

**PAGES
MISSING**

THIS IS THE 1,336th ISSUE OF

CANADIAN GROCER

ONLY WEEKLY GROCERY PAPER PUBLISHED IN CANADA
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, JULY 18, 1913

No. 29

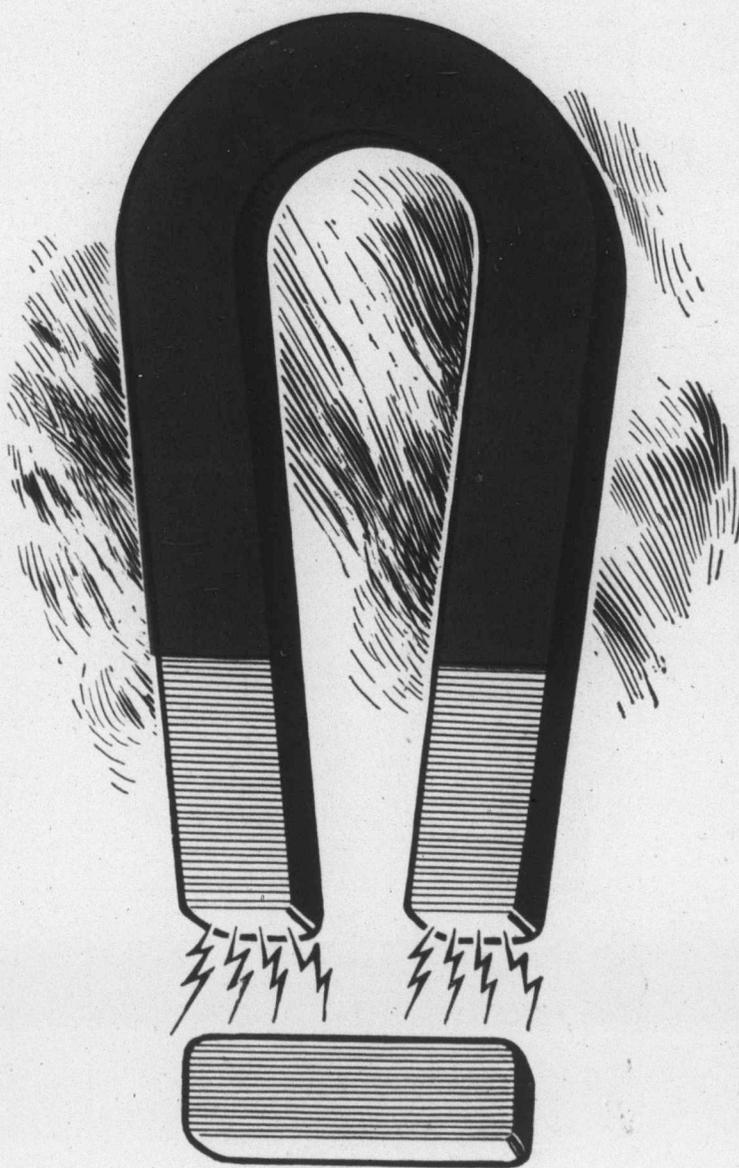
The Law of Attraction

works double in the
case of

Post Toasties

Good advertising attracts the first sale; but what counts more than advertising is the delicious "toasty" flavour which makes **Toasties** a home favorite, and keeps customers coming.

Then there's the attraction for grocers—Quick seller—Good profit—No risk—Sale of every package guaranteed.



Post Toasties Pull Clean Profit

"When Merit is the Measure, We Win."



Something Worth Knowing

UPTON'S PURE FRUIT JAMS

have been on the market but a few months and already our friends in the trade are telling us of their huge success.

Have you had any as yet?

As a grocer,—you owe it to yourself and to your customers to carry these goods in stock at all seasons of the year.

THE QUALITY SPEAKS FOR ITSELF

but as a matter of information we want to tell you that these goods are absolutely pure jams to which pure apple jelly has been added. Owing to the present low price of sugar, we are enabled to introduce these goods at prices at which compound jams were previously sold.

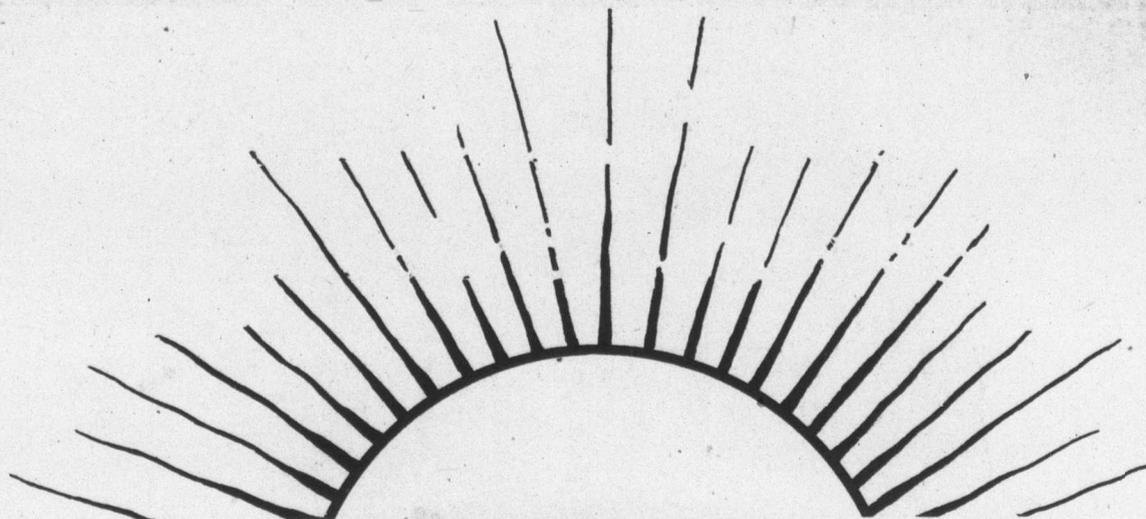
Insist upon these goods from your jobber or write us.



THE T. UPTON CO., Limited

SALES DEPT:
ST. CATHARINES, ONT.

FACTORY AT:
HAMILTON, ONT.



*Old Sol
has just begun
to warm things up—*

and the thirsting public are looking for a delicious drink that will refresh and quench their thirsts.

"Stower's" Lime Juice Cordial is the drink that appeals to the majority. It keeps the blood and digestive organs in excellent state, refreshes and invigorates during the hot days.

"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 sugar.*

It is up to the grocer to supply this thirst quencher during the hot summer season and to get the fullest share of business and profits. "Stower's" Lime Juice Cordial should be made the leader.

Order now.

As supplied To His Majesty The King.

As supplied To The British House of Commons.

Arthur P. Tippet & Company

Agents

Montreal

Toronto





Ha! Ha! Ha!

Brother Grocer, I have always been
satisfied, since I commenced handling

Wagstaffe's Jams

Their Strawberry Jam is de luxe.

The Best Seller

The Best Quality

Best Value

The line of least resistance. Strawberry
crop not half a crop.

Get Your Order in Early

Wagstaffe Limited

- -

Hamilton, Canada

THE CANADIAN GROCER

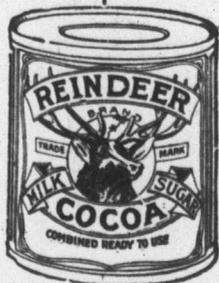
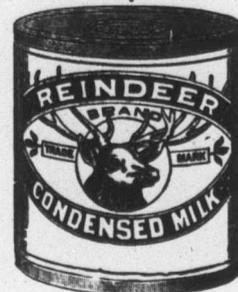


BORDEN

BRANDS



LEADERS OF QUALITY



Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



GET THE HABIT

of Delivering Your Eggs Safely—at a Profit—and
to the Complete Satisfaction of Your Customers

STAR EGG CARRIERS and TRAYS Do This—



They are an economy you cannot afford to be without — an economy, because they PAY FOR THEIR OWN INSTALLATION and continue to make you PROFITS on your delivered egg trade, all through their long life.

STAR EGG CARRIERS and TRAYS insure you against egg breakage, miscounts, and save your time and that of your clerks—Can you afford to be without such necessities as these?

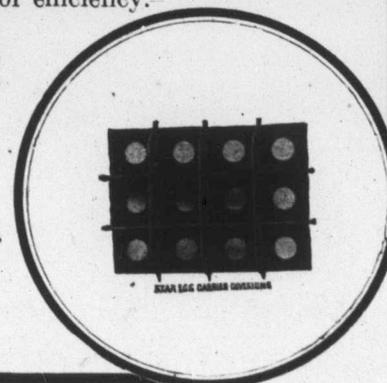
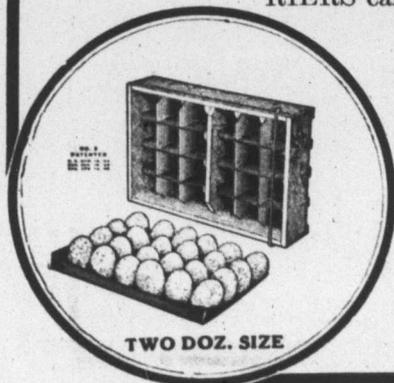
As the STAR EGG CARRIER DIVISIONS can be renewed at little cost, your STAR EGG CARRIERS can be kept absolutely sanitary while at the top-notch of efficiency.

Let a USER tell you about them—He's our best advertiser—We know you will want to order STAR EGG CARRIERS and TRAYS from your Jobber, at once. DO IT TO-DAY.

IF YOUR JOBBER CANNOT SUPPLY YOU,
WE WILL.

**Star Egg Carrier and Tray
Mfg. Co.**

1500 Jay St., Rochester, N.Y., U.S.A.





Advertised Goods Increase Selling Speed

They remove the necessity for argument. The purchaser has been introduced through the ad. and knows them,—knows **E.D.S.** fruit products, has confidence in them and buys them. Moreover, an **E.D.S.** sale does not stop here, it's just the beginning of a steady demand.

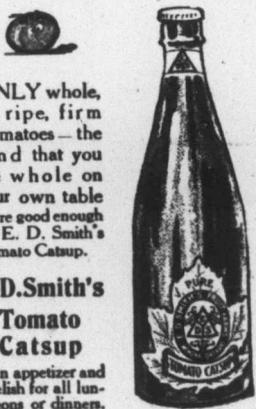
E.D.S. Jams, Jellies, Marmalades, Catsups, Raspberry Vinegar, etc., are known for their absolute purity and deliciousness. **E.D.S.** Jams and Jellies have the approval of the Government Chemist for purity, see Government Bulletin No. 244. **E.D.S.** lines are advertised in Street Cars, Magazines and Newspapers the country over—pick up any good periodical and you will see the **E.D.S.** ad.

Made only by

E. D. SMITH & SON LIMITED

WINONA, ONTARIO

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



ONLY whole, ripe, firm Tomatoes—the kind that you use whole on your own table—are good enough for **E. D. Smith's** Tomato Catsup.

E. D. Smith's
Tomato
Catsup

is an appetizer and a relish for all luncheons or dinners.

John Gray & Co., Limited

Glasgow Scotland

1 lb. Floral Glass

Samples and Prices
from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

We have just received a supply of most attractive advertising matter and samples.

Write to-day—for YOUR share.

SAMPLES AND SPECIAL ADVERTISING FREE

JAMES EPPS & CO., Limited, LONDON, ENG.
25 East Front Street Toronto

How to Make More Money With Canned Peas

There is an impression in some quarters that Canadian Peas are not procurable in the finer grades. This, of course, is an entirely erroneous idea,—Dominion Cannery, Limited pack Peas in four grades, all Peas of these grades being thoroughly sieved, washed, and carefully picked over.

Dominion Cannery (Ltd.) Peas are graded as follows:—

First, finest grade, sieve No. 1, sometimes sold as "Petits Pois," "Extra Sifted," "Petits Pois Fin" or "French Sifted".

Second, next finest grade, known as sieve No. 2, and generally labelled "Sweet Wrinkle", also sometimes known as "Little Gem".

Third, sieve No. 3, generally labelled "Early June". Also occasionally as "Sifted June".

Fourth, sieve No. 4, generally known as "Standards", and occasionally as "Marrowfats", "English Garden", etc.

NOTE.—The finer the grade the smaller and more tender the Pea.

"Years ago Peas were sold under one grading, the Peas in the cans being of all sizes, and it was impossible to produce a good product. Even yet some packers, not having the necessary machinery, pack their Peas in this way.

A great deal of expensive machinery is required to facilitate the sorting out the Peas according to their proper grades, and that is one of the reasons why the finer grades cost more than the coarser.

The 'Dominion Cannery' operate the most complete Pea canning plants in the world, and their process is mechanical from the field to the can.

The 'Dominion Cannery' claim for their Peas, that they are greatly superior to the Green Peas which the ordinary Householder is able to secure on the market or from the green Grocer, because they are **canned, almost without exception, within a few hours after they are picked**, whereas the other Peas are usually several days' old before reaching the Householder, and consequently they are hard and tasteless.

It will pay you well to study the "Pea Question" closely and to figure out for your own satisfaction, that you can make a far better margin of profit by selling your customers the finer grades. Therefore, you should **instruct your salesmen** in all cases where Householders ask for Peas, to call their attention to the superior quality of the finer grades, and the better satisfaction they will have by paying the small additional price for the better quality.

Note particularly that you will pay only $2\frac{1}{2}$ c. per dozen tins more for 'Dominion Cannery' "Early June" Peas than for their "Standards," and $2\frac{1}{2}$ c per dozen more for their Sweet Wrinkles than for their "Early Junes." Suppose you ask only 1c. more on each can of "Early Junes," your profit is $9\frac{1}{2}$ c. per dozen tins, over and above what you would make by selling "Standards." If you sell the "Sweet Wrinkles" at a price of 2c. per tin over "Standards" you make an additional profit over what you would make by selling "Standards" of about 19c per dozen, and you have the satisfaction of knowing that your customer is getting excellent value for her money.

When placing your orders for Peas, see that you order a liberal supply of the finer grades.

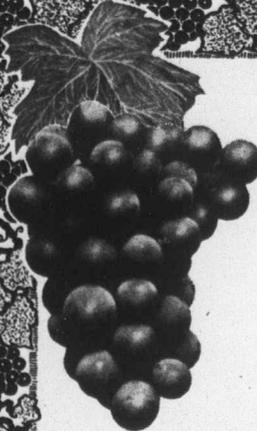
The 'Dominion Cannery' purpose making the difference in prices between these grades as small as possible, in order to **encourage the consumption of the finer grades.**

If you will write the 'Dominion Cannery, Limited', Hamilton, they will send you samples of their labels, and explain to you more fully how you can make more money by selling the finer grades of Peas.

Yours faithfully,

DOMINION CANNERS, LIMITED.

Hamilton, Canada.



You can't find so satisfactory a Grape Juice to sell your trade as

Welch's

Grape Juice

Other Canadian Grocers find Welch's profitable—why not you?

You need not hesitate to recommend and sell Welch's Grape Juice to your customers—it contains nothing but the pure juice of the best selected grapes—we put nothing in it, either to alter its color, its taste or its keeping qualities—not even sugar is added—it is guaranteed pure, wholesome, delicious.

New users will first purchase one or two bottles, then you will sell it to them by the case—you turn your money quickly and make a nice profit.

Make up your mind you will sell Welch's from now on. Write to-day for prices and names of Canadian distributors. We furnish attractive display material.



The Welch Grape Juice Company, Westfield, N.Y., U.S.A.

The Service That Covers All the West

—The Royal Shield Service



This brand of goods has made a vast number of friends, both among the Western trade and the consumers.

Grocers everywhere are pushing Royal Shield Brand to our mutual satisfaction. It comprises the purest of products, which have a very ready sale.

Our service is the best, for our representatives cover their territories often and ship from the nearest of our six shipping points. Try "Royal Shield" Brand Service.



Campbell Bros. & Wilson, Limited

WINNIPEG
WHOLESALE GROCERS AND IMPORTERS

Campbell, Wilson & Adams, Ltd.

SASKATOON

Campbell, Wilson & Horne, Limited

CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Stratthdee, Ltd.

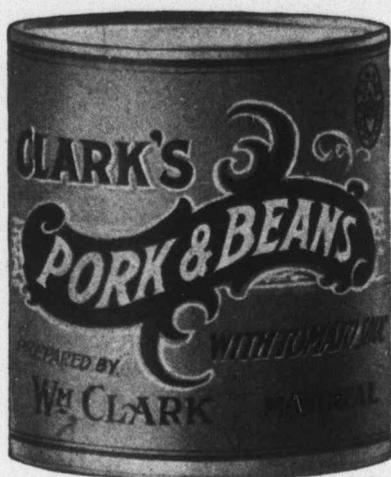
REGINA

Clark's Pork and Beans

Plain

Chili

Tomato Sauce



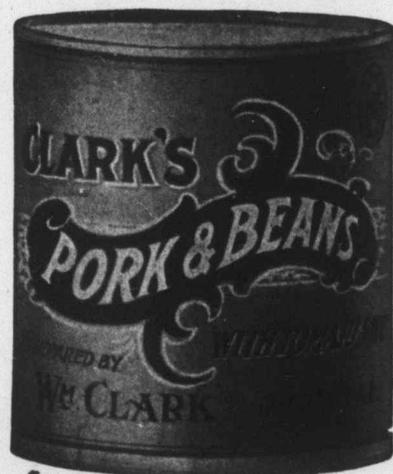
We think, Mr. Grocer, that you will agree with us that QUICK RETURNS are essentially a first consideration in the creation of a profitable business. The more often you turn over your capital in a given time, the greater in proportion will be your PROFIT.

Clark's Pork and Beans Will Earn for You This Greater Profit

Because they are extensively ADVERTISED, the public know them and ask for them.

Because they have the QUALITY to back up the advertising and hold your customers.

Because you can sell MORE CLARK'S than any other brand.



**Clark's Beans Mean Quick Returns:
Quick Returns Spell Profit and Success.**

W. CLARK, - MONTREAL

CANADIAN NATIONAL EXHIBITION

TORONTO, August 23 to September 8, 1913

Charles Bond, Limited

Manufacturers of High Class Chocolates

BRISTOL, ENGLAND

Stall in Manufacturers' Building

Carsons, Limited

Manufacturers of Highest Grade Pastilles,
Gums and Cachous.

Glasgow
Scotland

Shortwood
Gloucester

London
England

Melbourne
Australia

Stall under the Grand Stand

For information relative to above exhibit, please apply to

Mr. J. P. Wright

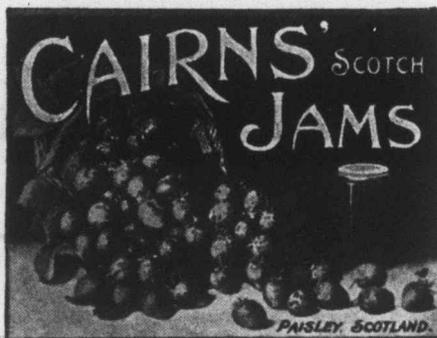
Queen's Hotel

TORONTO

that fruity deliciousness

is all in Cairns' fresh fruit products. Your customers at once realize this and give Cairns' a permanent position on their tables.

These same quality features have appealed to the tastes of Royalty and Cairns' Scotch Jams, Jellies and Marmalades have the distinction of serving by Royal warrants of appointment: His Majesty King George V; His Majesty The King of Spain; Her Royal Highness the Crown Princess of Sweden; and for 23 years to Her Late Majesty Queen Victoria.



ALEXANDER CAIRNS & SONS
PAISLEY, SCOTLAND

Canadian Agents — SNOWDON & EBBITT,
Montreal. McLEOD & CLARKSON, Vancouver.



Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
Limited

TORONTO

THE CANADIAN GROCER

SALMON

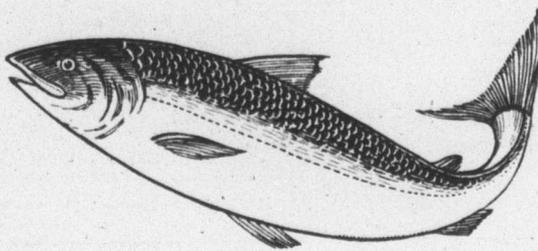
FINEST BRITISH COLUMBIA

SOVEREIGN



Caught in Salt Water
and Canned Immediately.

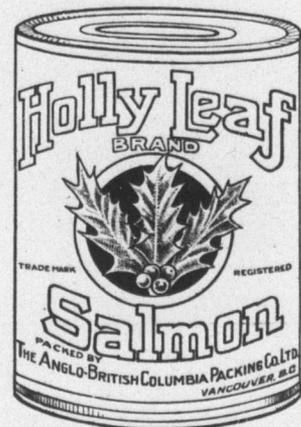
SOCKEYE



Anglo-B.C. Packing Co., Ltd.

H. Bell-Irving & Co., Ltd.
VANCOUVER, B.C.

HOLLY LEAF



Quality is Our First
Consideration.

Protection from the Summer Heat

This is not an advertisement of a summer resort, but a straightforward talk to grocers who are not observing the best method to big cheese profits.

Summer heat, flies, and insects go together—all are destructive to cheese and deteriorating to its value. This is the remedy—

The Perfection Cheese Cutter and Cabinet

It is the only properly sanitary and absolutely practical device for retaining cheese in a store in summer. *CHEESE* has to be displayed well to sell it. Get a wood and glass cabinet that displays and protects the cheese at the same time.

Write us to-day for further convincing proof of the *PERFECTION CHEESE CUTTER* as a summer guardian of your cheese.



**American Computing Co.
of Canada**

Hamilton

Canada

Made in Canada

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co., LIMITED



Berlin,

Ontario



REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 636, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: E. R. Rankine, 4 Wright St., St. John, N.B.



TWO CENTS PER WORD

You can talk across the continent for two cents per word with a **WANT AD.** in this paper.

Don't Overlook a Good Quality Trade



People will deal at your store regularly, provided you can supply their wants. One of them surely is **CARR'S BISCUITS**, and no better or surer article could you find to cinch their business. It's the quality that is unequalled. **Try a stock.**

CARR & CO. CARLISLE ENGLAND

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

By Royal



Letters Patent

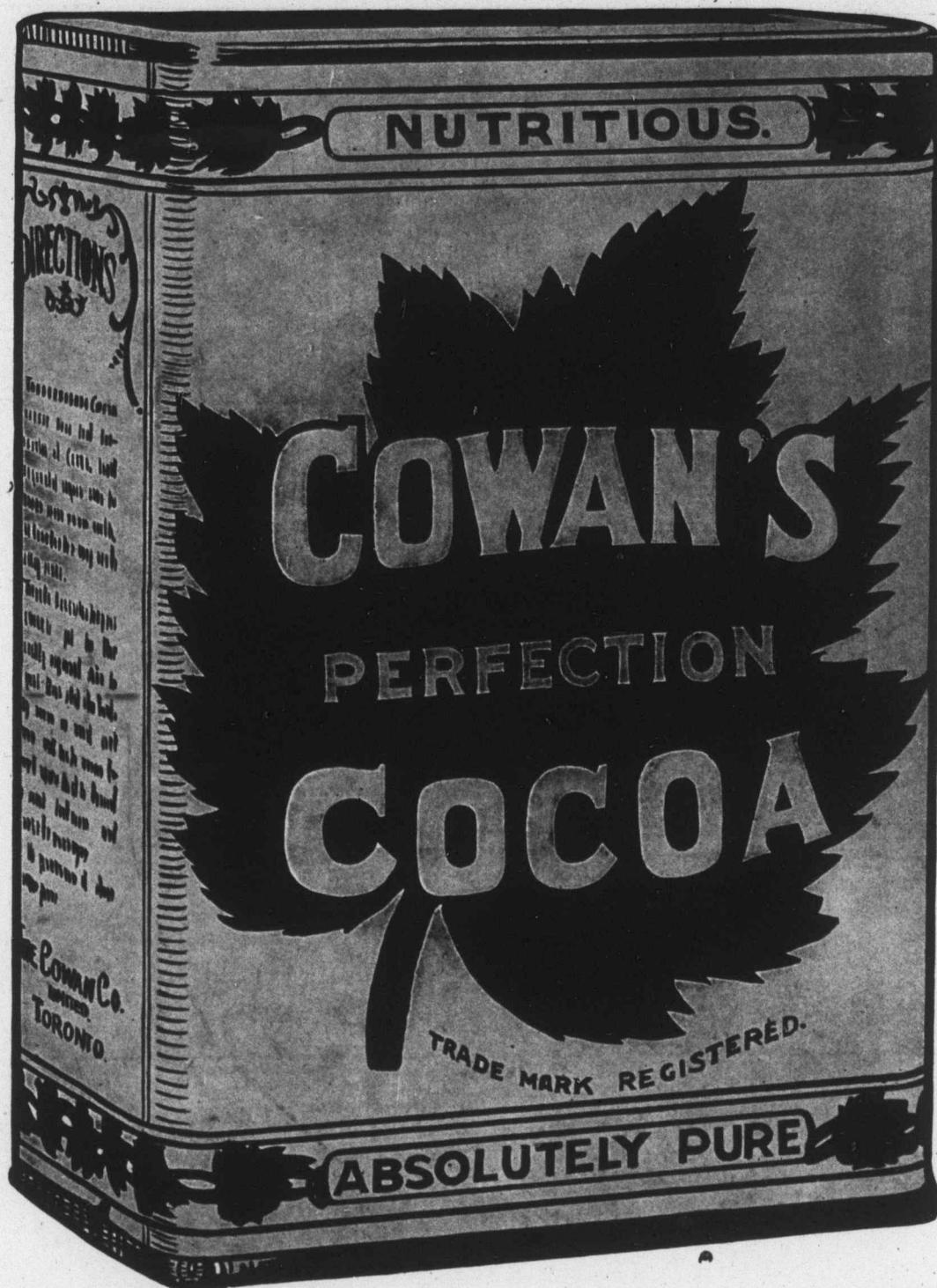
NELSON'S
Crystal
Leaf
GELATINE

Unrivalled in the kitchen,
can be obtained from

W. G. PATRICK & CO. LIMITED

St. Paul St.,
York St.,

Montreal.
Toronto.



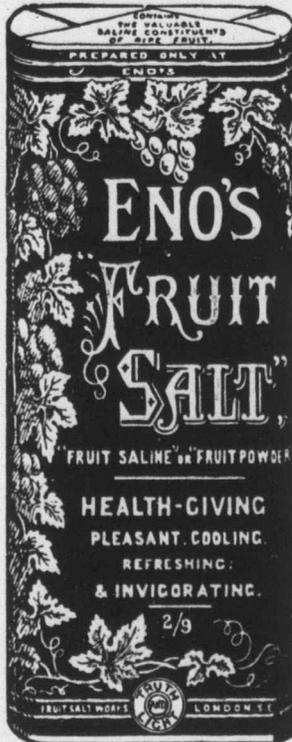
Persistent, forceful, attractive, advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor has made them all regular users.

