

**PAGES
MISSING**

CANADIAN GROCER

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

Montreal: 701-703 Eastern Townships Bank Bldg.
London, Eng.: 88 Fleet St., E.C.

Toronto: 142-149 University St.

Winnipeg: 511 Union Bank Building
New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, JULY 15, 1910.

NO. 28.



If our weekly talks on

Keen's Oxford Blue

have induced you to try it—we will have done your customers a good service. And they will show their gratitude by bringing more and more of their custom to your store.

Keen's is the best Laundry Blue

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

Agents for the Dominion

The Leading
Laundry
and
Cooking
Starches
in
Canada
are

Benson's "Prepared" Corn

— AND —

Edwardsburg "Silver Gloss" Starch

They are purity personified, and are in demand by up-to-date housewives throughout the Dominion. See to your stocks. For sale by every jobber.

Edwardsburg Starch Co., Limited

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont.

Works: Cardinal, Ont.

164 St. James Street, Montreal

You
Can Sell
These With
Satisfaction
and Profit

THE CANADIAN GROCER

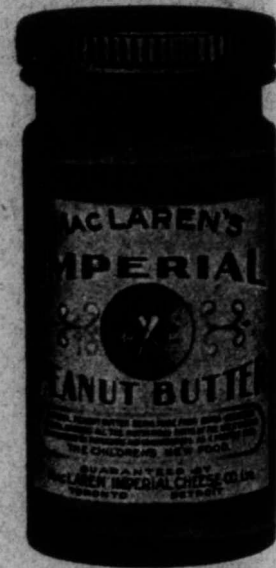
PICNIC-TIME

MEANS

SANDWICH-TIME



MacLAREN'S IMPERIAL CHEESE and *IMPERIAL PEANUT BUTTER* make the most delicious of sandwiches, so appetizing and nutritious, and they have a flavor all their own. **THEY ARE SURE TO PLEASE.**



Make This Fact
Known to
Your Customers



Also they will require *IMPERIAL PREPARED MUSTARD* for their cold meats, and

as a relish *IMPERIAL OLIVES* will be found to give entire satisfaction, as they are imported by ourselves and packed under the most careful supervision and cleanliness.



IF YOUR JOBBER CANNOT SUPPLY YOU

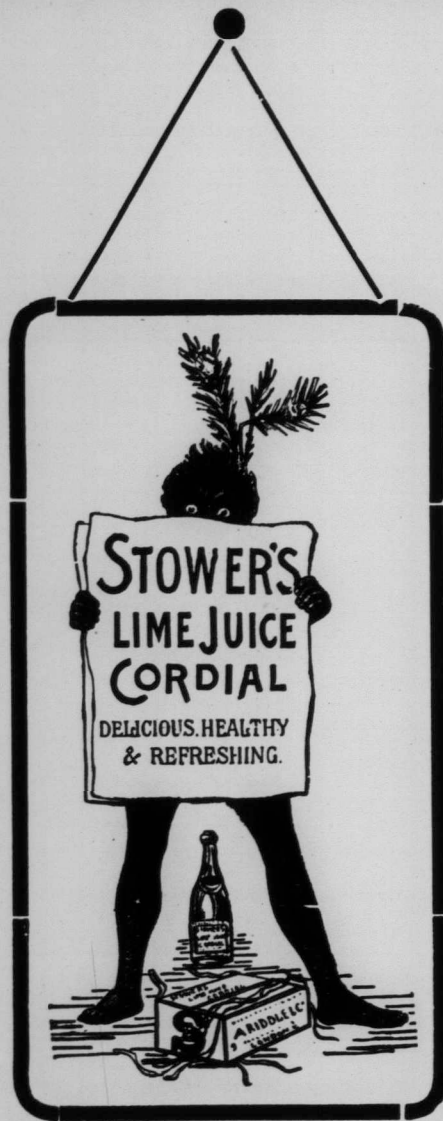
WRITE DIRECT TO

MacLaren Imperial Cheese Co., Limited
TORONTO, - - - - - CANADA

Profitable

Palatable

As Supplied
to
His Majesty
The King



As Supplied
to the British
House of
Commons

"Stower's" Lime Juice Cordial

Few persons would purchase plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

LIME JUICE CORDIAL is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

STOWER'S LIME JUICE CORDIAL is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. It will not ferment and is sweetened with the best refined loaf sugar.

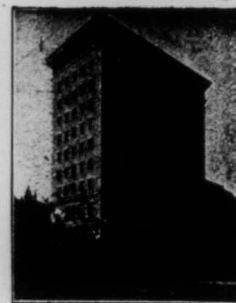
NO MUSTY FLAVOR

ARTHUR P. TIPPET & CO.
SOLE AGENTS



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

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

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

FOR SALE
Cheap for cash, Fruit Cleaning Plant
with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen

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

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

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

H. B. BORBRIDGE
Wholesale and Retail Grocery
Broker
OTTAWA

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grain, Mill Feed,
Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

Live Representation !
Do not neglect the Eastern Townships.
Am open for another good agency. Know
the trade. Have three travelers.
E. H. BOWEN, SHERBROOKE, QUE.
Manufacturers' Agent and Broker.

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

SALMON—We can quote
you on different lines, and as
salmon is likely to be very
much higher, our prices will
interest you.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

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

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

I WILL GET BEHIND AND PUSH
one good staple line. No "dead ones" or "may-
bes" considered. I only want one, so write me
to-day.
G. WALLACE WEESE
Manufacturers' Representative
30-32 Main St. East HAMILTON,
"Face to Face Business" Canada.

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

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

ARRIVING IN STORE
1 Car Purnell & Panter's celebrated
English Pickles and Vinegar,
all sizes.
Lind Brokerage Company
73 Front St. E., Toronto

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

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

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

**BUSINESS IS BOOMING IN
WINNIPEG**
BAWLf, DAVEY & CO.
Wholesale Grocery Brokers.
AGENCIES WANTED WINNIPEG
MAN.

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

—For Summer Selling—

“SILVER NET” Norwegian Smoked SARDINES

These are dainty little fish, packed in the finest French Olive Oil and smoked just sufficiently to make them particularly appetizing.

THEY ARE THE FINEST NORWEGIAN SARDINES SOLD IN CANADA.

ROWAT'S— LIME JUICE and RASPBERRY VINEGAR

in fancy glass decanters to retail at
25c. each

A QUICK SELLER AND A TRADE WINNER

TRY A CASE OF EACH
CASES, 1 DOZEN

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

The Importance of Tea-Buying

You doubtless take great interest in your tea-trade. This is important, because you are judged by the tea you sell.

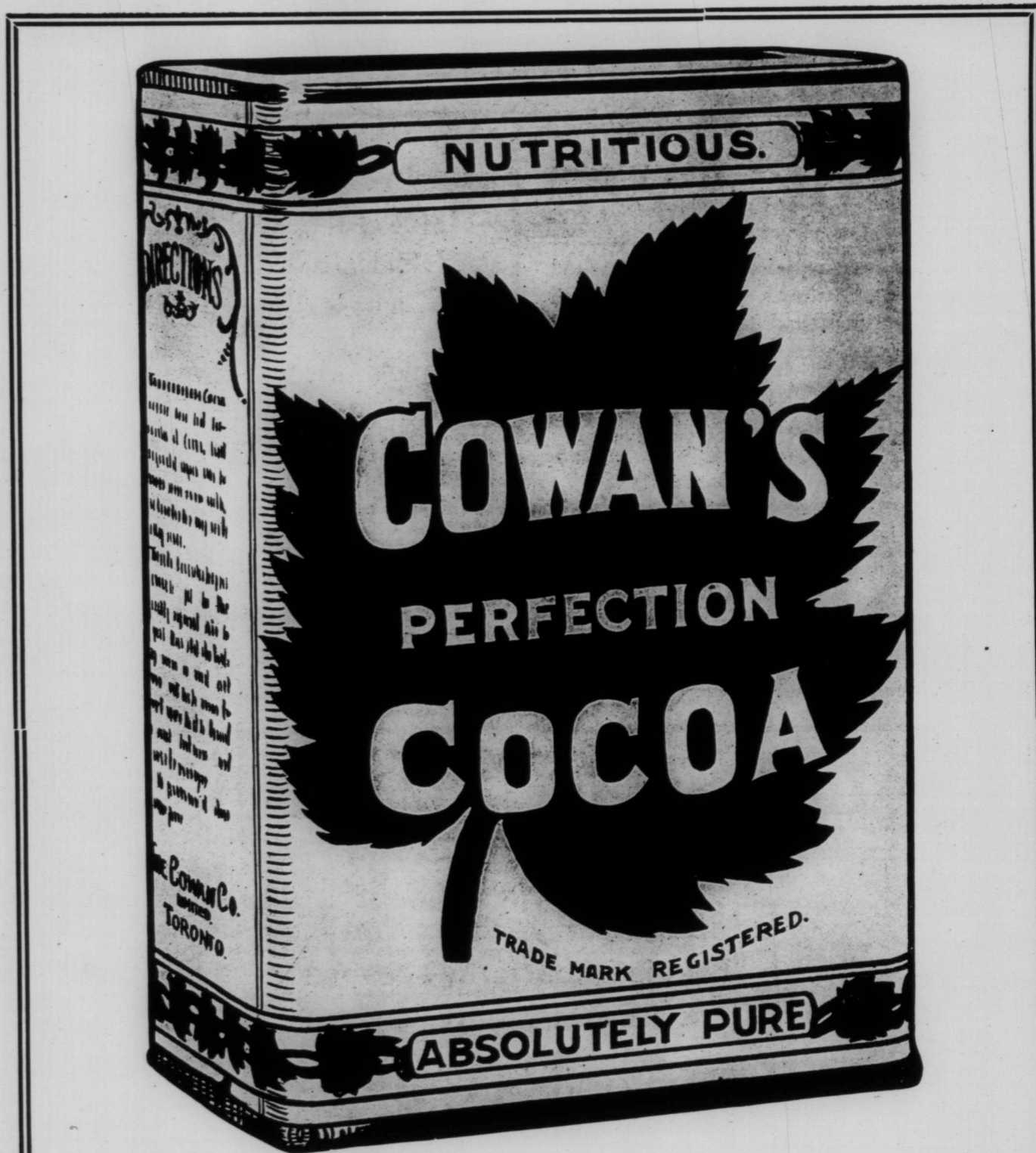
You take no risks handling

“Blue Ribbon Tea”

Always reliable in quality and flavour.

The Blue Ribbon Tea Company, Limited

Montreal, Canada.



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, - ONTARIO

WHEN you buy your Canned Goods,
see that you get those packed by
Dominion Cannery, Limited. Quality
is guaranteed. You take no risks.

Leading Brands :

“Aylmer”

“Little Chief”

“Log Cabin”

“Simcoe”

“Delhi”

ETC.

DOMINION CANNERS

LIMITED

HAMILTON.

GOOD soup is good every day; and good for everybody.

You'll hardly find a meal—except breakfast—where one of our 21 kinds would not be exactly the right thing, either for a first course or one of the principal dishes. And there's always a Campbell's Soup that just suits the whole family. For example take

Campbell's Tomato Soup

It is so spicy and tempting that it sharpens the appetite of any who want to follow it with a hearty meal. At the same time it is so nourishing that it affords the best part of a sustaining light meal in itself.

This is not only the most palatable of all tomato soups but the purest, in every sense; and the richest in food-value.

If any Campbell's Soup is not completely satisfactory the grocer returns your money.

21 kinds 10c a can

- | | |
|----------------------------|--------------------|
| Asparagus | Mulgany |
| Beef | Mutton Broth |
| Beef-Steak | Ox Tail |
| Beans | Pea |
| Chicken | Potato |
| Chicken & Dumplings (Okra) | Tomato |
| Clam Broth | Tomato & Onion |
| Clam Chowder | Vegetable |
| Consommé | Vegetable & Tomato |
| Crab | |
| Macaroni | |
| Minced Meat | |



When this little hunger fighter Campbell's Soup is brought to the table, it is the best thing in the world.

Just add hot water, bring to a boil, and serve. You'll always find a good usable suggestion in Campbell's Menu Book. Why not write for a copy today?

JOSEPH CAMPBELL COMPANY
Camden N. J.



Look for the red-and-white label

Advertisements Like This Make

Campbell's
SOUPS
Easy to Sell

Read this advertisement, Mr. Grocer, and see if it doesn't make your mouth water. Now, consider for a moment that advertisements just like this are being published all the time in the leading national magazines and newspapers everywhere, and being read in the best homes in your locality, and you'll see why CAMPBELL'S SOUPS are easy to sell. Try a can on your own table and you'll be so pleased with the full, rich flavor, purity and satisfying quality you'll recommend CAMPBELL'S SOUPS to all your customers. Remember the good profit on CAMPBELL'S SOUPS and our guarantee to return the purchase price to your customers if CAMPBELL'S SOUPS fail to please for any reason.

JOSEPH CAMPBELL COMPANY
CAMDEN, N.J.

"21 Kinds—Look for the Red-and-White Label."

ROSE & LAFLAMME, LIMITED
400 St. Paul St., Montreal, Sales Agency for Provinces of Quebec and Ontario



Your
Attention!

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

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

Price list on application.

Poulton & Noel Limited

ENGLISH PRESERVED PROVISION MANUFACTURERS

LONDON,

ENGLAND

Rose & Laflamme, Limited, CANADIAN SELLING AGENTS

MONTREAL

TORONTO

Good Vinegar

sells just as easily as the other sort, and it is a deal more satisfactory to handle



White Cottell & Co.'s
Vinegar is Good Vinegar

All who have used and tested it agree on that point and will tell you so. The best is always sure to win in the trade race, so have an early shipment of our vinegar as a starter.

CANADIAN AGENTS:

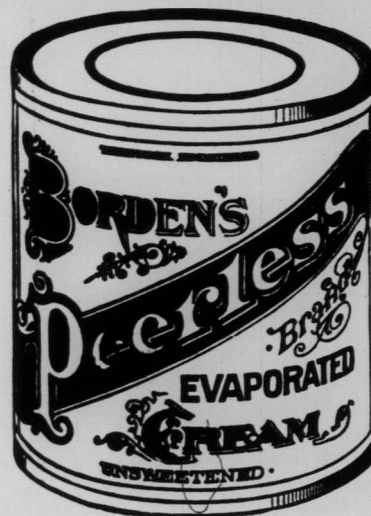
Messrs. Martin & Robertson, Vancouver and Victoria, B.C.
Messrs. W. L. Mackenzie & Co., Ross Ave., Winnipeg.
MacGregor Specialty Co., 437 Parliament St., Toronto.
Mr. Kenneth H. Munro, Montreal.
Mr. L. A. Gastonguay, 60 Bedford Row, Halifax, N.S.
W. A. Simonds, 89 Union Street, St. John, N.B.

White Cottell & Co.

CAMBERWELL, S.E., LONDON, ENG.



Put these lines out where everyone who goes into your store will see them. It will help your trade.



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

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

Beans, to be enjoyed, must be of the best quality and taste. To get this happy combination the beans must not only be prepared scientifically, but put up by the most experienced packing men.

These essentials are to be found in the

Balaklava Brand BAKED BEANS

Dealers who handle our goods never hear of a dissatisfied customer, and once eaten they are always wanted.



The Eastern Canning Co.

PORT CANADA, : N.B.

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

Don't hesitate

to stock and recommend

PURNELL'S

Sauces, Pickles and Pure

Malt Vinegar

They are the most steady and profitable sellers of any imported lines, and are noted for their general quality and absolute purity.

See to your stocks! This is a line of satisfaction-givers that leaves the grocer a "well-worth-while" profit.



Sold
by all
Canadian
Jobbers.

Canadian Agents:

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

MINUTE

TRADE MARKS REGISTERED U.S. PAT. OFF.



ALWAYS READY
TAPIOCA
NO SOAKING

Tell this
to the
WOMEN

By using Minute Tapioca a first-class, delicious summer dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for
MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

Copp

Silve

Gold

W

Free from coloring,—

Pure

Copper

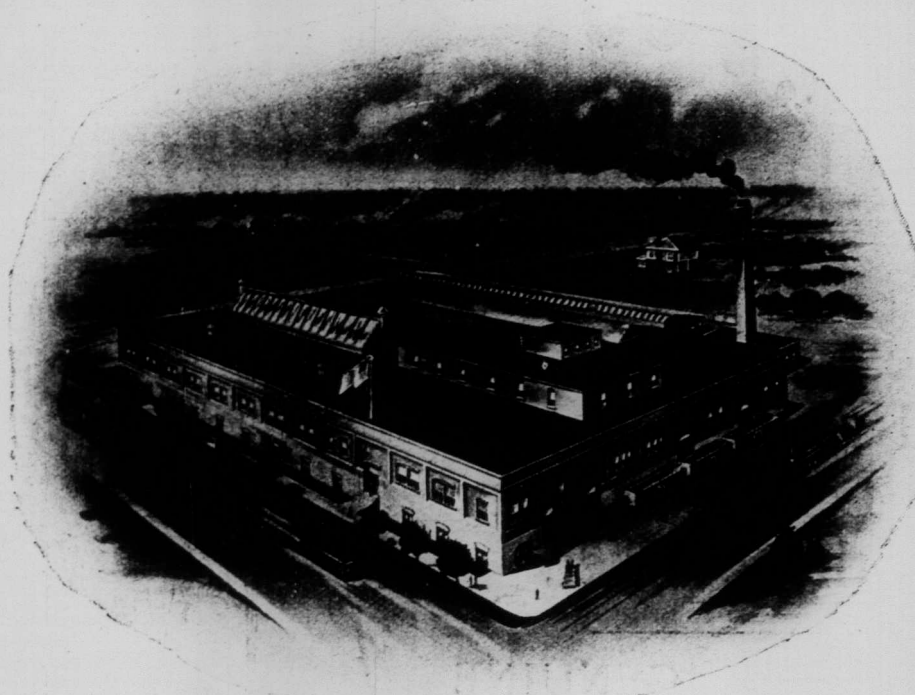
Copper

Silver

Silver

Gold

Gold



The most modern and up-to-date Fruit Preserving Factory in Canada

Wagstaffe's Fine Old English Strawberry Jam

New Season Pack now Ready

Order Quickly

1910 Pack will be Prepared in Copper Kettles,
Boiled in Silver Pans, and packed
in Gold-Lined Pails.

Free from coloring,—

—preservatives or glucose

We are making progress in every branch by studying the health of the people. We have our own chemist who tests everything coming into the factory. All fruits are tested for their acid properties, and just the right proportion of sugar added. The only fruit preserving factory in Canada on this principle.

Before buying new season Strawberry, Raspberry or any other kind see Wagstaffe's.

WAGSTAFFE LIMITED

Pure Fruit Preservers, : : : : Hamilton

Gossages' Magical Soap

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

GUARANTEED GENUINE

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



WE WISH TO ANNOUNCE TO THE TRADE that we are in a position to handle a greater volume of business this season than ever before. We pack a full line of high-grade Fruits, Vegetables and Side Lines and are in a position to look after your interests no matter how varied the assortment required. Communicate with us before booking your order. Invest two cents and be convinced that we can save you Dollars.

ESSEX BRAND IS KNOWN TO
ALL THE TRADE

Essex Canning & Preserving Co.

Essex, Ont.



Your

Half

TI

It is worth something to a grocer to sell the most famous coffees in America. Such, beyond question, are the products of Chase & Sanborn.

CHASE & SANBORN
MONTREAL



Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

- Fairbank's Gold Dust Washing Powder
- “ Fairy Soap (for Toilet and Bath)
- “ Glycerine Tar Soap
- “ Sunny Monday Laundry Soap (contains no rosin)
- “ Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA

Do You Know That Dutch Bakers are the Best Bakers in Christendom?

Not only does cleanliness, characteristic of the Dutch, reign supreme in the bakeries of the Biscuit Fabrick DeLindeboom at Mydrecht, Holland, the home of Frou-Frou, but the quality of the ingredients used has been, and ever will be, a most important factor in this world famous bakery.

The process of making Frou-Frou, handed down from generation to generation, is one of the most valuable trade secrets of the present age, and the grocer who recommends this matchless wafer to his customers, is recommending something that will go a long way towards binding still closer his store to the householder who appreciates good things to eat.

Will you, Mr. Grocer, let us prove our claim by sending you, free of charge, a sample tin of Frou-Frou? We will do so on receipt of your name and address.

Taste the taste of
FROU-FROU
The Dutch Wafer of indescribable charm.

MACGREGOR SPECIALTY Co.
Canadian Distributors TORONTO, ONT.



PERRIN'S

RED LABEL

PACKAGE



20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

If it's
H.P.
again

F

Can

R

The C
Comp

J

New Sea

S.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't TRY to do without

H.P. SAUCE

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seston & Co., Halifax, N. S.
W. H. Escoff. Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Albera
The Midland Vinegar Co., Birmingham, Eng.



Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining
Company, Limited, Montreal, Que.

Importers, Roasters and Grinders

—OF—

COFFEE AND SPICES

MANUFACTURERS OF

Jams, Jellies, Pickles, Sauces and
Flavoring Extracts

We manufacture a full line of these and are
able to supply you quickly and cheaply.

OUR PRICES ARE RIGHT
WE WANT YOUR BUSINESS

Before replenishing your stock get our prices.

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.

JAPAN TEAS

New Season's are now arriving by every steamer. Samples will interest Jobbers, please write.

S. T. NISHIMURA & COMPANY

MONTREAL & JAPAN



To Northern Ontario Merchants

WE are well situated to supply your requirements from our warehouses at North Bay and Sudbury, and can **SAVE** you the freight you would have to pay when buying in the older parts of the province. We can also promise **YOU** the promptest delivery. Get in touch with us immediately. Time is **MONEY**.

A. J. YOUNG, Limited
Wholesale Grocers and Provision Merchants
NORTH BAY and SUDBURY

Make your Sauce Stock pay you
Bigger Dividends! Feature

MASON'S No. 1 SAUCE

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details

MASONS LIMITED
25 MELINDA STREET - TORONTO
Agents Wanted where not Represented

THE AVERAGE PERSON

Is not a good judge of
groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced toward the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

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



PURITY AND STRENGTH Combined SHIRRIFF'S Have Made FLAVORING ESSENCES

prime favorites with the economical housewife! This is a profitable line to handle and SHIRRIFF'S goods will help you to get and retain the best of the family trade.

Order from your jobber or write us direct

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.
Green & Co., 136 John Street, Toronto.

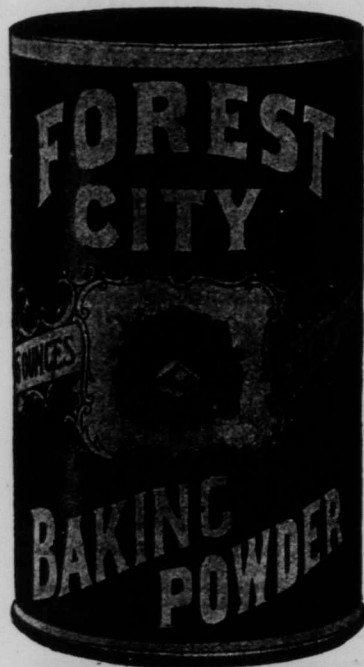
W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.

J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

FOREST CITY BAKING POWDER



THE STANDARD
FOR 25 YEARS

6 oz. tins, 75c. doz.

12 oz. " \$1.25 "

16 oz. " \$1.50 "

Manufactured By

**GORMAN
ECKERT &
CO., Limited**

London & Winnipeg

"ASEPTO" SOAP POWDER

takes the place of soap on every occasion. Is most economical, and will positively destroy germs.

Better than the best on the market, and the packet is as large as the worst.

"Asepto" Sweetens Everything

and is everywhere having a wonderful sale. Avail yourself of this opportunity of reaping a handsome profit on this quick-selling line.

Order To-Day from Your Jobber.

MANUFACTURED BY

The Asepto Mfg. Co.
ST. JOHN, N.B.

Agents: ROSE & LAFLAMME, Limited
Montreal and Toronto

Nothing like it for Infants and Invalids. Like what? Why

Canada First Evaporated Cream

It is the purest, most easily digested, and nourishing evaporated cream made. It is perfectly sterilized, is unsweetened, and manufactured with the utmost care and cleanliness. Are you handling this brand? It is worth recommending.

Order from your wholesaler.

THE AYLMEY CONDENSED MILK CO., Limited, - AYLMEY, ONT.

NO GROCER WHO WANTS QUALITY SHOULD NEGLECT TO ORDER

Tartan
BRAND

Fruit Jar Rubbers, the finest and different from any other line.
Spices are the purest and best.

IMPERIAL VINEGAR

One trial will prove its superiority.

WAGSTAFFE'S New Season Strawberry Jam

Absolutely pure, sells itself. Save labor by stocking it.

Phone 596 Long Distance at our expense.

