

THIS IS THE 1,343rd ISSUE OF

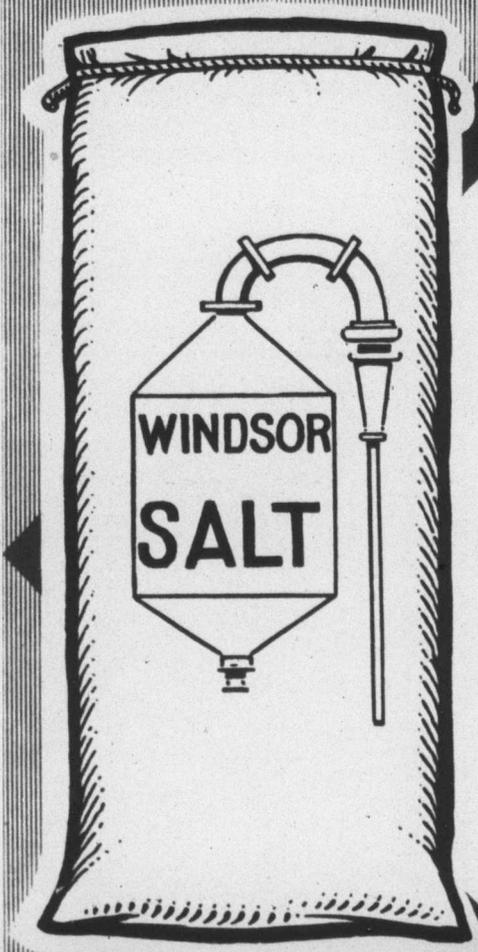
# CANADIAN GROCER

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

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 5, 1913

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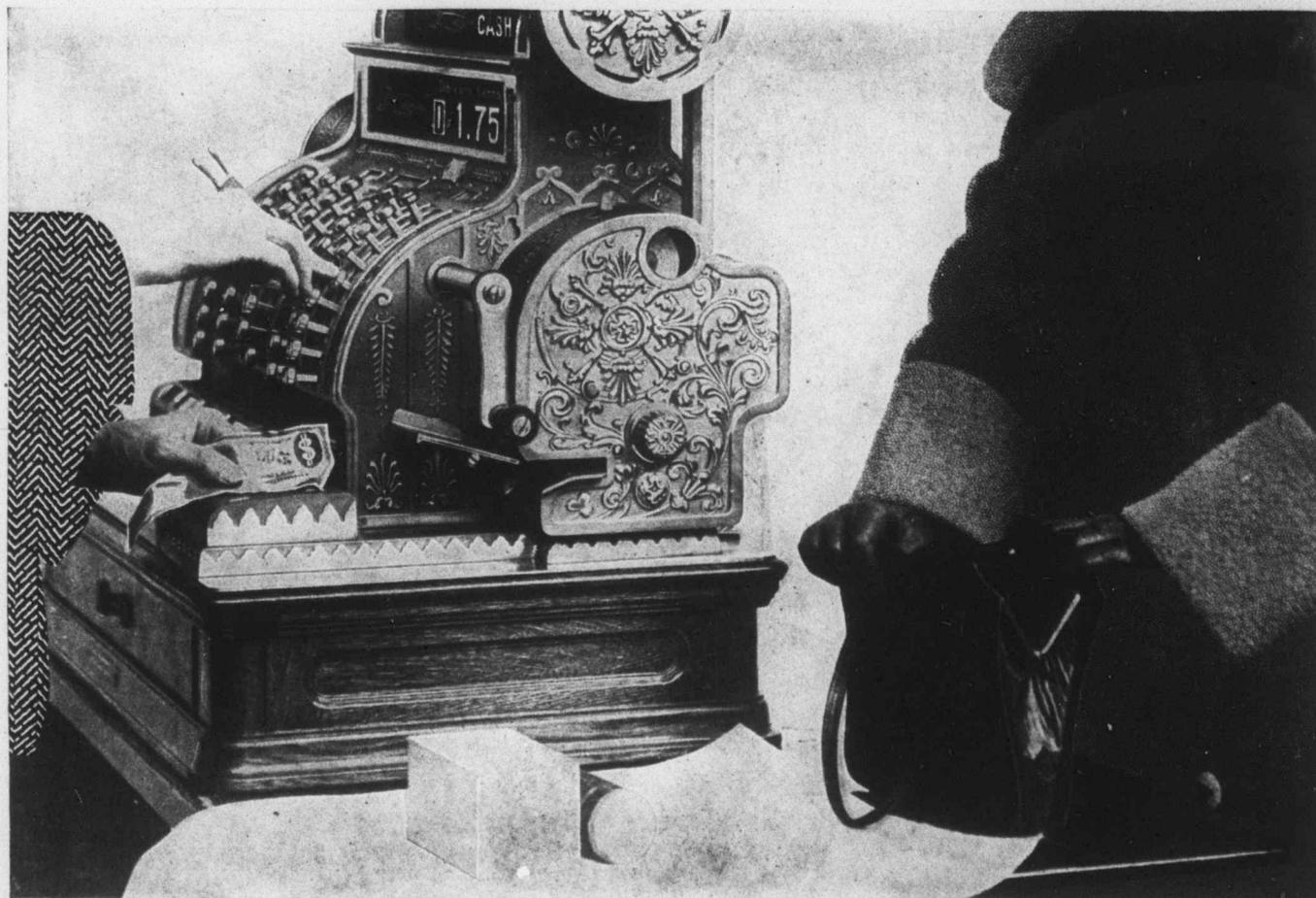


'most  
everybody  
in Canada uses

## WINDSOR SALT

Every dealer in  
Canada finds it his  
best Salt Seller.

Canadian Salt Co.  
Limited  
Windsor, Ont.



## There's a Record in the Register

### Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a *record* inside the register before the goods are wrapped. The *receipt* is wrapped in the parcel and the record *must* be made before the receipt is issued.

This record is the clerk's own acknowledgment that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information today about the National Cash Register that is built for the particular needs of *your* business.

The National Cash Register Company

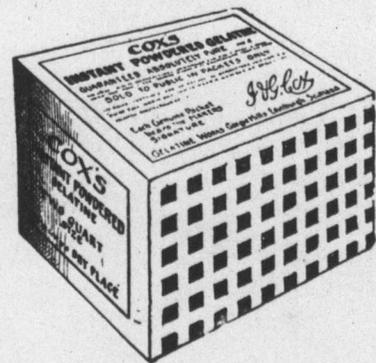
285 Yonge Street, TORONTO

Canadian Factory: Toronto, Canada

—just

COX'S

“BRITISH MADE”



## Suggest to Your Customers

that Cox's Instant Jelly Powder makes a delicious dessert for autumn luncheons, and is most excellent with fresh, ripe fruits. Can be instantly prepared.

Your patrons will appreciate the absolute purity and the delicious flavor of Cox's.

**The Standard Gelatin  
for nearly a Century**

# The Children Can Build Up Your Business

Yes, the youngsters running backward and forward from your store generally have coppers for candies. Get our attractive sweetmeats, and get them in the habit of buying them, and they will insist on their parents sending them to your store for other supplies, because "they want the good candies."

