5 cent pkgs. \$1 15
Gillett's Cream Yeast, 3 doz. in box. 1 15

SYMINGTON'S COFFEE ESSENCE

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

Thos. Symington & Co., Edinburgh and London

AGENTS— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. P. L. Benoit & Co., Montreal. Vancouver and Winnipeg—Messrs. Shalcross, Macaulay & Co.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO . MONTREAL

Phone Main 2511

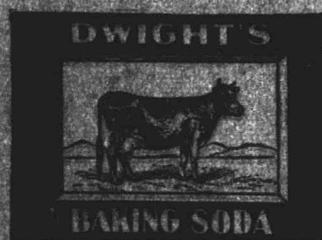
Phone Uptown 5962

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of baking soda quite as good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



CHURCH and DWIGHT
Manufacturers Limited
MONTREAL

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