

**PAGES
MISSING**

FEATURING—THE SELLING OF CONDIMENTS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII.

PUBLICATION OFFICE: TORONTO, JULY 3, 1914.

No. 27

Princess of the Kettle

Good sugar is as necessary in preserving as good fresh fruits. The quality, the sweetening and preserving power of sugar make preserving a success or a failure.

Crystal Sugar

is sugar with 100% purity, and therefore contains the highest sweetening power. Its use gives invariable results—always the best, always sure. It is the Princess of Preserving Time.

Get our prices on quantity shipments. Always prompt delivery.

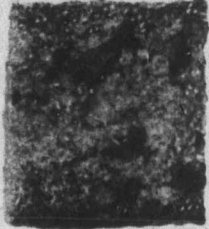
We sell direct to the retail trade.

CRYSTAL SUGAR
PURE CANE
DOMINION Sugar Co Ltd
WALLACEBURG

The illustration depicts a kitchen scale with a bowl on top. A bag of 'Crystal Sugar' is being poured into the bowl. Surrounding the scale are various fresh fruits: a pear, a bunch of grapes, and several lemons or oranges. The scene is set against a large, light-colored inverted triangle that frames the central text.



Ye Billekin.



Prairie Flower.



Royal Lemon Sandwich.

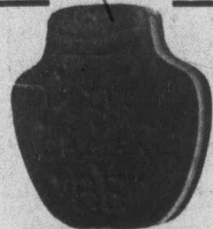
These light P.F. Dainties are exceptional sellers

Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, air-tight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

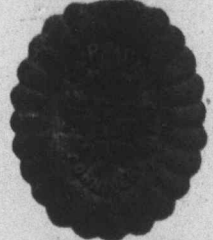
AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St. Montreal.



Registered Design.



Bourbon Choc. Sandwich.



The Connaught.



BRASSO

**METAL
POLISH**



**Do you
stock them?**

BRASSO.

The BRASSO touch means so much towards lightening the labour and brightening the article. "One touch of BRASSO makes the dull brass bright." BRASSO is the reliable polish that sells so quickly—do you stock it?

ZEBRA.

ZEBRA is the polish for brightening stoves. The demand for ZEBRA is constant because it is in daily use wherever a polish of perfection is appreciated. Every tin is a tin of QUALITY, this is why there is an ever-increasing demand. It will pay you to lay in a stock of this quick selling line.

It will pay you to do so.

RECKITTS (OVER SEA), LTD.,
122 Wellington Street West,
TORONTO



ZEBRA

**STOVE
POLISH**



EVERY year shows a tremendous increase in the quantity of *first quality* goods sold on the Canadian market. People who once use goods that are put up with a view to superior quality rather than low price will never go back to using the inferior article. The best goods are always the most satisfactory in the long run, both to dealer and the consumer.

Griffin & Skelley's Canned Fruits and Vegetables

represent the height of perfection in fruit and vegetable growing, preparing and canning. They are the safe goods you can handle from your own standpoint, as well as your patrons. We carry a full line.

Griffin's Asparagus

Your patrons will enjoy this rich, toothsome delicacy—every bite is a treat. As fresh and tender as if cut from your own garden. Griffin & Skelley's Asparagus is grown on private beds on the Sacramento River, the location of which is unsurpassed for producing the very acme of quality. Get a supply now and display.

Griffin & Skelley's Dried Fruits

are the finest that the world produces. They give the most complete satisfaction, are always fresh, finely-flavored and of a uniform quality.

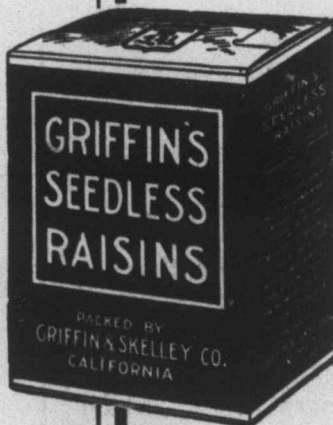
Griffin's Seedless Raisins

is a distinctly fancy variety of absolutely seedless raisins, cured in the warm rays of "Old Sol," not by artificial heat. They are the most highly flavored, wholesome and the cleanest raisins that you can procure. They are known as the standard for evenness of quality and packing.

Arthur P. Tippet & Co.

Agents

MONTREAL



JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers

LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

ESSENCE OF ANCHOVIES

Savoy Sauce

M. M. PICKLE

Chutnies

Capers

Fish Pates, Etc.

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

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - - TORONTO

A welcome substitute for home-made pie filler.

Every one of your customers should have a package of Harper's X. L. Lemon Pie Filling preparation on hand to be prepared for an emergency call for Lemon pie. Once used, no woman will ever go back to making her own filling for the delicious flavor and fine quality of Harper's X. L. cannot be equalled, only by long experience and the best materials.

Retails at 10c per Package.

We make also Vanilla Filler, Chocolate Filler, Gravy Soup Crystals—all at a popular price. Order now.

THE MEADOW SWEET CHEESE MFG. CO., LTD.

Montreal



The STRONGEST SELLING POINT

You can have in food products is **PURITY**

This is why there is such an increasing demand for

Pride of Canada
Maple Syrup Maple Sugar

The Standard of Quality for all Canada

ORDER NOW!

The Maple Tree Producers' Assoc., Ltd.

58 Wellington St., Montreal

L. H. P. Mackenzie, Toronto; W. L. McKenzie, Winnipeg; Oppenheimer Bros., Vancouver

Be the First!

in your locality to supply customer with the new pack of E.D.S. Strawberry Jam. All orders filled promptly.



We are telling the public

through attractive street car, newspaper and magazine advertising of the purity of E.D.S. Jams, Jellies, Marmalades, Catsups, Drinks, etc. A steady demand is assured. It will pay you to keep a well-assorted supply always on hand.

E.D.S. Products (Government inspected) are 100% pure. They are quality stock that make profitable selling.



Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

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

Borden's

for people who appreciate quality and convenience

For Camper, Picnicker and Household use, no milk equals Borden's for quality, purity, convenience and economy.

Borden Milk Products are easy to carry, always fresh and make the drink doubly delicious.

Borden's Coffee and Cocoa are refreshing and nourishing; can be prepared in a moment by simply adding hot water. This is the opportune time to feature the "leaders of quality."

Order from your Wholesaler

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



JAPAN

TEAS

Furuya & Nishimura
Montreal

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	\$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

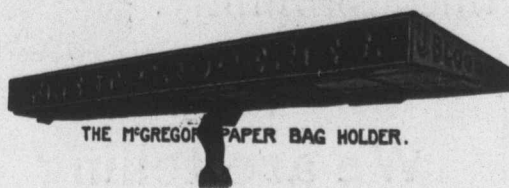
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

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



Goes To The Very Bottom And Removes The Dirt

without in any way injuring the daintiest fabric either by discoloring or deteriorating the fabric.

WONDERFUL SOAP has that loosening quality which is so desirable in washing soaps and which is a strong point of talk when introducing this soap.

Think this over and send for a sample lot. It will pay you.

The Guelph Soap Co.

Guelph,

Ontario

The new pack of Strawberries, place your order now

The new, fresh Furnivall's Strawberry Jam is made of clean, fresh-picked fruit and pure cane sugar, with the aid of most improved facilities. Every step in the making is supervised by an expert with nearly 20 years' practical experience.

Furnivall's

FINE
FRUIT
PURE JAM

is superb. Your customers will appreciate this quality line.

Order now from your wholesaler.

Furnivall-New Limited
HAMILTON, ONT.

AGENTS.

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



Carr & Co.'s Carlisle Biscuits

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



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

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

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

You can sell

OCEAN BLUE to a customer a second time —she wants it always after trying it once.

A first sale is a string tied to future business —profitable business too!

That is why to-day's sales of

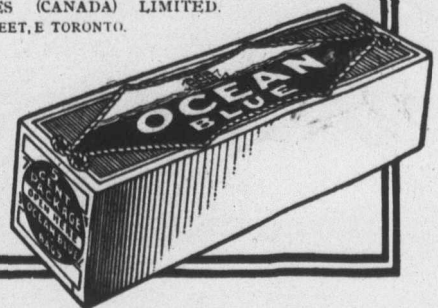
OCEAN BLUE

are larger than ever.

Order from your Wholesaler.

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

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



Cleave's

CELEBRATED

DEVONSHIRE CREAM Chocolate

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

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

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

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

CAN-O-WAX

a household necessity

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

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

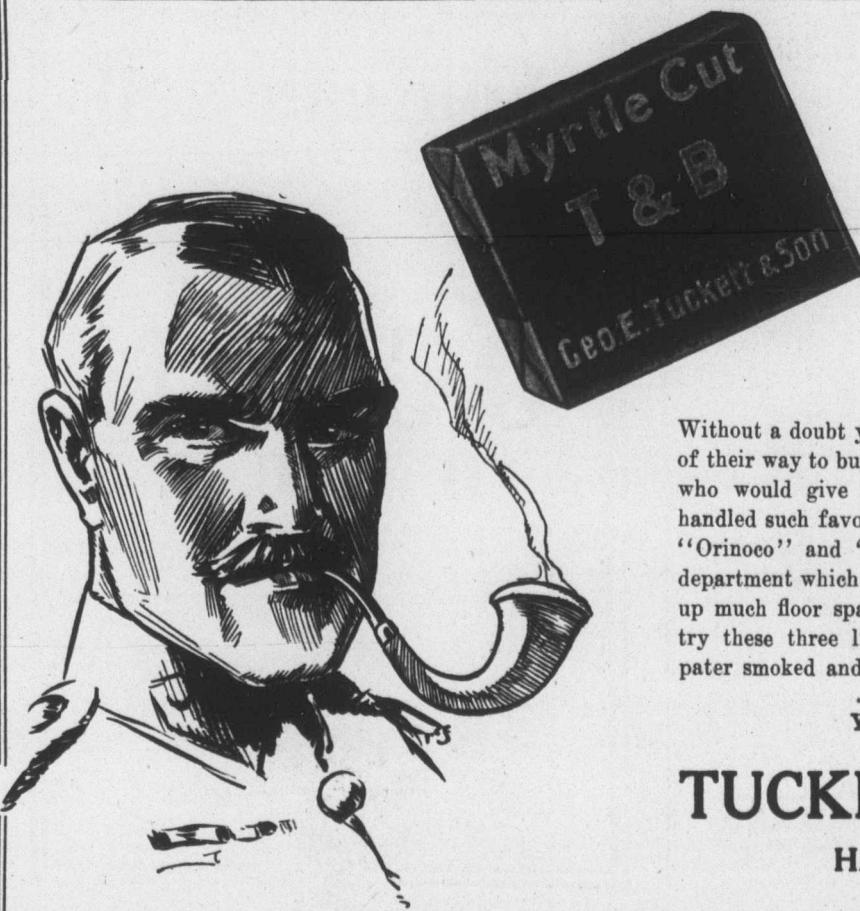
For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

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



CANADIAN OIL COMPANIES, Ltd.

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



The good old
T & B
Myrtle Cut

Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle Cut is the tobacco your pater smoked and appreciated

Your wholesaler has it.

TUCKETT LIMITED
HAMILTON, ONT.

Ready for the summer outing
and picnic trade with

"DISTIL" Coffee Extract?



Order now and save 25c. doz.

This coffee extract has won 22 highest awards for purity and flavor. It makes a delightful cup of coffee for any and every occasion—used the year round but especially fine for outing and picnic purposes.

Introduction price—

5-oz. bottles, \$1.40 doz.

Packed 4 dozen to case.

The 10c. size, 6 doz. to case,
\$5.70

The Harry Horne Co., Toronto

309-11 King St. West, Canadian Agents

Made at London, Eng., by The DISTIL MFG. CO., Ltd.

ADS AND SALES

By HERBERT N. CASSON

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

Something in it for Every Advertiser, Advertising Manager,
Corporation, Salesman, Sales Manager, American
Business Man.

CONTENTS

Chapter	Chapter
I. Can the Principles of Efficiency be Applied to Sales?	VII. The Principles of Efficiency Applied to Advertising
II. Efficient Salesmanship	VIII. The Building of an Advertisement
III. A Sales Campaign—How to Start It	IX. An Analysis of Current Advertising
IV. Face to Face Salesmanship	X. The Future of Advertising
V. The Evolution of Advertising	XI. Public Opinion
VI. The Weak Side of Advertising	XII. The Professional Outsider

PRICE, \$2.00 NET.

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,

143-149 University Avenue, Toronto



WE have an interesting announcement to make within the course of the next few weeks regarding Peas. Wholesale travellers will supply you with information.

DOMINION CANNERS
LIMITED, Hamilton, Ont.



Agents wanted.

This Compact
Little Register

does **BIG** work

The Beverly one-writing account register is made in sizes to suit all requirements. The 100-account Beverly measures only 16x8 inches, easily stored in safe or carried wherever required.

It is very compact, a real time-saver and help to the retailer—makes collections regular. In fact, it will do everything that any high-priced register will do.

Write for booklet to

Lance & Culp,

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

Manufactured by

The Beverly Register Co., Picton, Ontario

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

A Profitable
Buy for Both
The Dealer
and Consumer

The Richards Pure Soap Co.

Limited

Woodstock

Ontario

**THE NAME "FAIRBANK"
MEANS SOAP SURETY**

**Opportunity is Knocking
at Your Door**



*"Let the GOLD DUST TWINS
do your work"*

GOLD DUST

saves work for your customers by its-cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt. GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

"Let the Gold Dust Twins do your work."

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

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

\$3.60

per case of 48 tins

Order from your Jobber

Kirkwood & Sons

TORONTO

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's HIGH-CLASS BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:

Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited

EDINBURGH and London



Profitable goods make you a permanent customer of the firm from whom you buy them. Your customers have the same attitude towards you.

CHINESE STARCH

is a profitable line for you to carry, because it is a ready seller, enabling you to turn your stock quickly.

Chinese starch satisfies in every way; your customers are bound to be pleased with the excellent results obtained from its use and they'll come back for more.

Freight prepaid on order for two cases or more.

Ocean Mills, Montreal

57
HEINZ
57

Increase Your Sales and Profits

PERSISTENT national advertising keeps *Heinz 57 Varieties* selling and makes two profits grow where only one grew before. Standard advertised articles carry with them a double guarantee—sure quality for the consumer, and steady sales for the merchant.

Our Grocers' Service Department works to help you get all the sales which our Quality plus Advertising is constantly creating. Ask our salesman what we are doing along this line or write to us for full information.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

57
HEINZ
57

Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

Will be found the best for luncheon or dinner and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. **THEY ARE ABSOLUTELY NON-INTOXICATING.** Good for all the year round.

KOPS BREWERIES, London, S.W., England



Have your customers the "BORDO" taste?

—the taste that mounts high in the order of "good things" in confectionery
—the taste that works magic for any grocery candy department.

"Bordo" Chocolates are distinctively different, being made from the finest grade materials, worked and blended in a way that gives "Bordo" alone that delightful flavor and makes them build-

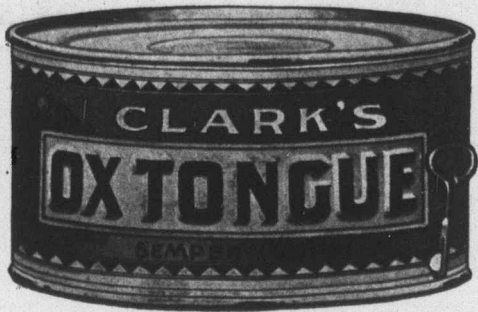
ers of regular business.

Order a trial box of "Bordo" to-day and get the "Bordo" taste started.

"Bordo" Chocolates show a profit of 60%.

The Montreal Biscuit Company
The Originators **MONTREAL**

CLARK'S OX TONGUES



Deliciously cured. Perfectly cooked.
The most suitable delicacy for your
better class trade.

Sizes $\frac{1}{2}$, 1, $1\frac{1}{2}$, 2, $2\frac{1}{2}$, 3, $3\frac{1}{2}$ in tins.
 $1\frac{1}{2}$, 2 in glass.

LUNCH TONGUES

$\frac{1}{2}$, 1, 2 in tins. In glass No. 1 size only.



Finest selected tongues, prepared
to a nicety. A high-class cold dish
at a moderate cost.

N.B. The supply of both Ox and Lunch Tongues is
limited and you will do well to order

NOW

W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

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

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

Samples on application, or you can consult our travellers.

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

Sure!

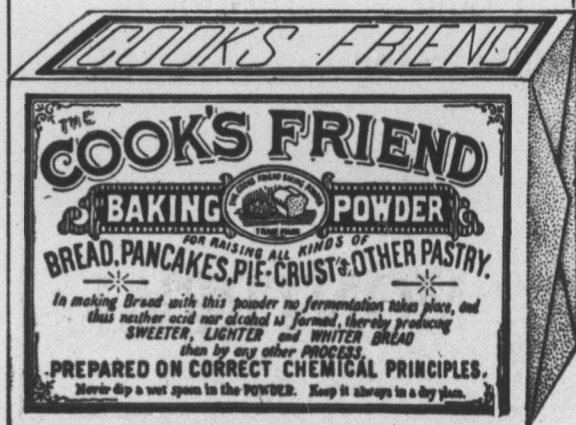
It pays, and pays you well, to sell

Cook's Friend

the Baking Powder that has been the leader for over 50 years.

Always reliable. Absolutely pure.

W. D. McLAREN, Limited, Montreal



Consistent Smokers

will tell you—after giving Rose Quesnel and Master Mason Smoking Tobaccos a trial—that for a pleasing and satisfying smoke these tobaccos are unsurpassed. They have tried other brands and they know.

Only the finest blends of tobacco are used in the production—they are sweet, fragrant, pure.

Your tobacco department will be a greater success with the addition of these lines. Sales are easy to make, and the profit makes it worth while.



The Rock City Tobacco Co.

Quebec Winnipeg

CANADIAN GROCER

STRAWBERRY RIPE

is the interesting call just now. You can guarantee success to your customers in putting down their fruits by selling

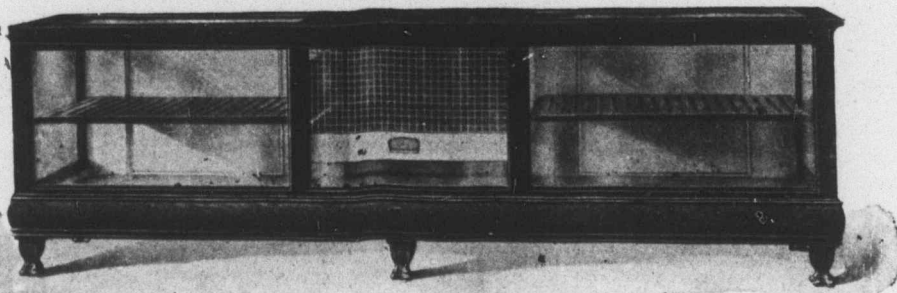
St. Lawrence

Ganulated
The Sugar that is 100 per cent. pure cane.

Arctic Refrigerators and Silent Salesmen promote better business

They cut out the waste by spoilage, give the store a more progressive appearance and encourage the better trade. They embody the dry, cold circulating air system of refrigeration.

Catalogue sent on request.



John Hillock & Co., Limited
TORONTO, ONT.

Agents: Quebec and Maritime Provinces: Wolf, Sayer and Heller
Western Ontario: J. H. Galloway & Co., Hamilton

Standard Biscuit Case

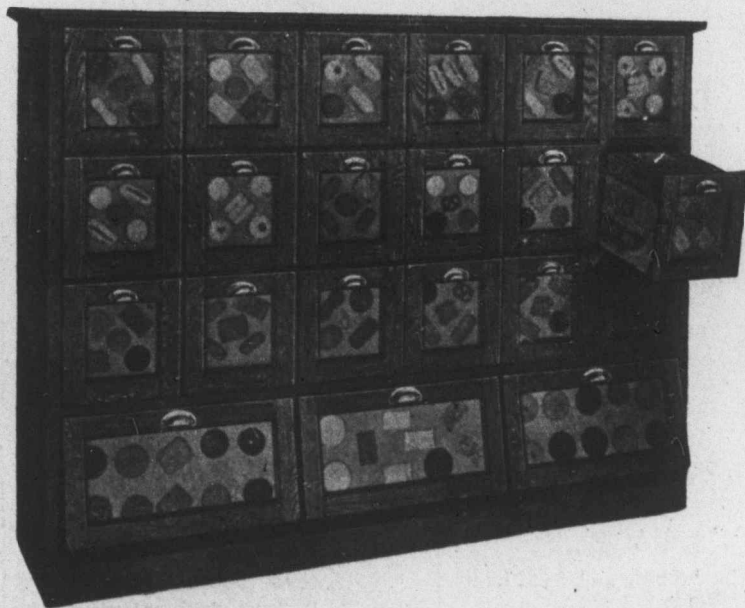
In Sectional Lengths

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

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

show your stock of cakes in tins. Every large bin in base adds two feet to length of case.

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



Walker Bin & Store Fixture Co.,
LIMITED

Berlin,

Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

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

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

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

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

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

**MORROW & COMPANY
CEREALS**

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

"Canned Foods Ltd."

**W. H. Millman
& Sons**

General Sales Agents
for Canada

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

**W. G. PATRICK & CO.
Limited.**

Manufacturers' Agents
and Importers.

51-53 Wellington St. W., Toronto

AGENCIES SOLICITED

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

M. D. BEARD

50 Front St. East TORONTO

**W. G. A. LAMBE & CO
TORONTO**

Established 1885

SUGARS FRUITS

ONTARIO (Continued)

HENRI D. LEEUW

28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE; EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

COLLECTIONS

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

**H. P. PENNOCK & CO.,
Limited**

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.

Importer, Wholesale
Broker and Manufacturers'
Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers
and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

**W. H. Escott Co.,
LIMITED**

Wholesale
Grocery Brokers

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Branches Covering All the
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**Hamblin & Brereton
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We call on the Jobbing and Retail
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Wholesale Commission Merchant
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Successors to
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WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

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We have our own warehouse and truckage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street, Vancouver, B.C.

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Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers' Representatives and General Agents, Inspectors and Shippers of Canned Salmon, Trackage, common and cold storage warehouse facilities.

RELIABLE ACCOUNTS SOLICITED.
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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
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Amongst the Jobbers and Retailers I am open for a few more agencies, and can handle them to advantage. Have You a Line of Candy Gross Goods?

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The
Condensed Ad.
page
will interest you

ARE YOU SHARING

with us the steadily growing popularity of

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

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CRESCENT MFG. CO.
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Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.


Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

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

The
J. L. MATHIEU CO.
Proprietors
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Please send regular box of Mathieu's Nervine Powders to the following address:—

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

BRAND  STUHR.

**STUHR'S
CAVIARE
FILLETED ANCHOVIES**
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the
Classified Opportunities
on page 63



Oakey's

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

You make a worth-while profit on BEE BRAND LINES

And your customers get better value for their money.



The moderate price of BEE BRAND STARCH and BORAX will induce economical housewives to buy. The high quality will bring them back.

Bee Brand Starch is prepared from a special formula, gives a high polish, and will not stick to the iron. You should get these profitable lines working for you.

FORBES & NADEAU, Montreal, Que.

"Vig-Nol"
the handy



"Vig-Nol"
tablet

that takes the rub out of wash-day without in any way injuring the finest fabrics, but practically eliminates the use of the clothes, tearing and wearing wash board. "Vig-Nol" is the greatest labor and expense saver ever introduced to the housewife. It means a big profit and sure sales for you. Write re special offer.

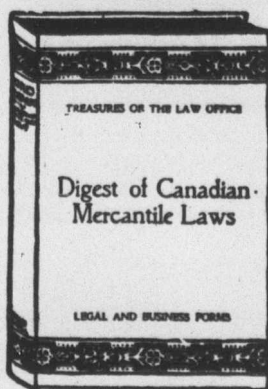
H. NAGLE & CO. P.O. Box 2024 MONTREAL

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

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can interest written "one per cent. per month" in a note be collected by "legal process"?—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say \$100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for \$53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.——." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "\$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. Eastern Edition, Price, \$2.00. Special Western Edition, \$2.50.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, \$2.50.