The Children of To-day are the Adults of To-morrow

## INVEST \$13 AND CLEAR 60%

Mikado Mix

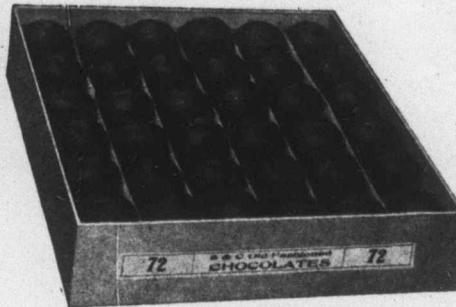


32 lb. Pails 8c per lb.  
The finest toothsome mixture made.

Minto Mix



Disappearing creams that leave a lasting taste of goodness.



Per 1/2 Gross Box - 50c.  
Watch the young nippers jump at these!!

### MARSHMALLOW LINES

Big sellers just now

Our lines are leaders comprising

- |                                      |                           |
|--------------------------------------|---------------------------|
| Vanilla Moss Marshmallow             | Cocoa Moss Marshmallow    |
| Chocolate Walnut Marshmallow Squares | Jewel Squares Marshmallow |
| Chocolate Marshmallow Bar            | Peanut Roll Marshmallow   |
| "Busters" Marshmallow                | Tricolor Marshmallow      |
|                                      | Etc., Etc.                |

### NEW PENNY GOODS

- Cream Peanut Roll
- Cream Coconut Roll
- Ta Ka Kake
- Strawberry Sticks, 2 for 1c.
- Latiere Sticks, 2 for 1c.
- Cocoa Whispers, 2 for 1c.

## Get in on our "Trial Order" Scheme

SUGARS & CANNERS, LTD., Montreal.	
Please ship, freight prepaid:	
1 pail MIKADO MIX, 32 lbs.	2.56
1 pail MINTO MIX, 32 lbs.	2.56
1 pail NUTTY CREAMS, 17 lbs.	2.40
1 pail MINT BUTTONS, 17 lbs.	2.20
Gross Goods (Assorted), 8 1/2 gross boxes.	4.00
Name .....	\$13.72
Address .....	

All Fresh and Crisp From Factory

## SUGAR & CANNERS, LIMITED

### MONTREAL

All The Candies Are All The Candy



**FOR  
MANY  
PURPOSES**

ST. VINCENT ARROWROOT has a large variety of uses in the household, also in biscuit and confectionery factories, where this wholesome food has been found a very desirable ingredient in biscuits and chocolates. It has been proven that the public favor the products which contain this food.

It makes an ideal breakfast and is the ideal diet for children and adults, and is a boon to the invalid. It also makes a dainty dessert, is healthful and nutritious.

Wherever introduced it has become immediately popular with an ever-widening circle of users. The demand has always exceeded the supply. We are offering enlarged supply to meet the growing demand. There's money in it for the wideawake dealer.



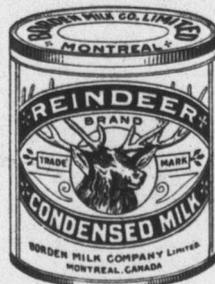
**ST. VINCENT  
ARROWROOT  
GROWERS' &  
EXPORTERS'  
ASSOCIATION**

**KINGSTOWN  
ST. VINCENT, B.W.I.**

Dealers the country over are kept hustling to supply the demand for quality milk products—Borden's are the leading lines, they have held the pinnacle position for over 57 years.

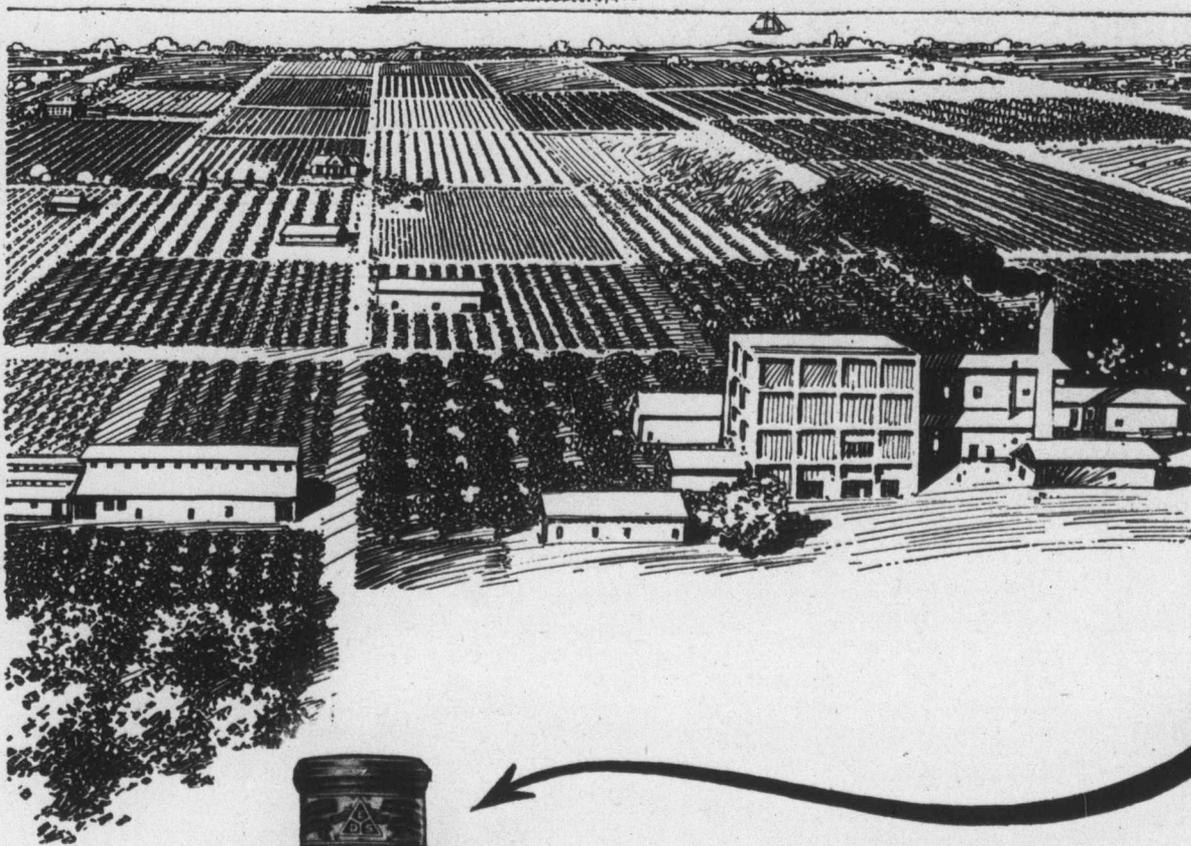
**Borden Milk Co.**  
"Leaders of Quality"  
Montreal

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



**BORDEN'S**





Fresh from the orchards  
to the jar—that's the  
E. D. S. way



The immense popularity and the unqualified success of E.D.S. products is the direct result of QUALITY—the "Fresh from orchard to table" quality.

They cost no more than many adulterated and compounded products, but give the grocer and consumer much better value. E.D.S. purity is proven by Government analysis, see Bulletin No. 244.

New packs of fruits are now ready for shipment, it will pay you well to get our quotations, they can't be beat, considering the quality of the goods.

**E. D. Smith & Son, Ltd.**  
WINONA, ONT.

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



## The finer grades of peas pay larger dividends

¶ Dealers should encourage their patrons to use the finer grades of Peas. They cost just a trifle more than the coarser grades, though the difference in quality is most pronounced. Also by selling the finer grade there will be found better all-around satisfaction, the customer gets better value for her money and the dealer makes a larger profit.