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

Every Household and Travelling Trunk ought to contain a bottle of
ENO'S "FRUIT SALT"



A gentle natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Bilioussness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

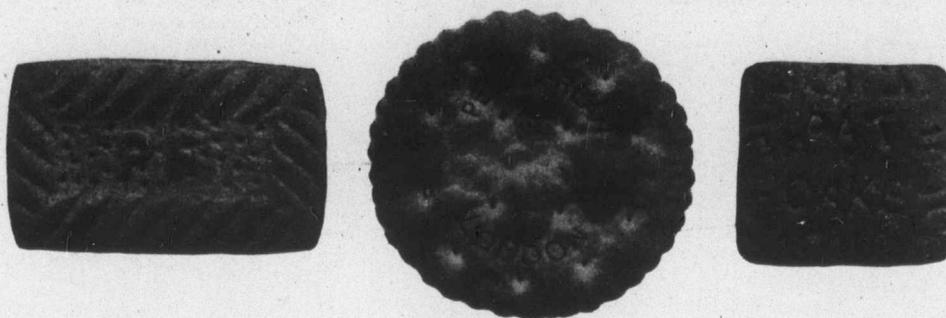
Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

A woman may not mention "Chase & Sanborn" when she asks for Coffee the first time—but if you make the suggestion she will thank you for it—and come back for more.

Chase & Sanborn
MONTREAL, QUEBEC

THREE VERY POPULAR BISCUITS



P.F. SHORTCAKE

Delicious shortbread biscuits.
About 32 to pound.
About 325,000,000 sold first year.

GOLDEN PUFF

Very light and flaky.
About 42 to pound.

PAT-A-CAKE (reg'd)

Dainty shortbread squares.
About 60 to pound.
Over 425,000,000 sold in one year.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Toronto—The Harry Horne Co., 309 and 311 King St. West, Toronto.
Ottawa and Eastern Canada—Frank L. Benedict & Co., Read Building 45 St. Alexander St., Montreal.

PEEK, FREAN & CO., Limited, Biscuit Manufacturers
LONDON - ENGLAND



White Swan Spices

are the world's best. Years of experience, in buying, grinding and packing, enable the producers of the White Swan line of spices to offer to the buying public, spices of the highest quality and absolute purity. Dealers of QUALITY goods, stock and feature the White Swan lines—they sell at a good profit and always give fullest satisfaction.

Order from your wholesaler or direct
White Swan Spices & Cereals Limited
Toronto, Ontario

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Japan Teas on Spot
Congou Teas on Spot

Ask for samples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

Import-Export 'Phones { Office 2190
Residence 1556

NORMAN D. McPHIE

MERCHANDISE BROKER
COMMISSION MERCHANT
MANUFACTURERS' AGENT

Handling General Grocery, Spice and
Produce Lines

Federal Life Building

HAMILTON, - Ont., Canada

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents
and Importers

77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**CONVENIENT, MODERN,
WAREHOUSING**

at Ottawa, tracks at the door, connection with steamers. Fireproof. Excise Bond Free. Write for low rates.

DOMINION WAREHOUSING CO.,
44-52 Nicholas Street - - Ottawa

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

WESTERN PROVINCES.

ORR & McLAIN

Importers, Buyers
and
Manufacturers' Agents

Domestic and Foreign Agencies Solicited
507 Confederation Life Building, Winnipeg

H. P. PENNOCK & CO.,
LTD.

Wholesale Grocery Brokers & Manufacturers' Agents,

WINNIPEG

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

WESTERN DISTRIBUTORS LIMITED

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

Saskatoon - Western Canada

Eastern Manufacturers Limited

Manufacturers' Agents,

Saskatoon, Saskatchewan.

Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN

Box 1088, Regina

IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT.

'Trade Established. 15 Years
Domestic & Foreign Agencies Solicited

HOLLOWAY, REID & CO.

Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA

Importers and Manufacturers' Agents

We specialize in Biscuits and Candles
We are still open for a few good Agencies

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

WESTERN PROVINCES—Continued.

W. H. Escott Co., Ltd.

Wholesale
Grocery Brokers

181-183 Bannatyne Ave.

Winnipeg, Canada

Branches Covering

All the Wholesale Centres in the West

Western Agents for
"Shell Brand" Castile Soap

NORTH-WEST SPECIALTY CO.

Manufacturers' Agents

Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.

Suite 109 Willoughby-Sumner Block
Saskatoon, Saskatchewan.

JOHN J. GILMOR & CO.

Wholesale Manufacturers' Agents and Commission Brokers

WINNIPEG, MAN.

Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents

WINNIPEG - MAN.

Domestic and Foreign Agencies
Solicited.

H. G. SPURGEON

WINNIPEG

Wholesale Broker and Manufacturers'
Agent

Canadian, British and Foreign Agencies
Solicited.

230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY

WHOLESALE COMMISSION MERCHANT

and

GROCERY BROKER

757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN

WHOLESALE GROCERY BROKERS

and
MANUFACTURERS' AGENTS

Fort Garry Court, Main Street.

Winnipeg - Canada

Manufacturers' Agents and Brokers' Directory

(Continued.)

Western Provinces—Continued.

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St. Winnipeg Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers & Importers.
"Eiffel Tower Lemonade."
"Foster-Clarks Cream Custard."

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
383-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - - Vancouver, B.C.
Reference: The Bank of Montreal.

WORLD RENOWNED

BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).
In Tins and Glasses.
"Please ask for our offer"
C. F. STUHR & CO., HAMBURG.



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited
Manufacturers of

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

Wellington Mills, London, England

SHIP YOUR CARS TO FERGUSON'S SIDING

Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.E., inter-switching with C.P.R. and Midland Railway. Cars distributed carefully.
FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.
We have records in our vaults covering ten years' satisfactory service.

C. E. DISHER & CO.
WHOLESALE GROCERY BROKERS AND
COMMISSION AGENTS
CANNED AND DRIED FRUITS,
BEANS, SALMON
Victoria VANCOUVER, B.C. Calgary

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street Vancouver B. C.

The CHAMBERLAIN-DOWNEY
Company, Limited.
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.
TRACKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

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

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

NEWFOUNDLAND.

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

Every Merchant who handles—

Mathieu's Nervine Powders



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

Syrup of Tar and Cod Liver Oil

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

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name
With (Name of firm)
Street
City or town Prov.....

Tartan
BRAND
 THE SIGN OF PURITY

COFFEE

GROWN, ROASTED AND BLENDED FOR GROCERS WHO
 VALUE SATISFIED CUSTOMERS

<p>Royal Stewart A blend of the highest grade to satisfy particular people. Retails at 45c.</p>	<p>Gordon A blend of high grade Coffees, pleasant and satisfying. Retails at 40c.</p>	<p>Highland Lassie. A blend of good Coffees to retail at 35c.</p>	<p>Rob Roy Cheap in price but worthy in quality. To retail at 30c.</p>
--	--	---	---

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
 AND
 PROCTOR**

SOLE PACKERS

Halifax, - N.S.

A Seasonable Line

OUR NEW

**Sandwich and Salad
 Olive**

all ready for the table

**Pimento Stuffed
 Celery Stuffed
 Plain Pitted**

in salad form

Ask your wholesaler for this 8 oz. bottle.

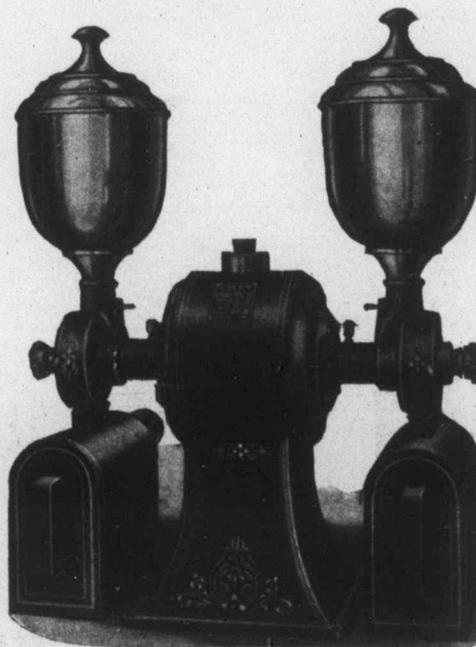
Retails at 25c.

Gorman, Eckert & Co.
 LONDON, ONTARIO

Western Selling Agents:
MASON & HICKEY, Winnipeg

**More Than Ever in a Class
 by Itself**

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price. 26 models of electric machines. **Makers of Hand Coffee Mills for twenty-five years.**



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

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

St. Lawrence Granulated

Now packed in three different sizes of grain

RED LABEL
Fine Grain

BLUE LABEL
Medium Sized Grain

GREEN LABEL
Coarse Grain



That's what awaits
you if you start to
handle

MESSINA LEMONADE POWDER

You can't go wrong with it. Just introduce it once and repeats will undoubtedly follow. There is no getting away from its superior quality. The true lemon flavor refreshes and creates a desire for more. This desire will be a golden egg for you.

Don't miss MESSINA.
Ask your wholesaler.

Henri Jonas & Co., Montreal

Controlling interest offered in old established, prosperous, importing and jobbing business, with head office at Vancouver, B.C. Capital required, \$20,000 to \$25,000. Address R. M., c/o Canadian Grocer, Toronto.

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

Link up with a high quality line of Jams

With the L. & B. Banner Brand Jams and Jellies on your shelves you have an unequalled quality article to offer your customers at a reasonable price. Absolutely contains only pure fruits and best granulated sugar—No impurities in L. & B. Banner Brand.

Packed in 2, 5, and 7 lb. gold lacquered pails and 30 lb. wooden pails.



THE MCGREGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM ¼ TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. MCGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto



Lindners

Limited
340 Dufferin St.,
Toronto
Phone Park 2985

REPRESENTATIVES

The Amos B. Gordon Co.,
Toronto.
Watt, Scott & Goodacre,
Montreal.
H. D. Marshall,
Ottawa, Ont.
C. A. Munroe,
New Brunswick
W. H. Lyne Usher, Nova
Scotia and Prince Edward
Island.
H. Donkin & Co.,
Vancouver.
Western Office at
Winnipeg

The Retailer in the System of Distribution

illuminating Address Delivered by Mr. T. J. Tobin Before the Ad Club of Toronto and Later Before the Ad Club of Montreal. Mr. Tobin Was at One Time Manager of Canadian Grocer, Has Had Wide Experience in Connection With Other Trade Papers and in the Advertising Agency Business. He Is Now Advertising Manager of Canadian Countryman, a Consumers' Medium, and so Speaks from No Prejudiced Standpoint in Discussing the Relation of Advertising and Distribution.

Lack of co-operation between manufacturer and retailer has resulted in great waste in advertising. Because the retailer's interest and selling influence were not sought, manufacturers have had to spend a great deal more than would otherwise have been necessary to get and maintain a market for their goods.

The Retailer's Selling Power.

There could be only one logical reason for manufacturers refusing to give the dealer serious consideration, and that would be lack of real selling power—lack of real ability to influence the purchases of the consuming public.

Several years ago I became manager of a grocery trade paper and started out to interview manufacturers in regard to advertising designed to cultivate the good-will and co-operation of the retail trade. I was greatly discouraged to find that the average manufacturer didn't have a high regard for the retail grocer. I was repeatedly told that while they were spending considerable money on consumer advertising, they didn't propose to devote any to interesting the dealer. They were convinced that it wouldn't be worth while, because the grocer only sold what he was asked for—he was a mere distributor of merchandise that his customers demanded—a human slot-machine, as it were. I argued that there were at least 10,000 good retail grocers in Canada, and that surely they represented a selling power that every manufacturer would have to respect. I remember very well how a number of manufacturers ridiculed the idea. They told me I didn't know the grocer very well that he wasn't the sort of merchant who could be induced to give any worth-while assistance in creating demand among his customers.

I talked the matter over with the editorial staff of the paper in question, and we sent men out through the trade to investigate actual conditions, and to find out if the retail grocer really was a salesman or merely a human automaton that responded only to consumer demand—a man without self-respect sufficient to make him assert his individuality—a man with no realization of his possibilities as an important factor in the system of distribution.

The result of that investigation proved to us that many hundreds of grocers had developed their salesmanship to a high degree of efficiency, and that they, not the advertising of manufacturers, were the dominating factors in their own business. Just as the manufacturer ridiculed the idea of the retailer being a creative salesman, so these retailers ridiculed the idea of their being obliged to sell only what the consumer called for, without reference to the profit the manufacturer was willing to give them, and without exercising their own judgment as to what goods might be best for their customers.

To stir up the entire grocery trade to a realization of the dealers' importance in the system of distribution, and to impress upon manufacturers the possibilities of the dealer as a salesman, we issued a 200-page special number entitled "The Selling Power of the Dealer." In it we had a number of the best grocers in the Dominion give actual instances of how their selling power was exercised to create larger and more profitable business. Any of you gentlemen who doubt the value of seriously cultivating the salesmanship of the retailer in the marketing of a grocery product would find it worth while to look up the file of the paper in question and read the special number I have referred to.

The co-operation and good will of the dealer is desirable always, but it is more essential in connection with some lines than with others.

It is quite true that the dealer in most any line of business can be forced to carry certain lines of goods, but if he has to be forced, the manufacturer will get the benefit of only that demand from consumers that will not be satisfied with something else. The difference between what the dealer will sell because he is obliged to, and what he would sell if he tried to, is usually very considerable.

Consumer Advertising Doesn't Go Far Enough.

Allowing that the retailer places no obstacles in the way of consumer demand being satisfied, we must still conclude that consumer advertising does not go far enough.

For instance, let us take a table delicacy that is advertised generally. We'll say that the retailer never tries to substitute, but faithfully hands out this particular line every time it is asked for.

If the manufacturer of the delicacy in question were to make investigation he would find that few grocers were selling his product to more than a very small percentage of their customers.

Why is this?

The great majority of consumers probably regard this article as an unnecessary addition to their tables—as beyond their means—as an extravagance.

In a large number of cases, advertising alone will be unable to overcome this prejudice. Personal salesmanship is necessary.

And because a good percentage of people not now buying the article in question could afford it as an addition to their grocery list, and would become regular buyers of it were they persuaded to make the first purchase, it is essential that this personal salesmanship be brought to bear on the situation—the salesmanship of the dealer.

The retailer knows his customers and their buying capabilities. He is in a position to broaden the scope of demand for lines that do not come under the head of necessities, and, as well, raise the standard of the consumer's purchases of most staple articles.

An Arrogant Manufacturer.

I have in mind a manufacturer who adopted a decidedly arrogant attitude toward the trade. He advertised extensively to the general public, had a splendid article, and built up a large business. He never hesitated to say that he cared nothing about the retailer. "Why, the trade have got to handle my goods, whether they like it or not. So long as the general public want them, the dealer will have to handle them or lose good customers."

Because this manufacturer produced goods of splendid quality and advertised them liberally, the trade did have to handle them—at least a certain quantity of them.

The best indication of the fact that this manufacturer's selling policy

lacked something important is the phenomenal growth of a competing house within the last few years.

Naturally, the competitor sought out and attacked him at his weakest point. What do we find? The manufacturer first mentioned made no effort to cultivate the dealer's co-operation; his competitor made cultivation of the dealer the corner-stone of his selling policy.

Creating Demand and Actually Selling the Goods.

One of the largest knitting mills in the United States introduced a line of combination underwear for children. Similar garments for adults had been sold for several years, but up to this time the children's field had been untouched.

Some \$30,000 was spent in an advertising campaign through several women's publications. The ads were good. They argued this way: "Your husband has worn combination underwear—and likes it; you wear it yourself and know how comfortable it is. Why not give your child the comfort you and your husband now enjoy. Why not buy the child Blank's Union Underwear?"

In that campaign the dealer had been ignored; and on this point hangs a very interesting story.

Just at the time the advertising started—and it did create interest among consumers—a second concern brought out a line of children's combination underwear. They set out to get distribution before going after the consumer. Their first attention was given to the dealer. Just when the retailers were experiencing consumer demand for children's combinations as a result of the first manufacturer's advertising, the second notified them through the dry goods trade papers of his new line.

In three months the second mill was 50,000 dozen behind in its orders on children's combinations, and this was accomplished without the aid of a single salesman. The mill in question doesn't employ any. The goods are sold wholly through jobbers.

This is a pretty good illustration of the fact that there is sometimes a difference between creating demand for goods and actually selling them.

The dealer must be treated fairly if his interest is to be enlisted in a manufacturer's selling plans. No one realizes better than he the power of good advertising to the consuming public, and he would prefer to co-operate with it if he is given a reasonable margin of profit for the work he's expected to do.

Outstanding Example of Dealer Co-operation.

One of the outstanding examples of what a manufacturer can do by liberal treatment of the retailer is found in the phenomenal record of the New York & London Drug Co., makers of Nyal's remedies. Go into any drug store in Montreal or Toronto, and note the display of this firm's goods. Ask the retailer about them, and see what a strong recommendation he will give. The big factors in this success are excellent profits to the dealer and satisfactory demonstration to him of the quality of the goods.

The manufacturer who neglects the retailer is foolish; the manufacturers who not only neglects him, but refuses to allow him a living profit, is more than foolish.

Some manufacturers have told me bluntly there isn't any use trying to cultivate the retailer, because he won't give them the benefit of his salesmanship under any conditions. That they are wrong has been proven time and time again by firms that have built up large businesses through reasonable persistent cultivation of the dealer's co-operation, coupled with consumer advertising.

Profit on Turn-over and Individual Sale.

In figuring the margin which he gets on goods sold over his counter, the dealer should estimate—and the manufacturer is justified in asking him to estimate—the profit received on the turn-over as well as the individual sale. Some lines sell more readily than others, because of their quality, plus liberal advertising, and, providing a fair profit is allowed, these are the goods it pays the dealer to push. These are the goods on which it will pay him, by his personal salesmanship, to broaden the scope of demand beyond the point which it is possible for consumer advertising to go.

Bring Manufacturer and Retailer Closer Together.

Advertising men can do a great deal to bring manufacturer and retailer closer together. Let us never be parties to encouraging manufacturers to minimize the importance of the dealer. Rather let us promote a better appreciation of the great possibilities that lie in cultivation of the dealer's selling power. Let us give due consideration to those good trade newspapers that are doing so much to educate retailers to organize and develop to a greater degree the forces that go to make up their ability to sell—to really create demand for worthy goods.

Just try to realize what a tremendous impetus would be given to the economic

distribution of merchandise if even one-tenth of the retailers of Canada were to increase their selling efficiency by 5 to 10 per cent.

By all means let us do what we can to promote better relations between manufacturer and retailer. For the greater appreciation the manufacturer has of the selling work the dealer is capable of doing, and the more willing the dealer is to co-operate with the manufacturer, the better it will be for advertising and advertising men.

To be convinced that the dealer's active co-operation can be won, we have only to look about us at the concerns in Canada and the United States who have cultivated him in a sane, reasonable way—not by pampering him or giving him fat profit—but by producing goods of worth, allowing fair margin of profit, advertising extensively to the public, and furnishing the dealer with the right sort of sales help.

In conclusion, let me appeal to manufacturers to treat the retailer as a partner in the great scheme of distribution. Let me impress upon them that their best interest lies in assisting the retailer to attain the highest possible degree of efficiency as a merchant. By strengthening the position of the retailer, the manufacturer is strengthening his own facilities for economically securing and maintaining larger markets for his goods.

DEALERS HEAVILY FINED.

Convicted of the Charge of Selling Adulterated Pepper—The Retailers' Protection.

In Hamilton, Ont., during the past week three retail grocers were fined for selling adulterated white and black pepper. The sales were made to H. J. Dagar, Dominion Food Inspector, who laid the complaints. The fines in each case, including costs, amounted to \$40. The pepper was found to be adulterated with pepper tissues and foreign stone cells.

In Newmarket, Ont., a grocer was charged also with selling adulterated black pepper. The fine imposed was \$30, including costs. He pleaded not guilty, but acknowledged the sale to H. J. Dagar, the inspector who made the prosecution.

Edit. Note.—In this connection retailers should remember that if they demand and secure a warranty that the goods are pure from the manufacturer selling them they are immune from fines. This is their protection, and they should avail themselves of it in buying from houses not known to be reputable.

JAPAN TEAS

show a wonderful improvement in quality and price this season. There is no other tea more worthy of the jobber's attention at the present time from a MERIT and PROFIT standpoint.

FURUYA & NISHIMURA

Are You Protected Against Paying a High Price?????

If not, WE CAN PROTECT YOU. All are aware of the extreme scarcity of Strawberries this year. The result will be a high price asked for this year's pack of Pure Jams. Some will continue to sell at the old prices, but will reduce the quality of their lines in order to do so.

We can protect you with CHIVER'S QUALITY OF JAMS, ETC. for both immediate and fall delivery. We are now booking for fall delivery at a very attractive figure, as we placed our order several months ago. Those who have already placed their order with us are in many cases increasing their original orders as they fully recognize the scarcity there will be and know CHIVER'S JAMS, ORANGE MARMALADES, ETC., ARE SELLERS. Read the very interesting article in The Canadian Grocer which appeared in the number under date of June 27th last entitled "The Romance of an Orchard."

Get in touch with our travelers or write us direct, letting us know what your requirements are either for immediate shipment or for fall delivery.

FENWICK, HENDRY & CO., Importers and Manufacturing Wholesale Grocers

Kingston, Ontario

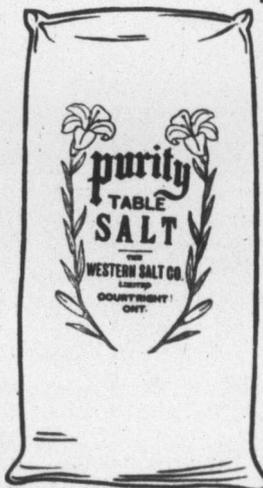
PURITY SALT

IF you are very particular in supplying the needs of your patrons you will give them only high and pure quality products.

In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

The
WESTERN SALT CO.,
LIMITED
COURTRIGHT, ONTARIO



"Remarkable Value"

considering the exceptional hand-cleaning qualities, and the moderate price at which it sells.

Gilmour's
Antiseptic
**Hand
Cleaner**



(The Yellow tin with the goods in)

Not over-gritty, contains only quality ingredients. Most satisfactory profit. Attractive tin. Continual sales.

We pay freight on all orders of five gross or more to all points east of Port Arthur.

Write
THE GILMOUR CO.
604 PAPINEAU AVE., MONTREAL

AGENTS:
E. O. Cornish, Vancouver; Watson & Truesdale, Winnipeg;
Fenwick & Hendry, Kingston; F. E. Roberge, Ottawa; G.
W. Gorham, Halifax.

**The demand for Red Rose
Specialties increases
the country over.**

This demand on the part of the people and dealers in Western Canada has prompted us to appoint Western agents, and Western merchants can now get their supplies of

**Red Rose Jellies
Red Rose Baking Powder
Red Rose Extracts, Etc.**

from Messrs. Orr & McLain, 507 Confederation Life Bldg., who carry a complete stock of these high-class lines.

A Trial Order is Solicited.

**A. W. HUGMAN, LIMITED
MONTREAL**

The Elgin Coffee Mill

Is made in all styles and classes to suit all requirements.

**THE FIRST COST IS
THE ONLY COST**

The saving in the initial expense is only the beginning—there is no overhead expense for operation. A few turns and the coffee is ground, runs easily, grinds perfectly.

Ask any of these jobbers for our illustrated catalog.

MONTREAL—The Canadian Fairbanks Co. (and branches).
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Home, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**
ELGIN, ILL., U.S.A.



Oakville Fruits Only

**Glassco's
Jams, Marmalades,
Jellies and Catsups**

**are guaranteed to
be the best products
in Canada to-day**

Every jar contains a product that is 100 per cent. pure—pure, fresh, ripe fruit and pure cane sugar—preserved under absolutely sanitary conditions by the most experienced skill that money can command.

Our strawberries are picked within a few minutes of the preserving plant, and picked only when ripened properly and naturally. We invite comparison with the finest brands you have in stock or can secure. Send for a trial shipment to-day.

Don't keep it unless it is everything we claim. You owe it to your patrons to give them the best their money can command.

Glassco-Limited
Hamilton and Oakville

PRESERVING PLANT—OAKVILLE, ONT.
A complete stock kept in Winnipeg. H. W. Glassco & Co., Agents, Confederation Life Building.
Toronto: EBY-BLAIN, LIMITED.



The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

There is no doubt about it!

The Grocer who has a reputation for
quality-service

sells

BENSON'S PREPARED CORN

for Culinary Purposes

and

SILVER GLOSS STARCH

for Home Laundering

THE CANADA STARCH CO., LIMITED

Manufacturers of the EDWARDSBURG BRANDS

Montreal Cardinal Toronto Brantford Vancouver



Beginning of Series of Articles on How To Make the Most of This New Legislation—Now the Time to Commence Planning—Possibilities Open to Dealers Who Have Farmers As Customers.

Now that we are assured of parcels post in Canada, it is up to the trade to make the most of it. Dealers who will probably receive the greatest benefit are those doing an extensive trade with farmers in the outlying districts.

As previously explained, we have had thrust upon us the zone system and are somewhat glad of it. It is to be hoped that this will prove the salvation of the smaller traders at the expense of the large centralized mail order houses. It means that a merchant may mail parcels to customers within a radius of 20 miles from his post office at the minimum rate. On the other hand if the mail order house desires to send a parcel by mail outside of the 20-mile radius the higher rate must apply.

Every retailer, therefore, not in a mail order centre should distinctly remember this advantage and act accordingly. Just what the rates are to be, still remains a mystery. We have been assured, however, that the rate for the first zone is going to be fairly low.

Capitalizing the New System.

To "hook up with parcels post" when it comes into effect next January, and get the most out of the new legislation, should now be the problem to be solved. Plans should be underway at once, and to get them underway is the purpose of this series of articles.

That the parcels post trade with the farmer will be a lucrative one for those who use aggressive measures, goes without argument. Particularly will this be the case during the periods of his greatest activity—spring and harvest time. In the spring he is anxious to use every minute to get in the crop as early as possible. Horses are all wanted as well

With this issue there is begun a series of articles on Parcel Post. This will include many suggestions on how to capitalize on this new legislation when it comes into effect on January 1 next. When Parcels Post was first mooted, everyone thought of a flat rate for parcels all over the country. Instead we have a zone system to protect the local dealers. Local dealers, however, should not be content with protection. They must be aggressive and make the most from the new system. Watch this series of articles. Keep them on file where they can be secured at will. They will prove valuable.

as men, so that his heart is almost broken if he has to lay off work or give up a driver to some one twice a week to go for provisions.

If in the spring he is busy, he is more so in harvest time. The grain must be cut when ripe and it must be drawn in before rain. All of this means that except in rainy weather it is scarcely possible for the farmer to get to town. If he does go, it is after hours when most stores are closed. Should he run out of provisions, often he is obliged to live on potatoes, pork and buttermilk. The result is the dealer loses considerable trade during these two periods.

A Good Looking Prospect.

Look at the possibilities that are open to the retailer with the Kings' men delivering goods through the country! Every day His Majesty's wagon passes the farmer's gate. With rural mail delivery now in many parts, this is an event eagerly watched for. With parcels post added on, it will be even a

more important event to the farmer and his family. This means that little effort will be required to interest the farmer in purchasing goods from the town dealers and having them sent by post. The postage will not often be worth the cost of hitching up the horse, letting the hay or the wheat take a chance for a day and driving into the store.

The new system will be a great aid to the retailer, in regard to filling special orders quickly and with not too great expense in delivery.

Making It An Investment.

In future issues special methods for and ideas on making the most from parcels post will be gone thoroughly into. By using every available means to get as much trade as possible under the zone system, dealers will be sure to turn what at one time appeared to be a handicap, into a profitable investment.