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

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

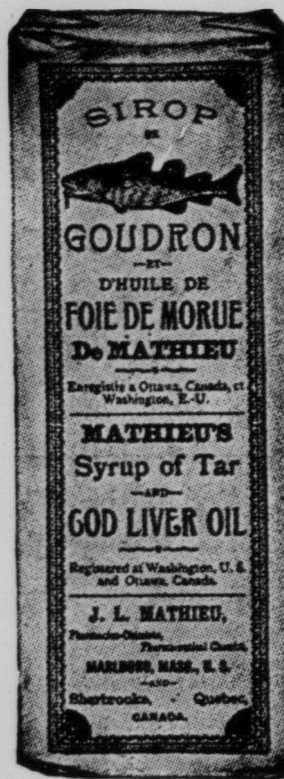
Made only from Pure Cane Sugar

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

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

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

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

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

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

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

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

Sold by all wholesale dealers.

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

Distributors for Western Canada:

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

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

LASCELLES DE MERCADO & CO.

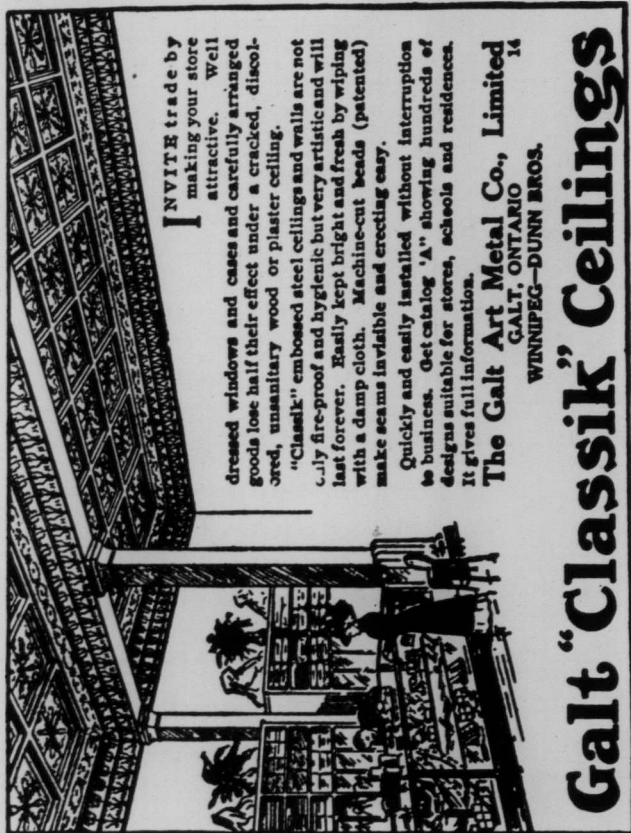
General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



INVITE trade by making your store attractive. Well dressed windows and cases and carefully arranged goods lose half their effect under a cracked, discolored, unsanitary wood or plaster ceiling.

"Classik" embossed steel ceilings and walls are not only fire-proof and hygienic but very artistic and will last forever. Easily kept bright and fresh by wiping with a damp cloth. Machine-cut beads (patented) make seams invisible and erecting easy.

Quickly and easily installed without interruption to business. Get catalog 'A' showing hundreds of designs suitable for stores, schools and residences. It gives full information.

The Galt Art Metal Co., Limited
GALT, ONTARIO
WINNIPEG-DUNN BROS.

Galt "Classik" Ceilings

In replying to the above advertisement mention
The Canadian Grocer

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.

Windsor, :: :: Ontario

The Commercial Account Register

The Up-to-Date Merchant Wants:

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



THE COMMERCIAL

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

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

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.



Goodwillie's

Pure Fruits

In Glass

There is nothing to be gained by your experimenting with a dozen and one different packs of Pure Fruits.

So why not begin correctly by ordering, and featuring, Goodwillie's, the brand that always leads.

You will find it to your own advantage to handle Goodwillie's, and you will greatly please your customers.

Your wholesaler will gladly furnish prices.

AGENTS:

Rose & Laflamme, Ltd., Montreal and Toronto

ONCE
YOUR CUSTOMERS

BUY A TIN OF
WHITE SWAN COFFEE

THEY WILL
RECOGNIZE ITS WORTH
AND USE IT ALWAYS.

PACKED IN HANDSOME SQUARE ONE
POUND TINS. 2 OR 4 DOZ. PER CASE.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO



Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

“Klondike” and “Jubilee”

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada

Simple, Fast Grinding
Easily Adjusted
Attractive, Durable



For Beauty, Reliability and Finish

ELGIN
National Coffee Mills

are unsurpassed. The burrs are made of steel and they are warranted to grind fast and uniformly. ‘Elgin’ Mills are equipped with the new style force feed steel cutting grinders, and each mill has a *special adjuster* for regulating the grinding. Ask any of the following jobbers for our catalogue:—

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

MADE BY

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

Smoked Herring
in Bouillon

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

¶ A large tin of small Herrings packed sardine style in Spiced Bouillon.

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

John W. Bickle & Greening

(J. A. Henderson)

Canadian Agents

Hamilton

Tea

“Pr

Mani

ISLAN

Tel. Address

A.B.C. Code

Canadian Ag



Agents:—Geo. R. Robertson & Co.



Branch

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by

BRAND

ISLAND LEAD MILLS LIMITED,

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

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

Canadian Agents

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



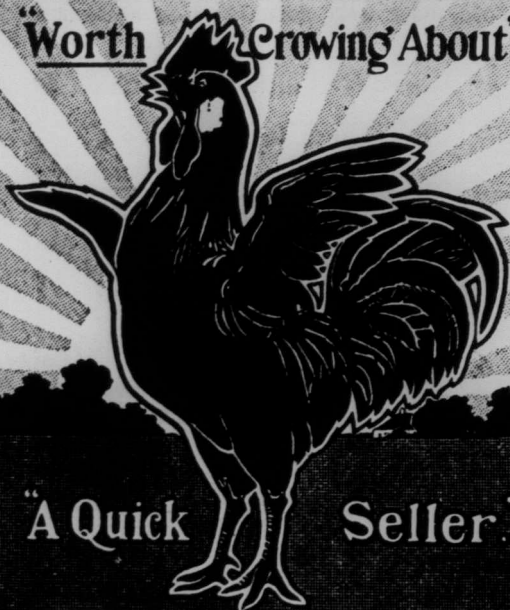
QUALITY

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

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

"Worth Crowing About"



"A Quick Seller"

BAIRD'S SAUCE

SOLE PROPRIETORS
JOHNSTON, BAIRD & CO., GLASGOW, Scotland.

Agents:—Geo Stanway & Co., Toronto; W. L. McKelvie & Co., Winnipeg;
R. Robertson & Co., Vancouver and Victoria.

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker

No. 2—Body

No. 3—Flavor

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

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

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
Co., Limited**

HALIFAX

NOVA SCOTIA



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win.
"Aurora" is the coffee with that exquisite aroma and flavor
which guarantees repeats. It is the best that money can buy
and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO.,

Hamilton, Ont.



Rowat's
Lines
Always
Sell
Quickly

PROPRIETORS

ROWAT & CO.
GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325
Coristine Bldg., Montreal, Quebec, Ontario,
Manitoba and the Northwest; F. K. Warren,
Halifax, N.S.; F. H. Tippet & Co., St. John,
N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.
Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Black-
berries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

“The Can Without The Cap Hole”
“Bottom Like The Top”

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, . . . Ontario

Sooner
or
Later

You will handle it.
Why not now?



The other enterprising grocer finds

SNAP

(The Magic Hand Cleaner)

A wonderful seller, because a cute and dis-
cerning public knows there is nothing so good
as SNAP for chasing dirt, grease, stains, tar or
paints from the hands.

Send an order along. You'll be surprised
how SNAP sells.

ORDER FROM YOUR JOBBER

SNAP CO., Limited
MONTREAL



It Pays to Sell CANE'S Washboards

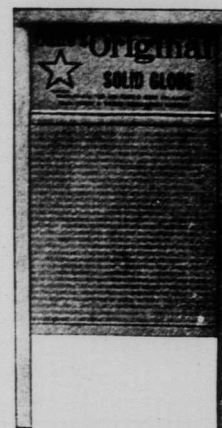
because they are the best-made washboards on the market and are as good as washboards can possibly be made.

Made in ten different styles and grades to suit every class of demand.

These goods are rapid and constant sellers everywhere and never fail to please the women.

Ask your jobber for Cane's Woodenware.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONT.



Nations Custard Powder

LARGE 5c. PACKETS

1 LB. and 1/2 LB. TINS

Sample FREE on request

GREEN & CO.

136 John Street, - TORONTO

José Segalerva

MALAGA, SPAIN

This is the trade mark to look for on your

Malaga Table Raisins

If you insist on getting this brand you will receive the finest packed

Rose & Laflamme

Agents Limited

Montreal

Toronto

McLean's

"The Name"

AND THE PACKAGE TO THE RIGHT

The Canadian Coconut Co.
Sole Makers
MONTREAL



Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

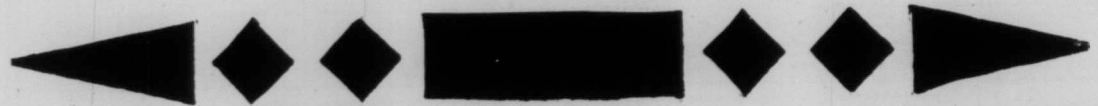
SYMINGTON'S COFFEE ESSENCE

UNQUESTIONABLY THE VERY BEST
THOMAS SYMINGTON & CO.

ALWAYS READY,
ALWAYS PURE!
ONE STANDARD
QUALITY!

TO BE HAD OF ALL
WHOLESALEERS

EDINBURGH

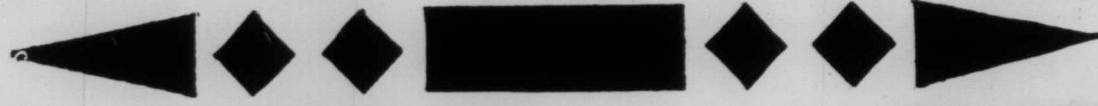


Why Not Have the BEST SALT—that's CENTURY SALT

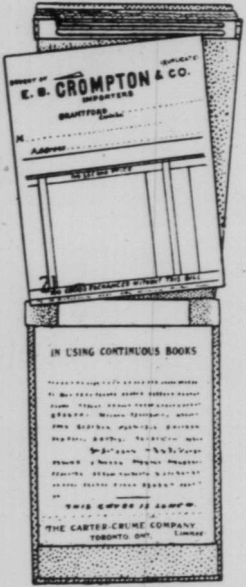
To hold the confidence of your trade, you must be able to back up all your statements with the goods, and that's where we can help you out. When you want anything in the SALT line---and want it right ---let us have your order. We can furnish all grades of Salt. *Send for Price List.*

If there is anything we pride ourselves upon, it's the prompt way in which we fill orders.

DOMINION SALT CO., Limited, - Manufacturers and Shippers, - SARNIA, ONT.



AVOID ERRORS



in making out your charge accounts, and the losses you sustain when charges are omitted to be made, by using OUR


Counter Check Books

They are well printed, convenient and of good quality, and designed to meet the requirements of every business, whether Cash or Credit.

Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO - MONTREAL

Phone Main 2511Phone Uptown 5962



Good

Condition

Is indispensable if your biscuit trade is going to be a live business. Carr's biscuits, whose unexcelled quality is well known, reach you in a crisp, fresh condition, because they are packed right.

These are the kind to handle.

Carr & Co., Carlisle, Eng.

Order from Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B. C.; T. A. McNab & Co., St. John's, Newfoundland.

Relishes



“TAKE TIME BY THE FORELOCK”

Sauces and Relishes are always in steady demand, but the Summer Season sees them in special favor. Feature the best—sell

STERLING BRAND

South African, Canadian and Chili Sauces

They have a distinctive 'snap' and flavor which has made them deservedly popular, and they are moreover a 'worth-while' line to handle. Don't delay. Make a generous provision for them on your shelves.

The T. A. LYTLE COMPANY, Limited
STERLING ROAD, TORONTO

WI
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W. J

It dries them up
KILLS
All Dealers and
Dealers find the reason that
customer tells

GEOR
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KINGSTO

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harvest

White
Dove
Cocoanut
Means
Market
Leader
Cocoanut



W. P. DOWNEY
MONTREAL



No Odor
It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs
Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocos, Pimento, Hides, Honey
Wax, Sugar, Rum, etc., etc.
KINGSTON, JAMAICA

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products. Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

THE PEOPLE OF
JAMAICA

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

KINGSTON
"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

WARMINTON'S

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

Save expense to shipper

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

Don't Blame the Credit Customer

Blame yourself for that continued loss. Wake up and stop it. Very easily done. Simply get in touch with Allison, that's all.

Allison Coupon Books

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

HOW THEY WORK



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

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

**Cold Spring
Lemonade Powder**

The present hot weather makes this an *essential* if you are to hold your share of soft drink summer trade. See that your stock is not allowed to run low if you are already stocked. If not, write us at once for samples and quotations.

This article sells itself and —once a customer always a customer.

It helps YOU to have the thing everyone wants at this season.

Unexcelled for picnic parties, travellers and hunting parties.



S. H. EWING & SONS
MONTREAL and TORONTO



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

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

Buy "The Powder With a Pedigree"



A Leader for 50 Years

because of its unwavering high-grade quality and uniformity.

Always the same price and always gives the same satisfactory results.

No questionable ingredients used, and positively "Contains No Alum."

W. D. McLAREN, Limited

MONTREAL

"Pansy" and "Daphne"

SEEDED RAISINS and EVAPORATED FRUITS

are fancy and choice brands, and are unexcelled. Packed by

GUGGENHIME & CO.

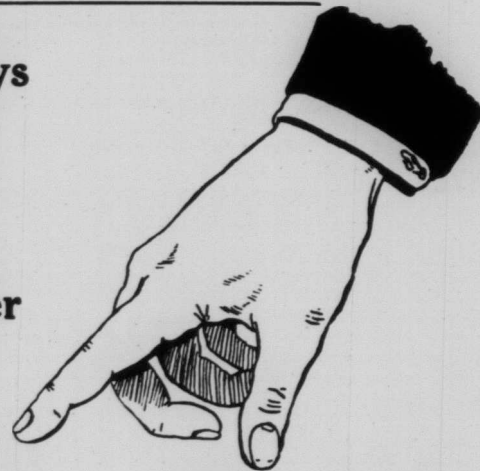
California



AGENTS:

ROSE & LAFLAMME LTD. Montreal
E. D. ADAMS N. S. Halifax
W. S. CLAWSON & CO. St. John, N. B.
H. D. MARSHALL Ottawa, Ont.
C. L. MARSHALL Toronto, Ont.
GEO. H. GILLESPIE London, Ont.
G. B. THOMPSON, Winnipeg, Man.
SHALLCROSS-MACAULEY & CO., Calgary, Alta.
DOMINION BROKERAGE CO. Edmonton, Alta.
H. DONKIN & CO. Victoria, B. C.
H. DONKIN & CO. Vancouver, B. C.

Always Look For The Beaver



BEAVER BRAND

VALENCIA RAISINS

are packed by **MAHIQUES, DOMENECH & CO.,** and invariably excel.

AGENTS:

ROSE & LAFLAMME, Ltd. Montreal and Toronto

Don't
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to do it
years—
in "SA
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—And

THE "SA

Adamson, J. T., &
 Allison, Robt., Co.
 Allison Coupon C
 American Tobacco
 Andrews & Nunn
 Asepto Mfg. Co.
 Aymer Condense
 Baker, Walter, &
 Balfour, Smye & C
 Bawlf, Davey & C
 Beardwood Agen
 Benedict, F. L.
 Bickle, J. W., & C
 Blue Ribbon Tea
 Borbridge, H. B.
 Borden Condense
 Bowen, E. H.
 Bristol, Geo. & Co
 Buchanan & Aher
 Burt, F. N., Co.
 Campbell Co. Jo
 Canada Maple Ex
 Canada Sugar Re
 Canadian Biscuit
 Canadian Cocoa
 Canadian Milk Pr
 Cane, Wm. & Son
 Carr & Co.
 Carter, H. W. & C
 Champion & Slee
 Chase & Sanborn
 Church & Dwight
 Clark & Little
 Clark, W.
 Lawson & Co.
 Colwell, R. B.
 Commercial Regis
 Common Sense M
 Concord Canning
 Connors Bros.
 Cowan Co.
 Cox, J. & G.
 Crescent Mfg. Co
 Dalley, F. F. Co.
 Distributors, Ltd.
 Dominion Canner
 Dominion Registe
 Dominion Salt Co

It's New Business That Counts

Don't travel in a rut. Get out after new business. Regain the trade the peddler has taken. It can surely be done and "SALADA" is the only tea to do it with. Every year—for eighteen years—increase has topped increase in "SALADA" sales. New customers have been added to the old. Their confidence and satisfaction have been obtained and retained. A reputation for reliability has been established. A trade worth while has been built.

—And we're still after new business.

THE "SALADA" TEA CO., - TORONTO

NEW BUSINESS IN ELEVEN WEEKS

"SALADA" sales in Canada alone for the week ending

April 30,	Increased	27,476 lbs.
May 7,	"	21,675 "
" 14,	"	57,21 "
" 21,	"	39,606 "
" 28,	"	14,532 "
June 4,	"	32,608 "
" 11,	Decreased	5,142 "
" 18,	"	815 "
" 25,	Increased	2,663 "
July 2,	"	18,718 "
" 9,	"	25,748 "

over the corresponding weeks of 1909—a total increase of 234,288 lbs. in eleven weeks.

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Retailer's Liability with Adulterated Goods

Chief Analyst Points Out Why Government Makes the Party Who Sells to the Consumer Responsible—By Receipt of Warranty Retailer Protects Himself—Compounds Must be Sold as Such.

Editor Canadian Grocer,—As a subscriber to The Canadian Grocer, I have been thinking of dropping you a line for sometime. We have been troubled here recently as regards to pure goods. I heartily cooperate with pure food legislation, for, I believe, there is nothing we as merchants should be more particular about as the goods we sell. Yet, is the government taking the wise plan? They come to our retail stores, take samples, send same to Ottawa, and if the goods are not up to standard, then we are fined. Now suppose even that the wholesaler or manufacturer stands the fine; in my way of thinking the retailer still gets the blame as the public are not acquainted with the situation. The consumer only knows that so and so were fined for selling mixed goods. I think if the inspectors were sent to the wholesaler and there got the unbroken packages then they could reach the difficulty and saddle the right horse.

JAS. McCULLA.

Kingston, Ont., July 13, 1910.

P.S.—We get good points from your paper.

Why Retailer is Responsible.

Mr. McCulla's communication forms the basis of some interesting discussion and opinions of others on this question would be valuable.

A. McGill, Dominion Government Analyst, says that the Adulteration of Food Act makes the vendor directly responsible for the quality of his goods. His reason is that the purchaser has direct relations only with the persons who sell the goods and that naturally the purchaser looks to those vendors as being responsible for the quality.

"In cases where the vendor has been a purchaser," says Mr. McGill, "and not a manufacturer of the article he sells, it is often urged as a hardship that he should be held as guarantor, since he is, in the nature of things, compelled to take on trust the genuineness of what the actual manufacturer has supplied to him.

"A little consideration will make it evident that no other course is tenable. The retailer has certainly had the goods in his possession. He is the only one who can establish the fact of their source; more than that, he is the only one who can vouch for the fact that they have not been tampered with while in his charge.

May Ask for Warranty.

"The Adulteration Act recognizes the importance, to the retailer, of his dependence upon the honesty of the manufacturer, and provides for his being able to call into the case, as third party, the manufacturer himself. This he does by the production of a warranty from the manufacturer; and it is not too much to ask of any person, having intelligence enough to go into business at all, that he should be wise enough to secure himself by having such a guaranty furnished him, with all goods he buys.

"For the further protection of the

retail dealer, the Act provides a form of guaranty, so that he cannot plead anything but his own gross ignorance or carelessness, if he fails to fully protect himself against all charges of having, with knowledge, any adulterated goods in his stock.

"It must be clearly understood—and we believe that it is generally understood—that neither cheap goods, nor mixed goods, are necessarily adulterated. Compound lard, for example, is a perfectly legal article. But the retailer should know, and we believe he generally does know, that it is compound lard, and not simple lard. If a customer asks for compound lard, or is willing to accept compound lard, the sale is entirely legal. It is the same with cream of tartar substitute, or compound cream of tartar; with coffee compounds or substitutes, and so on.

"These things are not cream of tartar, or coffee, and must not be sold as such. We will venture to say that in vastly the greater number of cases they were not bought as such by the retailer himself. The lard he buys at

4 or 5 cents a pound cheaper than the highest grade offered to him by the manufacturer, is almost invariably marked as 'Compound Lard' on the container. He might suspect its quality from the mere fact of the lower price he pays for it. The same thing is true of cheap goods in general."

From what Mr. McGill says, it is apparent that all the retailer has to do in buying goods represented to be pure by the salesman of the wholesale or manufacturing house, is to ask for a warranty to the effect that they are pure. When the retailer has this warranty in his possession he no longer becomes responsible. This warranty, of course, will probably only be given in case of package goods—where it is possible to tamper with them if they were in bulk—and should the retailer break the package and sell in bulk then he becomes liable again in spite of the warranty.

In selling a compound article, if the retailer says it is a compound—tells his customer that it is—then he cannot be held responsible by the law.

Things That Shouldn't Be



Too often when a clerk or grocer has finished serving a customer he carries on a lengthy conversation to the disgust of others who are waiting. This is a poor policy and frequently results in the loss of a customer.



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Grocery Store Advertising



By W. F. RALPH

In writing advertising it is the part of wisdom to avoid generalities. They are seldom interesting and never convincing. The merchant who writes his own advertising is fortunate in the possession of first hand knowledge and enthusiasm. These qualities, with the addition of discretion and sufficient literary ability to be able to express his thoughts in lucid English, should enable any merchant to write ads. that will pull satisfactory results.

It is not to be expected that every merchant in the land will be able to produce advertising that shall be strikingly original, neither is it necessary. What is required is advertising that says something; advertising that offers specific advantages to the buyer. That is the kind of advertising that pays the largest dividends on your space investment.

The Use of Cuts.

In preparing advertising it is good business to determine in advance the articles that shall be featured on a certain day, and upon the amount of space necessary to present them attractively and forcefully.

A good space for regular advertising, where several articles are to be featured, is a space three columns wide by ten inches deep. This allows plenty of room for display and illustrations—provided the cuts used are of moderate size. While speaking of cuts it may be well to mention that half-tones should never be used in newspapers where line cuts are available. A half-tone is composed of a multitude of different tones of light and shade produced by groups of small dots more or less closely placed. In the rapid printing of a newspaper the fine dotted surface of the half-tone plate is apt to print up in a blurred condition which does scant justice to the article pictured. On the other hand, a well made line cut, the printing surface of which consists mainly or wholly of clear, sharp lines, seldom fails to print up well even on poor paper, printed rapidly with inferior ink.

When the space to be used has been determined, communicate with the newspaper office and reserve the space for the issue in which the ad. is to appear. Then get to work preparing the copy.

In writing the copy remember that people will read pretty nearly any quantity of advertising, so long as it is humanly interesting. Strive, then, to in-

fuse human interest into every line. By this is meant: talk of the results that ensue from the use of an article as they affect the user rather than of any merely

intrinsic or mechanical qualities the article may contain. Hitch a man or a woman to it.

A comparison of the two accompany-

Women are Shrewd Buyers

That's why so many of this town's best housekeepers buy their groceries here. Read our list for Saturday:

Some Specials for Preserving Time

Sugar _____	Auto. Sealers _____
_____ 1 _____ 1.00	_____ 2 _____ 1.10
Gem Jars _____	Rubber Rings _____
_____ 3 _____ .85	_____ 4 _____ .10

strawberries

4 boxes for 25c

They won't be any lower - buy now

Don't Cook This Hot Weather.

Salmon _____	Sardines _____
_____ 5 _____ .16	_____ 6 _____ .12
Kipp'd Herring _____	Veal Loaf _____
_____ 7 _____ .10	_____ 8 _____ .17

Fresh Creamery Butter

_____ 9 _____ .28

J. B. Robinson & Co

- 17 Market St. East -

A Setting That Might be Used to Advantage by a Retail Grocer in His Newspaper Advertising.

ing methods of writing up canned goods may serve to illustrate the point:

CANNED SALMON.

Salmon is in excellent demand now. We carry the best brands.

WHY BOTHER WITH COOKING?

Why spend your time in the kitchen while all the others are out enjoying themselves? Among our canned goods you can provide a whole ready-to-eat meal from soup to dessert at prices that mean a distinct saving in money as well as labor. Drop in and see what an immense choice you can have at this grocery.

The first method consists of a bald statement of fact and is liable to be passed over by the reader without leaving the slightest impression that canned salmon is an excellent substitute for heavy cooked meals during the warm weather. The other method contains a suggestion that will appeal strongly to nearly all women. In advertising, experience seems to show that brevity can be carried too far. Use as many words as may be necessary to create the right impression. This can easily be done without much fear of being "long-winded."

Write as You Talk.