¶ The difference in value in the United States between Standards and Early Junes is 15c to 20c per dozen, and between Early Junes and Sweet Wrinkles 35c per dozen while in Canada the difference is only 2½c and 5c per dozen for our brands.

¶ Therefore the price for "Dominion Cannery," "Early Junes" is only 2½c per dozen tins more than "Standards" and 5c a dozen more for "Sweet Wrinkles" than "Standards."

¶ Suppose you ask only 1c more for each tin of "Early Junes" your profit is 9½c per dozen tins over and above what you would make by selling "Standards" and by selling "Sweet Wrinkles" at a price of 2c per tin over "Standards" you would make a profit of 19c more than by selling "Standards."

¶ Our whole object in making this nominal difference in price is to encourage the consumption of the finer grades of Peas.

We shall be very glad to submit samples of labels and pack if you care to write us.

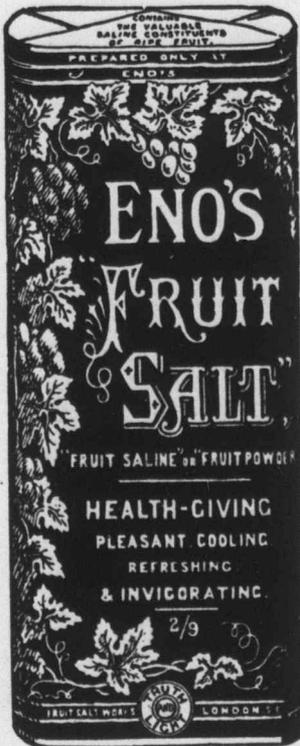
**Note.** Aylmer "Faultless" and Quaker "LittleGems" Peas cost the same as "Sweet Wrinkles."

Place a sample order at once.

**Dominion Cannery, Limited**  
**HAMILTON CANADA**



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



A gentle natural aperient that stimulates the organs of elimination.

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

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

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

**ENO'S "FRUIT SALT"**

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

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

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

Sold by Chemists and Stores throughout the World

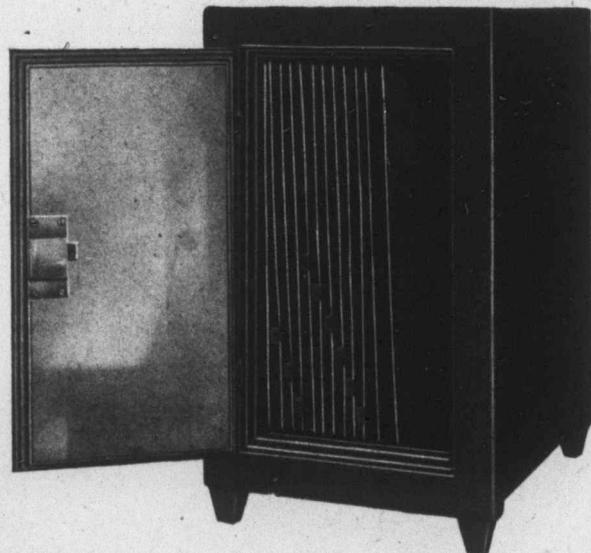
Prepared only by

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

**TWO AT THE PRICE OF ONE**



**Increase  
Your  
Profits  
Without  
Cost by  
using the  
Ullman  
Account  
Register  
and Safe**



The only proper, speedy and safe means of handling credit accounts. The latest, simplest and best account register on the market. Disputes and arguments are prevented. Customers are satisfied. Buying and selling are put on a just basis for merchant and customer alike. Customers like to deal where the Ullman Register is used.

**Hamilton Ideal Mfg. Co., Limited, Hamilton, Ont.**

Toronto Office—482 College Street

Montreal Office—181 Bleury Street

THE CANADIAN GROCER

CALGARY

LETHBRIDGE

EDMONTON

CAMPBELL WILSON & HORNE LIMITED

ROYAL SHIELD BRAND OF GOODS

ROYAL SHIELD BRAND OF GOODS

PACKERS OF ROYAL SHIELD BRAND OF GOODS

WINNIPEG

CAMPBELL BROS. & WILSON LIMITED

THE OLD RELIABLE HOUSE

ESTABLISHED 1882

IMPORTERS AND WHOLESALE GROCERS

SASKATOON

REGINA

CAMPBELL WILSON & ADAMS, LIMITED.

CAMPBELL WILSON & STRATHDEE, LIMITED

Wholesale Grocers and Importers

- ☞ We buy for cash and import all our goods direct.
- ☞ We roast all our own coffee and grind all spices and coffee we sell.
- ☞ We blend and pack all our own tea under the Royal Shield Brand.
- ☞ In one year ending April 1st, 1913, our sales amounted to \$8,320,561.44. ☞ These were the largest sales of any grocery company in the Dominion of Canada.

Send a trial order to any of the above houses

■

**Profits and  
Protection Go  
Hand in Hand with  
the Sale of Pure  
Gold Spices**

■

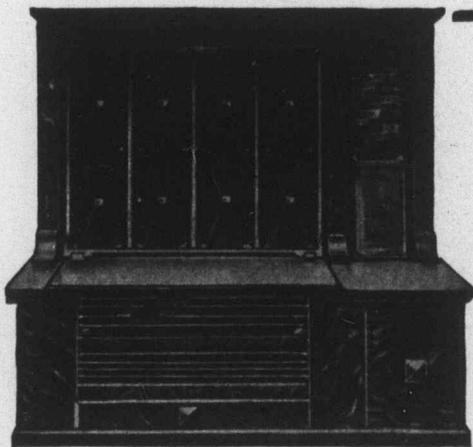
**I**f you are not selling Pure Gold Spices you are not availing yourself of the maximum of protection.

Pure Gold Spices have proven themselves to be absolutely pure. Then why risk alienating the confidence of your customers by selling spices that are not reliable?

*Pure Gold Spices are positively guaranteed to meet all Government requirements.*

**The Pure Gold Mfg. Co.**

**TORONTO, ONT.**



**The Metal Leaves Of The Barr  
Account Register Are Always At  
One Writing Level—They Don't "Pile-Up"**

No matter which leaf of the Barr Account Register you wish to work on, you always have it at the same writing level. The adjustable leaf which makes it possible to have this very desirable feature is used exclusively on Barr Account Registers.

A register with one writing level and index never covered, using a minimum floor or counter space—can you conceive of anything more convenient for any merchant? Then, too, you have in a Barr Account Register one that will handle from 100 to 1,000 accounts without any material difference in space—a register that does not require expensive additions with increased number of accounts—a combine account register and filing cabinet.

**All Your Bookkeeping At One Writing—  
Collections Are Made Promptly**

With every purchase you can furnish your customer with an up-to-the-minute statement of account, thus avoiding any possibility of your customer purchasing beyond his or her ability to pay—you know, too, when their limit of credit is reached.

There is a feeling of relief which accompanies the use of a Barr Account Register in knowing that with the making-out of the purchase slip for the customer you have accomplished all bookkeeping. There is no necessity for day books, ledgers and monthly statements.

These are some of the labor and money saving features of the Barr Register—there are others equally as good that we wish to demonstrate to you—up-to-date features that mean much to you, Mr. Merchant. **Write us, or use the coupon to-day.**

**BARR REGISTERS, LIMITED, Trenton, Ontario.**

Gentlemen:

Please send us all the facts about the Barr Account Register, providing it places us under no obligation to purchase.

Name ..... Street, Number .....