NO STANDARD IN IRELAND.

Editor, Canadian Grocer,—Re article and letter in last week's Grocer on selling eggs by weight. I might add that in Ireland there is no standard weight for a dozen of eggs. They are all sold by weight, irrespective of size, but when they come below 24 oz. to the dozen the price is lower than for the larger sizes. The Canadian trade can have a great future if it is put on a proper basis. The quantities produced could supply Canadian demand and leave a big surplus for shipment to the Old Country. I appreciate the good work your most valuable paper is doing for the commercial trade of this country.

Yours,
Toronto. JAMES KEENAN.

Enormous Waste Shown in Egg Shipments

Need of Reform Emphasized by Results From Candling Several Cases—Number of Bad—Split and No. 2 Eggs Almost Alarming—Blame Is Attached Principally to the Producer—More Education Required.

"Is it any wonder eggs are dear?" remarked one of the largest buyers in Ontario to The Canadian Grocer, and he did not ask for information. It lay before him in the form of his daily reports from his candlers.

"Is it any wonder we dealers have asked the Government to establish public candling places in every city? If things keep on as they are egg buying will be brought into disrepute with the public and the market will be ruined. Look at the reports and see how careless the farmer is with his eggs. I wish you would impress on every grocer the need for educating the men they buy from in the country to take better care of their eggs. They would receive far more for their produce and the public would be able to buy at far less than at present."

What the Candling Showed.

The following are a few of the records of lots purchased as they proved up after being candled, and in every instance except one, the eggs were bought on the local country markets by buyers of this firm who are on hand every week, and give no excuse for holding the produce over for a fortnight:

Caledon East.—19 cases, 28 doz. and 8 bad; 16 doz. No. 2, 38 doz. splits.

Newmarket.—8 cases showed 12 doz. and 5 bad; 11 doz. and 3 splits; 35 doz. and 6 No. 2.

Bolton.—3 cases, 3 doz. and 9 bad; 6 doz. and 4 splits; 5 doz. and 5 No. 2.

Bradford.—5 cases, 7 doz. and 4 bad; 15 doz. No. 2, 17 doz. splits.

From a country merchant—8 cases, 18 doz. and 4 bad; 12 doz. and 7 splits; 29 doz. and 9 No. 2.

In another instance there were 28 doz. and 8 an absolute loss out of 19 cases.

One Cause of High Prices.

Here is where the retail price to the consumer soars up: From only one of the above, the country merchant, could this firm enforce the "loss-off basis."

Blame on the Producer.

"Some of the editors of the daily papers talk absolute rot when they try to put the blame for the high price of eggs on the wholesale and retail men; the producer is the one to blame."

In its campaign for a better quality of eggs this firm is sending out the following circular:

Do you want more money for your eggs?

If so, observe the following rules:

1. Provide plenty of clean, dry nests for your hens.

2. Gather the eggs daily in cool weather and twice a day in hot or rainy weather.

3. Do not wash eggs. Use the dirty, small, very long and grass stained eggs at home.

4. Keep eggs in cool, dry place, which is free from odors.

5. Market your eggs twice a week if possible.

6. Don't sell your eggs which were found in a stolen nest.

7. Keep the eggs out of the sun when taking to town.

8. Don't keep eggs near oil, onions, etc., as they readily absorb odors.

9. Don't sell eggs known to be bad or which have been in an incubator. It is dishonest.

10. Male birds should not be allowed with hens, except for breeding purposes. After that period, kill roosters, save feed, and improve your egg product.

The carrying out of the above rules ensure more money for your eggs and an easy conscience.

"The retail dealers by testing the eggs before they send them out, instead of making their customers do this—at the table—and then charging up the bad eggs against the producers, can do more

than anyone else to improve the production of eggs in Canada," concluded the dealer.

Association News

That North Battleford, Sask., is falling in line with several of the small towns west of Saskatoon by adopting the cash basis of doing business is the word brought to Saskatoon, Sask., recently by secretary H. J. Robinson on his return from the business men's trip.

Three or four meetings have been held by the North Battleford merchants, Mr. Robinson states, and the feeling is practically unanimous to give the system a trial. When the excursion passed through North Battleford, they intended testing it from July 1 for six months and a meeting was to be held the last of the week to finally adopt this schedule. Each merchant was to make a deposit of \$50 which would be forfeited in case he gave credit. If the policy worked out satisfactorily during the six months, it would be adopted for extended periods.

The feeling was that, if the North Battleford merchants were satisfied, their brothers in Battleford would also adopt the system.

LEAKS IN CARTOON



Some purchaser is going to be short on the hand cleanser.

Finding Total Daily Credit Sales Easily

Grocer Reader Asks Information on How This Can Be Attained With Little Trouble When Merchant Uses Credit Register—Three Methods Suggested By Salesmanager of a Credit Register Company Which Obviate Necessity of Going Over Each Check Book Every Night.

The question of finding the total amount of credit sales each day without having to go over the entire list of counter check books every night, is the subject of appended letter and answer. This is a problem with which many dealers are confronted. Canadian Grocer took it up with a credit register firm and secured some good information in concise form on how to overcome the difficulty. Three methods are given. One is the using of a tally or score card with two columns, cash and credit, and the marking of each sale made under one or the other; the second, the use of a blue pencil to check off everything but credit sales, and the third the using of a triplicate check book.

Editor, Canadian Grocer.—Enclosed please find cheque for \$2.00 for renewal of your valued paper.

I would appreciate it very much if you would have some one write an article in your paper giving suggestions as to the best way of keeping tally on the amount of the credit sales for each day when one is using the cabinet system of bookkeeping.

I have a cash register for my cash sales and use cash book for keeping account of all money paid in on account and have a cabinet for my charge slips.

If I wish to total my credit sales for the day I have to go through the cabinet and total each slip separately, as the past account has been added in, then total the result of each to get my sales for the day. This means too much work after closing time.

Your paper has always had such splendid articles along this line, that I feel sure you will be able to give me the information I require.

Thanking you in advance and wishing your paper the success it deserves, I am yours respectfully,

JAMES B. WILLITS,

Brantford, Ont.

Tally Card for Marking Sales.

If the merchant is using a counter check book, which has a tally or score card numbered from 1 to 50, the same as his counter checks books, with two columns, one for cash and one for credit sales, when the clerk makes a sale on credit it can be entered opposite the slip number on the tally card as a charged sale. If each clerk will keep track of their sales in this manner, the merchant would be able at night to take the different clerks' books and figure up the charged sales which would give him his total sales for the day. If he is using a cash register it would not be necessary for him to keep track of the slips that were made out

for cash sales. By using two sets of books for the clerk, while one tally card was being audited the other could be used, and the following day while this was being checked up the balance of the previous book not in use could be turned back to the clerk who was using it the day before, or in fact, to any clerk.

Checking Off Cash Transactions.

Another way of finding the charged sales would be by taking a heavy blue pencil and checking the last slip in the cabinet, say in the right hand corner, and going over the system each day the only slips he would have to audit are the ones not checked with blue pencil—of course, glance underneath and see how many had been checked. There might be two or more slips in for each customer, and by taking the total of each slip, all he would have to do is check it again and it would be ready for the next day. He would only have to total those which were not previously checked with the blue pencil.

Using Triplicate Check Book.

Still another and probably a better way, would be by the use of the triplicate counter check book. If a merchant were to use the triplicate book, he would have one copy for the customer, one copy to go in the cabinet and the remaining copy would either be left in the book or filed on a spindle file until the end of the day's business. This would not only give the merchant a chance to take off his sales, but would also show him the exact amount of business that had been done in each department in the store.

It would also give him the information as to just what each clerk had sold, whether they had the right price of goods sold, and as to whether they were selling a line of goods that were showing the merchant good profit in

stead of selling staple articles that were easily sold and handled sometimes at a small profit.

If the merchant's cabinet were so arranged that it was handled both alphabetically and numerically, and by using the triplicate pad he could have a small box file numbered the same as his customers' accounts were numbered in the cabinet and at the end of the day's business when checking over the triplicate copy the different slips could be filed back of their respective numbers in box file which would correspond with the number in the cabinet. At the end of the next day's business he would take off all the slips of the customers' accounts with whom he had transactions on that day and at another glance could tell whether the right amount had been carried forward or not, which would assist him in auditing the new slip for box file, which he would place back of the number destroying the old one from the previous day. This, in addition to giving him all the information as previously stated could assure him there were no slips lost or mislaid, as the total carried forward would be a check on the clerk, bookkeeper, etc.

Grocers' Letter Box

Editor, Canadian Grocer.—Kindly advise us where we may secure quart boxes for berries (wooden).

W. W. W. & Co.

Centreville, N.B.

Editorial Note.—The Oakville Basket Co., Oakville, Ont.; Meyer-Thomas Co., Montreal; G. & J. Esplin, Montreal; Holmes & Arpin, Montreal; and Erie Basket Co., Leamington, Ont.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston
 Toronto—143-149 University Ave. Telephone Main 7324.
 Winnipeg—34 Royal Bank Building. Phone Garry 2313.
 Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York, Telephone 8971 Rector
 Chicago—A. H. Byrne, 140 South Dearborn Street. Phone Rand 3234.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JULY 18, 1913

LOWER SALMON PRICES EXPECTED.

Salmon fishing has already commenced on the Northern rivers of British Columbia and activity on the Fraser will soon begin. Prophecies that the quotations will be as high as last year do not seem likely to be realized. On the contrary, advices received by The Canadian Grocer lead to quite the opposite expectation. It is stated that the British Columbia Packers Association of Vancouver, B.C., who have not opened prices, do not intend to quote for some time. The idea is to allow supplies to move out of the hands of the wholesalers and retailers and save them from loss in view of the low prices expected for this year's pack. Agents representing the packers are positive in the opinion that quotations this year will be much lower than last. "Thirty cent salmon" will likely, therefore, be a conspicuous absentee from the lists of 1913.

SERIES ON PARCELS POST.

Dealers doing business with farming communities would be well advised to study the series of articles on "Hooking up with Parcels Post" beginning in this issue. The bill has passed the House of Commons and we are promised that the legislation will be put into practice with the beginning of the year 1914.

It is not wise to delay plans for meeting the new conditions until they are among us. Delay means loss because the other fellow is going to get there first if you do not.

Parcels Post will mean that parcels weighing not more than eleven pounds, with certain restricted dimensions, may be posted and delivered by the King's mail carriers at a fairly cheap rate per pound. It will at once be seen that where there is rural mail delivery and rural phone systems, there are splendid possibilities for getting extra business during the farmers' busy periods.

Some of the methods that may be utilized will be dealt with fully in future articles of the series. These articles should be kept on file until completed and then plans should be perfected to get after the new business. Don't wait until Christmas. Merchants are too busy then selling goods to do much planning. Now is the time to lay the foundation stones.

PHOTOGRAPHING THE WINDOW.

Every clerk and dealer who enters the summer goods window dressing contest announced in Canadian Grocer a couple of weeks ago should make arrangements to get the best possible photograph. The judges have only the pictures and the descriptions of the windows from which to make their decisions, so that while the best photographs do not necessarily win the prizes, they sometimes go a long way towards that end.

The following suggestions and instructions given by a commercial photographer will prove helpful:

To get the best possible picture of a window display it should be taken at night.

The light in the window should be fairly strong, Tungsten lamps being preferred. Strong gas light or an arc light are also good.

All lights in the window should be concealed with the goods well lighted.

Photographs should be taken on a calm night as a strong wind vibrates the camera which should remain absolutely steady.

Photographer should stand just far enough away to get the window only in the picture.

The average length of exposure for a night picture is from 10 to 25 minutes, the time depending on strength of light in the window and the colors. Some windows, however, have to be exposed from 30 minutes to an hour, this applying more particularly to dry goods where dark cloths against dark background are shown.

Prints should be made on glossy paper, as better results are secured by the engraver from this than from a dull finish. Pictures for reproduction in this paper should be about 8 inches by 10 inches in dimensions and unmounted.

The reason why a photograph should be taken at night is obvious. It entirely prevents reflections and therefore does away with the greatest trouble. It does not matter whether people pass between the window and camera or not, although no one should be allowed to stand in front of either for any length of time. This would darken and dull a portion of the picture. A flashlight of a display at night seldom produces good results and should be avoided.

When lights are placed high up in the window, they can often be concealed by pulling down the curtain. Otherwise they should be covered so that they still shed light on the goods but that they cannot be seen by the photographer. Unless they are concealed the photograph will be blurred.

If the photograph must be taken during the day, it should be secured when the sun is shining directly on this window. This tends to kill the reflections. A sure method of preventing reflections in day time is by the use of a screen erected on two poles just behind the camera. The best color to use is turkey red with black coming next. This may be simply a light cheese cloth or sheet held up by a couple of poles so as to prevent the rays of light from across the street entering the window. The camera should, if possible, be placed in a hole in the centre of the sheet; next best, the photographer should stand in front of it.

AN UNFAIR COMPARISON.

It is high time that grocers' associations took up the cudgels against misrepresentations by daily papers. Herewith is reprinted a most obnoxious cartoon from no less a journal than The Globe, of Toronto, which ought not to be allowed to pass unchallenged. It draws a comparison between the fight among the Balkan allies them-

THE CANADIAN GROCER

selves and a hoped-for quarrel—so far as The Globe is concerned—among the trades selling foodstuffs to the public.

Such silly twaddle is unbecoming of even a much lesser light in Canadian journalism than the paper in question. Contrary to the knowledge of everyone who thinks, the retailer is held responsible for this meagre size of the market basket of the consumer.

This is all nonsense, as far as the retail grocer is concerned, at any rate. There probably never was a time when he was getting as less net profit on staple articles as at present. Prices on foodstuffs in many cases are undoubtedly high when compared with a few years ago, but it certainly is not due to the retail dealer. Anyone who has studied retail conditions at all, know that when wholesale prices on rapid selling staples advance, the dealer's profits decline. Competition is so keen that he can only

NEARER HOME



get a certain margin in cents on these goods above cost. If he asks more a competitor gets the business. If he must stay in the business he must, of course, make a better profit on the luxuries, but the general public is not compelled to purchase these. They are not absolutely necessary to one's existence.

To even insinuate that the retail trade is combining to unduly enhance prices is pure recklessness. There probably never yet was a town or city in Canada where even all the grocers could be got into one association, and it would be sheer folly—if they were brought together—to attempt to unduly enhance prices.

The present cost of living is due to one great cause in particular—production not being able to keep pace with demand. Another important cause is the higher grade of service demanded by the consuming public. There may be a few combines in restraint of trade, but they are like the proverbial hen's teeth. It is, however, utter ignorance and most unfair to insinuate that the retail grocer is securing extortionate profits.

A publicity bureau to follow up loose statements made by cheap politicians and rash papers is evidently sorely needed.

ELIMINATE THE EGG SHRINKAGE.

The article on another page of this issue dealing with the shrinkage one Canadian wholesale firm found in several shipments of eggs, forcibly emphasizes the need of immediate reform in the egg traffic. Where several dozens of eggs from one case are totally unfit for consumption in any form it is time something was done. Retailers are

liable to be fined for selling decayed fruit or vegetables and why should not egg producers be similarly compelled to market only fresh, wholesome stock?

Retail merchants who purchase from producers should do all in their power to bring about a better condition of affairs in the egg trade. The installation of a candling apparatus which would show the producer exactly what sort of stock he is selling, ought to be of great assistance. If eggs were bought on a strictly quality basis it would not be long before we should see an improvement in the receipts from producers.

The shrinkage now occurring annually is enormous, and it is tending to keep the price of eggs to a level higher than should be the case.

RIDICULOUS DUTY ON CANTALOUPE.

Montreal wholesale fruit merchants are loud in their complaints regarding the excessive duty on cantaloupes coming in from across the line and base their claims on a double ground, first, that there are practically no cantaloupes grown in Canada, so that Canadian growers do not need protection, and, secondly, that the duty which is charged not according to value, nor yet to weight or size, but on a flat rate of three cents each, is not only excessive, but ridiculous.

Probably the greatest source of irritation is the fact that watermelons ranging anywhere from 25 to 35 pounds each and in value about five times as great as cantaloupes, are charged the same rate of duty, three cents each.

Cantaloupes come, generally speaking, in three sizes, 36s, 45s, and 55s. Of these, 45s are the standard, and by far the most common. No difference is made in the size of the crate but irrespective of the size of the melon, duty still holds at three cents each.

From the standpoint of protection to Canadian growers, wholesalers maintain that the freight and refrigeration rates alone are sufficient to cut out all foreign competition with the home product during the season of home production. The freight charges alone from California are \$11.25 per 100 lbs., and refrigeration charges \$112.50 per car. To add \$1.35 per case, duty on 45s, wholesalers claim is a ridiculous injustice.

As a solution practically only one suggestion is offered which appears just from every standpoint. That is that all duty, if imposed, be a certain percentage on value, totally regardless of size, number, or weight. Dealers, however, maintain that as so few cantaloupes are grown in Canada, and these are marketed only in the regular fall season, and to bring in the foreign product is so expensive in itself, there is really no need for any duty being imposed on this line.

EDITORIAL NOTES.

This is a big picnic week for Ontario grocers. Even if there be some soiled linen and a few weary joints for the week-end trade, what does it matter? Consider the fun!

The coming of Parcels Post at the beginning of 1914 will not help one who watches and waits. The man who draws up early a strong plan of campaign gets the benefits.

Alberta and Saskatchewan promise good crops and if Manitoba does not continue to get the tail ends of the showers, she will also do her share. Good crops in the West mean good business there in 1914.

Posting the Clerks on the Correct Prices

Marking the Goods Is Recommended As a Good Plan—Using Rubber Stamp for This Purpose—Sells Sugar Always in Same Sized Packages—An Appreciation Note—Cutting Off Deceased Departments.

*By Henry Johnson, Jr.

Here is a note of appreciation:

Ontario, June 2nd, 1913.

Mr. H. Johnson, Jr.

Dear Sir—I appreciate very much your reply to my letter regarding the dry goods business and I am going to follow your advice just as soon as I can.

Your items each week mean a great deal to me and I am sure they must to every grocer who reads *The Canadian Grocer*. I feel that I know a great deal more about the grocery business since I took this trade journal than I ever did before. I thank you very kindly in the matter and some day I hope to be able to write you as to how everything turns out. Yours very truly, F. C. S.

As I said in my previous article in reply to this man's first letter I want to be sure he does nothing hastily. I feel reasonably certain that he will look the ground over very carefully before he makes any radical change, such as he indicates his intention to make; but I want to be very sure indeed that nothing so drastic is done without plenty of careful thought.

The Danger of the Rut.

Truly, at the same time, I can say that my own experience confirms me still more completely in the feeling that nothing is lost and much is gained through chopping off deceased or decadent departments. I shall tell this next anecdote not so much as added emphasis to what I have already written as simply a bit of personal experience. Still, the live merchant is he who moves. Nothing is so dangerous as getting into a rut and nothing perhaps tends to so steal away our margins as sticking to the sale of dead items and the retention of dying departments.

In margin trading—whence we can gather very few useful lessons—it is an axiom that "the first loss is the least loss" and there the rule is to take the loss quickly, wipe it out and forget the bad deal just as speedily as possible. In line with this plan, the up-to-date merchant will lop off "stickers" as promptly as possible and turn his attention to live issues; the term "stickers" applying equally to articles or entire departments.

So, with the reiterated caution to "go

slow," I shall leave my friend until I hear further of his progress.

Teaching Clerks the Prices.

Another writes as follows:

June 19, 1913.

Henry Johnson, Jr.,

Dear Sir—Please tell us what is the best plan you know of for keeping all your clerks posted right up to the minute on prices and keeping them all in line, selling at the same price and not getting prices confused, such as one clerk selling a certain brand of canned goods at 13c, which is the right price, and another clerk thinking it is only 10c and sells it for 10c, or one clerk continues to give 19 pounds of sugar for \$1 (forgetting about the price of sugar being changed) and the balance of the clerks selling 18 pounds for \$1, the new and correct price.

Would you recommend a loose-leaf price book, that could be changed when the prices change, and that any clerk could refer to when in doubt about the price on any certain article?

I have read the *Canadian Grocer* for several years and look for your page on *Store Management*.

Hoping to hear from you, I am,

Very truly,

G. M. H.

Lots has been said and properly said about the duty of each merchant to "count, measure, weigh or gauge everything he buys." That part of it has been so well rubbed in that I think a goodly proportion of us see with reasonable care that we get what we pay for. Truly, I know numbers of men who do not check anything that comes in and I know some very successful ones who take chances on the receiving end and never take an inventory; but I speak now of the average run of merchants.

But we daily hear of men who work hard and with evident intelligence throughout the year and end up with little or no net profit to show for their work, and I am satisfied that much of this trouble is due to the fact that these men do not actually get the prices they fix on their goods.

The remedy, as I have long felt, is to mark all goods in plain figures; but until lately, I had thought this to be one of the "impossible" things. I use the quotation marks, because we all use that word, "impossible," in connection with

so many things that wiser and bigger men are actually doing, that it is about time we realized that the word is out of place in our business vocabulary.

My best competitor is a very successful man. We trade back and forth constantly. I have noticed that all his goods are plainly marked in pencil, both cost and selling price being used. I did not understand how he could feel so much detailed work was profitable, and consequently I postponed action.

Clerk's Error Decides a Change.

Then one day I found that a clerk who should have known better but did not, sold a 50c can of a certain line for 15c, when I decided that now something must be done. Fortune favored me just at that time, for I saw in the window of a nearby stationer an adjustable price stamp, cost 35c. You can get it from any large rubber stamp maker, or, if you fail to find it, ask me further and I shall tell you just where to send.

This stamp is arranged like an adjustable dater, only that the brands carry figures, dollar signs (\$), cent signs (c) and fractions ($\frac{1}{4}$ and $\frac{1}{2}$). It is possible, therefore, to set the stamp to print any combination from $\frac{1}{4}$ c to \$999.99. You set your price, therefore, and stamp every item plainly, quickly, readably, accurately.

Next step is to place the cost on each article. I found a similar adjustable stamp that will accomplish that work also. I had it made specially, cost \$1.75. Now every article, except some which are so staple that nobody can possibly go wrong on them, is marked with both cost and sale price. This work will not only go to assure me the full price I set on any article, but it will accomplish two other important things: 1. It will enable me or my confidential men to make concessions on large orders knowing just what we are about. 2. It will greatly facilitate our inventory work.

The way to get around the sugar proposition is to change your system. We do not sell "fifty cents worth" or "a dollar's worth" of sugar. We sell sugar uniformly in 5-pound, 10-pound and 20-pound bags and change the price with the market. At time of writing our price on cane sugar is 27c, 53 and \$1.06 respectively. Been at it a year now—everybody pleased, including yours truly who has got rid of the nuisance of changing packages every time the price varies.

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

Dominion Wholesale Grocers' Convention

Old Quebec the Rendezvous of an Enthusiastic Gathering—Universal 30-day Term Suggested—Wholesalers' Profits Small—Against Co-operative Stores—"The Ideal Salesman" — Zephirin Hebert, the New President.

It's always a good-hearted gathering that assembles to discuss matters over which the Dominion Wholesale Grocers' Guild have jurisdiction, and the meeting at Quebec this week lacked nothing in enthusiasm, nor were the addresses given anything but practical.

Archibald Miller, the retiring president, introduced Mayor Drouin, who, by the way, is a wholesale grocer, and his opening remarks were well received. At the conclusion of the latter's address, Mr. Miller took the baton in hand and got down to business from the chair.

Secretary Stanley Cook read the financial statement, which aroused enthusiasm when the strong bank balance was announced, and it is pretty certain that the guild was never in a healthier state.

Watchfulness.

The keyword of Mr. Miller's address was "Watchfulness." He advocated care on the part of the wholesaler on account of the financial stringency, which is admittedly making itself felt in every part of the country. Besides, he laid particular stress, *inter alia*, on the "free deal" nuisance, and expressed a desire that manufacturers would soon realize the folly.

"The net profit of the wholesale grocer is probably less than in any other business." This was another remark from Mr. Miller, which got some thinking, nor was there any denying the fact that costs had advanced considerably, though profits showed no proportionate upward movement.

In concluding a very happy address, the president hung up a motto, which every business man would do well to place before all his employees: "Discard anything which does not come up to the standard of honor."

Universal 30-day Term.

When the meeting was thrown open some lively discussion took place, one of the most important matters being, "Can we secure a universal term of 30 days net?"

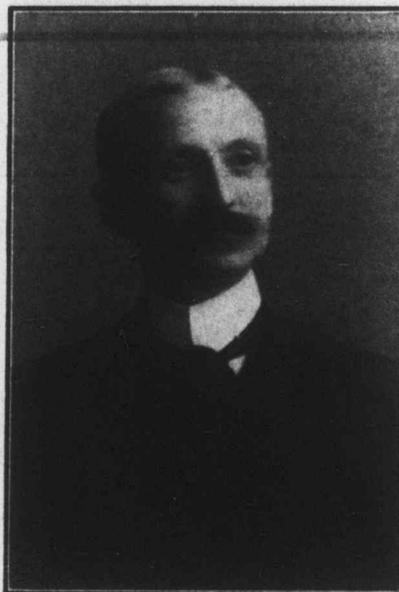
A. E. McLean, of Vancouver, spoke strongly on the advisability of the Dominion Guild aiding the Provincial Guild in getting this matter definitely attended to, but he pointed out that even with this definitely fixed, certain concessions would have to be made, as dealers, say, in the far off Yukon on a 30-day basis would have to pay for the goods before they really saw them. This, however, could be arranged satis-

factorily. The short term idea is a good one for the retailer, because he has to pay promptly, and, therefore, will be more careful about his collections. Good collecting means everything.

Hugh Blain's remarks on the price-cutting evil were to the point, and when he observed that the wholesalers have "undoubted rights of combination as long as they do not restrain trade or unduly enhance the price of goods," those present were not backward in showing that they heartily endorsed his views.

Danger of Co-operative Stores.

The afternoon was taken up in open discussion and two addresses—one from



ZEPHIRIN HEBERT,

of Hudon, Hebert et Cie., Montreal, the new president of the Dominion Wholesale Grocers' Guild.

J. A. Beaudry, secretary of the Retail Merchants' Association, and another by Zephirin Hebert on "The Ideal Salesman." Mr. Beaudry warned the guild of the dangers arising from the co-operative stores, and pointed out that there was a movement on foot by certain interested parties to secure legislation granting privileges which would eventually be ruinous to retailers. He also asked the co-operation of the guild in securing an amendment to the Trade Marks Act, whereby the retailer would be obliged to sell all branded goods at a fixed price, and would be held liable to a fine if he was guilty of cutting.

Mr. Hebert's address on the ideal salesman was the tit-bit of the day; and

H. C. Beckett sounded a good note when he, supported by Hugh Blain, suggested that it be printed in English and French and circulated amongst the salesmen. The address was as follows:

The Ideal Salesman.

What are the characteristics with which one ought to be endowed so as to constitute an "ideal salesman?"

I will endeavor to convey to you my ideas in this respect, as briefly as possible.

Of course, it goes without saying that, first of all, one must have full and complete knowledge of the line of goods that he is called upon to sell.