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FOREST & STREAM TOBACCO

Every *smoker* says
“IT’S GREAT”



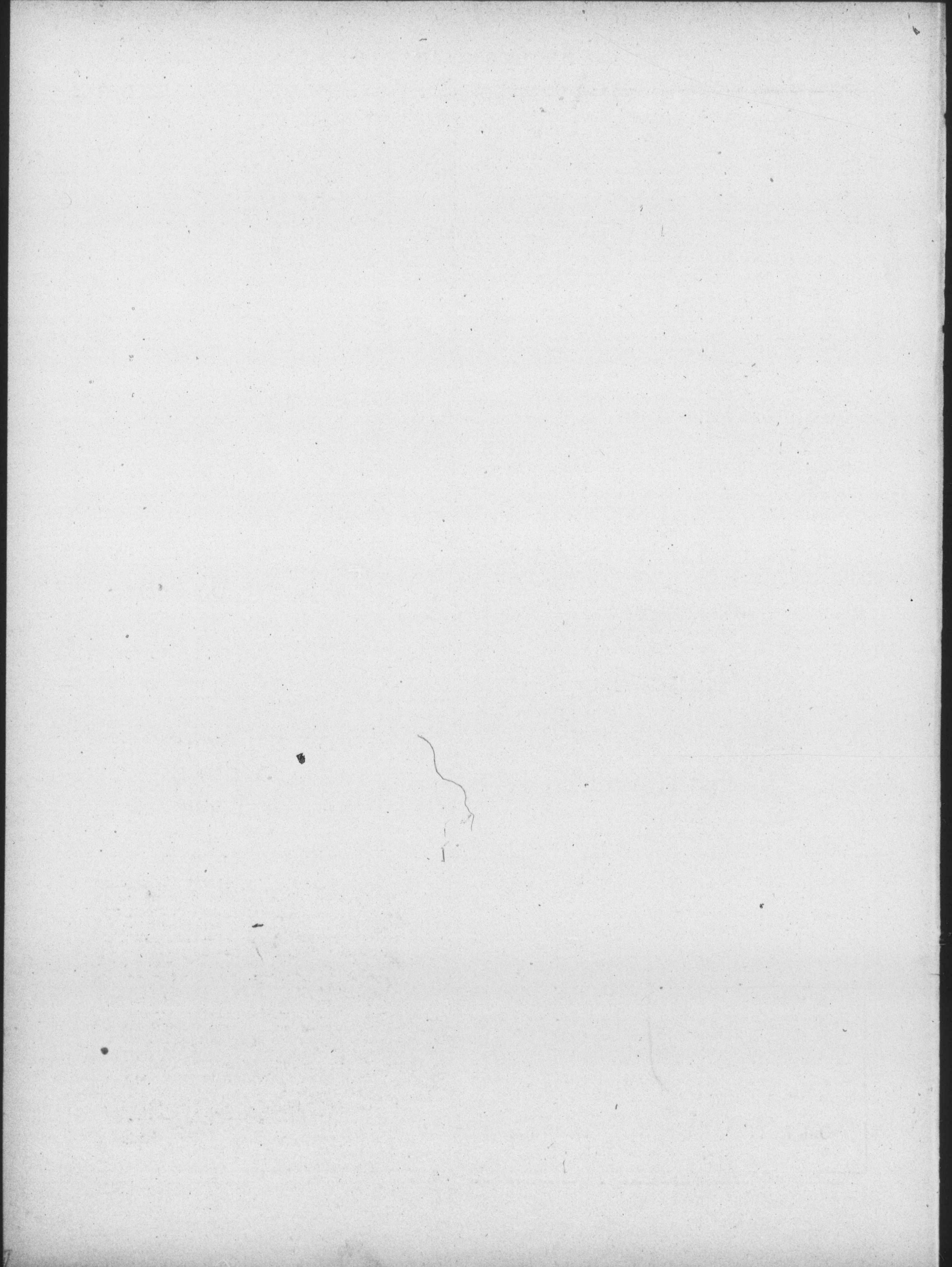
Every *Dealer* says

“Forest & Stream

is one of the fastest
selling pipe tobaccos
I am handling—and
the demand is in-
creasing every day.”

**You sell it for
10c. a tin.**

**Handled by all the
Wholesale Trade.**



Are You Counted

among the few Grocers in Canada who are struggling along with an inadequate and antiquated refrigerator service?

In these days of keen competition it is the store that gives SERVICE that PULLS. Does your store PULL? So far as refrigeration goes—and it goes a tremendous long way — it is impossible to obtain better service than the EUREKA gives. With a EUREKA installed you need fear no complaints, even from your most fastidious customer, and the amount you will save by keeping perishable goods from spoilage will make the installation a gilt-edged investment in every sense of the term. But, remember, to get the Maximum of Service at a Minimum of Cost IT MUST BE A EUREKA—the leader for over 28 years.



Take the first step towards eliminating loss by spoilage and send for details of the EUREKA to-day: you will place yourself under no obligation.

EUREKA
Refrigerator Co., Limited
31 Brock Ave. TORONTO



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

The Dunner vs. Knowledge

The dunner or demand of payment of a debt is one of the greatest antagonizers any credit man can use in his business. Even though a patron knows that the debt is perfectly legitimate and the grocer is well within his rights in asking for his money, there is always that feeling of resentment.

Whereas

Knowledge by the customer of his or her indebtedness each time a purchase is made does not offend, but appeals to the customer's sense of fairness to the grocer, whom she knows is in full knowledge of the standing of the account, and is aware that the customer also knows. The result of the dunner is a loss of patronage and a loss of the people's "Good-will," whereas—

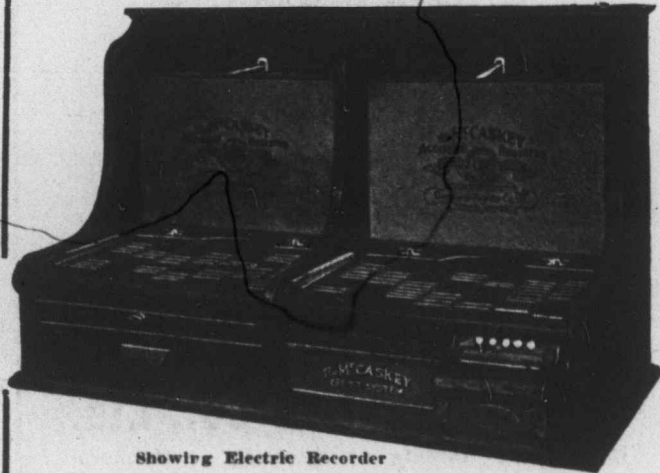
The McCaskey System

way—the customers' knowledge way of collecting accounts holds the old patrons and creates new ones. The McCaskey System—"first and still the best," keeps your accounts with but **one writing**—no waste of time, or energy, little or no loss from bad debts. Costs nothing to learn more about this system—a card will do it.

DOMINION REGISTER CO., LIMITED

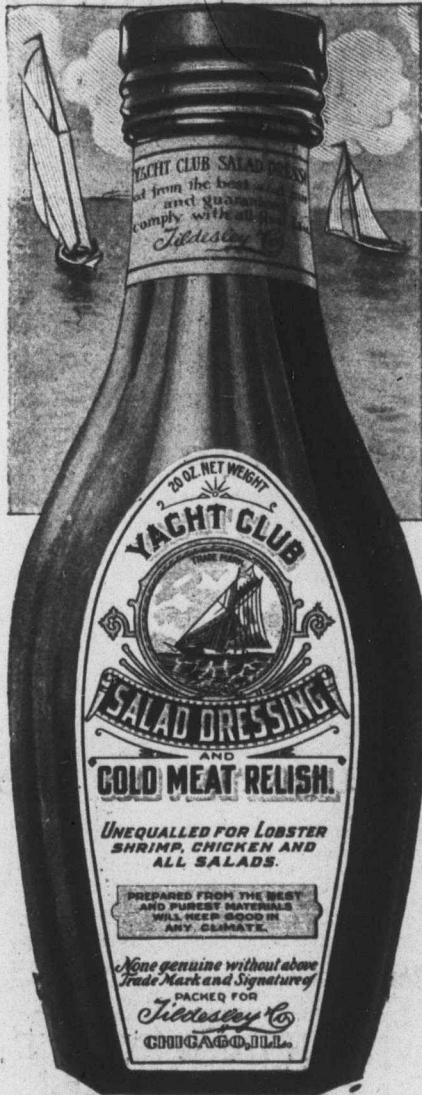
90-98 Ontario Street, Toronto, Canada
Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON-COATED SALES BOOKS IN THE WORLD



Showing Electric Recorder

To Sell the First Bottle —



YACHT CLUB SALAD DRESSING

A word from you is sufficient. Simply mention—
QUALITY—Very best because only the purest ingredients are used.
CONVENIENCE—No cork to drill and contents to spill. Just the easy tearing of the soft, pliable—yet absolutely air-tight—gold-lacquered aluminum seal. Then, a sanitary screw cap to cover the partly-used bottle.
USE—Yacht Club lightens the housewife's labor. It combines easily and quickly with fresh vegetables and fruits, salmon, shrimp—indeed, there are a hundred ways to use it, and every way is a good way.
 Yacht Club Salad Dressing will make a record in your store as a sure-repeater.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver
TILDESLEY & CO., CHICAGO, U.S.A.

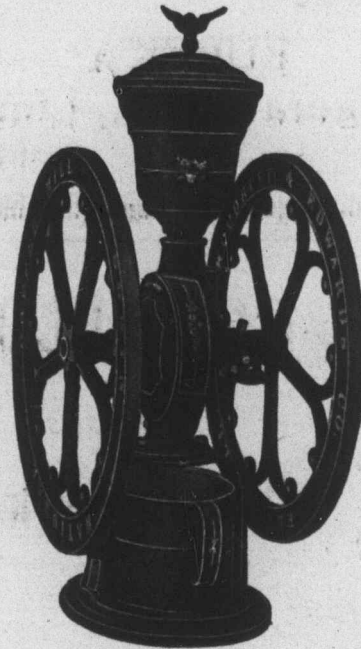
The fastest coffee grinding mill

We guarantee **Elgin National Coffee Mills** to grind Faster than any other Coffee Mills of corresponding size.

No Operating Expenses

These features along with lifetime durability and the perfection of the work it does are good reasons why you should install one of the **Elgin Mills**.

The first cost is the only cost and in this there is a saving over the price of many other makes—there is no added expense for operation. A few turns and the coffee is ground.



No. 40

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

Write to any of these jobbers for illustrated catalogue.

MADE BY

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

Sharp's Kreemy Toffee



*Everybody "falls" for
its delicious creamy
flavor-- stock up now*

Boys, old boys, girls and old girls all appreciate the delicious rich flavor of Sharp's Kreemy Toffee. This famous old English confection has a world-wide sale, and is especially in great demand throughout Canada.

Many dealers buy it to-day in 50, 100 and 200-lb. lots. It keeps well and sells fast. Order a trial shipment to-day.

Made at Kreemy Works, Maidstone, Eng., by **EDWARD SHARP AND COMPANY**

Mail your orders direct to our representatives as follows: The Harry Horne Co., of Toronto—for Ontario; Howe, McIntyre & Co., Montreal—for Quebec; Geo. S. DeForest & Sons, of St. John—for New Brunswick; J. S. Creed, of Halifax—for Nova Scotia; Leadlay, Ltd., of Winnipeg—for Manitoba and Saskatchewan; Hamblin & Brereton, of Vancouver—for British Columbia and Alberta.



The 5, 10, 15 and 25c.
Sizes of the World's
Best Cream Custard.



One Car Load just arrived. Order at once from
your Jobber or direct from

The HARRY HORNE CO.

Importers and Brokers

309-11 King Street West,

TORONTO

TWO CENTS PER WORD

You can talk across the continent for two cents per word
with a Want Ad. in this paper.

Your customers will be delighted with this delicious Meat Patty

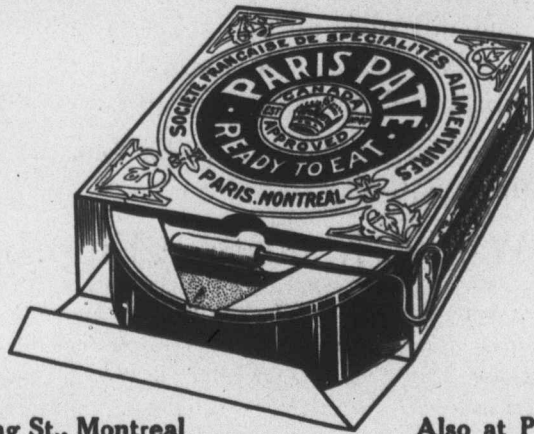
Introduce **PARIS PATE** into your store and see what a splendid repeat-getting line it is. Grocers all over Ontario and Quebec are busy selling this seasonable, ready-to-eat, cooked meat paste that everybody likes so much. Now is the time when you will find a ready sale for

PARIS PATE

PARIS MEAT PATTY

What Paris Pate is:—

Paris Pate is prepared by clever French Chefs from choice, nutritious meats and spices, put up in hermetically sealed tins and cooked by a special process. Just ready to eat—an ideal delicacy for every occasion—indoor and outdoor. Absolutely pure, wholesome and delicious. Check up your stock *to-day*.

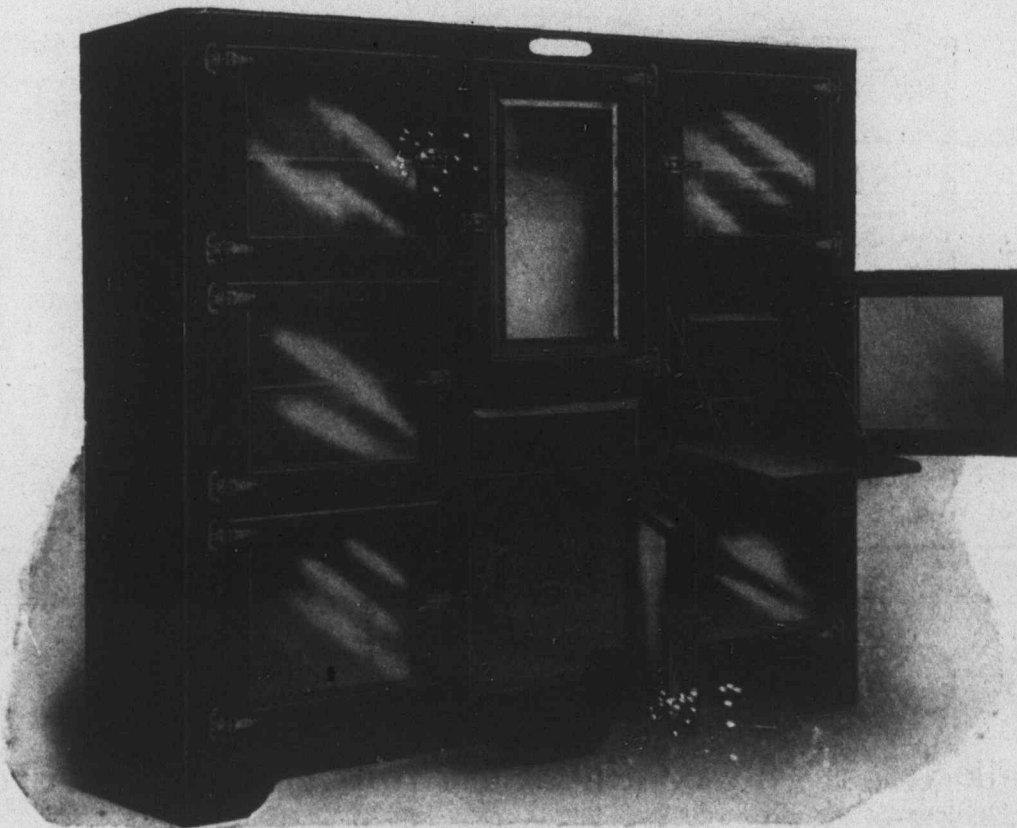


Get in touch with any of these agents:

- Quebec—A. Francois Turcotte.
- Toronto—Maclure & Langley, Ltd.
- Ottawa—Provost & Allard.
- Kingston—Fenwick, Hendry & Co.
- Hallifax—J. W. Gorham & Co.
- Winnipeg—Tees & Perse, Ltd.

Prepared by
SOCIÉTÉ S.P.A., 51 Reading St., Montreal

Also at Paris, Dijon and Nolay, France



Another "ECLIPSE"

- ☐ A strictly high-grade refrigerator.
- ☐ Ice chamber in centre with bevelled plate mirror.
- ☐ Display windows have two lights, with air space between.
- ☐ Best insulation. Smallest ice consumption. Handsomest appearance.

RYAN BROTHERS

Winnipeg

New Japan Teas

We're now opening up choice lots of new Japan Teas—fine April pickings that please us immensely and we are confident they'll appeal strongly to your best trade. Other shipments are following that will show up equally well. Good margin for our trade, as usual. Wait for our traveller if you like, but better let us send you on some of this choice April leaf, anyhow, before it's all gone.

Melagama Tea

One of the nicest package lines you can handle—appeals to the people who want the right goods and they're the people worth selling to. Well-advertised and quality always the same. May we send you a parcel?

Minto Bros.
Limited
45 East Front Street
TORONTO

Sales Guaranteed

Have you heard how Minto Bros. Limited guarantee sales on their branded goods—Melagama Tea, Melagama Coffee and Minto Tea? There's a story full of satisfaction to you in the telling of it. Ask us or our traveller.

For 90 Years "Bertrand"

(see it on the label)

has stood for all that is best in Macaroni, Vermicelli, etc. Bertrand's contains no maize or rice flour.

Order from your wholesaler, but insist on Bertrand's, the Macaroni which has been prepared by three generations of Bertrands, and the uniform quality of which can always be relied on.

Your Wholesaler will Supply You.

Henri Jonas & Co.
MONTREAL

Sole Agents Canada and U.S.A.

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



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

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

Have you a copy of Catalogue 913C?

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

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

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



—*the new appetizer*—
Colman's SAVORA

This preparation is modern in every sense of the word. A brand new taste that meets every demand of the connoisseur for a condiment for meat, fish, salad, etc.

“Savora” has a delicious flavor and a delicate aroma that adds zest to the dinner.

Send for a trial order to-day.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal

30 Church St., Toronto

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

Crown Brand Corn Syrup

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

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

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

PETER'S PUMPKIN PIE

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

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

Let Peter Pile
 Up Profits—

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

**Crown Brand
 Corn Syrup**

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

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

Canada Starch Co., Ltd.
 Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII

JULY 3, 1914

No. 27

Onus for Adulterated Foods May be Shifted

Probability of Amendment to Act Which Would Make the Invoice an Important Document—As It Is Now the Retailer is Liable to Fine if He Hasn't Secured a Warranty—Valuable Information to Know.

RETAILERS are liable, as the law now stands, to prosecution and fine under the Adulteration Act, if goods are sold by them as pure if they are not pure, unless they have received from the manufacturer or wholesaler the Government form of warranty. This warranty, while it does not prevent a retailer from being brought into court if the goods sold as pure are found to be adulterated, yet when it is produced in court, it places the onus of the fine on the manufacturer or wholesaler.

Many retailers think the regulations making them liable to fines are unfair, inasmuch as they are often innocently led to believe that goods invoiced to them are pure when they are not. They also maintain, and rightly, too, that if they hold the Government form of warranty, that the goods are pure, they should not have to appear at all in court and bear the brunt even of the publicity given.

Course of Food Inspection.

The retail trade generally know the procedure of the district food inspector. It is his duty to see that adulterated goods are not sold as pure to the consumer. His vocation is to be commended even if some of the Government regulations governing his conduct and the conduct of court cases, are not all so. The inspector goes into the retail store and asks for a purchase of say, "black pepper." According to the law he is entitled to pure black pepper and not a mixture. He divides it into two samples. One of them he ties up, seals and sends to the Inland Revenue Department at Ottawa; the other he leaves on the grocer's shelf. He points out after he has made the purchase that he is the food inspector and tells the object of his visit. If the sample sent to Ottawa is found by the analyst to be adulterated the inspector is notified by a special form of "Certificate of Analysis" which he produces as evidence when he takes the case to the courts. The dealer is then fined by the court unless he has the warranty.

THE OFFICIAL WARRANTY.

The Form of Warranty defined by the third schedule of the Adulteration Act, which is the only form authorized by law, is as follows:—

"I hereby warrant that the undermentioned articles manufactured by myself, or by persons known to me, and sold by me to..... on the dates opposite thereto are pure and unadulterated within the meaning of the Adulteration Act."

Date Article

Retailers of course know that the Act does not forbid the sale of mixtures or compounds, if these are properly designated on the label of the package containing the article. It is necessary, however, to advise the customer when offering such articles for sale that they are compounds or mixtures, and if then accepted by him the transaction is legal.

It is not necessary that the customer should ask for pure lard or pure pepper, etc., in order that he should be offered the pure article named, as the request for such an article, under its general name, viz: Lard, Pepper, etc., requires that pure goods only should be offered. If a compound or mixed article is sold to the customer without stating its character as such the Vendor is liable to prosecution under the Act.

if the alteration is made the innocent retailer will stand a better chance of shifting the fine onto the wholesaler or manufacturer responsible. As it is now, when the retailer is asked for "black pepper," he must sell PURE black pepper or tell his customer that it is a compound. But if a wholesaler or manufacturer invoiced him "black pepper" it does not necessarily have to be pure. It is up to him (the retailer) to find out for himself. Innocently, of course, and probably naturally too, the average retailer does not question the purity of this pepper and the result is that when the inspector drops in he gets caught through no "sin of commission" on his own part.

May Come Next Session.

If what Canadian Grocer hears is true, the law in this regard will be changed—possibly next session. The nature of the proposed change is that if an article is invoiced as "black pepper" by the wholesaler or manufacturer it must be PURE. If it isn't pure then the wholesaler or manufacturer will be obliged to say it is a "compound" or "mixture" in the invoice.

If this law came into effect—and it looks as if it would—much of the onus attached to adulterated goods would be put on the manufacturer and wholesaler. The retailer, of course, would still have to appear in court, but if he could produce the invoice to show that the goods were sold to him as "pure" within the meaning of the proposed new law, the party from whom he purchased would have to meet any fine connected with the case.

This change would be something along the lines proposed by D. W. Clark, past-president of the Ontario Retail Association in his annual address to the convention last April. He suggested that the retailer be immune from the fine if the word "pure" was placed on the invoice by the manufacturer.

There is, however, a movement on foot to change the regulations somewhat and

Honesty in Business the Convention Theme

Associated Advertising Clubs of the World Draw Up Standards of Practice for Each Section — An Advance Movement to Promote More Ethical Business Conditions.

By Staff Correspondent.

TORONTO, July 2.—“Honesty is Advertising” was the theme that permeated every discussion of the many sections of the Associated Advertising Clubs of the World at the mammoth convention held here last week. Advertising men, both buyers and sellers of space, came from Great Britain, from the remotest centers of the United States and from all over Canada to attend this great event.

The Associated Advertising Clubs divided themselves up into sections according to the nature of their work. Thus there was a section for newspapers, one for the trade press, for magazines, for

agricultural publications, for printing, for retail advertising, etc., etc. It was the sessions of the last named that were attended by the retail trade. At all of these was a representative of Canadian Grocer. The keen interest shown by those who listened to the various addresses and who lead in the discussions, was a feature. Retailers and retail advertising men came from all over the United States. There were some Canadians present, but there should have been more; and then men from across the sea.

One of the chief results of the convention was the drawing up and adoption

of “Standards of Practice” for each section. These “Standards of Practice” are to be guides in the future to both buyer and seller of space. They work for the elimination of misrepresentation in advertising, of objectionable advertising and for the placing of business on a higher plane. The “Standards of Practice” for retailers are given in the next column, and should be carefully perused by all retail advertisers.

Co-operation with the Retailer.

Many strong points in favor of the manufacturer co-operating with the dealer were elucidated in an address by Louis K. Liggett, of Boston, Mass., president of the United Drug Co.

The subject upon which Mr. Liggett spoke, that of the importance of co-operation on the part of the manufacturer with the retailer for the increase of sales, was one which he, as president of the United Drug Co., was in a position to deal with from the standpoint of a concern which has taken radical steps in this direction. The outstanding feature of his argument for closer relations between the two big business factors was his declaration that the dealer and manufacturer should allow the retailer a good margin of profit; he also demanded the right of the retailer to sell those goods which did return him good profits and argued that switching sales with a customer was not substitution so long as the customer was told what he or she was getting, and so long as the article was as good as the one asked for.

Mr. Liggett explained the basis upon which the United Drug Company has built up its co-operative business all over the continent, and set forth that the backbone of the success of this co-operation was in getting the confidence of the retailer; in this respect his company had been fortunate.

Profit Margin a Big Question.

Getting the confidence of the retailer could be best accomplished by allowing him a good margin of profit. On this point the retailers were becoming educated, and in the next year or so he predicted that the manufacturer who did not give attention to this phase of his business would lose out materially.

There were too many manufacturers who thought they owned the store of the
(Continued on page 40.)

STANDARDS OF PRACTICE FOR RETAILERS.

Each head of a Retail Enterprise should dedicate his best efforts to the cause of Business Uplift and to this end should pledge himself:—

- 1. To consider, first, the interests of his customers.*
- 2. To insist on the courteous treatment of every visitor.*
- 3. To permit no misrepresentation.*
- 4. To discountenance careless, slurring or offensive statements on the part of the sales people.*
- 5. To avoid misrepresentation, or careless indifference to advertising.*
- 6. To see that comparison valued in printed announcements are with prices previously prevailing in his store, unless otherwise distinctly stated.*
- 7. To avoid the use of such expressions as “Were \$10” “Value \$10,” “Elsewhere \$10,” “Made to sell at \$10,” “The \$10 kind,” etc., where their use would give a misleading impression to the reader.*
- 8. To resent strenuously—to the point of withdrawal if necessary—the “make up” of his advertising in a newspaper next or near announcements offensive to good taste or of a debasing nature.*
- 9. To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character and a statement as to how they were secured—by voluntary subscription, by solicitation, by premium or gifts.*
- 10. To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter or in expressing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in the columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.*

Regular Conferences to Discuss Selling Plans

Plan of a Maissonneuve, Que., Dealer to Increase Business — Recently Opened New Grocery and Hardware Store With Many Modern Fixtures—His Ideas on Service.

I have much pleasure in announcing the opening of my new Grocery and Hardware Store at 515-517 St. Catherine Street (near La Salle), on THURSDAY AFTERNOON, JUNE 4th, when I shall be pleased to be favored by a visit from yourself and friends.
GEO. V. KNEEN.