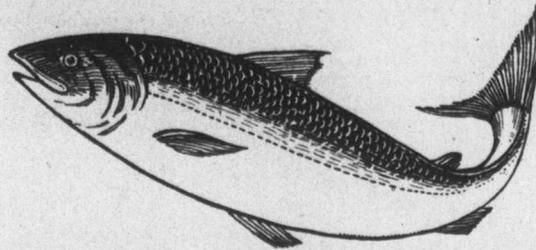
City ..... Province .....

THE CANADIAN GROCER

# Anglo-British Columbia Packing Co., Ltd.

H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye



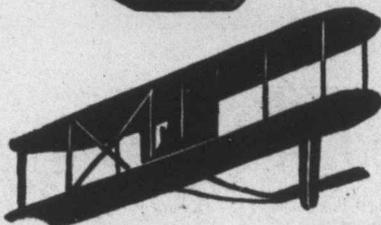
Sockeye

# SALMON

Buy—

**SOVEREIGN BRAND  
HOLLY LEAF BRAND**

THE FINEST GRADE OF SOCKEYE SALMON



## The Sauce Higher up

**Brand's A1 Sauce** is the sauce "higher up." It has held this high position in public favor by reason of its superb quality and zesty deliciousness.

**Brand's A1 Sauce** has been the table delight of thousands for over a century, and continues to give its delightfully appetizing zest to the plainest fare. **Brand's A1 Sauce** is made of highest quality ingredients, and has been awarded **THE GRAND PRIX** at the Festival of Empire Exhibition, Crystal Palace, London.

Sell **Brand's** products and you will be the dealer "higher up" in sales and profits.

## Brand & Co., Limited

Parveyors to H.M. the late King Edward VII.

Mayfair, - - London, Eng.

NEWTON A. HILL, 25 Front St. East TORONTO  
H. HUBBARD, 27 Common St., MONTREAL  
McLEOD & CLARKSON, VANCOUVER

**MODERN GROCERY EQUIPMENT**

Adds an air of distinction to your store  
—and

**ATTRACTS TRADE.**

**The "Walker Bin" System**

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

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

**Walker Bin & Store Fixture Co., LIMITED**



Berlin,

Ontario



**REPRESENTATIVES:**

Manitoba: Watson & Truesdale, Winnipeg, Man.  
Northern Sask.: North-West Specialty Co., Saskatoon, Sask.  
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.  
Vancouver: Western Plate Glass Co., 318 Water St.  
Montreal: W. S. Silcock, 33 St. Nicholas Street.  
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.



**KEEP POSTED ON SUGAR**

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

**SMITH & SCHIPPER CO., 138 Front Street, New York**

A want ad. in this paper  
will bring replies from  
all parts of Canada.



**The Continental Bag & Paper Company, Ltd.**

OTTAWA

**Exclusive Bag Manufacturers**

Selling Paper Bags is only a part of our Service.

We make it a point to include Best Quality and Strength and Value in every Bag of our Manufacture.

Require your Dealer to supply only

**CONTINENTAL "GERM PROOF" BAGS**

**DISTRIBUTORS:**

ONTARIO—The Continental Bag & Paper Co. Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.  
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.  
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.  
NEW BRUNSWICK—J. Hunter White Agent, North Market, St. John.  
BRITISH COLUMBIA—Smith, Davidson & Wright Ltd., Vancouver.  
QUEBEC PROVINCE—The Continental Bag & Paper Co. Ltd., Montreal.

By Royal



Letters Patent

**NELSON'S  
Crystal  
Leaf  
GELATINE**

Unrivalled in the kitchen,  
can be obtained from

**W. G. PATRICK & CO. LIMITED**

St. Paul St., Montreal.  
York St., Toronto.

## *Let us introduce your goods in the Western Provinces*

Every day the great influx of settlers into the Western provinces—into the country, towns and cities, makes the West a much desired market. If you have not already introduced your lines in this part of Canada or are not satisfied with their introduction, allow us to offer our services.

Our head office is situated in the **Distributing Centre of Western Canada—Winnipeg**—where we arrange weekly pooled car accommodations to all points West, thereby greatly reducing the cost of shipping. We have fine warehousing facilities in the principal wholesale centres in the provinces of Manitoba, Saskatchewan and Alberta, with travellers covering the entire Western ground regularly. We have the facilities to introduce your lines right. Write to-day for particulars.

### **W. H. Escott Company, Limited**

Wholesale Grocery Brokers—Commission Merchants—

Manufacturers' Agents and Warehousemen.

**181-183 Bannatyne Ave., Winnipeg Canada**

The only Essence that really retains the flavor,  
strength and fragrance of the best coffee is



## **SYMINGTON'S COFFEE ESSENCE**

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

**Thos. Symington & Co., Edinburgh and London**

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



## **JOHN DIAMOND**

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

— MANUFACTURER OF —

Shoe Blackings      Shoe Dressings      Laundry Blues  
American Stick Blue      Stove Polishes  
Inks, Mucilage and "Ink-Out"      Pure Petrolatum Pomades  
Electric Paste Stove Polish

**FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA**

**CENTURY SALT**

TRADE MARK

No chance for Impurities to get into  
**CENTURY SALT**

Every little detail from the pumping of the brine to the packing and loading is superintended with the greatest care. Century Salt is as pure as can be distilled. You give your customers good salt when you sell Century. We ship promptly.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

## ADS AND SALES

By HERBERT N. CASSON

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

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

### CONTENTS

Chapter	Chapter
I. Can the Principles of Efficiency be Applied to Sales?	VII. The Principles of Efficiency Applied to Advertising
II. Efficient Salesmanship	VIII. The Building of an Advertisement
III. A Sales Campaign—How to Start It	IX. An Analysis of Current Advertising
IV. Face to Face Salesmanship	X. The Future of Advertising
V. The Evolution of Advertising	XI. Public Opinion
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**PRICE, \$2.00 NET**

Postage, 13 cents additional

**TECHNICAL BOOK DEPARTMENT**

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

## Canadian National Exhibition

TORONTO

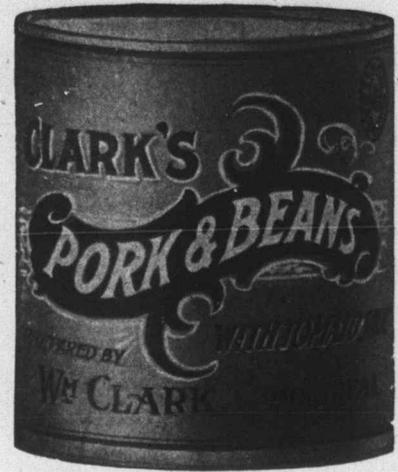
### Bond's Chocolates. Carson's Pastilles, Gums and Cachous.

Samples may be inspected at the stall in the Manufacturer's Building and all information obtained from

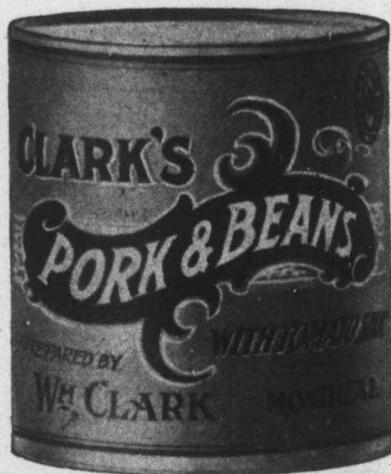
**MR. J. P. WRIGHT,**  
Queen's Hotel,  
Toronto.