But, invariably, it is a well established fact that it is only the one who has initiated early in life that can be possessed of the thorough knowledge of a line of business.

Besides, one must be gifted with that special temperament and bent which disclose that he is absolutely fit to hold such a position.

No Firm Excels His Own.

Further, a salesman must be an enthusiast, and must be absolutely imbued with the idea that no firm is any better than the one he represents. If he lacks this conviction, then, he is unable to make that strong impression upon a prospective client, which is one of the requisites essential to success.

How can one who has not very strong convictions expect to arouse, in another, any feeling of confidence or trust.

Therefore, the power of convincing is one of the strongest attributes which is indispensable within a salesman.

The intercourse with a client must not be only one of business, but, also, one of friendship.

An able salesman will readily realize this and use whatever means circumstances will allow, so as to accomplish this end.

It is a foregone conclusion that business knows no country or friendship, still a salesman must have the goodwill and good graces of his clients, without which his efforts will be unavailing.

In business, as well as in other things, one must not be egotistical.

Protecting His Clients' Interests.

The salesman must protect his clients' interests just as much as he protects those of his firm. His policy must be, at all times, to sell only such goods that may prove profitable to a customer.

Should he do anything deliberately or wilfully which might infringe any upon this principle, then he is liable to incur forever the displeasure of a client and thereby lose his business.

An ideal salesman will never speak ill of competitive firms, as he realizes that he would lack tact, fairness and courtesy. Again, he feels that it might convey to a client's mind that whoever resorts to such ways must be attempting to cover up the shortcomings of his own firm. Let the salesman bring his firm in the limelight just as much as circumstances may allow, but he must always refrain from endeavoring to throw any discredit on competitors.

Attributes of his firm.

A salesman must know and be fully aware of all the characteristics and idiosyncrasies of his firm. Again, he must also realize and fully understand the importance, standing, prestige and reputation of his principals. If all these are clear to his mind, it will be his duty to acquaint his customers with all those accomplishments or facts which are particular attributes of his firm, and which must redound to its advantage. It is useless to mention that any amount of tact is required to carry this out judiciously.

Another requisite is that the salesman must also be well informed as regards the dispositions and peculiarities of each and every of his clients, and also of his own and particular ways of doing business, so as to shape his course accordingly. This is most important, as, otherwise, he may run amuck very often.

Resourcefulness.

It is obvious that it behooves the salesman to place absolute faith and reliance in his firm in every respect, failing which, he could not give full justice to his employers. Now, there is the employee that takes orders, and the full-fledged salesman that effects sales. The first is the one that lacks ability, initiative and the required aptitudes. He is satisfied with writing down whatever goods the customer may call for, and he makes no effort whatever to sell other goods. On the contrary, the ideal salesman is replete with that resourcefulness that suggests to him all sorts of ideas and ways and means by which he will succeed in enlivening the interest of the buyer in additional lines of goods.

To complete the portraying of my model of perfection, there are adjuncts which are most important, and which I wish merely to point out. Cheerfulness, geniality, good manners and winning ways must permeate the character of the salesman.

I wish to revert to that part of my address where I state that a salesman

must be an enthusiast. Indeed, it is an absolute fact that, without enthusiasm, one lacks the chief essential into which are embodied the other qualifications and characteristics.

Such are my ideas in reference to the "Ideal Salesman."

Cartage and Unpacking Charges.

The question of cartage charges was also talked over, many, in fact, all, agreeing that this really was becoming a burden on the wholesaler, and the same feeling was shown when the question of charges for packing goods cropped up.

When retailers place orders for a small quantity of various lines of goods, cases have to be broken, and it takes time and money to repack, the wholesaler being, therefore, entitled to some allowance. It was suggested that retailers would do well to bear this point in mind and try to allow the wholesaler



ARCHIBALD MILLER,
of Whitehead & Turner, Quebec, the retiring
president of the Dominion Wholesale
Grocers' Guild.

sufficient leeway in order that his profits which are by no means very heavy, may not be cut down. A Montreal wholesaler remarked that if a dealer asked for a special packing he should pay for it, while a St. John, New Brunswick, delegate pointed out a scheme he has in force, which gets over the difficulty to a certain extent. He said that he sold all goods by the case and if an order came through for less than a case he would add from 2½ to 5 per cent. to cover up packing cost.

H. C. Beckett spoke on this point also, showing how heavy an item this repacking was in the year's business. The retailers do not seem to realize this or even if packages are secured cheaply, yet any extra expenditure simply eats into the gain from the sale.

Establish a selling price.

It was also agreed that manufacturers should establish a selling price, and instances were given which went to prove that certain manufacturers were expecting the wholesalers to set their respective salesmen at their disposal for a commission out of all proportion to services rendered. One tea house which used to allow 10 per cent. for distribution, have reduced this to 5 per cent., and what is 5 per cent. on teas?

"The established selling price," said Hugh Blain, "is good for wholesaler, retailer, and consumer, so why not have it?"

Trade Commission Suggested.

At the session on Wednesday, Hugh Blain, Toronto, in a paper urged the Guild to suggest to the Government the appointment of an independent trade and commerce commission to control trade combinations and to govern rates of transportation, commissions, etc., with manufacturers on a fair and equitable basis to all parties. To this the wholesale trade in general could apply.

The New Officers.

The following officers were elected:
President—Z. Hebert, Montreal.

Vice-Presidents — Quebec, Armand Chapnut; Ontario, J. M. Dillon, London; Manitoba, R. R. Wilson, Winnipeg; Alberta, John Howe, Calgary; New Brunswick, W. C. Crosse, St. John; Saskatchewan, S. C. Barton, Regina; British Columbia, A. E. McLean, Victoria.

More Who Attended.

Among those present were: Archibald Miller, Zephirin Hebert, Armand Chapnut, H. C. Beckett, Hugh Blain, P. J. Bazin, W. C. Cross, J. M. Dillon, W. G. Craig, R. J. Carson, R. R. Wilson, J. Ethier, Villebon Garaut, J. Winofield, W. Turnbull, R. L. Innes, L. A. Langlois, E. E. B. Rattray, A. Stanley Cook, G. R. Lloyd, Arthur Desrochs, J. B. Atellier, A. E. McLean, S. C. Burton, and Gerald Fitzgerald.

Senator Gilmour, head of the firm of Chase and Sanborn, is spending the summer at his summer home in St. George, N.B.

The Kelowna, B.C., Merchants' Association held a meeting recently and decided to rent offices and appoint a paid secretary. The association has decided to take up actively the question of regulating indiscriminate credit and this will be one of the principal duties of the new secretary. C. A. Washborn was unanimously elected to the position.

Sends out Coffee Aroma to get New Trade

This Can be Smelled a Block or More From the Store and People Come in For Their Coffee—Dealer Has Roaster and Grinder in Window and a Vent Pipe to the Street—Figures Given as to How Business Was Increased.

"A pound of that coffee please, I can smell it two blocks down the street," and "I can smell those peanuts all the way down to Bloor St. Let me have a bag." These are two expressions typical of what are frequently heard around the store of J. A. Johnston, grocer, 775 Yonge St., Toronto, who since last March has been roasting coffee and peanuts in his window and allowing the aroma to reach the street through a vent pipe which terminates in a large metal coffee pot.

This is the chief way in which Mr. Johnston advertises his coffees and peanuts—by the aroma going out to meet prospective customers. And an exceptionally good way he claims it to be. He now sells about 240 lbs. of coffee a month, as compared with 50 lbs. during the same length of time previous to the installation of his plant. "This is naturally a dull season for coffee," states Mr. Johnston, "but last Saturday we cleaned up on a good lot. As for peanuts, our sales amount to \$14 or \$15 regularly on Saturdays in summer, and to \$9 or \$10 in winter. On other week days the average is from \$2 to \$4 per day. As peanuts are almost all cash sales running from 5 to 25 cents each, there is little trouble with collections."

Thinks it Splendid Ad.

From an advertising standpoint Mr. Johnston considers his roaster and grinder hard to beat. "Look at the customers it brings into the store!" he states. "It's the aroma that does it. One woman had never bought coffee before. Now she buys one pound of Santos a week regularly."

Roasting and grinding plants are placed right in the front window so that everybody can see them. Out over the door is a large coffee pot made use of for advertising purposes, and as an outlet for the aroma laden air coming from the roaster. This air, hotter than the outside air in winter, can readily be seen, so that it appears as if the coffee pot were in reality boiling coffee.

Speaking of the cost, Mr. Johnston states: "The original cost is the chief outlay. Our roaster, which roasts peanuts or coffee equally well (but not at the same time), cost \$400; our grinder, \$260; and coffee pot, with connections, about \$34. We run the grinder, which in reality is a percolator and cutter combined, by a 25-cycle electric motor. Three dollars per month is the extent of

our electrical bill, and that includes light, cash register, and everything. Last month our gas bill was 90 cents, and we did a great lot of roasting. Though we have had the plant only since March, I see no reason why it should not be a good profit-yielding investment."

Uses Show Cards.

Both in display in the store interior and in selling a strong feature is made of "fresh roasted." Right in front of the door are three coffee canisters containing roasted coffee in the bean, and cards reading: "Fresh roasted finest cup quality," "Fresh roasted choice Santos," etc., and the price of each in one pound and three pounds quantities.

A strong selling feature, too, is made of the fact that coffees are freshly ground for all orders, so that no time is given for depreciation through exposure. To suit customers' tastes, coffees are percolated or steel cut. This, too, Mr. Johnston says, forms an important talking point in making sales, giving a chance to point out the difference between the two, and to suit all to the desire of the customer.

To advertise his plant he has had hand bills printed, pointing out the advantages of buying coffee as he sells it. A copy of this literature he encloses with every order sent out from the store.

Sells 240 Pounds Monthly.

"All coffees are of necessity bought green. The first month three bags of 140 pounds each were bought, the second month two bags, and now two bags per month is our regular purchase. As coffee shrinks 2 pounds in 15, we sell, roughly speaking, 240 pounds of coffee each month.

Ontario Bean Crop Fairly Promising

Low Lands Adversely Affected By Recent Rains, But Higher Lands Benefited—One Estimate Places Crop at 800,000 Bushels As It Was in 1912—But It Is Too Early Yet To Make Definite Statements.

Chatham, Ont., July 16.—(Special)—Newspaper reports of wholesale and widespread damage to the Kent bean crop as a result of the recent heavy rains are not borne out by more careful enquiry. Investigation shows that, while in the lower lands or those less suitable for bean-growing, there will probably be some damage, in most places the crop is looking good.

Reports of damage come chiefly from the vicinity of Ridgetown and Highgate, where there is a large bean acreage. From Blenheim, the centre of the Harwich bean-growing district and an important shipping point, the information is given that the rain, far from damaging, has benefited the crops, and the outlook in beans is the best seen for several years.

Too Early to Estimate.

It is still too early to make an accurate estimate of the 1913 crop.

Discussing the bean situation in Kent and the adjoining territory, N. H. Stevens, president of the Canada Flour Mills Company, stated that it would be several weeks yet before anything like a safe estimate could be made of the probable bean production for the current year.

"In general," he stated, "the bean

growing territory is somewhat extended this year beyond its former limits. On the other hand, the bean acreage in the older localities is probably slightly reduced. Quite a large portion of the crop is looking very well. Probably one fourth of the acreage was planted under unfavorable conditions, when too dry, and the beans did not come up very well. But on the whole, I think we can look for as many bushels of beans this year as in 1912, when the crop ran over 800,000 bushels."

Some Old Beans Still Held.

In reference to the handling of old beans, Mr. Stevens expressed the belief that a good many old beans were still in the farmers' hands. "There are probably sufficient," he stated, "to supply the demand until the new beans are thrashed. For any of the crop of 1912 not marketed before the crop of 1913 comes to the market, the chances are, especially if the crop of 1913 finishes in good condition, that the old crop of 1912 will be sold at a large reduction owing to the inferior average quality.

"It is a little early in the season yet to make an estimate as to growing conditions, and what the extent of this year's crop will likely be."

Current News of the Week

Quebec and Maritime Provinces.

Chas. B. Snow, grocer, Woodstock, N.B., is succeeded by Watson and True.

H. C. Barnaby & Sons, grocers, etc., Bridgewater, N.S., sustained fire loss recently.

P. & C. Legere, general merchants, Memramcook, N.B., have dissolved partnership and Patrick T. Legere will continue the business in his own name.

Among the firms lately registered in Quebec Province are: Joseph Ward & Co., wholesale grocers, grain and produce, Montreal; Fanny Greenspoon, grocer, Montreal.

Ontario.

Robt. Oakman, merchant, Hastings, Ont., died recently.

Wilson & Cline, Toronto grocers, are succeeded by C. J. Carroll.

Mrs. Eleanor Hood, grocer, Toronto, has sold her business to E. Birks.

A. L. Curry, traveler for Red Rose Tea, Toronto, is holidaying at his home in Belleville.

Stanley Ross & Co., general merchants, Lucan, Ont., have been succeeded by J. M. Ross.

The grocers of Aylmer, Ont., close their stores during July and August on Wednesday afternoons.

The new factory of the Dominion Cannery recently erected at Aylmer, Ont., is now in operation.

Fox and Brady, grocers, Lindsay, have dissolved partnership and T. J. Brady will continue the business.

The T. H. Estabrook Co., Toronto, have added a new electric delivery car to their Toronto delivery service.

Clem Garvey, of John Garvey & Sons, London, Ont., has been confined to his home for a few weeks, through illness.

H. Fountaine, first vice-president of the London Retail Grocers' Association, has left on a two months' trip to England to visit his father.

The Retail Merchants' Association of Hespeler, Ont., will hold an excursion on August 20, in conjunction with the Hall-Zryd Co. Committees were recently named to look after the detail.

A regulation has been issued at Ottawa prohibiting the use of the Red Cross or Geneva Cross by business firms for advertising purposes without the consent of the Militia Council of Canada.

Frank Harding, traveller for Wall & Guppy, Windsor, Ont., and formerly in

the retail grocery business in London, Ont., has purchased the St. Thomas branch of the Steele Fruit Co., of London, Ont.

H. B. Clemes, manager of the produce department of Gunn's, Limited, Toronto, is away for a couple of weeks' holiday in Regina, Sask. Mrs. Clemes, who has been visiting there for the past six weeks, will return with him.

The merchants of Wroxeter, Ont., have agreed to close at 7 o'clock on Monday, Wednesday and Friday of each week. This does not apply to evenings before public holidays or to the time between December 15 to 25.

W. Barr, of Barr Registers, Ltd., Trenton, Ont., has just returned from an eight-months' stay in England where he has been getting the English Company on a manufacturing basis. The factory is in Birmingham and the sales offices are in London. Their factory at Trenton, Ont., which was recently burned down is now being rebuilt and work has been progressing for some time in their temporary quarters.

The London, Ont., Retail Grocers' Association made great preparations for their annual excursion to Detroit next Wednesday, July 16th. President Harry Ranahan, secretary Jas. McKenzie and treasurer Thos. Shaw were a busy bunch, arranging the details. Gordon Drake as usual, was in charge of the "baggage car ahead," where the good things were served. A full report will appear in next week's issue.

James McKenzie, secretary of the Retail Grocers' Association, London, Ont., has disposed of his stock to Geo. Ecclestone, and in future will call on the grocery trade in the interest of the I.X.L. Spice Co., of London. Mr. Ecclestone has purchased the store formerly occupied by Jas. McKenzie, from Frank Harding, of Windsor. Mr. Ecclestone has been in business only a few years. He started in a small way a few blocks away from his present stand.

Western Canada.

Wm. Banning, grocer, Brandon, Man., has sold to H. A. Rolphs.

H. Stevens, general merchant, Valley River, Man., has moved to Ochre River.

A. Barran, grocer, New Westminster, B.C., has been succeeded by Barran & Sugden.

B. Lett, general merchant, Wawota, Sask., has sold his stock to Allison & Watson.

Wyman & Small, general merchants, Macklin, have been succeeded by Golo-soff & Bruser.

J. A. Campbell, general merchant, Cochrane, Alta., has disposed of his business to Campbell & Maggs.

Mutter & Lynch, grocers, Brandon, have dissolved partnership and Mr. Mutter will continue the business.

At a mass meeting in Victoria, B.C., Hindus and white sympathizers passed a resolution asking the Government of India to boycott Canadian goods.

Property valued at \$10,000 at the corner of Donald and Vickers Streets, Fort William, has been purchased by A. McDonald, of Winnipeg, for the purpose of erecting a large wholesale grocery building.

R. R. Wilson, of Campbell Bros. & Wilson, wholesale grocers, Winnipeg, has just sailed with Mrs. Wilson for the Old Country. They will there be joined by their daughter who has been attending school in London, and will spend two months in the British Isles and the continent before returning to Canada.

The new express schedule which went into effect this month will be of material benefit to all shippers in Western Canada. The following are a few instances of the lower rates: Winnipeg to Edmonton, old rate per 100 lbs., \$4.50; new rate, \$3.50. Winnipeg to Calgary, cut from \$5.75 to \$3.75; Winnipeg to Medicine Hat, from \$4.25 to \$3.75; Winnipeg to Regina, from \$2.75 to \$2.25.

The Doukhobors of Canada are planning the erection of a series of warehouses in Calgary, Edmonton, Saskatoon and other prairie cities for the wholesale handling of fruit and other produce from Doukhobor settlements in Kootenay and Boundary, British Columbia. In addition, the system of retail stores in Yorkton and other points may be extended to the larger Western cities. The success of the Doukhobors in fruit farming in British Columbia has induced the leaders to take another thousand out from Saskatchewan, bringing the number to 5,000, and leaving only 3,000 in the province where they originally settled. The Society pays the Canadian Pacific Railway \$180,000 annually for freight charges on a business of \$1,500,000, which does not include wheat or other produce.

Advance Expected in California Fruits

As Crops Are Light and Weather Hot—Canned Goods Likely to Average Higher—Best Grades of Coffee Still Hold Their Own—Sugar Steady and Consumption Heavy—Drop in Rice in Montreal.

QUEBEC MARKETS.

POINTERS—

Rice.—Declined 20 cents.
Molasses.—Firm.
Seeded Raisins.—Drop ½ cent.
Coffee.—Weak with downward tendency.
Lobsters.—Rectified prices announced.
Clover Leaf Salmon.—Decline.

Montreal, July 15.—A feeling that industrials have to be supported and that people can't eat real estate is gradually working its way amongst the trade, and giving confidence of a better season ahead. Though no great activity is noted in business, still the usual July business is for the most part being accomplished.

Throughout the Eastern townships, crop prospects are bright, and though people have not taken advantage of their discounts, and have asked to be carried over rather longer than usual in the past, wholesalers are more hopeful, especially following the very general and beneficial rains of last week.

SUGAR.—Owing to favorable crop reports being received from Germany regarding the growing beet crop, prices on beets have shown a decline, and the same has been reflected in New York circles, causing an easing off in raws.

Amongst wholesalers the feeling is that market is inclined to be stronger. Retailers are buying freely both owing to heavy consumptive demand, and to a tendency to do some speculation. It would appear that they have now made up their minds that sugar is at its lowest, and now having confidence in the market are buying fairly heavily.

Granulated, bags	4 30
Granulated, 20-lb. bags	4 40
Granulated, 5-lb. cartons	4 60
Granulated, 2-lb. cartons, per cwt.	4 60
Granulated, Imperial	4 15
Granulated, Beaver	4 15
Paris lumps, boxes 100 lbs.	5 05
Paris lumps, boxes 50 lbs.	5 15
Paris lumps, boxes 25 lbs.	5 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbis.	5 25
Crystal diamonds, 100-lb. boxes	5 35
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 5-lb. cartons	7 00
Crystal diamonds, Dominoes, cartons	4 70
Extra ground, bbis.	4 80
Extra ground, 50-lb. boxes	5 10
Extra ground, 25-lb. boxes	5 10
Powdered, bbis.	4 50
Powdered, 50-lb. boxes	4 70
Powdered, 25-lb. boxes	4 80
Phoenix	4 30
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 yellow	4 25
No. 1 yellow	3 95
Bbis, granulated and yellow may be had at 5c above bag prices.	

MOLASSES.—Latest report on fancy molasses states: "Reaping operations are now practically over. Market quotations are 23½ cents f.o.b. per American wine gallon, or an equivalent of 34½ cents C. & F. Montreal, per Im-

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Hams—Advance 1 cent.
Barrelled pork—Advances one dollar.
Butter—Declining at country points.
Eggs—Steady.

FISH AND OYSTERS—

Opening prices on all lines of pickled and prepared fish to be low, if not lower than last season.

FRUIT AND VEGETABLES—

Tomatoes rapidly advancing.
Potatoes hold steady.
New lines Canadian fruits daily appearing.

FLOUR AND CEREALS—

Markets all entirely dependant on weather conditions. Firm still at last week's quotations.

GENERAL GROCERIES—

Rice declined 20 cents per 100 lbs.
Seeded raisins drop ½ cent.
Revised prices announced on canned lobsters.
Clover leaf salmon declines.
Coffee—Weak, with tendency to decline.
Molasses—Firm.

ONTARIO.

PRODUCE AND PROVISIONS—

Dressed hogs up \$1.25 per cwt.; hams 1 cent, and bacon ½ cent; supply short.

Butter—Stagnant, owing to heat.
Eggs—Easier; dealers complain of large proportion bad.

FISH AND OYSTERS—

Salmon quotations will be considerably lower than last year.
Halibut coming in in larger quantities than usual.

FRUIT AND VEGETABLES—

Raspberries down 3 cents, selling at 15 to 17c.
Bananas higher.
Peaches, a good crop, but apples under 50 per cent.
New potatoes up 25 to 50 cents a bbl.

FLOUR AND CEREALS—

Mill feeds—Recent advance of \$1 on bran and shorts holds firm. Dry weather keeps up demand.
Flour—Buying hand to mouth, but prices steady. Wheat reports favorable, though crops week to ten days late.

GENERAL—

California fruits—Higher prices expected in nearly every line, as crop is below average, and heat excessive.
Raisins—Advance of from ½ to 1c.
Sugar—Market absolutely steady, with heavy consumption.
Coffee—High grades holding their own, low grades down. May be ½ cent drop all around, but no more.

perial gallon. There appears no chance for lower prices to rule unless shippers find an outlet for their stocks on hand and still for sale.

"There is some doubt as to whether tonnage can be secured by direct steamers after August. Thus, the trade would do well to secure their remaining requirements at an early date."

Thus, situation shows little change from last week, and still continues to hold firm.

	Fancy per gal.	Choice.
Punchons	36	36
Barrels	39	38
Half Barrels	41	40

For Island of Combined Territories.

	Fancy	Choice	Fancy	Choice
Punchons	0 41	0 39	0 39	0 37
Barrels	0 44	0 42	0 42	0 40
Half barrels	0 46	0 44	0 44	0 42

Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer may be sold at "open prices." No discounts will be given.

Antigua	0 32	0 33
Corn syrups, bbis.	0 03 1/2	0 03 1/2
Corn syrups, half-barrels	0 03 1/2	0 03 1/2
Corn syrups, quarter-barrels	0 03 1/2	0 03 1/2
Corn syrups, 3 1/4-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75	2 75
Cases, 10-lb. tins, 1/2 doz. per case	2 85	2 85
Cases, 20-lb. tins, 1/4 doz. per case	2 80	2 80
Pure maple syrup, in 5 1/2 lb tins	0 75	0 75
Pure maple syrup, in 15-gal. kegs, 8c per lb., or per gallon	1 00	1 00
Pure maple sugar	0 10	0 11

DRIED FRUITS.—Seeded raisins this week have dropped ½ cent and are now quoted, fancy at 8½, and choice at 8 cents.

Primary market quotations on new crop Valencia raisins are also out and show a reduction of about 1 cent per lb. over last year. Though dealers look

for a decline on this market also, no such step has yet been taken.

Wholesalers are looking forward to prices on new pack, October and November delivery; on all lines being announced. Spot goods are moving only freely.

	Per lb.
Apples, 50-lb. boxes	0 11
Nectarines, choice	0 11
Peaches, choice	0 09 1/2
Pears, choice	0 12 1/2

DRIED FRUITS.

Candied Peels—	
Citron	0 17
Lemon	0 11
Orange	0 12

Currants—	
Amalas, loose	0 07
Amalas, 1-lb. pkgs.	0 07 1/2
Filiatras, fine, loose	0 06 1/2

Dates—	
Dromedary, package stock, per pkg.	0 10
Fards, choicest	0 11
Hallowee, loose	0 05
Hallowee, 1-lb. pkgs.	0 06 1/2

Figs—	
Finest, 6 crown, about 12 boxes	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.	

Prunes—	
40 to 50, in 25-lb. boxes	0 13
50 to 60, in 25-lb. boxes	0 12
60 to 70, in 25-lb. boxes	0 11
70 to 80, in 25-lb. boxes	0 10 1/2
80 to 90, in 25-lb. boxes	0 09 1/2

Raisins—	
Malaga table, box of 22 lbs., according to quality	2 50 5 25
Muscadels, loose, 3 crown, lb.	0 06 1/2
Sultana, loose	0 10
Sultana, 1 lb. pkgs.	0 11
Valencias, old stock	0 04
Seeded, fancy	0 08 1/2
Seeded, choice	0 08

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

TEA.—First crop Japan teas arriving on this market are showing good value. Style of leaf is rather better than last year, and quality much same. One dealer states with regard to the future: "We think all good grades

THE CANADIAN GROCER

from now on will be firm because first crop has been practically all sold or contracted for." Another states: "Tea is just as firm as last week with brisk demand for second crop leaf. Arrivals of new crop teas show a wonderful improvement over last season."

In Indians, first shipments new crop are just coming to hand. Market is steady with no sign of advance owing to good crop and lack of speculation.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
Spanish No. 1	0 12 1/2	0 12 1/2
Virginia No. 1	0 13 1/4	0 13 1/4
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee market continues easy with still a tendency to decline if anything. The fact that there is no indication whatever of a recovery makes chances for a decline much more apparent and more marked than they otherwise would be. Trade for summer season is brisk, and prospects for future bright.

Mocha	0 28	0 29
Rio	0 19 1/4	0 21 1/4
Mexican	0 25	0 28
Santos	0 21 1/2	0 23 1/2
Maraçabo	0 22 1/2	0 24 1/2
Javas	0 30	0 40
Jamaica	0 21 1/2	0 23 1/2

SPICES.—Practically same conditions hold as week ago, and so far as prices are concerned, no change has been made. Trade conditions are good, and prospects for a good fall's trading bright.

Allspice	0 13	0 18
Cinnamon, whole	0 18	0 20
Cinnamon, ground	0 16	0 20
Cardamon seed	0 09	0 12
Caraway seed	0 35	0 40
Balavia cinnamon	0 25	0 30
Cloves, whole	0 28	0 35
Cloves, ground	0 25	0 32
Cream of tartar	0 25	0 32
Ginger, Cochin	0 17	0 20
Ginger, Jamaica	0 20	0 25
Ginger, Jamaica, whole	0 17	0 20
Mace	0 25	0 30
Nutmegs	0 16	0 18
Peppers, black	0 27 1/2	0 30
Peppers, white	0 25	0 27
Peppers, white, whole	0 15	0 17
Pepper, black, whole	0 15	0 17
Pimento	0 15	0 17

RICE AND TAPIOCA.—All Rangoon rices dropped 20 cents per hundred pounds late last week, owing to the raw product being cheaper, and large quantities being offered on English markets. Prices quoted below are from Montreal mills.

