

CANADIAN GROCER

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

Montreal: 791-793 Eastern Townships Bank Bldg.
London, Eng.: 16 Fleet St., E.C.

Toronto: 150-152 University Ave.
New York: 115 Broadway

Winnipeg: 24 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 1, 1911

No. 357.

Robinson's Patent Barley

Needs Little Pushing,
Your Customers Will Like
It, and a Demand
is Immediately Created.

MAGOR, SON & CO.,

AGENTS FOR THE DOMINION OF CANADA



Robinson's Patent Barley

is a Healthful and
Nutritious Food for Young
and Old.

For Particulars, Address

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

Have You A Customer Who Bakes Her Own Bread?

You can probably think of a woman right now who does her own baking. Next time she is in just remind her that in making bread, griddle cakes, fritters and puddings, a little

Benson's Prepared Corn

mixed with the flour gives a more delicious texture and flavour than she could get if she used flour alone. She will probably want to buy a package to try it.

THE EDWARDSBURG STARCH CO
LIMITED
MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER

THE CANADIAN GROCER



**Highest
Quality**

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

Codou's Macaroni

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

**Highest
Quality**

ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto

INCREASED PROFITS A SURE THING

Once your customers are made familiar with Quality Foods, because they want them all the time.

THAT'S WHY CLARK'S FOOD PRODUCTS ARE SO UNIVERSALLY IN DEMAND.

IT'S THE REASON WHY YOU SHOULD INCREASE YOUR VARIETY OF CLARK'S PERFECT FOODS.

You can increase your sales in Prepared Foods very materially by introducing more of Clark's Delicacies to your Customers, because CLARK'S FOODS ARE WHAT THE PEOPLE WANT.

IT MEANS REPEAT ORDERS, QUICKER RETURNS AND GREATER PROFITS TO YOU.

W. CLARK, MONTREAL

Manufacturer of the Celebrated

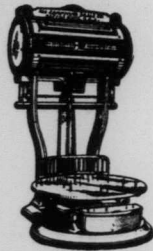
"CHATEAU" BRAND CONCENTRATED SOUPS

THE CANADIAN GROCER

TORONTO EXPOSITION

19

11



THE FAMOUS DAYTON SCALES

Will be exhibited in the

Process Building—Under the Dome

Be sure to have a personal demonstration of our

MEAT SLICERS, CHEESE CUTTERS and AUTOMATIC SCALES
THE NEW ELECTRIC FLASHOLITE SCALE BEING A SPECIALTY

We have been able to secure larger space this year and cordially invite you to make our Exhibit your headquarters. You will be welcome at all times.

ASK THE MAN WHO USES ONE.

THE COMPUTING SCALE COMPANY OF CANADA, LIMITED
164 KING STREET WEST, TORONTO

Facts Worth Considering

**BORDEN'S
EAGLE BRAND
CONDENSED
MILK**



**Especially prepared for
infant feeding.**

**Recommended by physicians
everywhere.**

**For general household use
best value obtainable.**

**The Richest and Purest milk
from the world's best dairies.**

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

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

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

By Special
Appointment



Established 1817.

to His Majesty
King George V.

Macfarlane Lang & Co's

"Granola Digestive" Biscuits

(Regd.)

All varieties of the high-class Biscuits manufactured
by this old-established and widely known Scotch
Firm are now being regularly imported and can be
— supplied in all parts of the Dominion. —

SAMPLES AND FULL PARTICULARS FROM

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

You will find that
"Granola
Digestive"
Biscuits

are excellent with
cheese. They are
crisp, not too sweet,
and have a particu-
larly pleasing
flavour, which
tempts the appetite.
They are appro-
priate at all times,
and may be served
at luncheon, tea,
after dinner or
. . . supper . . .

Macfarlane Lang & Co's

Biscuit Manufacturers,
Glasgow and London.

A Trade-Winning Quartette



1's

2's

3's Family

3's Tall

All Sizes, Plain, Chili Sauce or Tomato Sauce

Why not take advantage of the fact that People all over this fair Dominion are eating Simcoe Baked Beans NOW, but they will be eating them in much larger quantities as the cold weather comes on?

Sales continue to forge ahead of all previous records. The demand is steadily increasing. Quality Counts. They are in season the year round, but much more so in the Fall and Winter months.

Consumers are realizing more and more that Simcoe Baked Beans are an invaluable food for keeping the body healthy the year round, but especially so for supplying a glow of warmth from within that cannot be supplied by any external artificial means.

Are you prepared to take advantage of this? Have you a stock on hand with which to supply the demand which will surely come? Or would you prefer to have your competitors supply your customers with these fine goods?

Now is the time to order. Don't delay. Order now if you want them in time.

Dominion Canners, Limited

HAMILTON - - - ONTARIO

P.S.--Please send orders direct to your regular Wholesale Grocer.

BAIRD'S WORCESTERSHIRE SAUCE

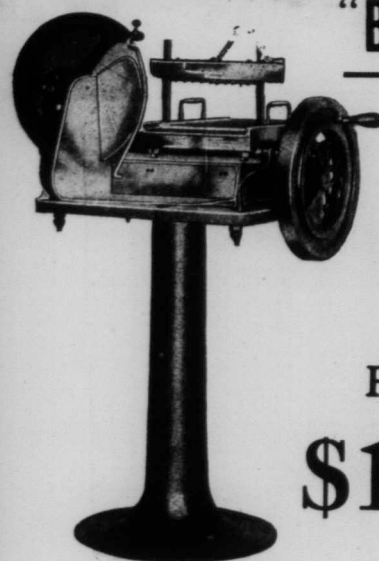


is
DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

**Low in Price
High in Quality**

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.



**"Blackslee"
Slicer**

**None Better
FEW AS GOOD**

PRICE

\$150.00

SOLD ONLY BY

Ryan Brothers

110 James St. :: WINNIPEG



ALL GROCERS
SHOULD STOCK

**Borwick's
BAKING
POWDER**

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

**George Borwick & Sons
Limited**

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333
Cristine Building, MONTREAL



**Goes To The Very Bottom
And Removes The Dirt**

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

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

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

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

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

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses." And the pump is positively accurate—"Enterprise" make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

PINK'S MARMALADE

Enjoys enormous popularity in England
where it is known as

"The Marmalade with the Orange Flavor."

Quality is the first consideration throughout
the manufacture.



Sole Canadian Distributors:

THE MANUFACTURERS' AGENCY CO.

MONTREAL	- -	J. W. Windsor	- -	22 St. Johns St.
ST. JOHNS, N.B.	- -	S. Cecil Irvine	- -	48 Princess St.
HALIFAX, N.S.	- -	C. E. Creighton	- -	Bedford Chambers
BOSTON, U.S.A.	- -	Gen. Sales Office	- -	24 Milk St.



STOP

LETTING GOOD MONEY SLIP
THROUGH YOUR FINGERS!

Of course, you don't mean to let your profits leak away, but why don't you STOP IT?

If you let an item of \$1.00 each week slip by without being charged that means a loss of \$52.00 for the year.

If you let \$1.00 each week SLIP THROUGH YOUR FINGERS in settling DISPUTED ACCOUNTS that means you must sell \$260.00 worth of goods to make up for it.

If you are using some drop-leaf SLIP system where several accounts are exposed at the same time and lose slips (representing money) get accounts mixed, bring forward wrong past accounts and possibly to cap the climax lose all your accounts in a

fire, you may not be able to estimate your loss,—but why bother then—it's to late.

CUT IT OUT—NOW!!

BUY A 1911 MODEL KEITH ACCOUNT SYSTEM.

It will stop FORGOTTEN CHARGES on account of the NUMBERING FEATURE. No other system has this feature.

It will absolutely prevent disputes—ask us why.

It will positively prevent losing of slips, mixing of accounts, and manipulation of charges.

It will protect your accounts against fire.

The price is right—the terms are reasonable—write now for full information.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont



THE CANADIAN GROCER



As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.



This line is being advertised extensively in the Daily and Weekly Newspapers.

MCCORMICK'S "ARISTOCRAT"

BISCUITS

ABOUT 80 TO THE POUND



35

London, Montreal, Ottawa, Calgary
Hamilton, Kingston, Winnipeg

We are confident of a large demand and advise that you get in an ample supply.

McCormick
Mfg. Co.
Limited
LONDON
ONT.

O-Pee-Chee! O-Pee-Chee! O-Pee-Chee!

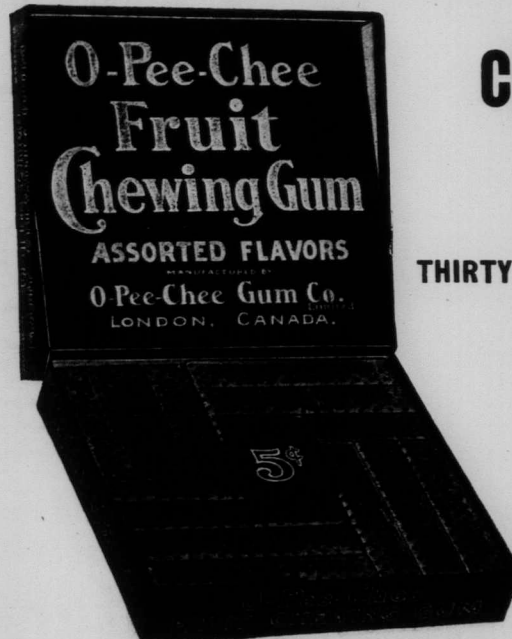
O-Pee-Chee! O-Pee-Chee!

**O-PEE-CHEE
FRUIT**

SIX FLAVORS

UNEXCELLED IN
QUALITY

DELICIOUSLY
FLAVORED



**CHEWING
GUM**

THIRTY-SIX BARS

A Chewing Gum
that merits
its increasing
sales

MANUFACTURED BY

O-PEE-CHEE GUM CO., Limited, LONDON, CANADA

O-Pee-Chee! O-Pee-Chee! O-Pee-Chee!

O-Pee-Chee! O-Pee-Chee!

THE CANADIAN GROCER



"FORCE"

**ALL GOOD GROCERS
SELL "FORCE"**

because everybody who buys good food
wants "FORCE" as a matter of course.

The H-O Company, Hamilton, Ont.

We All Sell "FORCE"

FORCE
H-O
A Baked Wheat Flour
For Biscuits
"FORCE"
Make the
"Strong Man"
FORCE IS THE WHOLE WHEAT
Each bushel is a whole grain of wheat (including
with bran and germ) and is
milled and loaded



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON
(J. A. Henderson) ONTARIO

The best trade calls for our
High Grade Coffees

Surely you want to get a grip
on that trade.

CHASE & SANBORN
MONTREAL

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. Compare the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; **T. A. MACNAB & CO.**, Cabot Bldg., St. John's, Newfoundland; **W. A. SIMONDS**, 89 Union St., St. John, N.B.; **RUTTAN & CHAPMAN**, Fort Garry Court, Main St., Winnipeg; **ROSE & LAFLAMME**, 400 St. Paul St., Montreal; **C. E. CHOATE & CO.**, Pickford & Blacks Wharf, Halifax.



Are You A Good Salesman ?

A good salesman prefers to sell a high-grade article, because it stays sold—and because it means repeat orders. This explains why so many top-notch salesmen like to sell PURITY FLOUR. It is a high-grade article. It only needs to be sold to a customer once. It sells itself afterwards.

A good salesman can sell

PURITY FLOUR

to the majority of home cooks who call at the store. This is how he does it:

He gives them an interesting selling talk on its high quality, showing them it is worth every cent asked. He emphasizes the fact that PURITY FLOUR consists exclusively of the high-grade portions of the best Western hard wheat berries. He lays stress on its superior strength and flavor, on

its uniformity. He closes the sale by showing them that it is an economical flour, too, because it makes "MORE BREAD AND BETTER BREAD" than the same quantity of average flour.

Hundreds of good salesmen are selling PURITY FLOUR to thousands of Canadian home cooks. It rests with you to show that you, too, are a good salesman.

Western Canada Flour Mills Co.

LIMITED

TORONTO
GODERICH

MONTREAL
WINNIPEG

OTTAWA
BRANDON

ST. JOHN
VANCOUVER



THE VINEGAR PROBLEM



is easily solved
if you just stock

WHITE COTTELL & CO.'S

Pure Malt Vinegar

It is a perfect vinegar, of delicious flavor, guaranteed strength, and rich delicate aroma. Keeps well in bottle or wood, and gives such satisfaction that you'll find it desirable to stick to this particular brew and hold your trade with a good article.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue,
Winnipeg.

L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue
West, Vancouver, B.C.

W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street,
Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

Delicious,
Sweet Biscuits
Rich, Crisp,
Farm Cream
Sodas MADE IN THE
Sunshine
Bakery

Ramsay's
BEST BY TEST

Farm Cream
SODAS

The biscuits leave our factory as fresh as it is possible to pack them and they retain their crispness long after the packages are opened by the consumer. Stock Ramsay's Farm Cream Sodas and satisfy your patrons.

RAMSAYS LIMITED, 29-31 Vitre Street, MONTREAL



Get Wise



and Busy



Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a fat living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—\$3.35

Princess Condensed Milk, 4 doz. in case—\$3.90

Banner Condensed Milk, 4 doz. in case—\$4.40

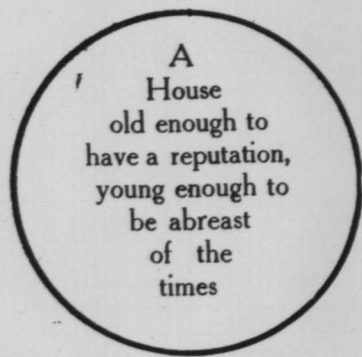
5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON

Order from your wholesaler or direct from the
factory.

ST. GEORGE

ONT.



Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers Bristol, England

A REMARKABLE OFFER

25 1-lb. boxes for \$2.10

"Orsenigo" Brand Macaroni

This Macaroni is perfect in every particular. No expense is spared to make it right. Made from the very best quality Russian Tananrog Wheat.

Profit. Repeat Orders. Quality.

Three guarantees associated with all of our goods

WRITE
IMMEDIATELY

TORONTO

The Charles
Cicero
Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

**Extra Granulated
Extra Ground
Powdered
Golden Yellow.**

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

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

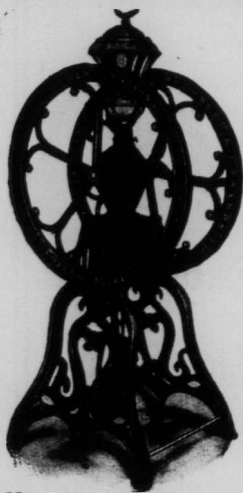
Established in 1854 by John Redpath

**Tell Your Jobber
You Want**



**This Mark on Every
Box Insures the Best**

Place Order Now for
Fall Delivery



**THE ELGIN
National
Coffee Mill**

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue :

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

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



**Always the Same
Always the Best**

Every match is perfect—noiseless and sure. There are no poor matches in the box when it bears the label

DOMINION

The heads are on sure; the stems will stand any strike without breaking and no offensive odor is emitted.

Stock Dominion and give your customers Match satisfaction.

**THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or Canada Brokerage Company, Limited, Toronto**

Tartan
BRAND

THE SIGN OF PURITY

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

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

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

Phone 3595. Exchange to all departments.

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



FOREST CITY
Baking Powder

not only stands the Government test for purity, but it stands the Kitchen test in every household in Canada.

That's not a bad recommend for a baking powder. Can you afford to let your opposition sell it and you not?

Gorman, Eckert & Co.,
LIMITED
LONDON, Ont. WINNIPEG, Man.

WOMEN KNOW

When an article they use for cooking purposes is right.



THE
"WALKER BIN"
SYSTEM



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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

Especially Good for

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First"
Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.



Infants and Invalids

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

RICHARDS' PURE SOAP

* IT'S THE BEST *

Give
your
order
to any
Wholesale
Traveller
or
send
it
to
Woodstock



25
Cases
Mixed
at
\$4.05
Del'd
and
150
BARS
Naptha
or
Pure
FREE

RICHARDS' PURE SOAP

* IT'S THE BEST *

JAPAN

Is the only tea-producing country in the world which prohibits the export of artificial, faced, colored, or adulterated tea - Ask

FURUYA & NISHIMURA

or their Agents for quotations on Standard or NEW SEASON'S tea now arriving.

HEAD OFFICE—NEW YORK

BRANCHES—MONTREAL and CHICAGO

Is Your Coffee Trade
Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR
CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade
Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

THE MOLASSES THAT
INCREASES SALES!

Apart from the unquestioned quality and
flavor of

**GINGERBREAD
BRAND
Molasses**

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

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

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

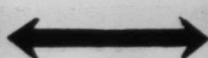
GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED

HALIFAX

NOVA SCOTIA

**BIG
SALES**



**BIG
PROFIT**

For every grocer
who is handling

BJELLAND'S

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents

St. Lawrence Granulated

can now be had in a handy size package of

25 Lbs.

Put up at the Refinery in a nice Cotton Bag, makes an attractive and convenient size to handle, both for customers and retailers alike.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca by Pushing

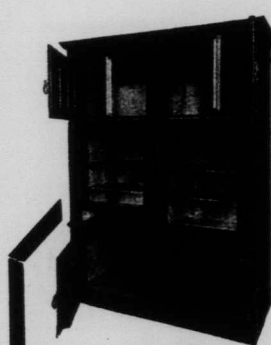


This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



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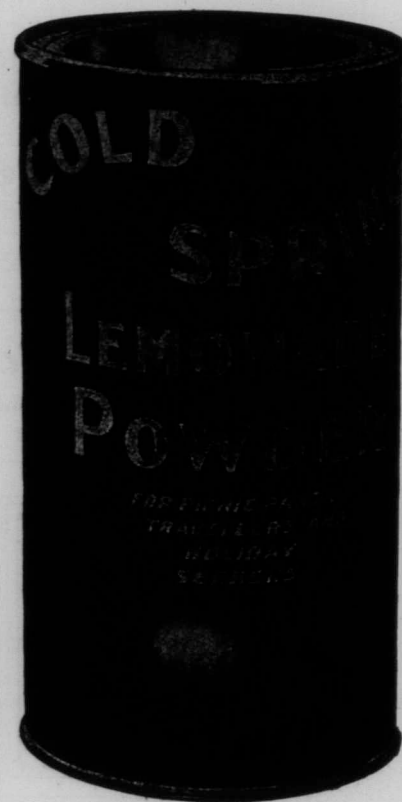
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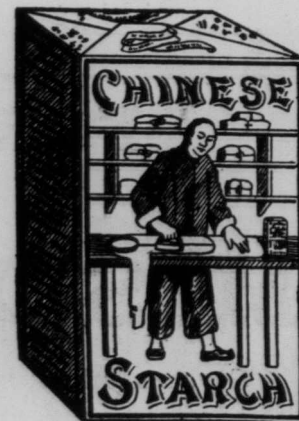
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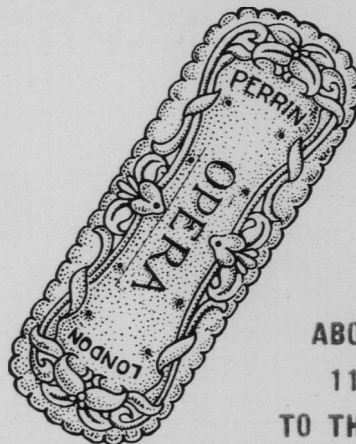
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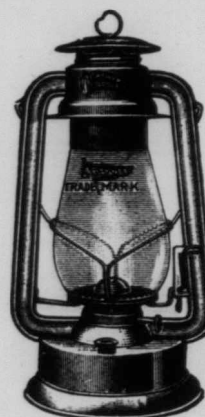
The Crystals of CENTURY SALT are as pure as can be distilled. Every little detail in the manufacture of CENTURY SALT is superintended with great care, leaving no chance for impurities to get in or remain in the finished product. When CENTURY SALT reaches your customer, it is pure. We ship promptly.