# QUALITY FIRST

has always been the motto of the Clark establishment and the enormous and rapidly increasing demand for Clark's PORK and BEANS is undoubtedly due to the care exercised in their preparation.



## Clark's Pork and Beans



are your best sellers.

They are known and appreciated by the consumer.

They are advertised in a manner calculated to hold and increase your sales.

Prices to dealer and consumer are right.

**CLARK'S ARE LEADERS**

**W. CLARK, - MONTREAL**

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

**Brantford Cold Storage Co. LIMITED**  
Wholesale Produce Merchants  
If you are in need of  
**HONEY**  
in any quantity write us for quotations  
**BRANTFORD, ONT.**

Wire us for prices on Currants.  
We represent Mr. C. Ceroni, one of the best and most reliable packers in Greece.

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

Import-Export 'Phones { Office 2190  
Residence 1556  
**NORMAN D. McPHIE**  
MERCHANDISE BROKER  
COMMISSION MERCHANT  
MANUFACTURERS' AGENT.  
Handling General Grocery, Spice and Produce Lines  
Federal Life Building  
**HAMILTON, - Ont., Canada**

**W. G. PATRICK & CO. Limited.**  
Manufacturers' Agents and Importers  
77 York St. - Toronto

**W. G. A. LAMBE & CO. TORONTO**  
Established 1885  
**SUGARS FRUITS**

**CONVENIENT, MODERN, WAREHOUSING**  
at Ottawa, tracks at the door, connection with steamers. Fireproof. Excise Bond Free. Write for low rates.  
**DOMINION WAREHOUSING CO.,**  
44-52 Nicholas Street - - Ottawa

**WESTERN PROVINCES.**

**H. P. PENNOCK & CO., LTD.**  
Wholesale Grocery Brokers & Manufacturers' Agents,  
WINNIPEG  
We solicit accounts of large and progressive manufacturers wanting live representatives.

**WESTERN DISTRIBUTORS LIMITED**  
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed Warehouse and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.  
Saskatoon - Western Canada

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

**G. C. WARREN**  
Box 1036, Regina  
**IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.**  
Trade Established. 15 Years  
Domestic & Foreign Agencies Solicited

**HOLLOWAY, REID & CO.**  
Cor. Vermillion Ave. and 5th St.  
**EDMONTON - ALBERTA**  
Importers and Manufacturers' Agents  
We specialize in Biscuits and Candles  
We are still open for a few good Agencies

The  
**Condensed Ad.**  
page  
will interest you

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

**WESTERN PROVINCES—Continued.**

**NORTH-WEST SPECIALTY CO.**  
Manufacturers' Agents  
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.  
Suite 109 Willoughby-Sumner Stock  
Saskatoon, Saskatchewan.

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

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

**FRANK H. WILEY**  
WHOLESALE COMMISSION MERCHANT  
and  
GROCERY BROKER  
757-759 Henry Ave., WINNIPEG

**RUTTAN & CHIPMAN**  
WHOLESALE GROCERY BROKERS  
and  
MANUFACTURERS' AGENTS  
Fort Garry Court, Main Street.  
Winnipeg - Canada

**JOHN J. GILMOR & CO.**  
Wholesale Manufacturers' Agents and Commission Brokers  
WINNIPEG, MAN.  
Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

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

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

# Manufacturers' Agents and Brokers' Directory

(Continued.)

**BRITISH COLUMBIA.**

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

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

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

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



**STUHR'S**  
**GENUINE CAVIARE,**  
**ANCHOVIES IN BRINE**  
*(Salted Sardels).*  
 In Tins and Glasses.  
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**T. A. MACNAB & CO.**  
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**MANUFACTURERS' AGENTS**  
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TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our Travellers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original quick shippers."

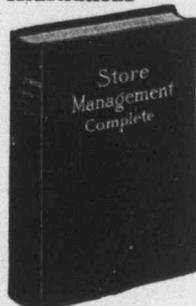
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Wholesale and  
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all ready for the table

Pimento Stuffed  
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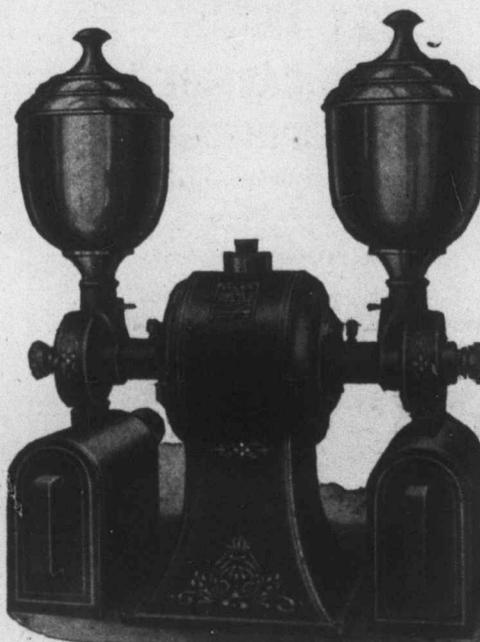
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**COLES MANUFACTURING CO.**  
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THE CANADIAN GROCER

# CARTONS

# *St. Lawrence*

## Granulated

The Canadian Standard of quality.  
Packed in both 2 lb. and 5 lb. cartons.

BUY  
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## ALMONDS

The most popular amongst the Grocery and Confectionery Trades

**COSMELLI & COMPANY**

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

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Cairns' Jams, Jellies and Marmalades are True British in quality and have satisfied the demands of the better trade, including the Royal Household, for many years. Cairns' products are guaranteed absolutely to be as pure and of as fine flavor as the best known facilities and careful handling can make them.

They please the better trade.

**ALEXANDER CAIRNS & SONS**  
PAISLEY, SCOTLAND

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

# PROFIT

There is more in **JAPAN TEAS** than any other kind. Consignments of new crop (owing to its excellent quality) are picked up immediately on receipt of shipping samples.

## FURUYA & NISHIMURA

### PURE STRAWBERRY JAM CHIVERS' QUALITY

We are in a position to protect you for your requirements in Strawberry and other Jams, either immediate or future delivery, and can supply you with **CHIVERS' QUALITY**.

Do not buy the first jam offered you, thinking you will not be able to secure your supplies. We can protect you, and besides guaranteeing delivery we can save you money and give you **CHIVERS' Quality**.

Our bookings are quite heavy owing to the complete satisfaction given by **CHIVERS' goods** in the past. Get in touch with our travellers or write us direct and take advantage of our **SPECIAL 1913 INTRODUCTORY OFFER ON CHIVERS' LINES**.

### FENWICK, HENDRY & CO.

Manufacturing Wholesale Grocers  
KINGSTON, ONTARIO

### RED RIDING HOOD BRAND



5 lb.  
SLIP  
TOP  
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5 lb.  
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Samples and Prices from

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### The always reliable in results—"COW BRAND"

No other soda on the market is so well known by the good housewife as is "Cow Brand." It is famous for its absolutely sure results, its strength, its purity. Recommend it to all.

Stock up, Your jobber has it.