No one is so well qualified to develop the human interest feature in advertising merchandise as the merchant himself. He is, or should be, familiar with the uses of the various articles that compose his stock. When selling over the counter the average merchant seldom lacks ability to expound the various uses of the goods he is selling and the many comforts, conveniences, economies, etc., they bring to the customer. A merchant should endeavor to transfer this persuasive selling talk to his written advertising. Viewed rightly, retail advertising is nothing more or less than selling talk printed and addressed to a multitude of people.

Laying Out an Ad.

The most practical way to assist the printer in producing a well-displayed ad. is to take a piece of paper and rule upon it the exact shape and size of the space the ad. is to occupy. Get prints of all cuts, if possible, and paste them in the positions you desire them to appear. Then write in your display lines and indicate in some manner, such as by numbering, the various blocks of reading matter and their respective positions in the ad. The various blocks of reading matter, properly numbered, should be attached to the layout. An examination of the accompanying diagram will give some idea of how to lay out an ad. for the printer.

The grocer who is foolish enough to adopt the cutting system, thereby failing to obtain a fair profit on his goods, cannot expect to retire with a fortune.

The Telephone City Grocers Take a Day Off

**With Their Friends They Spend a Good Time at the Falls—
Defeat the Butchers by Whirlwind Finish in Baseball Contest
—Fat Men Couldn't Run at all—Many go to Buffalo.**

Brantford, Ont., July 13.—The big cataract at Niagara Falls enticed away from here last Wednesday about 1,500 people. It was the occasion of the annual excursion of the Brantford Retail Grocers' and Butchers' Association, and the affair was one big success from the drop of the hat to the ringing down of the final curtain.

Last year the grocers and butchers went to the Falls with the Hamilton grocers, but this year they went alone—they wanted plenty of room to work off the surplus energy they have gathered up during the year.

The day was hot and dry, so far as the atmosphere was concerned, and in striking contrast to the same event a year ago when the clouds opened up for an all-day shower.

Many excursionists went on to Buffalo to see the races at Fort Erie and the big eastern league ball game in the Bison City.

Grocers Win Ball Game.

But then there was a bigger ball game at Queen's Park, Niagara Falls. It consisted in a clash between the grocers and butchers, and according to the law of efficiency the food dispensers won. It was a mighty tight squeeze, however—a one run margin. The total number of runs scored was 37—now figure it out for yourself.

The ball game was the opener of the programme and as intimated before it was a superb game. Eddie Dore from Hamilton handled the indicator and what he thinks of the merits and demerits of the various nines would fill a history. Who the real managers of the teams were nobody knows, but at any rate more than one pitcher was warmed up. The triumphant ones are still smoking cigars, but not in the grocery stores—thanks to The Canadian Grocer's cartoons. The teams were:

Grocers—Sager and Harp, p.; R. Welsh, c.; Sager, 1b.; Kew, 2b.; Edwards, 3b.; Townsend, ss.; Gowman, c.f.; Bradley, 1.f.; Cutmore, r.f.

Butchers—Newham, p.; Cammell, c.; Doughty, 1b.; Burke, 2b.; Browman, 3b.; Needham, s.s.; Hearn, c.f.; Freedman, 1.f.; Adams, r.f.

At one time it looked as if the butchers would win, but when Arthur Harp stepped into the box it was all up with the fresh meat men. It is hinted around that the game will be protested on the grounds that Harp is a professional.

Then there were running races, tea and soap races, shoe races and baby contests. There was to have been a fat man's race, but the weather was warm; it would have meant the use of sprinkling carts to cool off the contestants. For the same reason the tug-of-war had to be cancelled.

Music From the Rube Band.

There was music—at least it was purported to be music—from the rube band. At any rate this contingent had a much better following than the 25th

Brant Dragoon Band, which is noted for its proficiency.

The committee who had charge of the arrangements consisted of President J. W. Mellen; secretary P. Truss, Messrs. A. Coulbeck, Henry Foulds, F. C. Harp, J. Kew, C. Gress, and Jas. Burns.

NEWFOUNDLAND TRADE.

J. E. Ray, Canadian Trade Commissioner, St. John's, Newfoundland, says: "With the railway extensions in full swing, the Anglo-Newfoundland Development Company, and the Belle Island iron mines appealing for additional laborers, and the revenue increasing monthly, every encouragement is proffered to Canadian exporters to cultivate trade relationship with the colony of Newfoundland."

WESTERN TRADE NOTES.

G. G. Bennett has opened a grocery store in Brandon, Man.

Roderique & Blain have opened a grocery store in Brandon, Man.

Mrs. Francis Winder has opened a grocery business at Norwood, Man.

Ehman Bros. have opened a general store at Regina, Sask.

Henry Sunstrum has commenced a grocery business at Kronau, Sask.

W. E. Jennings, grocer, Francis, Sask., has retired.

Stamp & Smith, grocers, Creelman, Sask., have been succeeded by Frederick Smith.

Robinson & Morden, grocers, Lethbridge, Alta., have dissolved.

J. T. Macdonald, grocer, Calgary, Alta., has added enamelware to his business.

BUYING AND SELLING SUGAR.

Events in the sugar market the past week, says the New York Journal of Commerce, recall the statement made at the Louisville convention, that "a boy could buy sugar." It is probably the only case in business of any kind where the buyer cannot lose. And yet there is a disposition among jobbers to complain. A paper read at the convention told of the immense amount of sugar handled by the jobbers and at a loss. But why blame the system under which it is bought? On the contrary thanks should be returned that there is enough competition to keep prices down.

The loss to the jobber is not in the buying, but in the selling end of the business. Every jobber is a free agent in the matter, with no one to blame but himself if he cuts sugar to a point that means a loss. The answer to this argument would probably be that the buying system offers too much of a temptation. The jobber cannot resist cutting on a product to the buying price of which he has to give no thought. This is an awful confession of weakness. The jobber should stiffen up his backbone or take the consequences. Remember what President Drake said at Louisville on "Discounts."

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Winnipeg Grocers Think Out Unique Contests

The Number of Seeds in a Watermelon—The Best Baby, The Biggest Family and Climbing The Greasy Pole—A \$125 Prize For a Couple Who Got Married on the Grounds — Grocers Meet Defeat in Baseball.

(Staff Correspondence.)

Winnipeg, July 13.—For several weeks preceding July 6, the Caterers' Association were making elaborate preparations for the gala outing on that date. It would have been disappointing indeed had anything entered in to mar the brilliant success which was sure to mark such a well organized excursion and picnic. The weather man broke out in a broad smile at early dawn, and all day did his best to intensify the merriment of the great event. Wholesale and retail grocers, butchers and bakers, with their wives, children and friends to the approximate number of five thousand people were at Winnipeg Beach.

The preparations for entertainment on the trains in transit was carried out well. Harper Wilson, the city weight and scales inspector, was in charge of transportation, and as he went up and down the long train that left at ten o'clock selling tickets to those who through excitement forgot to get them at the station, he imparted mirth and enjoyment to the boys and girls, who knew him familiarly as "Harper."

The trip was not without its inconveniences—the coaches were not of the most comfortable type. But when the blue waters came into view the ladies smiled again.

Seeds in the Watermelon.

An event on the train which aroused great interest, and which was arranged by the sports committee under the direction of Sid Sereaton, was the watermelon guessing contest. A melon was passed through the train and cards were issued to each passenger upon which to register a guess as to the number of seeds in the melon. An award of five dollars was made on the grounds to the correct guesser, which was the young son of J. A. Jackson, grocer—1,017 was the correct number.

A most elaborate programme of sports had been prepared, and not a hitch was experienced in running off the events. Twenty-two of the items on the list were foot races which included young and old, fat and thin, professional and amateur, male and female.

Needless to say, all the special events created great interest, and the crowd was well pleased with the decision of the judges.

A Wonderful Ball Game.

The sports opened on the grounds with the baseball match between Grocers and Butchers vs. Travelers and Bakers. Thousands watched a most spectacular

semi-professional game. The travelers and bakers were younger men than their opponents of the scoop and knife, and, of course, they were also swifter on their feet. This was one occasion when the travelers could get back at the grocers and they put it over them 9 to 7. Lots of smashes, plenty of muffs, a few skinned knees, some wild shouting, an occasional scream from the ladies on the side, characterized the whole contest.

The crowd was quickly ushered to another part of the grounds where a 100-yard race track was roped in and ready for the prancing youth and children and eager adults. Charles Waring, (manager Robinson & Co.'s grocery), acted as

prettiest girl contest was won by Miss Austman, and shortly afterwards her young gentleman escort went to the barber shop to secure a shave.

A Courageous Couple.

The leading special event was the marriage of Miss Nash to Cecil Potton on the grounds, in the presence of thousands of spectators. The band began to play the wedding march at 3 o'clock, the bride was ushered in by her father, and the saintly divine performed the ceremony in the usual sanctimonious manner. Following the ceremony speeches were made by prominent caterers, including ex-President Milton, President Tugwell and Secy. Battley. The young couple were presented with a prize to the value of \$125, also with the minister's fee, the marriage license and a 30-pound wedding cake by Alderman Milton.

With the finish of the land sports there was a general rush to the bathing houses and boat house, and there was a greasy pole contest, which was won by



The Executive of the Winnipeg Caterers' Association—President E. Tugwell is in the Centre Wearing the Long White Coat.

judge at the finish line, and although he was knocked down at the conclusion of almost every race, he held his post for all the events and his temper in check too.

Was Proud of His Son.

The special events which were "pulled off" during the afternoon were eagerly taken advantage of by a large number of contestants. The prize for the prettiest baby on the grounds was won by the 7 months' old son of Mrs. Chittick. Fifteen minutes afterwards Mr. Chittick was seen making his way to the nearest bar. The prize for the fattest baby was captured by the young daughter of Billy Boyd, one of the local grocers. F. W. Marples carried off the honors for the largest family competition. Mr. Marples rules a family of ten. The

B. McManus, who seemed to possess all the attributes of the lord of the chicken roost. The hundred yard caterers swimming race was won by W. Warren.

When all the events were finished, the day was spent, and many tired couples proceeded to the shades for a well earned rest. A great many, however, went to the dancing pavilion, and there sought repose in one another's embrace. The 24th annual caterers' outing was the most successful in the history of the association.

Enthusiasm ran high on the return journey, and already plans are being made for the next year's outing, which no doubt, will surpass the event of 1910 to the extent that this year's event has surpassed those of previous years.

Hamper Trade Makes a Heavy Summer Business

Large Montreal Retailers Dress Windows With These Hampers and do More Business in Summer Than in Winter—Canned Meats and Vegetables, Fruits, Biscuits, Tea, Etc., Used in the Display—Baskets Filled to Suit all Purses.

Montreal, July 14.—The accompanying cut shows how one of Montreal's retailers is pushing a summer specialty. This special line of trade has already been referred to casually in *The Grocer*, but as yet your correspondent has not been in a position to give readers a good window illustrating the hamper trade.

For some years past Fraser, Viger & Co. have been creating a summer trade in this line, which, to make a long matter short, has put their summer trade far ahead of their winter. This surprising state of affairs, so unusual in the retail grocery business, is increasing to such an extent that extra clerks have to be hired for the summer, and even night work is sometimes a necessity. Special training is given to the clerks who pack the hampers, and they are certainly useful and withal handsome articles when finished.

As to the window shown here, it is the work of Charles P. Macklaier, the assistant manager of the store. In the centre are three hampers, packed to show how differently they can be done and still have all the necessities. Of course this is not shown any too clearly by the cut, but a close observer will note considerable differences.

The other articles in the window are salmon and trout rods, a fish net, and a minnow pail. The idea as a whole, being to represent the outfit of a fishing party who started out equipped with Fraser, Viger & Co.'s hampers. It is not only seasonable but in many ways unique as a summer advertisement. The articles in the hampers are good enough to make one's mouth water simply to look at, and a show card at the side indicates that "Baskets are Filled to Suit all Purses," so who wouldn't want one?

Hampers at Little Cost.

The hampers themselves come from Germany, and are strongly made. They are rather expensive at first, but can be refilled many times, thus reducing the proportional cost to a very small figure. The articles with which they are filled are as varied as the stock of the store itself. It all depends on what is wanted by the customer. Some essentials, however, seem to be always necessary. Canned meats and vegetables, fruits both fresh and canned, imported biscuits, tea, coffee, liquors and such handy little articles as a corkscrew and a can opener. In fact there seems to be no limit to the variety of articles in the well packed hamper.

There is no reason why a similar trade cannot be developed by every progressive retailer, at least to a certain extent, and the profits are much better than from the regular everyday trade. At least one concern is doing a large and ever increasing business of this kind. Why not others?

DIFFERENCE IN WINDOWS.

The following letter has been received from a clerk in a Winnipeg grocery store relating how two methods of window display attracted the public.

"Winnipeg, July 14.—In regard to show windows I had an experience with pickles that establishes the fact that it is not always nicety of detail and arrangement that counts nor always a fine variety of the same line that gets business. I tested results in the two displays which were made five weeks apart. One displayed various sized bottles of pickles of favorite brands. They were well arranged, well labeled and al-

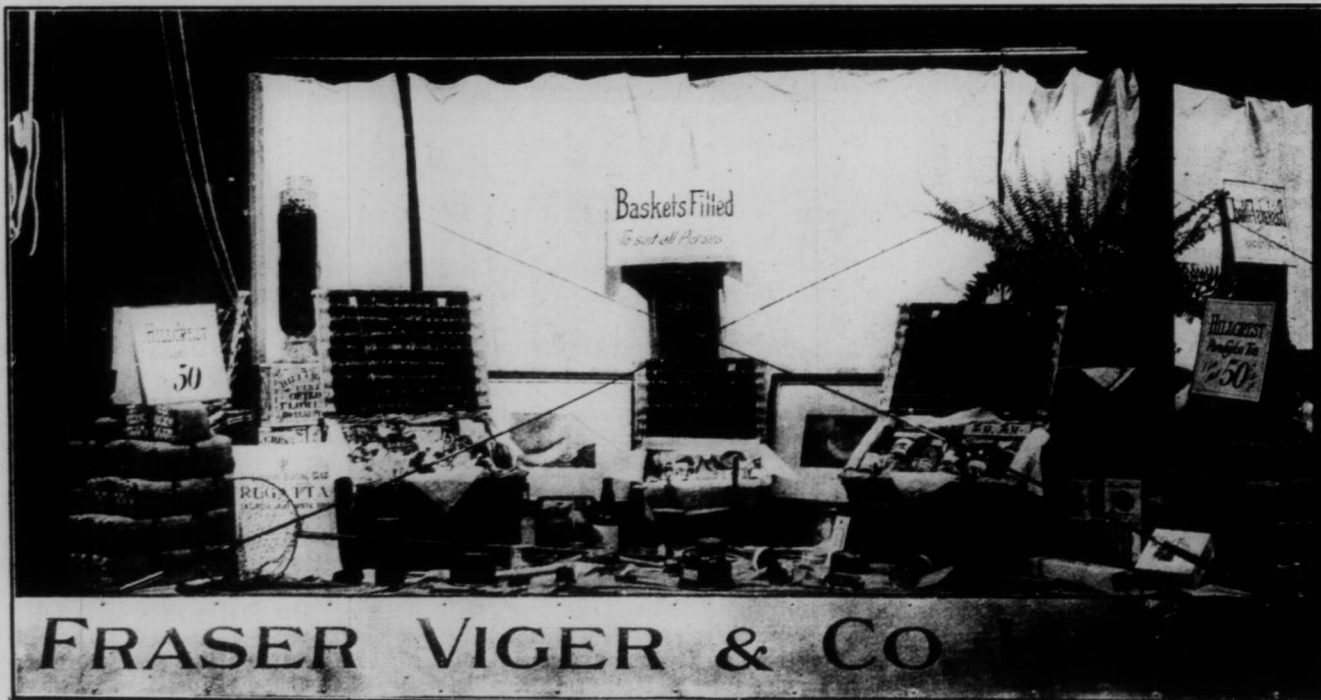
together were placed in exact and regular positions. The other window showed five or six boxes of pickles with the tops removed or only partly pulled off. The sawdust packing was allowed to fall in any direction and there was no attempt at regularity. The very opposite was aimed at. In fact I think it sometimes would be wise to take the boxes into the window and open them there; then pull out some of the bottles from each box; place them carelessly about—not too many. Let some be only partly out of the packing and so on. This last display brought in more than fifty per cent. more business than the other. It was thrown together in a short time and required but little attention."

HONESTY IN BUSINESS.

"Honesty in business dealings, purity of goods and full measure to everyone." Such was the maxim adopted by the retail grocers of Brooklyn, N.Y., where recent disclosures were made in connection with short weights and many scales were found to be incorrect. The grocers are incensed that they should be under suspicion of intentional shady work. One of the members in his plea for honest dealings suggested that the ancient custom of "nailing up tricky dealers by the ears" was the only adequate punishment.

TEACH GROCERS BY VIEWS.

Oklahoma Retail Association at a recent meeting had a class in advertising with displays on window trimming, card writing, and advertising conducted by the Oklahoma Ad. Club. Stereopticon slides and charts were used in illustrating the subjects taken up and every merchant attending left with a better knowledge of how to conduct this important part of his business.



A Montreal Window Dressed with Picnic Hampers that Brings Good Business.

Practi

What ?

Summerside the big retail is R. T. Holm of the local ne 16 1/2 inches b principally ho the ad. with "Choice Groc er." Cuts we fast foods, ca

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the following
9 lbs. Ro
7 lbs. Ri
3 pkgs. C
3 pkgs. S
1 Bottle
6 Bars G
6 pkgs. -
3 cans I
Tomato
1 lb. —
1 dozen
1 lb. Cro

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Practical Methods Used in Retail Grocery Stores

Prince Edward Island Merchant Advertises What He Will Sell For 25 Cents—
Advancing Sale of Breakfast Foods—Early Closing in Nova Scotia and New
Brunswick—Arnprior Merchant Strict About His Credit Standing—Grocer In
Owen Sound Installs New Fixtures.

What 25 Cents Will Buy.

Summerside, P.E.I., July 13.—One of the big retail grocery advertisers here is R. T. Holman, Ltd. In a recent issue of the local newspaper they used a space 16½ inches by 6½ inches to advertise principally hot weather foods, heading the ad. with the words in black type, "Choice Groceries for Summer Weather." Cuts were used to illustrate breakfast foods, camp coffee, etc.

At the bottom of the ad. a two-inch space was devoted to what 25 cents would buy. Among the articles were the following:

- 9 lbs. Rolled Oats or Oatmeal.
- 7 lbs. Rice.
- 3 pkgs. Corn Starch.
- 3 pkgs. Seeded Raisins.
- 1 Bottle, 40, Mustard Pickles.
- 6 Bars Good Laundry Soap.
- 6 pkgs. — Jelly Powder.
- 3 cans Peas, Beans, Corn or Tomatoes.
- 1 lb. — Blend Tea.
- 1 dozen Lemons.
- 1 lb. Cream of Tartar.

More Time For Recreation.

Dartmouth, N.S., July 13.—The grocers of Dartmouth have agreed to close their places of business on Wednesday afternoons at one o'clock during the months of July, August and September. The grocers have two days in one on Saturdays and their hours are long anyway, so that this half holiday will be a specially good thing for them. Fifteen or sixteen places of business are concerned in this change.

The meat dealers of Dartmouth have for the past couple of years taken Monday afternoon as a half holiday. It is not unlikely that other lines of business will follow the meat dealers and the grocers and select a half day to give their employers a chance for recreation.

Strict About His Credits.

Arnprior, Ont., July 14.—W. M. Howe, for fifteen years a grocer here, recently sold his business to Daniel Duffy, Cobden, Ont. The latter, however, only held the business for three weeks when on the advice of his physician he was obliged to sell. The next purchaser was W. E. Parsons, for a number of years head salesman for Mr. Howe. The latter leaves shortly for western Canada where he intends entering the grocery business again.

Mr. Howe has been a successful grocer; he holds and cherishes many testimonials from wholesalers and others with whom he has been doing business. One of his hobbies was to make sure that his credit was of the very best and he always secured his discounts.

Early Closing in Suburbs.

St. John, N.B., July 14.—The retail grocers in the district known as the "Valley" have agreed to close their stores on Tuesday, Wednesday and Thursday evenings each week, and after trying it for a week they find that they have not lost any business by the change as the people quickly adapt themselves to the new order.

An endeavor is being made to get the dealers in the Haymarket square district to join in, but one of the proprietors, who is opposed to the idea, has been holding out and thus far has blocked the movement. The labor unions are being appealed to, to support only those stores that give their employes the three nights a week. It is hoped eventually to have all the stores in the outlying districts adopt the principle of closing every evening at seven o'clock, except Saturdays, as is now done by the merchants in the city proper.

Calls His Store "The Hub."

Tilbury, Ont., July 14.—Nelson Emery, who designates his place of business "The Hub," uses a cut of the hub of a wagon in his newspaper advertisements.

He has recently added groceries and dry goods to his men's furnishing and boot and shoe stock and advertises that he will buy all kinds of produce from farmers on a cash basis.

Doubling Size of Store.

Owen Sound, Ont., July 14.—Dan McClean, a local grocer, is doubling the size of his premises by taking over the store, until this week occupied by T. McAuley, gent's furnisher. The partition between the two stores is being taken down and Mr. McClean is having the entire establishment refitted with new shelving and appliances suited to his business. When these alterations are completed he will have a much better grocery store.

Unusual Collecting Method.

Toronto, July 14.—A local grocer tells an amusing story of how he collected an old bill which he had given up as a hopeless case. The method practically presented itself and it certainly proved efficient.

Without dwelling upon the preliminary details this collector looked more like Jerry the Tramp than a business man of any type. He was offered two dollars a day to "hang around" this house until he got the money. The grocer knew it would not inconvenience the debtor to hand it over and he sought to shame them into it. The collector presented himself, but was told to be off. He intimated that he was in no hurry. The door banged and the collector sat down on the step to wait. Three hours turned the trick. Rather

than create a scene they handed over the money and thus rid themselves of the questionable looking individual who was decorating the front door step. This is not offered as a method to be employed in every case, but it served in this particular instance.

FARRINGTON PHILOSOPHY.

A reputation may get a clerk a job, but it will take more than that to keep it for him.

When a man agrees to work for so much, he contracts to devote his time while on duty to his employer. Time stolen for other purposes is no less stolen than is money taken out of the till.

The man who was not brought up to be polite is going to have a hard time cultivating that virtue, but he can do it and he must if he would succeed.

The merchant who thinks that his advertising ought to build him up a big business in a few months has forgotten that a business, like the building that houses it, can be built only stone by stone.

Do everything in your power to keep customers good natured, to cure them of a grouch if they come with one. The good-natured customers buy twice as much as any other.

Some men are so easily satisfied that they are always satisfied with themselves. No such men are among the Captains of Industry.

It is the little thing in the treatment of a customer that brings him back another day or sends him away never to return.

The customer's vanity is a fair mark for the arrows of salesmanship. He who learns to hit the mark most frequently makes the most sales.

TRADE NOTES.

The retail Grocers of Owen Sound, Ont., have all decided to close their stores every Wednesday afternoon for the balance of July and August all grocers have neatly printed cards in their windows advertising this move.

A report from New York states that more than 12 tons of frozen or desiccated eggs shipped there from Chicago have been seized as unfit for human consumption at one of the refrigerating company's plants in Brooklyn. Government inspectors, acting under orders from the Department of Agriculture made the seizure. It is the largest on record in Greater New York.

A Grocers' Bill has been passed in Massachusetts whereby a married woman is made liable for groceries to the amount of \$100 provided she is worth \$2 000.

The Canadian Grocer

Established 1886

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PUBLISHED EVERY FRIDAY

STARCH FORECAST CORRECT.

Since last week's issue there has been a decline in some starch prices, both laundry and culinary. The decline amounts from 1/4 to 1/2 a cent.

Just at present starch is one of the fast sellers and needs the attention of retailers. Manufacturers state that despite the fact that laundries are making a much larger demand on laundry starch than ever before, householders are doing the same.

The declines above mentioned were forecast in last week's issue of The Grocer. This shows the necessity of retailers keeping closely in touch with our market reports, for in many instances they are sure to save money if they do.

FRUIT JAR SEASON.

Now is the time to call the housewife's attention to the fruit jar stock; if you do not get the business some other merchant will.

One of the best methods is the use of newspaper space, calling attention to the fruit gem and naming the prices of the various sizes. This can be augmented by two or three window displays during the fruit season, and also by direct conversations with customers over the phone and in the store.

Often when a customer's attention is directed in conversation to an article she will at once order it because she had previously read your advertisement in the newspaper. The ad. had produced an unconscious effect on her mind at the time, and it merely lacked your suggestion to close the deal.

ADVERTISE BREAKFAST FOODS.

The season is here when grocers should advance their breakfast food sales. As a general rule, housewives do not care to do too much cooking in hot weather, and to take advantage of this fact should be one of the aims of the merchant who supplies the foodstuffs.