THIS announcement, which is self-explanatory, was sent in the form of a neat invitation card to the customers and prospective customers of Mr. Kneen, in the city of Maissonneuve, the eastern section of Montreal, and Rosemount. That the invitation was generally accepted was apparent from the crowd that thronged the store when a representative of Canadian Grocer called during the afternoon. The majority of the visitors were women, and they were not merely on a sightseeing trip either; most of them left with arms filled with bundles or left generous orders for delivery. An added incentive for the buying was contained in a quantity of handbills which had been distributed and which contained a valuable prize offer. This was a fine cabinet of silverware, to which was affixed a Yale

lock. A key was given for every \$2 worth of goods purchased and the person receiving the lucky key that would open the lock was to receive the prize. This resulted in a lot of extra sales in order to secure keys. All the business on the opening day was cash, and the large force of clerks was kept hustling to cope with the requirements of the customers. Every visitor was presented with a bouquet of sweet peas and a bag containing a selection of samples of various foodstuffs. This distribution of samples will doubtless have an effect later on in increasing the sale of the articles given away. Two demonstration booths added to interest of the opening.

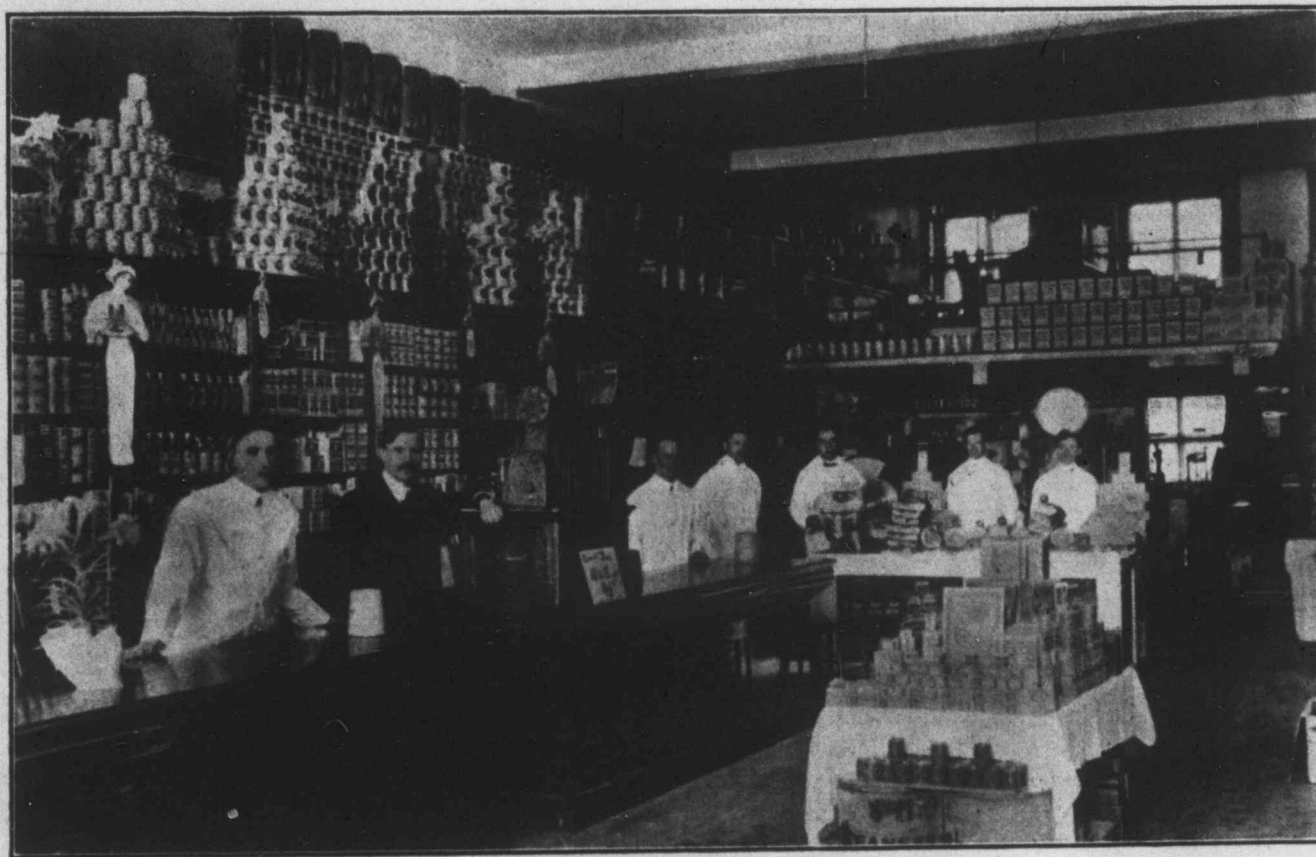
The store was nicely decorated for the occasion with potted plants, and the bright new stock was attractively displayed. The clerks were immaculately clean in white duck coats and everything bespoke cleanliness and order.

Began With a "Hallway."

Mr. Kneen started a grocery store six years ago, near his present location. The store at that time was 17 by 38 feet, or as he himself described it, "a hallway." The new store is 85 feet in depth and has a total frontage of 50 feet, of which 25

feet is devoted to the grocery and 25 feet to hardware. The hardware department is a new venture, but Mr. Kneen had to take over the hardware stock in order to get the premises and he has divided the store equally between the two departments and he intends to make them both pay. He has a competent hardware salesman in charge of that department and will devote most of his own time to the grocery.

The fixtures and appliances are all of the most modern type. There are glass-fronted bins for flour, meals, sugar, nuts, etc., with quartered oak shelving above. The shelves are shallow and extend back about half the length of the store. There is a passage behind them and another section of shelves for reserve stock. This back or wall section extends to the extreme rear of the store. This arrangement was decided on owing to a stairway which leads to the upper floors of the building cutting off a portion of the width at the front. It provides a much larger shelf space than would otherwise be obtained. There are two long counters in the forward part of the store, and back of them is a large refrigerator for butter, cheese and meats, etc. Be-



Attractive grocery department in the new Geo. V. Kneen grocery, Maissonneuve, Que. The balcony at the rear is the office.



Front view of the Kneen Store, showing both grocery and hardware departments.

hind this again are the wrapping and order counters and an account register fixture. A meat counter is placed in front of the refrigerator. This has a marble top and glass front and sides. The top contains platters of sliced meats, sausages, etc., and two slicing machines. The lower portion is used for displaying canned meats. The cash register is located at the forward end of the second counter, or about midway in the store. Computing scales are conveniently placed, also an electric coffee grinder which advertises itself. A bread case and cheese case is located just back of the meat counter. Across the back of the front window there is a large silent salesman showcase for confectionery, with an additional glass case on top, also for confectionery.

Case For Cigars and Tobaccos.

A tall glass with curved glass top and filled with cigars and tobaccos is one of the first things the visitor sees on entering. Mr. Kneen's experience thus far has been that more tobacco is sold through being included in the order with other goods than has been disposed of by direct individual sales in the store. This may be due to the fact that there are exclusive tobacconists nearby.

There are several fixtures for displaying biscuits in tins and this is an important department in the business. There is also a permanent fixture for displaying fruits, in a series of bins at the base of one of the biscuit stands in the center of the store.

Uses Self-Measuring Pumps.

Oil and molasses are kept in the basement and are handled by self-measuring devices. The basement extends the full size of the store, and all heavy goods and reserve stock are kept there. All new goods are handled through a rear entrance, and all orders for delivery also go out that way. This saves confusion in the front of the store.

The office is located on a balcony at the rear of the store, which is about fifteen feet in depth. From his desk there Mr. Kneen can see all over both stores. On this balcony there is also a crockery and wallpaper department.

"I believe in giving personal attention to customers and we try to make them our friends," said Mr. Kneen in speaking of his business. This statement of policy was practically exemplified a number of times while Canadian Grocer representative was there; for Mr. Kneen repeatedly excused himself to speak to some newcomer, find out if she had been properly attended to, or to inquire after someone in the family, to tender a bouquet, or open the door—little attentions that go a long way to cement permanent friendships in business.

Mr. Kneen has a staff of fourteen clerks, including three teamsters. This seems to be a large force, but it is necessary for handling the business the way Mr. Kneen goes after it.

"Very few of our customers have telephones," he said, "and we have to send clerks after the orders. The clerks go to the homes for orders just as the travelers for manufacturers or jobbers have to come to me. We wouldn't be in business to-day if we did not go out after the business. The clerks have their various districts to cover and certain days to call. They get the orders and then come back and fill them. In some of the outlying districts they use a team, but for the most part they can cover their ground on foot.

Hold a Weekly Conference.

"Every Saturday night we have a conference when we all get together and discuss selling plans and have an interchange of ideas. This brings the boys together and many helpful suggestions are brought out.

"While we try to do as much cash

business as possible, we have to do considerable credit business, but we watch it pretty closely. Many of our customers are in the employ of the railway and are only paid monthly. For these we run monthly accounts. Others settle weekly. We keep a pretty close tab on our credit business. I usually make inquiries and find out if a man gets paid weekly or monthly, and if he is paid weekly we generally insist on weekly settlements, though there are some exceptions. The clerks who get the orders, in many cases collect for one order when they take the next one, and, of course, some of the business is C.O.D.

A 600-Name Account Register.

"We have an account register for keeping our accounts, and I do not believe we would be in business to-day if it were not for that system. We started with a 120-name register and now we have 600, and it will soon have to be bigger. We have certainly found it a great success."

In discussing the question of advertising, Mr. Kneen referred to the value of windows for attracting attention. He also has a mailing list of customers and prospective customers to whom he has been sending circulars letters or handbills occasionally, and he has found them helpful. He is now planning to send out a regular weekly letter in which he can call attention to new lines or special offerings.

He is also a firm believer in the use of price cards in the store and makes it a practice to have neatly-lettered cards prominently displayed. These, he is convinced, help to sell goods. He has also had a permanent demonstration booth built in the store in a commanding position, just inside the door, and purposes having a demonstration of different lines regularly. "They pay the grocer," he stated.

At the Weekly Conference



The Selling Power of the Staff of Henry Lawrence is Well Evidenced by the Demand the Store Created for a New Line of Catsup and Pickles, as Told in This Article.



(Conference No. Six.)

JUST prior to the hour for the weekly conference, which had now become a regular happening in the store of Henry Lawrence, Frank Hastings went over to Tom Pepper, and whispered in his ear: "There's going to be something hot at our little meeting to-day."

Pepper looked up into the face of the head clerk to see if he saw any suggestion of a joke, but there was none.

"What is it?" asked the youth. "Is it pepper this week?"

Hotter than that," Hastings replied. "Haven't you noticed the boss this morning? He's raving made about something; so look out."

Pepper commenced to review his doings of the past week. Was there anything he had done at which Mr. Lawrence might take offence? Ever since these conferences had taken place his employer's face had been radiance itself, for the results had been most gratifying, and Tom claimed not a little credit for the "pull" windows he had devised. In the midst of this reverie the call came to assemble in the office.

Not a clerk spoke. The face of Henry Lawrence was forbidding. This was something new. He sat in his revolving chair, turning this way and that, as though he were utterly oblivious of the presence of his staff. At last he stopped, and, looking across at the meek-faced crowd, he said, punctuating each word with a tap of his pencil:

"This week, we are going to push pickles, catsups, meat sauces, salad dressings and mustard, but particularly sauces. I'll tell you why."

He reclined in his chair, and gazed at the ceiling for a moment. Having decided on his line of thought, he leaned forward again.

"You know the lines we are carrying?"

The clerks nodded in unison.

"Well, in future we carry them no more. There's a new

line coming in, and, by Jove, we've got to show those people once and for all that we are salesmen here. We'll stand no more of their monkey work."

Henry Lawrence reclined again, and the springs in his chair creaked. The clerks looked at one another in amazement, waiting for the next explosion. The chair creaked again. Henry Lawrence had the floor.

"Here we've been pushing those people's catsup all these years, and when I ask for a demonstrator to come here this week, they calmly tell me she is engaged at the store of our opposition in the next street—a firm that has handled their goods only for a twelvemonth. To make matters worse, she is leaving town at the end of the week for a vacation, and before she returns the season will be over. Boys, henceforward we carry a

new line of catsup and pickles, and the campaign is now on. We are having a special demonstrator come—Mrs. Ralph, known all over Canada for her skill in this business—and, believe me, if you are with me, we are going to make a big hole in this business."

It was Hastings who broke the clerical silence. Being head clerk, he was considered spokesman for the rest.

"It seems too bad," he began, "that we are compelled to hand over the fruits of our labor to the fellow in the next street. We have taught our customers to like the catsup we are carrying, but the line which Mr. Lawrence is about to introduce is, I believe, a superior one. It simply means that we must reverse our tactics. We all know the weak points of the catsup and pickles we are carrying at present. It will not take you long to see the good points in the new brand. Put these together, and with the reputation this firm has secured for honesty and integrity, we can switch over 90 per cent. of the trade in a week, to say nothing of the new business we shall capture.

"There is another point I should like to touch upon, and it is this: there could not be a more opportune time for changing our line than the present. You all know that this is the time of the year when the average woman's home-made pickles give out, and the vacuum caused by three or four weeks' abstinence, makes her a good customer for the enterprising salesman who can make her mouth water with a talk on pickles or catsups."

Hastings was about to continue, but the proprietor had been worked up to such a pitch of enthusiasm by the sensible sales talk given by his head clerk, he could not refrain from breaking in and giving vent to the thoughts which had been following one another thick and fast.

(Continued on page 34.)

Condiments That Make The Meal More Tasty

¶ In the hot summer time, when you serve cold meats to the family so frequently, a dash of a good tomato catsup or meat sauce, a bit of mustard or a pickle or two adds a much greater zest to the meal. Perhaps your supply is running short. If so, you will be delighted with the lines we are recommending to our customers. They have our guarantee because we have tried them ourselves, and they will make your meal more appetizing.

¶ Here is a partial list:—

Blank Catsup, made from finest of tomatoes and spices, per bottle	—c
....., favorite meat sauce, per bottle	—c
Blank's Worcestershire Sauce, gives an added tang to the meat, per bottle	—c
Blank's Mustard, a most appetizing condiment for meats and fish, per jar	—c

Courteous Service. Prompt Delivery.

F. F. Fleming & Co.

69 Ames St. 'Phone 842

An ad. suggestion on condiments that should draw good business just now.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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

PUBLISHED EVERY FRIDAY.

TORONTO, JULY 3, 1914

THE NEW MAPLE PRODUCTS LAW.

BEGINNING ON THE first day of January, 1915, it will not be legal to offer for sale in Canada, maple syrup or sugar which are not pure, according to the government standards. Canadian Grocer has previously called the attention of readers to this law, but another warning will do no harm. It now becomes an obligation on the part of every retailer who has compound or mixed maple syrup and sugar on hand to get rid of them before January 1 next. In the meantime, of course, it is illegal to sell compounds unless the customer knows what he or she is getting. But after the turn of the year the word "maple" cannot be used to designate them.

The amendment to the Adulteration Act stipulates that "no person shall manufacture for sale, keep for sale, or offer for sale, as maple sugar, any sugar which is not pure maple sugar." The same applies to syrup. Nor will it be legal to sell any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule of this Act.

The Act further states: "The word 'maple' shall not be used either alone or in combination with any other word or words on the label or other mark, containing any article of food or any article of food which resembles maple sugar or maple syrup; and no article of food itself which is not pure maple sugar or syrup shall be labeled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple syrup or sugar, etc."

Another section of the same amendment to the Adulteration Act prohibits the use of the word "honey" on a label if the contents of the package or container are not pure honey.

Retailers should take particular cognizance of these two changes and see that in no case after January 1, 1915, do they offer for sale or purchase maple sugar or syrup or honey that are not pure in accordance with the standards. To insure safety, the government form of warranty should be secured from now on or the goods should be purchased from known, reliable parties.

SUBSTITUTION DEFINED.

WE HEAR A LOT about Substitution these days. What is it? If a customer asks a dealer for a certain brand of pickle and the dealer persuades her to accept another—

she, of course, knowing exactly what she is getting,—would that be substitution?

This question was effectively answered at one of the sessions of the Associated Advertising Clubs of the World in convention last week, by Louis K. Liggett, president of the United Drug Co. Mr. Liggett, in a forceful address, a summary of which appears elsewhere, declared that if a manufacturer's advertising sent a buyer into the store for the article advertised, that customer did not belong to the manufacturer. It was the retailer's customer. The retailer paid the rent and he was entitled to sell that customer any article he desired, so long as the customer knew what he or she was getting. He claimed that was not substitution.

But if a drug customer brought in a prescription from a doctor and the druggist in the back shop used an inferior ingredient to the one called for, that was substitution. There can be no substitution, he maintained, on branded articles sold with their original labels; for then the customer knew exactly what he was getting.

This has been the contention of Canadian Grocer all along. We have repeatedly defined Substitution as does Mr. Liggett. The retailer controls the goods on his shelves and if he so desires he has a perfect right to sell an article bearing a fair margin of profit rather than the one asked for. No article, however, inferior to the one asked for, should be sold. The profit may be larger in such a case, but if the future sale is affected, loss will eventually occur.

SUBSIDIZING M. O. HOUSES.

APROPOS OF OUR previous arguments in regard to why parcel post should pay its own way or be discontinued, the following from an address by Oscar McGlasson, president of the National Wholesale Grocers' Association of the United States, before a recent convention, will be interesting:

"I cannot refrain from registering a protest against the parcel post policy of our Postmaster-General. The present parcel post plan will centralize commercial channels into the mail order houses, and will create the greatest monopolies the world has ever known.

It has required many years to build our country up to its high commercial and industrial position, and to lose this prestige in the world's business without a protest is not to be expected. We all know that it is not

Mixed Farming in the West

economy to centralize the business of this country into the hands of a few concerns and thereby build up a monopoly of the channels of distribution.

This is what the parcel post is doing and the oil, steel or tobacco trusts will soon be pygmies compared with the mail order trusts, with the United States as chief partner and no share in the profits. The Government is subsidizing the mail order houses by carrying their commodities way below the actual cost of the service. The country merchants are not qualified to meet these conditions or this competition and in the course of time will be driven out of the game. If the business men of the country sit idly by, offering no criticism, no intervention, the Post Office Department will continue this ruinous plan, irrespective of the aggregate cost to the business interests of this nation. A strong protest by the combined business, banking and industrial interests of the United States should be presented in some forcible, decided way to the authorities at Washington."

This shows the necessity of watching Canadian conditions closely and if it is found that our government is subsidizing the mail order houses by paying part of the cost of parcel post operations, then clear-cut, definite action should be taken.

THE HOUSE FLY.

THE PUBLIC is slow to take hold of anything, but once it does it goes into it most thoroughly. When the first talk of a kill-the-fly campaign was raised, people were inclined to treat it as a joke. They recognized in a way that there was a lot of common sense behind the idea, but they were not inclined to take it seriously. The persistency with which the idea was exploited, however, carried conviction with it, and to-day people the world over are industrially aiding in the fly hunt.

The results of the campaign, we believe, have been eminently satisfactory. The fly is in no danger of becoming extinct, but he has not the freedom that once was allowed him. He is gone after in the home and given a hard run for his life if he obtrudes himself too closely around the haunts of men. With public interest thoroughly aroused, it is quite probable that precautions will be kept up, which will rigorously exclude the dangerous house-fly.

From the standpoint of the retail grocery trade, the fly campaign has been doubly satisfactory, as it has created a heavy demand for fly destroyers, which sold in comparatively small volume before.

EDITORIAL NOTES.

NOW THAT THE BIG sugar selling season is here, be sure you make a net profit.

SOME "HOT" GOODS sell in hot weather. Witness mustard, ketchup and meat sauces.

BETTER TO KEEP one dissatisfied customer by judicious methods, than gain two from the other fellow.

THE NEW REGULATIONS on maple sugar and syrup and honey, should be thoroughly digested by the trade.

THE GREAT LANDSLIDE in sugar began late in 1911 and reached the lowest point in March last. Is it on the upgrade again?

IT DOES NOT require a Solomon to determine why some merchants fail. Their windows, counters, floor and shelves tell the tale.

AS STRAWS INDICATE which way the wind blows, so in Western Canada there are signs of the times which emphasize that in that part of Canada, there is a change from the old order of things—that the farmer has come to realize that for the future the West—and the future of the West is the future of Western Canadians individually—depends upon mixed farming rather than the exclusive growing of grain. We point to the following:—

Western Canada is no longer a market for Eastern eggs and butter.

Western Canada has been shipping hogs to the Eastern markets for several months.

Fifty-five co-operative marketing associations have been registered in Saskatchewan since February 1st.

In central and northern Saskatchewan thirty constituencies organized a co-operative abattoir and cold storage association with the idea of establishing a packing plant.

That in the West there has been a neglect of mixed farming up to the present time is just as natural as it is necessary that there must be a change for the future. Grain growing has been a simple means of taking wealth from the soil—the prices of land and the prices paid for the grain have both been favorable; and then those who would be critical must remember that the majority of those who went on homesteads in the West did not have the money to go into stock raising, and some of those who had would not have the knowledge necessary. Mixed raising is an agricultural evolution in the West.

The Westerners were not ignorant of the rapids towards which they were drifting, but while the current was smooth there was little objection to drifting along. Indications of the rough water ahead are to be found in agricultural reports published by the Provincial Governments. In the report of the commission on agricultural credits of the Saskatchewan Government, there is a direct statement that the country cannot be developed or sustained on grain growing alone. This was the conclusion drawn after an exhaustive inquiry into agricultural conditions in all parts of the world; it was the declaration that Canada could not hope for agricultural success along lines which history and history repeated had shown to be unsound.

There were a number of factors which made it inevitable that the Western farmer must change from his grain-growing policy. The cost of the transportation of grain to world markets with the long rail haul is too high for handling anything but the best grades; the only way to get the benefits from the balance is by using it for feed and this applies to half crops which are hardly worth threshing, and which would make good fodder. The price of land was advancing so rapidly and the price of labor also that the wheat markets did not offer the avenue to satisfactory profits. Experience was proving that the one-crop farmer was not the safe and sane farmer, and that it was a better policy to have always something for the rainy day—or perhaps it would be better to say the lack of rainy days. Then on top of all is the quiet spell in the West and the tightening up of credits on the part of the implement companies. The banks too have given the farmer a chance to catch up to things and look them in the face.

The establishment of the co-operative marketing associations is one of the significant steps; and it might be well to point out that these organizations are combinations for selling and not for buying.

Review of Price Changes in the Sugar Market

Story of the Fall From \$5.85 a Cwt. in 1911 to \$4.15 in March, 1914—Interesting Comparisons and Tables—Does Sugar Always Advance at Beginning of Preserving Season?

DURING the first four months of 1914 there were only three changes in the Montreal sugar market. These were all downward, bringing sugar to \$4.15 per cwt. on that market—the lowest price for at least the past eight or ten years.

But in May the tardiness of the market during the early part of the year

standard granulated since the first of the year is seen at a glance:

January 1	\$4.35
January 8	4.25
March 20	4.15
May 15	4.25
May 22	4.35
May 29	4.45

At time of writing, the price remains

\$5.85 on a Montreal basis. This was the highest price in 22 years. The real descent began in March, 1912, and it kept up with even regularity all through 1912, and into 1913 as far as August. Then it reached the price of \$4.30, or \$1.55 below the high water mark. The cause of this long series of declines is well known to the majority of the trade.

1912 SUGAR CHANGES

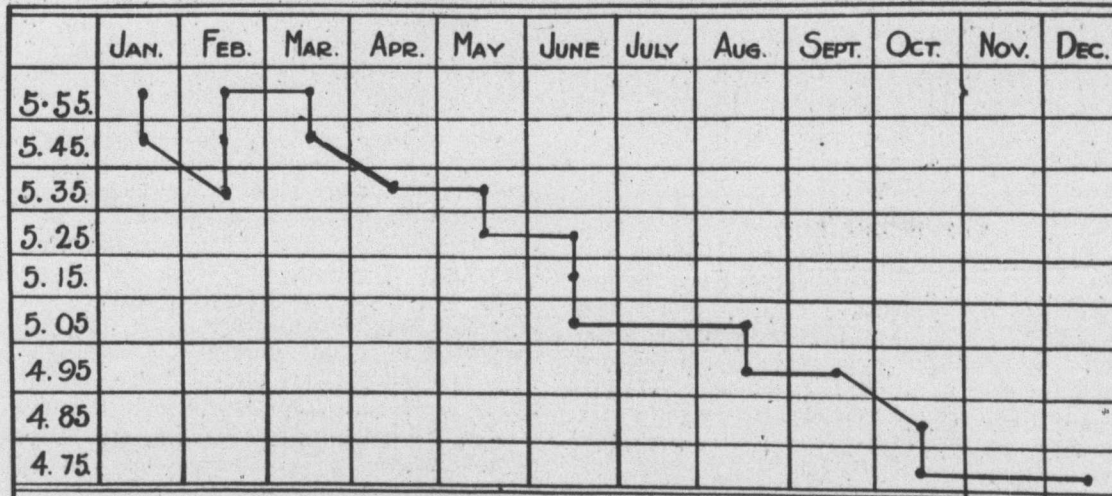


Chart showing the gradual descent of the sugar market during 1912.

was brought to a close by three advances in a row and within two weeks of one another. This somewhat startled the buyers of sugar—the changes followed so fast on one another—and it was not until the last had occurred that the trade decided the situation was one of great strength, and that sugar was a good buy.