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You will find it the most useful food in the household.

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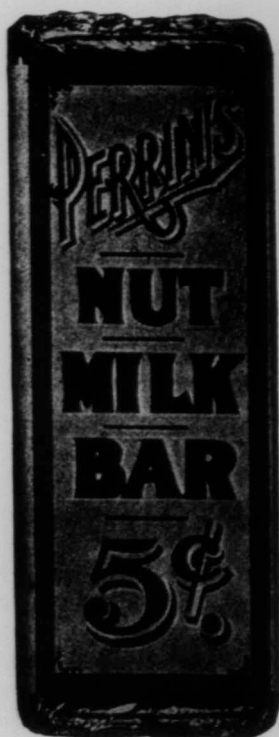
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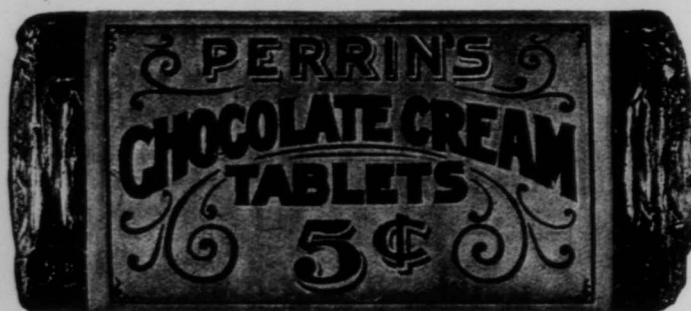
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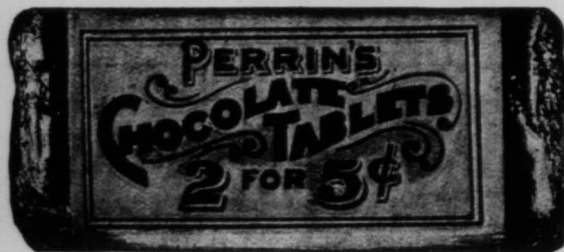
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As expected, the price of canned salmon will be still higher than last year for the 1911 packing. Consequently, Sardines are now in great demand and the prices will increase during winter. Buy now at the right prices. Our stock is complete. We recommend the Victoria and Teville Brands.

RAISINS, FIGS, NUTS, ORANGE and LEMON PEELS

There will soon be a great demand for these goods. Stock now. We have a full stock of first-class goods at attractive prices.

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These pastes are enjoying the public favor. We have a complete line. Prices for prompt delivery are profitable.

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The Year's Outlook in Dried Fruits

Last Year's Short Production Affects This Year's Prices, Too—General Dried Fruits Will Not be Cheap—Prospects for Both Mediterranean and California Products—Prune Production is Larger Than Last Year, but Prices Will be High—Larger Output of Valencia Raisins, and Also Currants—Peaches and Apricots Short.

The short production in general dried fruits last year has not only sent prices soaring during the past twelve months but is having a considerable bearing on this year's prices of dried fruits.

The world's markets are at present extremely bare of all lines with the result that in cases where crops are considerably in excess of last year's prices are no lower. That is, with the present scarcity, with an average crop in any line, higher than the average prices could be expected.

In the case of prunes, for instance, while the world's crop this year is in excess of last year, prices are higher than those ruling a year ago, the market being supported by the present bareness of the world's markets. From present appearances, general dried fruits cannot be expected to be cheap, although they may not mount to the heights reached by some lines, especially prunes, during the past year.

Ten-cent Raisins.

Valencia raisins look like a ten-cent article—that is the price at which they will probably go out to the consumer. It is considered that the crop will amount to about 23,000 tons, which will be considerably in excess of last year. The market in Spain has been firming up of late and advances of the equivalent to half cent per pound has recently taken place.

The market is now ranging from 25 to 27 shillings, while at the beginning of the season, some speculative prices around 21 shillings were quoted.

"There is no doubt," said one broker in touch with the situation, "that prices would go lower if it were not for the present bareness of the markets in all dried fruits, but under present conditions shippers believe that higher prices will be secured."

New crop raisins will arrive the first part of October.

Larger Production of Currants.

Currants will have to go out to the consumer at practically the same price as raisins. One wholesaler quoted the writer new crop currants at 7 to 7½ cents per pound. The yield in Greece this year will range in the neighborhood of 150,000 tons which will leave from 110,000 to 115,000 tons available for export, which is considerably larger than last year.

While the market earlier in the season did considerable fluctuating, it has of late remained practically stationary but nevertheless firm, present prices be-

ing about on a par with quotations a year ago. Prices, however, last year, as the shortage in supplies became more apparent continued to steadily advance.

Prices Will Remain Firm.

While the production of currants this year is considerably in excess of last year, the carry-over has on the other hand been extremely small, so that the available supply of currants at the present time is no larger than a year ago. That is the reason we look for prices to continue firm.

New crop will arrive around the first of October.

No Cheap Prunes in Sight.

Prunes which were so short in supply last year and which reached such high prices will not be on a cheap basis this year either. Although the California, and the world's production also, is larger than last year for the reasons pointed out in regard to the other lines, prices at present are considerably higher than a year ago, although not nearly as high as last year's prices eventually reached.

According to one report, 150 to 175 million pounds is the agreed tonnage of prunes in California this year. At one time the estimate was larger, but heavy droppings in some districts has caused it to be reduced.

Early in the season, good crops were reported in Europe and it was expected the markets there would not take much of the California crop. However, drought in Europe has seriously affected the prune crop and the yields in both France and Bosnia are apparently short. For that reason it is evident that the European market will have to import more from America.

California growers took advantage of this situation and while early in the season a few prunes sold on a 4c basis, they have steadily advanced to 5½ to 5¾c basis, which would mean to a retailer on the Toronto market 10½ cents for 60 to 70 S in 25-pound boxes. Europe has been a big buyer, and packers report that 85 to 90 per cent. of the crop has been sold. In Europe, Bosnia and Serbia are nearly sold but there are still some Bosnia offered at ½ cent below California.

"The crop is a large one," remarked a broker, "but with bare markets and the large amount already sold, I expect prices to hold." He pointed out that prunes are becoming a more popular article of diet with an increasing consumption.

"On the present basis," he said, "50 to 60's should sell to the retailer at 11 to 11½ cents; 60 to 70's at 10½ to 11c; 70 to 80's at 10 to 10½, and 80 to 90's at 9½ to 10."

Of course, this may vary considerably with different firms and in different localities.

Apricots and Peach Prospects.

Apricots and peaches, especially the former are extremely high in price this year and much above last year's quotations, the result of greatly reduced production.

The apricot yield will be from 7,000 to 8,000 tons, fully 50 per cent. less than last year's output. The crop is small although not so small as has been the case some years. Present prices are almost prohibitive, being from 40 to 50 per cent. higher than last year and sales have been so slow that, at the moment, the market shows a little weakness.

Early in the season the peach production was estimated at 15,000 tons as against 26,000 to 27,000 tons last year, but canning interests and fresh fruit shippers bought so heavily that it is now believed it will now exceed 11,000 tons, while some set it at nine, unless there is a heavy drying from now on.

Under a good demand, prices have advanced considerably from opening figures.

Raisin Crop in California.

California raisins are very high this year also. One report says the crop will not amount to more than 60 to 75 per cent. of normal, or probably an output of 50,000 tons if the weather continues favorable between now and harvest. There is a slightly easier tendency in the market of late due to better prospects for the crop.

Sultana seedless are in prospective short supply. One dealer said he believed new crop seeded from present prospects would sell to the retailer at about 10½ cents for choice.

Table showing how prunes advanced during past year:

	(Toronto Basis).					
	1910 Oct. 1	1910 Dec. 1	1911 Feb. 1	1911 Apr. 1	1911 June 1	1911 Aug. 1
30's to 40's	11½	13	13¾	14¾	17	17
40's to 50's	9½	12	13	14	16½	16½
50's to 60's	8¾	11½	12	13
60's to 70's	8	11	11½	12½
70's to 80's	8½	10½	11	12
80's to 90's	7½	9½	10	11	13	..

Valuable Hints on Storing Canned Goods

Canner Advises Retailers and Wholesalers to Make Sure That Cases are Placed in a Dry Atmosphere—Circulation of Air Among Them Necessary—Effect of Frost on Canned Goods and Cause of the "Leaky" Tin.

*By W. R. Drynan.

Although canned goods have come to be a very important item in the business of all grocers, yet apparently few retailers give any special consideration to their care.

Because the goods are cased and sealed, any place is good enough to store them. The darkest corner of the dampest cellar, is generally considered about the most suitable place. Canned goods are sometimes stored in out of the way places, and left for several months. When they are opened later on, the tins are probably badly rusted, possibly an odd tin is burst, spoiling the appearance of the contents of the entire case, and the retailer immediately sits down and writes a long letter to his wholesaler about the condition of the goods, throwing all of the blame on the packers.

If the grocers would only be impressed with the fact that canned goods must not be treated as cord-wood, there would be far less cause for complaint.

Tin plate is almost universally used. In fact, there is hardly a kitchen utensil that is not made of tin, and every one knows that all tins are very susceptible to rust, especially when exposed to damp, and the greatest trouble experienced with canned goods is their tendency to rust.

Circulation of Air Necessary.

The ideal storage for canned goods is a dry even temperature, between 40 degs. and 50 degs. F., with a free circulation of air. Cases should be piled clear of the walls, and as much as possible off the floors, to permit of the circulation of air over, through and around them. Cases should also be piled on their sides, so that in the event of a tin bursting the contents will drain off, rather than into and through the cases underneath. Canned goods cases should also be examined at intervals, and where there is apparent trouble inside of the cases, the cause of the trouble should be at once removed.

The Effect of Frost.

The question is often asked, "Does frost injure canned goods?" As to affecting their value as a food the answer is "No," but as a general thing canned goods should not be allowed to freeze.

* Reprinted by special request.

With goods such as corn, peas and beans, the flavor is somewhat affected through freezing, not so much that one not an expert could tell the difference, but there is a difference. On the other hand, the flavor of preserved fruits in tins, and tomatoes is not appreciably affected by frost. In fact the writer made a number of experiments with tomatoes especially, and could not discover any impairment of flavor, due to freezing.

However, the greatest trouble with the freezing of canned goods is that the tins will sweat in thawing out, and the water lodging on the cans will cause the tins to rust, and also the labels to become soiled. If these goods are not carefully looked after, after thawing out, the rust will, in course of time, eat through the tins and permit air to get into the cans, thus spoiling the contents.

When Canned Goods are Frozen.

Another thing to remember is that when canned goods are frozen, they are usually bulged, but as soon as they are thawed out, the ends will snap back. Be sure, therefore, that your goods are not still frozen before condemning them as swells.

If, owing to lack of storage, canned goods are allowed to freeze it would be better to keep them frozen, rather than to thaw them out and freeze them again, as every time they thaw out, they are liable to accumulate rust. If the goods are not used until the spring, the cases should then be carefully overhauled and placed where they will dry out rapidly, otherwise there will surely be trouble.

Most packers are anxious to stand behind their goods, and if it can be shown to them, that the trouble with any canned goods, is through fault of their own, they are generally always only too glad to have the difficulty remedied promptly.

If grocers have goods that are not satisfactory, they should, in all cases, hold them subject to the instructions of the packer, as it is in the interests of everybody that the goods should be examined to ascertain exactly what the trouble is, and it is only by doing this, that any defects in packing can be remedied.

Cause of a Leaky Can.

A swell or a leaky can, is due most likely to an imperfection in the can, or

an error in the time given to the processing. Once air gets into the can decay begins, just the same as the goods would decay if left exposed in an open vessel. Don't think that the packer has been putting decayed goods into the can. This view is entirely erroneous. Canned goods and vegetables, as put up by the packers in Canada to-day are without doubt strictly first-class—that is the raw material is grown especially for factories, and is canned immediately after picking.

In all large plants, the processing is almost entirely mechanical, every means being employed to ensure the goods being put up in the most cleanly manner. These fruits and vegetables also are preserved by sterilization only, i.e., by the application of heat, at a temperature which absolutely destroys all bacteria, and therefore, there are no safer or more wholesome goods in the world to eat than canned goods.

Mister Grocer, as canned goods are an important and profitable part of your business it is to your best interests to impress upon your customers, that canned goods, as put up to-day, are among the choicest and safest of foods.

CLERKS WHO ARE ONLY WAITERS.

Do Not Use Real Salesmanship in Serving Customers.

A manager in a departmental store in a large city recently declared that about half the clerks who secure positions in that particular store are waiters only and seldom salesmen. When a customer comes to their counter they hand out those things asked for in much the same manner as a slot machine when you drop in the coin.

"The slot machine is an improvement on some clerks," said this man, "because it does not drive customers away as some clerks do by the expression on their faces and their curt answers whenever they have to wait on a customer."

"Many of them," he continued, "seemingly have not ambition to achieve anything greater than completing the week's work and drawing their pay envelope. There are, of course, many good clerks who are really salesmen and who put forth a real effort to sell more goods than they are asked for, and who do so pleasantly. These clerks advance rapidly and each year secure a bonus while the others look on and wonder why they do not, as they have been there just as long.

"There are cases when a little talk with the unambitious clerk will improve him wonderfully. If after a talk with a clerk he does not try, he probably never will and he is moved on at the first opportunity."

Preserving Time Window Displays

Ideas That May be Carried Out to Sell Preserving Lines—
Now is an Opportune Time to Display Sealers—Good Trims of
Associated Lines May be Made — Accompanying Cut Shows
One Manner of Display.

The present is the most opportune time for the display of sealers. Many a housewife's supply of used sealers is nearly exhausted, and with the arrival of late preserving fruits, she will need to make further purchases. It is the dealer with the good display of this line who runs the best chance of getting the trade. Perchance also that the sealers that many a housewife now has are unreliable. Can you present your argument in such a manner as to convince her that it would pay her to discard the unreliable, and purchase some that she can depend on from you?

A Profitable Display.

A display of sealers and sealer rings which a dealer recently had, and which was productive of good results was constructed as follows:

At the front of the window the word "Sealers" was spelled out in capital letters by means of sealer rings, laid flat and lapping over one another. Be-

hind he had a row of pint sealers, followed by a row of quarts and another of half gallons. Next he built two layers, first pints on half-gallons, quarts on half-gallons, and so on, building gradually higher. When he wished to place pints on pints or quarts on quarts, he placed a section of plate glass between to make it solid. In this way he built it gradually from the pint row until the last one was five feet high. A show card at the top read: "Buy the best—you can depend on ours," while price cards told the customer the price of each size of sealer.

Some good window displays showing associated lines, fruit sealers and sugar, may be made. A suggestion for a display is given herewith along this line. In the background raised some distance above the window floor is a shelf covered with sealers—the front ones if at all possible filled with preserved fruit—thus giving the idea of a

large shelf of fruit. In front of this, in the accompanying cut, is shown more preserved fruit, but here in the actual trimming of your window it would be advisable to place several baskets of choice peaches or other fruit, with the show card "Good Solid Fruit."

On one side is a pyramid of sealers, with a card, "Air Tight Jars," while a pile of loose sugar on the other side bears a card: "The Best Sugar." At the front of the window spelled with sealer rings are the words, "A good combination," while above the shelf is a card which reads "A shelf of good fruit is the housewife's pride."

This is a window that should bring business to the merchant. It advertises the several lines at the one time, and does so in an excellent manner.

From Tree to Jar.

Other displays of these different lines in demand at the present time will suggest themselves to the window dresser. Another unusual window that should bring good results was described to The Grocer by an expert grocery window trimmer.

A small tree, representing a peach tree, is placed at one side of the window. Sloping downward from its branches to the floor is a trough made of



Suggestions for Combination Window Display of Fruit Jars, Fruit and Sugar.

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THE CANADIAN GROCER

plain lumber, but, of course, trimmed nicely. At the end nearest the tree the trough is filled with peaches. Farther down it is filled with sugar. Still farther down is sugar and peaches mixed together. At the lower end of the trough are sealers, with the peaches and sugar flowing into them, while farther out were some jars with preserved fruit in them.

A show card at the front reads: "From tree to sealer with greatest rapidity." On the tree is nailed a sign: "If you want the best fruit, sugar and sealers, buy at Blank's." This window, if properly arranged, should attract a good deal of attention.

Oyster and Fish Season Now Open for Another Year

The opening of the oyster season in September marks the beginning of another fish year. Following soon after the commencement of the yearly production of oysters, the increasing run of various kinds of fish will bring this branch of trade into greater prominence.

Although it may seem so, it is not too early to give some thought to this line. Plans carefully prepared are the ones productive of best results and the dealer who now begins planning in this regard will be the one who will secure the larger amount of trade during the year.

The oyster season has now begun and dealers should feature this line. It is some time since the consumer has had a taste of this delicacy, and it should be easy to appeal to his appetite. Again, the dealer who is able to interest customers early in the season is the one most likely to secure their trade during the whole year.