As will be observed in another column of this issue, such is being done by a firm in Summerside, P.E.I.—the R. T. Holman, Ltd. They are advertising eight or ten different breakfast foods, as well as camp coffee, and using a large newspaper space in which to do it. They are out after the breakfast food business at a time when these goods move the most rapidly.

This is good business. It shows foresight and an insight into scientific retailing.

BAN ON THE SECRET REBATER.

The secret rebater is becoming more and more unpopular, and it begins to look as if Canadian salesmen were to be divided into two great moral classes—the secret rebater and the honest salesman who depends upon his ability.

The man who stoops so low as to offer a rebate in order to cover up his lack of salesmanship does not deserve the support or glad hand of his fellow traveler. His competition is most unfair; not only that, it is criminal in the eyes of the law.

Recent cases have come to our observation where travelers have declined to recognize their confreres on the street because the latter have been guilty of an offence of the criminal code in respect to secret rebates.

Under ordinary circumstances their action in keeping aloof from their competitors should be discouraged. But in the case at hand are they not justified to a certain extent in ostracising them?

The secret rebater is rapidly becoming unpopular, and rightly so. Business should be done on honest principles—a salesman should rely on his salesmanship ability, the standard of his goods, and the reliability of his house, and not on rebates contrary to the criminal, as well as to the moral law.

DISAGREEABLE SALESMEN.

A discourteous salesman behind the counter is dear at any price and his employer would find it more profitable to pay him to stay away from the store than to receive money from him for the privilege of attempting to sell goods. As long as he is in the store he is likely to increase rather than decrease the number of disagreeable customers. Like begets like.

There are a good many customers who would try the patience of Job. Most

clerks have a fair amount of patience and desire to please customers and advance the interests of their employer. In moments of weakness, however, the best of them are in danger of going down before the assaults of disagreeable customers.

But in spite of all, it is the duty of salesmen to practise patience as if they were qualifying for a saintship. It is business, and salesmen are designed for business building.

LET US AVOID HYPOCRISY.

The extra-provincial tax of British Columbia is a menace to inter-provincial trade. There is no doubt about it, and no one denies it.

It is a sort of McKinley Act levied against the other provinces composing the Dominion.

But while this is true, do not let us who live and do business outside British Columbia play the hypocrite. These British Columbians may be sinners greater than we are in this one respect, but none of us can lay claim to being altogether free from narrow provincial legislative sins of the type which has been placed upon the statute book of British Columbia.

Several of the provinces have rather drastic laws on their statute books in regard to extra-provincial companies. In Ontario, for example, the penalty for non-registration is the same as in British Columbia, namely, \$50 a day for the company and \$20 a day for the agent or representative. And then some that have not extra-provincial taxes, permit municipalities to levy taxes upon commercial travelers, which is even a more irksome form of taxation.

Wherein the British Columbia Act chiefly differs from similar Acts on the statute books of Ontario, Quebec and Manitoba is in its enforcement. British Columbia seems determined to strictly enforce the law; the other provinces that possess a similar law are in the main unconcerned about its enforcement. The Vancouver Board of Trade has failed to induce the Attorney-General to suspend the operations of the Act for even six months.

The enforcement of the law will certainly interfere with trade relations between British Columbia and the other provinces.

But the tax of \$25 to \$250, according to the capital stock of the company, is not the worst feature of the legislation. It is its narrow provincialism that is most to be deprecated.

It is nationalism, not provincialism, which should be the aim of every Canadian to develop.

A law which, according to the Attorney-General's own word, declares it to be illegal for a person in British Col-

umbia to offer a rebated commodity, is certainly a national disgrace.

Before, however, any modification of the British Columbia Act is attempted, let them be prepared to practice moderation in that in British Columbia are thereon consciences, of their fellow Province.

HOW LAI

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A Method to Gain the Confidence of Customers

A Plan That General Merchants Doing a Business of \$40,000 a Year are Following to Hold Trade—They Strive to Give Entire Satisfaction When Complaints are Made—An Inexpensive Plan.

Confidence in the quality of his goods, confidence in himself, in his clerks and in the general character of the house, is after all what the average grocer strives to implant in the minds of his customers. It comes only after years of business relations. Likewise it explains why families dealt with some grocers for years, and children of the former continued to deal with the same business houses.

A grocer may feel sometimes that customers look for opportunities to impose upon him but it is a rather well established fact that the grocer who concedes a point has less difficulty in holding his customers than the one who refuses to consider a claim after deciding that neither he nor his clerks are responsible for the incident that gave rise to the misunderstanding.

The most progressive firms have found that it paid them to guarantee satisfaction to their customers, and friends once made for a store on this basis generally maintain their loyalty to the extent of not only continuing to give it their own patronage, but to also advertise the store amongst their personal friends.

To Promote Confidence.

A striking example of the methods employed by one firm of general merchants is shown in the printed matter used. In each package which leaves the store, a card is included which reads as follows:

It is well understood that we guarantee satisfaction with every sale. The man who makes the mistake can usually adjust it more readily than some one not familiar with the transaction.

This order was filled by our Mr.

A claim accompanied by this card can be adjusted within three minutes after reaching our store—and we want you to complain if you are not pleased.
Sale No.
Date

On the back of the card appears the following:

AFTER ALL.

Buying is a confidence game; confidence in the house; confidence in the man you trade with. Few buyers (merchants not excepted) know the real value of everything they buy. They are guided by prices and the confidence they place in the man who sells them. Each man in our employ enjoys the full confidence of the people where they have spent most of their lives. Each man has instructions to

PLEASE THE CUSTOMER.

He understands fully that we guarantee every article to give satisfaction, and that it IS OUR AIM to treat every one right. We are human, and in selling \$40,000 worth in 12 months make some mistakes, but we gladly correct any, and most persons who are reasonable will accept a correction.

We have the utmost confidence in each of our men, and as every article is marked in plain figures and fully guaranteed, you are risking nothing when you place confidence in us for part or all your wants.

A Convincing Argument.

This kind of advertising should appeal to you if you were a customer of the above firm. It contains a dignified expression of the policy upon which these merchants operate and is intended to convince their customers that their trade is appreciated and that as far as it lies within the firm's power, every effort will be made to give fair treatment and perfect satisfaction with each purchase. A reputation established on this basis is a most valuable asset.

TAKE CARE OF YOUR AWNINGS.

Awnings will last longer and look better if merchants would dry them out when they get wet. Some leave their awnings down to soak and drip all through a heavy rain, but it doesn't do an awning any more good than it would any other fabric to soak it in that way. To preserve your awnings haul them up when it rains, but, if they get wet, when the air is right, lower them and let them dry out, and be sure they're dry when you furl them before you close up for the night.

Some merchants, of course, consider an awning is a protection to the passersby, and believe that many tarry under it during a shower, some of whom enter the store, and perhaps purchase goods. That's one way of looking at it, but to consider the awning itself there's no question about the advisability of taking care of it so that it will not become faded and discolored.

McGillivray & Cunningham have purchased the grocery store of A. J. Malcolm, Wingham, Ont.

One hundred and fifty children were recently dismissed from further attendance during the remainder of the school year at Salem, Oregon, to assist a canning company to handle the berries delivered by growers at that firm's plant.

umbia to order goods from a non-registered company located outside the province, certainly does not savor of nationalism.

Before, however, the business men of eastern Canada seriously undertake the modification of the objectionable British Columbia Act, would it not be well for them to begin at home? Their laws, in practice, may not be as aggressive as that in British Columbia, but they are on the statute book, and as long as they are thereon they can scarcely, with clear consciences, undertake the regeneration of their fellow sinners in the Pacific Province.

HOW LAND VALUE WAS RAISED.

If any merchant does not believe that scientific methods in the store tend to success, let him look at the benefits derived from scientific farming and fruit raising.

The Ontario Government has taken over for two years six orchards in Simcoe county, with a view to pointing out to the farmers of what value these orchards really are. It is estimated that Simcoe county, with its 12,000 acres of apple trees, can be made into a great fruit-growing district. If these 12,000 acres were properly handled an annual revenue of \$1,200,000, or \$100 an acre, could be realized.

This, too, is only a conservative estimate, as the apple growers in Norfolk county are realizing from \$100 to \$300 an acre. In the latter district the growers have an association numbering more than 390 members. They have applied science to their work, with the result that the value of the fruit land has increased from 10 to 20 per cent.

Scientific methods are needed in the store as well as on the farm. Merchants, through their associations, can, if they will, study the best methods in merchandizing. Then, if they apply them to their businesses, they are almost sure to be successful.

DROUGHT AFFECTS THE HUCKLEBERRIES.

Authentic reports from the Highlands of Ontario state that the huckleberry crop will not be nearly up to the average, in view of lack of moisture at the proper time. Farmers in Muskoka are predicting only half a picking, but this is, no doubt, under-estimated.

In any event, huckleberries are likely to be high in price and not extra good in quality.

Did you ever stop to think that rice forms the principal food of half the population of the earth? The Canadian people are not heavy users, and that is all the greater reason why grocers should endeavor to increase their business in this respect.

Keeping the Store Sanitary in Hot Weather

The Importance of a Good Air Circulation—Cool Atmosphere Conducive to Attracting Customers—Screens and Electric Fans Should be Used to Help Keep Out the Flies—A Story From Saskatchewan.

July and August are the two real summer months of the year. Occasionally we experience some hot weather in June, and this year the thermometer registered some high temperatures during that month in western Canada.

There is no doubt that during the past few weeks, not only the grocer has suffered physically, but his business has also suffered, because he was not prepared for the extraordinary hot weather that prevailed. His business may have gone down on account of many reasons. It may have been too warm to take care of it properly. He may not have had enough seasonable goods on hand. He may not have had his windows and doors screened so that fresh draughts could be circulated through the store. His store may have had the appearance of a fly hive during the days when these pests breed rapidly. Customers may have felt it too uncomfortable in the stuffy store to order many goods.

It cannot be said that some one of these conditions did not prevail somewhere, and as July is half gone and August is coming it would be wise for the grocer to make his entire business and premises seasonable.

Moving Salt on a Hot Day.

A traveler entered a grocery store in a Saskatchewan town recently, and found the merchant toiling with a barrel of salt. The thermometer at that moment was 92 in the shade, and the door of the store was closed. Several customers were in the store watching the sweltering merchant who did not realize how ridiculous it looked for him to be wearing a broadcloth coat under the most trying circumstances. Common sense should have made him take off his coat at least. The careful merchant would have refrained from presenting such an appearance. It is actually cooling to enter a store and see the merchant coolly dressed and looking fresh, and going about cheerfully in fresh, airy premises. People like to come into a store like that.

Screen Door all Winter.

It is only human nature to be careless about many things regarding the appearance of the store. Sometimes the grocer leaves his screen door on all winter, and the following summer patches it up roughly and allows it to clatter away in a half serviceable manner.

It would be best to take proper time and either put on a new well fitting door, or else have the old one respectably repaired, and serviceable enough to, at least, keep out the flies. It may be that some grocers do not put on a screen door at all. In this case there is either a host of flies in the store, or the place is stuffy and unhealthy.

By all means pains should be taken to give the store a cool appearance. Appearance is sometimes equal to real-

ization. But it is highly probable that if efforts are directed toward a cool appearance that the desired object will be realized.

Using Electric and Palm Fans.

Many stores are installing electric fans and the result is that the air is always fresh and cool.

Many grocers hang palm fans from the ceiling on elastic strings. These are suspended over the outer edge of the counter, and can be conveniently reached by the customer seated by the counter. The average customer considers this a luxury, and it goes far in making the purchaser at home while in the store. The green palm plant is a pleasant thing to have in the store. It gives the place a fresh and inviting appearance when it is warm and sultry without.

Much can be done to keep the store cool and fresh by carefully oiling or sprinkling the floor. Hardwood floors, only, can be oiled, and in very warm weather they could be oiled with advantage at least once a week. The soft wood floors should be sprinkled often, as it settles the dust and cools the air in the store.

A water fountain is a favorite thing in the grocery window. In most cases it is used to sprinkle vegetables, and it is valuable for its cooling appearance and its fresh effect upon the atmosphere. A great secret in keeping the premises inviting and comfortable is to have plenty of window and door openings to permit of a free circulation of draughts. These openings must all be screened, however, to keep out the dust and flies, but screening is a simple matter. It is a good idea in planning a store front to have the top part of the main window on hinges so that it can be opened during the summer season and screened.

Get After the Fly.

A great midsummer problem is the suppressing of flies. The general business is sure to suffer if the grocer ceases to fight these pests. They must be screened out. All material that accumulates on the counter and floor that attracts them must be cleaned away. Cleanliness is an absolute necessity in the fight against flies. The absence of decayed and decaying matter means the absence of flies. All goods such as dried fruits, meats and breadstuffs should not be exposed during the summer months. There are glass cases, and wire screens made purposely to cover these goods, and the careful merchant will take advantage of these articles to keep his stock clean and in good taste.

Every grocer will admit that, when goods present a wholesome and tasty appearance, when the store is cool, clean and fresh, and when the grocer and his clerks are comfortable and cheery, the science of merchandizing is greatly facilitated. It is for that reason the foregoing hints are thrown out.

CANADIAN AND U. S. FOOD PRICES

Boston Wholesaler Says There is Little Difference—Thinks U. S. Consumer Gets Good Value for His Money.

The Massachusetts commission appointed to compare prices of grocery articles in Canada and in the United States included a Boston wholesale grocer who has given out some interesting facts and figures. Comparisons were made between Windsor and Detroit and between Montreal and Boston and the conclusion reached that there was little difference.

In his report this wholesaler says in part:

"It is almost impossible to make up a schedule or chart covering prices for accurate comparison, owing to the fact that some cities use different qualities and different kinds of goods.

"Following is submitted a list of foods which, owing to difference in kind and grade, could not be specifically compared by selling prices, but which I shall generalize as higher or lower in one country or the other, according to what, in my judgment, the customers get for their money:

"Cereal foods (packages).—Cost retailer and consumer approximately the same in both countries.

"Peaches (canned).—Canada packs in Ontario a peach entirely different from our California product; prices are higher in Canada.

"Milk (condensed).—Prices rule about the same to the consumer on both countries; sold a little cheaper to wholesaler in Canada in some cases.

"Molasses.—Canada uses different variety from the United States, with prices to the consumer about the same per gallon.

"Olives (in bottles).—Olives in bottles are much higher in Canada; a 10-ounce bottle of 90-110 Queen sells for 25 cents in Canada, while a 14-ounce bottle of 90-110 Queen sells for 25 cents in the United States.

"Teas.—Canada uses mostly blended teas in foil packages, while Detroit uses Japan, Bangor and Boston mostly oolongs; consumers' prices average lower in Canada.

"Salmon (canned).—Canada uses principally a sockeye salmon, at 18 cents at retail; the United States uses principally a red Alaska salmon, at 15 cents at retail; the consumer gets equal relative value in both cases.

"Nuts.—Canada uses French walnuts, at about 15 cents a pound at retail; the United States uses California and Naples walnuts at about 17 to 18 cents a pound at retail.

"Canned goods.—The Canadian prices on the largest selling varieties of canned goods are nearly the same, as far as the consumer is concerned. There apparently is not quite the variety and careful grading in Canada that is shown in the United States product, which must show a slightly higher commercial value cost in Canada over that of a similar product in the United States.

"Taking into consideration all the foregoing data, it is the opinion of the writer, based on his observations and comparisons as far as he has gone in the research, that the consumer gets, on an average, fully as much value, more variety and in some cases a better article for his money in the United States than in Canada.

A Story

To get the ways looking to SHOW the business re- only way to have the g- right, and t- losing mone- orders to o-

Bell & M- Stayner, Or- in their dis- their sense- their home- ness acume- they shoul- by buying- money ther- should buy- are better, estate is le- away, and- cessful.

Bell & M- dian Grocer

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On June- ion Day—t- timent in- the entire l- of the Stay- being in li- beneath, an- space surro-

"To-mor- the day on- federation- our countr- otic pride- throughout- "Think- potential v-

A Strong Method for Keeping Trade at Home

Stayner Retail Merchants Talk in Business Terms to the People of Their District—Make Direct Appeal to Not Only Their Sense of Loyalty, But Show Them They are Better off Financially in Spending Their Money in Their Home Town—Actual Instances Where Better Prices are Given Than by Mail Order Houses.

To get the trade of people who are always looking for the best price you have to SHOW them. To do this, good, sound business reasoning is practically the only way to permanently prove that you have the goods, that your prices are right, and that these people are actually losing money and time in sending their orders to outside centres.

Bell & McEachern, general merchants, Stayner, Ont., aim to SHOW the people in their district by appealing to two of their senses—their sense of loyalty to their home town and their sense of business acumen. As a matter of loyalty they should support their home town by buying at home and keeping their money there; but more important, they should buy at home because the prices are better, because the value of real estate is lessened if the money is sent away, and if the merchants are not successful.

Bell & McEachern say to The Canadian Grocer:

"Hitherto our policy has been to ignore the practice complained of entirely, particularly the sending of mail orders, but it has become so widespread and appears to be gaining ground so rapidly that the prophecy of a prominent merchant not 75 miles from Toronto, that before ten years all business places outside of the large centres would be reduced to the status of a peanut stand, does not appear so wild as it sounds. Although we do not feel so pessimistic about the situation, it strikes us that we can no longer ignore it."

On June 30—the day before Dominion Day—they ran the following advertisement in a three-column space down the entire left-hand side of the front page of the Stayner Sun, the word "Loyalty" being in large black type, with a rule beneath, and there being plenty of white space surrounding the whole matter:

LOYALTY.

"To-morrow will be Dominion Day—the day on which we celebrate the confederation of the various provinces of our country. Surely the note of patriotic pride and fervor will be dominant throughout its length and breadth.

"Think of its magnificent size; its potential wealth; its sterling people!

Three thousand five hundred miles in length; sixteen hundred miles in breadth, our boundless wheatfields; our hidden stores of minerals; our mighty tide of immigration—from three to four hundred thousand a year; our healthy, happy people. No wonder we sing with heart and voice, "God Save Our King, and Heaven Bless the Maple Leaf Forever!"

"Loyalty to our country has built up our industries, conserved our farming interests, and is making of us a strong, sturdy, self-reliant nation.

"What do we think of the man or woman, who, enjoying all the privileges that citizenship brings, decries our land, our industries, our products, and gives his trade to a foreign country? His loyalty might well be questioned.

"A nation is simply a big community, made up in its integral part of small communities such as our own, reflecting their habits of life and thought; and yet what do we find many of our people doing locally? Following this very thing! If not actually decriing our town and business houses by word of mouth, they are doing so by practice. The ultimate outcome of such a course, if generally pursued will be that Stayner, and all other rural towns and villages will cease to exist.

"As business men we ask no favors, we make a straight appeal to your patriotism, to your sense of fairness, and at the same time to your self-interest. For the body politic is so constituted that what affects part affects the whole, and by sending your business away from your own town whether you are a farmer, a tradesman or a mechanic, you depreciate to that extent your own property. Why is it that farm land around the City of Hamilton to-day is worth from \$500 to \$1,000 per acre; or \$1,000 to \$2,000 around Toronto? Do you suppose if the people of Hamilton had sent their trade to Toronto, or the people of Toronto had sent their trade to New York that present conditions would obtain? Not much. These people were loyal to their respective towns in their small days and these results followed.

"As we stated before we ask no favors. If we cannot supply goods,—reliable goods—at as low a price as you can get any where we do not ask your trade, but we claim we have a right to expect it on even terms if nothing more.

"Here are a few instances that have lately come under our notice:—An order came in from a lady for three toilet sets—plain white ware at \$1 per set. In it she said, "I was told I could not

get these anywhere but at ——— (naming a Toronto departmental store) at that price and I was surprised to find that you had them." Here was an order probably going out of town on which freight and packing would have to be paid—the latter at least even if it was a \$25 order, adding from 10 to 15 per cent. on their cost; and going to swell the income of a multi-millionaire who never contributed five cents for the welfare of Stayner or five minutes for its upbuilding in any way.

Another letter order reached us this week asking—among other things — for six window shades, 'if you have anything similar to the enclosed clipping.' The 'clipping' was an illustration of a shade either in cream or green at 25c. Our price on the same article is 22½c.

"This week again we came across a magnificently illustrated summer catalogue from the same source quoting special prices for summer needs. On the back page, priced in large red ink letters to indicate something very special is advertised an Arabian Curtain Cloth at 24c. We have identically the same goods, and our ordinary every day price is 25c and we are making our ordinary legitimate profit on it, and so on through the whole catalogue.

"The same remarks apply to the practice of running to Collingwood or Barrie. Why should you build up these places and communities at the expense of your own? You will lose more on the value of your own farm if you destroy your own town as a market place than all your imaginary savings would amount to in a life time.

"Be sane, be sensible, bring along all your catalogues, your sale bills—common every day loyalty demands that you give us and the rest of our business people a fair show—compare prices fairly and honestly, and if we cannot do as well for you as any business house in Toronto or any other place we will not expect you to buy. Isn't that fair?"

BELL & McEACHERN,

"The House That Does as
It Advertises."

TRADE NOTES.

The prune market maintains a firm position.

There seems to be a revival of the fruit industry throughout Canada. Spraying demonstrations are being given by agricultural representatives in Ontario and more care is being exercised to the preparation of orchards. To help the good cause along the Board of Trade in Orillia, Ont., has formed a fruit board in an endeavor to advance the fruit growing industry.

Probably nothing else known in United States agriculture has made as great strides in popularity in recent years as the asparagus. Only a short time ago it was regarded as a luxury, now it is practically within the range of everyone. The canners are turning out a good product and this gives the growers a good market.

The Markets—New Pack Strawberries are Dearer

Canners Announce Opening Prices at \$1.47½ and \$1.50 a Dozen, Just 25 Cents Higher Than Last Year—Information as to What Opening Prices of Salmon are Likely to be—Reports Regarding Currants and Raisins Agree Upon Higher Prices—Expected Decline in Price of Starch Occurs as Was Anticipated—General Business Remains Good.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Canned Goods—Corn and tomatoes 2½ and 5c higher.

Tapioca—Firm.

Filberts—½c lower.

Starch—Decline ¼ to ½c.

Montreal, July 14, 1910.

Trade conditions are good here at present. All the jobbers report a large volume of business at fair margins and extending to nearly all lines. The most serious outlook locally is in canned peas, standard size, which are practically exhausted. However, the new crop will be in before long and relieve matters. Seed tapioca is another item which is destined to keep scarce. Little is offering and it is snapped up with surprising celerity.

Evaporated apples are doing better and show signs of continuing at fairly high prices in the primary markets.

Taken all through the situation is a strong one and trade through the summer should be exceptionally good.

During the week there was a reduction in the prices of some brands of starch.

Sugar—While there seems to be a slight weakening in the raw market during the past few days, still it is thought to be a very strong situation, and no change is expected. It looks like continued high prices for some time to come. Trade is very brisk at present prices, owing to the preserving season and the large trade in summer drinks.

Granulated, bags	5 15
20-lb. bags	5 25
Imperial	4 90
Beaver	4 90
Paris lump, boxes, 100 lbs.	5 95
50 lbs.	6 05
25 lbs.	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 85
100 lb. boxes	5 95
50 lb.	6 05
25 lb.	6 25
5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 60
50-lb. boxes	5 80
25-lb. boxes	6 00
Powdered, bbls.	5 40
50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses—Syrups are selling much better lately, owing to the out-of-town demand. There is a fair trade passing in the city too, so the present situation looks much better than it has for some time past.

In molasses trade is dull, though some large importations have been disposed of lately.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " barrels	0 38	0 39
" " half-barrels	0 40	0 41

Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 43	0 43
" 1-bbl.	0 53	0 53
" 2-bbl.	0 53	0 53
34-lb. pails	1 80	1 80
25-lb. pails	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
" 5-lb. " 1 doz. "	2 85	2 85
" 10-lb. " 1 doz. "	2 75	2 75
" 20-lb. " 1 doz. "	2 70	2 70

Tea—The Japan market seems to be firmer and it is reported that last year's stock is running low. As little of the new has arrived it is plainly evident what is the cause of the growing firmness. Other teas seem to be about the same with a fair trade passing.

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

Coffee—Coffee continues in brisk demand at last week's prices. If anything the demand is better than at this time last year, and dealers and importers are quite optimistic.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—The continued demand for high grade spices has kept the market firm, and as there is a strong demand for preserving purposes, there seems to be little prospect of any change, unless higher, until fall. Gingers, cloves and peppers seem to be selling the best.

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

Dried Fruits—Raisins of all kinds seem to be scarce and that in face of the strong demand has caused prices to firm up considerably, though not sufficiently as yet to affect the retailer.

Prunes in the larger sizes are also scarce, though the demand is light, thus relieving the situation somewhat.

Other lines are about the same as last week.