Changes During Six Months

From the following table the complete course of the Montreal market for

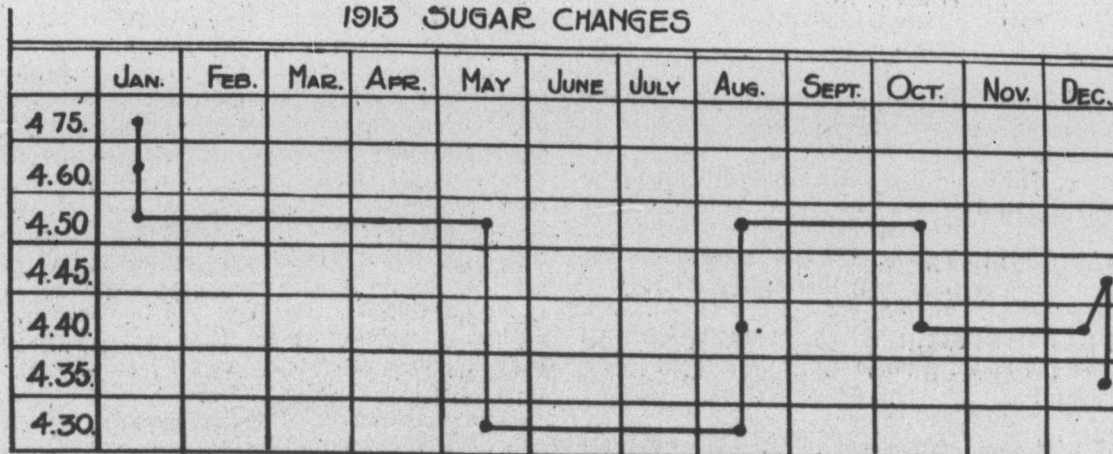
at \$4.45, with the market more or less strong.

Two other tables are also shown on this page—one giving the complete changes of the market in 1912 and the other in 1913. These are reproduced to show the gradual slide of sugar from the high peak of January 1, 1912. Then it was \$5.55 per cwt. The high point of the market of that period, however, was reached in September, 1911, when the market went aeroplaning to the tune of

The year 1912 saw heavy crops in sugar-growing countries, and the market had to respond to supply and demand. Then in August, 1913, some strength became evident, and the market went up to \$4.50. This was, however, merely a flurry, as the decline once again gradually gained momentum, until in early March of this year it reached the new low level of \$4.15—the lowest in many years.

(Continued on page 38.)

1913 SUGAR CHANGES



This chart illustrates the fluctuations in 1913, when a couple of recoveries were made.

What Does Delivery Cost You?

The Way to Find Out is to Know — Guesswork of No Use —
Knowledge is the Lamp by Which We Must See.

By Henry Johnson, Jr.

IT has long been understood that the Cost of Delivery is very heavy; but very few of us know how heavy it is in his own business. Without such knowledge we are groping in the dark. So let us see what we have to look into to get to the bottom of this question.

How many rigs have we?

What is our total expense for their upkeep? This must include rent of barn or stable, whether we own the building or not. It must include cost of insurance, water, feed of all kinds, repairs of all kinds; except on the building; wages of all employees engaged in and around the stables; wages of drivers; accident or industrial insurance or both; lastly, interest on investment at 6% per annum.

Those are all the things I think of now. Maybe there are others, or perhaps some of you have other items that enter into your particular case. Include everything. There is much less danger to be apprehended from "slopping over" in such matters than from the all too common failing of underestimating expense or omitting some items that should be included.

Ratio of Cost.

There are three ways in which the delivery cost should be distributed:

First, you should divide your total delivery expense by your total sales. This will give you the average percentage of the delivery expense spread over your entire business. That is the first step, because it is the easiest, and very valuable as an index of what it costs, on the average, for the innocent and the guilty—those who carry their goods home and those who demand all the services there is—and then some.

Next, ascertain the total average number of transactions that occur in your store. You can get this from your register, which will show you the total number of "rings" every day, from which total you will deduct the "No Sale," "Paid Out" and "Received on Account" transactions, leaving only your actual sales. Divide those transactions into your delivery costs—taking them by the month.

That is, you will take the delivery expense for June and divide it by the number of sales made in March. You will do the same for July and for August. Then add the sales of June, July and August together and divide the sales into the expense for those three months. By following this plan, you will get the ratio for each month and for the entire year. Then you can examine any month which appears to show unduly heavy expense and see how you may remedy the trouble or at least account for it.

Lay the Blame Where it Belongs.

Lastly, ascertain the total number of your delivered orders and divide those into the delivery expense. That will give you the average cost of delivering an order.

If, therefore, you have a delivery expense, all told, of \$150 per month, and you deliver 100 orders per day, the cost of delivering an order is seen to be a fraction over $5\frac{3}{4}c$ —between 5.76 and 5.77c. Your total monthly deliveries here average 2,600.

This last is the most important of all because it will teach you exactly what your expense is in the case of sending out a head of lettuce alone, as an "accommodation" even on your regular trips.

Right here another thought comes in: What does it cost you to send an order all alone on special delivery?

This last might be ascertained through measuring the distances usually traveled on your trip and dividing that total daily distance per month into the total cost per month. This would give you the cost per mile of making trips. Then you might know exactly what it costs you to send a loaf of bread that some lady has forgotten until the last minute.

These are all immensely important questions for each and every one of us. I am going after it myself and shall have something definite to say on the subject in a few weeks. Meantime, I hope that many of you will do the same work. Remember that conditions vary so greatly in different localities that what I may find is true in my business may apply only remotely to yours; and what you may find applies to your business may not affect me practically at all. But the symposium of experience which I hope to bring together as a result of taking up these questions, I hope to see made of great value to all of us.

The present is a peculiarly suitable time to go into these things, because we are likely to have actual, practical assistance from our customers from now onwards; for the women's activities in the way of investigating the cost of living is bringing all these questions quite practically to the front.

In these things, as in so many others, we may learn that the golden opportunity to better ourselves is right within our grasp and we are to blame if we do not seize it.

Blindness.

Which makes me think of something.

I have always been interested in knowing what laws govern the running of motor boats in navigable waters—that is waters in the control of the Government. Recently I rode out of a certain city beside a young man who told me he had

CANADIAN GROCER

served off and on for some years on coal barges running about certain rivers and adjacent waters. Here, I thought, was the man I was looking for. I asked him, therefore, what he knew about such laws. He knew nothing—absolutely nothing. I expressed a little surprise that he had not picked up a little information along those lines and he said, “they did not have to know those rules” on the barges. Here he had been running around on those barges, idle many hours each day, and he had picked up not a thing that he did not “have to” know.

I tried him on another tack. I asked him about the swiftness of the current on the river, and how much it proved to be a factor in navigation. He said, with a light laugh, that it “was pretty swift, especially around some parts of the trip,” but he knew nothing about HOW swift nor had he any idea of current influence. Here was a factor that one would think would have aroused his curiosity; but his eyes were blind and his mind dormant. Yet for many miles and in many circumstances he must have had to battle with those currents here and there in those waters.

One last attempt I made. I asked him whether he knew anything about the laws relating to tugs—this on a final chance. Well, he did not.

Now, it did not surprise me in the least to hear him say that “they had cut wages” and so he had quit.

If we are not to suffer from a cut in our wages, too, we must continually try to be up in our business on all its points.

No Tradespaper!

I met another young man on that same train. He reported himself as in the grocery and meat trade in a country town. They do really a general store business, but run largely to beef.

The business runs largely to wagon routes—seven routes being made by the three wagons each week. The meat wagons do a good business in the cities as well as among farmers. The grocery wagons sell altogether to farmers.

I was becoming very much interested and should have asked this boy about a thousand questions, but just then his station was called, and he left. I only learned that they took no trade paper. I shouted the name of the Canadian Grocer after him.

AT THE WEEKLY CONFERENCE.

(Continued from page 29.)

“I don't want to be thought a boaster,” he said, “but it is a fact that by square dealing during the thirty years we have been in business here we have gained the implicit trust of a good section of the better class women of this

town, who will take our word that the new line of pickles and catsup is superior to that we are discarding. It is something we are proud of—the confidence placed in us by our customers, and the fact that we are independent of any wholesaler or manufacturer. While we won't carry any trash in this store, we have the power to sell almost anything we please.

“I want to say this, though, boys—the new line is superior in many ways to the old one. The reason why we sell so much of the old line is because we MAKE it sell. Our aim now must be to show the people what tasty goods these new ones are. You have all been to Sunday school parties where cereals have been supplied free. Did you ever notice that, although this particular cereal had hitherto been distasteful to you, you ate more at this party than you ever did? Why? Because it was dished out so deliciously, you could not help yourself. The apricots, pears and ice cream did the business, and I dare bet you ate more apricots, more ice cream, as well as more cereals in your home, as a result of this lesson.”

The Demonstration Idea.

The chair creaked again, but it was obvious he had not finished. After a moment's pause, he continued:

“Here's where we kill two birds with one stone. You cannot make a woman's mouth water with a bottle of catsup, or a bottle of pickles, but if you have some canned meats on view, and show the two together, you can sell both. The demonstrator will arrange things so that these can be tasted in a dainty, hygienic manner. Then watch for the sales. It will be for you to follow up her work with discretion at the counter, and good window displays.”

Tom Pepper jumped up, his face beaming with delight, but the time was up. Mr. Lawrence held out his watch for them to see, saying, “It's all right, Papper. We know you will put some ginger into your display. This is the time when people eat sandwiches, remember. I'm glad we were compelled to change our line. It will make better salesmen of us all.”

• • •

When the store opened the next morning it was the coolest spot in town. Tom Pepper's window did it. He had conceived a splendid idea for a camping scene, showing the menu right there on the grass. He did not forget to give the canned meats a prominent place, and the sandwiches. There was the mustard pot and the catsup bottles and the pickles (with a different kind of label on today), all making the man sweltering on the street wish he were out in the woods.

Everybody declared the demonstrator a cracker-jack. She did not sit and wait for people to come to her booth, but went out and drew their attention to the new line. After tasting it, people declared there never was such catsup. Those who asked for the old brand at the counter, were given a severe talking—that is, in a persuasive way—on the difference between good and poor catsup, and usually ended up by being converted.

Results of the Campaign.

The campaign served two purposes—first, it showed the remarkable selling power of Henry Lawrence, and helped him get square with the manufacturer who had ignored him; secondly, it gave a stimulus to his business in these lines that it had never known since he first went into business.

It is only necessary to add that to-day people ask for the new pickles and catsup. They have been educated to like them. They are in every home almost, and in the town restaurant it has become customary for people to say to the waiter, “Bring me some of that catsup that Henry Lawrence sells.”

HANDY PHONE CARD.

A handy card for the use of phone customers has been gotten out by the Edmonton Table Supply Co. of Edmon-

EMERGENCY PHONE CARD

KINDLY PLACE IN PROMINENT POSITION

Fire	-	966
Police	-	1211
Information	-	99
Complaint	-	98
Rural	-	97
Electric Light	-	1213
The Table Supply	-	1915

Best Service Promptest Delivery in Town

For Prompt & Reliable Transfer Work
PHONE THE TWIN CITY TRANSFER - 2725
Piano & Furniture Moving, Storage

The Card is issued by, and can be obtained from
THE EDMONTON TABLE SUPPLY CO.
JOHN BLACK, Prop.
COR. OF JASPER & 7th STREET

Don't be without one! They cost you nothing and are handy
THE TABLE SUPPLY Phone Number is 1915

Phone card, reduced from 6¼ x 5 inches, given to customers.

ton, Alta. This is illustrated herewith. It gives several phone numbers which the housewife occasionally wants to get in a hurry and is thus a time-saver. Incidentally the phone number of the Table Supply Co. is in the list in large type.

Wingham, Ont., merchants have decided to close their stores on Wednesday afternoon during July and August.

Address on the "Buying Power of the Audience"

It's the Live Men Who Subscribe to and Read the Trade Press—
The Trade Paper's Estimate of Its Own Worth—High Buying
Power of Readers of a Good Trade Paper Its Greatest Strength.

By R. R. SHUMAN,
President Shuman Advertising Co., Chicago.

THIS is a day of scrutiny of weights and measures. Those troublesome "efficiency fellows" have set the new fashion of demanding a hundred cents' worth for every dollar spent. Not sentiment but the "pound of flesh" is nominated in their bond.

And the more this fashion grows the less your men will be sellers of space and the more they will become sellers of audiences—and opportunities.

And it is well that it should be so; for you, of all publishers, can, with definiteness, promise and agree to deliver the friendly eyes and studious attention of a given number of men of a known influence or buying power.

Vast Aggregate Buying Power.

Indeed, here lies your greatest strength and your largest opportunity—the vast aggregate and high average buying power, direct and indirect, of the audience you offer.

You can't say to a man that you will guarantee to make money for him, but you can guarantee him an audience that is now spending, and will steadily continue to spend, large sums of money, in the aggregate, for the product or the proposition or the service that he proposes to advertise in your columns. This is assuming, of course, that you limit your solicitation to advertisers upon whom you have a valid claim.

All you can say to your prospect is:

"I have assembled the audience; picked men of influence, men who believe in me and my publication, and know that I will not permit any faker or unworthy man to mount the platform. If you have anything they want, and are able to present your case in a way that will carry conviction, you should do very well. I offer the audience, but I can't guarantee that you won't make an ass of yourself when you get up to talk to it.

"Nor can I guarantee that your product or your proposition, or your price, however ably presented, will interest them.

"I offer an audience of intelligent, influential men, who buy by wholesale in tremendous quantities—a multi-million-dollar audience, assembled in my columns, a selected audience of buyers who



W. H. UKERS, New York,

Chairman of Trade Press Section of the Associated Advertising Clubs. Mr. Ukers is President of the Tea and Coffee Trade Journal.

have paid for the privilege of reading your message, because that is the sort of information they need in their calling."

Skimming the Cream.

All advertising is, in effect, a mailing list, but yours is distinctively so—a mailing list which, in the very nature of the case, is selective—the cream of the class—because it is the live men of any calling who subscribe for and read the journals that belong to that calling.

And your duty to yourself is to be able to describe, characterize and enumerate that audience, in terms of its buying power.

The merchants, architects, engineers, contractors, builders, machinists, undertakers, druggists, railway officials, lumbermen, and men and women of every class and calling who subscribe for and read their distinctively trade or class journals, are the ones worth winning; and time and money spent on non-subscribers are very apt to be time and money wasted or worse than wasted.

Hold Your Mailing List Sacred.

Exalt and glorify your mailing list as a something sacred and far above ordinary mailing lists, and don't let any-

body have access to any considerable portion of it, except in one way.

I once saw a popular, though somewhat off-color play, in which a climax occurred that illustrates my point. The scene was laid at a fashionable hotel, and a rich old geezer, after chasing a pretty girl employee, finally got a chance to ask her the way to her room. In true melodramatic style the young woman drew herself up to her full height of some five-foot-two, and, with flashing eye and tense voice, replied:

"The way to my room, sir, is right up the center aisle of the church!"

So, when any prospect seeks to buy or borrow a copy of your mailing list, tell him the way to that audience is right down the center of an advertising contract, and, that attended to, your pages will furnish the route to your subscribers' hearts and pocket-books.

Each index card in your mailing list is not a "name"—it's a man—and it cost you so much money to win the confidence of that man that you have no right to sell that man's confidence except through the same channel that won it—your own useful columns.

More Faith is Needed.

Oh ye of little faith! If you but knew how high you stood in the estimation of your readers!

If you but knew how every worthy paragraph you print is food and help and inspiration to a multitude of men—or women.

If you could only soar high above your petty set-backs and look down upon your publication and its opportunities as a disinterested observer, you would receive new inspiration toward higher and higher editorial standards, and your too pliant spines would bend less easily to the penny-squeezers who seek to buy your space and your influence as they buy mops and feather dusters!

In the past year my organization has bought space in trade and class journals aggregating considerably over a quarter million dollars, and every dollar's worth of space was bought at your own card rates without any demand for price concessions!

If we believed a publication belonged in a client's campaign and its value to that client was within the rate charged,

we used it. If not, we simply did not use it at all.

Nor have we asked for "puffs" nor used a tenth of the opportunity offered us for free editorial space.

Furthermore, and let me make this plain: the journal that systematically prostitutes its editorial columns to rauseating puffs, written and forced upon it by short-sighted advertisers, receives scant consideration at our hands.

And, again, the journal that peddles its space at almost any price with hints of "free insertions" (very confidential, of course) makes so public an acknowledgment of its doubtful worth, that we dare not recommend it to our clients, no matter how highly we may esteem the misguided solicitor.

Known Quantity Is Also Vital.

I have been trying to give you a high conception of the quality of your specialized circulations—in terms of the buying power or influencing of your readers. Now let me make it very plain to you that in my eyes a guarantee of known quantity is equally important. I believe that, as a rule, the business journals are really more honest in circulation statements than the more popular publications, not excluding the church and religious papers; but I have seen so many fraudulent and crooked and absolutely inexcusable circulation claims in your own ranks that I have placed on my preferred list those journals that have come under the recent audit agreement, or which in some other way prove their circulation by some satisfactory authority outside their own offices, and will continue to give those publications the preference, in spite of every other claim or consideration, until I find some other guide in which I have greater confidence. I recognize that this may be unjust, here and there, to some single publication; but in this busy age we must have some guide, and must subdivide by classes rather than by individuals.

Favor Post Office Publicity.

To be honest with you all, I sigh for the day when the United States Government will make any audit scheme unnecessary by opening its second-class records to whomsoever, at the same time compelling the publication of paid and unpaid circulations. Each postmaster, and Uncle Sam himself, will then be absolved from the charge of being accessory to a fraud on the advertising public.

Shuman's Tested Formula

After years of practical test I have, as yet, found no substitute for my original formula, that the value of any medium to any advertiser is the quantity of its circulation, multiplied by the purchasing power per cent. of its readers

The following Standards of Practice were evolved at the Ad. Clubs Convention for trade and all business papers:

The publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself:—

- 1.—*To consider, first, the interest of the subscriber.*
- 2.—*To subscribe to and work for truth and honesty in all departments.*
- 3.—*To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.*
- 4.—*To refuse to publish "puffs," free reading notices or paid "write-ups"; to keep the reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"*
- 5.—*To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.*
- 6.—*To solicit subscriptions and advertising solely upon the merits of the publication.*
- 7.—*To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.*
- 8.—*To co-operate with all organizations and individuals engaged in creative advertising work.*
- 9.—*To avoid unfair competition.*
- 10.—*To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.*

for the thing to be advertised; divided by the rate; in other words:

$$V = \frac{C \times P}{R}$$

And in this formula I give equal value to the quantity and the quality of the circulation; for a deficiency in either neutralizes the value of the other. And, by the same token, a too high rate neutralizes both. Let me say, though, that by this test I find far more of your rates lower than necessary than I find higher than warranted.

Any man who possesses the power of analysis of the contents of the publication itself and the patience to analyze it, can wisely determine the quality of your circulation for himself. That is something the shrewdest of you cannot conceal; but the quantity is your secret, and so many of you have kept it a secret so long that you have no one to blame but yourselves for any suspicion that exists in the minds of your prospects.

At the Mercy of Competitors.

In this connection, don't forget that every one of you who fails to prove his circulation lays himself open to the charge, by competing salesmen, of having only a fraction of the actual.

A solicitor for a publication in a certain retail field declared to me, some time ago, that a rival publication, for which I expressed considerable admiration, printed only 500 copies, and that absolute proofs to that effect were in his office; while he could also prove that his own paper had over 10,000 paid dealer circulations. On the strength of that I conducted a circular inquiry sent, with return postage prepaid, to all dealers in the United States in that line, on my own letter heads, and found that the journal which he said printed only 500 copies had three times the paid circulation of his own! Such a damaging claim, no doubt frequently repeated, would not have been possible had the maligned journal been brave enough to prove and publish its actual figures.

A Circulation Lie Is a Fraud

As a member of the National Vigilance Committee of the Associated Ad Clubs, I hold that a publisher has no more right to lie about his own or his rivals' circulation than an advertiser has a right to lie about his product; and I am trying to do what I can to smoke out both kinds of liars.

The Agent's Responsibility.

And I believe that if I should ever knowingly permit myself, as an agent, to spend my clients' money in publications of spurious circulation, I would be as much accessory to the publisher's

(Continued on page 46.)

Canned Goods Big Seller in Lake Port Towns

Many Steamers and Tugs Call at Collingwood for Supplies and These Foods Are Bought up Rapidly—What a Trip Among Some of the Grocers There Revealed in Way of Interior and Window Display.

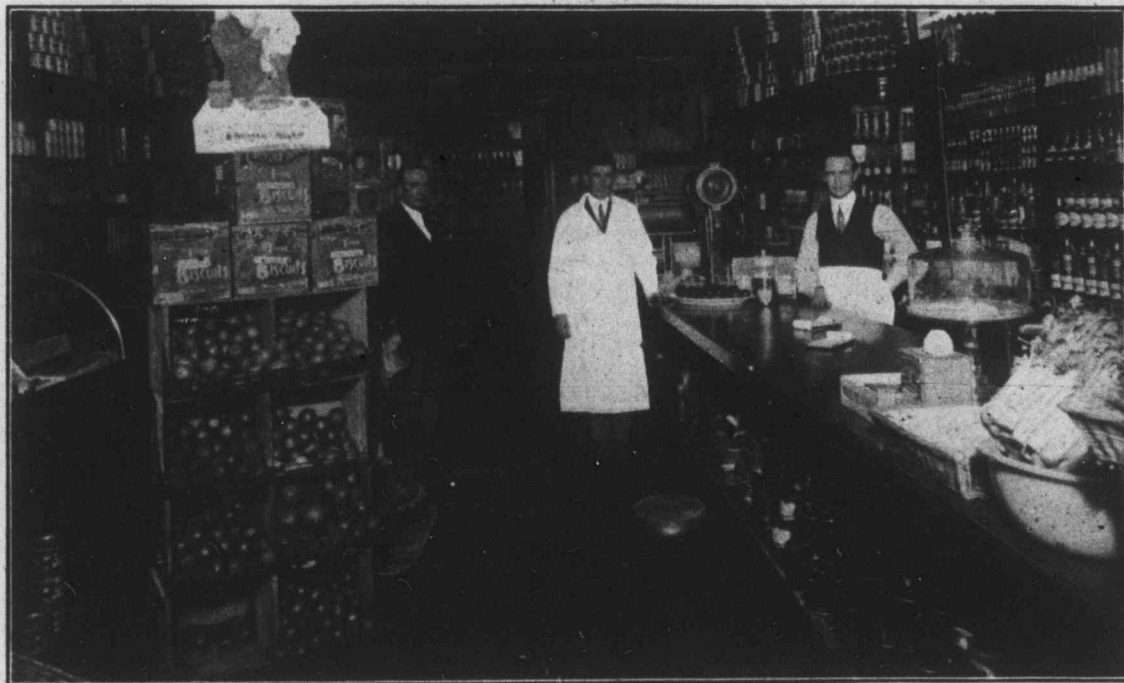
A GLANCE at the shelves of the grocery stores in Collingwood, Ont., is at once a convincing argument of the importance of the trade in canned and bottled lines in a town which does a big business in supplying the larders of the Summer tourists—of campers and cottagers who migrate from the cities to the lake resorts with the first warm weather and keep up a changing stream of traffic throughout the summer and into the fall. Collingwood, like Midland and a number of the other lake ports, is distinctly a summer

lines. To look both inside and outside would almost give the impression that the stocks of canned and bottled goods had boiled over from the shelves into the windows—although assurance was given by the merchants that at the present time they are not carrying heavy stocks, and that with wholesalers located in the town they did not have to do so.

A canned goods window was effectively shown by Foulis Brothers; canned goods occupied one window and catsup the other of the store of Prentice & Sproule; canned fish fruits and vegetables filled

OFFICERS OF ST. LAWRENCE SUGAR CO.

Montreal, July 2.—Some changes were made in the board of directors of the St. Lawrence Sugar Refineries, Ltd., at the annual meeting. A. Baumgarten, who for many years has been president of the company, retired from the active management and was appointed honorary president. J. W. McConnell, formerly vice-president, was elected president, and O. W. Donner elected vice-president and managing director. The number of directors was increased from five to six;



This is a view of the interior of the Foulis Bros. store in Collingwood, Ont., where the trade is now making a big feature of canned and bottled goods. Note that the shelves are given over almost altogether to these foods.

town, and the merchants, especially the grocers, are prepared to do a summer business. How could a grocer better prepare to meet the taste of the campers and tourists than with a full line of canned fruits and vegetables, cooked meats, olives, relishes, etc.?

Much Attention to Canned Goods.

And if a person did not have the inclination to enter the stores there would still be sufficient evidence to convince of the attention given to tasty summer lines by merely walking down the main street and glancing into the windows. When a representative of Canadian Grocer walked through Collingwood recently there was not a grocer who was not devoting one or both windows to displays of appropriate and seasonable

the window of the grocery department of the Stephens store; canned vegetables and fruits with olives made a good showing in the window of Darrock Brothers; T. N. Brown was showing cereals with canned fish and vegetables, and S. J. Bailey had a display of corn syrup, jams and marmalade.