Tapioca also is easy in sympathy with easiness in rice. Some houses have dropped prices on medium pearl and seed alike, to 5 to 5 1/2. Others, however, maintain last week's price, 1/4 cent higher on medium pearl and 1/2 cent higher on seed.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 15	
Rice, grade B, bags 100 lbs.	3 15	
Rice, grade B, bags 50 lbs.	3 15	
Rice, grade B, pockets 25 lbs.	3 25	
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 35	

Rice, grade C.C., bags 250 lbs.	3 05
Rice, grade C.C., bags 100 lbs.	3 05
Rice, grade C.C., bags 50 lbs.	3 15
Rice, grade C.C., pockets 25 lbs.	3 25
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 30
India bright, 250 lb. bags	3 30
Lustra, loose, 250 lb. bags	3 30
Patna, polished	4 40
Finest imported Patna, 224 lb. bags	5 37 1/2
Finest imported Patna, 112 lb. bags, bag	5 50
Finest imported Patna, 56 lb. bags	5 52 1/2
Pearl	4 50
Sparkle	5 10
Crystal	5 10
Snow	5 30
Imperial Glace	4 90
Ice Dips	5 45
Canadian Caroline rice	7 10
Imported Caroline rice, hand picked	9 00
Imported Caroline rice, fancy	8 00
Brown sago, lb.	0 04 1/4
Tapioca, medium, pearl, lb.	0 05
Seed, lb.	0 05

NUTS.—Market on all nuts holds firm with tendency to advance in almost every line. Later reports received from Spain further confirm that given last week with regard to future of almond crop, and now there would appear no possibility for lower prices throughout season. Locally, trade is fair with a good demand for nuts in shell.

In shell—		
Almonds	Per lb.	0 17
Brazils	0 17	0 19
Filberts	0 13	0 14
Peanuts, Jumbos	0 13	0 13
Peanuts, Diamond G	0 09	0 09
Peanuts, French	0 09	0 09
Pecans	0 20	0 20
Walnuts	0 14	0 17
Shelled—		
Almonds	0 33	0 34
Almonds, Valencia	0 37 1/2	0 39
Peanuts	0 08	0 09
Walnuts, new	0 31	

BEANS.—Beans of all kinds are dull. Prices quoted this week are as follows:

Beans—		
Austrian, H. P.	Per bushel.	2 50
Canadian, prime	1 90	2 00
Yellow eyes	3 25	
Brown	2 75	

ONTARIO MARKETS.

POINTERS:—
Sugar—Prices steady, with heavy consumption.
Coffee—Lower grades down.

Canned Goods—Strawberry pack far behind average, and higher prices predicted.

Dried Fruits—Increase in all California lines predicted.

Nuts—Tendency to advance.

Toronto, July 17.—Business continues good this week, with prices steady. The preserving season is in full swing, and consumption of sugar is heavy. Summer drinks continue to be good sellers, although the thermometer by dropping ten degrees on the average has cut down the sales of the first ten days of July.

SUGAR.—The sugar market retains all its permanent qualities, particularly in relation to Cuba raws. The London beet market is quiet, and has not made any improvement during the week. The market may be rated as absolutely steady, with a heavy consumption, due to the preserving of fruit. Many buyers, indeed, are looking after their requirements for months ahead.

Extra granulated, bags	4 40
Extra granulated, 20-lb. bags	4 50
Extra granulated, 5-lb. cartons	4 70
Extra granulated, 2-lb. cartons	4 70
Second grade granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, dbls.	4 80

Extra ground, 50-lb. boxes	5 00
Extra ground, 25-lb. boxes	5 20
Powdered, dbls.	4 80
Powdered, 25-lb. boxes	5 00
Powdered, 50-lb. boxes	4 80
Crystal diamonds, 5 lb. boxes	7 10
Crystal Dominoes, 5 lb. boxes	7 30
Paris lumps, in 100-lb. boxes	5 15
Paris lumps, in 50-lb. boxes	5 25
Paris lumps, in 25-lb. boxes	5 35
Paris lumps, cartons, 20 to case	5 45

MOLASSES AND SYRUP.—The demand continues fair, and there is not enough new honey in to make its rivalry felt. Prices remain the same.

Syrups—		
2 lb. tins, 2 doz. in case	Per case.	2 40
5 lb. tins, 1 doz. in case	2 75	
10 lb. tins, 1/2 doz. in case	2 85	
20 lb. tins, 1/4 doz. in case	2 80	
Barrels, per lb.	0 05 1/4	
Half barrels, lb.	0 05 1/2	
Quarter barrels, lb.	0 05 3/4	
Pails, 38 1/2 lbs. each	1 75	
Pails, 25 lbs. each	1 25	
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 28	0 29
West Indies, barrels	0 30	0 31
West Indies, half barrels	0 45	0 47
Barbados, fancy, barrels	0 49	0 50
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	
1/2 gals., 12 to case	5 40	
1/4 gals., 24 to case	4 80	
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	1 25	
Gallons, 6 to case	6 60	6 00
1/2 gallons, 12 to case	7 25	7 25
Quarts, 24 to case	7 25	6 40
Pints, 24 to case	4 70	
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	1 00	
40 and 48 twin bars	3 00	
Maple butter, lb. tins, dozen	1 90	

NUTS.—The market shows a slight advance in filberts, Sicily and walnuts, and higher prices are expected on most of the new crop.

In shell—		
Almonds, Formigetta	Per lb.	0 15
Almonds, Tarragona	0 15	0 16
Brazils	0 15	0 15
Filberts, Sicily	0 12 1/2	0 12 1/2
Filberts, Barcelona	0 09 1/2	0 09 1/2
Peanuts, green, per lb.	0 10	0 10 1/2
Peanuts, roasted	0 12	0 14
Pecans	0 18	0 20
Walnuts, Bordeaux	0 13	0 13 1/2
Walnuts, Grenoble	0 16	0 16 1/2
Walnuts, Harbota	0 14	0 15
Walnuts, Cornes	0 13	0 14
Shelled—		
Almonds	0 40	
Filberts	0 27	
Peanuts	0 09	0 10
Pecans	0 32	0 33
Walnuts	0 32	0 33

RICE AND TAPIOCA.—Tapioca is quiet this week, and sago shows the usual tendency to be sympathetic. Prices show no change.

Rice—		
Rangoon, per lb.	0 03 1/4	0 04
Rangoon, fancy, per lb.	0 05 1/2	0 05 1/2
Patna, per lb.	0 05 1/2	0 05 1/2
Japan, per lb.	0 05 1/2	0 08
Java, per lb.	0 05 1/2	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 05	0 05 1/2
White, per lb.	0 05 1/2	0 05 1/2
Tapioca—		
Bullet, double goat	0 08 1/2	
Medium pearl	0 05 1/2	
Seed pearl	0 05 1/2	
Flake	0 08 1/2	

SPICES.—The active selling has kept the market up and is likely to for several weeks to come. Some dealers predict easier prices shortly, one claiming that cloves is standing at an abnormal figure.

5 and 10 lb. tins.			
Allspice	14-17	10-15	10-15
Cassia	22-27	12-15	10-15
Cayenne pepper	22-25	12-15	10-15
Cloves	30-35	1 00-1 05	1 00
Cream tartar	30-31		
Curry powder	—35		
Ginger	22-27	05-08	05-08
Mace	75-1 00		05-08
Nutmegs	35-50	05-08	1 00-1 20
Peppers, black	15-22	07-08	05-08
Peppers, white	27-30	05-08	1 05-1 15
Pastry spice	20-27	05-08	05-08
Pickling spice	14-18	05-08	05-08
Turmeric	15-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			

THE CANADIAN GROCER

Cardamom seed, per lb. in bulk	2 25	1 80
Cinnamon, Ceylon, per lb.	0 60	0 60
Mustard seed, per lb. in bulk	0 10	0 12
Celery seed, per lb. in bulk	0 60	0 70
Shredded coconut, in pails	0 17	0 20

COFFEE.—The market is a little easier, particularly for lower grades, but the high grades are holding their own in spite of outside influences.

"There will be no material reduction," declared a dealer, "may be half a cent."

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Mariacibo	0 25	0 28
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 19	0 21
Santos	0 23	0 25
Chicory, per lb.	0 11	0 13

TEA.—The demand remains very firm. The rise in Ceylon has not affected the local market. Reports are to hand of bad rains in the growing districts in India. The expectation of a rise has caused a lot of buying at the present rates.

DRIED FRUITS.—Evaporated apples have a firm tendency, and have gone up a full cent a pound, selling this week for 7½¢ for 50's and 8¢ for 25's.

The prune market is pretty well cleaned up locally, and this applies to nearly all the old stock of California fruit. Valencia raisins, and both choice and fancy seeded are up, contrary to expectations, and the market is firm. The prospects for Valencias and currants are very good, but the crop is only ordinary in quantity.

Advices from California state that future prices will be higher on all dried fruits, as the crop is below the average, and the fruits are dropping off owing to the extreme heat.

Apples, evaporated, per lb.	0 07½	0 08
Apricots—		
Standard, 25-lb. boxes	0 14	0 14
Choice, 25-lb. boxes	0 16	0 16
Fancy	0 18	0 22
Candied Peels—		
Lemon	0 11	0 12½
Orange	0 12	0 13
Citron	0 15	0 18
Currants—		
Filiatras, per lb.	0 07	0 07
Amalas, choicest, per lb.	0 07½	0 07½
Patras, per lb.	0 07½	0 07½
Vostizzas, choice	0 10	0 10
Vostizzas, shade dried,	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Eleme figs, in boxes, according to size, lb.	0 08½	0 15
Peaches—		
Standard, 25-lb. boxes	0 10	0 10
Choice, 25-lb. boxes	0 11	0 12½
Choice, 50-lb. boxes	0 07½	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 12½	0 13½
40 to 50, in 25-lb. boxes, faced	0 11½	0 11½
50 to 60, in 25-lb. boxes, faced	0 09	0 09
60 to 70, in 25-lb. boxes, faced	0 07½	0 07½
70 to 80, in 25-lb. boxes, faced	0 07	0 07
80 to 90, in 25-lb. boxes, faced	0 06½	0 06½
90 to 100, in 25-lb. boxes, faced	0 06	0 06
Same fruit in 50-lb. boxes, unfaced, ¼ cent less.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, old stock	0 08	0 08½
Seeded, fancy, 1 lb. packets	0 08½	0 08½
Seeded, choice, 1 lb. packets ¼	0 07½	0 07½

BEANS.—Good beans are firm and scarce for the best quality. Medium quality or primes are quoted at about \$1.90. The lower grades are hard to

sell, as they show a tendency to be musty.

Beans, Canadian, H.P., per bushel	2 25	2 25
Beans, Canadian, cheaper grades	1 60	2 00
Austrian pea beans, H.P.	2 75	2 85

CANNED GOODS.

Montreal, July 15.—Rectified prices have this week been announced on canned lobsters as follows:

1 lb. flats	\$6.25—\$6.35
1 lb. talls	6.10—6.20
½ lb. flats	3.25—3.30

Lobsters are fast becoming an article of luxury rather than an every day necessity.

A decline is also announced in clover leaf salmon, ½ lb. flat size only. These originally quoted at \$1.70 to \$1.72½, are now given at \$1.50 to \$2.50.

All canned goods are quite active this week. A lot of inquiries are coming in for tomatoes, so that now it is thought that stocks will not be more than sufficient to carry the trade through until the new pack.

Prices on new pack peas and strawberries are expected before end of week. Peas should be much cheaper, but owing to short crop of strawberries it is not expected that any great reduction will be made in this line.

Toronto, July 16.—Wholesalers and retailers are keenly awaiting the announcement from the canners, but it may be two weeks before the figures are out. In the meantime figuring by guesswork on the condition of the various crops is the order of the day. Many dealers expect that strawberries will open high, as the pack was only half the regular one. Raspberries are coming in fairly plentifully, but peas will be below the usual in quantity. The apple crop is estimated at only 45 per cent.

The 1912 stock on hand is quite light, with the exception of peas, and the high price of these compared with corn and the growing popularity of French peas are the reasons assigned for the surplus on hand. However, some consolation remains for those who were caught in the shortage of this year's crop.

MANITOBA MARKETS.

Winnipeg, July 16.—The recent rains in the three provinces, followed by fine weather, have buoyed up every class in the business world, and each week sees the spirit of hopefulness mounting higher. Retail grocers exhibit a shade more confidence in buying, although extreme care will be exercised for weeks to come to avoid overstocking.

Collections are expected to improve soon. During the past year only 30 per cent. of the indebtedness was met, but 20 per cent. more is looked for this

year as a result of the pruning credit system that has been adopted on every side.

SUGAR.—The market remains firm, with prices unchanged and the demand steady.

Extra standard granulated, per bbl.	4 85
Montreal yellow, per bbl.	4 45
B.C. yellow, per barrel	4 45
Icing sugar, per barrel	5 45
Powdered, per barrel	5 25
Lumps, hard, per barrel	5 75
Sugar in sacks, 5 cents less.	

SYRUPS.—The market continues quiet, with the same prices ruling.

Corn Syrups—	
2 lb. tins, per case	2 25
8 lb. tins, per case	2 63
10 lb. tins, per case	2 51
20 lb. tins, per case	2 62
Barrels, per 100 lbs.	3 82
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quart, per case	0 50
Maple syrup, ½ gals.	5 85

DRIED FRUITS.—Neither the changes in the prices of raisins down East nor the increase on the coast have affected the market here.

Prunes—		Per lb.
Prunes, 90 to 100, 25 lbs.	0 05½	
Prunes, 80 to 90, 25 lbs.	0 06	
Prunes, 70 to 80, 25 lbs.	0 06½	
Prunes, 60 to 70, 25 lbs.	0 06½	
Prunes, 50 to 60, 25 lbs.	0 08	
Prunes, 40 to 50, 25 lbs.	0 10	
Apricots—		
Choice	0 15½	
Standard	0 13½	
Slab	0 11½	
Nectarines	0 11½	
Cooking Figs—		
Choice boxes	0 06½	
Half boxes	0 06½	
Half bags	0 06½	
Valencia Raisins—		
Fine, f.o.s., 28s. s.p., per box	2 75	
Fine, selected, 28s. s.p., per box	2 70	
4-crown layers, 22s. s.p., per box	2 65	
4-crown layers, 17s. s.p., per box	1 35	
4-crown layers, 17s. s.p., per box	0 75	
Ne plus ultra, 82s. s.p., per box	2 20	
Sultanas—		
California	0 09½	
Smyrnas	0 14	
Currants—		
Dry clean, per lb.	0 07½	
Washed, per lb.	0 07½	
1-lb. package	0 08½	
2-lb. package	0 17½	

TEAS AND COFFEES.—Rios and Santos are easier, and further reductions in most lines are looked for.

Coffee—	
Green Rio, No. 5	0 14½
Roasted Rio	0 20
Green Santos	0 15½
Roasted Santos	0 22
Chicory	0 11½
Teas—	
China blacks, choice	0 25
India and Ceylon, choice	0 32
Japans, May picking	0 35
Japans, choice	0 35

NUTS.—Trade continues good, with a tendency to stiffen prices.

Brazil	0 18	0 19
Tarragon almonds	0 16½	0 16½
Peanuts, roasted, Jumbos	0 13	0 13
Peanuts, choice	0 11	0 11
Pecans	0 22	0 22
Marbot walnuts	0 13½	0 13½
Grenoble walnuts	0 16	0 16
Sicily filberts	0 37	0 37
Shelled almonds	0 11½	0 11½
Shelled walnuts	0 31	0 31

BEANS.—The railroad camps are the best customers these days, and the market is unchanged.

Beans—	
Hand picked	2 35
3 lb. picker	1 85
Peas—	
Split peas, sack, 98 lbs.	3 85
Whole peas, bushel	2 75
Barley—	
Pot barley, per sack 98 lbs.	4 75
Pearl barley, per sack 98 lbs.	3 65

PRODUCE AND PROVISIONS.

The tone in the local butter market this week was stronger, creamery butter and the best grade of dairy butter advancing one cent per pound. The cheese market is steady and prices are unchanged. Eggs are not quite so num-

crous, and buyers complain of the poor quality of these coming in, which has resulted in an advance of one cent per dozen for new laid eggs.

Cured meats remain steady at unchanged prices, and lard is still quoted at last week's prices. The trading in live stock is steady at unchanged prices, but dealers complain of the poor quality of cattle being sent in. There are few cattle which reach the top prices.

FRESH FRUITS AND VEGETABLES.—The vegetable trade is fairly active. New Virginia are now being quoted, and Florida celery has replaced California celery. There is a big demand for all kinds of green fruit in the city, and country demands are also coming in. Washington cherries and California peaches are lower. New apples, Ontario gooseberries, and sour cherries are in.

Fresh Fruit—		
Cherries, 10 lb. box	\$ 2 00	\$ 2 50
Cherries, 24 qts.	4 00	4 50
Vashou strawberries	3 75	3 75
Bananas, per bunch	2 50	3 00
California lemons, crate	11 00	11 00
Washington apples	3 00	3 25
Messina lemons	9 00	9 00
Australian onions	4 50	4 50
Egyptian onions	3 50	3 50
Apricots, per case	2 25	2 25
Valencia oranges	7 00	7 50
Mississippi tomatoes	1 50	1 50
Watermelons, dozen	7 50	7 50
Evaporated cranberries	3 50	3 50
California apricots	2 25	2 25
California plums, crate	2 25	2 50
California peaches, crate	2 00	2 00
Imported honey, box	5 50	5 50
Gooseberries, Ontario	1 25	1 25
Sour cherries, Ontario	1 00	1 00
Potatoes—		
Potatoes, per bushel, farmers loads	0 35	0 35
Carload lots	0 32	0 32
Vegetables—		
Manitoba radish, doz.	0 20	0 20
Leeks, dozen	0 75	0 75
Manitoba lettuce, doz.	0 25	0 25
Manitoba beets, dozen	0 50	0 50
Cabbage, new, per pound	0 04	0 04
Parsley, per dozen	0 30	0 30
Head lettuce, per dozen	1 25	1 25
New carrots, per pound	0 07	0 07
Mississippi tomatoes	1 25	1 25
Sweetie turnips, per bushel	0 90	0 90
Green onions	0 25	0 25
Florida peppers, per basket	1 10	1 10
Cucumbers, dozen	1 50	1 50
Cauliflower, per dozen	4 00	4 00
Florida celery	1 75	1 75
Parsnips, per pound	0 02 1/4	0 02 1/4
Sauercrout, per pound	0 04	0 04
Imported mushrooms, lb.	1 10	1 10
Manitoba rhubarb	0 02	0 02
Minn. asparagus, dozen	1 25	1 25
Spinach, lb.	0 08	0 08
New apples, per box	3 50	3 50
Sage, per dozen bunches	0 50	0 50
Minnesota mushrooms, per lb.	0 90	0 90
New Virginia potatoes, per barrel	5 00	5 00

NOVA SCOTIA MARKETS.

By Wire.

The wholesale grocery business is excellent and the turnover of goods is large. The demand for sugar is heavy while raw sugar has advanced from 20 to 30 cents per cwt. Refined sugars are unchanged. Extra standard granulated is quoted at \$4.50 and bright yellow at \$4.40 eggs are firmer at 25 cents. Butter is in good supply from 23 to 26 cents and the outlook is for easier prices. The market is almost bare of oranges. Lemons are also scarce, and bacon and hams are at record prices, the former selling at 20 cents and the latter at 21 cents. Both are scarce even at these prices.

Maintaining Prices on Standard Articles

Grocers In Peterborough Decide To Discontinue Selling Regular 5, 10 and 15 Cent Articles at 6, 3 and 2 for a Quarter— This Took Effect June 1 and Secretary Says It Is Working Out Well.

The Peterborough branch of the Retail Merchants' Association (grocers' section), have for some time been trying to eliminate the six-for-a-quarter plan of selling regular standard five-cent straight articles. Prior to June 1 a meeting of the grocers was held at which the matter was discussed, and it was decided that after that date the practice would be discontinued.

The following letter was then sent from the head office of the R. M. A. in Toronto to all the Peterborough grocers who are members of the association:

Dear Sir:

"At a recent meeting of the Grocers' Section of the Retail Merchants' Association of Canada, Peterborough branch, the question was considered, as to whether the prices of articles that are sold to us to retail at 5c, 10c and 15c should be maintained at those prices, or not. A full and open discussion took place on the subject and it was pointed out that with our increased expenses (which are heavier than ever), no retail grocer could do business to-day on less than eighteen per cent., as overhead charges. Taking everything therefore, into consideration, it was unanimously decided that we could not sell 5c, 10c and 15c articles, for less than these prices and be honest with ourselves, our customers, and our creditors.

"We ask you therefore, if you will see that all the prices on standard 5c, 10c and 15c articles, are maintained, commencing on June 1st, 1913. You will notice that we are not asking that the price of any article shall be increased, but that the retail prices which these goods should be sold at are maintained; or, in other words, that all standard 5c articles, shall not be sold at 6 for 25c; or 10c articles, at 3 for 25c; or 15c articles at 2 for 25c.

"Should your attention be called to any merchant, who is selling these articles at less than the standard price, if you will kindly furnish the head office, 21 Richmond Street West, Toronto, with the particulars, the matter will be promptly dealt with."

Only One Complaint.

N. C. Cameron, secretary of the grocers' section of the Peterborough branch states that before adopting the resolution, the grocers got fairly well organized and a grievance committee was appointed to deal with any reports of any member selling at less than the regular prices. This principle was

adopted and came into effect on the first day of June. "Up to the present," he says, "only one complaint has been received and after investigating it turned out that it was the customer telling an untruth to the grocer in order to secure six articles for 25 cents, instead of 5 cents straight; so that it is working out splendidly, and we hope it will always continue to do so."



Following are items from Canadian Grocer July 21, 1893:—

"The programme of the third annual picnic of the Retail Grocers' Association of London, to be held in the Queen's Park, London, July 26th, is out. It reveals that the association has provided entertainment ad infinitum for the occasion, and a most enjoyable outing is anticipated. These compose the managing committee: W. H. Ferguson, president; John Moule, vice-president; C. J. Wall, treasurer; E. Sutton, secretary. All the London grocers will close up on the day of the picnic."

"Mr. Rose, of Rose & Laflamme, Montreal, who is at present in England, is expected back at the end of the month. The firm will handle a complete line of grocery specialties."

Editorial Note.—Rose & Laflamme is to-day, after the lapse of two decades, a familiar name in Montreal as a manufacturers' representative.

"Successful was the fourth annual excursion of the Hamilton Retail Grocers' Association to Niagara Falls on Wednesday last. It took four special trains of twelve cars each to carry the excursionists to their destination; and then the cars were crowded. Much of the success of the picnic is due to the efforts of President Winnifrith and to Chairman Adam Ballantine, Secretary N. R. Harvey, and Treasurer Bremner, of the committee. It was a tired but highly delighted crowd that got back to the shelter of the Mountain Wednesday night."

FLOUR & CEREAL DEPARTMENT



Recent Heavy Rains Helping Wheat Crop

As Result Wheat Prices Are Easier, But No Change in Flour—Trade in Latter Holding Steady—Cereals on the Quiet Side, But Rolled Oat Market Holds Firm—Mill Feeds Also Firm.

MONTREAL.

FLOUR.—Owing to heavy rains and more favorable growing weather, crop reports received during past few days have been much better. As consequence, wheat market has gone down, though on Monday the close was slightly higher than on Saturday.

Domestic trade in flour holds good, and for export demand has been picking up during past week. With mill feeds still holding at last week's advance, and with an easier tone to wheat market, no change in flour is anticipated, though millers still maintain that conditions would warrant some further advance.

Market is still altogether dependent on weather conditions, and is likely to continue so for some weeks yet until a definite estimate can be given of growing crop.

	Car lots, in bags, per bbl.	
Manitoba Wheat Flour—		
First patents	5 00	5 75
Second patents	5 10	5 45
Strong bakers'	4 90	5 25
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	5 00	5 60
90 per cent.		5 10
Straight roller		4 90
Blended flour	5 00	5 40

CEREALS.—Rolled oats continue firm. Buying at present is not very heavy, but a large number of orders have been booked in advance by wholesalers, so that a large portion of the trade is likely to be well protected. Export trade continues fairly good, but not heavy enough to cause any change in conditions here.

Cornmeal continues to move freely with warm weather demand. Prices of corn continue high, so that present levels on meal are being firmly maintained.

	Per 98-lb. sack	
Cornmeal—		
Kiln dried	2 00	
Softer grades	1 85	
Rolled Oats—		
Small lots	2 25	
25 bags or more	2 15	
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, over rolled oats in 90s, in jute.		
100-lb. bbls.		
Small lots	2 85	
Hominy, per 98-lb. sack	2 05	

MILL FEEDS.—Prices on mill feeds remain firm at last week's advanced level. Demand both for bran and shorts is heavy owing to drought, which until last few days has prevailed throughout the provinces. Should rains continue, an easier feeling would result, but as yet there is no talk of a decline amongst millers.

Mill Feeds—	Car lots, per ton	
Bran	19 00	
Shorts	21 00	
Middlings	23 00	
Wheat moulee	25 00	
Feed flour	30 00	31 00

TORONTO.

FLOUR.—The demand for flour is steady, and the market remains unchanged. This is the season naturally when trade is not brisk, owing to the deterring effect on large present purchases of favorable crop reports. There is, of course, the general quieting effect of the money market on too ambitious purchasers. The milling companies are constantly in receipt of requests to hold cars, already ordered, for 15 or 20 days. Even wires are sent for this purpose. They in their turn are not moving more wheat from their elevators in the West than is enough to satisfy immediate demands. On the whole, however, business is quite satisfactory.

Reports from the West agree that the crops, although from one week to ten days late, are in promising condition.

Manitoba Wheat Flour—	Car lots, in bags, per bbl.	
First patent	5 50	
Second patent	5 00	
Strong bakers'	4 80	
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 90	5 10
90 per cent.	4 80	5 00
Straight roller	4 60	4 80
Blended flour	5 05	5 35

CEREALS.—This is an off season for all except breakfast foods. Prices, however, hold firm.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	1 85	1 90
Softer grades, 25 bag lots	1 70	1 75
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 25	2 30
25 bags to car lots	2 15	2 20
Rolled oats in cotton sacks, 5 cents more.		

Oatmeal, standard and granulated, 10 per cent. over rolled' oats in 90 S, in jute.

Rolled Wheat—		
50 lb. boxes	1 50	
100 lb. barrels, small lots	2 85	
100 lb. barrels, 5 bbl. to car lots	2 70	

MILL FEEDS.—The advance of \$1 per ton on bran and shorts, as reported last week, still holds. The dry weather keeps the demand good, although a slackening is expected as a result of the improved pasturage following the recent rains.

Mill Feeds—	car lots, per ton.	
Bran	19 00	
Shorts	21 00	
Middlings	23 00	
Wheat Moulee	23 00	25 00

WINNIPEG.

FLOUR AND CEREALS.—The demand for flour is dull, as every one is holding off to get a line on the crop prospects. Prices are unchanged this week.