In regard to fish, think over your experiences of the last season; and see if there does not suggest itself, some method whereby you could secure a larger patronage. Was your method of handling and keeping fish as good as it could be or was there some flaw that resulted in decreased trade? If there was any bad features in regard to your method of displaying and keeping your fish in first-class condition, now is the time to remedy it. Start the season right.

SUGAR UP AGAIN

On Thursday again this week, just at the time of going to press, sugar advanced another 10 cents, making the fourth rise in the past three weeks. Markets in this issue should all be read 10 cents up.

SOME TARIFF REDUCTIONS.

By an order in Council (Department of Customs, Ottawa), the duty on olives in brine, not bottled, to be used in the manufacture of pickles, when imported by manufacturers of such pickles, has been reduced. The tariff now is:

Under the British Preferential tariff, 15 per cent. ad valorem. Under the In-

termediate tariff, 17½ p.c. ad valorem. Under the General tariff, 20 per cent. ad valorem.

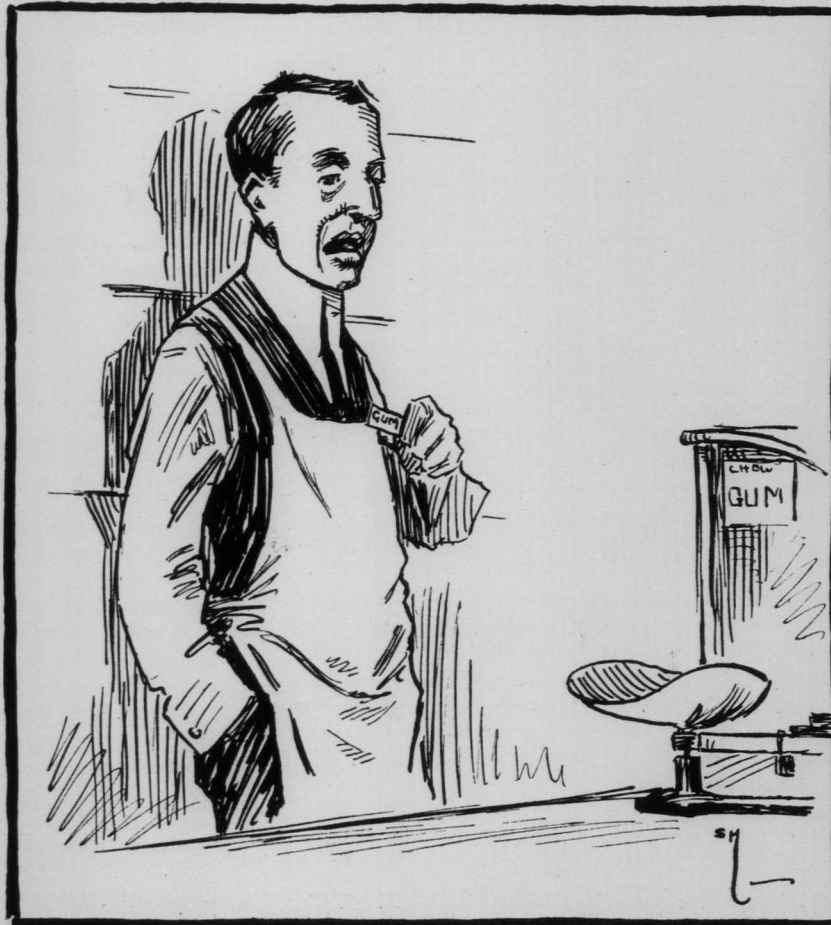
Crude cotton-seed oil when imported by manufacturers of refined cotton-seed oil for use only in their own factories in the manufacture of refined oil is admitted free. The above changes went into effect August 11.

EVERY DAY ORDERS

By James White, Point du Bois, Man.

Good morning, Mr. Grocer; good morning, Mrs. Brown.
Will you take my order? I'm going farther down.
I want some eggs and bacon, you know the "streaky" kind,
Two pounds I guess will be enough, please remove the rind.
A pound of butter too I guess, you know the last was sweet
I find an awful difference, from your neighbor's down the street
I always dealt with him you know, before I came to you;
But lately he's been terrible, I found he wasn't true.
A pail of jam, the "Bakers'" brand, strawberry flavor or plum,
And something for little Willie, I guess two sticks of gum.
Oh give me a pound of walnuts, the ones without the shell,
And kindly tell the driver not to ring the bell.
Oh will you send me a little box to hold my coal oil can
Last night I stumbled in the dark, and o'er the floor it ran.
How much then do I owe you? my car is coming down.
'Two-fifty,' thank you, much obliged. Good morning, Mrs. Brown.

CARTOON TALKS ON SERVICE



The habit of chewing gum in the store should be eliminated. The particular customer resents it.

THE CANADIAN GROCER

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ANOTHER ADVANCE IN SUGAR.

On Thursday of last week, sugar was advanced 10 cents, and again on Tuesday a similar amount was added to prices. The upward movement since the first reports of the European crop damage has been remarkable indeed, a total advance of 85 cents being recorded to date.

The extent of the shortage of the European crop will not be definitely ascertained until the harvesting of the roots begins within a month. Various estimates have been given out and it will no doubt be at least one million tons short. It is felt that present prices fully discount the crop situation, but with the small stocks of sugar now available to meet the demand, the market is now strong.

When the end will come is a question. It is the consensus of opinion that the strength will remain until something regarding the probable outturn of the Cuban crop is ascertained. At present there is no weakness in sight.

WESTERN CROP SITUATION.

Once again business men are breathing freely after the cold spell which prevailed for two days and nights last week. The tension to which the average business man of the west, especially the farmer, is keyed at the present time is marvelous.

It is fully recognized that the development of the west for the next few years depends to a large extent on the crop which is at the present time being harvested. Immigrants have flocked into the country this year, and should a bumper yield be received they will invade the west in much larger numbers next year. The result is that the eyes of the business world one and all are at the present time focused on the thermometer.

Harvesting is general throughout the three Prairie Provinces, but there are some fields that are rather late. It has been estimated that the damage done by the slight frost which prevailed last week is immaterial. At one point as much as 10 degrees of frost was registered, but this was an exception. In many points in Manitoba 2 or 3 degrees of frost was registered, which was hardly enough to do much damage. It is also recognized that the existence of frost is only in some localities in Manitoba, and, in fact, if no material frost prevails for the next two weeks a crop above the average will be reaped.

NEW CROP DRIED FRUITS.

It is quite apparent that dried fruits will not at any rate be cheap this year. The short yields last year have left the world's markets at the present time bare of stocks, which has its effect on working for a higher price on general dried fruits this coming year.

Prunes are a fair yield, or, at least, the world's crop is in excess of last year; nevertheless, prices are high, above the figures at this time last year, but not as high as prices eventually went.

Dried apricots are an extremely short crop—only about 50 per cent. of last year—and prices just now are almost prohibitive.

Dried peaches are also short and high in price, although not so much so as apricots. It is generally believed that California will produce only 11,000 tons—probably less—as against 26,000 to 27,000 tons last year.

California raisins are only from 60 to 75 per cent. of a normal crop. Seedless Sultanas are short, while seeded will likely range higher than last year. There is a larger crop of Valencia raisins this year than last, but the market is supported by the shortness of present supplies. They will likely have to go out to the consumer at 10 cents per pound.

Currants are quite a good crop, at least considerably larger than last year, but the same reasons are holding up the market as in raisins.

KNOWLEDGE IS NECESSARY.

To be successful in the grocery business, it is necessary to know something more than the price of the goods. The merchant or clerk should know positively about the quality. He should know where the goods are produced and what conditions affect the market. The better he knows a line or an article, the more of it he will be able to sell.

SELL BEST GRADE VINEGAR.

A vinegar manufacturer recently referred to the fact that while most lines handled by the grocer have increased in value during the past ten years, vinegar prices have remained unchanged.

The lower grades of vinegar are all right for such uses as putting on green cucumbers and lettuce, but for pickling purposes every dealer should handle the better quality. Much depends on the person doing the pickling, and while some might be able to make the lower grade of vinegar do, still in the majority of cases it would not, and so to retain his reputation, it is advisable for the grocer to sell the better grade.

EDITORIAL NOTES.

The Grocer will pay any dealer or clerk who sends in good, practical methods in actual use in the store, for our page on Wide-awake Retailing.

The question as to whether profits should be figured on the cost or selling price is an important one with many dealers. Our readers will remember the article by Hugh Blain in our issue of August 11. This was read by an interested party in Dayton, Ohio, U.S.A., who has written complimenting Mr. Blain on the logic of his mathematics.

The present is one of the times in the year when it would be especially well for the grocer to feature desserts. Something light, appetizing and easily digested. Look up your stocks of jelly, jelly powder, custards, tapioca, corn starch, rice and other similar lines. Give them some extra attention for a time and watch your sales increase.

The Markets—Sugar Advances Again

Following Advance on 24th., Prices Are Increased Another 10c On Tuesday—Total Upward Movement of 85c Since June 30—Market is Still Strong—Salmon is Higher—Pack is Short—Prices to Wholesaler Named But Not to Retailer—Canadian Beans Are About Done—Some Lots Being Imported.

QUEBEC MARKETS.

POINTERS—

Salmon—Clover Leaf and Red Spring—Price advanced.

Choice Seeded Raisins—Up 1 cent.
Shelled Walnuts—Halves—Up 2 cents.
Canned Spinach—Advance quoted.
Sugar is now \$5.45 (in bags).

Montreal, Aug. 31.—Business is just about normal, but some of the jobbers state that they do not expect a great deal from July and August and await the first weeks in September for a brisker trade. They state that the farmer is busy with his harvest of grains, roots, fruits and vegetables and business must lapse until the tiller of the soil has garnered the results of his summer's toil.

The country merchant is, of course, the first to be affected by the farmer's harvest time and eventually it touches the wholesaler. Such is the present season, but there is a time of reckoning and the trade knows that business will burst forth again when the newly acquired money is being spent. There does not seem to be much interest taken in the political situation except at intervals and that is after the business hours have passed. Of course, it is discussed, but there have been former elections which seemed to draw forth keener attention from the electors of this part of the country. Trade does not register any serious setback. Perhaps it may be causing a little of the quietness now being felt but the trade does not seem to think so.

The retail trade are busy with fruits and vegetables, sugars, spices and, of course, the usual staples. The preserving season is generally a busy one for the retail grocer.

Sugar.—The late advance referred to in last week's issue has been duplicated and sugar is now \$5.45 in bags or \$5.50 in barrels and the market is fairly active and strong. People must have sugar and they need it particularly just now with the fruit season at its height. One recent summary says: "The estimated loss in the European beet crop, the lessened stocks held to meet consumption until new supplies can come in, and the element of speculation that has based its operations upon this year's unusual conditions, have combined to produce a situation whereby the market is influenced only one way and quotations will

continue upon a high range as long as there is a sufficient demand, at the prices asked, for the sugar in sight."

Granulated, bags	5 45
" 30-lb. bags	5 50
" Imperial	5 30
" Beaver	5 35
Paris lupp, boxes, 100 lbs.	6 15
" " 50 lbs.	6 25
" " 25 lbs.	6 55
Red Seal, in cartons, each	6 15
Crystal diamonds, bbls.	6 25
" " 100 lb. boxes	6 35
" " 50 lb. "	6 35
" " 25 lb. "	6 55
" " 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominos, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 90
" 50-lb. boxes	5 90
" 25-lb. boxes	5 30
Powdered, bbls.	5 70
" 50-lb. boxes	5 90
Phoenix	5 45
Bright coffee	5 20
No. 3 yellow	5 20
No. 2 " "	5 20
No. 1 " bags	5 05

Syrups and Molasses.—With the changing to autumn and cool weather the demand for syrups is showing first signs of improvement. Molasses of fancy grades are firm under present conditions.

Molasses, to arrive, car load ots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 31
" " " barrels	0 31	0 34
" " " half-barrels	0 33	0 36
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03	0 03
" " bbls.	0 03	0 03
" " 34-lb. pails	1 75	1 75
" " 25-lb. pails	1 25	1 25
Olsen, 2-lb. tins, 2 doz. per case	2 40	2 40
" " 5-lb. " 1 doz. "	2 75	2 75
" " 10-lb. " 1 doz. "	2 65	2 65
" " 20-lb. " 1 doz. "	2 60	2 60

Dried Fruits.—Jobbers say that the trade are purchasing rather freely. There was a waiting tendency noticeable some time ago but that seems to have passed with a realization that the market has about reached a level. There is some spot delivery demand but it is very light. It could not be anything else with the wholesalers, with the merest remnant of a stock left. Seeded raisins, spot, are higher owing to the scant supplies left.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14	0 16
Evaporated peaches	0 17 1/2	0 18
Currants, fine Filistras, per lb., not cleaned	0 07	0 07
" " " cleaned	0 07 1/2	0 08
" " Patras, per lb.	0 08 1/2	0 09
" " Vostizza, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06 1/2	0 7 1/2
Dates, Hallewee, loose	0 04 1/2	0 05
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08 1/2
Figs, 4 crown	0 09	0 09
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14
Prunes—		
30-40	0 17 1/2	0 17 1/2
40-50	0 15 1/2	0 16
50-60	0 15	0 15
60-70	0 14 1/2	0 14 1/2
70-80	0 14	0 14
80-90	0 13 1/2	0 13 1/2
90-100	0 13	0 13
Raisins—		
Choice seeded raisins	0 10 1/2	0 11
" fancy seeded, 1-lb. pkgs.	0 09 1/2	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08 1/2
" " " 4-crown, per lb.	0 08	0 09 1/2

Select raisins, 7-lb. box, per box	0 63
Malaga table raisins, clusters, per box	2 40
Valencia, fine off stalk, per lb.	0 07
" select, per lb.	0 08
" 4-crown layers, per lb.	0 08

The prices for currants and raisins, future delivery, are quoted herewith.

Currants, fine Filistras, loose, cleaned	0 07	0 07 1/2
" " 1 lb. packag	0 07 1/2	0 08 1/2
Raisins—		
Valencia, fine off stalk, per lb.	0 06	0 07
Valencia, select, 28 lb. boxes, per lb.	0 07	0 08
Valencia, 7 lb. boxes, per lb.	0 08	0 08 1/2
Valencia, 4-crown layers, 28 lb. boxes, per lb.	0 0 1/2	0 06 1/2
Valencia, 7 lb. boxes, per lb.	0 08	0 09

Nuts—Shelled walnuts are up a little and there is a fair activity in the market.

In shell—		
Brasils	0 16 1/2	0 17
Filberts, Sicily, per lb.	0 11 1/2	0 13 1/2
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenoble, per lb.	0 17	0 18
" Marbota, per lb.	0 15	0 16
" Cornes, per lb.	0 15	0 11 1/2
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09 1/2
Coon, green	0 08	0 08 1/2
Diamond G, roasted	0 10	0 10 1/2
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12 1/2	0 13 1/2
Bon Ton, green	0 10 1/2	0 11
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves	0 35	0 37
Broken	0 30	0 32

Teas.—Supplies of lower grade teas are limited. The market is seemingly well supported. The demand is well maintained with the market remaining steady.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoes	0 30	0 22
" Pekoe Souchongs	0 30	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hyson	0 24	0 25
" Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " " pea leaf	0 20	0 30
" " " pinhead	0 30	0 50

Coffee.—There is quite a firmness to the market with a steady demand and statistical conditions creating an effect that shows certain reflections which, however, are not very pronounced.

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

Rice and Tapioca.—The market is firm in both rice and tapioca. The position; of both these articles is reported strong just now and prices are steady.

Rice, grade B, bags, 250 pounds	3 05	
" " " 100 "	3 05	
" " " 50 "	3 05	
" " " pockets 25 pounds	3 15	
" " " pockets 12 1/2 pounds	3 30	
" " grade c.c., 250 pounds	2 95	
" " " 100 "	2 95	
" " " 50 "	2 95	
" " " pockets, 25 pounds	3 05	
" " " pockets, 12 1/2 pounds	3 10	
Velvet head Carolina rice, per lb.	0 09	0 10
Brown sag	0 05	0 06
Tapioca, medium pearl	0 07	0 09
Seed	0 06 1/2	0 08

Canned Goods.

Montreal.—Jobbers are receiving shipments of the early fruits and vegetables. Strawberries, peas, spinach and other spring varieties are coming in. Spinach is quoted at an advance by some houses,

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due largely to the fact that only about fifty per cent. of the orders were filled. The present demand for canned goods is steady and is fairly large. One wholesaler said, "We find in some lines that our heaviest demand for canned goods is when the natural fruit is in season. Take for instance peaches. The boarding houses, hotels and restaurants have peach pie, etc., about this time because they know their guests expect a taste of the peach. It is then that the demand for canned peaches booms. There is the saving of time and labor required in preparing the new fruit and the latter will only keep soundly for a short time." This, he said, was one of the reasons for the present activity in canned goods even though the fruit season is at its height. The same can be applied more or less to the vegetable sales. Spinach is already advanced in price. Receipts of orders were only fifty per cent. of what had been asked for, and with shipments almost in every case lighter than what was expected the price tends to be firmer. Hence this rather sharp advance. If the weather does not turn cold and hurt tomatoes a fairly good pack is expected. However, both corn and tomatoes are still doubtful.

In regard to salmon, the new prices at the coast are in the hands of the jobber but there has been no wholesale figures announced. Apparently the trade is waiting to find out how much of their orders they will receive, this factor, of course, having to be considered. In the meantime, Clover Leaf and Red Spring are higher in harmony with the general tone of this market.

Toronto.—Salmon prices to the wholesaler at the coast have been named but quotations to the retailer have not as yet been set. Prices are high for the pack has been small. Fraser river is \$1.25 per case higher than last year's opening price, Northern rivers \$1.35 more, red springs \$1.00, cohoes \$1.25 and pinks 75 cents. One dealer said the prices for sockeye would probably be as high as \$2.45 for 1 lb. talls and \$2.50 for 1 lb. flats. At any rate the retailer will have to sell it at 25 cents. The total pack of sockeye to Aug. 25 is said to be only 326,000 cases as compared with 566,000 last year. Then, again, the world's markets are bare of stocks and English buyers at the present are clamoring for stocks. With the high prices anticipated and the present scarcity of spot stocks, prices have been generally advanced.