When the nature of the business in Collingwood is considered, the heavy stocking of canned goods is not to be wondered at. Tugs are constantly calling to have their orders filled; there is a fleet of fifty fishing boats up the bay, from which a tug makes trips for supplies a couple of times a week. Steamers of the Northern Navigation Company call a couple of times a week and get local supplies.

and the new board is made up of the following gentlemen: A. Baumgarten, honorary-president; J. W. McConnell, president; O. W. Donner, vice-president and managing director; E. A. Reincke, New York; L. C. Webster, B. McNally, secretary-treasurer.

EXHIBITS AT AD CONVENTION.

At the Ad Club Convention in Toronto last week there were a number of exhibits showing window advertising. The firms of interest to the grocery trade who had exhibits were W. G. Patrick & Co., Toronto; Welch Grape Juice Co., St. Catharines; and the Swift Canadian Co., Toronto.

How Provisions are Prepared by the Packers

Something in a General Way of the Processes by Which Fresh, Smoked, Pickled, and Cooked Meats Reach the Retail Counter
—How the Meats Are Cured.

Eleventh Article of the Provision Series.

IN the course of several articles of this series which have dealt with what might best be termed the technical end of the provision business, it has been the idea to give such information as would be of assistance to the grocer who buys his provisions as they are prepared for the trade. The grading of the different provision cuts has been referred to at length, with the idea of explaining the difference in price which must be charged for the select grades in comparison with the ordinary.

Before leaving this department it might be well to go back a step further and take a more general view of the work of the packer from the time the animals reach his plant. This is dealing with the subject in the reverse order, but after reading what has been written about the provisions themselves the reader should be in a better position to appreciate something of the more general aspect of the business and the processes by which hogs become provisions and meats of other varieties.

Division of the Hog.

An authority on the subject places hog products under three heads, and for the purposes of illustration the division could not be better made. These heads are—(1) dressed hogs; (2) pork cuts; and (3) lard.

As a rule, very few of the hogs which are slaughtered in the big packing plants are sold as whole carcasses. It might be said that about three-fourths of the trade in hog products consists of various cured meats and fresh cuts, the remainder consisting principally of lard and a comparatively small percentage of sausage and canned and specialty meats, which have been described under their various heads. Further, fresh pork is of much less importance, relatively, than fresh beef or mutton—it being estimated that only about one-fifth of the domestic trade and much less of the export trade in pork products (other than lard) consists of fresh meat.

The classification of pork, therefore, consists largely of cured and manufactured products, the number and variety of which renders the subject a very complex one. The ideal bacon hog which is favored by the packer is about 140 pounds, but carcasses of this class will run from about 100 to 170 pounds, and there are a number of other classes, in-

cluding everything from 20-pound "pigs" to 400-pound "packing hogs."

Heavy loin and butcher hogs from 160 pounds to 250 pounds, and even as high as 400 pounds, are favored for the fresh meat business, where the loin cut is very important. Great width of side and back is desirable in proportion to the length of the body with straight, even lines and well-filled shoulders. In the lighter bacon hogs, length of side is more important, with less width and thickness of back in proportion to that of the side. Packing hogs include mixed hogs of all weights, which are too coarse in quality or rough in shape to be suitable primarily for fresh pork cuts or smoked meats, and are, therefore, principally packed in such forms as barreled pork and dry-salt meats. Bacon hogs have long, deep, smooth sides, with an even covering of fat, especially uniform on the back and sides. They are usually divided into three classes, according to quality of flesh, evenness of fat and weight.

The width of the range from which the fresh cuts will be taken will depend upon the demand, and this to some extent has an influence on the cutting of carcasses of other sizes and qualities.

Preparing the Meats.

Dry salt meats are cuts from heavy loin hogs cured and shipped in coarse salt, and with a few exceptions pumped with brine, injected through a needle, before salting. These cuts are heavy sides, bellies, shoulders, fat backs, plates and jowls, and some of these same cuts are also sold as "bacon" meats, which, after being cured in coarse salt, are smoked before shipping.

Pickled pork is usually packed in plain salt brine in small barrels, the strength of the brine being varied according to the cuts and their destination. With a barrel, containing 190 pounds of meat, forty pounds of coarse salt is usually added to the brine, which would contain about 15 pounds. The cuts are from heavy hogs, but there is much less barrel pork than there was some years ago.

Sweet pickled meats are cured in sweet brine. Usually to 300 pounds block weight, 22 pounds of salt, 3 quarts of good syrup and 12 ounces of saltpeter is added. It is the bulk of the meats which are cured in this manner which go to the consumer as smoked, while a

percentage are boned and boiled before going to the trade.

Grades of Lard

Lard is made in several grades of pure and compounds. It is estimated that anything from one-tenth to one-third of the carcasses handled by the packers go to the rendering department, the amount being decided by the condition of the market. The better grades of pure lard consist of leaf fat only, which is whiter in color and finer in grain and flavor; it goes to the retail trade in fancy pails. Other grades introduce other fats than the leaf, and some a certain percentage of lard stearin. Steam lard is rendered under direct steam pressure from rough fat, and is converted into other grades before going to the market or is used with compounds. Lard compound is a mixture of lard stearin or other animal fat and vegetable oil, usually cottonseed oil.

CHANGES IN THE SUGAR MARKET

(Continued from page 32.)

Since then all are familiar with what has occurred. The three advances in May followed close upon the heels of one another, and the market just now remains firm.

In the Preserving Season.

It is a generally accepted theory that during the spring and summer months the sugar market will go up in view of the preserving demand. This theory, however, does not always hold good. A look at the fluctuations on the 1913 chart herewith will show that last year sugar dropped in May from \$4.50 to \$4.30 (this was due to the new West Indian tariff), and it held that low price through June, July and into August—a season of heavy consumer selling.

Just what the future will bring forth is, of course, a problem. Sugar is now \$4.45, as compared with \$4.30 this time last year. New York refiners recently advanced their prices, and many are looking for a similar thing to occur in Canada. As opposed to this, it should be noted that total stocks and afloats of raws were 3,364,723 tons at the end of last week, as opposed to 3,275,571 tons at a corresponding period of last year—an increase of 89,152 tons.

THE CLERKS' DEPARTMENT

AN APPRECIATED LETTER.

Editor Canadian Grocer:

Dear Sir,—Thank you for check, value \$5, received as award of first prize for Easter window contest.

I think the Canadian Grocer gives great encouragement to clerks with regards to salesmanship as well as these window dressing competitions from time to time. We have ourselves only to blame if we are not efficient. I might here mention I have been in the grocery business thirteen years this month of June, during which time I have not been absent from business a day through sickness or pleasure excepting for the usual week's holiday in the summer. I would like to hear if there are many clerks with so long a period. During that time I have only had three positions.

I think the grocery business offers good opportunities for those willing to throw their interest diligently into the work. Those who serve the best profit most. When a clerk has proved his worth I have always found they get value for their knowledge and work.

Although some clerks say they get tired of the retail business, I have as much enthusiasm and find it quite as interesting as the day I commenced. It is one of the most interesting trades. Products of most every country pass through your hands. To know the country, the growth and manufacture of certain lines is certainly helpful. When you can tell a customer all about an article it is half sold, and it makes one more popular; they will say the clerk recommended these, and he has a good knowledge of all he sells (knowledge is power).

Gaining customers' confidence I may state is very important, and every clerk should endeavor to do so.

I hold a certificate from England F. C. G. (Fellow Certificated Grocer) through classes held in the winter months for efficiency in the business. They extend over three courses, and it is possible for a successful fellow to become a member without any cost whatever.

Thanking you again for kind offers of any competitions, I am,

WM. MARSH.
(c/o Peebles Hobson).

EXPERIENCE THAT IS VALUABLE.

"Experience is a good teacher," is considered an important axiom, but of what use is experience if we do not profit by it? Many clerks are to-day behind counters who have ever so much experience who do not profit much by it. When there is something to be learned, their minds are somewhere else. They do not like it because some comparative newcomer has been pushed ahead of them, but the proprietor or manager sees that the newcomer belongs to the get-ahead class, that he is an apt student of the business, makes what he learns count in the business, and does his work not only faithfully, but intelligently. Experience is of the greatest value to the man who is anxious to learn, but with the indifferent man whose mind, heart and soul are not in his work, experience doesn't amount to much. The thing to do is to learn all one can and thus qualify for promotion. There is much more demand for "those who know" than for the commonplace men.

OBSERVATIONS OF THE CUB REPORTER.

The same error shouldn't be made twice.

The long-winded clerk tires his customers.

The selling argument boiled down is the one that counts.

Does your employer say this about you—"always late and first to go"?

You want your customer's attention and to get it you must give her your's.

The clerk who uses the floor as a waste basket has not learned one of the most important rudiments of the business—cleanliness.

Resourcefulness is a characteristic of every good salesman. The young man who thinks out new ideas and methods for increasing sales is on the high road to success.

A PAPER THAT GIVES SERVICE.

In a letter to Canadian Grocer, Geo. E. Eccleston London, Ont., says: "I am still reading The Grocer and find it a great help."

R. Storcks, formerly of Queen St. East, Toronto, says in a letter: "I read your paper every week and find many helpful articles in same."

THE ENCYCLOPEDIA

Lentils.

The lentil is a nutritive legume of the pea variety, the pods containing each three or four seeds of similar circumference to the ordinary pea, but flat and thin in shape. On analysis it shows an average composition of starch 50½ per cent., albuminoid material 30 per cent., sugar 31½ per cent., and moisture, etc., 16 per cent. Large quantities are consumed in the form of soups and stews, much of the supply being imported from Egypt, and it is steadily growing in favor in this country.

For soups, the tough outer skin is, after boiling, removed by straining and meats are added as a flavor.

Revalenta Arabica, which has been sold as a dyspeptic food, consists of lentil meal, and the lentil probably formed the "red pottage" for which hungry Esau sold his birthright.

Licorice.

The black licorice rolls or sticks familiar to the consumer consist, when pure, of the condensed juice of the root of the licorice plant, mixed with a little starch to prevent it from melting in warm weather. The word "licorice" is derived from Greek words, meaning sweet root.

The licorice plant is a small shrub of light green foliage, attaining a height of about three feet and favoring localities near rivers. When dug, the root is full of water and the drying process frequently takes from six months to a year. It is then sawed or cut into small pieces, six inches to a foot long, and carefully sorted, the good and sound pieces being pressed into bales for shipment.

Licorice is used as a candy and for medicinal purposes.

Many times I have closed a sale something like this:

"Now, Mr. Brown, you know that you need this and you want it and I can tell you just what you are going to say when you sign the order."

"Well," said Mr. Brown, "What am I going to say?"

You are going to say, "How soon can I get it?"—Hugh Chalmers.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Josey Bibeau, groceries, etc., Granby, Que., has sold out to J. I. Robin.

J. L. Amrams, wholesale dealer in candies, has registered his company at Montreal, Que.

Parent, Bird & Co., Fredericton, N.B., have disposed of their grocery business to Alex. Davidson.

Ontario.

Thomas Berrie, grocer, Toronto, has sold to Frank Gilpin.

C. York grocer, Trenton, Ont., has sold his stock to The Fair.

Beevers and Firth, grocers, Toronto, are selling to Charles Elliott.

A. J. Baxter & Co., grocers, Ottawa, are succeeded by Alfred Roche.

Mrs. L. Alexander, grocer, Sarnia, Ont., has sold to Frank Anderson.

D. D. McColl, general merchant, Glen Miller, Ont., is selling to A. Hyde.

Jarvis, Ont., merchants are closing Thursday afternoon in July and August.

Lawrence Bros., general merchants, Duart, Ont., sustained a fire loss recently.

The Milne and Glennie Co., wholesale provision merchants, Galt, Ont., have opened a branch at Kingsville, Ont.

The McCormick Manufacturing Co., biscuit manufacturers, London, Ont., will build some fifty new houses for employees on their recently acquired property.

Geo. B. Jacobs, who is well known in the canning business, has commenced business at Oakville, Ont., and his first lines of goods were manufactured from this season's strawberry crop.

H. M. de Trafford and E. L. Cleverley have taken over the grocery and provision business of J. J. Clark at 493 Bloor St. W., Toronto, and intend to operate it under the firm name of de Trafford & Cleverley.

The merchants of Huntsville, Ont., will close their stores on Thursday afternoon during July and August. L. H. Ware, Stephenson & Anderson, J. J. Bailey, J. E. Fisher, Calderwood Bros., A. E. Callahan, are the grocers and general merchants closing for the half day.

G. A. Gow, corner Locke and Stanley streets, Hamilton, Ont., has among his store equipment a combination coffee grinder and meat chopper. By simply making a hole in the partition separating the meat department from the grocery store, he has them both in convenient places. They are electrically driven and the two can be operated at once.

Western Canada.

F. B. C. Metge, general merchant, Stand Off, Alta., suffered loss by fire; insured.

J. H. Peat has sold his interest in the grocery firm of Peat & Co., Winnipeg, Man.

The Vancouver Retail Grocers' Association will picnic on July 29 at Bowen Island.

Medicine Hat, Alta., merchants have the Wednesday half holiday now in effect.

Samuel H. Bower, a general merchant for many years in Brandon, Man., died last week. Mr. Bower went west from Kemptville, Ont., about 34 years ago.

The annual general meeting of the shareholders of the W. H. Escott Co., Ltd., was recently held at the head office of the company, 181 Bannatyne Ave., Winnipeg, Man. Reports were submitted for the year by President W. H. Escott, which showed satisfactory results for the year's business. The president's remarks showed prospects of trade in the West generally improving. The following officers were elected for the ensuing year: W. H. Escott, president; J. M. Hutcheson, M.D., vice-president, and T. C. Dawson, secretary-treasurer. Mr. Escott is now on an inspection visit to the company's branches at Calgary, Edmonton, Saskatoon and Regina.

RETAIL GROCERS' PICNIC.

A meeting of the retail grocers of Regina, Sask., was held recently, when plans were formulated for a monster picnic to be held at Saskatchewan Beach on Wednesday, July 22. Annually Regina grocers enjoy a summer outing at one or other of the popular Saskatchewan resorts, and this year Saskatchewan Beach has been chosen. It is expected that several hundred Regina people will take in the trip. A special train will leave the C. P. R. station at one o'clock, Regina time.

HONESTY IN BUSINESS.

(Continued from page 26.)

retailer. The manufacturer did not do so, and neither did he have any claim on the customer who bought his goods; that person was the customer of the man who paid the rent.

Mr. Liggett instanced one company which had secured the confidence of the retailers through allowing a good gross profit, and through protecting the trade against reduced prices.

Another way in which the manufacturer could get the confidence of the retailer was through service, and in this regard he referred to refunds on unfair charges, exchanges for breakages and supplying live advertising material for window or inside displays.

Switching Not Substitution.

On the question of substitution—which is often charged against the retailer who switches a customer from one article to another—Mr. Liggett struck straight from the shoulder and placed the trouble at the door of the manufacturer who did not give the retailer enough profit and who placed him in the position where he was forced by the necessities of business to turn the attention of the customer to another article upon which he could make a decent margin.

He saw nothing but business principles behind this course on the part of the retailer; there was no more of substitution in it than there was in the policy of any large advertiser whose desire was to get the people to buy a certain article or line of goods; there was no more of substitution than in the action of the agent of one automobile company who tried to persuade a prospective buyer that he should buy his car in place of another. If the retailer took the order of the customer for certain goods and gave something that was not as good when the buyer was not in a position to know the difference, that was substitution; but that was altogether different from the salesman who largely through salesmanship persuaded the customer to take one article which probably only differed from what was asked for in the name or the brand.

Short Strawberry Pack at High Prices

Canners Report That Many Purchases Were Made at Ten Cents and as High as Twelve for Select Stock — Fair Prospects for Canned Peas—Canned Goods Being Cleaned up Nicely—Sugar Continues Firm—Raisins and Walnuts Dearer and Prune Outlook a Little Better.

Office of Publication, Toronto, July 2, 1914.

THE general outlook has not altered materially during the week, although there has been considerable improvement in the crop situation in Ontario, where general rains have been a great benefit in districts which were being burned up, and where the filling of the fall wheat heads has been greatly assisted as well as the growth of the spring crops. The West continues to send satisfactory reports. There have been general rains and growth as high as 32 inches has been reported, with the heads beginning to fill: damage from hail has been light, and while there are some few districts where there has not been sufficient moisture, there is a big crop assured on the whole.

Western reports, coupled with the killing of rust reports from the United States, have depressed wheat prices still lower and the flour situation is very unsettled. Canada is not in line for export business in competition with the States where the new wheat is earlier and there is much speculation as to whether prices will hold until the new Canadian crop comes in. In some quarters cuts in prices are already reported, while millers are divided on the opinion as to whether or not they should reduce the quotations even after the new crop does come in. It is generally expected, however, that there will be cheaper flour.

The strawberry pack has been a very short one, even shorter than had been predicted, and it is stated that ten cents was paid in cases where there was keen competition with as high as twelve cents for select stock for bottled jam trade. Packers are now at work on the peas which have a good outlook except that there is damage reported from the Western Ontario fields, where there have been heavy rains. Prospects are good for vegetables in general for the canners with a smaller acreage than a year ago, although there is a heavy crop of tomatoes as the result of the failure of the peach crop and the plants so far are in good condition. Canners report stocks, which were heavy at the first of the year, as having been cleared nicely, with the result that some of the staple lines will be exhausted before the new crop comes in; this is taken to indicate that grocers have been selling at close prices and that consumers are appreciating it.

Pork is somewhat firmer, but the low prices have affected lard which is cheaper than for several years. Butter is easier and is getting down to a basis where business may be done with the States; nothing is being shipped to Western Canada. Cheese receipts rose last week, and prices go a little easier, but this appears to be the effort of English buyers to drive prices down and the downward course is hardly warranted by the production, which is greatly below last year.

Raisins and currants are dearer and shelled walnuts higher, and the markets are generally strong, while, with the exception of Regina, there is nothing like a significant improvement in business reported. Winnipeg sees little benefit as yet from the good crop prospects.

Prunes seem to be a little easier, and it would appear that the California damage has been fully discounted, while Pacific Coast prices are too high to tempt European bidding in the face of good crop prospects in Bosnia.

QUEBEC MARKETS.

Montreal, Que., July 2.—There has been a fair amount of business during past week, but it has not been as brisk as the jobbers would like to see it. Collections are said to have shown a slight improvement, though there is still much to be desired in this direction. Most of the markets show strength and the general tendency is for higher prices.

SUGAR.—A fair demand has been experienced for refined sugar during week and prices remain steady. Since advances of a few weeks ago buying has been limited, and many of the dealers now have pretty low stocks. In view of the market reports from Cuba and New York, it seems likely there will be a firmer market.

Extra Granulated Sugar— Per 100 lbs.
100 lb. bags 4 85

Markets in Brief

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Fork products easier.
Butter down ¼c a pound.

FRUITS AND VEGETABLES—

Pineapples higher; California oranges lower.
California deciduous fruits cheaper.
Old potatoes scarce and higher.

FISH AND OYSTERS—

Gaspe salmon cheap and coming in freely.
Halibut higher; good supply of fish generally.

FLOUR AND CEREALS—

Flour market quiet; cereals slow.
Mill feeds still selling well.

GENERAL GROCERIES—

Another advance in woodenware.
Pink salmon and canned sinned haddie advance.
Hallowee dates lower.

ONTARIO MARKETS.

GENERAL GROCERIES—

A short pack of strawberries.
Washboards to go higher.
Shelled walnuts dearer.
Valencia raisins firmer.

FRUITS AND VEGETABLES—

Old potatoes 1.75 a bag.
Strawberries continue high.
Seasonable changes in the market.

FLOUR AND CEREALS—

Flour situation unsettled.
Cereals are strong.
Bran cheaper but shorts firm.

PRODUCE AND PROVISIONS—

Eggs are dearer.
Butter market easier.
Lard cheapest in years.

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

DRIED FRUITS.—The principal business in this department is in raisins and currants. There has been quite a movement in seeded raisins lately. Hallowee loose dates are down half a cent a pound.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 10½ 0 11
Nectarines, choice	0 11
Peaches, choice	0 09½ 0 11
Pears, choice	0 12
Apricots	0 16 0 20
DRIED FRUITS.	
Candied Peels—	
Citron	0 10½ 0 17½
Lemon	0 10½
Orange	0 11½
Currants—	
Amalias, loose	0 07
Amalias, 1-lb. pkgs.	0 07½ 0 08½
Filatras, fine, loose	0 08½ 0 07

CANADIAN GROCER

Dates—		
Dromedary, package stock, per pkg.	0 06%	
Fards, choicest	0 11	
Hallowee, loose	0 06	
Hallowee, 1-lb. pkgs.	0 07%	
Figs—		
Finest, 6 crown, about 12 lbs.	0 13%	
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 13%	0 13
50 to 60, in 25-lb. boxes, faced	0 11%	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10%
80 to 90, in 25-lb. boxes, faced	0 09%	
95 to 100, in 25-lb. boxes, faced	0 08	0 08%
60 to 70, in 25-lb. boxes, faced	0 10%	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	4 00
Muscadels, loose, 3 crown, lb.	0 08%	
Sultana, loose	0 10	
Lower grades Sultana, 1 lb. pkgs.	0 11	
Valencia, new	0 06	0 07
Seeded, fancy	0 10%	
Seeded, choice	0 10	

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

TEAS.—There is a steady market for new crop Japan teas, both low and choice grades. There is also a good demand for new crop green and Congou teas, which are 1c to 1½c higher than last year.

Japans—		
Choicest	0 60	0 60
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchong	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchong	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	
Spanish, No. 1	0 12%	
Virginia, No. 1	0 13%	
Gunpowders	0 19	0 25
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Market is quiet, awaiting arrival of new Brazilian crop. A fair local business is reported for the time of year and prices are as last reported.

Coffee, Roasted—		
Bogotas	0 27	0 30
Guatemala	0 26	0 29
Jamaica	0 24	0 25
Java	0 22	0 25
Mariacabo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 23
Santos	0 22	0 23
Chicory, per lb.	0 06	0 10

MOLASSES.—Business in this market is quiet and dealers, both in the city and country, seem to be fairly well supplied at present.

Barbadoes Molasses—		
	Prices for	Island of Montreal.
	Fancy.	Choice.
Punchons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.		
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrup—		
Barrels, per lb., 3¼c; ¼ bbls., 3¼c; ½ bbls.	0 04	
Pails, 38½ lbs., \$1.85; 25 lbs.	1 35	
Cases, 3 lb. tins, 2 doz. in case	2 50	
Cases, 5 lb. tins, 1 doz. in case	2 85	
Cases, 10 lb. tins, ½ doz. in case	2 75	
Cases, 20 lbs. tins, ¼ doz. in case	2 70	
Maple Syrup—		
Pure, per 8½ lb. tin	0 75	
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00	
Maple sugar, pure, per lb.	0 10	0 11

SPICES.—There is still a good volume of business for the time of year. Most of the grinders report that sales are well up to last year, and it is anticipated that with the arrival of the pickling season the year's business will compare favorably with 1913. Prices generally are firm.

	5 and 10 lb.	¼ lb.	¼ lb.
	Tins, pkgs., doz.	tins, doz.	
Allspice	14-17	80-90	70-80
Cassia	22-27	75-90	80-90
Cayenne pepper	25-30	72-90	80-1 15

Cloves	30-35	1 00-0 85	1-1 00
Cream tartar	25-33	1-1 00	
Curry powder	35		
Ginger, Cochina	18-20		
Ginger, Jamaica	22-27	65-0 85	75-0 85
Mace	75-1 00		2 75
Nutmegs	25-30	90-0 00	1 50-2 50
Peppers, black	18-20	67-0 75	80-0 80
Peppers, white	28-29	85-1 10	1 10-1 20
Pastry spice	14-18	65-0 85	75-1 10
Pickling spice	14-18	65-0 85	75-0 00
Turmeric	16-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Cardamom seed, per lb., in bulk	1 80	2 25	
Caraway—			
Canadian, per lb.		0 10	
Dutch, per lb.		0 15	
Cinnamon, Ceylon, per lb.		0 50	
Mustard seed, per lb., in bulk		0 15	0 18
Celery seed, per lb., in bulk		0 30	0 35
Cayenne Chillies		0 25	
Shredded cocconut, in pails		0 18	0 20

RICE AND TAPIOCA.—Business in these lines is rather quiet, as is usual at this time, but a fair volume of trade is reported, with prices steady.

Rangoon Rices—		Per cwt.
Rangoon "B"		2 90
C.C."		2 80
India bright		3 05
Lustre		3 15
Fancy Rices—		Per cwt.
Polished		4 30
Pearl		4 50
Imperial Glace		4 80
Sparkle		5 00
Crystal		5 20
Snow		5 30
Ice drips		5 35
Carolina head		7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—		Per lb.
Bags, 254 lbs.		0 05%
Half bags, 112 lbs.		0 05%
Quarter bags, 56 lbs.		0 05%
Velvet head Carolina		0 00
Sago, brown		0 04%

NUTS.—There has been no further advances in the price of nuts, but market for all lines is firm and there has been a steady demand, especially for shelled almonds and walnuts.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 25-lb. boxes, per lb.	0 45	0 46
Finest filberts	0 13	
Pecan	0 17	0 18
Almonds	0 18%	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazilia, new, 10c; No. 2	0 13%	0 14%
Peanuts, No. 1	0 11	
Peanuts, No. 3 (9½c; No. 4	0 09	

DRIED VEGETABLES.—Market is rather quiet at present, though there is a seasonable demand for both peas and beans.