Flour—		
Best Patents, per bbl.	5 60	
Seconds	5 10	
First clears	4 20	
Low grades	2 90	
Rolled oats—		
80 lb. sack	1 65	
Granulated 98	2 15	
Corn meal—		
98 lb. sack	1 95	
Wheat granuels, 16-65	3 25	

A. Lerman, of Winnipeg, has sold his grocery at Burrows Ave. to Sam Albert.

E. Edwin Scruton, of Calgary, Alta., who represents Chase and Sanborn in Alberta and Eastern British Columbia, stopped off in Montreal this week on his return from the Old Country. There, along with his wife, Mr. Scruton has spent the last month.

Thos. Mitchell, who for the past three and a half years has been connected with the firm of Davidson & Hay, Toronto, has accepted a position with The St. Lawrence Sugar Refinery and will cover for them the principal centres of Ontario.



Raspberries Decline Under Good Supply

Crop This Year is Pretty Good—Strawberries Almost Over—
Firm Banana, Lemon and Orange Market—New Potatoes a
Little Higher—Imported Tomatoes Also Higher.

MONTREAL.

GREEN FRUITS.—Some strawberries have already been received from New Brunswick and sold at about 20 to 22 cents. Crop is reported as short so that season will last only a week or ten days, and is expected to be on in full swing before end of week.

A few blueberries have been received by express from United States points, also some from New Brunswick. These latter will be in strongly within a week. Prices are expected to range from about 15 to 18 cents for a start.

Staple fruits are moving fairly well but owing to popularity of Canadian and California lines are taking a second place.

CANADIAN SEASONABLE FRUITS.		
Blueberries, New Brunswick, per qt.	0 15	0 18
Currants, red or white, per qt.	0 06	0 08
Cherries—		
Red, 11-qt. baskets	1 00	1 25
Red, 6-qt. baskets	0 60	0 75
Black, 11-qt. baskets	1 75	2 25
Black, 6-qt. baskets	1 00	1 25
Gooseberries—		
English, 11-qt. basket	0 60	0 75
English, 6-qt. basket	0 30	0 35
Raspberries, per quart	0 17 1/2	0 20
Strawberries, western, per qt.	0 15	0 20
Strawberries, New Brunswick, qt.	0 20	0 22

CALIFORNIA SEASONABLE FRUITS.		
Apricots, 4-basket carrier	1 50	
Cantaloupes, 45s, per crate	5 00	
Peaches, Alexanders, box of 8-10 doz.	1 50	1 50
Peaches, Crawfords, box	2 25	
Pears, half case	2 75	
Pears, Bartlet, box	4 00	4 50
Plums—		
Clyman, 4-bkt. carriers	2 00	2 75
Tragedies, 4-bkt. carriers	2 00	2 50

STAPLE LINES.		
Apples—		
Spies, first grade, per bbl.	9 00	
Spies, second grade, per bbl.	7 00	
Harrest, Illinois, per hamper	2 75	
Bananas, per crate	2 00	3 00
Grapefruit, Florida, case	8 50	9 00
Grapefruit, Jamaica, case	4 50	6 50
Lemons, Verdelli, new, case	6 00	7 00
Limes, Florida, box of 100	1 25	
Oranges—		
Sorrentos, 80s	2 50	
Sorrentos, 160s	4 50	
Sorrentos, 200s	5 00	
Messina, 100s, half boxes	2 75	
Messina, 80s, half boxes	2 50	
Late Valencias, Florida	4 50	6 00
Pineapples, Florida—		
30s, per case	4 50	
24s, per case	4 75	
Watermelons, Watsons	0 50	0 75

VEGETABLES.—Mississippi tomatoes jumped up Monday to \$1.50 per crate, and are likely to go even higher owing to season being well over and to shortage of Jersey crop. Some Jerseys in 6 basket carriers are appearing and

selling at \$3.25 to \$3.50. Stocks, however, of all kinds are low, and on Monday all tomatoes on auction were cleaned out in half an hour.

Crop predictions on onions are quite favorable. Some fine stock is now offering, green, and selling at 10 to 15 cents per dozen.

Vegetables—		
Beans, wax, per hamper	2 25	
Beets, new, dozen	0 50	
Beans, green, per hamper	2 25	
Cabbage, new, crate of 4 to 5 doz.	4 00	4 50
Carrots, new, dozen	0 25	0 30
Cauliflower, hothouse, per dozen	0 75	2 00
Corn, green, per crate of 6 doz.	3 50	
Cucumbers, hothouse, per dozen	0 75	1 00
Cucumbers, per hamper	2 75	
Egg plant, box	3 50	
Lettuce, domestic, heads, doz.	0 25	0 40
Mushrooms, basket of 4 lbs.	3 00	
Onions—		
Egyptian, bag of 110 lbs.	2 00	2 25
New, green, per dozen	0 10	0 15
Peppers, green, crate	4 50	
Peas, green, per hamper	1 25	
Potatoes—		
Virginia, per bbl.	3 25	3 50
Green Mountain, car lots, bag	0 75	0 80
Quebec grades, car lots, bag	0 60	0 65
Quebec grades, small lots, bag	0 60	0 60
Radishes, per dozen	0 15	0 20
Rhubarb, per doz. bunches	0 15	0 25
Tomatoes, Mississippi, case	1 50	1 75
Tomatoes, New Jersey, bushel crate	3 25	3 50
Tomatoes, Canadian hothouse, per lb.	0 20	
Water cress, per doz. bunches	1 00	

TORONTO.

GREEN FRUITS.—Fresh fruits are coming in steadily. This week marks the passing of the strawberry which is supplanted by raspberries, and currants. Raspberries are proving a good crop and prices have dropped three cents, now standing at 15 to 17 cents. California peaches are not plentiful but there is a good crop of Crawfords, and these and St. John's are quoted at \$2 to \$2.25 a box. Cherries are slightly higher, Canadian 11 qt. baskets running from 75 cents to \$1. Gooseberries have advanced. Bananas also are up; last week's quotations were \$1.35 to \$1.65 and this week, \$1.50 to \$2.25. Lemons continue firm and at \$6 a case are \$1 higher than a year ago. Contracts, however, have been made with the growers and the prices are not likely to advance further.

Ontario Government reports this week forecast an apple yield at less than 50 per cent. of the average, owing to the cold weather in the late spring. Early yellow peaches in the Niagara district are a light crop, but generally the official returns indicate a fairly good yield. These are as follows: Raspberries, 84 per cent; red currants, 73 per cent; gooseberries, 70 per cent; cherries, 76 per cent; early peaches, 72 per cent; late peaches, 76 per cent; pears and grapes, each 75 per cent; plums, 70 per cent.

Bananas, per bunch	1 50	2 25
Cantaloupes, California, 45s, case	4 75	5 00
Currants, red, per qt.	0 07	0 09
Cherries, Canadian, 11-qt. bkt.	0 75	1 00
Cherries, Canadian, 6-qt. bkt.	0 40	0 50
Cocoanuts, per sack of 50	5 00	5 50
Gooseberries—		
Smalls, 6-qt. basket	0 25	0 35
Smalls, 11-qt. basket	0 60	0 70
English, 6-qt. basket	0 45	
English, 11-qt. basket	0 85	0 90
Lemons, Verdelli, new	5 50	6 00
Oranges, California Valencias	5 50	6 25
Oranges, Messina, oval 1/2 box	3 00	
Limes, per box of 100	1 50	
Peaches, St. John and Crawfords, box of 8-10 dozen	2 00	2 25
Pears, California, boxes Bartletts	4 50	
Peaches, Georgia, 6 bkt. carriers	3 25	4 50
Pineapples, Florida, 30s, per case	3 25	4 00
Plums, Clyman, box	1 75	2 25
Plums, Tragedy, box	1 75	2 00
Raspberries, per qt.	0 15	0 17
Watermelons, 23 to 35 lbs.	0 40	0 65

VEGETABLES.—The drop in new potatoes to \$3 a barrel one week ago did not last long. This week they are up again to \$3.25 and \$3.50. Cabbage, however, is cheaper with a 75 cent. drop. Asparagus is off the market and with it green beans. Mississippi tomatoes are up again, from 25 to 30 cents per 4 basket carrier. Other prices rule about the same.

Beans, wax, 11-qt., per basket	0 75	0 80
Beets, Canadian, new, per basket	0 25	0 35
Carrots, Canadian, new, doz. bchs.	0 20	
Carrots, imported, per box	2 00	2 25
Cabbage, Canadian, crate of 30	2 75	
Cauliflower, Canadian, cs. of 2 doz.	2 00	
Cauliflower, Canadian, cs. of 5 doz.	5 00	
Corn, new, crate of 5 doz.	2 00	
Cucumbers, Florida, hamper	2 00	2 25
Lettuce, domestic heads, basket	0 30	0 35
Mushrooms, per lb.	0 75	
Onions—		
American, new, hamper	1 50	
Egyptian, sack of 112 lbs.	2 25	2 50
Texas, Bermudas, 50-lb. crate	1 40	1 50
Bermudas, 50-lb. crate	1 50	
Green, imported, per doz.	0 25	0 30
Parsley, large bunches, doz	0 50	0 65
Peas, green, 11 qt. bkt.	0 50	0 65
Peas, green, hamper	2 75	3 00
Potatoes—		
New, per barrel	3 25	3 50
New Brunswick, per bag	0 75	0 85
Ontario, per bag	0 75	0 85
Radishes, doz. bunches, domestic	0 20	
Rhubarb, domestic, doz. bunches	0 20	
Rhubarb, domestic, doz. bunches	0 25	0 40
Spinach, Canadian, bushel	0 25	0 40
Tomatoes, Canadian, basket	1 50	1 75
Tomatoes, Mississippi, 4-bkt. carriers	1 30	1 50
Water cress, domestic, 11-qt. basket	0 35	0 50



Low Prices Predicted on Preserved Fish

Prospects Are That All Kinds of Pickled and Preserved Fish Will be Lower Than Last Season—Catches Have Been Well Up to An Average So Far and Look Favorable for a Good Season Throughout—Opening Prices on Mackerel Down 15 Per Cent.

MONTREAL.

FISH.—Demand is keeping well up for all lines of fish. Summer places opening up in full swing have created a big demand for many lines, but particularly gaspe salmon, brook trout, frogs legs, crab meats, lobsters, etc.

There is a good demand also for all lines of preserved and canned fish. During hot weather a few more pickled are also used, particularly in salmon, trout and herring. So well have these been moving out lately that the trade has started to investigate prices for the coming season on all kinds of pickled fish. Judging from the way things look now, the chances are that prices will be as low if not lower, as a general thing, than last year. The fishing season for most lines is now well on and though no definite statement can be made, still it appears safe to predict that should the demand be the same or even better than last year, prices are likely to be lower. Catches of haddock, herring and cod have been well up to an average. As yet prices have been announced only on pickled mackerel, which are quoted at about 15 per cent. below opening prices last year.

Prepared fish such as skinless and boneless cod are moving freely. Both shell and bulk oysters, however, are going out only slowly.

FRESH FISH.

Barbotte (dressed), bullheads, per lb.....	0 09	0 10
Bluefish, fancy, per lb.....	0 15	0 15
Carp, per lb.....	0 07	0 07
Dores, per lb.....	0 11	0 11
Market cod, cases, 250 lbs., per lb.....	0 05	0 05
Flounders, per lb.....	0 05	0 07
Haddock, fresh, per lb., by express.....	0 04	0 05
Salmon, B.C., red, per lb.....	0 15	0 16
Salmon, Gaspe, per lb.....	0 15	0 16
Steak cod, per lb.....	0 05	0 05
Trout, brook, per lb.....	0 30	0 30
Trout, lake, per lb.....	0 11	0 12
Frog's legs, large, per lb.....	0 30	0 30
Frog's legs, small, per lb.....	0 25	0 25
Halibut, fresh, per lb.....	0 10	0 11
Herring, per 100 fish.....	1 00	1 00
Mackerel, per lb.....	0 09	0 10
Pike, dressed.....	0 07	0 08
Perch, dressed.....	0 09	0 10
Turtles, small, per lb.....	0 15	0 15
Whitefish, per lb.....	0 11	0 12
Smelts, per lb.....	0 12	0 12

FROZEN FISH.

Herring, per 100 fish, medium.....	1 50	1 50
Haddock, per lb.....	0 04	0 05
Smelts, fancy.....	0 12	0 13
Smelts, No. 1, per lb.....	0 08	0 09
Salmon, fancy spring, per lb.....	0 14	0 15
Salmon, Gaspe, per lb.....	0 15	0 16
Salmon, Qualla, per lb.....	0 07 1/2	0 08
Whitefish, large, per lb.....	0 10	0 10
Whitefish, small, per lb.....	0 07	0 07

PREPARED FISH.

Boneless fish, in blocks, 20 lb. boxes, per lb....	0 05	0 05
Dry Pollock, 100 lb. bundle, per bundle.....	6 00	6 00
Pure cod tablets, 20 lb. boxes, per lb.....	0 10 1/2	0 10 1/2
Pure cod, 3 lb. box, per lb.....	0 15	0 15
Shredded cod, 2 doz. in box, per box.....	1 80	1 80
Boneless strip cod, 30 lb. box, per lb.....	0 10	0 10
Pure skinless cod, 100 lbs. boxes, per lb.....	6 00	6 00

SALTED AND PICKLED.

Green cod, per bbl., 200 lbs., No. 1.....	7 00	7 00
Labrador herring, per half bbl.....	5 00	5 00
No. 1 mackerel, 20 lb. kits.....	1 75	1 75
No. 1 mackerel, half bbls.....	7 00	7 00
Lake trout, kegs.....	7 00	7 00
No. 1 green haddock, per 200 lbs.....	5 00	5 00
Salt eels, per lb.....	0 05	0 06 1/2
Salt sardines, bbls., 200 lbs.....	5 00	5 00
Salt sardines, half bbls.....	3 00	3 00
Scotch herring.....	7 00	7 00
Holland herring, bbl.....	9 00	9 00
Holland herring, half bbl.....	5 00	6 00
Holland herring, keg.....	0 70	0 75
Labrador salmon, bbls.....	15 00	16 00
Labrador salmon, half bbls.....	8 00	9 00
Sea trout, half bbls.....	6 50	6 50
Eels, per lb.....	0 08	0 08

SMOKED.

Bloaters, box.....	1 00	1 10
Eels, per lb.....	0 12	0 12
Haddies, fancy, fresh cured.....	0 08	0 08
Haddies, regular.....	0 08	0 07
Fillets, fancy, fresh cured, lb.....	0 13	0 13
Fillets, regular, lb.....	0 10	0 10
Herring, boneless, 10 lb. boxes, lb.....	0 10	0 12
Herring, new, smoked, per box.....	0 13	0 15
Kippers (small), per box of 50 fish.....	1 00	1 25
Smoked salmon, per lb.....	0 22	0 22

CRUSTACEANS.

Crab meats, per gal.....	2 00	2 00
Lobsters, live, per lb.....	0 25	0 25
Lobsters, boiled, per lb.....	0 25	0 27
Shrimps, per gal.....	2 00	2 00
Periwinkles, per bus.....	2 50	2 50
Prawns, per gal.....	2 00	2 00

SHELL FISH.

Scallops, per gal.....	2 75	2 75
Solid meals—Standards, gal., \$1.50; selects, gal.....	2 00	2 00
Bulk standards, gal., \$1.50; selects.....	1 80	1 80
Clams, per bbl.....	7 00	7 00
Cape Cod shell oysters.....	12 00	12 00

TORONTO.

FISH.—Summer business continues good with prices showing little change. The production of halibut is much better than a year ago. No reports have been received from the canners so far, but it can be stated authoritatively that the price of salmon, when announced, will show a marked drop compared with last year.

Frozen Stock—		
Roe shad, weight 3 lbs., each.....	1 00	1 25
Whitefish, per lb.....	0 09	0 10
Fresh Caught—		
Haddock, per lb.....	0 06 1/2	0 07
Halibut, per lb.....	0 11	0 12
Herring, per lb.....	0 06	0 06
Lobsters, live, per lb.....	0 40	0 50
Mackerel, weighing 1 1/2-3 lbs., each.....	0 15	0 25
Pickrel, yellow, per lb.....	0 12 1/2	0 12 1/2
Pike, per lb.....	0 06	0 07
Roe shad, weight 3 lbs., each.....	1 00	1 50
Salmon, Restiguse, per lb.....	0 22	0 23
Salmon, B.C., per lb.....	0 23	0 25
Steak, cod, per lb.....	0 08	0 10
Trout, per lb.....	0 12	0 14
Whitefish, per lb.....	0 12	0 13

Smoked—		
Finnan haddie, per lb.....	0 08	0 08
Kippers, box of 40.....	1 10	1 25
Bloaters, box of 60.....	1 25	1 25
Fillets, per lb.....	0 13	0 13
Prepared—		
Cod, 1 lb. tablets, case of 20.....	2 00	2 00
Salted and Pickled—		
Herring, Holland, per keg.....	0 70	0 75
Shrimps—		
1 gal. cans, \$1.25; 2 gal. cans, \$2.40; 3 gal. cans, \$4.60; in pound lots, per lb. 15c.		

HALIFAX.

FISH.—All reasonable fresh fish are in good supply on local market. Mackerel are still on the coast, and at some points fair catches are being made. Herring are also fairly plentiful. The demand for fresh fish is about the average for season. Some of the local grocers are taking advantage of high price of fresh meats, compared with present prices of canned salmon, on which they are specializing as a beneficial food in hot weather. Sales of salmon have increased considerably. There is little doing in salt fish trade. Stocks of old fish are pretty well cleared up, and market is now ready for the new cure. Total catch of mackerel is considerably above that of last season.

WINNIPEG.

FISH.—Prices took an advance this week, fresh pickerel going up to 14 cents, marked cod to 10, lake trout half a cent higher, Holland herring 2 cents a keg, and Labrador herring from \$4.20 to \$4.25 and \$4.50 per half barrel. Trade in fresh fish is active.

Fish—		
Fresh salmon.....	18	18
Fresh halibut.....	10	10
Steak cod, lb.....	12 1/2	12 1/2
Lake Winnipeg white fish.....	08	08
Fresh pickerel, lb.....	14	14
Haddock, lb.....	08	08
Market cod.....	10	10
Finnan haddie.....	08	08
Kippers, per doz.....	\$2 00	\$2 00
Lake trout, per lb.....	12 1/2	12 1/2
Bloaters, per box.....	\$1 50	\$1 50
Holland herring, keg.....	72	72
Labrador herring, half barrel.....	4 25	4 50
Salt mackerels, kit.....	\$2 75	\$2 75



Produce & Provisions



Hogs, Hams and Bacon Moving Upwards

Light Receipts of Former Have Tendency to Stiffen Prices on the Products
 —Butter Easier Owing to Weather Conditions and Good Supplies—Weaker
 Market Ahead—Prospects for Honey to Open a Little Lower Than Year Ago.

Short stock has sent ham and bacon on the upward move this week and many dealers are quoting light and medium hams at one cent more, and roll bacon at half a cent increase. A good demand prevails in the warm weather and prices of other lines are firm in sympathy with ham and bacon.

Live hogs have gone up 35 cents per cwt. during the week, and dressed hogs advanced a full cent a pound. The receipts in both were light up to end of last week, and fair for the first half of this week.

The indications are that the higher prices of hogs and the dressed produce will continue for sometime.

The butter and egg markets fall off slightly owing to the heat. The general condition was reflected on the board of the Toronto Produce Exchange on Monday when the following were the offerings:

BUTTER.—Dairy, none; creamery, 100 box solids or prints, finest, 25¼, no offer; 25 box solids, finest, 25¼, 25 bid; 50 box solids, finest, 25¼, no offer; 50 box solids, finest, 25, no offer.

EGGS.—50 cases, rots out, 21, 20 bid; 50 cases, rots out, 22, no offer.

CHEESE.—240 box new large, finest, 13¾ f.o.b., no offer; 50 box new large, finest, 13¾ del., no offer; 50 box, old triplets, 14½, no offer; 25 box, new twins, 13¾, no offer; 50 box, new twins, 13¾, 13¾ bid; 50 box, old Sept., large, 13½, no offer; 10 box, old Sept., twins, 13½, sold.

MONTREAL.

PROVISIONS.—All hams moved up about 1 cent during past week and hold firm at higher level. Bacons remain unchanged, but are firm at present prices with heavy demand. Barreled pork on the other hand took a drop of one dollar per barrel. While general prices quoted have been \$30, one dealer states: "We haven't sold above \$29 for two or three weeks." Whole market depends largely on weather conditions. Heavy demand

will continue only with hot weather, and should lower temperatures prevail there would be a tendency towards an easing off on prices.

	Per lb.	Per cwt.
Hams—		
Light, under 12 lbs.	0 21	
Medium, 12 to 20 lbs.	0 20½	
Large, 20 to 40 lbs.	0 19½	
Bacon—		
Plain, bone in	0 23½	
Boneless	0 26	
Peameal	0 26	
Bacon—		
Breakfast	0 21	0 23
Roll		0 17
Shoulders, bone in		0 16
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled	0 30	0 31
Hams, roasted		0 32
Shoulders, boiled		0 26½
Shoulders, roasted		0 27½
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barreled Pork—		
Heavy short cut mess		29 00
Heavy short cut clear		29 00
Clear fat pork		28 00
Clear pork		27 00
Lard, Pure—		
Tierces, 375 lbs. net		0 13½
Tubs, 50 lbs. net		0 14
Boxes, 50 lbs. net		0 14
Pails, wood, 20 lbs. net		0 14½
Pails, tin, 20 lbs. gross		0 13½
Cases, 10-lb. tins, 60 in case		0 14½
Cases, 3 and 5-lb. tins, 60 in case		0 14½
Bricks, 1 lb. each		0 15½
Lard, Compound—		
Tierces, 375 lbs. net		0 10½
Tubs, 50 lbs. net		0 11
Boxes, 50 lbs. net		0 10½
Pails, wood, 20 lbs. net		0 11½
Pails, tin, 20 lbs. gross		0 10½
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb. each		0 12½
Hogs—		
Live, f.o.b.	9 15	9 25
Live, fed and watered	10 25	10 50
Dressed		14 75

BUTTER.—Butter markets in country on Saturday were easier, prices dropping to 24¼ at St. Hyacinthe and ruling from 7/8 to 1 cent lower all round. While no change has been made here, prospects are for easier prices. Butter market has been high right along and with sales to the west less by 25 ears than year ago, with no export demand at present and with prospect of English market ruling low so that New Zealand butter is likely to be brought again to meet the demand at the Pacific coast, thus cutting out chances for exporting in future, prospects would appear in favor of an easier market here. In face of this, however, and in face of the fact that receipts are higher by 18,000 boxes than year ago, and stocks in Montreal on July 1 heavier by 1-3

than last year, some dealers are still paying as high as 26 cents in the country for creamery. Summing all up one dealer states: "Whatever prices are being now paid, I can't see anything for it but that prices should rule easier."

	Per lb.
Butter—	
Creamery prints, fresh	0 27½
Creamery solids	0 27
Dairy prints	0 24
Dairy solids	0 24
Separator prints	0 24
Separator solids	0 24

EGGS.—Prices on eggs this week are quoted as slightly higher than last week, 29 cents straight prevailing on new laid in case lots. Receipts are fairly heavy and everybody well stocked up, so that stocks on hand are even heavier than year ago. Even to-day some are paying as high as 20 to 21 cents in the country, which by one dealer who is buying what he can at 19c f.o.b., loss off, and lets the rest go, is termed quite ridiculous.

	Per dozen.
Eggs, case lots—	
New laid	0 29
Selects	0 27
No. 1s	0 24
No. 2s	0 21
Splits	0 19
New laid eggs, in cartons	0 20

CHEESE.—Prices on cheese dropped on country boards about 5-16 to ½ cent on Saturday and are still considered too high by buyers. Make is smaller than year ago, receipts from May 1 to July 1 showing a decrease of 71,000 boxes. This, however, is accounted for largely by fact that factories started later, and devoted their energies more to manufacturing of butter. English market, however, is also controlling the situation and keeping prices up.

	New.	Old.
Cheese—		
Large	0 15	0 14½
Twin	0 15	0 15
½ Twin	0 13½	0 15
Stilton		0 17

POULTRY.—Under fair demand and offerings none too heavy, prices continue to hold at last week's level. Broilers are offering rather more freely and show better weight. Still some shortage is reported in geese and turkey.

Broilers, spring, 3 lb. pair	1 50
Broilers, milk fed, frozen	0 28
Chickens, per lb.	0 20
Ducks, per lb.	0 22
Powls, per lb.	0 17
Geese, per lb.	0 14
Turkeys, per lb.	0 25

TORONTO.

PROVISIONS.—The feature of the market this week is the decided advance in hogs, and the products, ham and bacon. Light receipts in hogs at end of last week drove the market up from \$13.25 to \$14.50, which was in time reflected in an advance of one cent generally in light and medium hams, and a sectional rise in bacon. Whole market is firm and prices promise to continue as they are for some weeks.

Hams—		
Light, per lb.	0 21	
Medium, per lb.	0 21	
Large, per lb.	0 18	0 18½
Bacon—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15½
Cooked Meats—		
Hams, boiled, per lb.	0 29	0 30
Hams, roast, per lb.	0 30	0 30
Shoulders, boiled, per lb.	0 22½	0 23
Shoulders, roast, per lb.	0 23½	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 14	0 14½
Tubs, 60 lbs., per lb.	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14½
Pails, 3 and 5 lbs., per lb.	0 15½	0 15½
Bricks, 1 lb., per lb.	0 15½	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10½	0 10½
Hogs—		
Live, f.o.b., per cwt.	9 15	9 25
Live, fed and watered, per cwt.	9 60	9 60
Dressed, per cwt.	14 50	14 50

BUTTER.—“Stagnant owing to the heat,” was the description of the butter market given by one dealer. The recent rains have improved the pasterage and the supply continues, but much that reached the dealers this week was “mussy” and prints out of shape. As a result the market was easier, although the expected sharp decline did not materialize.

“Sentiment always influences July prices,” observed a buyer to the Canadian Grocer. “From time beyond memory we have heard of the ‘June make’ being packed. This seems to imply that it is superior to the July output, but of course with most of it coming from well run creameries this is not the case.”

An interesting rumor comes from England that Siberian butter will shortly reach the London market and this is credited with keeping export prices down.

Butter—		Per lb.
Creamery prints, fresh	0 26	0 28
Creamery solids	0 25	0 26
Dairy prints, choice	0 21	0 23
Dairy solids	0 20	0 22
Separator prints	0 23	0 24
Separator solids	0 21	0 22

EGGS.—The market is weak owing to the large proportion of bad eggs and No. 2's in nearly every lot offered. The explanation that excuses the producer is that he is busy with his harvest this time of year and has no time—or else does not bother—to look carefully after the new-laid eggs. Some dealers are refusing last week's prices, but the most

are keeping up. The price for No. 1's remains firm, some districts reporting a slight increase.

Eggs, case lots—		Per dozen.
Selected new laid	0 26	0 27
Selected new laid, in cartons	0 23	0 24
Fresh gathered	0 23	0 24
No. 2's	0 18	0 20
Splits	0 17	0 18

CHEESE.—The offerings have been heavy, but buyers and sellers were far apart. The prices are unchanged since last week.