Currants, fine filigras, per lb., not cleaned	0 06½
" " cleaned	0 06½
" Patras, per lb.	0 07½
Vostizas, per lb.	0 08
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs.	0 09

" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.	0 08	0 09
" sultana, per lb.	0 07½	0 10
Malaga table raisins, Rideau clusters, per box	2 25	
Valencia, fine off stalk, per lb.	0 06	0 06
" select, per lb.	0 06	0 06
" 4-crown layers, per lb.	0 06	0 06

Nuts—The usual gloomy stories from France regarding the walnut crop are afloat, and local dealers seem inclined to place more confidence in them than usual. If so, higher prices are in prospect.

Almonds seem to be scarce and prices are due for a slight advance it is thought. Filberts are ½c lower owing to a slack demand.

Other lines seem to be about the same with a good average volume of trade.

In shell—		
Brazils	0 14½	0 15½
Filberts, Sicily, per lb.	0 10	0 11
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 13½	0 14
Walnuts, Grenoble, per lb.	0 13	0 14
" Marbots, per lb.	0 12	0 12
" Cornes, per lb.	0 11	0 11

Shelled—		
Almonds, 4-crown selected, per lb.	0 32½	0 35
" 3-crown "	0 31	0 33
" 2-crown "	0 30	0 30
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17

Peanuts—		
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75

Walnuts—		
Bordeaux halves	0 23	0 30
Broken	0 23	0 27

Evaporated Apples—Prices are ruling higher in the primary market owing to the bare state of the market and a sudden return of the export demand. An offer to buy a car at ½c advance over the former price was turned down. Altogether the situation in this line is much more encouraging.

Evaporated apples, prime 0 08

Beans and Peas—There seems to be a decided improvement in the pea situation during the past few days. The cause is said to be a growing scarcity of the better grades. At any rate holders are asking higher prices.

In beans there is little doing at present.

Ontario prime pea beans, bushel	2 10
Peas, boiling, bag	2 50

Rice and Tapioca—Tapioca is firm. Offerings are scarce, especially seed. Prices in the primary markets keep high and there are only a few sellers, consequently they are able to keep values up. It looks as if the market would continue strong for some time to come, as rubber plantations have taken the place of many tapioca plantations.

Rice is having rather a dull sale at present, but prices are unchanged.

Rice, grade B, bags, 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets 25 pounds	3 00
" " 12½ pounds	3 10

grade c.c., 2c
" " 1c
" " 1c
Tapioca, medium

CA

Standard local jobber
The brisk and tomato and the latt
Trade is

Peas, standard, d
Peas, early June
Peas, sweet wrink
Peas, extra sifted
Peas, gallons
Pumpkins—3 lb.
Beans, dozen
Corn, dozen
Tomatoes, dozen
Strawberries, 2s, d
Raspberries, 2s, d
Peaches, 2s, dozen
Pears, 2s, dozen
Pears, 3s, dozen
Plums, Greengage
Plums, Lombard
Lawtonberries, 2
Clover Leaf and
1-lb. talls, per doz
1-lb. flats, per doz
1-lb. flats, doz
Compressed coo
beef, ls.
Compressed coo
beef, 2s.
English brawn, 2
Homeless pigs' fee
Ready lunch veal
4s.
Ready lunch veal
1s.
Roast beef, 1s.
Roast beef, 2s.
Stewed ox tail, 1s
Stewed kidney, 1s
Stewed kidney, 2s
Minced collops, 1

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THE CANADIAN GROCER

" grade c.c., 250 pounds.....	2 80
" " 100 ".....	2 80
" " 50 ".....	2 80
" " pockets, 25 pounds.....	2 90
" " 1/2 pockets, 12 1/2 pounds.....	3 00
Tapioca, medium pearl.....	0 05 1/2 0 06

CANNED GOODS
MONTREAL.

Standard peas are hard to obtain, and local jobbers report a decided shortage. The brisk trade passing in vegetables and fruits has sent the price of corn and tomatoes up, the former to 87 1/2c and the latter to 92 1/2c.

Trade is good throughout all lines.

Peas, standard, dozen.....	\$1 06
Peas, early June, dozen.....	1 07 1/2 1 10
Peas, sweet wrinkled, dozen.....	1 10 1 12 1/2
Peas, extra sifted, dozen.....	1 52 1 60
Peas, gallons.....	3 87 1/2 3 92 1/2
Pumpkins—3 lb., \$1.00; gallon, \$3.00.....	
Beans, dozen.....	0 87 1/2
Corn, dozen.....	0 85 0 87 1/2
Tomatoes, dozen (Ontario and Quebec).....	0 87 1/2 0 92 1/2
Strawberries, dozen.....	1 50
Raspberries, 2s, dozen.....	1 80
Peaches, 2s, dozen.....	1 70
Peaches, 3s, dozen.....	2 65
Pears, 2s, dozen.....	1 65
Pears, 3s, dozen.....	2 40
Plums, Greenage, dozen.....	1 60
Plums, Lombard, dozen.....	1 00
Lawtonberries, 2s, dozen.....	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	1 87 1/2
1-lb. flats, per dozen.....	1 30
1-lb. flats, per dozen.....	2 02 1/2
Other salmon—	
Humpbacks, dozen.....	0 95 1 00
Cohoos, dozen.....	1 35 1 40
Red Spring, dozen.....	1 60 1 65
Red Sockeye, dozen.....	1 85 2 00
Lobster Futures—	
1-lb. flats, doz., \$2.40; 1-lb. talls, doz., \$4.25.....	
1-lb. flats, doz., \$4.50.....	
Compressed corned beef, 1s.....	1 80
Compressed corned beef, 2s.....	3 15
English brawn, 2s.....	3 00
Boneless pigs' feet, 2s.....	3 00
Ready lunch veal loaf 1s.....	1 30
Ready lunch veal loaf 2s.....	2 40
Roast beef, 1s.....	1 80
Roast beef, 2s.....	3 15
Stewed ox tail, 1s.....	1 60
Stewed kidney, 1s.....	1 50
Stewed kidney, 2s.....	2 65
Minced collops, 1s.....	1 40
Minced collops, 2s.....	2 50
Corned beef hash, 1s.....	1 60
Corned beef hash, 2s.....	2 80
Jellied hocks, 2s.....	3 50
Jellied hocks, 6s.....	10 00
Paragon ox tongue, 1s.....	7 50
Paragon ox tongue, 2s.....	8 50
Paragon ox tongue, 2 1/2s.....	9 50
Paragon lunch tongue 1s.....	4 00
Tongue lunch, 1s.....	3 50
Suced smoked beef, 1s.....	1 60
Sliced smoked beef, 1s.....	2 60

TORONTO.

Jobbers report good business in canned goods, particularly in vegetables. The new fruits have, of course, curtailed business in canned fruits.

There is a good demand for salmon but from all reports the supply is none too plentiful. The opening prices for the new British Columbia pack have not yet been published, but they are likely to be named soon. An advance idea of what they are likely to be has been received by The Grocer from an authentic source and when the new quotations are given out it is believed the difference will be nil. It has been learned that best Fraser River sockeyes are placed at \$6.50 a case, best cohoos at from \$4.75 to \$5 and best pinks at \$3.25. These are coast prices by car lot. It will not be long until the prices are quoted publicly.

The new strawberry pack has been put up and prices have been given out by some of the canners. The pack is claimed to be just about one half the normal or what was expected. This was due to the short season and the dry weather that prevailed at the finish. The prices announced are: for group A, \$1.50 a doz.; for group B, \$1.47 1/2 a doz.

These are considerably higher than last year when the opening quotations

ranged from \$1.25 to \$1.35, but it is less than the prices for two years ago when \$1.90 was asked. Everyone is waiting for the price list as it will appear this year and it may be said that the strawberry prices are no more than was expected by many of those who had been following conditions closely.

Peas are coming under consideration and it is felt that the pack will only be one half the normal. High prices are likely to rule since the market is practically bare.

Beans.....	0 85 0 90	Red pitted cherries, 2s.....	1 75
Corn.....	0 82 1/2 0 87 1/2	Gallon apples.....	2 25 2 75
Peas.....	1 10 1 60	Bartlett pears—	
Pumpkins.....	0 80 0 90	Heavy syrups, 2s.....	1 65
Tomatoes, 3s.....	0 85 0 90	Light 2s.....	1 15
Strawberries, 2s.....	1 47 1/2 1 50	Hevy " 3s.....	2 40
Raspberries, 2s.....	1 75 1 85	Light " 3s.....	1 70
Peaches, 2s.....	1 60 1 65	Lombard plums, 2s.....	0 80 0 85
" 3s.....	2 65	Clover Leaf and Horseshoe brands salmon:	
Lawtonberries.....	1 65	1-lb. talls, dozen.....	2 00
Other salmon prices are:		1-lb. flats, dozen.....	1 37 1/2
Humpbacks, doz.....	0 95 1 00	1-lb. flats, dozen.....	2 15
Cohoos, per doz.....	1 45 1 50	Lobsters, halves, per dozen.....	2 00 2 25
		Lobsters, quarters, per dozen.....	1 40

ONTARIO MARKETS

POINTERS—

Starch—Decline 1/4 to 1/2c.

Currants and Raisins—Firm.

Canned Strawberries—New prices out. Canned Salmon—Advanced quotations secured.

Toronto, July 14, 1910.

Jobbers still report good business along general lines and a feeling of satisfaction with business prevails. Sugar is running along smoothly with the chances for another increase more remote than they were a few weeks ago. The sugar market is steady and firm, but it was expected that a bumper yield of strawberries would lead to a heavy demand for sugar. The crops did not come up to expectations however.

During the week a reduction in the price of starch was reported in some brands. The consumption of starch is heavy just now and business is good.

Rice and tapioca are quite steady before a good summer demand. Dried fruits are firm, raisins and currants particularly so. New currants for most direct shipment opened 3s. higher than a year ago. Prunes, too, are inclined to be firm.

In canned goods, the new prices are being awaited with interest. Strawberries have been named at \$1.47 1/2 and \$1.50. Only half a pack is reported. Peas are expected to be below the usual pack although the recent rains may have a good influence. The new salmon prices are expected any day now and on this page are quoted prices which were secured from a good authority, but which have not yet been made public.

Sugar—Expectations of a heavy consumption of sugar as the result of a big crop of strawberries were not exactly realized to the full. The season was too short and the crop itself was disappointing. The market is steady, however, and is improving. Wholesalers do not expect another increase in prices at least not for the present. The demand should

remain steady during July and August, they state, increasing in September when a change is more likely to occur.

Paris lumps, in 100-lb. boxes.....	6 15
" in 50-lb. ".....	6 25
" in 25-lb. ".....	6 45
Red Seal.....	7 20
St. Lawrence "Crystal Diamonds," barrels.....	5 95
" " " 100 lb. boxes.....	6 15
" " " 50 lb. boxes.....	6 25
" " " 25 lb. boxes.....	6 45
" " " cases, 20-5 boxes.....	7 70
Dominos, cases, 20-5 boxes.....	7 70
Redpath extra granulated.....	5 30
Imperial granulated.....	5 30
St. Lawrence granulated, barrels.....	5 30
Beaver granulated, bags only.....	5 00
Acadia granulated (bags and barrels).....	5 20
Wallaceburg.....	5 20
St. Lawrence golden, bbls.....	4 90
Bright coffee.....	5 20
No. 3 yellow.....	5 10
No. 2 ".....	5 00
No. 1 ".....	4 85
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses—This market has no particular features at present. There is some demand, but it is not the season for these commodities.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.....	2 50	Gallons, 6 to case.....	4 80
in case.....	2 50	" " 12 ".....	5 40
5 lb. tins, 2 doz.....	2 85	Quarts, 24 ".....	5 40
in case.....	2 85	Pints, 24 ".....	3 00
10 lb. tins, 1 doz.....	2 75	Molasses—	
in case.....	2 75	New Orleans, medium.....	0 28 9 30
20 lb. tins, 1 doz.....	2 70	New Orleans, bbls.....	0 26 0 28
in case.....	0 03 1/2	Barbadoes, extra fancy.....	0 45
Half barrels, lb.....	0 03 1/2	Porto Rico.....	0 45 0 62
Quarter ".....	0 03 1/2	Muscovada.....	0 30
Falls, 3 1/2 lbs. ea.....	1 80		
" 25 ".....	1 30		

Dried Fruits—The price for new currants to be shipped by the first direct steamer is quoted 3s. higher than that of last year. The crop is reported to be 30 per cent. below the average, thus substantiating the reports that have been received from time to time. The spot market is quiet.

Advices regarding Valencia raisins are to the effect that the prices are going to be higher than last year. Australia has grown only a sufficient stock for her own needs and in consequence England will have to depend on other sources of supply. There is also reported a shortage of currants and Sultanas. In view of these conditions the demand is bound to be heavier on Valencias. But the latter crop is going to be smaller than usual on account of the dry weather that has been experienced. Even should rains come now, they will be too late to bring forth a full crop. Everything seems to combine for higher prices.

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

Teas—A prominent dealer stated recently that there is no hope for decreased prices in teas. He had just returned from a trip to the northwest and stated that for Ceylons he received 5 cents a pound more than for the same quality of tea last year.

Coffee—Coffee is held firmly with a good demand. There are no particular changes.

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

Spices—There is a growing demand for spices and a general firmness prevails. The spice market is in a healthy condition.

Peppers, black... 0 15 0 18	Cloves, whole... 0 25 0 35
" white... 0 22 0 25	Cream of tartar. 0 25 0 28
" whole... 0 16	Allspice..... 0 14 0 15
Peppers, whole... 0 23	Mace, whole... 0 75 0 80
white..... 0 20 0 25	Mixed pickling spices, whole... 0 15 0 16
Ginger..... 0 20 0 25	Cassia, whole... 0 20 0 25
Cinnamon..... 0 21 0 23	Celery seed..... 0 24
Nutmeg..... 0 20 0 30	

Rice and Tapioca—There has been a steady demand for these commodities and a firmness prevails in regard to prices.

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

Nuts—Firmness is the general tone of the entire nut market. Tarragona almonds are held firmly and the reports from France indicate that the crop will only be fair.

Almonds, Formigetta..... 0 11	
" Tarragona..... 0 11 0 12	
" shelled..... 0 32 0 25	
Walnuts, Grenoble..... 0 13 0 14	
" Bordeaux..... 0 11	
" Marbots..... 0 12	
" shelled..... 0 23 0 31	
Filberts..... 0 12 0 12 1/2	
Pecans..... 0 16 0 18	
Brazils..... 0 15 0 15 1/2	
Peanuts, roasted..... 0 08 0 12 1/2	

Evaporated Apples—"Evaps" are slightly firmer although there is no signs of a change as far as the price is concerned.

Evaporated apples..... 0 07 1/2
Beans—Demand for beans is not heavy owing largely to the season.
Prime beans, per bushel..... 2 10
Hand-picked beans, per bushel..... 2 25

MANITOBA MARKETS

Advanced—Rolled oats, tapioca, sago. Stronger—Sugar, dried fruits.

Reduced—Almonds. Winnipeg, July 14, 1910.

The general trade is greatly improved this week. During the depressing weather of the past few weeks there was little activity in the markets and few men in any branch of business were hustling. The result was that retailers' stocks got low and now travelers are sending in good orders for a wide range of stock.

The reports from crop centres are interesting this week. In the western States the crop in some lines is light, while in the far east. The destruction of plants is being carried on relentlessly to make room for rubber. This all tends

to strengthen the markets everywhere.

Crop conditions in Saskatchewan and Manitoba remain practically unchanged from a week ago, and any change is in the direction of improvement following heavy local showers in many of the northern districts where rain was greatly needed. In Regina district conditions remain good. Wheat now shows a growth of from 22 to 33 inches, and in many places is already heading out. Prospects generally are for an early harvest with fair average yield.

Except in very rare cases where the wheat was sown very early and on poorly worked land, the crop is good. The heavy rain which fell during the seeding gave the wheat a good start, and there has hardly been a week since without at least a shower, and quite often a good general rain.

The oat crop is not nearly as large in acreage this year as last. The wheat crop yielded such large returns last year that the majority of farmers have only sufficient oats sown for their own use. The plant is strong and healthy and the yield is expected to be fairly large.

Sugar—Prices have firmed up locally due to the opening of the preserving season everywhere in the west. This condition will be maintained for some weeks at least and it will tend to keep the sugar market strong for the remainder of the season. The demand for icing and powdered sugars is fair only and the lump stuff is held strong.

Montreal and B.C. granulated, in bbls..... 5 75	
" in sacks..... 5 70	
" yellow, in bbls..... 5 35	
" in sacks..... 5 30	
Icing sugar, in bbls..... 6 35	
" in boxes..... 6 55	
" in small quantities..... 6 55	
Powdered sugar, in bbls..... 6 15	
" in boxes..... 6 35	
" in small quantities..... 6 50	
Lump, hard, in bbls..... 6 6 1/2	
" in 100-lb. cases..... 6 75	
" " "..... 6 65	

Foreign Dried Fruits—Conditions in crop centres almost entirely rule the market at present. The demand is good everywhere and this would warrant a strong market. Packers in California and Oregon are holding for higher prices. In Oregon the crop is estimated at 25 to 50 per cent. of last year and although the California crop is about equal to last year the packers in the latter state are corraling the stocks and higher prices are sure to rule. When new fruit actually comes on the market buyers feel that lower prices than are at present in view can be quoted. The Valencia raisin crop is good but rain is badly needed at present. The currant crop in Greece is suffering with the Peronosporous disease which is peculiar to that plant. As a result the crop will be light and goods will be marred. No change, however, has yet been made in the local quotations.

Smyrna Sultana raisins, uncleaned, per lb..... 0 06 0 11	
" cleaned, per lb..... 0 09 0 13	
Valencia raisins, Rowley's, f.o.s. per case, 28's..... 1 45	
" select's " 28's..... 1 55	
" layers " 28's..... 1 75	
California raisins, choice seeded in 1-lb. packages..... 0 06	
" " fancy seeded, in 1-lb. packages..... 0 06 1/2	
" " choice seeded in 1-lb. packages..... 0 07 1/2	
" " fancy seeded in 1-lb. packages..... 0 08 1/2	
Raisins, 3 crown muscatels, per lb..... 0 06	
" " "..... 0 06	

Prunes, 93-100, lb..... 0 05	Prunes, 50-60 "..... 0 07 1/2
" 80-90 "..... 0 05	Prunes, 40-50, lb..... 0 08 1/2
" 70-80 "..... 0 06 1/2	Sliver prunes, ac. to quality..... 0 09 1/2 0 12 1/2
" 60-70 "..... 0 06 1/2	
Currants uncleaned, loose pack, per lb..... 0 06 1/2	
" dry, cleaned, Filistras, per lb..... 0 06 1/2	
" wet, cleaned, per lb..... 0 06 1/2	
" Filistras, in 1-lb. pkg. dry, cleaned, per lb..... 0 07	
Pears, per lb..... 0 09 0 15	Nectarines, lb..... 0 09 1/2
Peaches, stand-ard, per lb..... 0 08	Dates, per lb..... 0 06 1/2
Peaches, choice... 0 09	Hallows, bulk.... 0 06 1/2
Apricots, stand-ard, per lb..... 0 15	Dates, packages 30 in case..... 0 06 1/2
Apricots, choice per lb..... 0 15 1/2	Figs, per lb..... 0 04 1/2 0 05
Plums, pitted, lb 0 11 0 12 1/2	Peel, lb., lemon.... 0 09 1/2
	" " orange..... 0 10
	" " citron..... 0 13 1/2 0 18

Syrup and Molasses—The market is weaker and the demand has almost entirely fallen off. Local stocks are light and retailers all have a good supply on hand. The following prices rule.

Syrups—	
24 2-lb. tins, per case..... 2 05	
12 5-lb. tins, per case..... 2 30	
6 10-lb. tins, per case..... 2 35	
3 20-lb. tins, per case..... 2 45	
Half bbls., per lb..... 0 03 1/2	
Barbadoes molasses, 1/2 bbls., per gal..... 0 50	
Gingerbread molasses, 1/2 bbls., per gal..... 0 40	
New Orleans molasses, 1/2 bbls., per gal..... 0 33 0 35	

Nuts—Almonds and walnuts are moving slowly and almonds have been reduced 2 cents. Peanuts are going well at the prices quoted, which are according to quality, and rumors are that higher prices may be quoted soon due to the general heavy consumption. All nuts have a good sale during all the seasons in the west and the general tone of the almond and walnut market is expected to revive shortly.

Shelled Walnuts, in boxes, per lb..... 0 30	
" small lots, per lb..... 0 31	
" Almonds, in boxes, per lb..... 0 33	
" small lots, per lb..... 0 34	
Peanuts, Virginia, per lb..... 0 11 0 13	

Rolled Oats—It is believed that oats are to be a short crop in the west this year and wholesalers are already boosting the rolled stuff. Within the past week the cereal has gone up several points. Should the report of shortage be more strongly verified, higher prices may shortly be quoted.

Rolled oats, 80 lb. sacks, per 80 lbs..... 1 90	
" " 40 " " 40 "..... 0 90	
" " 20 " " 20 "..... 0 50	
" " 80 " (8, 10s)..... 2 35	

Tapioca and Sago—The destruction which is going on continuously on these plants is holding the market high on the products. Rubber production is indulged in extensively to the detriment of all other products. We quote the following.

Pearl tapioca, per lb..... 0 05 1/2 0 06	
Sago, per lb..... 0 05 0 05 1/2	

Beans—These are weaker but the following prices still hold.

3-lb. picker, per bushel..... 2 25
Hand picked, per bushel..... 2 35

Evaporated Apples — Evaporated apples have strengthened up considerably and better prices are expected to prevail until green apples come in at least. The quality of the stocks on hand is good and the price ranges from 8 to 8 1/2 cents to-day.

A Dominion charter has been granted Walter Baker & Co., of Canada, Limited, capitalized at \$50,000 with head offices at Montreal to manufacture, buy, sell, etc., coffee and cocoa.

Person

A white-hai business not locally at a so facturer who satisfaction a price maintainers: "Your man, with ar worth the pap

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"Every ho you've got sh continued th "would maint to do so, cont the crooks ar break your p tract. Perso force than imj and foxy clau been written be broken by able intent.

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Personal Honor Pledges and Price Protection

How a Famous Manufacturer Maintains Prices Without Using a Contract—He Relies on the Personal Honor of Those to Whom He Sells—Handling of the Recalcitrant Ones.

By Frank H. Holman, in Printers' Ink.

A white-haired, grizzled veteran of business not long ago smiled philosophically at a square-jawed young manufacturer who was exhibiting with great satisfaction a bunch of contracts for price maintenance with dealers and jobbers. "Your contracts," said the old man, with an air of wisdom, "arn't worth the paper they're written on."

The young manufacturer snorted dissent.

"Every honest man whose name you've got signed to those contracts," continued the old man unabashed, "would maintain prices if he promised to do so, contract or no contract; while the crooks and the wishy-washies will break your prices, contract or no contract. Personal honor is a stronger force than imposing contracts, legal seals and foxy clauses. There has never yet been written a contract that couldn't be broken by legal quibble and dishonorable intent. The law is not as omnipotent as you think—and personal honor is a practical business factor that has yet to get its full share of credit."

And then that philosopher-manufacturer quietly pulled out some card index drawers which were simply overflowing with cards containing the names of many thousands of retailers throughout this country, many of them the same as had signed price maintenance contracts with the young manufacturer.

"With every one of these dealers," said the elder manufacturer, "I have a gentlemen's understanding that they will not cut prices, and by far the greater part of them stand by their word—I've tested them for years. I've never asked them to sign their name to a thing."

Soap Price Cutting.

This is no tale from Arcadia—the firm in question is world-renowned and does a tremendous annual volume of business in a wide variety of lines of goods. One of these is soaps—a line in which price cutting is usually especially acute; yet so effectual is the system that the company's eastern manager states that in the course of years of experience he has never met with a single failure to finally line up the dealers upon a strict price-maintenance policy based solely upon spoken pledges.

The men who would admit that they are wilfully dishonest or that their spoken word is not to be trusted, are few and far between, if really they are ever to be met with among prospering business men. In that fact lies the secret of the success of the policy of this soap house. When one of the latter's salesmen closes with a dealer for the initial order, the interview invariably

ends with the salesman explaining that it is the established policy of his house to insist upon strict price-maintenance, and asking the dealer point-blank if he pledges, upon his honor, not to cut prices.

Sometimes, indeed, very often, such a dealer will haughtily answer that he is not a "price-cutter" and "never has cut prices." But such an answer is not accepted as final. Every salesman is explicitly instructed to insist upon a firm "Yes-or-No" answer to his question. If it is "Yes," all right; if it is "No," the salesman's line-o'-talk runs somewhat like this: "Well, Mr. Dealer, I am sorry you cannot see it the way we do, and realize that it is to your own advantage not to cut prices. But, if you persist in your refusal, I am going to ask you not to order any of our goods. In that event, we don't want your order, and really you don't want our goods, for, if you began cutting, all your competitors would have to do the same thing, and there would be no end to it. You are selling enough soaps, as it is upon which you are not meeting selling-expenses or are even losing money."