Beans—		
Hand picked, per bush.	2 40	2 80
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	2 75	
Yellow eyes, per bush.	3 25	
Lima, per lb.	0 08%	
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	2 80	
Harley, per bag	3 00	

WOODENWARE.—There has been another advance in the price of woodenware. About two weeks ago there was an advance of 5 per cent. in tubs, pails, etc., and a week ago clothes pins were advanced to 80 cents a box. This week an advance of 5 per cent. was made in all kinds of wooden brushes, shoe, scrub, stove and clothes brushes, and whisks. Another five per cent. advance was also announced in clothes pins and the price is now 85 cents a box.

ONTARIO MARKETS.

Toronto, July 2.—The week finds little change in the business situation and conditions are quiet with the favorable feature that grocers are getting better orders proportionately than other branches of the wholesale and retail

trade. Generally prices are firm with a higher tendency, if anything, which goes far to prove the stability of the grocery business. During the week there has been an improvement in the Ontario crop outlook both with regard to fall wheat which is now heading out in fine shape, and also the spring crops, which were badly in need of rain in some districts.

SUGAR.—Market continues without much activity but firm, and there is some talk of higher price prospects when present orders have been filled and the direct demand for consumption picks up again. The visible supply denotes an increase of some 89,000 tons, but this is not of significance in proportion to the higher consumption. In Cuba there are only 16 centrals grinding as compared with 22 last year at the same time, and 23 in 1913. Stocks in the United States and Cuba denote a decrease as compared with a year ago. In Cuba there have been rains in some districts, but generally there is a shortage of moisture for new crop.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 21
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 25
50 lb. boxes	5 25
Paris Lump—	
100 lb. boxes	5 25
50 lb. boxes	5 25
25 lb. boxes	5 25
Cartons (50 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

SPICES.—There is a normal demand for spices, considering the season and general conditions. Cream of tartar continues to advance and another increase of a shilling at primary markets has been made during the week on unfavorable reports from France. This makes increases totaling about a cent a pound in the past few weeks, but so far there has been no change made in the prices to the retail trade.

Spices—		Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 13-0 15	0 12-0 15
Allspice, whole		0 20-0 25	0 20-0 25
Cinnamon, whole		0 20-0 25	0 20-0 25
Cinnamon, ground	0 17-0 18	0 20-0 25	0 20-0 25
Cinnamon, Batavia		0 25-0 35	0 25-0 35
Cloves, whole		0 25-0 30	0 25-0 30
Cloves, ground		0 15-0 20	0 15-0 20
Cream of tartar	0 18-0 21	0 32-0 34	0 32-0 34
Curry powder		0 15-0 20	0 15-0 20
Ginger, Cochina	0 13-0 15	0 18-0 21	0 18-0 21
Ginger, Jamaica, ground	0 15-0 18	0 22-0 25	0 22-0 25
Ginger, Jamaica, whole		0 22-0 25	0 22-0 25
Ginger, African, ground		0 15-0 18	0 15-0 18
Mace		0 75-1 00	0 75-1 00
Nutmegs, brown, 8½, 50c;			
8½, 40c; 100c		0 35-0 40	0 35-0 40
Nutmegs, ground, bulk, 46c;			
1 lb. tins		0 45-0 55	0 45-0 55
Pastry spice		0 17-0 20	0 17-0 20
Peppers, black, ground	0 10-0 14	0 17-0 20	0 17-0 20
Peppers, black whole		0 27-0 30	0 27-0 30
Peppers, white, ground	0 15-0 20	0 27-0 30	0 27-0 30
Peppers, white, whole		0 35-0 40	0 35-0 40
Pickling spice		0 15-0 18	0 15-0 18
Turmeric		0 25-0 30	0 25-0 30

DRIED FRUITS.—The business in dried fruits is fair for season. Stocks of evaporated apples are low, and al-

CANADIAN GROCER

though the turnover is not large, the prices are very firm. Valencia raisins are firm, an advance of half a cent in the quotations, from the bottom of the range. Currants are very firm on advices from primary sources of damage to the coming crop. Prunes are inclined to be a little easier; damage on the Pacific coast has been fully discounted and there are good yields reported from Bosnia, with the result that Europe is not bidding strong for California stock at the high prices.

Apples, evaporated, new per lb.	0 10%	0 11
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16%	0 18
Choice, 25 lb. boxes	0 18	0 19%
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 18	0 17
Currants—		
Filiatras, per lb.	0 08%	0 09%
Amalas, choicest, per lb.	0 07	0 07
Patras, per lb.	0 07%	0 07%
Vostizas, choice	0 09	0 09
Vostizas, shade dried	0 10%	0 11
Cleaned, 1/2 cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 08%	0 09%
Faris, choicest, 50-lb. boxes	0 08	0 08%
Package dates	0 08%	0 09
Halloweens	0 08%	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 13%	0 13%
60-70s, 50 lb. boxes	0 10%	0 11
70-80s, 50 lb. boxes	0 10%	0 10%
80-90s, 50 lb. boxes	0 09%	0 10
90-100s, 50 lb. boxes	0 08%	0 08%
25-lb. boxes, 1/2c more.		
Peaches—		
Standard, 50-lb. boxes	0 07%	0 08
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, 1/2c more.		
Raisins—		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07	0 08
Seeded, fancy, 1 lb. packets	0 10%	0 11
Seeded, choice, 1 lb. packets	0 10	0 10
Seeded, choice, 12 oz. packets	0 10%	0 11%
Seedless, 16 oz. packets	0 10%	0 11
Seedless, 12 oz. packets	0 08%	0 09

NUTS.—Market for nuts continues firm, particularly shelled stocks, and another increase is noted in the price of shelled walnuts. Few Brazils are selling at present for reason that buyers usually prefer to purchase early and take their own shrinkage or else wait until after the shrinkage has gone into effect.

In shell—		Per lb.
Almonds, Tarragona	0 18	0 18%
Brazils, medium, new	0 11	0 10
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12%	0 13%
peanuts, hand-picked, roasted	0 10%	0 11
Peanuts, fancy, roasted	0 09%	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13%
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	0 27	0 27
Peanuts	0 11	0 12
Pecans	0 32	0 33
Walnuts, new	0 45	0 46

SYRUPS.—In syrups there is a small volume of business as is usual at this season, but makers of corn products state that the better trade in starch makes up the deficit to a large extent. Prices unchanged and firm on the continued high quotations for corn.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 80	
5 lb. tins, 1 doz. in case	2 85	
10 lb. tins, 1/2 doz. in case	2 75	
20 lb. tins, 1/4 doz. in case	2 70	
Barrels, per lb.	0 03%	
Half barrels, lb.	0 03%	
Quarter barrels, lb.	0 04	
Pails, 3 1/2 lbs. each	1 85	
Pails, 2 1/2 lbs. each	1 35	
Molasses, per gallon—		
New Orleans, barrels	0 26	0 26
New Orleans, half-barrels	0 26	0 26
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26

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

COFFEE.—The coffee situation is without change with business fair. The Brazilian crop should be the next factor of importance.

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

TEAS.—London cables would indicate that market for teas is just a little easier on lower quotations for Ceylons, although Japans are high, having come into the market at 2 cents over last year. Tea prices have been so high, however, that anything like fractional changes in price will be quickly absorbed by the brokers.

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

RICE AND TAPIOCA.—Considering the season and small volume of trade, prices for rice and tapioca are firm and the cheapness of these commodities does not warrant any hope for lower quotations.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05%	0 06%
Japan, per lb.	0 05%	0 07%
Java, per lb.	0 06%	0 07
Carolina, per lb.	0 10	0 11%
Sago—		
Brown, per lb.	0 06	0 06%
White, per lb.	0 05	0 05
Tapioca—		
Roller, double goat	0 00%	0 00%
Medium pearl	0 04%	0 05
Seed pearl	0 05	0 05%
Flake	0 08%	0 08%

BEANS.—Stocks of beans are very low, and although there is not much demand, prices are very firm.

Beans—		Per bushel.
Canadian primes	2 15	2 20
Canadian, extra H. P.	2 05	2 10
Yellow eyes	3 00	3 25
Brown	2 05	2 25
Lima	2 05	2 25
Peas, blue Canadian, per bush	2 00	2 25
Peas, green, imported, bush	2 40	2 40

WOODENWARE.—Market for woodenware is strong and it is announced that there will be an advance in washboards on the 15th. Clothespins, too, are likely to advance. It is yet too early to speculate on the broom crop in the south but the outlook is not too favorable.

CANNED GOODS.

MONTREAL.—An advance was made in the price of pink salmon this week and the quotation is now \$1 per doz. Other grades of salmon will no doubt follow suit very soon. Canned Canadian finnan haddie is also up, the new price being \$1.35 to \$1.40 per doz. This is a line that only a few years ago retailed at 10 cents per can. All kinds of canned goods are in good demand and the tendency all round seems to be for firm prices.

TORONTO.—The strawberry pack is over and reports are that it has been even shorter than the outlook has indicated. The smallness of the yield led to sharp competition in some districts and Canadian Grocer is informed that while the price was given as eight cents, the average would be nearer ten cents, while as high as twelve was paid for exceptionally choice stock. This means that there is likely to be a short stock and high prices. Packers are now at work on the peas and the prospects are for a good yield, although some damage has been reported in the fields in the western part of the province as the result of too heavy rains about the end of the week, the crop having been beaten down in some sections. Generally speaking, the outlook is good for all vegetables and especially tomatoes, and the acreage should be smaller than a year ago, except perhaps with regard to the latter which were planted heavily on the failure of the peach crop. Brokers report that since the first of the year old stocks have been clearing nicely, and what looked like a situation where big stocks would be left on hand has changed to one where most lines give promise of clearing up nicely. This condition is no doubt due to cheap prices.

MANITOBA MARKETS.

Winnipeg, July 2.—While it is reported from all parts of the country that crop conditions are good, even if the weather is a little dry, there is yet no marked improvement in business conditions. Small ordering is the general practice, and no change in this regard is expected. Prices have remained remarkably steady. Dried apricots are expected on the market within a week or ten days and the prices of these are being fixed. Beans have not yet moved upward, though only an unusual condition of trade accounts for this. They are certain to advance before very long.

SUGAR AND SYRUP.—Though the demand for sugar remains heavy, no change whatever is noted in prices, nor is there much which makes a change seem likely just now. Syrups also are steady.

Sugar, Eastern—		Per cwt.
Extra standard granulated	4 90	in sacks.
Extra ground or icing	5 40	

CANADIAN GROCER

Powdered	5 20
Lumps, hard	5 25
Montreal, yellow	4 50
Sugar, B.C.—	
Extra standard granulated	4 80
Yellow sugar, No. 1	4 50
Yellow sugar, No. 2	4 35
Yellow sugar, No. 3	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. F. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, 1/4 doz. in case	2 77
Cases, 10-lb. tins, 1/2 doz. in case	2 76
Cases, 5-lb. tins, 1/2 doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 85
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, 1/2 doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	
Barbadoes	Per gal. 0 49
New Orleans	0 51
Maple Syrups—	
Imperial quarts, case 2 doz.	Per case. 5 40
Imperial 1/2 gal., 1 doz.	5 55
New, pure, 1/2 gal., case 2 doz.	9 00
New, pure, 1/4 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75
DRIED FRUIT.— Indications continue to point towards a large peach crop in California. It is therefore likely that the prices for the new crop will be lower. As has been indicated, new apricots will be on the market within a fortnight. They will be quoted approximately as follows: Choice 25's, 15 3/4c; choice 10's, 16 3/4c; standard 25's, 14c.	
Apples, evaporated, new, per lb.	0 11
Currants—	
Dry clean	0 07
Washed	0 07 1/2
1 lb. package	0 08
2 lb. package	0 16
Vostizas, 1 lb.	0 10 1/2
Dates—	
Hallowi, loose, per lb.	0 05 1/2
Hallowi, 1 lb. pkgs.	0 07
Fard dates, 12-lb. boxes	1 00
Peaches—	
Standard, 25-lb. boxes	0 07 1/2
Choice, 25-lb. boxes	0 07 1/2
Extra choice, 25-lb. boxes	0 08 1/2
Prunes, in 25-lb. boxes—	
50 to 100	0 07 1/2
50 to 50	0 08
70 to 80	0 10 1/2
80 to 70	0 11 1/2
50 to 60	0 12
60 to 50	0 13
Raisins, Valencia—	
Extra select Valencia, 25's, box	2 15
Raisins, Sultan—	
California	0 09 1/2
Smyrna	0 12 1/2
Raisins, Muscatel—	
3 crown loose, 50s	0 08 1/2
3 crown, loose, 25s	0 09
Choice seeded, lb.	0 09 1/2
Extra fancy seeded, lb.	0 10
Raisins, Australian—	
Lexias, 55-lb. boxes	0 05 1/2
BEANS.— It is said that beans could not be bought in the east for the prices which are being quoted here. Stocks have been large, and for this reason and because of competition, quotations have been kept low. The demand has been heavy, however, with the result that the supply is greatly reduced. When new ordering is necessary to fill the dealers' demand, a higher price is sure to be fixed.	
Beans—	
Austrian, hand picked	2 20
1 lb. plecter	2 10
Cal. Lima, per lb.	0 07

Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel	2 00	
Barley—		
Pot, per sack, 98 lbs.	3 10	
Pearl, per sack 98 lbs.	4 60	
NUTS.— This market exceedingly quiet. Only peanuts moving at all briskly.		
Almonds, Tarragona	0 18 1/2	
Brazils	0 14 1/2	
Filberts, Sicily	0 15 1/2	
Peanuts, Jumbos, roasted	0 11 1/2	
Peanuts, choice, roasted	0 10 1/2	
Peanuts, fancy, roasted	0 11 1/2	
Pecans	0 20 1/2	
Walnuts, Grenoble	0 17	
Walnuts, Marbot	0 14	
Shells—		
Almonds	0 44	
Walnuts	0 41	

FISH AND OYSTERS.

MONTREAL.—Gaspe salmon is now coming in freely and the price has dropped to 12 cents. This is the height of the season for this fish, and dealers will find it a profitable line to handle at this price. Owing to increased cost at the coast, halibut has advanced a cent a pound. The run of shad is nearly over, but quotations are the same as last week. Brook trout are still extremely scarce, but gaspereaux are in good supply. Lake trout and whitefish are plentiful, and dore is very scarce. Haddock and cod are in good supply at low prices. There is a fair demand, for the season of the year, for smoked, pickled and salt fish. Lobsters are scarcer and higher.

TORONTO.—For the season the fish business is holding fairly strong, with good supplies of most of the fresh varieties. Price quotations are down a cent a pound for halibut, haddock, cod and salmon.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	0 05
Flounders, fancy, express, lb.	0 08	0 09
Gaspe salmon, per lb.	0 12	0 12
Buck shad, fancy, express, each	0 30	
Roe shad, fancy, express, each	0 60	0 80
Shad herring (Caspereaux), each	0 02 1/2	0 03
Dressed bullheads, per lb.	0 12	
Brook trout, per lb.	0 30	
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 10
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	0 07	
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	0 11
Striped bass, per lb.	0 08	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 05	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	0 07 1/2	0 08
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, boneless, per lb.	.10	.10
St. John blotters, 100 in box	1.10	1.20
Yarmouth blotters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.16
Smoked boneless herrings, 15-lb. box	1.00	1.15
Kipperd herrings, selected, 60 in box	1.00	1.25
Kipperd herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Cleoce herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.13	.10
Smoked halibut		.30

FROZEN FISH—SEA FISH.

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

FROZEN—LAKE AND RIVER.

	Montreal	Toronto
White fish, large, per lb.	.10-11	.10-11
White fish, small cutbees, per lb.	.08 1/2-07	.08 1/2
Lake trout, large and medium, lb.	.11-12	.12

Dore, dressed or round, lb.	08-10	08-10
Pike, dressed and headless, lb.	06 1/2-07	06
Pike, round, per lb.	06-06 1/2	07-08

PICKLED FISH.

Salmon, Labrador, tierces 200 lb.	21 00	
Salmon, Labrador, bbls., 200 lbs.	15 00	
Salmon, Labrador, half bbls., 100 lbs.	8 00	
Salmon, E.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	
Sea trout, Labrador, bbls., 200 lb.	11 50	
Sea trout, Labrador, half bbls., 200 lb.	6 50	
Mackerel, N.S., bbls., 200 lb.	12 00	
Mackerel, N.S., half bbls., 100 lb.	7 00	
Mackerel, N.S., pails, 20 lb.	1 75	
Herrings, Labrador, bbls.	6 50	
Herrings, Labrador, half bbls.	3 50	
Herrings, Nova Scotia, bbls.	6 00	
Herrings, Nova Scotia, half bbls.	3 25	
Lake trout, half bbls.	8 00	
Quebec sardines, bbls.	5 00	
Quebec sardines, half bbls.	2 75	
Tongues and sounds, per lb.	0 30	
Scotch herrings, imported, half bbls.	8 00	
Holland herrings, imported milkers, h/2 bbls	5 00	
Holland herrings, imported milkers, kegs	0 75	
Holland herrings, mixed, half bbls.	6 00	
Holland herrings, mixed, kegs.	0 65	0 65
Lochfyne herrings, kegs	1 25	

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	
Dried pollock, medium and large, 100 lb.	7 00	
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. boxes		0 07 1/2
per lb.		0 07 1/2
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.		0 07
Boneless codfish, strips, 30-lb. boxes		0 10
Shredded codfish, 12-lb. boxes, 24 cartons, 1/2-lb. each, a box		1 80
Boneless codfish, in 2-lb. and 3-lb. boxes		0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	
Standards, ordinary, gal.	1 80	
Selects, per gal.	2 00	
Best clams, imp. gallon	1 80	
Best scallops, imp. gallon	2 00	
Best prawns, imp. gallon	2 20	
Best shrimps, imp. gallon	2 25	
Sealed best standards, quart cans, each	0 35	
Sealed best select, quart cans, each	0 45	

OYSTERS, CLAMS, MUSSELS AND SHELL FISH CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	
Malpeque, shell oysters, C.C.I., bbl.	12 00	
Clams, per bbl.	6 00	
Mussels, per bbl.	6 00	
Live lobsters, medium and large, per lb.	0 22	0 40
Bolled lobsters, medium and large, lb.	0 15	
Soft shelled crabs, doz	6 80	
Winkles, bush.	3 75	
Little Necks, per 100	1 25	

ALBERTA MARKETS.

Calgary, Alta., July 1.—(Special).—Crop conditions in most of this province are favorable according to a crop report just issued by the Crown Lumber Company. The third strike of oil near here has now, it is thought, proven the field, and outsiders are flocking here. This reacts favorably on business conditions in the district. Collections in the city are reported fair, but are said to be poorer in the country. The market generally is fairly active and wholesalers are hopeful. Vegetables are expected to become lower shortly.

Produce and Provisions—	
Butter, creamery, per lb.	.28
Butter, dairy, No. 1, 24; No. 2	.22
Cheese, per lb.	0 16
Eggs, fresh, per case	7 10
Lard, 5's per case	7 80
Lard, 8's per case	7 85
Lard, 10's per case	7 75
Lard, 20's, each	2 60
Dried Fruits—	
Apricots, choice	.25
Currants, gulf cleaned	.08
Figs, natural 6's	off market
Evaporated apples, per lb.	0 10 1/2
Dried peaches 25s choice	0 18 1/2
Prunes, 70-80, 25s	0 11
Raisins, muscats, 50s	0 08 1/2
Raisins, muscats, 25s	0 09
Raisins, Valencia, select, 25s	2 25
Raisins, Valencia, choice	0 08 1/2
Green Fruits and Vegetables—	
Apples, Wash., box	3 25
Celery, Florida, per crate	4 00
Grape Fruit, Florida	6 75
Lemons, California	7 00
Oranges, navel	3 25
Onions	5 00
Tomatoes, crate	6 00
Nuts—	
Almonds, whole	0 17 1/2
Brazil	0 18
Filberts	0 14 1/2
Walnuts	0 19
General—	
Potatoes, per cwt.	2 00
Potatoes, new	4 25
Beans, Ontario, per bushel	2 00

CANADIAN GROCER

Beans, Austrian	2 65
Coffee, whole roasted, Rio	0 17
Rice, per cwt.	0 04
Sugar, standard, gran., per cwt.	5 50
Sugar, yellow, per cwt.	4 85
Canned Goods—	
Apples, gals., case, doz.	4 00
Corn, standard, per 2 dozen	2 55

Peas, standard, per 2 dozen	2 25
Plums, Lombard	2 60
Peaches	3 75
Strawberries and raspberries	4 60
Tomatoes, standard, per dozen	2 50
Salmon, Sockeye, 4 doz. case, ls.	8 75
Red Springs, ls	7 00
Cohoos, ls	5 75

Saskatchewan Crops and Market Situation

Regina, Sask., July 2.—(Special by Wire).—From all parts of the province come most encouraging reports of the condition of the crops. The weather has been ideal for the most satisfactory growth of all grains, and there is no reason to discount the optimistic tone expressed respecting the outlook up to the present. The last week of June was cool. On Friday, June 26, heavy showers were general throughout Southern Saskatchewan, and coming just at this particular time they are looked upon as a boon by the farmers. Such showers, accompanied by cool weather as they were a little later, might prove disastrous to the crops, causing rust, but as it is, they came at a time when the grains require a great deal of moisture.

Geo. Bury, vice-president of the C. P. R., after a trip through the West, declares that he never saw the crops looking better, nor in a more promising condition. Excepting in a few particular cases, the stand in all grains was uniformly excellent.

The finest sample of wheat exhibited in Regina this year was a sheaf of "Pre-lude" grown on the farm of J. A. Dale, Salton, which measured 32 inches in height, and which was fully headed. The sample was taken from a field of grain of about sixty acres in extent, which appeared to be fairly uniform. It was planted on May 2, it being just 53 days from the day the seed was sown until it was headed out. It was sown on summer fallow land.

J. E. Paynter, Hail Commissioner, returned to the Capital from the Kindersley district the other day, and reported that the hailstorm in that district had not been as severe as at first reported. The district affected was about twenty miles in length and ten miles in width. Several claims had been made for hail insurance. On account of the storm occurring early in the season, while the grain was young, it is believed that the crop will not suffer materially as a result. This has been about the first instance of hail occurring this year in the province.

General Market Conditions.

Markets are exceptionally quiet, green fruits and vegetables showing the most fluctuation. Even in this instance prices have remained firm during past week. Business, however, is reported to be good. It is stated here that the sugar crop this year is likely to be smaller than last, and it is feared that this will

have a tendency to send the prices up later in the season. Lard is about the only staple article which has changed, it having declined one-half cent per pound. No change is reported in produce and provisions, including eggs, butter and cheese, although creamery butter is at 25 cents.

Native vegetables are offered but in limited quantities as yet. The strawberry season is about over, and quotations remain firm. They are quoted from \$3.75 to \$4.25. Florida tomatoes are now being sold at \$5. Watermelons have taken a drop of \$1 per dozen. They are now wholesaling at \$8.50 per dozen.

Produce and Provisions—		
Butter, creamery, per lb.	0 25	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 16	0 16½
Eggs, fresh, per doz.	0 19	
Lard, 3's, per case	7 50	
Lard, 5's, per case	7 45	
Lard, 10's, per case	7 40	
Lard, 20's, each	2 45	
Dried Fruits—		
Apricots, choice, Cal., 25 lb. boxes.20	
Currants, gulf cleaned	0 06½	
Figs, natural 6's	0 06½	
Evaporated apples, per lb.	0 11¼	0 12½
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	0 11¼	
Raisins, muscats, 50s	0 05½	
Raisins, muscats, 25s	0 09	
Raisins, Valencia, select, 25s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09½
Green Fruits and Vegetables—		
Apples, American, box	3 25	3 50
Apples, B.C., box	3 00	
Celery, Cal., doz.	1 25	
Grape Fruit, Florida	6 00	
Lemons, Messina	7 50	8 50
Lemons, California	6 00	
Oranges, navel	4 00	4 75
Onions, Australian	5 25	
Rhubarb, 40-lb. box	1 75	
Potatoes, new	2 50	
Potatoes, old	1 25	1 50
Pineapples	5 00	
Strawberries	3 75	4 25
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	5 00	5 50
Nuts—		
Almonds, whole	0 17½	0 18½
Brazil	0 18	0 21
Filberts	0 14½	
Walnuts, shelled, 46c; in shell	0 19	
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	2 65	
Coffee, whole roasted, Rio	0 17	
Potatoes, per bushel	1 80	
Flour, 85's, \$2.75; rolled oats, 85's.	1 80	
Rice, per cwt.	3 90	
Sugar, standard, gran., per cwt.	5 27	
Sugar, yellow, per cwt.	4 87	
Canned Goods—		
Apples, gals., case, \$1.61-\$1.91, doz.	3 82	
Corn, standard, per 3 dozen	2 21	
Peas, standard, per 2 dozen	2 90	2 35
Plums, Lombard	2 10	2 21
Peaches	2 21	
Strawberries and raspberries	4 20	
Tomatoes, standard, per dozen	2 65	
Salmon, Sockeye, 4 doz. case, ls.	8 80	9 00
Red springs, ls	6 70	
Cohoos, 1's, \$5.50; hump back, 1's.	3 60	

NEW BRUNSWICK MARKETS

By Wire.