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The Acme of Perfection in Cigarette Making

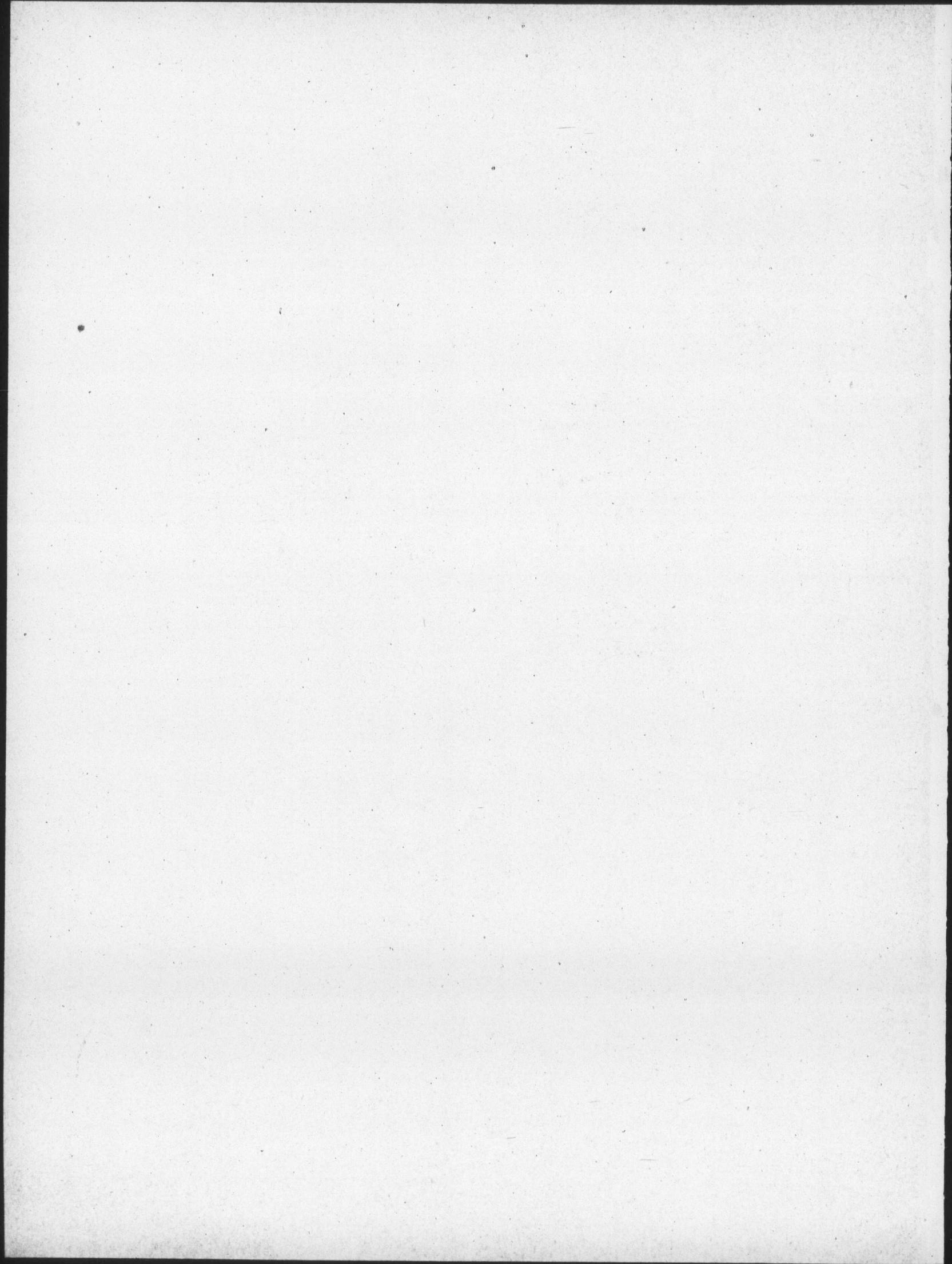


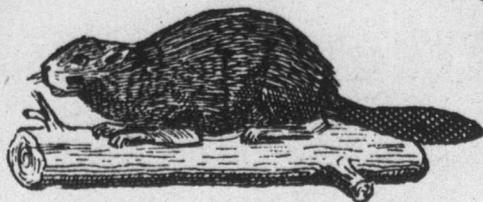
# MASPERO

THE PERFECT EGYPTIAN CIGARETTE

is packed in different shapes  
and sizes, to suit all tastes.

Sold by all the wholesale  
trade.





**"Beaver" Brand Finest  
Quality Valencia Raisins**

are of a special fancy quality, and are sure to please the most particular of buyers. If you have not handled BEAVER—give them a trial this year.

Packed by MAHIQUES, DOMENECH & CO.  
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Agents:

ROSE & LAFLAMME, Limited  
Montreal and Toronto



**An Invitation to the  
Canadian National  
Exhibition**

You are cordially invited to visit our Stand in the Manufacturer's Annex, south-east section (under Grand Stand), at the Canadian National Exhibition, Toronto, August 23rd-Sept. 8th, where an attractive display will be found of OCEAN BLUE, GIPSY Stove Gloss, LINOLEO Floor Wax, etc., etc.

Our chief representatives will be in attendance to put up a proposition which is worth your while enquiring into. If you are visiting Toronto, make a note to call upon us.

**HARGREAVES (Canada), Limited**  
33 Front Street E. TORONTO.

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By John H. Blake

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

- The Tea Gardens of the World
- Tea from Seed to Leaf
- Tea from Leaf to Cup
- The Tea Marts of the Orient
- How to Test Teas
- Where to Buy Teas
- Is it Wise to Place an Importation Order?
- Bulk versus Package Teas
- HOW TO ESTABLISH A TEA TRADE
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After a tiring day of sightseeing at the Canadian National Exhibition—what could be nicer, more comforting, and refreshing—than a cup of delicious

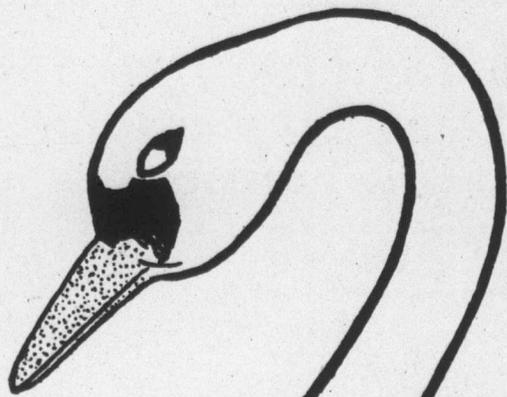
**KIT COFFEE**

Made in a moment—and so good and sustaining. Recommend "Kit" to your customers. They will appreciate your thoughtfulness.

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ALEX. TYTLER, Temple Building, London, Ont  
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# White Swan

Yeast Cakes



raise the dealer's profits and sales because they always raise the housewife's bread evenly. She can always depend on having a good batch of bread when she uses **White Swan Yeast**. Every package is guaranteed.

"Surety  
of  
Purity"

Order from your wholesaler or direct.

**WHITE SWAN SPICES & CEREALS LIMITED**  
TORONTO ONTARIO

## A ROYAL TEA HOUSE

The United Kingdom Tea Co. are now starting to open up Agencies in all Towns and Cities of Canada, with only **ONE HOUSE** in each place that will control this **TEA**. Apply now to Kirkwood & Sons, 176 Dupont Street, Toronto. **U. K. TEAS** are put up mixed and black, in 1/2 pound packets; each case contains 30 lbs. Terms 60 days, freight allowed on 5-case lots from stock in Toronto.

30 cent quality will cost you .....	23 cents
40 cent quality will cost you .....	26 cents
50 cent quality will cost you .....	32 cents

Figure your profits and compare with other Package Teas.