Cheese—		
Old, large	0 15	0 15½
Old, twins	0 15½	0 15½
New, large	0 14½	0 14½
New, twins	0 14½	0 15

HONEY.—Supplies of new honey continue to come in slowly and the market awaits a livelier movement before prices are decided upon. The indications are that these will be slightly easier than one year ago. August rates in 1912 were 10½ for clover, strained, and 8½ for buckwheat.

The little new comb honey that has

arrived is bringing fancy prices, one dealer paying \$2.75 this week for a dozen sections, an average of nearly 23 cents apiece. Last year's crop seems to be pretty well cleaned out.

POULTRY.—The supply is liberal and there is a fair demand, especially for fresh broilers. Old ducks have made their farewell appearance. After the decline of one week ago prices remain steady.

Frozen Stock—		Per lb.
Broilers, dressed	0 22	0 25
Chicks, milk fed, dressed	0 25	0 28
Chickens, dressed	0 20	0 22
Ducks, dressed	0 19	0 20
Fowl, dressed	0 17	0 18
Turkeys, dressed	0 24	0 25
Fresh Stock—		
Broilers, Spring, live	0 18	0 20
Broilers, Spring, dressed, 1½ lbs. and over	0 35	0 40
Ducks, Spring, dressed, lb.	0 20	0 22
Fowl, live	0 13	0 15
Fowl, dressed	0 18	0 20
Turkeys, Old Tom, dressed	0 18	0 20
Turkeys, Old Tom, live	0 14	0 18

New Device Does Away with Meat Ends

Is Attached to Meat Slicer and Grips the Meat Close to the End—Used in Grocery Department of Goodwin's, of Montreal—What the Manager Says About It.

“There are our ends,” stated J. Bailey, manager of the grocery department of Goodwin's, Ltd., Montreal, as he pointed to a platter display of fine even slices of bacon. “There is no waste whatever there, not even to one last thick slice from the slicing machine, and every slice is just as even as the one before it.

“We have just introduced a new device in connection with our meat slicer which holds firmly on to even the smallest end of bacon, and yet takes a grip of less than one quarter of an inch. Thus we are able to slice ends right down to the thickness of one slice without in any way being in danger of nipping the slicer's fingers, and at the same time keep all slices straight and even. This latter under any method formerly employed, before we purchased this attachment, was practically impossible, and thus detracted from the appearance of any platter display of sliced ends we attempted to make.

“The attachment cost us twenty dollars, but we would not be without it under any circumstances, as it is one of the best methods of avoiding leaks in the meat department which we have been able to introduce.”

The attachment is one which, instead of taking a clamp or vice grip on the body of a piece of meat, takes hold of the end by means of a number of curved needle-like steel hooks. These are all attached to the one base, which

works in such a way that when holding the meat all needles are turned with the curved part towards the knife, and the points turned away from the knife. Thus the danger of the various hooks catching in the revolving knife is reduced to a minimum.

EGGS FOR THE LECTURER.

Mark Twain at a dinner at the Authors' Club said: “Speaking of fresh eggs, I am reminded of the town of Squash. In my early lecturing days I went to Squash to lecture in Temperance Hall, arriving in the afternoon. The town seemed poorly billed. I thought I'd find out if the people knew anything at all about what was in store for them. So I turned in at the general store. ‘Good afternoon, friend,’ I said to the general storekeeper. ‘Any entertainment here to-night to help a stranger while away the evening?’ The general storekeeper, who was sorting mackerel, straightened up, wiped his briny hands on his apron and said: ‘I expect there's goin' to be a lecture. I been sellin' eggs all day.’”

The Colonial Corporations, Limited, Halifax, are contemplating the erection of a 300 barrel mill in Prince Edward Island for the manufacture of rolled oats and cornmeal. They expect to employ 75 hands.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lb.	7 25
No. 17, 5-lb.	14 00

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ¼ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.80.

White Swan Barley Crisps, per doz., \$1.

White Swan Self-rising Buckwheat Flour, per dozen, \$1.

White Swan Self-rising Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams. Per doz.

Strawberry, 1912 pack	\$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

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

Marmalade.

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

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 60	0 95
Black currant	0 60	0 95
Raspberry	0 60	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE' COWAN CO., LTD.

Cocoa—

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

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb. 0 35

Perfection chocolate, 20c size, 2 doz. in box, doz... 1 80

Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. 0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ¼'s and ½'s, 12-lb. boxes. 0 40

Queen's Dessert, 6's, 12-lb. boxes
 0 40 |

Vanilla, ¼-lb., 6 and 12-lb. boxes
 0 35 |

Diamond, 8's 6 and 12-lb. boxes
 0 29 |

Diamond, 6's and 7's, 6 and 12-lb. boxes
 0 25 |

Diamond, ¼'s, 6 and 12-lb. boxes
 0 26 |

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz... 0 90

Chocolate Confections—per lb.

Maple buds, 5-lb. boxes .. 0 37

Milk medallions, 5-lb. bxs. 0 37

Chocolate wafers, No. 1, 5-lb. boxes
 0 31 |

Chocolate wafers, No. 2, 5-lb. boxes
 0 26 |

Nonpareil wafers, No. 1, 5-lb. boxes
 0 31 |

Nonpareil Wafers, No. 2, 5-lb. boxes
 0 26 |

Chocolate ginger, 5-lb. bxs. 0 31

Milk chocolate wafers, 5-lb. boxes
 0 37 |

Coffee drops, 5-lb. boxes .. 0 37

Lunch bars, 5-lb. boxes .. 0 37

Milk chocolate, 5c bundles, 3 doz. in box, per box. .. 1 36

Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box
 0 85 |

Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 37

Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 37

Nut milk chocolate, 5c bars, 24 bars, per box 0 85

Almond nut bars, 4 bars, per box
 0 85 |

EPPS'S.

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

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. 0 35

Smaller quantities
 0 37 |

JOHN P. MOTT & CO'S.

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

Elite, 10c size (for cooking) dozen
 0 90 |

Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85

Nut milk bars, 2 dozen in box
 0 80 |

" breakfast cocoa, ¼'s and ½'s
 0 36 |

" No. 1 chocolate
 0 30 |

" Navy chocolate, ½'s
 0 26 |

" Vanilla sticks, per grs. 1 00

" Diamond chocolate, ¼'s. 0 24

" Plain choice chocolate liquors
 20 30 |

" Sweet chocolate coatings
 0 20 |

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

Quick Sales, Good Profits

A modern revision of an old saying, based upon results secured by dealers who sell

Melagama

TEA & COFFEE

Packed By

We guarantee sales and pay the freight. Wire, phone or write for a case of each TO-DAY!

Minto Bros.
TORONTO

ZEBRA



STOVE POLISH

They come
more often for it

when they know its virtues. This is because Zebra Stove Polish is a paste, ready for use. No need to dissolve Black Lead in pots, no dirt, no mess. Just a touch on a cloth, a few rubs and it is done. Tell your customers this, its worth doing—for them and for you.

THE CANADIAN GROCER

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	\$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

Evaporated (Unsweetened)—	
St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. 1/2 doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.	
1-lb. decorated tins, lb.	0 36
Mo-Ja, 1/2-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and 1/2	0 25	0 30
1 and 1/4	0 32	0 40
1 and 1/2	0 37	0 50

Packed in 30's and 50lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFFS

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2 1/2 oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50

5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00
Discount on application.	

CRESCENT MFG. CO.

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

GELATINE.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

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

LAPORTE, MARTIN & CIE., LTD., MONTREAL AGENCIES, BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
St. Nicolas, 50 qts.	7 00
St. Nicolas, 50 pts.	9 00
La Neptune, 50 qts.	6 00
La Sanitas Sparkling, 50 quarts	8 00
Claret, qts., Crown, 50s	7 50
Claret, pts., Crown, 50s	5 10
Claret, qts., Cork, 50s	7 50
Claret, pts., Cork, 50s	5 00
Champenoise, qts., Cork, 50s	8 00
Champenoise, pts., Cork, 50s	5 50
Champenoise, sp., Cork, 120s	9 50
Lemonade Savoureuse, 50 qts	8 00
Lemonade, St. Nicolas, 50 qts.	7 50
Lemonade, St. Nicolas, 50 pts.	5 50
Lemonade, St. Nicholas, 100 pts.	10 00
Lemonade, St. Nicolas, 100 Splits	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil	
Cs. 200 7-oz. pieces cs.	7 50
Cs. 200 16-oz. pieces, cs.	12 00
Cs. 100 10-oz. pieces, cs.	6 50
Cs. 50 1/2 lb. pieces, cs.	3 75
Cs. 50 1lb. pieces, cs.	4 50
Cs. 12 3-lb. bars, lb.	0 09
Cs. 25 11-lb. bars, lb.	0 08
Cs. "Le Lune," 65 p.c. olive oil.	
Cs. 50 1/2-lb. pieces, cs.	3 35
Cs. 12 3-lb. Bars, lb.	0 68 1/2
Cs. 25 11-lb. Bars, lb.	0 08

ALIMENTARY PASTES.

BLANC & FILS.

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

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75

Apple Juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90
Motts Golden Russett—	
Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100 1/2	16 00
Apple Vinegar, 12 qts.	2 40
These prices are F.O.B. Montreal.	
Imported Peas "Soleil"	

	Per case
Tres Fins, 1/2 kilo, 100 tins	13 50
Fins, tins, 1/2 kilo, 100 tins	12 50
Mi-Fins, tins, 1/2 kilo, 100 tins	11 50
Moyens No. 1, tins, 1/2 kilo, 100 tins	10 50
Moyens No. 2, tins, 1/2 kilo, 100 tins	10 00
Moyens No. 2	9 00
Fra. "Petit" Peas.	
Fins, tins, 1/2 kilo, 100	10 00
Moyens, tins 1/2 kilo, 100	7 50
Asparagus, Hericots, etc.	

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 1/2-pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, 1/2 gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

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

INFANTS' FOOD.

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

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 10 1/2
Tubs, 60 lbs.	0 10 1/2
Pails, 20 lbs.	0 10 1/2
Tins, 20 lbs.	0 10 1/2
Cases, 3 lbs., 20 to case	0 11 1/2
Cases, 5 lbs., 12 to case	0 11 1/2
Cases, 10 lbs., 6 to case	0 11
F.O.B. Montreal.	

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	\$1.90 \$1.80
2 lb. glass (1 dz case)	3.20 3.00
4 lb. tin (1 dz case)	5.50 5.35
7 lb. tin (1/2 dz case)	8.60 8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	\$1.60 \$1.55
2 lb. glass (1 dz case)	2.80 2.70
4 lb. tin (1 dz case)	4.80 4.65
7 lb. tin (1/2 dz case)	7.75 7.50

MUSTARD.

COLMAN'S OR KEEN'S.

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

VERMICELLI AND MACARONI C. H. CATELLI CO., LIMITED.

Hirondelle Brand 1 lb. pkgs. Loose	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7 6 1/2
Egg noodles, case 10 lbs. loose; case 60 pkgs., 1/2 lb. each	7 1/2 7
Marguerite Brand.	
Same assortment as above	6 1/2 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., 1/2 lb. each	7 6 1/2
Catelli Brand.	
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)	5 1/2
30 lb. cases, 1 lb. packages	6
Terms, Net 30 days.	

D. SPINELLI CO., Registered. Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7 6 1/2
Spinelli Brand.	
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)	5 1/2
30 lb. cases, 1 lb. pkgs.	6
Terms—Net, 30 days.	

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 90
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER

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

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

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

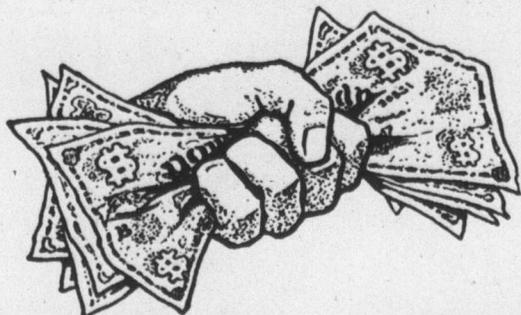
RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.	

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5.00
Five cases or more	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall., doz.	\$ 2 00
1/2-gall., doz.	6 00
1/4-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

THE WESTERNER'S DOLLARS ARE AS GOOD AS HIS WHEAT



Are you in touch with the facts regarding the immense amount of wealth that has been brought into Western Canada as the result of the enormous harvest?

Are you going to leave the demand for your goods unfilled in Western Canada when you can place them on the market here so easily? We handle accounts in Western Canada for the Manufacturers of Europe, United States and Eastern Canada from our five large warehouses, and with a large staff on the road. We guarantee sales.

Write to-day.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Branches: LETHBRIDGE, REGINA, SASKATOON, EDMONTON, CALGARY

"Star" Brand BACON

is the result of nearly 60 years' experience in curing Bacon and careful selection of the best Canadian stock.

When your customers go to their summer houses, send a piece of this Bacon with the groceries and they will send back for more.

Cured under Government inspection by

F. W. FEARMAN CO.
LIMITED
HAMILTON

Every day—and—
every month
the sale of—

WETHEY'S Condensed Mince Meat

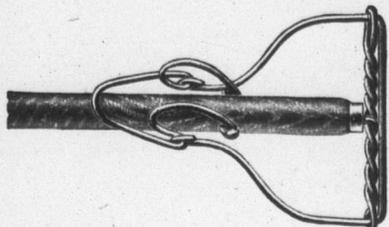
is increasing.

Don't neglect your summer opportunities to sell our packaged mince meat.

Keep it to the front.

J. H. Wethey, Limited
St. Catharines, Canada

The **RUSTLESS**
All Wire Mop Head



ELY'S No. 23

is a combination of light-weight, with strength, durability and service. The head and slide are made of No. 9 Tinned Wire. The head being twisted to give strength and rigidity. The lever and springs are made of No. 10 tinned, spring tempered wire. No. 23 is the latest improved wire mop head, stronger than any cast iron head and is rustless. No sharp corners to mar baseboards and furniture.

Try a sample gross. If your jobber does not carry them, write us.

Theo. J. Ely Mfg. Co.

Manufacturers of 23 styles of Mop Heads

*25th and Ash Streets
Erie, Pennsylvania*

**TOMATOES,
CELERY,
PINEAPPLES,
ORANGES,
BANANAS.**

Shipments of Fruits and
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

LEMON BROS.

Owen Sound, Ontario

Tracuzzi's

Verdellis first to arrive

They're fine

Ask your Jobber for price
now before the real
demand starts.

"St. Nicholas"

"Puck"

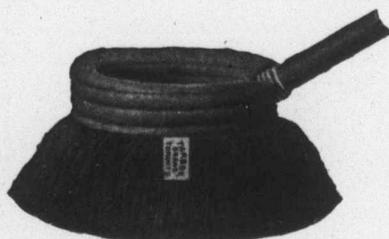
"Home Guard"

"Queen City"

J. J. McCABE

Agent

Toronto, Ont.



**Circular Dry Dusting
Mops**

With nice smooth 4 foot handle
Retail \$1.00

"Tarbox Brand Toronto"

**Chemically Treated
Dry Dusting Mops
and Cloths**



Triangular Mop

One fourth larger than the circular style,
with 4 foot handle Retail \$1.25

There is no subject in the field of Domestic Economy, agitating the mind of the housekeeper to a greater extent, than the use of **DUSTLESS DUSTERS.**

Oil-treated mops leave a grease stained floor—track up the house—creating an unbearable condition to the fastidious housekeeper, and have been used only through a mistaken notion of cleanliness. Their sale resulting from a desire for something better.

The ethics of trade dictate that the dealer protect his customers from false conclusions.

OUR CHEMICALLY TREATED DRY DUSTING MOPS AND CLOTHS satisfy the desire for a Sanitary, Economical line of cleaning devices.

They are antiseptic as the chemicals absorb and disinfect the dust particles—gather the linty substances rather than scatter them.

The absorbent qualities are permanent, renewing themselves after each washing with **HOT WATER AND SOAP.** There is no oil to smear the rugs and furnishings. The floor is left with a high, dry polish that is neither slippery, greasy, nor yet sticky.

The first cost may be a trifle higher than inferior goods, but as they require no further treatment, the **FINAL COST** is infinitely less and the results more satisfactory.

A satisfied customer is a permanent advertisement for your business and the **final results** should be the guiding consideration in every investment.

Our line comprises a large variety of styles and sizes. Indicate your interest by sending us your address.

TARBOX BROS., TORONTO, ONT.

Local Fruits

Consisting of
**Berries, Cherries,
 Gooseberries, Currants**

Imported

CANTALOUPE	WATERMELONS
PEACHES	PLUMS
CHERRIES	APPLES
TOMATOES	CUCUMBERS

Direct importers from Everywhere.

The World Our Market.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO

HAMILTON

Fresh Arrivals

Every day of all
**Domestic Fruits
 and Vegetables**

Get our prices in quantities
 before placing your orders.
 We will usually save you
 money.

**Oranges Lemons
 Bananas
 All California Fruits**

The House of Quality.

HUGH WALKER & SON

Established 1861

GUELPH

and

NORTH BAY

THE ARCTIC

**Gives Perfect
 Circulation
 Of Cold,
 Dry Air—**

keeping perishable goods
 in perfect condition for
 days in the hottest sum-
 mer weather. Cold air,
 if it is not dry will not
 keep perishable articles
 fresh for any length of
 time. The "Arctic" is
 a well made, scientifi-
 cally constructed refrig-
 erator—all styles.



Write for catalog.

JOHN HILLOCK & CO., LIMITED
 TORONTO, ONTARIO

Agents in West: J. UPRICHARD Regina, Sask.
 Quebec and Maritime Provinces: WOLF, SAYER & HELLER



Finest Quality Smoked and Cooked Hams

This is the day of cooked meats, for nearly every
 class of the buying public appreciates the con-
 venience. Our Smoked and Cooked Hams have
 no equal. Only the finest quality pork is used
 and the greatest care is taken in the curing.

TRY OUR OLD CANADIAN CHEESE

We absolutely guarantee our products to be the
 finest made.

We solicit your Cold Storage Consignments.
 For convenience, send for our Post Card Order
 Book.

The St. Thomas Packing Co.

LIMITED

ST. THOMAS, ONT.

Pork Packers and Provision Merchants, Dealers in Butter,
 Eggs and Cheese.

Wholesale Branches at Windsor and London, Ont.

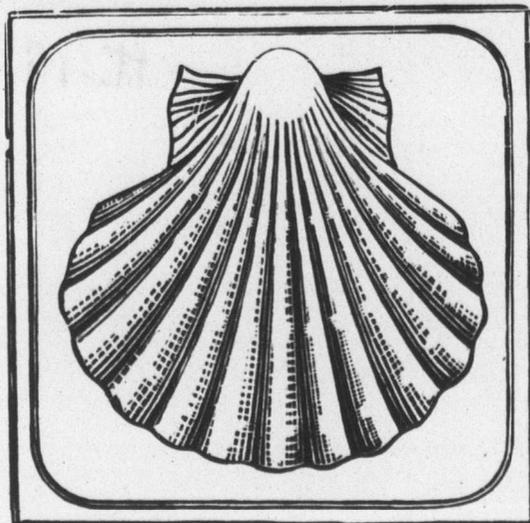
WRITE US FOR QUOTATIONS

"SHELL" BRAND CASTILE SOAP ("LaCoquille")

✻
The Standard of Purity

✻
has the largest sale
of any Castile Soap
in the Dominion.

For sale by all
wholesale houses.



✻
A Pure Oil Soap

✻
This soap is especi-
ally manufactured
by

Messrs. Couret, Freres
Marseilles, France
For
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

Every Tobacco Department

should include these **real good quality**
lines of tobacco. They are excellent
sellers everywhere, and pay good
profits.

Rose Quesnel

a pure Canadian smoking tobacco
which every smoker will pronounce
as a favorite.

King George Navy Plug

A chewing tobacco made from spe-
cially selected tobaccos and perfect
in every respect.

See your wholesaler, or drop us a line.

Rock City Tobacco Co.

Limited
QUEBEC

Those Who Know Cane's Washboards Always Specify Them

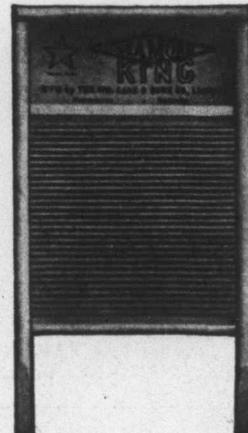
Because They are Right in Price and
Give the Best Service

Cane's Washboards stand in a class by themselves
for neat construction, quality and durability, and
pay an attractive profit.

Among the 13 different styles and grades you will
have one to meet every demand.

If you haven't our catalog on
"Cane's" Wash-day wooden-
ware, we will be pleased to
send you one.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.



THE NAME "FAIRBANK" MEANS SOAP SURETY



FAIRY SOAP

FAIRY SOAP QUALITY. No better soap can be made; your customers can't buy better for five times the 5 cents they pay for it.
FAIRY SOAP ADVERTISING. The extensive advertising that helps the sale of every Fairbank product has made the pure, white, sweet floating oval cake known to women everywhere.
FAIRY SOAP SALE. Because of the combination of exceptional quality and extensive advertising, all you need do is display Fairy Soap prominently to enjoy a steady stream of profits from its persistent sale to pleased customers.

"Have you a little 'Fairy' in your home?"

**The N. K. Fairbank Company,
LIMITED, MONTREAL**

—Speedy—in Sales
—Speedy—on Wash Day



Wonderful Soap is a speedy seller the year round by reason of its speedy and efficient cleansing powers. Welcomed by housewives everywhere.

We quote the following prices for Wonderful Soap and other standard lines:

	Per case.
WONDERFUL SOAP (100 cakes)	\$4.15
ROYAL CITY BAR (24 bar)	2.85
PEERLESS BAR (30 bar)	2.45
STANDARD SOAP (100 cakes)	2.30
CRYSTAL SOAP CHIPS (100 pkg.)	3.75

FREIGHT PAID 5 CASE LOTS.

Crystal Soap Chips (200 lb. bbls.) 5½c. Freight paid. YOURS FOR QUALITY.

**GUELPH SOAP CO.
GUELPH, ONTARIO**

WARNING!

CRESCENT



BRAND

SODA-CRYSTALS (WASHING SODA)

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

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

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada
McVitie & Price, Limited

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellence and absolute purity.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
**CAMPBELL, WILSON & HORNE, Limited,
 CALGARY, EDMONTON AND LETHBRIDGE**

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



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

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

**For Sealing
 Fruit and
 Preserve Jars**



The housewife knows there is nothing so good as

Parowax

(Pure Refined Paraffine)

It's absolutely pure and forms an air tight seal. Put up in handy packages.

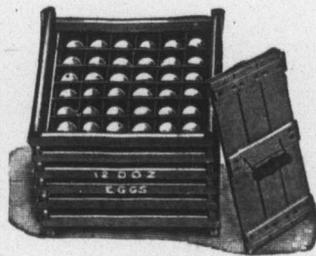
You can make big profits on Parowax—and make them quickly.

You never have to carry Parowax over.



**The Imperial Oil Co.,
 LIMITED**

Toronto Winnipeg
 Halifax Montreal
 St. John



**Humpty
 Dumpty
 EGG
 CRATES**

Carload just received from the Patentee --- the Wholesale trade Supplied (and protected on price.)

Walter Woods & Co.
 HAMILTON and WINNIPEG



EVERY POUND OF
ANCHOR BRAND FLOUR

easily makes good bread

such as you will be told everywhere it is used. "I simply set it in the evening away from any stove, and, next morning, I take and knead the dough a little bit, add a little more flour, let it stand for about an hour and a half, then shape it and put it in the oven without closing the oven door for a little while—then I close the oven door, using a moderate heat for the baking, and in every instance I can guarantee splendid bread if the flour is 'Sovereign.'

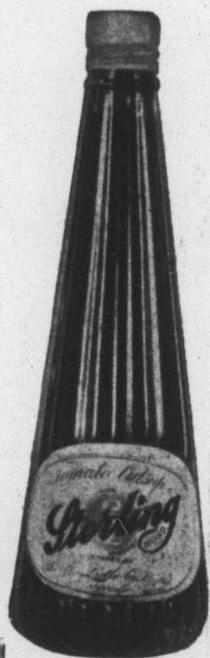
Thousands of householders use Anchor Brand Flour, Sovereign grade, and never worry about the quality of their bread.

Leitch Brothers' Flour Mills, Ltd.

Makers of "ANCHOR BRAND FLOUR"

Oak Lake,

Manitoba



**Do You Handle
"Sterling Brand"
Catsup?**

It is one of the leaders of the famous "Sterling" Line, and is composed of the finest and freshest fruit and purest spices only.

"Sterling" deliciousness is natural fruit deliciousness. Made in our up-to-date sanitary factory by experts.

Get our prices.

The T. A. Lytle Co., Ltd.
Sterling Road - Toronto

**MASON'S
'O.K.'
SAUCE**

THE ORIGINAL



As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION—No connection with any firm or company trading in a similar name.

THE MARK OF QUALITY

An introductory size and a certain leader to the larger size. Price

10 cts.

Sole Manufacturers:
GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington St. E., Toronto.
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal.
Nelson Shakespeare Watkins, Limited, 800-804 Cambie Street, Vancouver.
David Brown, 328 Smith St., Winnipeg, Man.
W. C. Mullins & Co., 25 King St., St. John, N.B.
Fenwick Hendry & Co., Wholesale Distributors, Kingston and District.

**D. & J. McCALLUM
PERFECTION
SCOTCH**

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited

23 Water Street,

General Agent

St. John, N.B.

THE KING OF SARDINES
—KING OSCAR BRAND

Caught and packed within shortest time possible. "King Oscar" Sardines do not lose their zesty, sea flavor.

Uniform special size and quality.



Particularly suitable for salads, etc.

"King Oscar" stands for A1 quality.

Only the finest olive oil used.

By Special Royal Permission.

CANADIAN AGENTS:

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton,

Ontario

THE
British Columbian Fisheries, Limited

Salmon Packers

SALMON BRANDS:—

"Location"
"Dreadnaught"
"Aliford Bay"

FRESH FISH

FISHING STATIONS:—

Skidegate
Aliford Bay
Cumshewa

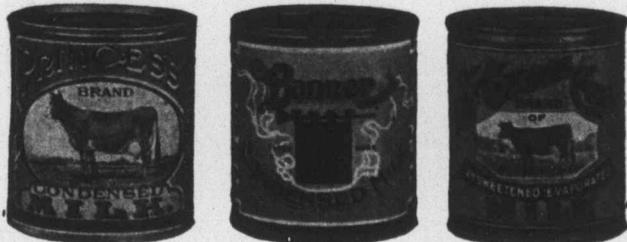
Manufacturers of

FISHMEAL, FERTILIZER, and SKIDEGATE DOG FISH OIL and RAT FISH OILS

OFFICES—
Bank of Ottawa Building
VANCOUVER

25 Victoria St.
LONDON, ENG.

Telegrams "Fishfoods" Vancouver



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 dozen in case - \$3.60
Princess Condensed Milk, 4 dozen in case - \$4.50
Banner Condensed Milk, 4 dozen in case - \$5.25

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

J. MALCOLM & SON

St. George, Ontario

Get your trade

going on D. W. C. Spanish Olives — they sell at a moderate price and allow a liberal profit. An intensely popular seller wherever introduced.