St. John, July 2.—With the exception of Ontario flour, markets show little activity. There was a drop of 20 cents in Ontario flour on Tuesday, and it came as no surprise, as market had been quiet, with little demand. Manitoba shows no change, and none is expected at present. High quotations of grain cause local dealers to expect an advance in oatmeal. Sugar advance of 10 cents in New York

may possibly be followed here, though no change as yet. Molasses is slightly easier, with lower sales. Pure lard is lower at 13¼c to 13½c; market easier. Eggs are more plentiful at 19-20 cents. Butter is coming in better supply, though with haying season on is expected to strengthen. Native vegetables more abundant. Dealers report splendid business over all parts of the province.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel, per lb.	23 75	25 00
Beef, corned, 1 lb.	2 65	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.		29 50
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14½
Eggs	0 19	0 20
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13¼	0 13½
Flour and Cereals—		
Cornmeal, gran.		5 50
Cornmeal, ordinary, bags		1 80
Flour, Manitoba, per bbl.		6 45
Flour, Ontario, per bbl.		5 65
Roll'd oats, per bbl.		5 40
Oatmeal, standard, per bbl.		5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel		2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60

CANNED GOODS DATING.

In his address to the United States National Wholesale Grocers' Association Convention held recently, Oscar McGlasson, the president, had this to say on the dating of canned goods:— A law requiring the month and year when canned fruits, vegetables and fish are packed to be placed on the label will serve no good, but will certainly cost the consumer a great deal of money. It has been shown beyond any question of doubt, in practical laboratory tests by private concerns, and also by the Bureau of Chemistry at Washington, that canned goods are just as wholesome and healthy the second, fifth or tenth year as said goods were the first year packed. At a meeting of the Chicago Wholesale Grocers and Brokers last year, Mr. Robert J. Roulston, canned goods buyer, produced two cans of corn, both packed by the same company, one in 1893 and the other in 1913. The two cans were cut in the presence of all, the contents examined by over fifty experts, and it was unanimous that the can packed twenty years ago was just as sweet, pure and wholesome as the one packed less than a year. Reputable manufacturers and canners of food articles have shown a willingness to aid in the administering of food laws and have cheerfully conformed to all reasonable and sensible rules and regulations, but a law requiring the date foods are packed placed on label would be impractical and not good common sense. The consumer is now paying, caused largely by conditions forced upon the jobber and retailer, quite enough for the necessities of life.

FLOUR and CEREALS

Flour Market is Very Unsettled;
Speculation as to Effect of New Crop

Some Shading of Prices Reported From Certain Quarters, While Some Quotations Will Remain Firm Until New Wheat Comes in if Not Later.

MONTREAL.

FLOUR.—Market is still rather quiet. There is an easier trend and buying has been very light. Dealers are apparently pretty well stocked up with flour, which was bought from time to time in order to get a supply of feed. Now that the demand for feed is easing somewhat orders are slow.

Manitoba Wheat Flour—	per bbl.
First patents	5 00
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small lots. lots.
Fancy patents	5 25 5 50
90 per cent.	4 90 5 10
Straight roller	4 70 4 90
Blended flour	4 85 5 25

CEREALS.—Market rules quiet under a fair demand. While some sales have been made lately, business generally in both rolled oats and cornmeal is rather on the dull side. Prices remain as last quoted.

Cornmeal—	Per 96-lb. sack
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Sales of feeds are dropping off somewhat, though the demand is still sufficient to keep millers active. Owing to the dry weather, hay crop is reported to be suffering, and this has helped to keep a fair volume of orders going for feeds. Though prices have not been changed, it would not be surprising to see a decline in near future.

Mill Feeds—	Car lots, per ton
Iran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed flour	33 00
Mixed chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot. 96 lbs.	2 75 3 00
Oat chop, ton	31 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—Although there is a quiet market and prices for wheat are very cheap, flour quotations are generally holding their own, although there are reports of some reductions on the part of dealers which are not affecting the retail trade. There is considerable speculation

as to the future flour market, because prices are out of line for export, particularly in view of the cheap wheat in the United States, where the new crop affects the market before it does here. There is a difference of opinion amongst the millers interviewed as to what the developments will be when the new crop comes in.

Manitoba Wheat Flour—	Small Car lots. lots.
First patent	5 70 5 50
Second patent	5 20 5 00
Strong bakers'	5 00 4 80
Flour in cotton sacks, 10c per bbl. more.	
Winter Wheat Flour—	per bbl. per bbl.
Fancy patents	5 40 4 90
90 per cent.	5 00 4 70
Straight roller	4 95 4 55
Blended flour	5 25 4 85

CEREALS.—The high prices for both corn and oats are responsible for strength in the cereal market, despite the fact that it is the off season. Further increases in the prices for cornmeal are talked of in some quarters.

Barley, pearl, 96 lbs.	4 80
Barley, Dutch pearl, 96 lbs.	4 75
Buckwheat grits, 96 lbs.	4 75 5 00
Corn flour, 96 lbs.	2 50
Cornmeal, yellow, 96 lbs.	2 30
Graham flour, 96 lbs.	2 70
Hominy, granulated, 96 lbs.	2 50 2 60
Hominy, pearl, 96 lbs.	2 50 2 60
Oatmeal, standard, 96 lbs.	2 50 2 65
Oatmeal, granulated, 96 lbs.	2 50 2 65
Peas, Canadian, boiling, bush.	2 00 2 25
Peas, split, 96 lbs.	3 35 3 45
Rolled oats, 90-lb. bags	2 30 2 40
Rolled wheat, 100-lb. bbl.	3 15 3 30
Rye flour, 96 lbs.	2 75 3 00
"hex"lets, 96 lbs.	2 90 3 10
Whole wheat flour, 96 lbs.	2 50

MILL FEEDS.—Bran is easier, but the mills have not yet announced a reduction in prices, although it is stated that car lot orders would bring a price of \$1 to \$1.50 under the quotations. Shorts are still fairly strong. Recent rains have weakened the demand for bran, although it is reported that in some sections the pastures are very short.

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

WINNIPEG.

FLOUR AND CEREALS.—No change here. The demand is steady.

Manitoba Wheat Flour—	Per bbl.
First patents	5 30
Second patents	4 70
Strong bakers'	3 90 4 00
Cereals—	
Rolled oats, per 90 lbs.	1 75 1 90
Oatmeal, fine, standard and gran'd, 96 lbs.	2 25

ADDRESS ON THE "BUYING POWER OF THE AUDIENCE."

(Continued from page 36.)

fraud as a publisher is accessory to an equally inexcusable fraud when he opens his columns, for pay, to an advertiser whom he knows or suspects to be crooked.

The "Truth" emblem dominates this convention, as it has the past two. Let us make it apply to both quantity and quality of circulation; and in doing so, I urge each one of you to be as fearless in standing for the full value of the quality of your circulation in terms of its buying power, as you are in silencing every hostile criticism as to the quantity you offer.

One of the richest rewards of a singularly busy life is the satisfaction I feel that I have played a real part in raising the business and class journals to a higher place in the minds of men who spend money for advertising. At first my fight seemed almost single-handed, for in the earlier days the publishers seemed to mistrust themselves almost as badly as they mistrusted each other; and, as a consequence, the general, and loosely-used term, "trade journal," stood for mendicancy and petty graft in the eyes of the general advertising world. For in those days you had no champion—not even yourselves.

But I have seen such a splendid stiffening of spines, and such a broadening of horizons, and such a widened conception of your real worth and influence, that I look forward with confidence to a very near future day when the unfit shall be eliminated, and the fit raised still higher in the convinced estimation of the men who support us all—the advertisers.—Delivered before the Business Journal Section of the Annual Convention of the Associated Advertising Clubs of America, at Toronto, June 23, 1914.

CATALOGUES AND BOOKLETS.

Canadian Grocer is in receipt of an attractive catalogue from White Tompkins & Courage, Limited, London, Eng. The various products of this firm are represented in the natural package colors, and present an exceedingly neat and unique display. Jelly crystals, custard powder, tapioca flakes, peas, etc., are shown. The half-tone illustrations showing the colors are particularly attractive.

FRUIT & VEGETABLES

Old Potatoes \$1.75 a Bag Now;
Strawberries are Holding Firm

Potato Outlook is for High Prices and Short Crops, Both in Canada and States—Last Week for New Brunswick Stock—Most Vegetables Are Cheaper.

MONTREAL.

GREEN FRUITS.—Pine apples advanced 25 cents per crate since last week. California oranges, owing to large stocks in hand, have declined slightly. California deciduous fruits are coming in more freely and prices are easier. Pears are offered at \$2.75 per half box. Some shipments of cherries and gooseberries in baskets have been received, also some raspberries and blackberries, but supplies are small and prices keep fairly high. There is a good business in most lines, and the outlook appears to be satisfactory.

Apples—	
Ben Davis, No. 1	3 00
No. 1 Cooper's Market, box	3 00
No. 1 Winesaps, box	3 00
Bananas, crate	2 00
Grapefruit, 54-64-80-96 size, case	4 00
Cocoanuts—	
100 to 150 size	4 25
Lemons, Messina—	
Extra fancy, 300 size	5 50
Fancy, 300 size	4 50
Choice, 300 size, bags	4 70
Limes, small boxes	1 15
Oranges—	
Sorrentos, 300 size, per box	3 00
California, late Valencia, 176-200-216-250-288	3 50
California, 125-150 size, box	3 75
California, 80 and 96 size, box	3 00
Pineapples—	
31 size	4 00
30 size	3 50
Canadian strawberries, per box (qts.)	0 15
California cantaloupes, per crate of about 45	4 00
Watermelons, each	0 60
Peaches, per box	1 50
Plums, per crate	1 75
Apricots, per crate	2 00
Cherries, California, box	3 00
Pears, California, half box	2 75

VEGETABLES.—Florida tomatoes are about done, and Mississippi stock is taking their place. Spanish onions are offered at \$5.50 per case. New Brunswick and Quebec potatoes are very scarce, and the price of both has advanced. Stocks held here are very small. New Virginia potatoes are selling at \$5.25 to \$5.50 a barrel. Turnips are also very scarce, and prices are up for stocks in hand. Native lettuce, radishes, carrots and beets are much cheaper and are selling freely.

Asparagus, Canadian, per doz.	3 00
Asparagus, small bunches—	
2½ doz. (baskets)	1 50
Beans, wax, basket, Florida	2 50
Beans, green, crate, Florida	2 50
New beets, doz.	0 75
Cabbage, per dozen	1 00
Cabbage, new, per crate	2 25
Carrots, new, doz.	0 75
Wash. celery, per doz.	1 25
Cucumbers, baskets	1 75
Egg plant, per dozen	2 50
Lettuce, Boston, box	1 75
Canadian lettuce, per box, 3 to 4 doz.	1 00
Mushrooms, basket, 4 lbs.	2 50
Onions—	
Spanish, per case	5 00
New Egyptian, per lb.	0 16
Texas, white and yellow, crate 50 lbs.	3 00

Shallots, per dozen bunches	0 50	0 60
Parsnips, bag	2 50	
Parsnips, new, per doz. bunches	3 00	
Parsley, Canadian, per doz. bunches	0 50	0 75
Peppers, green, ¾ qt. basket	0 50	0 60

Potatoes—		
New potatoes, Virginia, barrel	5 25	5 50
Green Mountain, 1.30 to 1.50; Quebec	1 15	
Potatoes, new, sweet, Jersey, hpr.	2 50	
Radishes, per doz. bunches	0 10	0 20
Rhubarb, dozen	0 15	0 20
Spinach, Montreal, in boxes	0 50	
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	1 50	
Turnips, Canadian, bag	1 00	1 00
Tomatoes, Florida, choice, crate	3 00	3 25
Tomatoes, Mississippi (4-bkt. crate)	1 35	1 50

TORONTO.

GREEN FRUITS. — Recent rains should help the development of the strawberry crop, and it is evident that their influence will be welcome for the arrivals are short and the prices continue high. Seasonable reductions are noted in the prices of cantaloupes, plums, peaches, gooseberries, etc.

Apricots	1 75	2 00
Apples—		
American, box	2 00	2 25
Bananas, per bunch	1 50	2 00
Cantaloupes, crates	4 00	3 50
Cocoanuts, sack	0 85	1 50
Cherries, basket	2 25	2 50
Cherries, case	4 00	4 50
Grapefruit, Florida, case	3 25	
Oranges—		
California late Valencias	3 25	
Oranges, M. sweets	3 75	3 50
Lemons, Verdilla	5 00	5 50
Limes, per 100	1 50	1 50
Pineapples, Cuba, case	3 50	2 00
Plums, crate	1 50	1 50
Peaches, crate	3 50	3 50
Peaches, Georgia, 6 bas. crate	0 12	0 14
Strawberries, Canadian	0 75	0 90
Gooseberries, basket		

VEGETABLES.—The wind-up of the season for old potatoes finds the market in a strong position and price for last of the New Brunswick stock has gone up to \$1.75 a bag. The reason for this appears to be that new potatoes are continuing high and reports indicate that there is a short crop in the States, while in Canada the dry spring and the frost of a week or so ago are said to have shortened the prospects. Generally speaking, the vegetable market is easing up to seasonable conditions and the arrival of northern varieties. There are some price adjustments which should help the cost of living problem.

Asparagus, Canadian, basket	1 50
Beets, Canadian, new, per doz. bchs.	0 50
Beans, Canadian, basket	0 50
Green and wax beans, hamper	2 25
Cabbage, new, Southern, case	2 00
Cabbage, Canadian, crates	2 75
Cabbage, Canadian, bus.	1 25
Carrots, Florida, hamper	1 00
Carrots, Canadian, new, doz. bunches	0 40
Cauliflower, crate	1 50
Cucumbers, Florida, hamper	2 00
Cucumbers, Canadian hothouse, bkt.	1 25
Celery, doz.	1 35

Lettuce, doz.	0 20	0 40
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	6 25
Green, doz.	0 10	0 15
Green, long, box	1 50	
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 75	
Potatoes, new, bbl.	5 25	5 50
Peas, Canadian, basket	0 50	
Parsley, basket	0 60	
Rhubarb, per dozen	0 65	
Spinach, Canadian, bush	0 40	0 50
Tomatoes, Mississippi, crate	1 50	
Tomatoes, Canadian hothouse, basket	2 60	
Radishes, Can., per doz.	0 25	
Watermelons	0 50	

WINNIPEG.

FRUIT.—Oranges are very plentiful at present, and market weak. It is quite possible that still lower prices will be struck before long. Lemons are exceedingly strong. The supply is limited, the demand great, and higher prices seem sure.

Apples—	
Ben Davis, No. 1, bbl.	6 00
Wine saps, Spitz, ex. fancy, box	3 00
Fresh Cal.	2 00
Bananas, lb.	0 04
Grapefruit, 54-64-80 size, case	5 00

Lemons—	
California	6 50
Messina	6 00
Melons, crate	
	7 00

Oranges—	
California Valencias	4 00
Pineapples, Florida, crate	4 50
Peaches, fresh, Cal.	1 75
Plums, fresh, Cal.	2 50
Strawberries, Hood River	4 00
Strawberries, Bay Island	3 50
Cherries, Wash.	2 00

VEGETABLES.—The potato supply is hardly sufficient to meet the demands. Conditions in the South have not improved, and Alabama and Arkansas are practically the only fields from which potatoes can now be secured. The dry weather experienced below the Mason and Dixon line have caused great damage in other potato districts. The result, of course, is a continuation of the high prices which have obtained for some time. Onions too are strong. The old crop is now practically exhausted, and there will be no lower level struck until the new crop arrives. Cabbages too are scarce.

Asparagus, doz.	0 75
Beets, new, bag	3 50
Cabbage, Mississippi, crate	3 00
Carrots, new, bag	3 50
Cauliflower, Cal., crate	2 00
Florida celery, crate	5 00
Cucumbers, extra fancy, hothouse, doz.	0 12½
Green peas, lb.	1 25
Green pepper, crate	5 00
Head lettuce, Minnesota, hampers	3 50
Head lettuce, Cal., crate	4 50
Leaf lettuce, doz.	0 25
Onions—	
Texas, crate	3 00
Cal., bag	5 00
Parsnips, per cwt.	2 50
Parsley, per doz. bunches	4 00
New potatoes, per bbl.	6 00
Potatoes, old, Southern, bush	1 40
Radishes, doz.	0 25
Tomatoes, Florida, per crate, 6 bkts.	4 50
Turnips, new, bag	3 50
Shallots, per doz.	0 80

Geo. Vipond, of Geo. Vipond & Co., Montreal, Winnipeg and Regina, is now in Winnipeg conferring with Mr. Grant, the Winnipeg manager.

PRODUCE & PROVISIONS

Price of Lard Materially Cut; Eggs Firmer and Butter Easier

Lowest Quotations for Lard in Years—Effort Being Made to Drive Cheese Down, But Not Very Successful—Butter Getting in Line for Export—Eggs Are Dearer on Short Supply.

MONTREAL.

PROVISIONS.—There is a decidedly easier tendency in pork products. It is estimated that about 2,000 western hogs are coming into the local market now each week, and this is a big factor in the price situation. While lard is easier, there has been no actual change in prices yet, but a fractional decline would not come as a surprise in view of the present position.

Hams—		Per lb.
Medium, per lb.	0 18	0 19
Large, per lb.	0 17 1/2	0 18
Bacon—		
Plain, bone in	0 22	
Light, per lb.	0 19	
Boneless	0 25	
Peasmeat	0 26	
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 1/2	
Cooked Meats—		
Hams, boiled, per lb.	0 27	
Hams, roast, per lb.	0 28	
Shoulders, boiled	0 25	
Shoulders, roasted	0 27	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked	0 15 1/2	
Barrelled Pork—		Per bbl.
Heavy short cut mess	28 50	
Heavy short cut clear	28 50	
Clear fat pork	27 50	
Clear pork	26 50	
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	0 13	
Tubs, 50 lbs. net	0 13 1/2	
Boxes, 50 lbs. net	0 13 1/2	
Pails, wood, 20 lbs. net	0 13 1/2	
Pails, tin, 20 lbs. gross	0 13	
Cases, 10-lb. tins, 60 in case	0 13 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 14	
Bricks, 1 lb. each	0 14 1/2	
Lard, Compound—		
Tierces, 375 lbs. net	0 10 1/2	
Tubs, 50 lbs. net	0 10 1/2	
Boxes, 50 lbs. net	0 10 1/2	
Pails, wood, 20 lbs. net	0 11	
Pails, tin, 20 lbs. gross	0 11	
Cases, 10-lb. tins, 60 in case	0 11 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 11 1/2	
Bricks, 1 lb. each	0 12 1/2	
Hogs—		Per cwt.
Dressed, abattoir killed	12 75	13 00

BUTTER.—Market is a little easier this week, and though quotations have only changed half a cent, it is possible that further reductions will be made. At Cowansville sales were made last Saturday at 23 1/2 to 23 5/8, which is 2 cents below price paid two weeks ago. At St. Hyacinthe also there was a drop in prices, and 23 3/8 was paid last Saturday.

CHEESE.—There has been no change in this market this week, though the tendency is for easier prices. Sales have been fair, but owing to tight money conditions, buyers are not in a position to do much on a speculative basis.

EGGS.—Demand continues fair and receipts about average. Prices are same as last report, but with a trend for lower quotations. "Selects" are being offered now at 2 cents below price of new-laid.

HONEY.—There is no change in this market, and business is quiet, as usual at this time of year. Stocks in hand are ample to fill present needs.

POULTRY.—Steamship and summer hotel business contribute to keep an active demand for all lines of poultry. Receipts are not more than sufficient to meet needs of the trade and prices are steady.

Fresh stock—		Live.	Dressed.
Broilers, per lb.	0 15-0 18	0 15-0 18	0 15-0 18
Ducks, milk fed	0 15-0 18	0 15-0 18	0 15-0 18
Fowl	0 15-0 20	0 15-0 18	0 15-0 18
Geese	0 15-0 16	0 15-0 16	0 15-0 16
Turkeys, spring	0 15-0 23	0 15-0 23	0 15-0 23
Turkeys, old Tom	0 14-0 18	0 14-0 18	0 14-0 18
Milk fed chickens, lb.	0 15-0 20	0 15-0 20	0 15-0 20
Milk fed broilers, lb.	0 15-0 20	0 15-0 20	0 15-0 20

TORONTO.

PROVISIONS.—There is a fair business in provisions. Supplies seem to be holding out well and there is no increase yet in the price of hams. The hog market is tending to be a little firmer. Lard is quoted with a reduction of half a cent for both the pures and the compounds. Prices are now lower than they have been for some years, and the low price of hogs is no doubt an important factor in the market.

Hams—		0 17 1/2	0 18
Light, per lb.		0 17	0 17 1/2
Medium, per lb.		0 15	0 16
Large, per lb.			
Bacon—			
Backs, per lb.		0 22	0 23
Boneless, per lb.		0 23	0 25
Pea meal, per lb.		0 23	0 24
Bacon—			
Breakfast, per lb.		0 17	0 18
Roll, per lb.		0 15	0 16
Shoulders, per lb.		0 14	0 14 1/2
Pickled meats—ie less than smoked.			
Dry Salt Meats—			
Long clear bacon, light		0 14 1/2	0 15
Cooked Meats—			
Hams, boiled, per lb.		0 26	0 27
Hams, roast, per lb.		0 28	0 29
Shoulders, boiled, per lb.		0 23	0 25
Shoulders, roast, per lb.		0 25	0 26
Barrelled Pork—			
Heavy mess pork, per bbl.		28 50	29 00
Short cut, per bbl.		27 50	28 00

Lard, Pure—		0 11 1/2	0 12
Tierces, 400 lbs., per lb.		0 11 1/2	0 12 1/2
Tubs, 50 lbs., per lb.		0 12	0 12 1/2
Pails, 20 lbs., per lb.		0 12 1/2	0 13 1/2
Tins, 3 and 5 lbs., per lb.		0 12 1/2	0 13 1/2
Bricks, 1 lb., per lb.		0 13 1/2	0 14 1/2
Lard, Compound—			
Tierces, 400 lbs., per lb.		9 1/2	0 10
Tubs, 50 lbs., per lb.		0 9 1/2	0 10 1/2
Pails, 20 lbs., per lb.		0 10	0 10 1/2
Hogs—			
F.O.B., live, per cwt.		7 70	7 80
Live, fed and watered, per cwt.		8 20	8 30
Dressed, per cwt.		10 75	11 50

BUTTER.—Although there is no marked change in price of butter, market is easier and quotations are ranging nearer bottom. The situation is that production is now above consumption and an effort is being made to get down to an export basis so as to get into outside markets. Western Canada is taking nothing and the best opening appears to be to the States. Slight further reductions should have effect of opening southern outlet, for bids are being made which are very close to the present basis.

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

EGGS.—The market is strong on shorter receipts and the prices are up 1c all round over a week ago. There is little prospect of lower quotations for the immediate future from present outlook.

Eggs, case lots—		Per dozen.
Strictly, new laid, in cartons	0 25	0 27
Selects	0 25	0 26
Straights	0 23	0 24
Trade eggs	0 21	0 22
Splits	0 19	0 20

CHEESE.—Efforts which appear to have their origin on the other side of the water are being directed towards driving down cheese quotations and these have been assisted by unusually large receipts last week. However, conditions in the country do not warrant optimism as to the output and strong prices may be expected to continue.

Cheese—		0 16 1/2	0 17
Old, large		0 16 1/2	0 16 1/2
Old, twins		0 13 1/2	0 14 1/2
New, large		0 14	0 14 1/2
New, twins			

POULTRY.—There is not much change in the market, although spring stock is beginning to come in better and the prices are somewhat lower.

Fresh Stock—		Live.	Dressed.
Fowl		0 13	0 15
Spring chicken, lb.		0 18	0 20
Geese		0 14	0 15
Turkeys, spring		0 17	0 22
Turkeys, old Tom		0 15	0 17

HONEY—		0 08	0 08 1/2
Clover, bbls., per lb.		0 06 1/2	0 06 1/2
60 30-lb. tins, per lb.		0 09 1/2	0 10
10, 5-lb. tins, per lb.		0 06 1/2	0 07
Buckwheat, bbls.		0 07	0 07 1/2
Buckwheat, tins		1 75	2 00

WINNIPEG.

PROVISIONS.—The week has seen no changes whatever in prices, the tendency in eggs is towards a higher level, but in no other line does an early change seem likely. The market is quiet and is expected to remain so.

CANADIAN GROCER

Cured Meats—	
Hams, per lb.	0 21
Shoulders, per lb.	0 13
Bacon, per lb.	0 28
Long clear, D.S., per lb.	0 14
Mass pork, bbl.	28 00
Lard—	
Tierces, per lb.	0 13 1/2
50 lb. tubs	6 00
20 lb. pails	2 48
3 lb. tins, cases	7 95
5 lb. tins, cases	7 97 1/2
BUTTER.— Less is being received now and for some time, yet prices hold steady.	
Creamery, Manitoba	0 27
Dairy	0 19 0 24
Cooking	0 12 0 16

EGGS.—There are less eggs coming in at present. It does not seem that larger shipments will be received either, and the expectation is for somewhat higher market before very long.

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

CHEESE.—The market is firm, there is no change in price.

Cheese—	
New, large	0 15
New, twins	0 15 1/2

Fruit Prospects in the Okanagan

Growers Anticipate Excellent Returns—Packing and Grading Regulations—A Beautiful Part of British Columbia.

Written for Canadian Grocer by David Williams.