In one sense this may be said to be a Royal Tea House. The United Kingdom Tea Company, Ltd., London, England, hold Warrants of Appointment to H.M. King George V., and H.M. Queen Alexandra, H.R.H. the Duke of Connaught, and others of the Royal Family; and are, likewise, Tea Merchants to both the House of Lords and House of Commons. The Company's tea is regularly supplied in the hotels and restaurants of the London and North Western Railway Company, the Great Western Railway Company, the Great Northern Railway Co., and the Great Eastern Railway Co., in upwards of three thousand other hotels and institutions, in numerous clubs, colleges, schools and hospitals, and to many of the canteens and messes of the Army, as well as to thousands of customers all over the world. The directors are Messrs. C. E. Ayshford, C. V. Henderson, and J. H. Morphew, and the continued success of the house is primarily due to these gentlemen, supported, as they are, by a picked staff, like themselves, of practical men. A long list of gold medals and awards carried off at great exhibitions attest to the value of the Company's output. There are branches at Dublin and Bombay, and Continental depots at Paris, Vienna, Berlin, Milan, Bucarest, and Galatz, whilst agencies exist in almost every part of the civilized world.

# SYMINGTON'S SOUPS

are just ideal where nourishment, warmth and ease of preparation count. Contents of one packet make a quart of rich, delicious soup, a plateful of which, with bread, offers a delicious and sustaining meal.

There are eleven varieties, each distinctive, each delightful.

Mulligatawny, Tomato, Green Pea, Lentil, Pea, Celery, Onion Ox Tail, Scotch Broth, White Vegetable, Mock Turtle

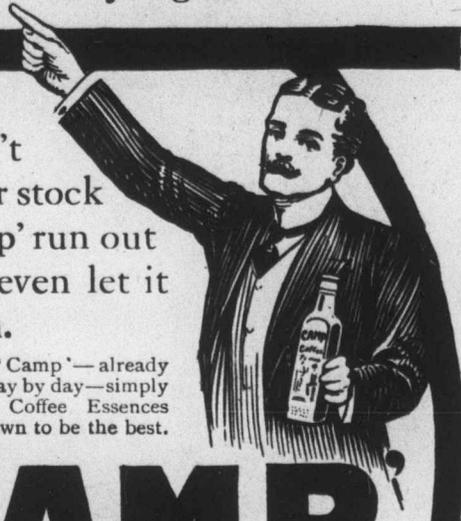
Canadian Agents:  
**F. E. ROBSON & CO.**  
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'Camp' Coffee is off your shelves almost before you get it on!

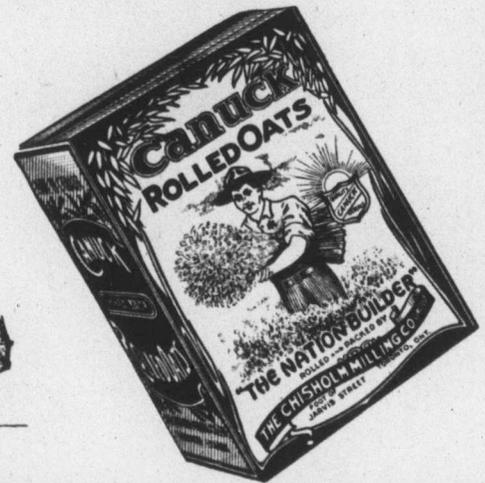
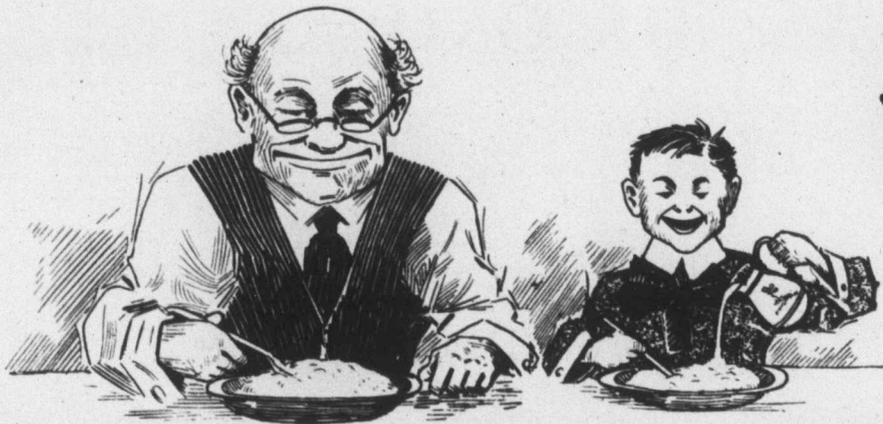
Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.



# 'CAMP COFFEE

See your Wholesaler to-day.  
*R. Paterson & Sons,  
 Coffee Specialists,  
 Glasgow*



## Old and Young enjoy Canuck Rolled Oats equally.

The high quality of this wholesale food commends it to all classes. It will build up your trade and profits. Order a supply now from your wholesaler or direct, and be prepared to meet the demand.

**Put up in two sizes:**

Premium, or 25c. size, 12 packages to the case.  
 Regular, or 10c size, in cases of 36 packages; or half cases of 18 packages.

**The Chisholm Milling Company, Limited**  
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**One Quality  
Always and  
That the Best**

Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

**COLMAN'S MUSTARD  
OR  
KEEN'S MUSTARD  
IN SQUARE TINS**

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

**Magor, Son & Co., Limited**

Agents for the Dominion of Canada

403 St. Paul Street, Montreal

Toronto Office, 30 Church Street

**AS CANADA GROWS**

There are so many newcomers to Canada, Mr. Grocer, that the depletion of other countries is causing alarm.

These newcomers should be good customers for the oldest and best food-products of Canadian manufacture.

So that when a new customer opens an account with you, you should not hesitate to recommend these 50-year Canadian food-standards.

**CROWN BRAND CORN SYRUP  
AND  
BENSON'S PREPARED CORN**

For handy, quick and easy cooking they can't be beaten and your customers can obtain a book of delightful recipes by just dropping us a card.

Why not suggest this?

**THE CANADA STARCH CO., LIMITED**

Manufacturers of the EDWARDSBURG BRANDS

Montreal Cardinal Toronto Brantford Calgary Vancouver

# More Merchants' Views on Loss-Off System

Tamworth, Ont., General Dealer Has Been Buying on This Basis for Years—  
Educated His Customer to Sell Good Eggs Only—A Question of Morality, He  
Maintains—Another Merchant Has Difficulty When Applying New System.

By A. B. Carscallen, Tamworth, Ont.

I read the article in The Canadian Grocer of August 29 in reference to the loss-off basis of buying eggs.

I am a country merchant, and have been buying eggs from the same farmers for twenty years, and have never knowingly taken stale or bad eggs from my customers during that time. The result has been that my eggs have been above the average as to quality, and I have been able to secure the highest market price. This enabled me to pay the highest price going and still have a margin.

I have had difficulties in culling eggs. I have had customers say that they would never deal with me again when I put the stale and bad eggs back in their pails or baskets. I usually ask them if they have any other grievance; if not, I thank them for past favors, and tell them that I have no apologies to make, as I will not buy anything that I cannot conscientiously offer for sale. Customers sometimes leave me for a while, but I cannot call to mind one instance where they have not come back, and when they do come back they stay.