It is to be noted that goods are not directly refused the man. The proposition is thus never taken off the personal basis, it being up to the personal integrity of the dealer to do The Square-Thing. And it may overjoy the optimist and the believer in the sense of integrity of average humanity to learn that, in the case of this soap house, it is said not one dealer in the course of years of experience has failed to come to the chalk-mark when the matter has been put up to him on this personal basis.

Detecting Violations.

This is not saying that there have not been violations, however, and instances of price-cutting. Such instances have been easily detected, as a rule; and have even been anticipated. The reputation of a dealer who is known as a price-cutter usually goes before him. His contemporaries will give him away. "Are you selling goods to Jones?" is the question asked by Price-cutter Jones' competitor. "Then we don't want any because there can't be any question what he will do." Such an argument is met with the proposition that, if the competitor will telegraph, charges reversed, to the soap house the first time Jones is caught cutting prices, and agree not to cut in the interim himself, the soap house will hustle a salesman to the spot by the very next train to bring Jones to terms. Being a liberal proposal, the suggestion is usually accepted, and thereupon the detective work begins and continues automatically.

When a specific instance of price-cutting, contrary to the spoken-word agreement, is shown, the first possible mo-

ment for a personal interview is seized. In many cases the man detected in the act of cutting prices is found in a rather pugnacious mood at the time of such an interview. In not a small percentage of cases he will stoutly deny having ever agreed to maintain prices, anyway. He is then never allowed to believe that his bluff will pass for an instant. "I can see how it may be possible, Mr. Dealer," says the salesman, "that you may really believe you never made an agreement not to cut prices, but I am absolutely positive that you did give your word in the matter—I have not the least shadow of a doubt." Not having been called a liar in so many words, the dealer will then usually come down from his "high-horse," it is found, and meekly admit that "the matter may have slipped his mind."

Gets Second Pledge.

Then the whole proposition is approached anew, and a second spoken pledge, as between two gentlemen, is asked. In case it is refused, which is not often, a little "heavy tragedy" is brought to bear—even a cuss word or two and a show of valor on the part of the salesman. "Oh, well," says the latter, "if that is the kind of a business man you are, sir, and if that is all your word is worth, why all right. But we took you for a gentleman." It is the Bullet that Hits the Invulnerable Spot. Even the grimmest dealer has a sort of commercial Tendon of Achilles where he is sensitive. It is self-respect, his pride in his personal reputation for honesty and for being a man of his word and an honorable man among men. Sneer as the pessimists may at this manner of approach, and this way of doing business, yet the fact remains, and it is testified to by the commercial philosopher referred to, that this appeal has never yet failed to reach its mark. And every new success naturally makes the succeeding one the easier.

In some instances a slightly different angle of approach is taken in case of a point-blank refusal to maintain prices. This manager tells the story of how he lately went to Pittsfield Mass., to see a recreant dealer, and sat in his office, in company with one of his under-salesmen, during business hours, from 11 o'clock one morning until next noon in a successful effort to bring the man to terms. It did the trick. "Sometimes it is better to besiege the enemy and starve them into submission," he says with a smile of reminiscence, "than it is to attempt to attack them directly and blow them to smithereens. That fellow agreed to get rid of us. I'd have camped out there a month otherwise."

Dealers Kept Samples.

This same personal appeal to a dealer's sense of right actions has been extensively used by this same soap house along a little different line in the matter of sampling too. One of its recent big moves was a monster appeal through the mails to the consumers whose names

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

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144 WATER ST., VANCOUVER, B.C.
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 We are in touch with the trade.
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 The Canadian house of
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were provided by the dealers. Along with the letter to them went a coupon redeemable at their dealer's store for a regulation-sized cake of soap, the dealer having been provided in advance with the latter in the necessary quantities. It was cheaper to provide a regulation-sized cake than to make up a special smaller one. As is always the case, the great temptation was for the dealer to steal these sample-cakes, assert that he had not received them from the manufacturer when coupon-holders came, and add them to his regular stock of salable soap.

"But a little careful argument on our part," says this manager "and a little more manipulation of the Appeal-Personal, sufficed to offset this dealer's temptation. By personal interviews and by mail, we explained how we fully appreciated that the dealer in question 'was personally above any such practices,' even if it were not for the fact that it was for his best interests in the end that the soap should be given out as originally intended, as samples. We explained that for him not to give out the soap as samples would mean but to cur-

tail the growth of his ultimate sales just so much in proportion and to miss the Golden Opportunity. And the appeal struck home and, as far as I know, the sample-cakes were used as originally intended in every case."

In this, too, too legal age when lawyers in grim battalions and safes loaded with parchments bearing doubly-witnessed signatures are so frequently relied upon to push through price protection and other sales policies, it seems as if the harking back to the fundamental, personal and moral appeal is both better business and more agreeable and optimistic. It is certainly true that a better feeling must exist between a retailer and a manufacturer whose relations are put on the plane of pure loyalty and honor than between the manufacturer who handcuffs dealers with steel chains of legal documents.

Long ago, in pedagogy, it has been established that you build morality quicker by putting questions up to the personal honor of pupils than by any grim systems of punishments and rules. Evidently business can make use of the same principle.

This would solve the difficulty since in a moment a clerk can turn to the exact page containing any article and find the price. Many articles of food have now established prices; they do not change once in a blue moon and it would therefore not be necessary to change their price in the indexed price book very often. The prices of rapid sellers, of course, are soon fixed in a salesman's memory, but in other cases it is difficult to remember them from one sale to another.

This is where the book would be valuable. It would prevent delay on the part of the salesman or saleslady, which would tend to make a satisfied customer and every satisfied customer adds to the general good-will of the business.

Little Expense Necessary.

This price-list book might consist of a small ruled indexed book as shown in the accompanying illustration. This would only cost 5 or 10 cents. A double page could be given over to articles beginning with a certain letter and if the words were written small there should be enough space for everything.

Editorial Note.—The above article was suggested by an actual occurrence in a Canadian grocery store. A consumer was purchasing some groceries from a woman clerk. On two or three occasions the latter had to leave the grocery department to determine from the manager the retail prices of different articles. The purchaser was much annoyed at the delays, all of which goes to prove that customers want to be served promptly and efficiently.

Overcoming Delay in Finding Out Retail Price

Customers Often Have to Wait a Minute or Two While a Clerk Leaves the Store to Ask the Proprietor—How a Small Indexed Retail Price Book Will Solve the Problem — A Time-Saver Costing Only Five or Ten Cents—May be Customer Saver Too.

It is annoying to a person who asks the price of a particular article in a grocery store to be told by the salesman that he doesn't know, but that he will find out in a minute or two.

Of course, where the proprietor is the sole salesman this seldom happens as he invariably knows the cost of the goods and the selling price. But this situation does not exist often. There is usually an employe in every store who is obliged to inquire day after day what the price of a certain article is. Sometimes the salesman or saleslady, and particularly one who does not take a deep interest in the progress of the business, has to travel into the residential apartments nearby or above the store to make the inquiry.

No customer wants to wait five, four, or even a minute to know the price of an article; and it is far from good salesmanship to have her do so. When she asks a price she wants to know it. Often, as every grocer knows from his experience as a clerk, the customer will say: "Oh, never mind asking Mr. — about it, I only wanted to know the price." This no doubt loses many a sale for the probability is that she would have made a purchase if she thought the price to be low enough.

How to Overcome This.

This deficiency, therefore, represents a leak in the store business. It is concrete; now the question remains, "how can it be remedied?"

It is almost impossible for any man to learn the different prices of every article, except after having spent several years in a store, and this situation is aggravated by the fact that there are always new lines of package goods coming on the market, the prices of which,

in the different sizes of cans or packages, are hard to remember.

The only solution that presents itself is the use of an indexed price book by the salesman.

Retail Price Book		Retail Price Book	
Caraway		Catsup whole	16
Coffee		Cheese lb	14
Bulk lb		Corn can	10
Can lb		Comm meal lb	.03
Cinnamon		Cumanti lb	10
Cashews -		Clones lb whole	
		Cream Tartar	

Suggestion For An Indexed Price Book to Keep Clerks Posted on Current Retail Prices.

The Inspection of Canadian Eggs is Proposed

Writer of Letter Sent to Government Analyst Advocates That They Should be Included in Food Standards — Estimate of Annual Production in Canada and Comparison With Losses.

There is a movement under way to include egg inspection under the new Food Standards which are being prepared at Ottawa under the supervision of Chief Analyst A. McGill.

The following letter has been sent to Mr. McGill by a man interested in the egg trade:

"We would like to bring to your attention the urgent necessity for some action being taken to prevent the sale of bad eggs, and would recommend that in the Food Standards now under consideration, provision be made covering this very important article of food.

"Competition in buying eggs throughout Canada, Ontario particularly, during the producing season, has become so keen that the buyers throughout the country are afraid to insist on their being allowed to reject bad eggs, when taking delivery from the store-keepers, and the majority of the storekeepers in turn will take anything the farmer brings in, knowing that he will be able to pass off the bad eggs to the buyer. The result is that the large firms for whom the eggs are bought, suffer a loss annually of an enormous sum in bad eggs paid for as good, and while realizing the injustice of this state of affairs, no one of these firms is able to take a stand that they will not pay for bad eggs, as it would mean cutting off all sources of supply. One of the largest dealers in Canada made the statement a short time ago, before a Farmers' Institute meeting, that his firm buried each year bad eggs which had cost enough to buy the best farm in his county. His experience is the experience of every dealer to a greater or less degree, according to their volume of business in eggs.

Should be Penalized.

"We think you will agree with us that the offering of bad eggs for sale, whether by farmers, storekeepers, merchant or retailer, should be made subject to heavy penalty, and it is only in this way that justice can be done to those in the egg business, and the consumer properly protected, for it is getting every year to be more a practice for farmers and country storekeepers to send their eggs direct to retailers in the city.

"It may be of interest to you in this connection to note the bulletin issued by the Nebraska State Food, Dairy and Drug Commission, and of which we enclose a copy. We understand similar legislation is in effect in several of the states, and is likely soon to be extended to a number of others. No injustice could be done to the farmer, or anyone interested in the business, by the prohibition of the sale of bad eggs, for the dealers who buy the eggs, if they knew the quality could be depended upon, would be willing and able to pay the

farmers a higher price for guaranteed stock."

The same writer has compiled figures showing the estimated production and loss due to want of care in handling. He says:

"We have no authentic information at our disposal covering the total production of eggs in Canada, but suppose, for the purpose of computing our losses, that we put it at 3,500,000 cases each year, or a fraction over 100,000,000 dozen. Prof. Elford, of Macdonald College, agrees with me that this estimate is well inside the mark. Milo Hastings, of the United States Department of Agriculture, Washington, in a pamphlet recently issued by him reviewing the egg trade of the United States estimates that the average preventable loss totals 17 per cent. of the whole. This is made up as follows:

	Per cent.
Dirties	2
Mouldy and bad flavor	1/2
Breakage	2

Chick development	5
Held eggs	5
Rotten	2 1/2

Total 17

"On the basis of the aggregate stock totalling what we have estimated it at, this would show that a total of 17,000,000 doz. in Canada alone are affected each year. It is quite true that from dirties, shrunken and held eggs some revenue is secured, but there is 8 per cent. which is an absolute, total loss.

Nearly Two Millions Lost.

"In addition to this there is the loss that is represented by the cost of buying, labor and freight to be added. Figuring only the total loss of 8 per cent. at an average price of 18c per dozen, you have the magnificent sum of over \$1,400,000. Now it would be safe to figure that the remaining 9 per cent. of affected eggs would show an average loss of 5c per dozen, which would make an additional \$450,000; add this to the \$1,400,000 and you have a total of \$1,850,000, which could, and ought to be saved to the farmers of Canada each year. I am satisfied that these figures are a very conservative estimate, and when you add to that the additional expense of labor and freight as already referred to, you have a total which is staggering.



Anchor Brand Flour

A Good Resolve

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

A Good Resolve

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

"The Early Bird Catches the Worm"

Every line of Business is not done to death in the West, and there's plenty of room for your goods if their quality and prices are right.

There is no business enterprise so successful as the one which gets in on the 'ground floor.' May we assist you, Mr. Manufacturer and Mr. Shipper, of the East, to introduce your products to the Great growing West? We have the facilities, the business ability, and the financial standing to guarantee you conscientious and efficient service. Our record speaks for itself.

We have extensive track warehouses at all the western strategic business points, and are prepared to store all kinds of merchandise.

Write us to-day fully. Our expert advice is at your disposal.

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WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise.

Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William

100 per cent. PURE



Here is a recommendation that carries enormous weight with the largest section of the buying public—the people who demand *pure foodstuffs*. We don't have to rely on our own unsupported statement that

"E.D.S." Brand Jams, Jellies, Grape Juice and Catsup



are as pure as care, skill, up-to-date and sanitary methods can make them. Look after your own interests by sending to the Department of Inland Revenue for Bulletin No. 194. You can have no more forcible recommendation than this to feature "E.D.S." Brand. Get a copy of this Bulletin to-day. It will open your eyes, and convince you that you'll have to find liberal shelf rooms for "E.D.S." goods if you wish to cater for the 'particular' customer.

Made by

E. D. SMITH

at his own Fruit Farms—WINONA, Ont.


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

SPECIAL
FOR ONE WEEK ON
**SMOKED
SKINNED BACKS**
GUARANTEED "GUNNS QUALITY"
MILD CURED
19c.
PEAMEALED IF DESIRED

Order to-day, and let us send along with the backs some Hams, Rolls, Breakfast Bacon, Cooked Hams, Jellied Meats, Pure Lard, etc.

GUNNS PORK AND BEEF PACKERS
LIMITED TORONTO

THE MILK
Everywhere acknowledged to be
Richest and Best



Reindeer Condensed Milk
The dealer wins customers by selling reliable goods that give satisfaction.

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

**For Camping and
Summer Cottage Trade**

We can recommend *Fearman's English Breakfast Bacon* as the best Bacon on the market and something that will be sure to give your customers every satisfaction.

F.W. Fearman Co.
LIMITED
Hamilton

MILD CURED

**Breakfast Bacon
Skinned Backs
and Hams**

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

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The various market are with trade re ther seems to Dealers in eg shrinkages a they have (Production of but trade is been no cha The make of though it is season will bi year's mark. favorable. T easier feeling A rather e products. On has not with these markets Quotations expected soon will not diff of last yea reports of a is but little

Provisions— both pure an demand is local men. A price of live had somethir gether the si as is only 1 time of year

Pure Lard—
Boxes, 50 lbs., 1
Cases, tins, each
" " "
" " "
Pails, wood, 20
Pails, tin, 20 lbs
Tubs, 50 lbs. ne
Tierces, 375 lbs.,
Compound Lard—
Boxes, 50 lbs. n
Cases, 10 lb. tin
" 5 " "
" 3 " "
Pails, wood, 20 l
Pails, tin, 20 lbs
Tubs, 50 lbs. n
Tierces, 375 lbs.

Pork—
Heavy Canada shot
Bean pork...
Cans da short cut b
Clear fat backs...
Heavy flank pork, l
Plate beef, 100 lb h
" 200 "
" 300 "
Dry Salt Meats—
Green bacon, flank
Long clear bacon, l
Long clear bacon, l
Hams—
Extra large sizes, 1
Large sizes, 18 to 2
Medium sizes, 15 to
Extra small sizes, 1
Bone out, rolled, l
Breakfast bacon, 1
Windsor bacon, sh
Spiced roll bacon,
Hogs, live, per cwt
dressed, per

Butter.—T at present, ders have 1 primary m higher, but the retailer.

New Quotations for Honey Will be Out Soon

Prices for the Spring Make are Being Awaited—Production of Butter and Eggs Continues Heavy, But the Shrinkage of the Latter is Rather Serious—Output of Cheese has Declined of Late, Contrary to Expectations, and Total Make for the Year May be Below Last Year's Figures—Easier Tone in Provision List.

The various branches of the provision market are running along smoothly with trade reported normal. The weather seems to have a depressing effect. Dealers in eggs are reporting heavy shrinkages and in point of quality they have deteriorated considerably. Production of butter continues heavy, but trade is only normal. There have been no changes in regard to prices. The make of cheese has fallen off, although it is thought that a longer season will bring the present up to last year's mark. The export demand is favorable. There has been a slightly easier feeling at country points.

A rather easier tone exists in pork products. On the whole the past week has not witnessed any big changes in these markets.

Quotations for this year's honey are expected soon. It is believed that prices will not differ materially from those of last year. While there have been reports of a falling off in supply, there is but little credence placed in them.

MONTREAL.

Provisions—There is a drop of 1/4c in both pure and compound lards. A light demand is responsible, according to local men. Also a slight easing in the price of live and dressed hogs may have had something to do with it. Altogether the situation is somewhat weak, as is only natural to expect at this time of year.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 15 1/2
Cases, tins, each 10 lbs., per lb.	0 15 1/2
" " " 5 " " "	0 15 1/2
" " " 3 " " "	0 16
Pails, wood, 20 lbs. net, per lb.	0 16 1/2
Pails, tin, 20 lbs. gross, per lb.	0 16 1/2
Tubs, 50 lbs. net, per lb.	0 15 1/2
Tierces, 375 lbs., per lb.	0 15 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12 1/2
" " " 5 " " "	0 12 1/2
" " " 3 " " "	0 12 1/2
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 375 lbs., per lb.	0 12

Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	2 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clean fat backs	32 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbl.	9 25
" " 200 "	18 00
" " 300 "	23 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 16 1/2
Long clear bacon, heavy, lb.	0 15 1/2
Long clear bacon, light, lb.	0 16 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 17
Large sizes, 18 to 25 lbs., per lb.	0 18
Medium sizes, 13 to 18 lbs., per lb.	0 19
Extra small sizes, 10 to 13 lbs., per lb.	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 20
Windsor bacon, skinned, backs, per lb.	0 22
Spiced roll bacon, boneless, short, per lb.	0 17
Hogs, live, per cwt.	9 75
dressed, per cwt.	13 00

Butter.—There is little export inquiry at present, though some few large orders have been filled. Locally in the primary market prices are slightly higher, but as yet this has not affected the retailer.

Receipts for the week are 22,308 packages, as against 18,571. For the season they are 166,929, as against 139,967 both showing an increase.

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

Eggs.—The quality of eggs arriving is said to be very poor and that, in view of the large receipts, is having a weakening effect on prices. As yet no change has taken place, but it would not be unlooked for.

Receipts for the week are 6615 cases as against 5695 same week last year. For the season they are 101,775 cases, as against 104,275 same season last year.

New laid	0 23	0 21
Selects	0 21	0 21 1/2
No. 1	0 19 1/2	0 19 1/2

Cheese.—There is a good inquiry for export, but it is gradually lessening. An explanation of this is advanced that some short sale covering in England caused it. In the primary market prices are 1/4c higher.

Receipts for the week are 95,409 boxes, as against 112,484 same week last year. For the season they are 574,832 boxes, as against 583,426 same season last year.

Quebec, large	0 11 1/2	0 11 1/2
Western, large	0 11 1/2	0 11 1/2
" " twins	0 12	0 12
" " small, 20 lbs.	0 12	0 12
Old cheese, large	0 13	0 13

Maple Products.—There has been no change in this market.

Compound maple syrup, per lb.	0 14 1/2	0 05
Pure townships sugar, per lb.	0 10	0 11
Pure syrup, 84 lb. tin	0 70	0 70
" " 10 1/2 lb. tin	0 85	0 85

Honey.—The same situation as for some time past still obtains.

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

WINNIPEG.

Lard.—The output is not heavy but a revival is noted over the past few weeks. Butter is being exported and lard is taking its place largely for cooking purposes. The June stuff has always a fair market. We quote:—

Pure, 20-lb. pails	3 35
" 3-lb. tins, 60-lb. cases	10 25
" 10-lb. tins, 60-lb. cases	10 15
Compound, 20-lb. pails, per pail	2 80
" 5-lb. tins, 60-lb. cases	8 80

Butter.—There is a good supply of creamery and the local consumption is heavy. Retailers are paying 24 cents for creamery. The dairy No. 1 is well maintained at 21 cents and large shipments are going east for export purposes. Picnics and excursions are keeping the demand and no lower prices are in sight.

Eggs.—There is an abundance of eggs on the market and the jobbing price for candled is 18 cents to-day. There are no eggs leaving the province.

Cheese.—The price for the local stuff is unchanged at 12 cents and the consumption is fair. Ontario cheese is in large quantities and it is jobbing at 13 1/2 cents.

Honey.—The trade is not heavy only small orders being put up. The supply of Manitoba honey is greatly increased over last year and although lower prices are not looked for a revival is not looked for until the fall at the earliest.

Honey, 2 1/2 lb. tins, per tin	0 87
" " 5 "	0 65
" " 12 oz. jars, per dozen	2 10
" " 60-lb. tins, per lb.	0 13

TORONTO.

Provisions.—Although a slightly easier feeling is apparent in this market there have been no changes of account. Live and dressed hogs are fairly plentiful. The demand for some lines of pork products remains good but there has been a decline in demand for lard,

Long clear bacon, per lb.	0 15	0 15 1/2
Smoked breakfast bacon, per lb.	0 19	0 19 1/2
Pickled shoulder	0 11	0 11 1/2
Holl bacon, per lb.	0 15	0 15 1/2
Light hams, per lb.	0 18	0 18 1/2
Medium hams, per lb.	0 18	0 18 1/2
Large hams, per lb.	0 17	0 17 1/2
Cooked hams	0 26	0 26 1/2
Fresh shoulder hams	0 13	0 13 1/2
Shoulder butts	0 17	0 18
Backs, plain, per lb.	0 19	0 19 1/2
" " pea meal	0 19 1/2	0 21
Heavy mess pork, per bbl.	28 00	29 00
Short cut, per bbl.	30 00	31 00
Lard, tierces, per lb.	0 14 1/2	0 15
" " tubs	0 15 1/2	0 15 1/2
" " pails	0 11 1/2	0 12 1/2
" " compound, per lb.	0 11 1/2	0 12 1/2
Live hogs, at country points	8 75	8 75
Live hogs, local	9 00	9 00
Dressed hogs	12 25	12 50

Butter.—There is not much enthusiasm among butter dealers this week. The market is inclined to be slow and the demand is not what it might be. The production keeps up well but there have been no changes in prices.

Per lb.	
Fresh creamery print	0 23 1/2
Farmers' separator butter	0 19 1/2
Dairy prints, choice	0 18 1/2
No. 1 tubs or boxes	0 19 1/2
No. 2 tubs or boxes	0 17 1/2

Eggs.—Deliveries have been received in rather poor condition resulting in considerable shrinkage. The demand has also fallen off although prices are holding their own. Supplies are still liberal.

Selects	0 21	0 22
Fresh eggs, doz.	0 16	0 20
Second grade, doz.	0 15	0 16
Chips, doz.	0 15	0 15

Cheese.—The only feature in regard to cheese is the fact that there has been a falling off in production contrary to probably all expectations. The demand is not all it might be. Reports from the country state that pastures are in good condition and it is believed by some that the season of heavy supply will extend longer than last year. Prices are firm.

Old cheese—	White	0 14	
Large	0 13 1/2	New cheese—	
Twins	0 13	Large	0 11 1/2
Stiltons	0 15	Twins	0 12 1/2

Poultry.—The market is fairly steady with a rather good demand for chickens. Spring ducks are also in demand.

Spring broilers, live	0 18	0 20
Hens, per lb. live	0 14	0 15
Turkeys, per lb., large, dressed	0 19	0 20
Spring duck, lb., live	0 20	0 20

Honey.—The season for the new honey is about open. Some of the trade have received enquiries from bee-keepers' associations and have offered quotations for the new stock but there is nothing definite as yet. The demand has not im-

proved and this condition does not add an impetus to business.

Clover honey, extracted, 50 lb. cans.....	0 10	0 11
" " " 10 lb. pails.....	0 11	0 12
" " " 5 lb. pails.....	0 11	0 12
" " comb, per dozen.....	3 00	
Buckwheat honey, lb.....	0 07	

CLAIMS COMBINE IN EGGS.

**Nelson Board of Trade May Investigate
—What The President Says.**

Nelson, B.C., July 14.—It is probable that the board of trade of Nelson will take up the question of an alleged combine in the egg market in the Kootenay, which is said to have resulted in high prices. Speaking of this matter, F. A. Starkey, president of the board, says that there are all the marks of the operations of a combine. "Ask for quotations," he remarks, "from any of the leading egg firms and they all quote the same terms and conditions and submit the same kind of contract. Moreover, the prices they quote are \$1.50 a case higher than prices in St. Paul. Adding the duty and freight, the price laid down in Nelson is 70 cents less for eggs purchased in St. Paul, than for eggs purchased on this side of the line. As a consuming community we are naturally in a position to be toled by any combine. Whether the poultryman in the east gets any benefit or whether the combine forces him to take lower prices is another matter. The situation is certainly one that should be investigated."

WORTH MANY TIMES ITS COST.

W. M. Howe, a successful retail grocer in Arnprior, Ont., who is just retiring from business, writes as follows:

"After being a subscriber of The Canadian Grocer for a great number of years I have no hesitancy in saying that I consider it the grocer's friend. It is a great assistance to any grocer, and is worth many times over its cost. Every number has been full of new, up-to-date articles regarding the conducting of a successful grocery business, besides having the very latest market reports.