A good authority on canned salmon said to The Grocer this week: "The Fraser River sockeye will be very short in delivery this year, possibly only 50 per cent. or perhaps less. Cohoes are running fairly well, but indications are

that there will be a shortage on them. Red springs will be in fairly good supply and the run of pinks is fairly good in northern rivers, but it is just possible that demand will be greater than supply. After the selling season which is now on is over, there will be no supplies to draw on from the coast for the next twelve months. There is a world scarcity of salmon, and the statistical position is the strongest known in many years."

Although it has generally been believed that tomatoes looked favorable, one canned goods broker said that from his information, prospects were quite blue and that he believed the pack would be short. "There is not the fruit on the vines," he said. The delivery of blueberries will probably be only 30 or 40 per cent. Corn, however, looks good. Even now there is an appreciable demand for canned fruits and vegetables.

The Canadian sardine fisheries have been good, in fact, better than usual, and it is expected that with this year's pack prices will go back to normal again. It will be remembered that at the close of last season, prices advanced. Fishing does not end until December.

ONTARIO MARKETS.

POINTERS—

Sugar—Another advance.

Salmon—Higher.

Beans—Canadian about done.

Toronto, Aug. 31.—An appreciable volume of trade continues to be done in groceries, despite those circumstances which are apt to affect business just now, namely, harvesting and the approaching elections. The latter, if arousing excitement, is doing so without upsetting trade. Collections are also considered quite good.

"Sugar has joined the aero club," remarked one wholesaler. Its upward movement is at least remarkable. Following the advance of the 24th, another 10 cents was added to prices on Tuesday, a total advance of 85 cents since June 30th. The market is at the moment strong with no weakness at least for a time in sight.

Canned milk is firm, due to the higher cost of material used in its preparation. Sugar, which enters largely into condensed milk, has advanced \$1.25 per cwt., since February, and this is regarded as the cause of the present strength.

The advancing sugar market is also having its effect on other lines in which sugar is used. Prices on a number of lines of confectionery have already been moved up by manufacturers as a result of the high price of sugar.

Sugar.—Sugar still continues on the upward trend and following the 10c advance just as we went to press last week,

prices were marked up another 10c on Tuesday, bringing quotations on the Toronto market up to \$5.55, a total upward movement of \$1.25 since February 1st. The market is still strong and further strengthening in prices would not be a surprise. Dealers are wondering where this phenomenal advance is going to end. Many express the opinion that the strong market will continue until something definite regarding the Cuban crop can be learned. Conditions in sugar at present are certainly abnormal and it is felt that present prices more than discount the expected European crop shortage, but there is not enough raws obtainable at the moment to cover the demand. "Like every other bubble," said one dealer, "the time will come when it will burst. When that will be is the question. At present, there is certainly no weakness in sight."

Extra granulated, bags.....	5 55
" " 30 lb. bags.....	5 65
Imperial granulated.....	5 35
Beaver granulated.....	5 35
Yellow, bags.....	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	5 95
" " 50-lb. boxes.....	6 15
" " 25-lb. boxes.....	6 25
Powdered, bris.....	5 75
" " 50-lb. boxes.....	5 75
" " 25-lb. boxes.....	6 15
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 45
" " in 50-lb. ".....	6 55
" " in 25-lb. ".....	6 75

Syrup and Molasses.—Prices on these two lines continue steady. Syrup trade is normal, while molasses demand is inclined to quietude.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.....	2 40	Gallons, 6 to case.....	4 80
" " in case.....	2 40	" " 12 ".....	5 40
5 lb. tins, 1 doz.....	2 75	Quarts, 24 ".....	5 40
" " in case.....	2 75	Pints, 24 ".....	3 00
10 lb. tins, 1 doz.....	2 65	Molasses—	
" " in case.....	2 65	New Orleans,	
20 lb. tins, 1 doz.....	2 60	medium.....	0 30 0 35
" " in case.....	2 60	New Orleans,	
Barrels, per lb.....	0 33	bbbls.....	0 28 0 32
Half barrels, lb.....	0 33	Barbadoes, extra	
Quarter " ".....	0 33	fancy.....	0 45
Pails, 38 1/2 lbs. ea.....	1 75	Porto Rico.....	0 45 0 52
" " 25 " ".....	1 25	Muscovado.....	0 30

Dried Fruits.—Local dealers have been more inclined to purchase new crop dried fruits at present quotations, showing their stronger belief in the maintenance of prices. Prunes still maintain their strong position, late news from Oregon reporting loss by dropping of fruit. One estimate of the total crops in California, Oregon, Washington, France, Bosnia and Serbia is 300,000,000 tons as compared with a normal production of 359,532,000 tons. New crop valencia raisins are firm while currants are stationary. Spot stocks of all lines are scant, and held at firm prices.

P u e s		
30 to 40, in 25-lb. boxes.....	0 17	
40 to 50 " ".....	0 16 1/2	
Same fruit in 50-lb. boxes 1 cent less.		
Apricots—		
Choice, 25 lb boxes.....	0 20 0 21	
Fancy, " ".....	0 20 0 22	
Candied Peels—		
Lemon.....	0 09 0 11 0 12	
Orange.....	0 10 0 12	
Figs—		
Elms, per lb.....	2 1/2 " 0 11 1/2 0 12 1/2	
1 1/2 inches.....	0 08 0 10 2 1/2 " 0 11 1/2 0 12 1/2	
2 " ".....	0 08 1/2 0 10 1/2 Umbrella boxes..	0 12 0 14
2 1/2 " ".....	0 09 1/2 0 12	
Tapnets, ".....	0 04 0 04 1/2	
Bag Sgs.....	0 04 1/2 0 06	

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Dried peaches.....	0 13 1/2	
Dried apples.....	0 09 0 09 1/2	
Evaporated apples.....	0 16	
Currants—		
Fine Filistras.....	0 07 1/2 0 08	Vostizzas..... 0 10 0 12
Patras.....	0 08 0 08 1/2	
Uncleaned 1/2c less		
Raisins—		
Sultans.....	0 10 0 12	
" fancy.....	0 11 0 13	
" extra fancy.....	0 14 0 16	
Valencias selected.....	0 08 1/2 0 09	
Seeded, 1 lb packets, fancy.....	0 10	
" 16 oz. packets, choice.....	0 09 1/2 0 09 1/2	
Dates—		
Hallowees—		
Full boxes.....	0 05 1/2 0 06	Sairs..... 0 05
		Package dates, per 1 lb..... 0 06 1/2 0 06 1/2
		Fards choicest..... 0 10 0 10 1/2

Coffee.—The market is well supported and, locally, maintains its steadiness. Trade continues appreciable in volume, and compares favorably with last year.

Rio, roasted.....	0 18 0 20	Mocha, roasted.....	0 25 0 28
Green Rio.....	0 15 0 16	Java, roasted.....	0 27 0 33
Santos, roasted.....	0 20 0 22	Mexican.....	0 25
Maricao, ".....	0 22 0 24	Gautemalo.....	0 22 0 24
Bogotas.....	0 24 0 25	Jamaica.....	0 20 0 22
		Chicory.....	0 12

Rice and Tapioca.—Prices on lower grade rice are firm at last week's advance. Other grades, most noticeable, perhaps, Patna and Java, are strong, in sympathy with conditions in the East. Tapioca maintains a firm position. Trade in these lines is normal.

Standard B, from mills, 500 lbs. or over, f.o.b.			
Montreal.....	3 05		
Rice, standard B.....	3 15 3 30		
	Per lb.	Tapioca—	
Rangoon.....	0 03 1/2 0 03 1/2	Bullet, double	
Patna.....	0 05 1/2 0 06	goat.....	0 08
Japan.....	0 04 1/2 0 06	Medium pearl.....	0 07 1/2
Java.....	0 06 0 07	Flake.....	0 08
Carolina.....	0 10 0 11	Seed.....	0 06 1/2 0 07
Sago, medium brown.....	0 05 1/2 0 06		

Spices.—Trade is good. Retailers are beginning to move their stocks. Prices are all steady but unchanged.

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

Nuts.—The general tone of the nut market is one of strength. Quotations on both almonds and walnuts are slightly but gradually advancing. Peanuts are still strong under the shortage of supplies in Virginia. There has been an advance of fully 2 cents per pound since the upward movement in peanut prices began. Trade at this time is naturally none too brisk.

Almonds, Formigetta.....	0 15 0 16
" Tarragon.....	0 16 0 17
" shelled.....	0 35 0 38
Walnuts, Grenoble.....	0 17 0 19
" Bordeaux.....	0 14 0 15
" Marbots.....	0 15 0 16 1/2
" shelled.....	0 38 0 40
Filberts.....	0 12 0 12 1/2
Pecans.....	0 18 0 20 1/2
Brazils.....	0 18
Peanuts, roasted.....	0 11 0 13

Beans.—With Canadian beans extremely small in supply, prices are firm. Some stocks are being imported from other countries. In regard to the growing crop, the Ontario Bureau of Indus-

tries estimates the yield at 925,228 bushels as compared with 892,927 bushels last year. The acreage in beans this year in Ontario is over 1,700 acres above last year.

Prime beans, per bushel.....	2 35 2 45
Hand picked beans, per bushel.....	2 45 2 55

MANITOBA MARKETS.

POINTERS—

Sugar—Advanced 20c.
Coffee—Very firm.
Syrup—Slow.
Beans—Going higher.

Winnipeg, Aug. 31.—Trade during the week shows little of the usual weakness which generally prevails at this period of the year. The demand is just as strong as ever, and now that the harvest is general and a crop is assured, many orders are being received from conservative country merchants. Many have even increased orders which were given some time ago, and a general feeling of optimism once more prevails.

Canned goods are moving pretty freely, and canned milk has been exceptionally firm, and is likely to advance soon. An exceptionally strong demand prevails in all lines.

Sugar — Following the 10c advance of the 24th, sugar again went up 10 cents on Tuesday of this week. As stated before, merchants refuse to express their opinion on the market as it depends entirely on the action of the raw market in Europe and in the south. Reports of manipulation are current, but it is difficult to secure any definite information regarding the situation. The demand continues to be strong, but it is expected that a falling off in the trade will be noticed for a time at least if prices continue to advance.

Montreal and B.O. granulated, in bbls.....	5 95
" in sacks.....	5 80
" yellow, in sacks.....	5 55
" in sacks.....	5 50
" in boxes (25 lbs.).....	6 30
" in boxes.....	6 55
" in small quantities.....	6 10
" in boxes.....	6 10
" in small quantities.....	6 85
Lump, hard, in bbls.....	6 80
" in 1-bbls.....	6 90
" in 100-lb. cases.....	6 80

Syrup—There is little change in syrup this week, the market is slow, and only a normal amount of trade is being transacted. As stated last week, it is expected that an increase will be noticed in the fall.

Syrups—	
24 2-lb. tins, per case.....	2 23
12 5-lb. tins, per case.....	2 58
6 10-lb. tins, per case.....	2 46
3 20-lb. tins, per case.....	2 47
Half barrels per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 62
New Orleans molasses, half barrels, per gallon.....	0 45
New Orleans molasses, per barrel, per gallon.....	0 47

Coffee—Coffee remains firm, but no changes in price are reported as yet. The market is being watched with interest, and several large orders were filled this week. The feeling is prevailing at present that higher prices will prevail in a short time.

Coffee, standard Rio. 0 15	Coffee, choice..... 0 15
	Coffee, extra choice.. 0 17

Beans and Peas—While no advance has taken place on the local market this week, it is rumored that beans are going higher owing to the shortage of stocks. The supply in Ontario is recognized as being by no means large in view of the demand, and consequently a strong market is expected shortly. Peas are beginning to pick up quite a bit, and the demand is increasing considerably. The presence of the large amount of harvesters in the west is causing a run in both these lines.

Beans, 3-lb. picker, per bushel.....	2 40
Hand picked, per bushel.....	2 50
Peas, split, 100 lbs.....	2 75

Provisions—Considerable trade has been in existence in provisions during the week, and a general advance has taken place. Bacon has advanced 1/4c per lb., while medium hams are up 1/2c. Salt meats of all descriptions are also advancing and the demand is stronger than ever. Lard also shows a slight advance, and 50-lb. tubs are quoted at 5c higher than they were two weeks ago. The advance is due to some extent to the small receipts of hogs which have been coming into the local market on account of the harvesting season. Farmers at the present time are too busy with the reaping of their crop to send their stock to market. Choice live weight hogs at the present time are quoted at \$8.50 per cwt. New prices will be noticed as follows:

Hams, large.....	0 16 1/2	Tomato sausage	
Hams, medium.....	0 19 1/2	per lb.....	0 10
Breakfast bacon		Pork sausage.....	0 09
backs.....	0 20 1/2	Beef sausage.....	0 08
Breakfast bacon		Lard, in tierces	
bellies.....	0 19 1/2	per lb.....	0 11 1/2
Shoulders.....	0 14 1/2	50-lb. tubs.....	5 70
Short rolls.....	0 16 1/2	20-lb. pails.....	2 35
Long, clear sides		10-lb. pails, cases.....	7 15
per lb.....	0 12	5-lb. pails, cases.....	7 20
Boneless backs,		3-lb. pails, cases.....	7 30
per lb.....	0 15 1/2	Compound, 20-lb	
Mess pork, bbl.....	24 00	pails.....	2 10
Mess pork, 1-bbl.....	12 50	Steers, heifers,	
		abattoir killed.....	0 08 1/2

Eggs—The supply of eggs has been falling off considerably with the approach of fall, and a sharp advance has taken place in the price being offered. Manitoba fresh, selling at 18c a dozen two weeks ago, to-day are quoted at 21c and 22c per dozen. Guaranteed strictly fresh are scarce and retailers complain that they are unable to supply the demand for them.

Butter—An advance of 1c per lb. is noted in the Manitoba fresh made creamery bricks, while boxes are up from 2c to 2 1/2c, and at the present time are only quoted at 1c below bricks. Supplies received in the city have been rather limited during the last two weeks, but are expected to increase as the fall advances. Dairy butter shows little or no improvement in quality, but an advance of 1c has taken place for strictly No. 1, in sympathy with the advance in creamery. No. 2 dairy butter is still quoted at 12c to 14c, No. 3 at 7c to 9c.

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Cheese—The market is active and a good trade is being carried on at the present time. The demand is good, and the higher prices which have been expected are beginning to appear. Jobbers are quoting Manitoba new cheese delivered Winnipeg at 11c per lb. Wholesale firms are, however, quoting this at 2c a lb. higher, and Ontario at 14 $\frac{1}{4}$ c.

NEW BRUNSWICK.

St. John, Aug. 30.—Whether or not it is the approaching elections which are responsible for the fact is not known definitely, but this is given by some local dealers as being the cause of the slight decrease in trade during the past week. It has been particularly noticeable in some sections, but it is difficult to ascertain the direct cause. As has been stated, some grocers are of the opinion that the fluctuation is the result of the excitement and diversion growing from the election while others seem to think it is merely a temporary falling off, such as is felt at regular intervals with every dealer.

It is an accepted fact that with the re-opening of the public schools next week, business in general will be more brisk, as large numbers of families will be returning from their country residences to take up their permanent abode in the city.

Cheese is on the upward grade, and eggs are also higher, but with the ex-

ception of these and an expected increase in sugar there were few changes of importance during the past week locally. Another advance of ten cents was noted last Thursday in sugar. Prices are as follows:

NOVA SCOTIA MARKETS.

Halifax, Aug. 30.—Firm prices prevail in practically all lines, and in some, prices have been advanced. The most notable instance is in canned salmon. The trade had expected an advance over last year's quotations, but they were hardly prepared for the figures which have been quoted. Sockeyes have opened at an advance of \$1.25 per case and Cohoes \$1 higher than last season's figures. Humpbacks or pinks are also quoted at 50 cents advance. As a result of these prices, the local dealers have advanced the price of the small stocks now on hand.

Roled oats have been advanced by the millers 25 cents per barrel. Quotations now are \$5.25 to \$5.50. Following the advance of the 24th, sugar has again been marked up ten cents per hundred pounds on all grades. Extra standard granulated is now quoted at \$5.60, United Empire, \$5.50, Bright Yellow \$5.40 and No. 1 Yellow, \$5.10. Cornmeal is five cents higher at \$1.65 to \$1.75, and beans (yellow eye) are up five cents, \$2.65 to \$2.75. Spanish onions are firm at three cents and in good demand.

Despite the abundant crop of apples in Nova Scotia this season, prices are high. For fair No. 1, hand picked Garensteins, the jobbers are asking \$3 per barrel. The stock offering at these prices is no better than a good number two. Other early varieties are selling from \$1.50 to \$2.

NEWFOUNDLAND.

St. John's, Aug. 29.—Many lines of foodstuffs, including flour, pork and sugar are on the upward trend. Dried fruits are scarce on this market and local dealers holding any stocks are realizing good prices.

Fish prices have been reduced considerably, as the foreign markets did not warrant the higher prices. A fairly successful lobster fishing season is about over, and prices during the season have advanced from \$16.50 to \$17.50. New salmon is offered at \$5.50 per case of 48 tins but not much has come along as yet.

Laporte, Martin & Co., Ltd., of Montreal, are strongly advising the trade to stock canned vegetables, on account of the short foreign crop. This firm has just been named as agent for the great wine firm, Delor & Co., of Bordeaux, France. This firm is well known for the quality of its Sauternes and red wines. Read the firm's ad. in this issue.—Advt.

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The Condensed Ads. in this
Paper will bring good results

KO-KO-BUT
The Perfect Cooking Butter

WHAT IT IS

Ko-ko-but is a perfectly pure vegetable butter made of
meats of cocoanuts from Ceylon and Cochim. These
two countries produce the finest fruits in the world.

The coconut meats are broken up and dried in bright
sunshine. In the dried state the coconut meat is
called copra.

The COPRA is then crushed which makes coconut oil.
We clarify the coconut oil by a process of filtering—
after which it is thoroughly sterilized.

The process extracts all odor and every trace of water.
There is nothing added of any nature—the finished Ko-
ko-but is pure coconut butter—clean, sweet and
wholesome.

WHAT IT DOES

KO-KO-BUT makes cooking better, cleaner, more
digestible, more nutritious, and more wholesome.
For frying, KO-KO-BUT is excellent. It cooks the
food to a nicety and does not spatter in the pan.
Cakes—bakings of all kinds made with KO-KO-BUT
keep fresh longer.

KO-KO-BUT does not make the baking soggy, nor
ooze out.

KO-KO-BUT does not evaporate, it keeps fresh longer
than any animal product, and never turns rancid.