A visit to the beautiful valley of the Okanagan in the Province of British Columbia during any part of the summer is well worth the time and expense. Leaving the main line of the C.P.R. at Sicamous Junction, the traveler journeys south to the busy little town of Enderby, the first place of importance in the famous fruit valley.

From there to Armstrong is a run of about 15 miles through a fruit country that is not nearly yet developed. Then on to Vernon, the chief town and judicial center of the district, is a railway journey of 8 miles.

At the latter town and in its vicinity are some of the finest orchard sights in Canada. The Cold Stream Ranch, about eight miles from the town, is the great attraction of the place. It was originally owned by Lord Aberdeen, one of Canada's former Governor-Generals, but is now the property of a stock company chiefly composed of British capitalists.

A little below Vernon at Okanagan Landing, the boat is taken down the lake of that name for a run of about 100 miles. This is a delightful sail on the C.P.R. steamer Okanagan, soon to be replaced by another and larger vessel named the Sicamous. All along the shores of the lake among the mountains are valleys varying in size, that are more or less developed and planted with trees in various stages of development. The first stop of importance is Kelowna, an important fruit shipping center, and next Peachland and Summerland. Finally at the head of the lake is the thriving town of Penticton, which expects to be a railway center by the end of the year. The prospects of the fruit crop this year are excellent. It is estimated it will exceed that of any former year by at least 25

years. The arrangements for getting the crop on the market this season are much improved and it is anticipated that the returns to the growers will be more satisfactory and quicker than has been the experience former years.

The nine fruit unions of the valley have come to an arrangement whereby their entire shipments will be handled by a central board at Vernon, thus avoiding much of the confusion and cross purposes that formerly existed.

The packing and grading will also be more uniform; a set of rules and standard of packing having been agreed upon by the different unions. This in itself should be very beneficial both to buyer and seller, the former knowing when purchasing a box or crate of Okanagan fruit just how many pounds there are in it. In the past a crate of strawberries graded No. 1 had no standard weight. The pack from one ranch might run 32 pounds and that from another 28 or as low as 26 pounds. Hereafter a crate of No. 1 strawberries packed in 4-5th baskets must have a minimum gross weight of 30 pounds. If the gross weight is less than 30 pounds it will have to be filled to the standard or be marked No. 2.

The minimum gross weight of a box of apples has been set at 49 pounds and minimum standards have been established for all standard packages of all fruits to be shipped from the valley.

It is too early yet to anticipate the prices the new crops will realize with any degree of certainty, but it is expected that they will be higher on the whole than last season.

If this expectation is found to be correct, this, with the large increase in production, should make the beautiful valley among the lakes and mountains prosperous and happy, and give an impetus to the development of the large tracts of lands that are still uncultivated.

IF I KNEW YOU AND YOU KNEW ME.

If I knew you and you knew me,
'Tis seldom we would disagree;
But never having yet clasped hands,
Both often fail to understand!
That each intends to do what's right
And treat each other "Honor
Bright."
How little to complain there'd be
If I knew you and you knew me!

When'er we ship you by mistake,
Or in your bill some error make,
From irritation you'd be free,
If I knew you and you knew me.
Or when the checks don't come on
time,
And customers send us nary a line,
We'd wait without anxiety
If I knew you and you knew me.

Or when some goods you do "fire
back,"
Or make a "kick" on this or that,
We'd take it in good part you see,
If I knew you and you knew me,
With customers some thousands
strong,
Occasionally things go wrong—
Sometimes our fault, sometimes
theirs—
Forbearance would decrease all cares;
Kind friend, how pleasant things
would be
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
While living ourselves, "let others
live!"
But at any time you come this way,
That you will call we hope and pray;
Then face to face we each shall see,
And I'll know you and you'll know
me.—Anon.

LEGAL BATTLE ON.

The Battle Creek Toasted Corn Flake Co., Ltd., of London, Canada, through Gibbons, Harper & Gibbons, have entered a suit for unstated damages for infringement of trade marks and breach of contract against the Kellogg Toasted Corn Flake Co. and W. K. Kellogg of Battle Creek, Mich.

H. C. Andrew, late manager of Nicholson & Bain's branch at Calgary, was banqueted by local jobbers at the Hotel Palliser on the night of his departure to take charge of a new branch at Vancouver for the same firm. He reached Vancouver on Tuesday, June 16.

A grocery store on Lilac Street, near the corner of Dorechester Avenue, Winnipeg, Man., is to be opened early in July by J. W. Ross. This is one of a number of new stores which are establishing in Winnipeg this spring.

Foley Bros., Larson & Co.

wholesale grocers, formerly in business at Winnipeg, Man., and Edmonton, Alta., have discontinued business and are now in process of liquidation. Correspondence should be addressed to the Company, c/o Foley Bros. & Co., St. Paul, Minn.

Bring down the "living" mercury of your trade

With the present-day tendency for the cost of living to go up rather than down, the grocer has a splendid opportunity to make his store strong with the people by introducing lines that will help reduce the high standard. With a stock of

L'Etoile
(STAR)

and

Hirondelle Brand
(SWALLOW)

MACARONI

(Made in Canada)

and a few excellent recipes for the preparation of really delicious, appetizing dishes, the grocer can greatly reduce his customer's living cost and at the same time reap the profit from the extra sales. Macaroni is a splendid substitute for heavy meats, especially during Summer months. Order your stock now.

Patronize Canada's only Macaroni Firm of Importance.

C. H. Catelli, Limited
Montreal

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.....	\$ 2 25
No. 1 (25c size), 2 doz.....	2 25
No. 2 (10c size), 6 doz.....	0 80
No. 2 (10c size), 3 doz.....	0 80
No. 3 (5c size), 4 doz.....	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.....	3 00
No. 14, 8-oz., 3 doz.....	1 75
No. 15, 4-oz., 4 doz.....	1 10
No. 16, 2½ lbs.....	7 25
No. 17, 5 lbs.....	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	\$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 00
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, \$1.20 per doz.; 12-oz. tin, \$1.00 per doz.; 16-oz. tin, \$2.25 per doz.; 3-lb. tin, \$5 per doz.; 5-lb. tin, \$9.50 per doz.

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

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

DOMINION CANNERS.

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

Jellies.

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

Marmalade.

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

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant	0 13	
Raspberry	0 13	

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz...	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb....	0 20
Soluble, bulk, No. 2, lb..	0 18
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

We crack the nut and get for you a big portion of meaty business

Our organization covers the large Western territory from Northern Ontario to the coast. We help Manufacturers and Shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, seven large warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

The regular calls of our travellers and the strategic location of our warehouses insure prompt service to your customers.

Let us know your lines and we will give you full particulars of the service that gets the business.

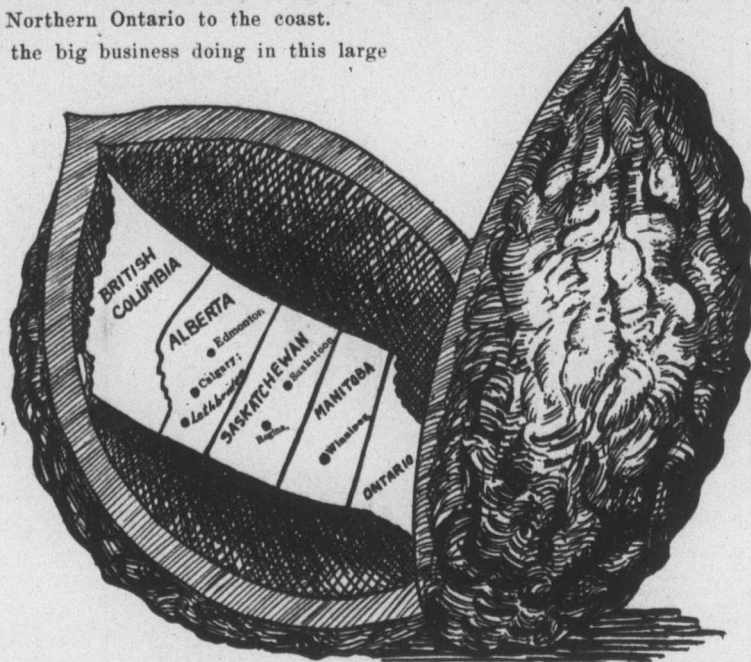
Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE:

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton,
Calgary, Lethbridge, Vancouver



A tip on the side, Mr. Grocer

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

PRICES:

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

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

Malcolm's Condensing Co.

St. George, Ontario



Let the Customer Have Her Own Way

Don't offer a substitute for Shirriff's True Vanilla. There is none. She has a good reason for saying "Shirriff's" when she wants good vanilla extract. Don't disappoint her—sell her

Shirriff's True Vanilla

—fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. By our special process full strength and the exquisite bouquet are retained.

If you are not handling Shirriff's, write us. We will arrange to have you supplied.



Imperial Extract Co.

Steiner and Matilda Streets
Toronto

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

EPP'S.

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

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, 1/4's and 1/2's	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, 1/2's	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, 1/2's	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins., 39c lb.; German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb.

cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, 1/2-lb. pkgs., 6-lb. boxes, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 66c.

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

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

Evaporated (Unsweetened)—

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

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ... 0 35
Mo-Ja, 1/2-lb. tins, lb. 0 32
Mo-Ja, 1-lb. tins, lb. 0 30
Mo-Ja, 2-lb. tins, lb. 0 30
Presentation (with tumblers) 25c per lb.

MINTO BROS.

MELAGAMA BLEND.

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

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

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

CRESCENT MFG. CO.

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

**A Profitable and Quick-Selling
Line**

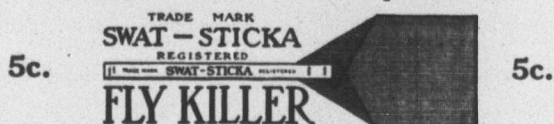


Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen



Obtainable from Wholesale Grocers and
Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET
KINGSTON, ONT.
Agents for the Dominion of Canada

**Every Retail Grocer
in Canada**

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

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

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

National Licorice Company
Montreal

"Club House" Olives

recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more

Order from your wholesaler

Gorman, Eckert & Co.
Limited

London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG.



Cooked Hams

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

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

Your Sardinerequirements

Don't overlook this item on your list—the supply of these dainties is on the decrease and the demand on the increase.

KING OSCAR BRAND SARDINES

have enjoyed an especially large demand. Customers have learned to appreciate their superior quality and deliciousness. Our new pack commences in July, and you will be well advised to get your order in early to ensure a full supply.

Order now through your jobber.

Canadian Agents:

John W. Bickle & Greening

(J. A. Henderson)

Hamilton, - - - Canada

Cantaloupes
Tomatoes
New Potatoes
Cherries
Gooseberries
Strawberries

Everything in imported and local

Fruits and Vegetables

WHITE & CO., Limited, Toronto

Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

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

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	\$1 00	\$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (1/2 doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

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

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

1 lb. pks. Loose.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	...7 6 1/2
Egg noodles, case 10 lbs., loose; cases 60 pks., 1/2 lb. each	...7 1/2 7

Marguerite Brand.

Same assortment as above 6 1/2 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	... 5 1/2
30 lb. cases, 1 lb. pks.	... 5 1/2

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07 1/2
1 lb. pkg., less than 25 case lots 07 1/4
5 lb. box, loose, per lb.05 1/2
10 lb. box, loose, per lb.05 1/2
21 lb., loose, long, per box	1 50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	... 1 80
Orange, contains 2 doz.	... 1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

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

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

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

RICHARDS' PURE SOAP.

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

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases\$5 90
Five cases or more 4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS

and BRANTFORD BRANDS.

Boxes. Cents.	
Laundry Starches—	
40 lbs., Canada Laundry06
40 lbs., Boxes Canada white gloss 1 lb. pks.06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons07
48 lbs., No. 1 white or blue, 3 lb. cartons07
100 lbs., kegs, No. 1 white.	.06 1/2
200 lbs., bbls., No. 1 white.	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pks.	.07 1/2
48 lbs. silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07 1/2
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
40 lbs. Canada pure corn starch06
(120-lb. boxes 1/4c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.07 1/2
8 in case07 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case06
Kegs, extra large crystals, 100 lbs.07
Canadian Electric Starch—	
Boxes containing 40 fancy pks., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
(20-lb. boxes 1/4c higher than 40's.)	

ROYAL BAKING POWDER



Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

YOU NEED THEM IN YOUR BUSINESS



Expert Credit Man

An expert CREDIT MAN to give thorough information by which it is safe to grant credit.



Expert Accountant

An expert ACCOUNTANT to give relief from drudgery over books and to keep accounts continually posted with perfect accuracy.



Expert Collector

An expert COLLECTOR, competent to collect outstanding accounts quickly and to keep accounts from running too high.

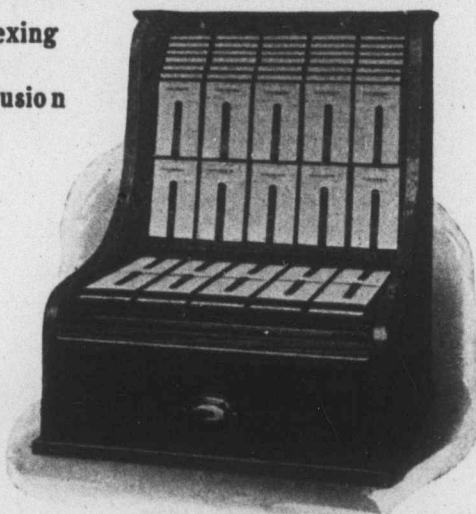
THREE EXPERTS

The very latest AND best

No indexing

No confusion

Write for full particulars



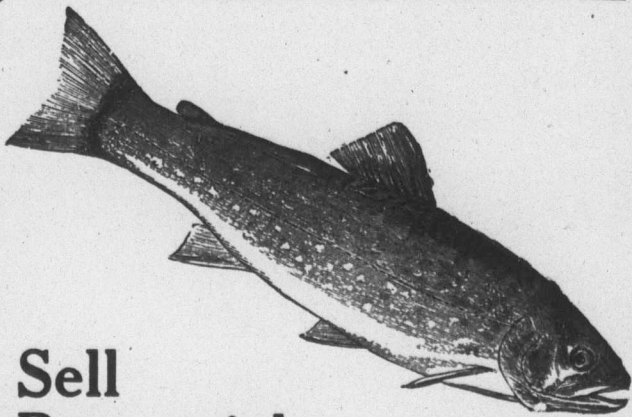
Every account in its proper alphabetical position and located immediately

ONE SYSTEM

COMMERCIAL ACCOUNT REGISTERS LIMITED

178-180 Victoria St.,

TORONTO, CANADA



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of "Brunswick Brand" Sea Foods has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

- | | |
|-----------------------|-------------------|
| 1/4 Oil Sardines. | Kipperd Herring |
| 3/4 Mustard Sardines. | Herring in Tomato |
| Finnan Haddies | Clams [Sauce] |
| (oval and round tins) | Scallops |

Connors Bros., Limited

Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

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

SOUPS—CONCENTRATED

CHATEAU BRAND.

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

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb. containing 60 packages, per box, \$3.20.

Case of 1/2-lb. containing 120 packages, per box, \$3.40.

Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3.30. Case of 5c packages, containing 96 packages, per box, \$3.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96) \$3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb., 30 packages, mixed... 3 30
1/2 lb., 60 packages, mixed.. 3 30

SYRUP.

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

2-lb. tins, 2 doz. in case ... 2 50
5-lb. tins, 1 doz. in case ... 2 85
10-lb. tins, 1/2 doz. in case ... 2 75
20-lb. tins, 1/4 doz. in case ... 2 70
Barrels, 700 lbs. 3 1/4
Half barrels, 350 lbs. 3 3/4
Quarter barrels, 175 lbs. 4
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 05
5-lb. tins, 1 doz. in case .. 3 20
10-lb. tins, 1/2 doz. in case.. 3 10
20-lb. tins, 1/4 doz. in case.. 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

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

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz.
cases, doz. 0 90
Pint bottles, 3 doz., cases,
doz. 1 75

H. P.

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

STOVE POLISH.

JAMES DOME BLACK LEAD.

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

NUGGET POLISHES.

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

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s 1/2 butts,
9 lbs., boxes 5 lbs. 0 45
Bobs, 6s, 1/2 cads, 12 lbs.,
boxes 6 lbs. 0 36
Bobs, 10s, 1/2 butts, 12 lbs.,
boxes 6 lbs. 0 39
Currency, 5s, 1/2 butts, 9 lbs.,
boxes 6 lbs. 0 39
Currency Navy, 10s, 1/2 cads,
12 lbs., boxes 6 lbs. 0 39
Stag Bars, 5 1-3s, 1/2 butts,
12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, 1/2 butts, 12
lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7 1/2s, 1/2
butts, 10 lbs., boxes 5 1/2
lbs. 0 59
Pay Roll, thin, 7 1/2s, 1/2 butts,
10 lbs., boxes 5 lbs. 0 59
Pay Roll, 7 1/2s, 1/2 cads, 12
lbs., 1/2 cads, boxes 6 1/2
lbs. 0 59
Shamrock bars, 6 2-3s, 1/2
butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., 1/4
cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs.,
1/4 cads, boxes 6 lbs. 0 44
Ivy, 7s, butts, 17 lbs., 1/4
butts, 8 1/2 lbs. 0 50
Great West, 8s 0 59
Regal, 9s 0 70
Starlight, 7s, 1/2 butts, 8 1/2
lbs. 0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, R't'l.
Brown Label 1s and 1/2s .25 .30
Green Label, 1s and 1/2s .27 .35
Blue Label, 1s, 1/2s, 1/4s,
and 1/8s30 .40
Red Label, 1s and 1/2s . .36 .50
Gold Label, 1/2s44 .60
Red-Gold Label, 1/2s55 .80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label 1/2s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, 1/2s 0 24
Brown Label 1s and 1/2s ... 0 23
Brown Label, 1/2s 0 30
Green Label 1s and 1/2s ... 0 35
Red Label, 1/2s 0 40

UPTON'S KETCHUP

is steadily making friends for
itself.

A friend made is always re-
tained—because it is absolutely
the best value on the market.

Write us for prices or ask
your jobber.

THE T. UPTON CO.
Limited

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

Domestic Fruits

We have fresh supplies of all
varieties fresh every morning.
Your orders will receive prompt
attention and careful selection.
Send them along.

California Fruits

Peaches Plums Apricots
Cantaloupes Pears
Bananas Watermelons

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

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

Regular goods.

Walter Woods & Co.
Hamilton

CANADIAN GROCER

You have

a fine profit-making proposition right within your grasp if you keep

Paterson's
Worcestershire Sauce

to the front.

Never let your stock run low. The appetizer that has pleased thousands for years, in both the Old Country and in Canada.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 235 Coristine Building, Montreal. Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. B. Jarvis & Co., Vancouver, B.C.



ORANGE MARMALADE.
BANNER BRAND.

	Price	Weight
Doz.	Doz.	Lbs.
12-oz. Glass Jars, 2		
doz. to case	\$1.00	33
Special Tumbler, 2		
doz. to case	0.95	30½
2-lb. Gold Lacquered		
Tins, 2 doz. to case	2.10	49
		Pall. Lbs.
5-lb. Gold Lacquered		
Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered		
Tins, 8 tins to case	0.59½	56
Freight prepaid up to 25c per		
100 lbs. on five case lots and		
over.		

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

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

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0.90
Discounts on application.

YEAST.

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



DO YOU WANT THIS?

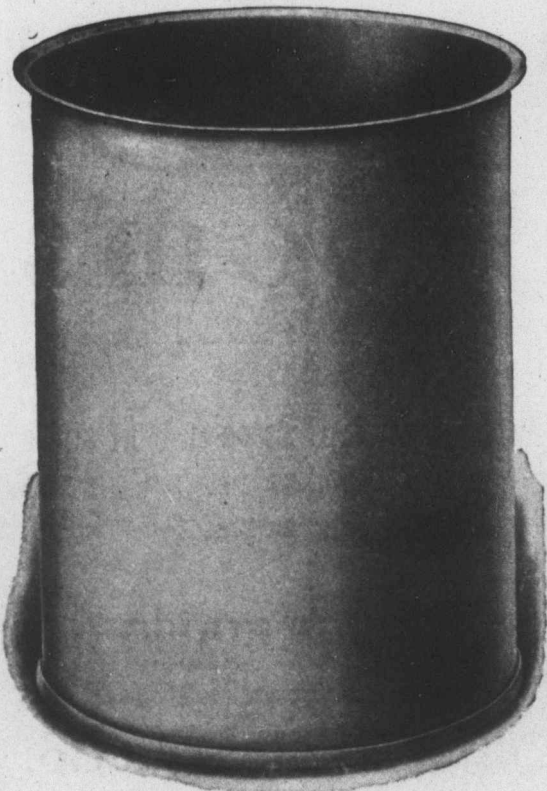
To look at the cut you may think "Zip is a very ordinary line." We think and know different.

There's a quality of ingredient in Zip not to be had in any other line at the price.

The tin is a large one, too. Why not put in a sample lot?

Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

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

Ain't this great
weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

Early Vegetables

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

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

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Buyers' Guide

Write us for New Price List of
WINDSOR SALT

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

You Want This
Taylor's Prepared Mustard
IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted
H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co., Limited, P. O. Box 2763, MONTREAL
COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

**Irish Grocer, Drug, Provision
and General Trades' Journal**

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.
Octavien Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Kills 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, \$2.00.

ALL ORDERS PAYABLE
IN ADVANCE

MacLean Publishing Co.
145-149 University Ave., Toronto

When they ask for credit
give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

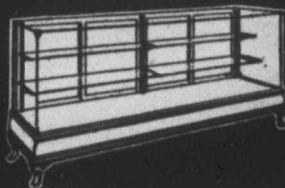


For sale by the jobbing trade everywhere.
Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing
YOUR ORDER
for

**SHOW CASES,
STORE FRONTS
ETC.**



Write us for full
particulars
and
estimates

**KENT, SON
& CO.**

261 King St. West
TORONTO

**This Page Is The Clearing House for Grocers' Wants
HAVE YOU A POSITION VACANT?**

Send us along a Condensed Advertisement. Every Grocery Clerk and Salesman in the Dominion who has any "go" in him reads "Canadian Grocer" from cover to cover, consequently your Want Advertisement will be seen and read by the very man you want for the job.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs. Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Fort Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoulin, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in South-western States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (717)

BUSINESS FOR SALE

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of \$19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

WANTED, INFORMATION REGARDING good grocery or meat market for sale. Send description and price.—North-Western Business Agency, Minneapolis, Minn.

FOR SALE

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard rubber tires, 22 h.p. in 1st class condition; capacity, one ton. Has been used in general delivery service. Cost \$1,500, for quick sale \$500. J. A. McCrea & Son, Guelph, Ont. (626)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

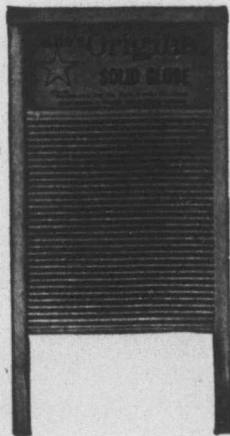
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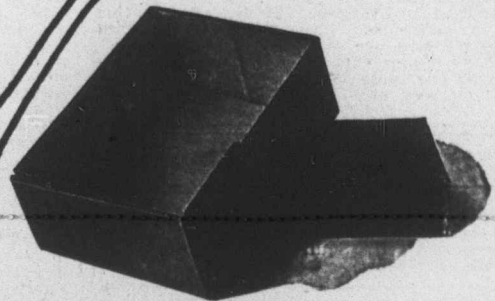
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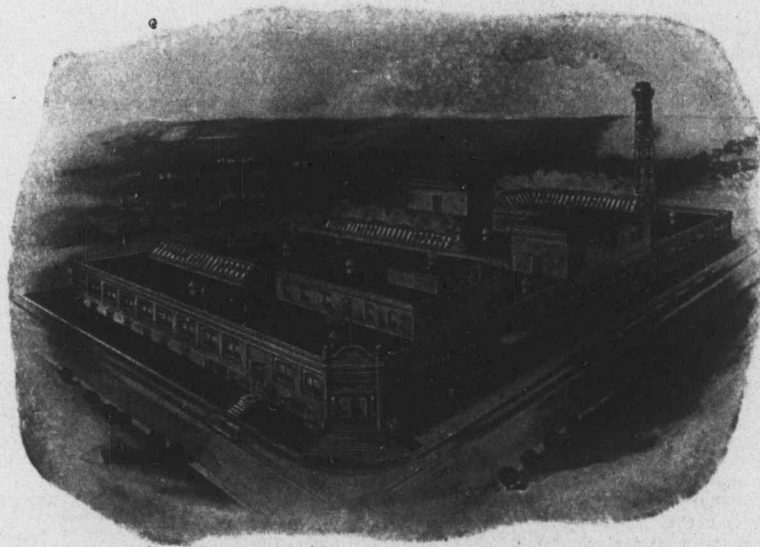
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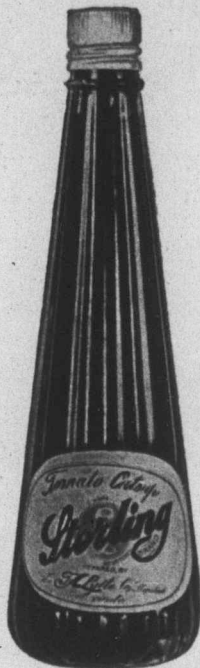
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BOWSER
ESTABLISHED 1885

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