"No person conducting a grocery business should be without it."

Subscribers are requested to carefully study The Grocer every week; unless it is read the profitable information referred to by Mr. Howe, will be missed.



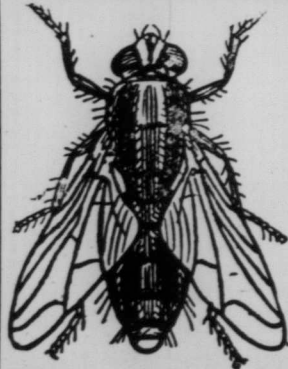
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MAPLEINE**

Better Than
Maple

The Crescent Mfg. Co.
Seattle, Wash.

Order from your jobber, or

Frederick E. Robson & Co.
26 Front St. E., TORONTO



You can strongly recommend

**WILSON'S
FLY PADS**

to your customers. Every ten-cent packet is capable of killing more flies than \$8.00 worth of sticky paper.

FELS-NAPHTHA

really makes clothes cleaner, sweeter and whiter than other soaps.

But the great advantage is that it does so with less labor, and without any hot water.



Quality and Consistency

are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.

THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.



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The Difference—“Quality”

There is some difference in everything, and this is especially true of baking powder. The important difference is—Quality. Baking Powder containing alum (or its various aliases) is condemned by food scientists as unfit for use in foods.

Magic Baking Powder contains no alum, and sells to the consumer at the same price as those that do

contain alum. By protecting your customers you retain their patronage.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

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

E. W. Gillett Co. Ltd.

Winnipeg

Toronto, Ont.

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AND
STILL
THE
BEST



MADE IN CANADA

THE McCASKEY

CREDIT REGISTER SYSTEM
DOES THESE THINGS:

- It eliminates book-keeping. (Copying and posting from one book to another.)
- It prevents forgotten charges.
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- It is an automatic collector.
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- It proves your loss and helps collect your insurance, if you store burns.
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- Can you afford to be without it?

DOMINION REGISTER CO., Limited
Successor to the McCaskey Register Co. in Canada
96-104 Spadina Avenue - TORONTO, Can.

YOU CAN UNHESITATINGLY
RECOMMEND

Clark's Pork and Beans

to your customers.

For summer use they are better than butcher's meat.

- Good in the home—
- Good on picnic parties—
- Good on camping parties—
- Good on all occasions—
- Good for everybody—

CLARK'S PORK and BEANS are extensively advertised.

Wm. Clark - Montreal

Manufacturer of High-Grade
Food Specialties

THE CANADIAN GROCER

GROCERY NEWS IN BRIEF.

Items Gathered From Atlantic to Pacific
—Many Businesses Change Hands.

Ontario.

John Doyle, grocer, Toronto, has retired.

A. Cochrane, grocer, Ottawa, is succeeded by A. D. Wishart.

Wm. J. Hodgson, grocer, Toronto, is closing out his business.

The business of Duncan Bush, grocer, Hamilton, Ont., is in the hands of a bailiff.

The stock of R. Finley & Son, general merchants, Meaford, Ont., is advertised for sale.

Quebec.

D'Aragnon & Frere, grocers, Montreal, have registered.

O. Leger & Co., grocers, Montreal, have dissolved.

Dion & Co., grocers, Quebec, Que., have compromised.

Longeway & Lewis, grocers, Montreal, have assigned.

J. E. Gingras, grocer, St. Romuald, Que., has registered.

Philius Boucher, general merchant, St. Moise, Que., have assigned.

Fortin, Henri & Co., grocers, Black Lake, Que., are registered.

Demand of assignment has been made on John Barelay, grocer, Montreal, Que.

The assets of Grace & Co., general merchants, Masham Mills, Que., are to be sold.

Western Canada.

W. Tweddle & Son, general merchants, Heward, Sask., have assigned.

D. E. Price, grocer, Durban, Man., has sold to J. B. Moore.

L. C. Teeple, grocer, Carlyle, Sask., has sold to D. G. Scott.

Stamp & Smith, grocers, Creelman, Sask., have dissolved partnership.

Williamson Bros., grocers, Winnipeg, Man., are succeeded by Sargent & Brommell.

E. D. Earle, general merchant, Maidstone, Sask., has sold to Wilson & Magee.

L. Goldin, general merchant, Star City, Sask., is succeeded by the Star City Trading Co.

The system of selling by weight adopted by practically all of the grocers of Cleveland, O., has proved satisfactory to them and it is believed that it will entirely supersede the dry measure plan. Merchants in other cities are adopting it or are considering the question of adopting it.

TO TEST B.C. COMPANIES ACT

Vancouver, July 14.—Protests of brokers and manufacturers' agents against the enforcement of the Companies Act have been ineffectual and it went into effect on the first of the month. For the last two months there has been a general agitation in both Vancouver and Victoria among the members of the boards of trade, the brokers and all representatives of outside companies to at least have the penalties of the act suspended for six months, but the attorney-general has refused to give favorable consideration. It is now proposed to make a test case, eminent counsel having already been engaged and the constitutionality of the act will be brought before the highest courts.

Those opposed to the act on the coast will have support in the east, and they regard as encouraging the action of manufacturers in Toronto and Montreal who are naturally opposed also, since they are compelled to incorporate in British Columbia.

One broker told The Grocer, it will mean the elimination of the small commission man, since his dealings were not sufficient to warrant the expense of registration, and trade will be confined in certain and larger channels, which he claims will promote monopoly. This will result in higher prices to the consumer, he says, since the additional cost of operation will doubtless be added to the selling price.



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

National Licorice Co.
MONTREAL

CANADA: No better Country

MOTT'S: No better Chocolate

DIAMOND CHOCOLATE

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

Flour

Recent have affected been appreciated part of such a favorable crop situation places distributed their hold cline, but in some cases

The fall among the ing to govern vance is also wheat being crease in recorded it existing financially southwest are it is still unset regarding the western the spirit have been

Flour.— week. The tinued rise at the in good with export the which price.

Winter wheat Straight roller Extra, bbl. Manitoba spring

Rolled sent char oats, the sibility of near future own well to be on higher market. Fine oatmeal, Standard oatmeal, Granulated Gold dust corn, Bolted corn, Rolled oats, b

Flour.— grow steadily week. Si itoba wheat cents, an the quot figures, The dem of the m tions pr sounds v disposed are buyi statemen prominen very inte

Flour Has Advanced 40 Cents in Two Weeks

Persistency of Reports Regarding Weather and the Partial Authenticity of the Same has had the Result Expected—Market is Unsettled Under Uncertain Condition of Western Crops—Some are More Sanguine Than Others—Another Advance in Flour May Occur at Any Minute.

Recent changes in the wheat markets have affected flour and the advance has been appreciable. Previous to the latter part of June there seemed to be such a favorable aspect to the coming crop situation that millers in many places disposed of a large amount of their holdings expecting a steady decline, but now they have to repurchase in some cases at higher prices.

The feeling apparently prevailing among the millers is that flour is going to go higher. At present an advance is about due owing to the price of wheat being high. Should another increase in the price of wheat be recorded it will prove the undoing of the existing flour prices. Conditions practically similar to those in the Northwest are reported from Russia, where it is stated the crops are suffering from dry hot weather. The market is still unsettled owing to the uncertainty regarding the extent of the damage to the western crops and in many quarters the feeling is more optimistic than the spirit of some of the reports that have been sent out.

MONTREAL.

Flour.—Flours are all up 10c this week. This is the result of the continued rise in the wheat market. Even at the increase trade continues very good with a decidedly firm tone. For export there is a good steady demand, which promises still further improvement.

Winter wheat patents, bbl.	5 65
Straight rollers, bb.	5 40
Extra, bbl.	4 90
Manitoba spring wheat patents, bbl.	5 90
strong bakers, bbl.	5 40

Rolled Oats.—While there is no present change in quotations of rolled oats, there seems to be a distinct possibility of some such occurrence in the near future. Local trade is holding its own well and demand for export seems to be on the increase. It looks like a higher market.

Fine oatmeal, bags	2 20
Standard oatmeal, bags	2 20
Granulated "	2 20
Gold dust cornmeal, 98-lb. bags	2 10
Bolsted cornmeal, 100-bags	1 65
Rolled oats, bags	2 00
" barrels	4 25

TORONTO.

Flour.—The market has continued to grow stronger with each succeeding week. Since July 1st the price of Manitoba wheat flour has advanced forty cents, and local millers assert that if the quotations for wheat reach larger figures, flour is bound to go higher. The demand is fairly good, but many of the millers are short. The conditions previous to the first alarm sounds were so auspicious that they disposed of their holdings. Now they are buying in at a loss according to statements that have been made by prominent millers. The flour market is very interesting at present.

Manitoba Wheat.	
1st Patent, in bags	5 80
2nd Patent, in bags	5 60
Strong bakers, in bags	5 20
Feed flour, in bags	3 10
2 cents dearer in bbls.	

Winter Wheat.	
Straight roller	5 20
Patents	5 30
Blended	5 10

Cereals.—The cereal market is steady but there have been no price changes nor any new features.

Rolled oats, small lots, 90 lb. sacks	2 00
" " 25 bags to car lots	1 90
Rolled wheat, small lots, 100 lb. bbls.	3 00
" " 25 bbls. to car lots	2 90
Standard and granulated oatmeal, 58 lb. sacks	2 20

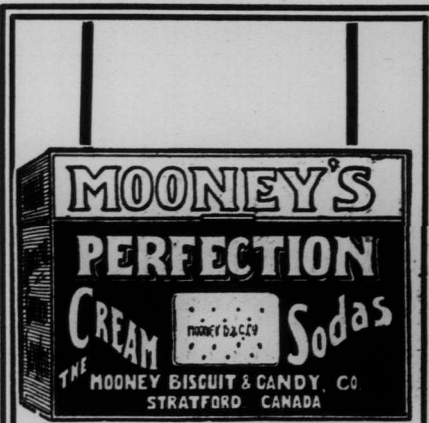
DIFFERENT FROM RED ALASKA.

The definition of what Sockeye salmon is in comparison to Red Alaska has created considerable discussion in Australia, according to Canadian Trade Commissioner, D. H. Ross. He says that in 1907 a difficulty arose in regard to the definition of the term 'Sockeye,' as applied to canned salmon imported into Australia from British Columbia and Puget Sound ports. As the result of data submitted by this office, the Commonwealth customs adopted a ruling which has, in the interval, been entirely satisfactory to Canadian exporters who continue to supply the bulk of the Australian importations of this high grade fish. Recently the question has been re-opened by representations made to the authorities in Melbourne—strongly supported by expert United States opinion—on behalf of Alaska packers, in which it was contended that Sockeyes and Red Alaska salmon were of the same species and permission was desired to apply the significant term 'Sockeye' to salmon packed in Alaska. As the ultimate decision was of almost vital importance to British Columbia packers interested in exporting salmon to Australia, an exhaustive report dealing with the subject—containing complete evidence of the disparity in quality and price of the two brands of fish—was submitted to the Commonwealth customs department by this office.

The decision was conveyed in a reply received on May 31, in which it was stated that the Commonwealth customs declined to permit the use of the term 'Sockeye,' on Alaska salmon upon the ground that it was considered such a definition would not be a proper trade description.

Bad accounts are responsible for the most of the troubles of the grocer. They, likewise, are the direct causes of not a few of the failures that are regularly reported.

An English grocer at Tredgar recently appeared in the bankruptcy court, and during his examination attributed his failure to bad debts, high prices of provisions, and damage to goods by rats. During his grocery career he managed to lose \$2,500 in several locations.



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

Are you stocking
Mooney's
"Perfection"
Cream Sodas

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

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

They are pleasantly palatable and perfectly pure.

See to your stocks.

The
MOONEY BISCUIT
& CANDY CO., LTD.
Stratford, Can.

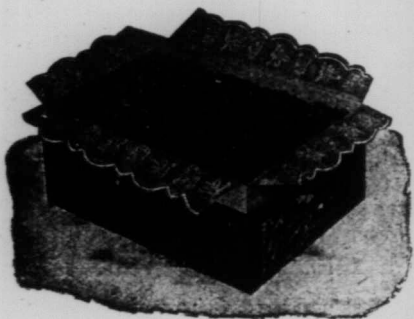
Cox's Gelatine



COX'S GELATINE is a STEADY SELLER; therefore should always be in your STORE

PURITY GUARANTEED BY THE MAKERS

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C. E. Colson & Son, Montreal Gorgie Mills, Ltd.
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We have been
successfully mar-
keting

**Chocolate
"BORDO"**

for 25 years.

**A
MORAL:**

Doesn't it stand
to reason you can
profit by selling
it?

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL.

TRUMILK
IS FULL CREAMED CANADIAN MILK IN POWDER FORM
MILKSTOCK
IS FINEST SEPARATED MILK IN POWDER FORM

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

Sole Manufacturers

Canadian Milk Products, Limited
MAIL BUILDING, TORONTO

52 Highest Awards in Europe and America

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



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

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WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

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MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

MAPLE SYRUP!

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

Cheese for 5000 Grocers

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

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SUOHARD'S COCOA

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

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

FEATHERS WANTED

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

WRITE TO

P. POULIN & CO.

39 Bonsecours Market, - Montreal

WE SELL FEATHERS TO

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

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

We make special brands to order.



*You are quite right,
Brother Grocer—
FIVE ROSES
is not, never was,
and never will be,
a Bleached Flour*

*Lake of the Woods Milling Co., Ltd.
Montreal*

Georgia Elberta Peaches

Fancy Stock—Good Shippers

Six-Basket Crates

We can take care of your orders.

Canadian Fruits

Raspberries, Gooseberries
Cherries, Red Currants

California Fruits

Peaches Pears Plums

Oranges Lemons Bananas
Valencias Verdilli Jamaica

Vegetables

Watermelons and Cantaloupes

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

HOT WEATHER

like this almost any kind of LEMONS will sell, but mind you—Hot or Cold, there's more real worth and satisfaction in a box of

"St. Nicholas"

or

"Home Guard"

than you are likely to get under any other brand.

BUY THEM

J. J. McCABE

AGENT

32 Church Street, Toronto.

Raspberries Now Leading the Fruit Market

Have Replaced Strawberries and are in Heavy Demand—Lemons Take Another Advance and Unless Weather Becomes Cooler Will Not Stop at Present Mark—Imported Tomatoes are Not Giving General Satisfaction—New Vegetables are Being Offered Freely—Trade in the Season's Fruits and Vegetables is Good.

Fruits are now claiming general attention. The trade is not only for the present but for the future. The storing away of preserved fruit for the coming winter is the feature that is responsible for the heavy demand. Throughout the length and breadth of the country reports emanate to the effect that trade is heavy and there is no doubt that the grocer is receiving his share in spite of the efforts of the street hawkers in places where they have full sway.

Raspberries are coming in and are dividing first honors on the market with cherries. The grocer who knows how to handle the new fruits profitably should not overlook the opportunity that is now presented. Lemons are at a high figure in some places being dearer than others. Continued warm weather will send them up still higher. Oranges are a little firmer and would be higher, but for the exceedingly heavy demand for plums, pears, etc. Shipments of deciduous fruits from California up to June 29th totalled 1,300 cars compared with 990 during the same period last year.

There is also a good demand for new vegetables, and as supplies are coming in freely business is good.

MONTREAL.

Green Fruits.—Trade in green fruits has been exceptionally good in some lines. Those which have felt this the most are California deciduous, which are having their usual summer sale. Bartlett pears are expected some time this week, and will probably range about the \$4 mark.

The strawberry season is slackening somewhat, and the grade of the late arrivals is very mediocre. Bananas are proving even more popular than usual this summer.

Apples—	Palermo..... 4 03
Russets..... 7 00	Messinas..... 3 00 3 25
Spies, per bbl..... 8 00	Oranges—
Bananas crated,	Florida..... 3 00
bunch..... 2 00 2 25	California navel 3 00
Cranberries, bbl..... 11 00	Porto Rico..... 2 50
Cocoanuts, bags..... 4 25	Mexicans..... 2 25
Grape fruit—	Sicily bitters.....
Florida, box..... 7 00	box..... 2 25 3 00
Grapes, Almeria,	Jamaica, bbl..... 3 75 4 25
per keg..... 8 00	Valencias, large,
Limes, per box..... 1 00	per case..... 4 50 5 00
Lemons—	Pineapples—
Sicily bitters, box 1 75 2 25	Florida, case... 2 50 2 75
oronto..... 2 20 2 50	Strawberries, qt. 0 08 0 10

Vegetables.—There has been a good steady demand for standard lines of vegetables during the past few days, but it seems to be slightly less than at this time last year. Potatoes seem to be a little above the average, however. New ones are being quoted at \$3. Cucumbers are now 40c to 50c per doz. Other lines are about the same as last week.

Asparagus, doz.. 1 00 5 00	Mushrooms, lb.. 0 75 1 00
Beans, green,	Onions—
basket..... 2 00	Egyptian, lb.... 0 03 0 03½
Beans, wax..... 2 00	Potatoes—
Beets, bag..... 0 50 0 75	Montreal, bag... 0 65 0 75
Beets, new, doz.. 0 75 1 00	Potatoes, new,
Carrots, bag..... 1 75	per bbl..... 3 00

Carrots, new, doz 0 50 0 60	Parsley, dozen... 0 25 0 30
Cabbage, new, ct 1 25 1 50	Paranips, bag... 1 25 1 50
Washed celery, dz 1 50	Radishes, dozen
Cauliflowers, doz. 6 50	bunches..... 0 15 0 20
Casuliflowers,	Rhubarb, doz ... 0 25 0 35
Montreal..... 2 00 3 00	Spinach, bbl 1 50 2 00
Cucumbers, doz. 0 40 0 50	Tomatoes—
Garlic, per lb... 0 25 0 30	Flor das, crate .. 3 25 3 50
Green Peppers,	Cubans, crate .. 2 25 2 50
basket..... 0 75	Mississippi, 4 bas-
Lettuce—	ket carriers..... 1 50
Montreal, doz.... 0 20 0 40	Turnips, bag.... 1 50 1 70

Fish.—The salmon season is about finished, and what sales are made are at increased prices.

Lake fish continue scarce, and the few arrivals are snapped up on sight. Few brook trout are to be had. Halibut and mackerel on the contrary seem to be coming in more freely, but so far have been taken up quickly.

Winter caught dore are scarce and are holding at higher prices. Demand is light for other lines of frozen.

Trade all through is only fair.

FRESH

Shad, 'Roe,' ea. 0 35	Brook trout..... 0 25
Shad, 'Buck,' ea. 0 20	Lake trout..... 0 12
Pike..... 0 08	Whitefish..... 0 12
Perch..... 0 08	Mulletts..... 0 06
Steak cod..... 0 06	Haddock..... 0 05
B.C. salmon..... 0 13	Halibut..... 0 09
Gaspe salmon..... 0 16	Bullheads..... 0 10
Market cod..... 0 04	Carp..... 0 06
Sturgeon..... close season	Dore..... 0 13
	Mackerel..... 0 10

FROZEN

Codfish..... 0 04 0 04	Pike..... 0 07
Dore, winter caught,	Salmon, B.C., red, 0 10
per lb..... 0 10	Gaspe salmon.....
Haddock..... 0 04	per lb..... 0 18
Halibut, per lb. 0 08½	Smelts, 10 lb. boxes.. 0 07½
Herring, per 100... 1 25	Whitefish, large,
Market cod..... 0 04	lb..... 0 09
Steak cod..... 0 05	Whitefish, small..... 0 07

SALTED AND PICKLED

Green cod, No. 1,	Salmon, B.C., red, bbl 14 00
bbl..... 6 00 6 50	" " pink, bbl 12 00
Labrador herring, bbl 5 00	" " Labrador, bbl 17 00
½ bbl 2 85	" " ½ bbls 8 50
Labrador sea trout,	" " 300 lb..... 23 00½
bbls..... 11 00	Salt eels, per lb..... 0 07
Labrador sea trout,	Salt sardines, 20 lb. pls 1 00
half bbls..... 6 00	Scotch herring, bbl... 6 50
No. 1 mackerel, pall. 2 00	" " keg 1 00
" " ½ bbls.. 8 00	Holland herring, bbl 5 50
No. 1 pollock, bl ... 4 00	" " keg 0 75

SMOKED

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

SHELL FISH

Clams, Quahogs, per bbl..... 6 50
Clams, Little Necks, per bbl..... 11 00
Shell oysters, bbl..... 10 00
Lobsters, live, per lb..... 0 25
Oysters, choice, bulk, Imp. gal..... 1 50
" " Select, Imp. gal..... 1 75
" " Sealshipt, standard, per Imp. gal..... 2 00
" " select, per Imp. gal..... 2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.
Shredded cod, per box..... 1 80
Skinless cod, 100 lb. case..... 5 50

WINNIPEG.

Green Fruits.—The demand was never greater in Western Canada than it is at present. The stock on all lines is the choicest and preserving is extensive. The trade is truly at its zenith just now and jobbers can scarcely fill orders. The following prices hold this week.

Bananas..... 2 50	Apricots, case..... 2 00
Cranberries, bbl..... 8 00	Cherries, case..... 2 50
Cocoanuts, doz..... 0 90	Oranges, Val-
Grape Fruit,	encias..... 5 50
Cal, box..... 7 00	Pineapples, case..... 5 50
Lemons, Cal..... 10 00	Raspberries, ca..... 8 00
Peaches, case..... 1 75	

Green Vegetables are in trade just maintained, heavy consum

Asparagus, doz.....
Butter beans, lb.....
Carrots, Orleans
per box.....
Cabbage, new, lb.....
Cucumbers, doz.....
Lettuce, doz.....
Mint, doz.....
Onions, green,
per dozen.....

Fish.—There now as com winter month is having a l firm prices ru

Halibut.....
Salmon Trout.....
Whitefish.....
Haddock.....
Lake Frozen—
Goldeyes.....
Yellow Pickerel.....
Pike.....

Green Fruit supplanting next week w ers are receiv good quality,

Ch

Black White Red Rio

Buy your c at their bes

Ras

A few com phone or n

Steve

Grow

HAMILTON



Green Vegetables.—Home grown vegetables are forming the bulk of the trade just now and prices are well maintained, due to the exceptionally heavy consumption.

Asparagus, doz.	1 50	Onions, Egyptian, per lb.	0 03½
Butter beans, lb	0 07	Potatoes, new, bs	1 75
Carrots, Orleans per box.....	2 00	Parsley, per doz.	0 25
Cabbage, new, lb	0 03	Radish, dozen.	0 20
Cucumbers, doz.	1 25	Rhubarb, lb.	0 03
Lettuce, doz.	0 20	Tomatoes, crate	2 00
Mint, doz.	0 30		
Onions, green, per dozen.	0 25		

Fish.—There is little meat moving now as compared to the output in winter months. Fish as a consequence is having a heavy sale at present and firm prices rule the market.

Halibut	0 09	Whitefish	0 08
Salmon Trout	0 11	Smoked—	
Whitefish	0 08	Bloaters, basket.	1 50
Haddock	0 06	Filets, lb.	0 20
Lake Frozen—		Haddock, Finnan.	0 08
Goldeneye	0 03½	Herring, Digby, bds.	0 95
Yellow Pickerei.	0 07		
Pike	0 03½		

TORONTO.

Green Fruits.—Red raspberries are supplanting strawberries, which by next week will be off the market. Dealers are receiving new red raspberries of good quality, but this fruit has not

CALIFORNIA FRUIT

Fine varieties now arriving, Bartlett Pears, Plums and Peaches, 6 cars due to arrive to us this week.

GEORGIA and TEXAS PEACHES

Several Cars Rolling

Prices moderate

WHITE & CO., Ltd.

The Fancy Fruit and Produce House.

TORONTO

MAIL ORDERS.

Cherries

Black English Sweet

White English Sweet

Red Richmond Preserving

Buy your cherries this week. They are at their best and crop is light this year.

Raspberries

A few coming of good quality. Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of
CANADIAN FRUITS

HAMILTON, - - - - - ONT.

Phones 1990 and 2700

FANCY

RIPE { PINEAPPLES
FLORIDA TOMATOES
BANANAS

FRESH { LETTUCE
RADISH
RHUBARB
GREEN ONIONS

==== Finest Oranges and Lemons ====

HUGH WALKER & SON

Established 1861)

GUELPH, ONTARIO

BUSTER BROWN



The Brand of Lemons
to order from the wholesale.

FOLLINA BROS.,
PACKERS

W. B. STRINGER,
SALES AGENT.

THE CANADIAN GROCER

yet come to its best yet. There seems to be a strong opinion that raspberries will be a heavy crop. The recent general rains will be of great assistance and arrived at a most opportune time. It is only a matter of a few days or probably a week when raspberries will be reaching their heaviest production and grocers should watch the market carefully in order to get as much as possible out of it.