KO-KO-BUT saves money—less KO-KO-BUT used
than butter or any other shortening.

REMEMBER KO-KO-BUT is 100 per cent. pure, there is no water, no waste. 1 lb. goes as far as 1½ lbs. butter
or other shortening. (Butter contains as high as 20 per cent. water—KO-KO-BUT none). This is KO-KO-BUT
economy. Cooking is cleaner and altogether better. This is KO-KO-BUT satisfaction.
Send us a list of names and addresses of your customers and we will mail each of them a useful book of KO-KO-
BUT recipes. If you place a trial order with us we will notify each one on list that you are stocking same.

Waste No Time.

Dominion Coconut Butters, Limited

MONTREAL, QUEBEC

Going to Borrow 5c. Again

The plan of borrowing a nickel from everyone we served with a cup of Red Rose Tea at the Toronto Exhibition last year and giving each one a coupon worth 5c. anywhere when buying a package of Red Rose Tea was declared so successful by merchants generally that we are going to do it again this year.

Will you be good enough to accept these coupons again this year as part payment for a package of Red Rose Tea. They will be redeemed at their face value by any Red Rose Tea traveller or when sent to our Toronto Office.

If you are in Toronto during the Fair we will be very pleased to have you call at our new warehouse, 7 Front St. East, or at the Red Rose Tea Booth at the Exhibition, and if we can extend you any courtesy or serve you in any way the pleasure will be ours. At the booth just make yourself known to the traveller in charge. A corner and a couple of tables will be reserved for grocers, their wives and friends, and you will enjoy the tea too.

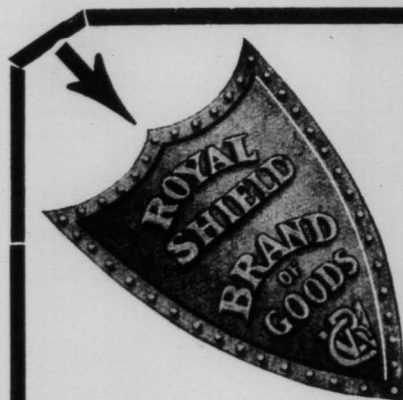
Red Rose Tea

7 Front Street East,
Toronto, Ont.
315 William Ave.
Winnipeg, Man.

Branches

"is good tea."

T. H. ESTABROOKS
ST. JOHN, N.B.



"ROYAL SHIELD" BRAND BAKING POWDER

Meets the requirements of the best Housewives in the country. It stands the test for purity. Stocked by all high class Grocers. "Royal Shield" Brand Goods are on a par with the best. We feature Canned Goods, Salmon, Extracts, Teas, Coffees and Baking Powder. A sample order will please you and prove our claim. Prompt shipment.

Campbell Bros. & Wilson, Limited

Campbell, Wilson & Adams, Limited
Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

WINNIPEG



Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson, & Smith, Limited
Regina

LONDON GROCERS' PICNIC.

Visiting Members of the Trade From Toronto and Port Huron Were Present.

London, Ont., Aug. 30.—(Special)—The sixth annual outing of the London grocers was a big success from every standpoint. The executive of the London grocers were busy all day Wednesday, Aug. 23. At 9.30 a.m. they met the Port Huron grocers and welcomed them to the city. They then took the officers of the Port Huron Association for a trip around the city in autos.

Next they met the Toronto train to welcome for the first time the executive officers of the Toronto Retail Grocers' Association. It was indeed a pleasure for the London grocers to meet such a fine body of men as W. C. Miller, D. W. Clark, R. Davies and R. Matthews.

The mayor and three commissioners of Port Huron accompanied the excursionists from the Tunnel City. At noon the executive officers of Toronto, London, and Port Huron, together with the mayors of London and Port Huron, and also several London aldermen sat down to a luncheon in the Tecumseh House grill room. After the good things had been partaken of, Mayor Beattie, of London, proposed the health of the visitors, and gave them a hearty welcome to the Forest City. Mayor Bell, of Port Huron, responded for the Port Huronites. President Norman McLeod spoke on behalf of the London grocers, and President W. C. Miller and D. W. Clark responded on behalf of the Toronto association.

After the luncheon, the party motor-ed to Springbank, where the sports took place. Fully five thousand people saw the fun.

One of the Features.

The burlesque duel between "Johnny Bull" and "Uncle Sam" was a laugh-able feature. Uncle Sam was carried off the field with the blood trickling down his shirt. Harry Ranahan was second for "Johnny Bull," and Ed. Ryan looked after "Uncle Sam."

The game of rounders was a literal "scream." It kept the crowds in roars of laughter. Ernie Shaw and Billy Watson could pass as members of the feminine sex any time; in fact, President Miller, of Toronto, one of the judges of the carnival, gave Ernie Shaw first prize as the best made-up lady.

Fred Tobias, of Todhunter, Mitchell & Co., is some tumbler. We leave the story to be told by his companion in the race.

R. W. Davies, of Toronto, is some runner, taking second prize in the 100 yard dash, leaving all the young fellows behind.

W. C. Miller, D. W. Clark, R. Matthews and R. Davies were capable judges and helped the local committee in every possible way. The baseball match between London and Port Huron grocers was won by Port Huron—score, 7 to 5.

Longer Season Is Allowed for the Salmon Run

Vancouver, B.C., Aug. 31 (Special).—With a pack of 50,000 cases on the Fraser River, compared to 175,000 cases on Puget Sound, the Dominion Government has suspended the close season between August 25th and September 15th. This is the first time this has been done. The suspension of the present close season will doubtless result in fewer fish four years hence, but this is understood. The pack of best salmon this year has been smaller than usual, despite spasmodic good runs at different points on the coast.

READY-MADE CARD PHRASES.

If you don't deal here, we both lose.
You need our goods—we need your trade.
We pride ourselves on our quick delivery.
We aim to satisfy. Tell us if we don't.
Don't judge prices without considering quality.
You may buy cheaper, but you can't buy better.
Who's your grocer? We should be.

Victoria Grocers Have Prosperous Annual Pilgrimage

Victoria, B.C., Aug. 28.—(Special)—In perfect weather, a bright sunshine with a refreshing breeze, the wholesale and retail grocers held their annual picnic at Goldstream, some twelve miles by rail from Victoria.

The time until the main crowd arrived, was occupied with a baseball game, "Wholesale vs. Retail Grocers" which after nine long hard fought innings resulted in favor of the former by 12 to 8.

Races for all ages of boys and girls filled the period before lunch, and on resuming at 2.30, three-legged race, fat men's race, tug of war, biscuit race, shoe race, etc., etc., rapidly succeeded each other until 4.30 when the baby show competition was held—without doubt the chief attraction for many proud mothers. Eighteen baby boys competed and after a prolonged consideration the judges selected little Francis McKenzie Gibbs as the handsomest baby boy. From fourteen baby girls Miss Olive Baker obtained the coveted honor.

Numerous committees with plenty of active workers ensured success, and nothing but satisfaction was heard on all sides.

Praise is due to each, and especially to president E. J. Wall, vice-president J. D. Jay; Treasurer, S. Kirkham, Secretary V. K. Gray, and convenor of refreshment committee, Thos. Lee.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S

MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and **PUSH IT, IT WILL PAY YOU.**

J. H. Wethey, Limited

ST. CATHARINES, - - - ONTARIO

**YOUR GOODS KEPT
PROMINENTLY BE-
FORE THE WHOLE-
SALE TRADE** ❧ ❧



Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

Millar's Jams

MADE IN BELFAST, IRELAND

The winners of gold medals in Great Britain and Ireland, are noted for their absolute

PURITY

They are celebrated all over the United Kingdom and are fast making a name for themselves in Canada. They sell readily and give splendid satisfaction to the consumer and bring monetary benefit to the retailer in quick sales at a fair profit. Millar's Jams are always popular when once introduced.

SNOWDON AND EBBITT
MONTREAL, QUE.





The House of Quality

SPECIAL PRICE

ON

Breakfast Bacon
(New Cure)

AND

Cottage Hams

Quality unexcelled. Order to-day.

GUNNS PORK & BEEF PACKERS
LIMITED. TORONTO, ONT.
CANADA

HAMS

Are Very Scarce

and probabilities are they will be higher
SO WILL LARD.

We have, however, a good stock of
ROLLS, SHOULDERS, BREAKFAST
BACON and BACKS and at reason-
able prices.

F. W. Fearman Co.
HAMILTON LIMITED



Reindeer Brand Milk

has thirty years of experi-
ence behind it. Produced
from selected, healthy
cows carefully handled,
government inspected, and fed on the richest
grazing lands in the world, which helps to
give REINDEER CONDENSED MILK a
richness and flavor all its own. Reindeer is
freer (than other brands) from that cooked
taste.

Your customers expect REINDEER
BRAND when they order Condensed Milk.



REINDEER
LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

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

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

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Cheese at an Extremely High Figure

Steady Advance in Price Since Early in June—English Market is High, With Big Advances of Late—Conservative Dealers Operating Cautiously—Provisions and Lard are Steady—Butter is Higher—Eggs are Steady.

General steadiness in provision prices prevails. Demand continues on the whole at a good figure, a considerable trade still being noticeable in the summer lines such as smoked and cooked meats. Long clear is in better demand with the cooler weather, while the farmer being busy is not able to secure his supplies of meat elsewhere and is forced into the market. Lard is also in a position of steadiness, but as yet there has been no great improvement in demand.

Live hog prices have not changed materially during the past week but continue fairly steady, under rather stinted supplies. The English market is firm and high, recent cables being from 66s. to 70s. for Canadian as compared with 62 to 66s. at the first of the month.

Butter is firm and generally higher. There has been a good demand for creamery for export and a continuance is expected until new make Australia and New Zealand starts to come forward in October. Winnipeg reports a general advance of 1 cent due to present limited supplies. Recent rains in parts of the Dominion may help the production.

Advances in egg prices have taken place at several centres. There is a good demand, especially for selected stock. Production may begin to fall off at any time. Cheese continues at the high level. Conservative dealers are operating cautiously. The English market is high, the dry pastures there having seriously affected production.

MONTREAL.

Provisions.—The present is not the busiest season for provisions. There is a normal trade, but the market is featureless. Prices are unchanged, but the figures for live hogs are a little higher.

Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 11 1/2
Cases, tins, each 10 lbs., per lb.	0 11 1/2
" " " 5 " " "	0 11 1/2
" " " 3 " " "	0 12
Pails wood, 20 lbs. net, per lb.	0 11 1/2
Pails tin, 20 lbs. gross, per lb.	0 11
Tubs, 50 lbs. net, per lb.	0 11 1/2
Tierces, 3.5 lbs., per lb.	0 11 1/2
One pound bricks	0 12 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09 1/2
" " " 5 " " "	0 09 1/2
" " " 3 " " "	0 10
Pails, wood, 20 lbs. net, per lb.	0 09
Pails, tin, 20 lbs. gross, per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 09 1/2
Tierces, 3.5 lbs., per lb.	0 09
One pound bricks	0 10 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clean fat backs	22 50
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	14 50
" " 200 "	7 50
" " 300 "	21 50
Bolled ham, small, skinned, boneless	3 00

Dry Salt Meats—	
Green bacon, flank, lb.	0 11
Long clear bacon, heavy, lb.	0 09 1/2
Long clear bacon, light, lb.	0 11 1/2

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 14 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 18 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 14
Hogs, live, per cwt.	7 50
" dressed, per cwt.	10 50

Butter.—The market is firmer and is approaching the level of the prices to the south. Production keeps up well and recent rains have been helpful.

Eggs.—Although the egg season was early and production was heavy, the total supplies have been lower than a year ago. The demand is good, and the present prices are partly explained by the statistical position mentioned.

Creamery	0 26 1/2	0 27
Dairy, tubs, lb.	0 22	0 23

While Canadians are preparing for winter, the people of New Zealand are passing through their spring and a drouth is having an effect on their cheese supplies. At any rate the Canadian market is being depended upon for more than the usual supply. The farmers are getting a good price and it is likely to be maintained for some time.

New laids	0 30
Selects	0 26
No. 1	0 22

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

TORONTO.

Provisions.—The general feeling in provisions is one of steadiness. Trade is quite good in general lines, the same brisk movement in smoked meats being in evidence, while there is also a fair demand for lard. Prices on this latter have been advanced 1/4 cent per pound by several firms. Live hogs remain unchanged at last week's higher figure, prices now being the highest since last October when prices were just descending from their position of last year, when in one instance, namely in April, \$9.60 was quoted by Toronto dealers. Prices this year have been gradually stiffening since May, when as low as \$7.75 was recorded. Long clear bacon now in fair demand is quoted higher this week.

Smoked meats—	
Light meats, per lb.	0 17 1/2
Medium hams, per lb.	0 17
Large hams, per lb.	0 16 1/2
Backs, plain, per lb.	0 19
" pea meal	0 20
Breakfast bacon, per lb.	0 16
Roll bacon, per lb.	0 11 1/2
Shoulders	0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11 1/2
Heavy mess pork, per bbl.	19 00
Short cut, per bbl.	21 00

Cooked hams	0 26	0 28
Lard, tierces, per lb.	0 10 1/2	0 11 1/2
" tubs " "	0 10	0 10 1/2
" pails " "	0 10 1/2	0 11
" compounds, per lb.	0 08 1/2	0 09
Live hogs, at country points	7	7 70
Live hogs, local	8	8 10
Dressed hogs	9 75	10 50

Butter.—Prices on creamery and farmers' separator butter are higher this week, fresh creamery prints being quoted at 26 to 27 cents. English markets have been taking considerable creamery butter which may be responsible in part of the strength in the market. The production of butter is at least not improving, although the recent rains may be helpful in increasing the flow of milk.

Fresh creamery print	0 26	0 27
Creamery solids	0 24	0 25
Farmers' separator Butter	0 22	0 23
Dairy prints, choice	0 20	0 22
No. 1 tubs or boxes	0 17	0 19
No. 2 tubs or boxes	0 15	0 16

Eggs.—Fresh gathered eggs are ranging higher at 20 to 21 cents per dozen. There is no over-plus of deliveries, while a falling off in production may come at any time. Then there has been a good demand stimulated in part perhaps by the tendency in meats to seek a higher level.

Fresh gathered eggs	0 20	0 21
New laid eggs	0 22	0 23

Cheese.—The cheese market still continues strong, the result of a firm English market. On Aug. 3, the price in London was 60 to 61s. for Canadian, while late cables set it at 67 to 68s. Its steady upward movement since early June has been remarkable. Late rains should help the pastures, on which cheese production largely depends.

New cheese—		New twins	0 14 1/2
Large	0 14	Old Stiltons	0 15
Old cheese	0 15		0 16

Poultry.—Considerable poultry is finding its way to the market at present, the quality showing an improvement over some time ago and prices at the moment ruling steady. With the cooler weather, a better demand should be felt.

Fowl, live	0 11	0 12	Duckling, live	0 11	0 12
Spring chicken	0 14	0 16			

Honey.—Prices of honey show no change. Arrivals have not been large and trade inclined to quietude.

Clover honey, strained, 60-lb. tins	0 11 1/2	0 12
Clover honey, No. 1 comb, doz.	2 25	2 50

STORE PHILOSOPHY.

There would be many top notchers in salesmanship if nothing but the "gift of the gab" were needed. You must put brains into your talk.

Do not expect to build up a big business in a short time. The steadily developing business is the one that will last.

Saying just what you think may be all right in some cases, but it's mighty poor policy when you are in business.

Most people reason that the condition of a man's show window shows the condition of the inside of his store, and in this they are pretty apt to be right.

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarra- gona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies. Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies,
A. PERODEAU & CO.	Cognac	Senator Medicinal Brandy and 15-Year Old Brandy.
NUYENS & CO.	Bordeaux	French Liguers and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marma- lades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

Agents in Province of Quebec for

STAVANGER PRESERVING CO., Norway Crossed Fish Sardines.
H. J HEINZ CO..... Pittsburg Food Products, "57" Varieties.



Quality Always Wins!

That "Gillett's Goods" are the best is the general verdict of the housekeepers of Canada. They have stood the test of time—the true test of quality.

Only the purest ingredients are used in the manufacture of

Magic Baking Powder

Gillett's Perfumed Lye

Gillett's Cream Tartar

Royal Yeast Cakes

Etc.



ESTABLISHED 1852.

Food products that are produced in clean factories are best.



It Pays

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbours of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push.

**Shredded
Wheat**

"It's all in the Shreds"

The Canadian Shredded Wheat Company, Limited.
Niagara Falls, Ontario

**GASPE
LOBSTERS**

Quaker Brand

The Brand that guarantees
Purity and the Highest of
Quality.

What about your supplies?
You want some of these
choice goods.

WRITE FOR QUOTATIONS.

**MATHEWSON'S SONS
MONTREAL.**

CANADA: No better Country
 MOTT'S: No better Chocolate

DIAMOND CHOCOLATE

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

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

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

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

BISCUITS
 from the Old Country


Some of the most popular Biscuits in Britain are made by

M^cVITIE & PRICE
 Biscuit Manufacturers
 EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

CARTER'S



Big Wheel Lemonade Powder
 Table Jellies, Mustard Powder etc., etc.

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



Your Patrons Want Quality
 in pickles, catsup, fruit flavors, etc., more than quantity. The Sterling Brand gives both at a moderate price. Let us send you sample of our lines if you do not already carry them in stock. They are trade winners.

THE T. A. LYTTLE CO.
 Limited
 Sterling Road, - Toronto

F

The price rolled cents day be circum new s ports the vis sent i ago. crop o close ed wit some Esti Canad 200 m certair anxiet porary showe The tute, world' at 3, with

Flou former brisk city a Of co the ne sent t Winter w Straight Manitob

Roll last a rel w media orders fect a ing w tors r sible the fa trade intere visibl lower report cently There led o to be Fine oat Standar Granula Bolted c Rolled c Rolled c

Rolled Oats Advance 20c. Per Barrel

Following Strength Reported Last Week Prices Advance on Monday—Good Fall Trade in Cereals Anticipated—Slight Frosts in the West Firm Wheat Market—Flour at the Moment is Steady, but Trade of Routine Character.

The feature of the week as regards price movements was supplied by the rolled oats market, an advance of 20 cents per barrel, taking effect on Monday being recorded. A combination of circumstances was responsible for this new strength, one factor being the reports of slight frost in the west, while the visible supply of this cereal at present is appreciably lower than a year ago. The fact that the United States crop of oats is expected to be short close on 300 million bushels as compared with last year is no doubt exerting some influence.