Rowat & Co.
Glasgow, Scotland

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

Pacific Coast Fish

Order your requirements from the most progressive fish concern on the continent.

The Canadian Fishing Company, Limited
VANCOUVER, BRITISH COLUMBIA

Producers and shippers of all varieties of fish — fresh, frozen, smoked, salted and kippered.

Write us for prices and information.

Quality and Service Unequaled

THE BEST HAND CLEANER

on the market



DO YOU SELL IT?

You can handle no better.

Snap sells rapidly and pays a liberal profit.

"Leaves the skin smooth and soft."

ASK YOUR JOBBER. SEE WHAT HE SAYS.

Snap Company, Limited
Montreal, - Canada

BRUNSWICK BRAND



WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

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

CONNORS BROS., LIMITED

Black's Harbor, N.B.

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



**PROFIT-
ABLE
SELLERS**

How much of your stock goes to waste every summer ?



Avoid this waste and unnecessary loss by installing the perfect refrigerator—The Eureka. In one or two seasons the saving alone will pay for the original cost of the refrigerator.

The Eureka is built on the most modern principles of cold, dry air circulation. No zinc or galvanized iron lining to rust and corrode.

Every Eureka Refrigerator is built on the experience and perfection of over 27 years.

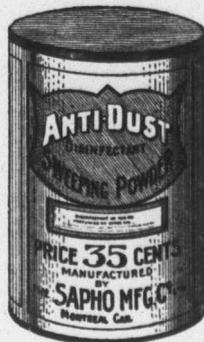
Get our catalog and prices before buying.

Eureka Refrigerator Co., Ltd.
54 Noble Street, Toronto

Montreal Representative:

JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon.

ANTI-DUST



Here is a compound with cleansing properties unknown to others. Housewives who use it once never try any other, for the simple reason that the fresh odor left behind proves to her satisfaction that none could be better. Anti-Dust is packed in attractive tins, and allows the retailer a good margin of profit.

We want a distributor in Western Canada.

Sapho Mfg. Co., Limited
MONTREAL

Ontario Agents: MacLaren Imperial Cheese Co., Limited
Fenwick & Hendry, Kingston, Ont.

Western made Soap Products that fill the needs of Western people which every Western dealer should handle.

"YOUNG-TOM" WASHING POWDER for washing clothes, floors, dishes, windows, etc., performs a maximum of service with minimum labor. It does not injure the hands.

"PURITY" LAUNDRY SOAP, a cake soap for those who prefer soap in the lump form. Gives splendid satisfaction.

GLYCERINE PUMICE, a soap which thoroughly cleanses the hands without injury to the skin.

UNCLE TOM TAR SOAP. A perfect shampoo soap and a boon to roughened complexions and hands. Fragrant and soothing. A most pleasing adjunct to the bath.

PURE OLIVE OIL SOAP. The purest soap made. A splendid cleanser and a toilet delight for particular people. Wash the Baby with Pure Olive Oil Soap.

We also make Liquid Olive Oil Soap, Liquid Olive Oil Shampoo, and Liquid Tar Shampoo.

GET OUR PRICES.

Young-Thomas Soap Co., Ltd.
Regina, Sask.

PACKARD'S WHITE "O" Shoe Polish



For Cleaning
White Canvas
Belts, Shoes,
Helmets, Etc.

PUT UP IN FOUR STYLES—viz:

Paper Wrappers at	-	-	-	.50 a doz.
Paper Boxes at	-	-	-	.75 a doz.
Wood Boxes at	-	-	-	1.00 a doz.
Zinc Boxes at	-	-	-	1.50 a doz.

A big seller at this time. For sale by all jobbers.

L.H. Packard & Co. Ltd.
MONTREAL

A Window Dressing Contest

During the summer months trade can undoubtedly be greatly stimulated by means of window displays. With the coming of the summer season there opens up a lucrative trade for summer goods. This trade comes to those stores who cater to it with the strongest invitations. Let the window be a good, strong "invitation announcement" to the people.

To encourage and to help to develop window dressing of summer lines, The Canadian Grocer has arranged a window display contest, beginning now and terminating on August 8. This is open to grocers and their clerks in all parts of the Dominion and in Newfoundland. The only conditions attached are that the windows be dressed by the grocer or an employe, and that it shall contain seasonable summer goods.

Prizes will consist of twenty dollars. There will be three prizes for cities above 10,000 population, and three for centres under 10,000. The amounts will be five, three and two dollars respectively. This gives dealers and clerks in smaller places equal chances with those in the cities.

The best possible photograph should be secured. On back of each write brief description of how the display was constructed. Each contestant may enter as many photos as he desires. Mail them not later than August 8 to The Editor, Canadian Grocer, 143 University Ave., Toronto.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

Avoid that Heavy Lifting

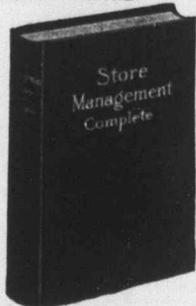
Equip your store with this practical labor, time and money saver—the RENFREW SCALE TRUCK. You can truck in all those big bags, barrels and boxes in shortest time and saving yourself unnecessary exertion. Moreover, you can weigh the goods as they come in and catch any shortages. This is just what you need. Write for fuller particulars.



RENFREW SCALE COMPANY, Renfrew, Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

—THE LEADING HAND CLEANER—

ZIP

Finds a place in the best stores everywhere. Not a resting place though. It sells. No dead stock about ZIP.

Zip was the first hand cleaner made in Canada.

Is made from more costly material than any other.

Contains a most generous supply of Glycerine, the healing properties of which are so well known.

If you are not stocking it your customers are being supplied elsewhere.

ASK OUR AGENTS OR WRITE DIRECT

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:

R. E. Boyd & Co., Montreal.
The Harry Horne Co., Toronto.
Leadley & Company, Winnipeg.
A. Francois Turcot, Quebec, Que.
C. O. Genest & Fils, Sherbrooke, Que.

They never tire of the deliciousness of

Barbados Golden Molasses

Once tested, you can count on an insistent demand for Perfection Brand Barbados Golden Molasses. It is undoubtedly the highest grade of molasses obtainable, and it is important that every dealer should secure a supply for his better trade.

PERFECTION

(BRAND)

Barbados Golden Molasses

sells at a reasonable price, considering the high quality.

If your wholesaler cannot supply you let us know.

West India Co., Limited
MONTREAL

HIRONDELLE

(Swallow)

Macaroni, Vermicelli, Spaghetti

Made in Canada for Canadians.

Once your customers taste this line they will never ask for any imported make. Our goods are unequalled for quality, and then there is the saving of duty. Just talk them up and you'll soon agree with us that

"Hirondelle" Brand

has taken the lead and will hold it.

C. H. Catelli Limited

MONTREAL

CLASSIFIED ADVERTISING

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

Contractions count as one word, but five figures (as \$1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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

BUSINESS CHANCES

GOOD OPENING FOR COMPETENT GROCERY manager with \$1,000 to \$2,000 to invest in live department store in Western Canada. Man of ability and experience only will be considered, who can conduct department on up-to-date aggressive lines. Write in first instance to Box 485, Canadian Grocer, Toronto.

GROCERY BUSINESS FOR SALE IN B.C. town of 7,000 population. Stock \$3,000. Fixtures, \$1,000, turnover annually \$30,000. Established 1895. Average net profit for 8 years, \$2,500. J. H. C. Willoughby-Sumner Co., Saskatoon, Sask.

FOR SALE

NEW ARCTIC REFRIGERATOR, SIZE 7 ft. x 9 ft. x 10 ft. high (up-to-date), bargain for quick sale. Also new Toledo Scale. Apply Box 322, Simcoe, Ont.

FOR SALE—THE FIXTURES OF AN UP-TO-DATE grocery store. Address James McKenzie, Piccadilly St., London, Ont.

SET COUNTER COMPUTING SCALES, USED three months; capacity 30 lbs. (Toledo). Quick sale \$60. Wm. Aldrich, 857 Talbot street, St. Thomas.

GROCERY FOR SALE

HIGH-CLASS GROCERY AND PROVISION business and fixtures for sale. Situated in Toronto, on corner in rapidly growing locality. Modern equipment; 2 delivery outfits, coffee mill, computing scales and interior fittings. Lease can be renewed at reasonable terms. Communicate direct with us, D. M. Johnson & Co., Real Estate, 948 Gerrard St. E., Toronto.

REPRESENTATIVES WANTED

A SIDE LINE FOR COMPETENT SALESMEN—a commission of 25% will be paid to salesmen of ability calling on grocery, drug, cigar stores, confectionery stores, etc., throughout Canada. Strictly high-grade goods manufactured by largest concerns in Canada. Only men of ability need apply, and by letter only. H. Jackson, Room 724, 64 Wellington St. W., Toronto.

SIDE LINES WANTED

TRAVELLER CALLING ON THE RETAIL trade and mines in Northern Ontario would like some good side line. Address A. L. Box 155, Byng Inlet, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro', Ont., solicits your orders.

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)

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many 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.

COPELAND - CHATTERSON SYSTEMS—Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

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. & Butter, Ltd., King and Spadina, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

EVERY 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. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN letters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

WE ADVERTISE

MAPLEINE

consistently in the leading women's magazines. Don't risk losing a customer by not having it in stock.

Order of your jobber, or **Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont. Mason & Hickey.**

287 Stanley St. Winnipeg Man The Crescent Mfg. Co. SEATTLE. WASH.



ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

Let Us Collect Your Accounts

that have been standing for some time. You cannot afford to throw this money away without giving us a chance to redeem it. We make

Absolutely No Charge

if we do not collect the money.

Send for forms to-day.

The Nagle Mercantile Agency

Westmount, Que.



Do You Sell on Credit?

If so you need

ALLISON

Coupon Books



for SAFETY, for CONVENIENCE, for ACCURACY. Most of the risk of credit selling is eliminated where Allison Coupon Books are used.

HERE'S HOW THEY WORK

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

ALLISON COUPON CO.,

Indianapolis,

Indiana

Buyers' Guide

Pure Canadian Tobacco

We can supply any quantity at right price.

Give Your Customers The Best.
Pipes and All Accessories.

J. A. FOREST
189 Amherst St. MONTREAL

The Canadian Milling Agency

FLOUR, GRAIN and Fertilizers of all kinds.
VICTORIAVILLE, QUEBEC

We have:— The Highest Quality
The Greatest Quantity The Lowest Price
17,500 Barrels per day. Correspondence Solicited

O. E. Robinson & Co.

Manufacturers and Buyers of Dried,
Evaporated and Canned Apples.

Ingersoll, - - - - Ontario
Established 1886.

A CARD WILL BRING PRICES

Our PAPER BAGS

and
WRAPPING PAPER

may please you more than what you are using now. If so, you want it.

Write To-day.
COUVRETTE & SAURIOL, Montreal

PICKLES TOMATO CATSUP

Our local trade has increased beyond all expectation. The reason of course is big value goods at remarkably reasonable prices.

H. Bourque & Son, Montreal

SHOW CASES

Store Equipment in General

We have originated some of the best display devices in Canada. Can produce the most elaborate showcase, if necessary, at a little lower figure than anybody else.

S. Meunier & Son, Maisonneuve, P.Q.

WRITE TO

10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

if you are interested in Irish trade.

CIGARS MEAN PROFIT

Especially when you handle such ready sellers as

Olympia
and
Ben Bey.

ED. YOUNGHEART & CO., Limited
MONTREAL

Biscuits and Confectionery

Big range from which to choose your Christmas stock. Only the highest grade goods made. Prompt attention given all orders.

See Our Travelers.

THE AETNA BISCUIT CO., LTD., MONTREAL.

GRATTAN & CO., LIMITED ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

Write us for New Price List of

WINDSOR SALT

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

Coffee Agents Wanted

We want manufacturer's agents in all parts of Canada to investigate our proposition.

Package Quality. More than attractive.
We act second to none.
Augustin Conte & Co., Montreal

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

"NO-DUST"

MEANS NO DUST, NO GERMS

A strong, pleasant, disinfectant sweeping compound, in bulk only

No-Dust Mfg. Co.

8 Market Sq., St. John, N.B.

Importers and Brokers Wanted THROUGHOUT THE DOMINION FOR WELL KNOWN OLD COUNTRY

TOFFEES PRESERVES
BOOT POLISHES HEALTH SALINE
FLY-CATCHERS, ETC.

Apply EDWARD KIDD & CO.
1090 Hamilton St., VANCOUVER, B.C.

A want ad. in this paper

will bring replies from

all parts of Canada.

ALL YOUR CUSTOMERS

have pots, pans, etc., that need mending.

Tell them of Vol-Peek, which mends all kinds of kitchenware made of Granite, Iron, Tin, Aluminum, etc.

Vol-Peek allows you a good profit.

Put up in attractive display stands with advertising matter. Write for samples and terms.

H. Nagle & Co., Montreal, or Fenwick, Hendry & Co., Kingston, Eastern Ontario Agents

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

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More."
Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



MEADOW CREAM SODAS

Delicious and Crisp

The value to the merchant and the satisfaction to the customer depends very largely on the length of time sodas stay fresh. Then, too, the ready sale of the sodas ensures quick turnover, and incidentally no stale stock.

Meadow Cream Sodas retain their crisp deliciousness indefinitely, and therefore sell readily. Have you tried them out? If not, introduce them to your patrons now. Send to-day.

The
W. J. Crothers Co.
Kingston, Ontario
THE BEST OF THEM ALL.



Queen Square Fruit Jars

are the biggest selling Lightning Style Jars in the United States and Canada. This practical shaped jar has been tried and tested by thousands of housewives and has always been found tight and true. You will please your customers and rake in a good profit

—the fame of these jars will spread at once, and a big trade will come your way. Insist on the genuine. Beware of imitations. There is only one "QUEEN."

Manufactured by
Smalley, Kivlan & Onthank
BOSTON, U. S. A.
For sale by all first-class dealers in Canada and United States.

Made at Niagara Falls

Look for the picture of Niagara Falls on the end of the carton when you buy

SHREDDED WHEAT BISCUIT

Any other "shredded wheat" that may be offered you is merely a poor imitation of the only original Shredded Wheat—the kind your customers have always bought—the kind that stands up in the market—always clean, always pure, always the same. Made only at Niagara Falls, in the cleanest, finest food factory in the world.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

**The Canadian Shredded Wheat
Company, Limited**



(8-92)

Niagara Falls, Ont.

Toronto Office:
49 Wellington St. East

COOK'S FRIEND BAKING POWDER

on the market for over 50 years.
Only best quality ingredients
used—contains no alum.

If you want your customers to
come back and send their friends,
give Cook's Friend all the prom-
inence you can.

Ask Your Wholesaler

W. D. McLaren, Ltd., Montreal

TEAS

of the very finest qualities.

1,000 Boxes Japan Teas

30, 40 lb. boxes, 80 and 80-lb. half chest.
We specially recommend "Victoria and
Princesse Louise" Brands.

**INDIAN, CEYLON, CONGOU TEAS
BLACK TEAS**

In 50-lb. half chest and 90-lb chest.

CEYLON GREEN

**Duchess and Lady Brands in Half
Chest.**

CHINA

IMPERIAL, PEA LEAF, PIN HEAD

In 30 to 45-lb. boxes.

YOUNG HYSON

In boxes and half chests.

Always in stock, Package teas,

**"SALADA," "LIPTON,"
"TAMILKANDE" Brands.**

**JAPAN and GREEN CEYLON Fan-
nings and Siftings, in 70 and 80 boxes.**

OLIVE OIL

Olive oil is just now in good demand.
"MINERVA" brand, the very purest
imported from Marseille, is bottled and
sealed under the supervision of the
official Director of the Laboratory of
Marseille. You can easily see how
pure it must be.

Fullest assortment of **Imported Canned
Goods** of the most popular (because the
most satisfying) brand

"LE SOLEIL."

Write at once for quotations.

Laporte, Martin, Limitee

568 St. Paul St., - Montreal

Telephone Main 3766

INDEX TO ADVERTISERS

A	
Aetna Biscuit Co.	61
Allison Coupon Co.	60
American Computing Co.	9
Anglo-B.C. Packing Co., Ltd.	9
B	
Balfour-Smye & Co.	16
Benedict, F. L.	65
Bickle, J. W., & Greening.	54
Bond, Limited, Chas.	8
Borden Milk Co.	3
Bourque & Son, H.	61
Bowser & Co., S. F. Inside back cover	
British Columbia Fisheries, Ltd.	54
C	
Cairns & Sons, Alexander	8
Campbell Brokerage Co.	15
Campbell Bros. & Wilson	6
Canada Starch Co., Ltd.	22
Canadian Fishing Co., Ltd.	55
Canadian Milling Agency	61
Canadian Postum Cereal Co.	
Outside front cover	
Canadian Shredded Wheat Co.	62
Catelli Co., Ltd., O. H.	59
Cane & Sons, Wm.	56
Carr & Co.	10
Chamberlain-Downey Co., Ltd.	15
Chase & Sanborn	12
Clark, W.	7
Coles Mfg. Co.	16
Comte's Coffee	61
Connors Bros.	55
Cornish, E. O.	15
Couvette & Saureol	61
Cowan Co.	11
Crescent Mfg. Co.	60
Crothers, W. J.	62
D	
Disher & Co., C. E.	15
Dominion Canners, Ltd.	5
Dominion Warehousing Co.	14
E	
Eastern Manufacturers, Ltd.	14
Eckardt & Co., H. P.	45
Ely Mfg. Co., Theo. J.	48
Eno, Ltd., J. C.	12
Epps & Co., Ltd., Jas.	4
Escott & Co., Ltd., W. H.	14
Eureka Refrigerator Co.	56
F	
Fairbank, N. K.	51
Fearman, F. W., Co.	47
Fenwick, Hendry & Co.	20
Ferguson Bros.	15
Forest, J. A.	61
Furuya & Nishimura	20
G	
Gilmour & Co., John	14
Gilmour Soap Co.	20
Glassco, Limited	21
Gorman, Eckert & Co.	16
Grattan & Co., Ltd.	61
Gray & Co., John	4
Guelph Soap Co.	51
H	
Hillock, John & Co., Ltd.	49
Holland Rusk Co.	61
Holloway, Reid & Co.	14
Hugman, Limited, A. W.	21
I	
Imperial Oil Co.	52
Irish Grocer	61
J	
Jonas & Co., Henri	62
K	
Kidd & Co., Edward	61
Kilgour Bros.	17
L	
Lake of the Woods Milling Co. ..	
Outside back cover	
Lambe & Co., W. G. A.	14
Laporte, Martin, Ltd.	63
M	
MacNab, T. A., & Co.	15
McCabe, J. J.	48
McCann & Langford	15
McIntyre, W. E.	53
McLaren, Limited, W. D.	62
McLeod & Clarkson	15
McPhie, Norman D.	14
McVitie & Price, Limited	52
Magor, Son & Co.	22
Malcolm & Son, Jno.	54
Mason & Co., Limited, Geo.	53
Mason & Co., P. L.	50
Mathieu & Co., J. L.	15
Meunier & Fils, S.	61
Minto Bros.	43
Millman, W. H., & Son	14
Mott, John J., & Co.	52
N	
Nagle & Co., H.	61
Nagle Mercantile Agency	61
Nelson-Dale	10
Nicholson & Bain	47
Nickle Plate Stove Polish Co.	17
No-Dust Mfg. Co.	61
North West Specialty Co.	14
O	
O'Loane, Kiely & Co., Ltd.	15
Orr & McLain	14
P	
Packard & Co., Ltd., L. H.	56
Patrick & Co., W. G.	14
Peek Frean & Co., Ltd.	13
Pennock, H. P., & Co., Ltd.	14
R	
Reckitt & Sons	43
Renfrew Scale Co.	59
Robinson & Co., O. E.	61
Rock City Tobacco Co.	50
Rowat & Co.	54
Ruttan & Chipman	14
S	
St. Lawrence Sugar Refining Co.	17
St. Thomas Packing Co.	49
Sanitary Can Co. Inside back cover	
Sapho Mfg. Co.	56
Simpson Produce Co.	15
Smalley, Kivlan & Outhank	62
Snap Co., Limited	55
Smith & Proctor	16
Smith & Son, E. D.	4
Spurgeon, H. G.	14
Star Egg Carrier & Tray Mfg. Co.	3
Stuhr, C. F.	15
T	
Tarbox Bros.	48
Tippet, Arthur P., & Co.	1
Toronto Salt Works	61
U	
Upton Co., T., Ltd. Inside front cover	
W	
Wagstaffe, Limited	2
Walker Bin & Store Fixture Co.	10
Walker, Hugh, & Son	49
Warren, G. C.	14
Watson & Truesdale	14
Welch Grape Juice Co.	6
Wellington Mills	15
Western Salt Co.	20
Western Distributors	14
West India Co.	59
Wethey, J. H.	47
White & Co.	49
White Swan Spices & Cereals, Ltd.	13
Wiley, F. H.	14
Winn & Holland	51
Woods & Co., Walter	52
Woodruff & Edwards Co.	21
Y	
Young-Thomas Soap Co., Ltd.	55
Youngheart, Ed., & Co., Ltd.	62
Z	
Zip Manufacturing Co.	59

Are You Feeling The Money Pinch?

Can you estimate the value to your business of a concise, clearly-written and comprehensive review of business conditions and influences likely to affect them? A review on which you can rely for guidance in your business dealings? A review that covers the whole Dominion—and more? In short, such a review as is contained weekly in The Financial Post of Canada.

The worth of such a review to your business is inestimable, the price only \$3.00 per annum

The Present Money Stringency

was predicted by The Financial Post Long before it began to be felt. Its opinion was deduced from a study of such indicators as are dealt with weekly in The Post. Such as Bank Clearings — Trade Figures—Canadian Bank Statement Analysis — Railway Earnings — Crop Conditions — Building Permit Figures—Stock Market, Business and Financial Conditions.

For Your Business' Sake Read The Financial Post

Write to-day for Sample Copy

**THE FINANCIAL POST
OF CANADA**

TORONTO, CANADA

!Offices:

**MONTREAL TORONTO WINNIPEG
VANCOUVER LONDON, Eng.
NEW YORK CHICAGO**

COUPON

(H. M.)

Kindly send sample copy of Financial Post to following address:

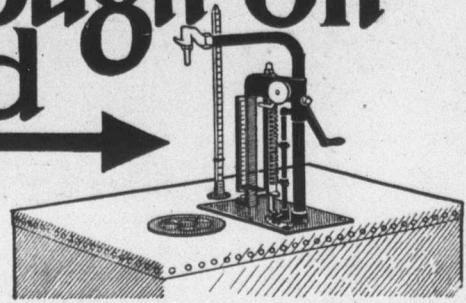
Name.....

Street and Number

City or Town..... Prov.



Got enough oil on hand



The grocer who has a BOWSER SELF-MEASURING OIL TANK can tell 20 feet from the tank by a glance at the float gauge how much oil he has on hand. When the tank is filled the gauge shows him how much oil he has received and he cannot be overcharged. As he SELLS the oil to his customers, the computer shows how much to charge, just as does your computing scales, and the automatic cut-off stops the flow of oil as soon as pumping ceases, so there is no dripping of oil to waste profits and damage other goods. Get a BOWSER OUTFIT, cut out the guess-work, and MAKE A PROFIT ON EVERY OIL SALE. Send a postal card asking for our FREE BOOK and full particulars. Ask us any question you want about handling oil.

S. F. BOWSER & COMPANY, Inc.

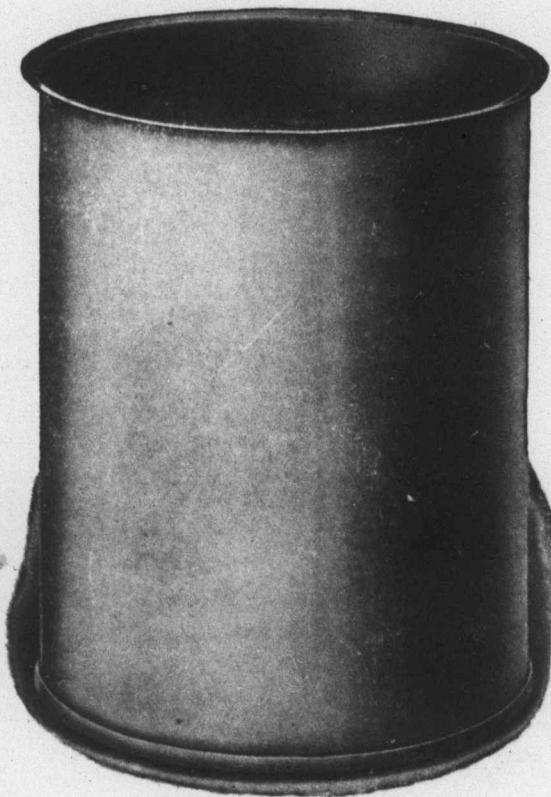
66-68 Frazer Avenue

Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.

Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasoline and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.
Established 1885.



Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears,
Plums, Apples.

Enamel Lined Cans for Straw-
berries, Raspberries, Beets.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

FIVE ROSES FLOUR

Mrs. Blended



Mrs. Blended

Selecting the Right Flour

I can say without contradiction, that for the past 20 years I have used the best brands of flour manufactured in the U. S. and Canada, and no other brand has given me the same satisfaction as FIVE ROSES. — Mrs. M. A. D., Roundwood, Ont.

FIVE ROSES makes the most bread out of a barrel than any other. Have kept house for 20 years and it has given me the best satisfaction for bread and pastry. — Mrs. J. E. L., Woodstock, N. B.

Used FIVE ROSES for about 10 years and find it the best for bread or any kind of pastry you would want. — Mrs. S. F. O., Parry Sound, Ont.

Used FIVE ROSES for a number of years. Can guarantee its success for bread and pastry. — Miss E. H., Cushing, Que.

I use a barrel of FIVE ROSES every month. Have been using the same for 21 years and it beats all other flours for me. — Mrs. H. J., Bridgetown, N. S.

I would not be without FIVE ROSES flour in my home for any price. Would not trade one bag of FIVE ROSES flour for 3 of any other. — Mrs. R., Birdhill, Man.

Have used your flour for 7 years and find it splendid for bread, cakes and pastry. I always refuse the "just as good" as I am not sure about their being good, but I am sure of FIVE ROSES. — Mrs. J. I., Edmonton, Alta.

FULL NAMES ON REQUEST

NO GROCER really knows the possibilities of a flour till his customers have given their verdict. Then will he find them in perfect accord with the thousands of other Canadian housewives who for a full generation have proved FIVE ROSES *perfect in bread and pastry making.*

While we are not in the habit of using testimonials, we ask your attention this once to these few simple, sincere commendations taken from a host of *unsolicited* statements received from the satisfied customers of grocers selling FIVE ROSES.

If we had only reports from one locality, only a limited conclusion could be drawn; but when we have reports from *all over Canada*, from housewives who have been using FIVE ROSES for years and years, are we not justified in concluding that FIVE ROSES offers the retailer his best opportunity for a consistent profitable flour trade?

The right flour for you to buy to sell again is the one that enthusiastic consumers advertise so eagerly to one another, the flour that sells best to-day while assuring to-morrow's profit on a larger scale.

Ask your jobber or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
 Montreal Ottawa Toronto London St. John Keewatin Winnipeg Vancouver

"The House of Character."

Capacity 11,500 bbls.