Lemons have gone even higher than last week. The \$6.50 mark has been reached and the citric fruit from sunny Sicily in the opinion of some may reach \$7. The weather will have the deciding effect. Should it continue warm the market should keep on rising. On the other hand a relapse to cooler conditions should relieve the demand and allow prices to return to former levels.

Bananas are somewhat stronger and even in the market, the range of prices is higher, extending to two dollars. The weather makes business risky to a certain extent and there is not the same heavy supplies. Canadian cherries are in good demand and at reasonable prices. Grocers have now the opportunity of handling these to advantage. California deciduous fruit is moving rapidly and is being received in larger quantities than ever. Pineapples are practically done. Peaches, pears and plums are in good demand. The whole fruit market is in a healthy condition and from all appearances is likely to continue so for some time.

Bananas..... 1 50 1 75	Lemons—
Cantaloupes, Cal—	Verdell..... 6 00 6 50
Pony crates... 4 00 4 50	Limes, box..... 1 25
Large crates... 5 00 5 50	Oranges—
Cherries, sour—	Mexican..... 2 50 2 75
Small basket... 0 50	Valencia..... 4 50
Large basket... 1 00	Peaches—
Cherries, sweet—	Georgia..... 2 50
Small basket... 0 50 0 75	California..... 1 25 1 50
Large basket... 1 00 1 10	Pears, box..... 4 50
Cocoanuts, sack..... 4 50	Pineapples, case 2 25 3 00
Red currants, small basket..... 0 75	Plums, case..... 1 50 1 75
Gooseberries, bas 0 75 1 50	Raspberries... 0 12 0 14
Grape Fruit—	Watermelon, ea. 0 40 0 50
California..... 3 75 4 75	Strawberries—
	Canadian, box.. 0 05 0 17

Vegetables.—The new vegetable season is rapidly reaching its height. People generally are eagerly waiting for each vegetable as it arrives. The imported goods served for the time being, but

there was something lacking—they were not home grown. Then radishes and onions arrived. Now beans and peas are being enjoyed with lettuce and cabbage. Carrots, beets, etc., are also finding places on the family board and potatoes, tomatoes, cucumbers and few others alone remain. With a natural craving for these articles existing among the buying public, no trouble should be met in disposing of them. Prices have taken a mighty slump in some lines. The difference between the prices for the imported vegetables and for those which our own soil is now producing was very appreciable, so much so that what a few months ago was only the rich man's delicacies are now finding their way into even the humblest home.

New potatoes are expected before long. The imported tomatoes are not giving the best of satisfaction according to some of the wholesalers. They are being received from Texas and Tennessee. The tendency is toward easier prices down the entire list. Old potatoes are almost "dirt" cheap, Ontario stock selling at from 20c to 30c per bag.

Beets, doz..... 0 25 0 30	Potatoes, Dela-
Beans, wax, per	ware..... 0 75
11-qt. basket... 0 85 1 00	Potatoes, Virg.. 2 50 2 75
Cabbage, case	Parsley, per doz
Canadian..... 2 00 2 25	bunches..... 0 25 0 30
Carrots, Cana-	Radishes, doz... 0 25
dian, doz..... 0 30	Peas, green, per
Cauliflower, dz... 2 25	11-qt. basket... 0 35
Cucumbers, hpr... 2 00	Rhubarb, doz.. 0 15 0 25
Lettuce, Cana-	Spinach, hamper..... 0 60
dian, head..... 0 25 0 30	Tomatoes, Cana-
Onions—	dian, h b., lb... 0 17 1/2
Texas Bermudas	Turnips, bag... 0 40
per crate..... 2 50	Tomatoes, Texas
Egyptian, sack. 2 75 3 00	crate 4 basket... 1 75
Potatoes, Onta-	New turnips, p r
rio, bag..... 0 20 0 30	11-qt. basket... 0 50

Fish.—Summer should be a good season for fish and it is a fact that there is a heavier demand for it on account of its qualities compared with meat, but during weather such as has been experienced of late there is some trouble in handling it. Trade is only fairly active. Supplies are not heavy and are readily picked up. There have been no changes in prices.

FRESH CAUGHT FISH	
Halibut..... 0 09 0 10	Steak cod..... 0 08
Salmon trout... 0 11	Perch..... 0 07
White fish..... 0 11 0 12	Haddock..... 0 07
Herring..... 0 06	Mackerel..... 0 22 0 23

FROZEN LAKE FISH

Pickereel yellow..... 08	Pike..... 0 07
	Whitefish, frozen... 0 09

OCEAN FISH (FROZEN)

Herring, per 100..... 1 5	Salmon, pink, per lb.. 0 08
	red..... 0 09

SMOKED, BONELE AND PICKLED FISH

Acadia, tablets,	Cod, Imperial, per lb.. 0 05
box..... 1 60	Fillets, per lb..... 0 11
Codfish, Bluenose, " 1 40	Haddock, Finnan..... 0 07
Cod steak, per lb..... 0 07	Quail on toast, per lb.. 0 05

The canning industry is growing in Brazil, but the imported brands are so superior to the home variety that in spite of lower prices of the latter, competition is not overcome.

A push cart peddler in New York was arrested in front of a tenement of which he was the owner. It is claimed that his scales were 1 1/2 oz. short.

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

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE, Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

TRY LEARD'S LOBSTERS
and CANNED CHICKEN

Write for Prices

W. A. LEARD

Summerside, P.E.I.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

CARTER'S

EXTRA CONCENTRATED

LEMON SYRUP

"BIG WHEEL"

LEMONADE.

CRYSTALS OR POWDER.

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

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CON

AGENTS—Graham Bros., Mont Macaulay &

Quaker Brand Salmon

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

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

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better class customers, and will prove a remunerative line to handle.



LIST OF AGENTS:

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



B RUNSWICK BRAND BUILDS UP BUSINESS



Because the most carefully selected smallest and sweetest fish is the sardine herring caught in weirs or traps in Passamaquoddy Bay. And in the **BRUNSWICK BRAND** they are canned in such a manner that the natural flavor is preserved. This is the brand, Mr. Grocer, you can handle with credit to your store and with increasing profit to yourself.

**BRUNSWICK BRAND
Are Quality Goods**

CONNORS BROS., Limited, Black's Harbor, N.B.

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

First Prize Essay on Meeting Outside Competition

Winner in the London, (Eng.), Grocers' Exhibition Lays Stress on Buying, Selling and Personality — Advises Prompt Payments and Judicious Advertising—Touches on Stale and Fresh Goods.

"How to meet the retail competition of limited companies and branch shops," was a subject on which competitors in the recent London (Eng.) Grocers' Exhibition wrote. The first prize went to Samuel Snowcroft, who as some of the trade will remember, visited Canada about three years ago. It may be possible that he secured a few of his ideas here. His essay was as follows:

"First—Meet it with skillful buying. "Some knowledge of goods—their grades, values, seasons, preparations, and uses—is indispensable.

"Intelligent study of newspaper market reports and trade papers makes an alert, up-to-the-minute, well-informed buyer.

"Remember, stale goods disappoint; fresh goods win customers. Never over-buy. Well assorted stocks and prompt display of novelties win valuable reputation for up-to-dateness. Cover needs when market advances; sit tight when it falls.

"Pay promptly, securing cash discounts and wholesaler's confidence—both are wanted.

Selling Important.

"Second—Meet it with enthusiastic selling.

"Have confidence in your goods, your assistants, yourself.

"Begin promptly, work systematically. Be clean and sunny, neatly attired, patient with customers, diplomatic with grumblers, courteous to all.

"Cast up accounts accurately—mistakes annoy. Parcel goods securely, enclosing neat, printed advertisement. A card of thanks for the purchase is always appreciated and brings customers again. Fulfil all promises conscientiously.

"Have outside and inside of shop scrupulously clean, stock attractively displayed, window tastefully dressed with choicest goods and leading lines; change often, and ticket everything.

"Advertise judiciously. Tell your tale frankly without exaggeration, sentimentalism, or sensationalism. Back up every advertisement with a better-than-I-promised performance.

"Third—Meet it with an attractive personality.

"Keep well in front of your business. Your multi-shop competitors lack this personal element.

"Cultivate character. Shun liquors, gambling and gossip. Never display anger; do not be disappointed; be industrious, enterprising, persevering, tactful, sincere, resourceful, sunny. Pleasantness attracts; sincerity convinces. Moral excellence is a powerful element in business.

"Whoever lacks these qualities may acquire them.

"Their possessor succeeds—always, everywhere."

Mr. Snowcroft was the winner of several other first prizes and more of his

essays will appear later in The Canadian Grocer.

TOO MUCH WATER IN TOBACCO.

Co-operative Society Fined For Selling It—One Way of Swelling Profits.

An Old Country co-operative society has been fined for selling tobacco containing more moisture than the law allows. This may be one method used by these institutions to assist in the declaring of their dividends.

The story of the conviction and fine is as follows: "The Excise authorities charged the Bradford Co-operative Society at the City Court there with adding an excessive quantity of water to some tobacco. The tobacco referred to contained 33.7 per cent. of moisture, whereas according to law it should not at a heat of 212 degrees Fahrenheit have contained more than 32 per cent. The legal per centage was 35 formerly; it was reduced because it was found that tobacco containing that amount of moisture made burning impossible. According to defendants, the tobacco was obtained from the Rochdale Equitable Provident society, but samples taken from that company's stock were found to be in order. For the defendants, Sydney Neumann admitted the offence, while he alleged

JAMAICA CIGARS and CIGARETTES

"La Retreat" Brand

Made from the finest and choicest tobacco.

LaRetreat Factory Co. Agent required for these Products in Canada.
7 Port Royal St. Special inducement to financially responsible party.
Kingston, Jamaica, B. W. I.

Never Run Short of SHAMROCK

BIG PLUG SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

GLAY PIPES

A perfect article. Sell it. Insist upon having McDougall's.

D. McDougall & Co., Ltd.
Glasgow, Scotland

BRANQUE

CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT



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

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



that the fault Society, and t fund the fine. that 1 per cent. mum meant 1/2 profit. Annuall out the counti this tobacco; a moisture gave per annum. T of the weekly s some 50 lbs. of magistrates incl uding costs."

The system o weight is, acco (Alta.) Herald Canada.

DA

Either
If you l

F. R

A

The

THE CANADIAN GROCER

that the fault lay with the Rochdale Society, and that it had offered to refund the fine. Prosecutor pointed out that 1 per cent. of water above the maximum meant $\frac{1}{2}$ d per pound additional profit. Annually there were sold throughout the country 50,000,000 pounds of this tobacco; an addition of 1 per cent. moisture gave a super-profit of £100,000 per annum. The store manager spoke of the weekly sale of tobacco as 800 lbs.; some 50 lbs. of that was cut caked. The magistrates inflicted a fine of £10, including costs."

The system of selling all vegetables by weight is, according to the Lethbridge (Alta.) Herald, growing in Western Canada.

N.B. GUILD OFFICERS.

Canned Goods Agreement—Maritime Guild Meeting in Halifax.

St. John, N.B., July 13.—The New Brunswick Wholesale Grocers' Guild held their annual meeting in the office of the permanent secretary, S. A. Corbett, Prince William street, on Thursday, July 7, when the following officers were elected: R. F. Randolph, Fredericton, president; Thomas Gorman, St. John, vice-president; R. N. M. Robertson, St. John, treasurer; G. E. Barbour, W. L. Harding, Andrew Malcolm, St. John, and J. F. Edgett, Moncton, executive. The reports for the year were presented and routine business transacted. When the

new quotations on canned goods are received, probably in a few days, the guild will have a fixed schedule of prices. For the last year or so there has been no working agreement.

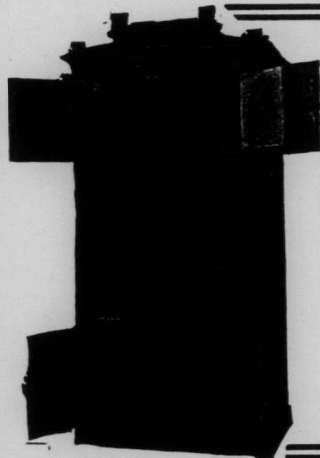
There will be a larger attendance of members from St. John at the annual meeting of the Maritime Wholesale Grocers' Guild, which meets this year in Halifax, on July 21 and 22, than at any previous meeting. At least a dozen of the local merchants have signified their intention of going over. A special programme is being prepared and a number of papers will be read by local dealers, and discussion invited. It is expected that Hugh Blain, of Eby, Blain & Co., Toronto, will be present and address the meeting.

DAIRY BUTTER WANTED

Either in carload or less than carload lots.

If you have any to offer, quote us your prices.

F. R. Stewart & Co.
VANCOUVER, B.C.



YOUR PROFITS

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

ARCTIC Refrigerator

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

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.

Queen and George Sts., TORONTO

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

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

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

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

HAMILTON, CANADA.

Classified Advertising

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

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

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

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

ADDING MACHINE.

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

AGENTS WANTED.

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

AGENCIES WANTED.

A FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

MALE HELP WANTED.

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

BUSINESS CHANCES.

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

COUNTER CHECK BOOKS.

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

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (29)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

MISCELLANEOUS.

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

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts a lifetime. Every pencil user needs one. Your pencil sharp in a second. Ask your stationer or write us direct. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st. Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY RETAIL MERCHANT should use a Typewriter and every retail merchant would use a Typewriter if he knew the liberal proposition we are prepared to make. A simple request will bring it. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MISCELLANEOUS.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-suley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcement, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Write-press Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market. "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

REPRESENTATIVES WANTED.

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

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 111-127 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS. \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 111-127 University Ave., Toronto.

Baking
Diamond W. H. G.
1-lb. tins, 3 doz. in a case
1-lb. tins, 3 " " " " " "
1-lb. tins, 3 " " " " " "

IMPERIAL Baking
Cases
4-dozen..... 12
3-dozen..... 12
2-dozen..... 12
1-dozen..... 12



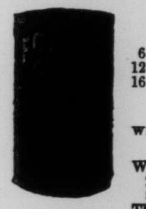
CANADIAN CA
Aylmer Jams

Per doz
Strawberry..... 1.9
Raspberry..... 1.9
Black currant..... 1.8
Red currant..... 1.8
Raspberry & red currant..... 1.8
Raspberry and gooseberry..... 1.8
Damson plum, stoneless..... 1.7
Greengage plum, stoneless..... 1.7
Gooseberry..... 1.3
Pure Pres 5's & 7's pe
Strawberry.....
Black currant.....
Raspberry.....
Other varieties.....
Freight allowed up

WHITE SWAN SPICE
White Swan Baking
doz. in case, \$2 doz
1-lb. tins, 80c doz.



Cartoons—Per doz
No. 1, 1-lb., 4 doz 2 4
No. 1, 1-lb., 2 doz 2 5
No. 2, 5-oz., 6 doz 0 8
No. 2, 5-oz., 3 doz 0 8
No. 3, 2 1/2-oz., 4 doz 0 4
No. 10, 12-oz., 4 doz 2 1
No. 10, 12-oz., 2 doz 2 2



THE CANADIAN GROCER

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
 Diamond W. H. GILLARD & CO.
 1-lb. tins, 3 doz. in case \$2 00
 1-lb. tins, 3 doz. in case 1 25
 1-lb. tins 0 75

IMPERIAL BAKING POWDER
 Cases. Sizes. Per doz.
 4-dozen 10c. \$0 85
 3-dozen 12-oz. 1 75
 1-dozen 12-oz. 3 50
 3-dozen 24-lb. 10 50
 1-dozen 5-lb. 19 50

MAGIC BAKING POWDER
 Cases. Sizes. Per doz.
 6 dozen 5c. \$0 50
 4 " 4-oz. 0 75
 4 " 6 " 1 00
 4 " 8 " 1 30
 4 " 12 " 1 80
 2 " 12 " 1 85
 2 " 16 " 2 25
 2 " 16 " 2 30
 1 " 24-lb. 5 00
 1 " 5-lb. 9 50
 2 " 6-oz. Per case
 1 " 16 " \$6 00

ROYAL BAKING POWDER
 Cases. Sizes. Per doz.
 Royal-Dime \$0 95
 1 lb. \$1 40
 1 lb. \$1 95
 1 lb. \$2 55
 1 lb. \$3 85
 1 lb. \$4 90
 5 lb. \$13 80
 5 lb. \$23 30

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

CANADIAN CANNERS, LIMITED
 Aylmer Jams Peach. 1 80
 Strawberry 1 90
 Raspberry 1 80
 Black currant 1 80
 Red currant 1 80
 Raspberry & red currant 1 80
 Raspberry & gooseberry 1 80
 Damson plum, stoneless 1 70
 Greengage plum, stoneless 1 70
 Gooseberry 1 80
 Pure Preserves—Bulk
 5's & 7's per lb. 14's & 30's per lb.
 Strawberry 0 11
 Black currant 0 11
 Raspberry 0 11
 Other varieties 0 09
 Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Baking Powder—1-lb. tins, 3-doz. in case, \$2 doz.; 1/2-lb. tins, \$1.25 doz.; 1/4-lb. tins, 80c doz.

COOK'S FRIEND BAKING POWDER
 BREAD PANCAKES, PIE CRUST, OVEN PASTRY
 PREPARED BY CHEMICAL PRINCIPLES

Cartoons— Per doz
 No. 1, 1-lb., 4 doz 2 40
 No. 1, 1-lb., 2 doz 2 50
 No. 2, 5-oz., 6 doz 0 80
 No. 2, 5-oz., 3 doz 0 85
 No. 3, 2 1/2-oz., 4 doz 2 10
 No. 10, 12-oz., 4 doz 2 10
 No. 10, 12-oz., 3 doz 2 20
 No. 12, 4-oz., 3 doz 0 75
 In Tin Boxes—
 No. 13, 1-lb., 2 doz 3 10
 No. 14, 8-oz., 3 doz 1 75
 No. 15, 4-oz., 4 doz 1 10
 No. 16, 2 1/2-lb., 2 doz 7 25
 No. 17, 5-lb., 1 doz 14 90

FOREST CITY BAKING POWDER
 Dozen
 6 oz. tins 0 75
 12 oz. tins 1 25
 16 oz. tins 1 50

Cereals
WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan Breakfast Food 2 doz. in case, per case \$3.00.
 The King's Food, 2-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 Kernel, per doz. \$1.40
 White Swan Flaked Rice, per doz. \$1.00
 White Swan Flaked Peas, per doz. \$1.00

WALTER BAKER & CO., LIMITED.
 Premium No. 1 chocolate, 1 and 1/2 lb. cakes, 35c. lb.; Breakfast cocoa, 1-5/8, 1 and 1/2 lb. tins, 41c. lb.; German sweet chocolate, 1/2 and 1/4 lb. cakes, 6-lb. boxes, 26c. lb.; Caracas sweet chocolate, 1/2 and 1/4 lb. cakes, 6-lb. boxes, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6-lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bds., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

COCONUT
CANADIAN COCONUT CO., MONTREAL.
 Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb.
 1-lb. packages 0 26
 1-lb. packages 0 27
 1-lb. packages 0 28
 1 and 1/2 lb. packages, assorted 0 29
 1 lb. packages, assorted, in 5 lb. boxes 0 28
 1 lb. packages, assorted, in 15 lb. boxes 0 29
 1 lb. packages, assorted, 5, 10, 15 lb. cas. 0 30
 Bulk—
 In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes. Pails. Tins. Bbls.
 White moss, fine strip 0 12 0 21 0 17
 Best Shredded 0 18 0 1 0 1
 Special Shred 0 17 0 16 0 15
 Ribbon 0 17 0 17 0 17
 Decolored 16 0 0
 White Moss in 5 and 10 lb. square tins, Etc.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Coconut—
 Featherstrip, pails 0 18
 Shredded 0 15
 In packages 5-cm., 6-oz., 1-oz., lb. 0 28

Keen's Oxford, per lb. 0 17
 In 10-box lots or case 0 16
 Gillet's Mammoth, 2-cm. box 2 00

Chocolates and Cocos
THE COWAN CO., LIMITED

Cocoa—
 Perfection, 1-lb. tins, per doz. \$4 50
 Perfection, 1/2-lb. per doz. 2 40
 Perfection, 1/4-lb., per doz. 1 30
 Perfection, 10c size 0 90
 5-lb. tins
 per lb. 0 37
 Soluble, bulk No. 1, per lb. 0 20
 Soluble, bulk, No. 2, per lb. 0 18

London Pearl, per lb. 0 22
 special quotations or Cocos in bbls. kegs, etc.
 Unsweetened Chocolate— Per lb.
 Plain Rock, 1/2's & 1/4's, cakes, 12-lb. bxs 0 36
 Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80
 Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90
 Sweet Chocolate—
 Queen's Dessert, 1/2's and 1/4's, 12-lb. bxs., per lb. 0 30
 Queen's Dessert, 5's, 12-lb. boxes 0 40
 Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 35
 Parisian, 5's 0 30
 Royal Navy, 1/2's, boxes, per lb. 0 30
 Diamond, 7's, 12-lb. boxes, per lb. 0 24
 " 8's " " 0 25
 " 9's " " 0 28

Confections— Per lb.
 Milk chocolate wafers, 5-lb. boxes 0 36
 Maple buds, 5-lb. boxes 0 36
 Chocolate wafers, No. 1, 5-lb. boxes 0 30
 Chocolate wafers, No. 2, " 0 25
 Nonpareil wafers, No. 1, " 0 30
 Nonpareil wafers, No. 2, " 0 25
 Chocolate ginger, 5-lb. boxes 0 30
 Milk chocolate, 5c ounces, per box 1 35
 Milk chocolate, 10c ounces, per box 1 35

AGENTS, C. E. COLSON & SON, MONTREAL.
 In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
 Smaller quantities 0 37

JOHN P. MOTT & CO.'S
 R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

MOTT'S DIAMOND CHOCOLAT
 Elite, 10c size (for cooking) doz. 0 90

Mott's breakfast cocos, 10c. size 90 per dz.
 " breakfast cocos, 1/2, 0 38
 " No. 1 chocolate, 1/2's, 0 32
 " Navy " 0 29
 " Vanilla sticks, per gross 1 00
 " Diamond chocolate, 1/2's, 0 24
 " Plain choice chocolate liquors 0 32
 " Sweet Chocolate Coatings 0 20

CONDENSED MILK
BORDEN'S CONDENSED MILK CO.
 Wm. H. Dunn, Agent, Montreal & Toronto.
 Cases. Doz.
 Eagle Brand Condensed Milk \$3 00 1 50
 Gold Seal Condensed Milk 4 50 1 15
 Challenge Condensed Milk 4 00 1 00
 Peerless Brand Evaporated Cream five cent size (4 dozen) 2 00 0 50
 Peerless Brand Evaporated Cream family size 3 50 0 90
 Peerless Brand Evaporated Cream pint size (4 dozen) 4 80 1 20
 Peerless Brand Evaporated Cream hotel size 3 70 1 85

TRURO CONDENSED MILK CO., LIMITED.
 "Jersey" brand evaporated cream, per case (4 doz.) \$4 00
 "Reindeer" brand per case (4 doz.) 5 00

CONDENSED MILK
EVERY BLAIN CO., LIMITED.
 Standard Coffees.
 Roasted whole or ground. Packed in amp-proof bags and tins.
 Club House \$0 32
 Nectar 0 30
 Empress 0 28
 Duchesse 0 26
 Crushed Java and Mocha, whole 0 11
 " ground 0 17 1/2
 Golden Rio 0 14

COFFEES.
EVERY BLAIN CO., LIMITED.
 Standard Coffees.
 Roasted whole or ground. Packed in amp-proof bags and tins.
 Club House \$0 32
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FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN makes friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1
The World's Best
Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.
LIMITED
Hamilton, Canada, and Buffalo, N. Y.

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON
81 YOUVILLE SQUARE, MONTREAL

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE,
ONT.

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

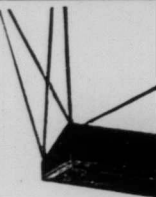
R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Reference—Bank of Ottawa, Winnipeg

W
Y

Walt



Saves time.
Saves money.
Saves you bags.

McGregor's
KIL
Wellington



Ocean corn starch, 48 1-lb. Jam
30-lb. wood pallets,
Pure assorted jam, 1-lb. dozen in case,
Jelly Pot
IMPERIAL DEB



Assorted flavors—50¢
The GENUINE. Pack



Prices—Ontario
Less than 5 cases,
Five cases or more,



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JAM Per lb.
30-lb. wood pails..... 0 06
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White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

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" " 100 sticks..... 1
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" 1-lb. tins..... " 1 45

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90-lb. tins.. 2 50
Cases 5-lb.. 0 13
" 5-lb.. 0 13
" 10-lb.. 0 13

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Tubs..... 0 12
90-lb. pails. 0 12
90-lb. tins.. 0 12
10-lb. " 0 13
5-lb. " 0 13
3-lb. " 0 13
1-lb. cartons 13c.

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4-lb. tins. " " 4 85
7-lb. " " " 7 25

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2-lb. " " " 3 10
7-lb. tins. " " 8 25

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1 case..... 3 00

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