Estimates of the yield of wheat in the Canadian West still vary from 180 to 200 million bushels. Reports of frost in certain sections are the cause of some anxiety. Harvesting received a temporary set back as a result of the showers at the early part of the week.

The International Agricultural Institute, Rome, Italy, estimates the total world's production of wheat this year at 3,518,887,000 bushels, as compared with 3,616,416,000 bushels last year.

MONTREAL.

Flour.—The market remains firm at former prices. Demand is reported brisk both from the country and the city and a healthy tone is the result. Of course it is impossible to tell what the next move will be, but at the present time prices are holding firmly.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st Spring wheat patents, barrel.....	5 40
" straight patents, barrel.....	4 90
" strong bakers.....	4 70
" second.....	4 20

Rolled Oats.—On Saturday afternoon last an advance of twenty cents a barrel was quoted on rolled oats and immediately there was a scramble to book orders before the advance went into effect and from several reports the booking was rather heavy. A number of factors must be considered as being responsible for the advance. The beginning of the fall season is being felt in general trade and the cool weather has revived interest in rolled oats. Again the visible supply at present is appreciably lower than at this time last year, and reports of slight frost in the west recently, possibly had a slight influence. There has been a better demand for rolled oats of late and the market appears to be firm just now.

Fine oatmeal, bags.....	2 69½
Standard oatmeal, bags.....	2 69½
Granulated oatmeal, bags.....	2 69½
Bolled cornmeal, 100 bags.....	1 75
Rolled oats, jute bags, 90 lb.....	2 45
Rolled oats, cotton bags, 90 lb.....	2 50
Rolled oats, barrels.....	5 15

TORONTO.

Flour.—The flour market this week is unchanged and steady. Reports of frost in the west have lent strength to the wheat market, and No. 1 Northern Manitoba is now quoted at \$1.07. "Another factor in holding up the market," said a local dealer, "is the small deliveries of wheat. While there is no reason for any change in flour prices at the moment, still when arrivals of new crop begin to get heavy, I would not be surprised to see the market ease off." The rainy weather at the beginning of the week was beneficial to many mills run by water power, many of which according to one dealer have been standing idle for want of power. "It will keep the farmers from the harvest," he said, "and therefore work for a better delivery of Ontario wheat."

Manitoba Wheat.	
1st patent, in car lots.....	5 30
2nd patents, in car lots.....	4 80
Strong bakers, in car lots.....	4 60
Feed flour, in car lots.....	3 00 3 20
Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—The strength in the rolled oats market referred to in our last issue has brought an advance of 20 cents per barrel, which went into effect on Monday. This is due partly to somewhat less favorable conditions in the west and also in sympathy with the markets in the United States where the yield is claimed will be close on 300 million bushels less than last year. A good fall trade is anticipated in this line, but no marked briskness will be felt for a time yet. Other lines of cereals are steady.

Rolled oats, small lots, 90-lb. sacks.....	2 45
Rolled oats, 25 bags to car lots.....	2 35
Standard and granulated oatmeal, 98-lb. sacks.....	2 80
Rolled wheat, small lots, 100-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	1 90
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

Flour.—Trade is exceedingly strong at the present time, and both the export and domestic trade is very brisk. A large amount of eastern business is being transacted, while the west is as heavy a buyer as ever. The months of July, August and September are generally the brightest for western trade. Prices quoted in barrels show that an advance of 20c per barrel has taken place during the last two weeks. Quotations are: 1st patents, \$5.80; 2nd patents, \$5.20; 3rd patents, \$4.90; 1st clares \$4.30.

1st Patents.....	5 80	3rd Patents.....	4 90
2nd Patents.....	5 20	1st Clares.....	4 30



Cream Sodas— Satisfying, Delicious

Satisfying from the point of "QUALITY" and "PRICE," Delicious because they are rich in flavor and crisp, being packed in air-proof boxes, which keeps the dampness out. When asked for

PERFECTION

Cream Sodas, don't suggest a substitute, because there can be no substitute as good when Perfection Sodas are once used.

We employ the latest methods in biscuit making and hire only the most expert operators.

STOCK A SAMPLE LOT.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

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



—THE FLAVOR DE LUXE— MAPLEINE

Original and Distinctive
Flavors Cakes, Candies,
Ices, Ice Cream, Puddings,
etc. and makes a Table
Syrup better than Maple,
at a cost of 60c. a gallon.

SELLS ON MERIT

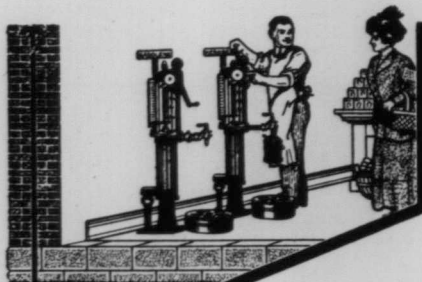
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See Price List

Order a supply from your
jobber, or—Frederick E. Rob-
son Co., 26 Front St.
E., Toronto.

The Crescent Mfg. Co.
SEATTLE. W.N.

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



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

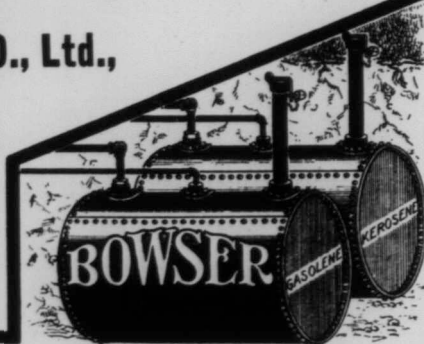
It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,
66-68 Fraser Ave.



We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

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

WRITE AT ONCE

Chivers' Pickles

have proven their worth during the past three generations and will continue to hold a high place in the public esteem.

British Manufacture

Always looked for in this line, because they are quality in the highest.

Superior to the "Just as Good."

WRITE

S. CHIVERS CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

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

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Bright and Lasting

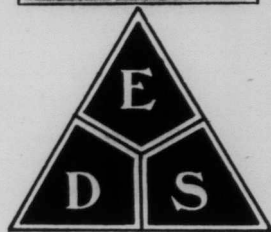
will be the lustre if

CHIVERS' Floor Polish

is used on Stained and Hardwood Floors, Linoleums, etc. Chivers' Floor Polish is also used successfully on all kinds of leather work. It sells readily and gives entirely satisfactory results. Every tin sold makes a regular satisfied customer. As an investment every grocer should carry Chivers' Floor Polish in stock. As an advertisement he should not be without it.

Write the Canadian Agents

Harrison & Son,
St. Nicholas Building, Montreal



The Brand That Upholds Quality and Purity—E.D.S.

These two selling points are not often found allied in one article but they are most pronounced in E.D.S. GRAPE JUICE. None other than first class Concord Grapes are used in the E.D.S. Triangle brand and only the most expert workmen are employed. Workmen who are skilled and reliable. We do not stop here. We supervise every process in its manufacture from the time the Grapes leave the vineyard until the pure fresh juice is securely bottled ready for shipment.

These are two great selling points when you are introducing E.D.S. Brand—Quality and Purity.

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

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

“In addition to tracing direct business to our advertising in The Canadian Grocer

our representatives, working all the way from Sydney to Victoria, have many times reported the assistance it has been to them, because the trade had already been acquainted with our lines.”

This is an extract from a letter written us by a Toronto firm doing a national business. It incidentally touches on one of the most important points in trade advertising.

Canadian Fruits Now in the Limelight

Biggest Share of Attention Directed to Domestic Lines—Fruits Going Out for Preserving Purposes—Orange Trade is Naturally Curtailed—Prices, However, are Steady—Some Markets bare of Spanish Onions—Potatoes are Easier.

Canadian Fruits

Crawford Peaches

are now arriving in good shape, also

Plums, Pears, Grapes and Cantaloupes.

Tomatoes, Cucumbers, Apples, Egg Plant, etc.

Full Lines of Oranges, Lemons and Bananas



25-27 CHURCH ST. TORONTO
are Largest Receivers

Jobbers!

If visiting Toronto during the Fair—call and see me—I can offer you attractive values in

New Lemons
Bitter Oranges
Grapes
Jam Oranges
Grapefruit
Cranberries
Sweet Potatoes, etc.

Call and see me anyway—whether you have any business or not to give me.

J. J. McCABE
TORONTO, : : ONT.

Domestic fruits still occupy the centre of the stage in the several fruit markets, imported lines, for the time being in the background. Fruits for preserving are being given due prominence by both the wholesale and retail trade, and sales amount to an appreciable figure. Early Crawford and St. John's peaches are being taken up well; plums are doing nicely, while grapes as yet are being sold for the most part for table use only. On some markets, especially those where Canadian fruits are not in big supply, California fruits are still meeting with a good reception.

The heavy arrival of all small fruits, and especially peaches and grapes, naturally cuts into the trade for oranges. The market is fairly steady, however. A despatch from New York says that it seems to be the impression there that oranges will be on the market well into the next crop, and so far as can be learned, there are no signs of a material falling off in shipments from the coast. It is certain that there will be enough fruit to go around before the shipments from other sections are on the market.

There is no exceptional briskness in lemons just at the present time. A good trade is expected during September, if the weather is at all favorable. The production of watermelons is growing smaller.

Some of the markets are at present bare of Spanish onions, shipments having been delayed by the strike in the Old Country. Shipments here are received by way of Liverpool.

MONTREAL.

Green Fruits—Canadian fruits from the Niagara district are arriving and the quality improves. New grapes, peaches, pears and plums are offered at reasonable prices. There is a good demand for fruits of all kinds. Apples are receiving considerable attention, and the Canadian-grown articles are bound to occupy the centre of the market for some time now.

Apples, bbl.	2 75 3 25	Mexican	2 75 3 00
Bananas, bunch.	1 50 1 75	Peaches, Califor-	nia, crate.	1 00 1 40
Bananas, crated.	2 00 2 25	Peaches, Can.	basket.	0 50 1 00
Blueberries, Can.	basket.	Pears, Cal., crate	2 50 3 00
Cantaloupes.	2 50 3 00	Pears, Can. bas.	0 40 0 50
Cocoanuts, bags.	3 75	Pineapples—		
Grape fruit, Flo.	6 00 7 00	Florida, case.	4 50 5 00	
Grapes, Canadian,	basket.	Plums, California	box.	1 50 2 50
Lemons.	0 25	Plums, Can. bas.	0 35 0 75
Limes, a box.	1 25 1 50	Watermelons,	each.	0 50
Oranges—				
Valencia.	4 75 5 00			
Sorrento.	3 25 3 50			

Vegetables—There are many lines of vegetables that are exceedingly brisk, but most of them are brought directly to the retailer by the grower. Often he even peddles from house to house. There is a good general demand, with prices reasonable.

Carrots, doz.	0 25	Canadian lettuce	per doz.	0 45 0 50
Cabbage, doz.	0 40 0 80	Onions—		
Corn, per doz.	0 10 12½	Spanish, crate.	3 00 3 50	
Cucumbers, doz.	0 10 0 15	Montreal pota-	toes, new, bag.	1 50 1 75
Garlic, 2 bunches.	0 25	Tomatoes, Cana-	dian, basket.	0 25 0 30
Green Peppers,	bushel basket	Turnips, bunch.	0 40	
Leeks, doz.	1 50 1 75			

TORONTO.

Green Fruits—Trade still continues large in volume on the Toronto market, domestic lines still in the limelight, and accordingly a slackness in imported goods. Lemons are being offered at \$4 to \$4.50 per case, with \$5 in some instances being asked for fancy stock. While stocks just now are quite plentiful, it is pointed out by some dealers that there is yet a considerable period before new crop arrives. Oranges remain stationary in price, their movement being curtailed just now by the large supplies of other fruits. California peaches, pears and grapes are still arriving, stock running fancy and being sold for table use.

Preserving fruits are receiving considerable attention. St. John and Early Crawford peaches are offered at considerable range in price, 75c to \$1.25 per basket. Common peaches may be had at 40c to 55c. Grapes rule around 30c, while pears are unchanged in price. Apples are quoted at \$3 to \$3.25 per barrel.

Bananas.	1 00 1 75	Canadian sugar	melons, basket	0 35 0 50
Cocoanuts, sack.	4 75	Watermelons.	0 35 0 50	
Lemons—		Canadian plums,	small basket.	0 20 0 30
Verdell.	4 50 4 50	11-qt. basket.	0 40 0 75	
Limes, box.	1 25	Can. peaches,—		
Oranges—		Best grades.	0 75 1 00	
Late valencias.	4 25 4 75	Common.	0 40 0 55	
Blueberries, bak	1 00 1 50	Can. pears, small	basket.	0 20 0 30
Can. tomatoes,	11-qt. baskets.	11-qt. basket.	0 40 0 60	
Rhubarb, doz.	0 25 0 40	Grapes.	0 25 0 30	
Canadian sugar	melons, case.			
	0 10 0 75			

Vegetables—Potatoes are lower again this week, being offered at \$1.25 per bushel. Shipments are arriving regularly from New Brunswick, while Ontario is also helping to some extent to supply the demand. The market is bare of Spanish onions, the strike in the Old Country having interfered with shipments. American cooking onions are being offered at \$2.75 to \$3 per 100-lb. sack. Egg plant, green peppers and

beets are easier, while green corn is slightly higher.

Canadian beet, basket..... 0 25	Cauliflowers, dz. 1 25
Cabbage, Canadian, crate.... 2 00 2 25	Green peppers, basket..... 0 40 0 50
Carrots, new, basket..... 0 40 0 50	Canadian beans, 11 qt. basket 0 25 0 35
Cucumbers, Canadian, bk. . . 0 15 0 25	Onions—
Lettuces, Canadian, head.... 0 25 0 30	American cooking, 100 lb. bag 2 75 3 00
Green corn, doz 0 06 0 10	Spanish..... 2 50 3 00
Egg plant, bk. . . 0 40 0 50	Potatoes, Canadian bushel.. 1 25 1 35
Celery, per doz. heads..... 0 25 0 40	New turnips, per 11-qt. basket... 0 15 0 20

BRITISH COLUMBIA.

Vancouver, Aug. 30.—The crop of Okanagan pears is reported short, and while the Kootenay has a good crop, there will be none for export. On the coast the crop of crab apples will be medium, with less than a medium crop of early apples. Late apples on Vancouver Island will be light, and on the mainland short, with practically none for shipment. Lytton and Spencer's Bridge report crops one-third of last year. Armstrong, which shipped ten

The Oyster Season Has Opened
"LONG ISLAND NATIVE" OYSTERS

The Brand that has seen many others come and go is at the front again this Season.

IMPROVED STYLE OF SHIPPING

in 1, 3 and 5 gallon tins, sealed at the oyster beds and not opened till reaching the dealer. Grown, Packed and Shipped by the Largest Oyster Growers in the World

LARGE, CLEAN, NUTRITIOUS

WHITE & COMPANY, LIMITED

SOLE DISTRIBUTORS
TORONTO and HAMILTON

PLUMS

are now at their best. All the fancy varieties. Now is the time to buy.

Peaches Pears
Tomatoes

We are receiving very fine stock.

Muskmelons, Rocky Fords,
Peppers, Egg Plants, Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS
 OF CANADIAN FRUITS

HAMILTON, ONT.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"

BRAND

LATE VALENCIA ORANGES

"BUSTER BROWN"

BRAND

NEW VERDELLI LEMONS

Only the very finest Oranges and Lemons grown are selected to be packed under these dependable Brands.

Send along your orders for anything in fruit.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

VERDELLI LEMONS



Dealers who want to have their stock Class A and One-Hundred-Point in every particular order Buster Brown.

Up-to-date grading and packing characterizes our Pack. Increase your Bundle of Dolodocis by tipping your wholesale to send you Buster Brown, first; Buster Brown, last; Buster Brown, always.

W. B. STRINGER, Sales Agent, Toronto. FOLLINA BROS., Packers, Palermo.

cars last year of various varieties, will ship fifteen this year. In the Okanagan, crabs and early apples will be 90 per cent. of last year, and 75 to 80 per cent. of a possible full crop. Late apples are spotted, with the crop 75 to 80 per cent. of last year. At Vernon, the crop of crabs and early apples will be greater than last year, with an 80 per cent. of last year's crop of winter apples. At other points in the Okanagan the crop is average, with a light one at Keremeos. In the Kootenays, from good to full crops of all kinds are reported, with a surplus for shipping.

WINNIPEG.

Fresh Fruit—No new lines are being offered this week and prices show little change from last. The demand is strong for all classes of fruit, cantaloupes and blackberries being used extensively for the city trade. Peaches, plums and pears are also in steady demand, but show a slight decline in price.

Bananas, bunch.....	2 75	3 50
Valencia oranges.....	6 25	6 00
California lemons, crate.....	1 25	1 50
Cal. plums, box.....	2 25	3 00
Bartlett pears, crate.....	3 50	5 00
American duchess, bbl.....	4 50	5 00
Wash. raspberries, crate.....		

Green Vegetables—Trade in this line continues as active as ever, and a general decline of 5c per dozen may be noted in some lines. Lines sold by the pound also show a sharp decline, as larger supplies are being received every day on the market.

Potatoes—Supplies have been reaching the city in considerable quantities during the week, with the result that a decline of 50c per bushed has taken place in two weeks. Last week prices showed a decline of 15c, while this week they are 35c lower. It is expected that they will continue to decline as stocks in the city become larger.

FRUIT MARKET NOTES.

The tone in limes is easy in New York under liberal stocks and slow demand. Dealers are discouraging shipments from Dominica until the market is cleared.

Opinions as to the Florida orange outlook are diverse, ranging all the way from 75 per cent. of last year's crop to 25 per cent. excess.

The first shipment of early variety of Almeria grapes has been received in New York. One report says that the crop will be good, exceeding last year's by perhaps 200,000 barrels.

No new crop Jamaica have been shipped as yet, but some lots will be coming forward in the coming month.

The market on coconuts is not active at the present time.



Fish - Oysters



Opening of Oyster Season Now at Hand

Shipments Will Soon be Coming Forward—Marks the Opening of Fall Fish Trade—Improvement is Anticipated as Weather Becomes Cooler—Codfish Prices on Eastern Coast are Reduced—Herring Plentiful on Nova Scotia Coast.

The oyster season is about to open. Shipments of new crop will be beginning to arrive on Canadians markets. This practically marks the opening of the fall fish trade, and with the cooler weather which is already beginning to be felt, an improvement in trade is anticipated. Dealers would do well to prepare their plans to secure their share of the activity which will soon be in evidence.

As a result of conditions in the foreign markets, the price of codfish has been reduced in both Nova Scotia and Newfoundland. The prevalence of cholera in southern Italy, Greece and Turkey seems to be interfering with the demand for cured fish. A fairly good demand is in evidence from the West Indies and Cuba.

Herring are plentiful along the Nova Scotian coast and good catches are being made, but few mackerel have been taken and prices are high.

QUEBEC.

MONTREAL—The market has not yet developed real fall business appearances. This is expected with the first week in September. Demand during the past week has not been a feature. Prices have changed slightly, Some are higher, others are down, but the market on the whole is steady, and uneventful. It should only be a short time now when an improvement is noticed.

FRESH

Bluefish, per lb.	0 12	Halibut, express	per lb.	0 10
Dressed perch,	per lb.	0 10	Salmon, B.C., lb	0 15
Dressed bull-	heads, per lb.	0 10	Salmon, Gaspe,	0 18
Eels, fresh, each	0 25	Shad, buck, each	0 30	
Flounders, per lb	0 08	Sea trout.....	0 10	
Mackerel, per lb	0 12	Sea bass, per lb.	0 10	
Haddock, per lb	0 04 1/2	Trout, brook....	0 25	
Herring, each....	0 03	Lake trout, lb.	0 12	
Steak cod, head-	less, per lb.	0 05 1/2	Pike, per lb.	0 08
		0 06	Pickeral or dore	0 14
			Whitefish, lb.	0 12

FROZEN

Haddock.....	0 03	Salmon, B.C., red....	0 10	
Halibut, per lb.	0 09	Gaspe salmon.....	per lb.	0 18
Pike, round, lb	0 05	No. 1 Smelts, boxes,	10 and 15 lb. each.	0 07
Pike, dressed &	headless, cases	150 lbs., per lb	0 07	
Grae pike.....	0 05	Whitefish, large,	lb.	0 08
steak cod.....	0 04	Whitefish, small....	0 06	
Mackerel.....	0 11			

PREPARED FISH

Boneless cod, in bloeks or packages, per lb.....	8, 10, 11
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 50

SALETED AND PICKLED

Labrador sea trout,	bbls.	12 00	Salmon, Labrador, bl.	16 00	
Labrador sea trout,	half bbls.	6 00	Salmon, Labrador,	half bl.	8 50
No. 1 mackerel, pail.	2 00		Salmon, Labrador,	trcs, 300 lbs.	21 00
Scotia herring, No.	2, bbl.	6 00	Salt eels, per lb.	6 07	
Choice mackerel,	half pail	2 00	Sea trout, 1/2 brl.	6 50	
Salmon, B.C., red, bbl.	14 00		Sea trout, bbls.	12 00	
Salmon, B.C., pink, bl.	12 00		Scotch herring.....	6 00	
			Scotch herring, keg.	1 00	
			Holland herring, 1/2 bl.	5 50	
			Holland herring, keg	0 75	

SMOKED

Smoked eels, per lb.	0 11
Bloaters, large, per box.....	1 10
Haddies.....	0 08
Herring, new smoked, per box.....	0 23
Kipperd herring, new, 40 in box.....	1 25
New fillets, per lb.	0 10

SHELL FISH

Shell oysters, choice, barrel.....	12 00	13 00
XXX shell oysters.....	10 00	10 00
Lobsters, live, per lb.	0 35	
Oysters, choice, bulk, Imp. gallon.....	1 40	
Oysters, bulk, select.....	1 60	
Solid meats—Standards, gal., \$1.75; select, gal., \$3.		

ONTARIO.

TORONTO—Trade in fish still continues on the quiet side, but as the weather becomes cooler, an improvement is anticipated. Prices are unchanged, as well as the general situation. Oysters will begin to arouse interest in the near future. It is generally reported that the quality this year will be good. In regard to this year's output of oysters, Chas. Platts, representing a firm of Connecticut oyster growers, who was in the city this week, states that this year's supply is not any too plentiful. "During the past few years," he said, "the set has been small. It is practically five years since we had an average oyster set, and as it takes about four years for this to develop, the effect is just now beginning to be felt, while next year it will be even more so. The production of oysters this year will, accordingly, show a decrease over last year, and prices will be higher. In Connecticut they are now asking an advance equal to 10c to 15c more than last year. In the northern oyster grounds the yield will be small, but in the south an average output can be expected. There is a good set this year, but it will not be developed until 1915, a period of four years being necessary."

THE CANADIAN GROCER

FRESH CAUGHT FISH

Steak cod.....	0 07½	Fresh caught white..	0 12
Fresh halibut.....	0 10	Fresh caught herring	0 05
Ferch.....	0 06	Haddock.....	0 07
Fresh trout.....	0 11	Pickarel.....	0 10

FROZEN FISH

Gold eyes.....	0 05	White fish, winter	0 08
Pike.....	0 05	caught.....	0 08
Pink sea salmon	0 08	Yellow pickarel.....	0 08½
Round red salmon.....	0 09	Mullet.....	0 04
		Bluefish.....	0 12

NOVA SCOTIA.

HALIFAX—As a result of conditions in the foreign markets, the price of codfish has dropped in the local market, and also in Newfoundland. In both markets this week a decline of 50c per quintal is recorded. At a conference of the Newfoundland buyers it was decided to fix the price of Madeira fish at \$5.50 per quintal. This is a drop of 50c. Other grades dropped correspondingly. Unless the foreign condition improves, prices are expected to go still lower.

Herring are plentiful along the western shore of Nova Scotia, and some of the fishermen are reaping a harvest. Hundreds of barrels are being taken. The big catches of herring have caused a revival of the salt fish trade, which is now quite brisk.

Local dealers report dry codfish in better supply. This is one of the results of the easing up in prices. Reports from Labrador show a poor fishery. The chief cause of the drop in prices is the prevalence of cholera in southern Italy, Greece and Turkey, which

is interfering with the Mediterranean demand for cured fish. Shipments at the present time are practically nil, and the outlook is not promising. Dealers report a fairly good demand from the West Indies and Cuba.

WINNIPEG.

Fish—Much interest is being taken in the fish market at the present time owing to the shortage that is existing in some lines of fresh fish. The season at the present time is closed for pickarel, and as a result there is little being offered on the market. Trout is also scarce, as the catch has been very light. Fishermen claim that they are refusing to bite. Prices are holding steady and no advance is looked for. Compared with last year, trade shows considerable increase in all lines. Salmon continues to be high, but a fair amount is being received. Halibut is the only line which is being received in large quantities. Quotations are as follows:

FISH (FRESH)

Salmon, per lb.....	0 15
Halibut, per lb.....	0 09
Fresh lake trout, per lb.....	0 12
Lake Winnipeg white fish, per lb.....	0 08½ 0 09

SMOKED FISH

Kipperd herring, per box.....	2 00
Smoked Salmon, per lb.....	0 20
Holland herring per ¼ keg.....	0 68
Fillets of haddock.....	0 12
Smoked cod.....	0 12
Smoked goldeyes, dozen.....	0 50
Finnan haddies.....	0 08

ABOUT BERMUDA ONIONS.

There are Bermuda onions and Texas Bermuda onions. Until a few years ago, one of Bermuda's chief industries was the production of onions but it was found that the soil of Texas was most suitable for the growth of onions and since then the demand for the Bermuda product has been steadily falling off.

WEST INDIES TRADE.

A booklet entitled, "West Indies in Canada," has just been issued by the Imperial Department of Agriculture for the West Indies. It has been published primarily for the purpose of placing manufacturers and merchants in Canada in possession of reliable facts and statistics about the British West Indies and British Guiana. Trade to the value of \$8,896,758 was done between these two countries and Canada last year, Canada importing \$7,118,960, and exporting \$1,677,798 to them. Among the food products produced by them and sold to us, are sugar, molasses, cocoa, limes and lime juice, bananas, oranges, grapefruit, pineapples, arrowroot, cocoanut, nutmegs and rice.

THE PRICE OF REPUTATION.

Reputation is the estimation in which a person or thing is held by others. The price of reputation is square dealing but once established, it is priceless.

SELL "COAST-SEALED" OYSTERS

You can make more money handling "Coast-Sealed" Oysters than by handling any other kind, simply because they are first-class oysters, absolutely fresh and free from all those foreign substances that add to the weight but cannot be sold.

Coast-Sealed Oysters are all Northern grown on our own grounds in Rhode Island, Connecticut and New York. All oysters must be four years old before being opened and they are packed and sealed right at the coast in the identical sealed carriers that are shipped to your store. As a result, by handling Coast Sealed Oysters, you are supplied with stock that is all good—all salable—every ounce of which will yield you a good profit.

Write us now for prices and particulars.

CONNECTICUT OYSTER COMPANY

Canadian Branch:

88 Colborne St.,

TORONTO



Advertising the Retail Business

Every Merchant Advertises His Store, Goods and Service Every Day in Many Ways—Some Fundamental Principles Laid Down to Make Advertising Effective—What Each Sale Means to You.

By Henry Johnson, Jr.

Some of those questions brought up at a recent Convention of Grocers were certainly sweeping in their scope. Note this one: "What is the Best Method of Advertising the Retail Business?" Nothing small about that, surely! Why, a treatise could be written on that subject without fully covering it; for if there is one single factor which really and literally ramifies into every corner of an entire business structure, that factor is Advertising. And thus, to cover not merely the best way to advertise the grocery business in all its varying phases of city, country and cross roads, but to cover the whole Retail Business in that connection, it would be necessary to write up the entire business as relates to it in the country and elsewhere.

Hangin' up the Sign.

What is Advertising? One may answer, the use of printers' ink. Another may say, demonstrations. A third may choose show windows. Others may—and quite properly—include all of these. But the fact is that advertising is business promotion, no matter what agency or agencies may be employed. The day you hang up your sign you begin to advertise. Did you ever stop to critically examine the sign now over your store to see whether it correctly reflects the character you wish to bear before the public of your town? It was probably hung up there without your having given it much thought. It looked fairly good, as it came from the painter, all fresh and glossy—not to say "flossy"—and, if some of the touches were not quite what you had expected or wanted you still accepted it, feeling that you did not want to "act like a crank" about it.

Yet here is your daily, hourly, weekly introduction to all who look your way. It is your calling card; and any experienced man will tell you that a tastefully planned, engraved card, introducing a broom salesman will command more respect and gain a quicker audience than the best printed card will gain for a steel magnate—and a slovenly bit of card-printing is simply a whistle for emergency brakes. Better look into that matter and see that your sign is of the right sort.

You Advertise Every Day.

The day you open your doors, and every day thereafter, you advertise. You may do it positively for good or bad; or you may merely do it negatively, against yourself, through showing the obvious absence of careful merchandising. Your windows may have been washed up and dressed the first day, or you may have been "too busy" to see that this was done. They may be kept neat, clean, filled with interesting attractive displays, or they may be neglected, filled with "swatted flies," dirty, unattractive from any view-point, positively repellant to any up-to-date housewife. This agency is there, you cannot do without windows; and it will work either for or against you all the time, for there is no middle ground. It is strictly up to you to so handle it that it will work for you, in a positive way, ever reflecting the best that is in you.

Making the First Sale.

The minute you make your first sale, you advertise. That "ad." at least, is apt to be favorable; for you will probably take great pains to please that first buyer in goods, prices and services. I hasten to say that this does not mean you may have more than one price on any article. What I mean is you will carefully select the right goods, at suitable prices, for this first customer. But do not overlook the fact that you must advertise with every sale you make after that first one; and remember that, in this regard, you have from 150 to 350 and up into the thousands of chances every day to make yourself "solid" or in a measure lose your grip on each customer served.

If you will think over this point you will feel the force of the "Eternal Vigilance" idea, and you will probably conclude that you must occupy yourself with the active superintendence of your business, constantly supplying the brain-work, rather than putting up orders, or filling shelves, or sprouting a few bushels of potatoes with a false notion of economy.

It may thus be seen that a well introduced, cleanly, orderly, intelligently managed, attractively decorated, liberally lighted store is already advertised automatically, as it were, and in some of the very best, most effective ways; while the other kind of store may spend

a lot of money in what is usually called advertising and succeed only in attracting the cheap, less desirable, less discriminating, bargain-hunting trade. You want to take deep thought of all this in order that you start from the right angle and begin with the correct viewpoint; for Advertising is really and truly about the most important work you can undertake.

Some Rules to Follow.

Now to get down to what is generally called Advertising and the "best way" to advertise the Retail Business, let us recall that "one man's food is another man's poison;" for what is the right way for one retail store may be absolutely and disastrously wrong for another. But some fundamental rules may be laid down.

1. Get your own psychology right to begin with. Why do you feel a present interest in advertising? It is because Jones, down the street, has stirred you up through some of his ads., so that you feel like getting back at him? Or do you feel a sort of "itch for publicity" which leads you to yearn to stand in the local spot-light for a while? In short, search yourself well to see just WHY you have concluded to study advertising. For there is just one proper object in advertising, and that is to build up your business intelligently and on a lasting foundation.

2. Get your ideas firmly into the channel of positive, affirmative statement. Think of everything you plan to do and say as a leading onward, never in the slightest degree of holding back. Plan your thoughts, as the foundation, and your ads., as the building, of something which is going to be attractive because optimistic; carrying always the suggestion, whether written, spoken or only implied, that your mission in life is to better the condition or enhance the enjoyment of all who trade with you. Forget everything about competitors; the shortcomings of others; any unpleasantness about your business or personal experience.

Tell the Truth Always.

3. Plan to tell the absolute truth about everything you advertise, whether through speech, display or the written word. This is almost the primal requisite, if any point can be superlatively important; and the reason is, that an analysis of your goods with an honest intention to tell the truth about them, will lead to your acquiring goods of such character that the truth will recommend them to everybody. This means that your entire business will be bettered in every particular. Maybe you can see now why I consider this matter of advertising as about the most important work a merchant can enter upon.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

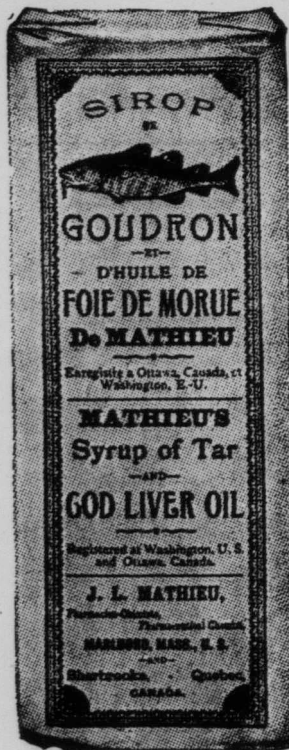
Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

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



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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

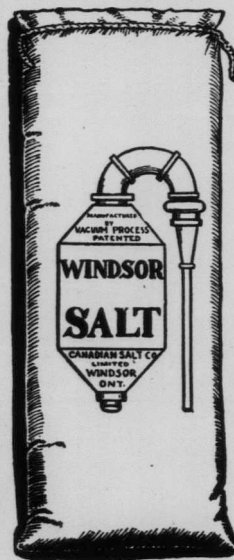
are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

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

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal



Isn't it a rather significant fact that over 95% of the salt sold in Canada for table and butter and cheese making is

WINDSOR SALT?

Are the other low-selling brands

worth the room they take up in your store?

THE CANADIAN SALT CO., LIMITED
WINDSOR, - ONTARIO

The Grocer's Encyclopedia — Vanilla

**Vanilla of Commerce Secured From Vanilla Beans or Pods—
Grows on a Trailing Vine, Which Appears to be Little Depend-
ent on Soil for Nourishment—Other Interesting Facts About
the Growth of This Popular Essence.**

The vanilla plant is a species of trailing or climbing orchid, which produces the fragrant vanilla pods or beans of commerce from which is made the essence of vanilla found upon the grocer's shelves. The vanilla plant is the only orchid of any industrial value.

The home of the vanilla planifolia, which is its full name, is in Central America and Mexico, but it also grows in various parts of the West Indies and in the Fiji Islands, merely requiring a mean temperature of 75 to 80 degrees. It is also cultivated in plantations in other parts of the world, being easily propagated by planting cuttings at the foot of trees selected for the purpose, and bears from three until thirty or forty years old.

How Vanilla Plant Grows.

It is not wholly a parasite, although it appears to be little dependent on the soil for nourishment, yet thrives best in a light soil, rich in humus, like ivy. It climbs from the ground, but once established has feeding stations on the bark all along the line. The leaves—long, very smooth and light green—are alternate; and at the axil of each is a sucker a few inches in length that fastens itself securely to the tree, lying flat against the bark. It climbs to a height of eighteen or twenty feet. The blossoms are inconspicuous.

Vanilla Comes From the Pods.

It is the resultant pods that are the vanilla of the industrial world. They are slim pods six or eight inches long, and when dried for the market are a rich, deep reddish brown. These are called vanilla beans but really contain no bean, the seed in them being as fine as dust. These seeds are the black specks that are sometimes found in ice cream when the bean is used instead of the extract.

These pods are gathered when just turning yellow, and before they are fully ripe as they are then liable to split in two. If picked too green they keep badly and contain little perfume. When dried in the sun the pods turn to dark brown or almost black and shrink to about a quarter their original bulk.

The Yield of Pods.

Law's Grocer's Manual says: "In Mexico, 100 vines at three years old yield on an average, without any cultivation, 50 to 65 pods: at four years 165 to 200 pods: at five years, 325 to 500 pods: after this the yield diminishes to the tenth year when it is necessary to

destroy the vines and replace them with new ones.

"From the third to the tenth year each plant may thus average two pods a year: but, if properly cultivated, the crop of pods is infinitely larger, say 20 to 30 pods to the vine. The Tuxpan Valley is evidently the home of this valuable orchid, for there is more exported from Tuxpan than from any other port in the world."

Has Extensive Sale.

Vanilla essence is the form in which vanilla is most commonly used, the sale of this flavoring being, perhaps, larger than any of the other extracts.

While it is largely used, but a small percentage of people really know anything of its source. For this reason the above should be interesting reading for the grocer and his clerk, as both may be able to turn it to good account, if they will remember that customers are often interested in just such matters.

PITHY POINTERS

Continue your campaign against the fly. The pests are still plentiful.

Now is the time to push your sale of fruit jars. You don't want to carry them over.

Window displays of picnic goods are still good business getters.

Keep ice tea before your customers. Mention it to them.

Don't let up on collections. Keep after the slow-pays or the mill will stop.

Move your spices up where they are handy. It will save many steps in the next two months.

Don't let your money run away through a leaky vinegar tap. Buy one that will hold it.

Better arrange that ad. for the paper when you get spare time.

**Tell Your Customers
That**

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

*When out never dries up or
becomes hard. The leaves
are so firmly packed that the
plug remains fresh and moist*

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.

Vancouver, B.C.
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Reputation gained by long years of vigorous,
conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA

TORONTO

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW,
SCOTLAND

You cannot too highly praise it—3

Black Watch

**The Biggest and Best
Plug Chewing Tobacco**

Is now a favorite amongst tobacco
chewers. Keep it to the front and
watch your profits increase.



MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

7-20-4

Know what these figures represent? It will be to your interest to consider them, as they represent a proposition which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

BUSINESS CHANCES.

FOR SALE—Wholesale Grocery Business in a good growing Ontario city. No better located warehouse in Canada. Apply Box 397, THE CANADIAN GROCER, Toronto.

FOR SALE—Good corner grocery business in live Eastern Ontario city. Well established and high class residential trade. Will sell or lease building. Must be sold immediately. Good reasons for selling. Write by return mail to "Grocer," 235 McDonnell St., Peterboro, Ont.

POSITION WANTED.

TEA—Expert buyer and blender, 16 years' experience, open to treat with Canadian house view to buying agency London market. Box 72, CANADIAN GROCER, 88 Fleet Street, London, England.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

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)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leash Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

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

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department
143-149 University Avenue, Toronto

THE CANADIAN GROCER

QUOTATIONS FOR PROPRIETARY ARTICLES

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

Baking Powder
W. H. GILLARD & CO.

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

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4 dozen	10c.	\$0 85
4 dozen	6-oz.	1 75
1 dozen	12-oz.	3 50
1 dozen	12-oz.	3 40
1 dozen	2 1/2-lb.	10 50
1 dozen	5-lb.	19 80

MAGIC BAKING POWDER

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	12 " "	1 30
2 " "	12 " "	1 85
2 " "	16 " "	2 25
1 " "	16 " "	2 30
1 " "	24-lb.	5 00
1 " "	5-lb.	9 60
1 " "	6-oz.	1 30
1 " "	12 " "	2 00
1 " "	16 " "	\$8 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Cases	Sizes	Per Doz.
Royal-Dime		\$0 85
1-lb.		1 40
6-oz.		1 95
1-lb.		2 55
12-oz.		3 55
1-lb.		4 90
3-lb.		13 60
5-lb.		22 35

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

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.30; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.

Borwick's Baking Powder

Sizes	Per doz. tins
Borwick's 1-lb. tins	\$1 35
" 1-lb. tins	2 35
" 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cases	Per doz.
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2 1/2-oz., 4 doz	0 45
No. 10, 12-oz., 4 doz	1 10
No. 10, 12-oz., 2 doz	1 10
No. 10, 12-oz., 1 doz	1 10
No. 10, 12-oz., 3 doz	2 20
No. 12, 4-oz., 6 doz	0 70
No. 12, 4-oz., 3 doz	0 75
No. 13, 1-lb., 2 doz	3 00
No. 14, 4-oz., 3 doz	1 75
No. 15, 4-oz., 4 doz	1 10
No. 16, 2 1/2-lb., 1 doz	7 25
No. 17, 5-lb., 1 doz	14 00

FOREST CITY BAKING POWDER

Dozen	Per doz.
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case \$3.80.

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 Pastry Flour, per dozen \$1.

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

White Swan Flaked Rice, per dozen \$1.

White Swan Flaked Peas, per dozen \$1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz.	1 80
Strawberry	1 95	
Raspberry	1 95	
Black currant	1 95	
Red currant	1 75	

Raspberry & red currant	1 85
Raspberry and gooseberry	1 80
Plum jam	1 55
Greening plum	1 75
Stoneless	1 75
Gooseberry	1 75
Pure Preserves—Bulk	
5 lbs. 7 lbs. 14's & 30's per lb.	
Strawberry	0 59
Black currant	0 59
Raspberry	0 59

Keen's Oxford, per lb...... 0 17
In 10-box lots or case..... 0 16
Gillett's Mammoth, 1/2-gross box..... 2 00

Cocoa and Chocolate
THE COWAN CO., LIMITED

Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1/2-lb. tins, per doz.	2 40
Perfection, 1/4-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Sweetened Chocolate

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 18c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—Per lb.

Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes	0 40
Queen's Dessert, 1/2's, 12-lb. boxes	0 40
Vanilla, 1/2-lb., 6 and 12-lb. boxes	0 35
Parisian, 1/2's, 6 and 12-lb. boxes	0 23
Diamond, 1/2's and 1/4's, 6 and 12-lb. boxes	0 24
Diamond, 1/2's, 6 and 12-lb. boxes	0 25

Icing for cake—Per lb.

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in 1-lb. packages, 2 dozen in box, per dozen	0 90
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Chocolate Confections—Per lb.

Maple sauce, 2-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 34
Nut milk chocolate, 5c bars, 2 1/2 bars, per box	0 90

Agents, O. E. Colson & Son, Montreal.

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

JOHN P. MOTT & CO.'S
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; E. S. McIndoe, Toronto; Jos. E. Hurley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

MOTT'S DIAMOND CHOCOLATE

Elite, 10c. size (for cooking) doz.	0 90
Mott's breakfast cocoa, 10c size	90 per doz.
" breakfast cocoa, 1/2's	0 38
" No. 1 chocolate, 1/2's	0 38
" Navy " 1/2's	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, 1/2's	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2 and 1-lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 5-lb. boxes, 32c. lb.; Cocoa, sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 32c. lb.; Auto sweet chocolate, 1/2-lb. cakes, 3 and 6-lb. boxes, 32c. lb.; Vanilla sweet chocolate, 1/2-lb.	
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cakes, 5 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda size), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs, 32c. lb.; Caracas tablets, 100 bds., tied 5c, per box \$3.00. The above quotations are f.o.b. Montreal.

COCONUT
CANADIAN COCOANUT CO., MONTREAL.

Packages—5c, 10c, 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.	0 25
1-lb. packages	0 27
1-lb. packages	0 28
1 and 1-lb. packages, assorted	0 26 1/2
1 and 1-lb. packages, assorted	0 27 1/2
1-lb. packages, assorted, in 5-lb. boxes	0 28
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas	0 30

Condensed Milk
SORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	
Eagle Brand Condensed Milk	\$5 75 1 45
Gold Seal Condensed Milk	4 50 1 15
Challenge Condensed Milk	4 00 1 00
Peerless Brand Evaporated Milk (5c cent size (4 dozen))	2 00 0 50
Peerless Brand Evaporated Milk family size	3 50 0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80 1 20
Peerless Brand Evaporated Milk hotel size	3 70 1 85

REINDER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	\$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80

ST. CHARLES CONDENSING COMPANY.

St. Charles Milk, family size, per case	\$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

COFFEES
EBY, BLAIN CO. LIMITED.

Standard Coffees	
Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 27
Crushed Java and Mocha	0 18
ground	0 18 1/2

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" 1 lb. tins, " "	0 31
" 1/2 lb. tins, " "	0 32
Anchor Brand, 2 lb. tins	0 31
" 1 lb. tins, " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" 1/2 lb. tins, " "	0 28
English breakfast, 1 lb. tins, " "	0 18
Grand Prix, 1 and 2 lb. tins, " "	0 30
Demi-Tasse, 1 and 2 lb. tins, " "	0 30
Flower Pot, 1 lb. pots, " "	0 22

Confections
IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases	1 80 " "
Large, cases	2 75 " "
Tumblers, cases	1 35 " "
25-lb. pails	0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD
White Swan Blend.

1-lb. decorated tins, 32c. lb.	
Mo-Ja, 1-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. ti 28c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.60
Cafe l'Aromatique—1-lb. amber glass jars, per doz., \$4
Presentation (with tumblers) \$3 per doz.

Ground or bean—W.S.P. R.P.

1 and 1/2	0 25	0 30
1 and 1/2	0 30	0 40
1 and 1/2	0 35	0 50

Packed in 30s and 50-lb cases. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—Large size, doz. 18 00	
Med. size, doz. 17 00	
Small size, doz. 12 00	
Roquefort—Large size, doz. 2 40	
Small size, doz. 1 40	

Canada Cream Cheese—

In carbons, each 1 dozen	0 90
Large blocks, dozen	2 30
medium blocks, dozen	1 30

Cream
FUSSELL & CO., LTD London, Eng.

"Golden Butterly" brand Cream, 8 doz. 10c. size, cases \$7.60	
"Golden Butterly" brand Cream, 8 doz. 15c. size, cases \$11.50	

Coupon Books—Allison's

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

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 04
500 books to 1000 books	each 04

For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
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Flavoring Extracts
SHIRRIFF'S

1 oz. (all flavors) doz.	1 00
2 " " " "	1 75
24 " " " "	2 00
4 " " " "	3 00
5 " " " "	3 75
16 " " " "	5 50
18 " " " "	10 00
32 " " " "	18 00

Discount on application.

CRESCENT MFG. CO.
Mapleline.

2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at \$1.50)	13 80
16 oz. bottles (retail at \$3.)	24 00
Gal. bottles (retail at \$20.)	15 00

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

2 in 1

Shoe Polish

The best-selling Shoe Polish in every part of the North American Continent. Keep well stocked—your jobber can supply you.

The F. F. Dalley Co., Limited

Hamilton,
Ont.



Buffalo,
N.Y.

BLACK JACK

QUICK, CLEAN, HANDY



TRY IT

SOLD BY ALL
JOBBER

¼-lb. tins—3 doz. in case.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO. TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

CLARK'S PORK AND BEANS in Tomato Sauce

Per doz	
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, 1/2 doz. in case	6 50



CHLORIDE OF LIME
(Moody's Royal)

Per doz	
1 lb. Carbonized Fibre packages	0 85
1/2 lb. Carbonized Fibre packages	0 45

LAFORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Per case	
Sur Extra Fins, 40 Hacons, 40 Bou.	11 00
Extra Fins, 100 kilo	15 00
Tres Fins, 100 "	14 00
Fins, 100 "	12 50
Mi-Fins, 100 "	11 00
Moyens No. 1, 100 "	10 00
Moyens No. 2, 100 "	9 50
Moyens No. 3, 100 "	8 75

MINERVA PURE OLIVE OIL

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 1/2-pints	4 25
Tins—		Tins—	
6 gals., 2s	23 00	1/2 gal., 20s	13 00
2 gals., 6s	23 00	1/2 gal., 48s Sq.	17 00
1 gal., 10s	25 00	1/2 gal., 48s Rd.	16 50
1 gal., 20s	26 00		

BASSIN DE VICHY WATERS

La Capitale, 10 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicolas, 50 qts.	7 00
La Sanitas Sparkling, 50 qts.	8 00
" " 100 pts.	9 00
" " 100 splits.	4 00
Vichy Lemonade Savoureuse, 50s.	7 50

CASTILE SOAP

Le Soleil, 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3/4 oz. bars	3 75 case
" La Lune, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 lb.
" 50 lbs., 1 lb. bars	3 25 case
" 200 lbs., 3/4 oz. bars	1 80 case
" 200 lbs., 3/4 oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07 1/2
" 25 lbs., loose	0 07
DUFFY & CO. BRAND.	
Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splits	4 75
Apple Juice, 12 qts.	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" 24 pts.	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
" 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

MOODY'S ROYAL BLUE LAUNDRY

3 Squares, in neat carton	per lb. 0 15
6 lbs. in a box	5 boxes in a crate.



BRUDGE
(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs .1b.	0 05 1/2
300 lb. Barrels	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape	doz. 0 85
3 doz. in wood box	

HALF TIME SHOE PASTE
(Moody's Extra Fine)

4 doz. in wood box	per doz. 0 85
1 doz. in carton, 12 in wood box	0 75

HAND CLEANER Moody's Electric

In Fancy tins, 3 doz. in wood box, doz.	0 85
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KLENZINE AMMONIA POWDER (Moody's)

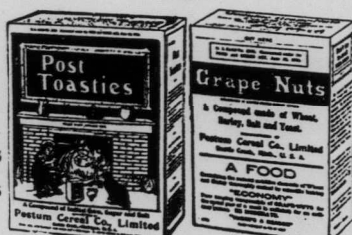
Washing Compound—	Doz.
Large size, 1 1/2 lbs.	0 90
Small size, 10 oz.	0 45
Packed 3 doz. in wood box	

Jam

30-lb. wood pails	per lb. 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.
THE C. H. CAPELLI CO., LIMITED, MONTREAL, CANADA
Alimentary Pastes.
"Swallow Brand" (Hirondelle).
Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.
Cases of 25 packages, 1 lb. 0 06 1/2
Cases of 25 lbs., loose 0 06
Egg noodles, cases of 50 pkgs., 1/2 lb. 0 07
Egg noodles, cases of 10 lbs., loose. 0 06 1/2
Lasagnes, cases of 10 lbs., loose 0 06 1/2

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Force, 36's 4 50
Gusto, 36's 2 85

Mustard

COLMAN'S OR KEEN'S

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

IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen 0 45 dozen
Medium, cases 2 dozen 0 90 "
Large, cases 1 dozen 1 35 "

Lard

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

Per lb	
Tierces	\$0 69 1/2
1-bbls	0 10 1/2
Tubs, 60 lbs	0 10 1/2
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10 1/2
" 5's	0 10 1/2
" 10's	0 10 1/2

F.O.B. Montreal



GUNNS "EASTFIRST" LARD COMPOUND EXCELS ALL OTHERS

Tierces	0 09 1/2
Tubs	0 09 1/2
20-lb. pails	0 10
20-lb. tins	0 09 1/2
10-lb.	0 10 1/2
5-lb.	0 10 1/2
3-lb.	0 10 1/2
1-lb. cartons	10 1/2

Lye (Concentrated).

GILLETTS' PERFUMED LYE
Ontario and Quebec Prices.

Per case	
1 case of 4 doz	\$3.00
3 cases of 4 doz	3 00
5 cases or more	3 35



JELLY POWDERS

JELL-Q The Dainty Dessert

Assorted Case, Contains 2 doz.	\$1 80
Lemon (Straight) Contains 2 doz.	1 80
Orange (Straight) Contains 2 doz.	1 80
Raspberry (Straight) Contains 2 doz.	1 80
Strawberry (Straight) Contains 2 doz.	1 80
Chocolate (Straight) Contains 2 doz.	1 80
Cherry (Straight) Contains 2 doz.	1 80
Peach (Straight) Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.

JELL-O ICE CREAM POWDER
FOR MAKING ICE CREAM
Pays 50% Profit

Assorted Case, Contains 2 doz.	\$2 50
Chocolate (Straight) Contains 2 doz.	2 50
Vanilla (Straight) Contains 2 doz.	2 50
Strawberry (Straight) Contains 2 doz.	2 50
Lemon (Straight) Contains 2 doz.	2 50
Unflavored (Straight) Contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

SHIRRIFF BRAND

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
" Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	3 25

VERMICELLI AND MACARONI.
D. SPINELLI C.Y. MONTREAL.
Fine.
4 lbs. box "Special" per box 0 22
8 lbs. " " 0 44
5 lbs. " "Standard" 0 27 1/2
10 lbs. " " 0 55
6 1/2 lbs. cases or 75 lbs. bbls. per lb. 0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli) " 0 06

Stable Brand.

5 lbs. box "Globe" per box	0 30
10 lbs. " " per box	0 60
75 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages.	0 06 1/2

ASSORTED FLAVORS—GROSS 10.75.

THE CANADIAN GROCER

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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



GREASY HANDS } **SNAP** } **MADE CLEAN**

If all the greasy and soiled hands that Snap made clean were brought together and held aloft in evidence of the superior cleaning powers of this great hand cleaner, there would be almost an endless sea, and we'll wager there would be a cheer go up for "Snap." Keep your Snap stock well displayed. But not in the sun.

SNAP COMPANY, Limited
MONTREAL

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

FREQUENCY OF SAILINGS

Every seventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara, the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

HALIFAX, N.S.



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited

Manufacturers of Emery, Black Lead, Emery, Glass and Flat Cloth and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Wanted— Something Better

Once for all time, Brother Grocer, realize this *basic* fact.

That the housewife is always an *unwilling* user of the inferior product. Using it *only* because she knows no better.

But deep down in her heart is the Desire for *Something Better*.

If she buys cheaply, it's because her *mistaken* idea of economy has been fostered by the price-cutter, with his just-as-good-for-less arguments.

In the nerve-racking hurry of every-day selling, perhaps you have not had leisure to *consider* all this.

Why is it that to-day women all over are such *anxious* readers of innumerable cook books; why do they devour countless pages of domestic lore in city and farm papers; why are they such earnest students of culinary science; why do they beg, borrow or steal one another's recipes?

Simply because they want *Something Better*.

Not something cheaper. Would you better *your* trade, Brother Grocer?

Then better *your* grade.

Who are making the big successes to-day?

Look about you—isn't it the *quality* man, he who serves his trade *better* than it can be served elsewhere?

Isn't it the man who sells *Something Better*?

Based on this idea, the FIVE ROSES sales have grown *tremendously*.

Meeting the *universal* craving for *Something Better*. FIVE ROSES sales *couldn't* increase if to-day we lost the customer we made yesterday. Ultimately, Brother Grocer, *your* flour sales will be just as large and just as profitable as you deserve. Just as easy to sell *better* flour, Brother Grocer.

And much more satisfaction to know that your goods will meet the user's every requirement.

Don't cater to the price trade—it's overrun with merciless competition—and you only make a customer to lose her again. This is the trade that is constantly *decreasing*, Brother Grocer.

But the FIVE ROSES patronage is always *increasing*, making new converts both directly and indirectly. And behind you is the *confidence-building* force of efficient advertising, matchless *quality* of product, prompt *service*, and the reputation of a house that prizes square-dealing beyond any other consideration.

Five Roses:—

Packed to suit your trade
in barrels and halves—
also in bags of 7, 14,
24, 49 and 98 pounds.

LAKE OF THE WOODS MILLING COMPANY, Limited

"THE HOUSE OF CHARACTER."

MONTREAL

Five Roses Flour

Not Bleached



Not Blended