My idea of human nature is that the persons who will knowingly accept money for stale or rotten eggs, or any produce that they would not eat themselves, is invariably suspicious, and expects that when you have knowingly given them something for nothing that you will eventually take it out of them on something else. The consequence is that the merchant who will not countenance their dishonesty usually gets their money and good eggs.

## Advocates Loss-off System.

I heartily approve of the loss-off basis of selling eggs. It will force the easy-going merchant to educate his customers to take care of their eggs and market only the good ones. The result will be that the honest farmer will get more for his eggs, and the merchant will not be compelled to take commission house prices if they are not satisfactory, as he will then be in a position to guarantee the quality of his eggs and can sell direct to reliable retail grocers in the cities.

The old system of buying eggs—case count—was placing a premium on dishonesty.

## Honest Producer Lost.

The dishonest producer thought he was beating the merchant. The mer-

*Herewith are two more letters from country merchants on buying eggs on the new system of paying the producer according to quality. One dealer declares that he has been buying eggs for twenty years on this basis and has lost little, if any, custom. Another, in attempting to enforce the loss-off basis has lost many of his old customers who are now selling to the representative of a commission house who apparently pays for all eggs.*

*Without doubt, eggs according to quality is the correct procedure, just the same as any other foodstuff. The success of the system depends on the enforcing of it. Let us hear from other dealers on this question. Express your views and exchange them with others. What is your system?*

chant consoled himself with the idea that the commission house or wholesaler was the loser, but the actual loser was the honest farmer who would not stoop to offer rotten eggs for sale.

The Egg Dealers' Association have taken a step in the right direction, and if the merchants co-operate with them rotten eggs in the market basket will soon be a thing of the past.

If we merchants buy only good eggs and pay the top price for them, we need not fear opposition buyers from any source who buy stale or rotten eggs.

## Grade Butter Similarly.

I look upon the loss-off basis of buying eggs, adopted by the Egg Dealers' Association, as a protection to the merchants who buy only good eggs, and I am looking forward to the time when some enterprising association or individual will devise some system which will compel country merchants to grade butter and pay for it according to quality.

## EXPERIENCES OF ANOTHER.

By an Ontario Merchant.

On reading the account of another grocer's troubles with the loss-off system, I thought I would give my own.

I have worked the egg business along with my grocery business for years. I was not working on commission, but as an independent, shipping to the man

who paid the best price, case run, f.o.b., at my station. My main opposition is a man buying on commission. I bought from other stores and paid them 1 cent a dozen over the buying price, making on an average of 1/2 cent. on these eggs, a small commission, but enough, as I got my money back from the bank on a sight draft as soon as eggs were shipped. On the new system we cannot get our money back in much less than a week, and when you do, and get your statement saying there are so many bad, so many gallons cracks, etc., you very naturally say to yourself: "Have they been honest with me or are they rogues?"

## How to Change Plans.

I found in the end I had to quit buying from other stores and only ship my own eggs, but what of the commission man? He takes half of my customers, and another commission man from a town five miles away takes the other half, and goes on taking my business. When approached by the farmer and other grocers on why I cannot buy eggs as I used to do, they say, "O, we have a better firm. It guarantees us 1 cent a dozen on all eggs bought." Yet this firm is one of the main firms in Montreal to cry out for strictly fresh eggs.

How can a strictly fresh egg get to Montreal on the new system when they must not be over 4 or 5 days' old? We will say that the hen lays the egg on Monday; the farmer brings it in on Tuesday. We ship Wednesday. Thursday and Friday takes it to Montreal, and Saturday it is taken to the buyer, where ten chances to one it lays until Monday before it is candled.

## Ship by Parcel Post.

From my point of view the farmer will have to ship his eggs by parcel post direct to Montreal every night, or else box the hens up and send them down there in time for them to catch the eggs as they drop.

If you want to drive your trade to the other store, start telling some real honest farmers that their eggs are bad. You will then be the "meanest sneak" in the country, and you can explain from now till doomsday and you won't make the farmer believe you are not making big money on your eggs.

Get us all on the same ground and then everything will be fair.

# Getting The House Cleaning Trade



*That the autumn house-cleaning trade will soon begin can be seen from occasional displays in windows and store interiors of the goods required for this work.*

*If the window is working overtime with fruit just now the season will be waning in September when house-cleaning goods should be brought to the front. In the meantime an interior display should be helpful. These are splendid lines for the small town and country merchant to handle.*

In two previous articles on the lines that could be handled profitably by the grocer for fall housecleaning, mention has been made of ammonia powder, liquid ammonia, cleansers of various descriptions, stove polishes, paint cleaners, brushes, both for the kitchen and hardwood floors and furniture, mops, and a line of chemically treated—"dustless"—cloths that are becoming quite popular, but have not been kept, so far, by the majority of grocers.

It should be understood, of course, that displays of housecleaning stocks were not suggested for August when the fruit and pickling "bees" were at their height. "Everything in its season," is a necessary condition of nearly all successful campaigns. The idea underlying these articles simply is, "In August prepare for September." Be ready to launch out the moment the housecleaning epidemic breaks out. All the better if you can anticipate it by a day or two, for you will be ahead of your rival and already in possession of the field.

## **An Effort That Pays.**

In consulting a number of merchants, Canadian Grocer found that possibly half were accustomed to push the sales of housecleaning goods, and in every case this extra effort resulted in largely increased business. Why should it not, when this effort was directed along the natural lines of demand?

One grocer described a window display he used thus, "In the centre, near the front, I made a pyramid of soap, and on each side a tier of cleansers, with packages of lye around them. Farther back I ran a clothes line across and used the white lining of sugar bags for clothes, sticking in pegs to make it look more real. Then, scattered around, I

had different kinds of powders, scrubbing brushes, wash boards, mops, mop sticks, etc., and a line of brooms across the back of the window, all so arranged that the exhibit rose gradually from the front to the back of the window.

"It helped a whole lot," he added, in summing up the selling power of this display.

## **Broom Stand in Doorway.**

As a simple but none the less successful expedient, one grocer mentioned a stand in which he set a dozen brooms and placed them in the doorway. They were thus a constant reminder, and he estimates that his sales have been increased above the normal by 100 per cent.

Here too, "it helped a whole lot."

Still another grocer used his window to show prominently ammonia powders, brushes, brooms, stove polishes, soaps, etc. He too made use of clothes lines as suggestive articles. He added, here and there, cuts and advertising displays sent out by manufacturers, and felt it brightened up his window and preached a lesson too. This sort of display, he declared, "helped considerably."

## **Interior Display That Sold Well.**

Still another merchant who preferred to use his windows for other goods, sets up an interior pyramid of housecleaners, and includes black lead, stove brushes, etc. This serves as a constant reminder to his regular customers whenever they visit his store and larger sales are his.

## **Capitalized A "Spite Fence."**

That opportunities hang from every tree is undoubtedly true if we can only see them. Here is an instance to show how one grocer recognized in what he

terms a "spite fence" a valuable medium for selling brushes, mops, wash boards, etc.

Next door to this dealer, whose store is in Toronto, is a barber. One landlord owns the two stores. Grocer and barber were on quite friendly terms until one day when the former was away the latter "buttonholed" the landlord and got him to put up a partition in the front between the two doors. The suspected reason was that the barber was anxious to carry on a little "game" occasionally, unobserved.

Be that as it may, the grocer decided to utilize the "spite fence." He got a few hooks and rings and soon had a showing of brushes, woodenware, etc. Everyone entering the store must see the display. It has, he says, doubled the sales of these articles which previously were carried in the warehouse or some other obscure place.

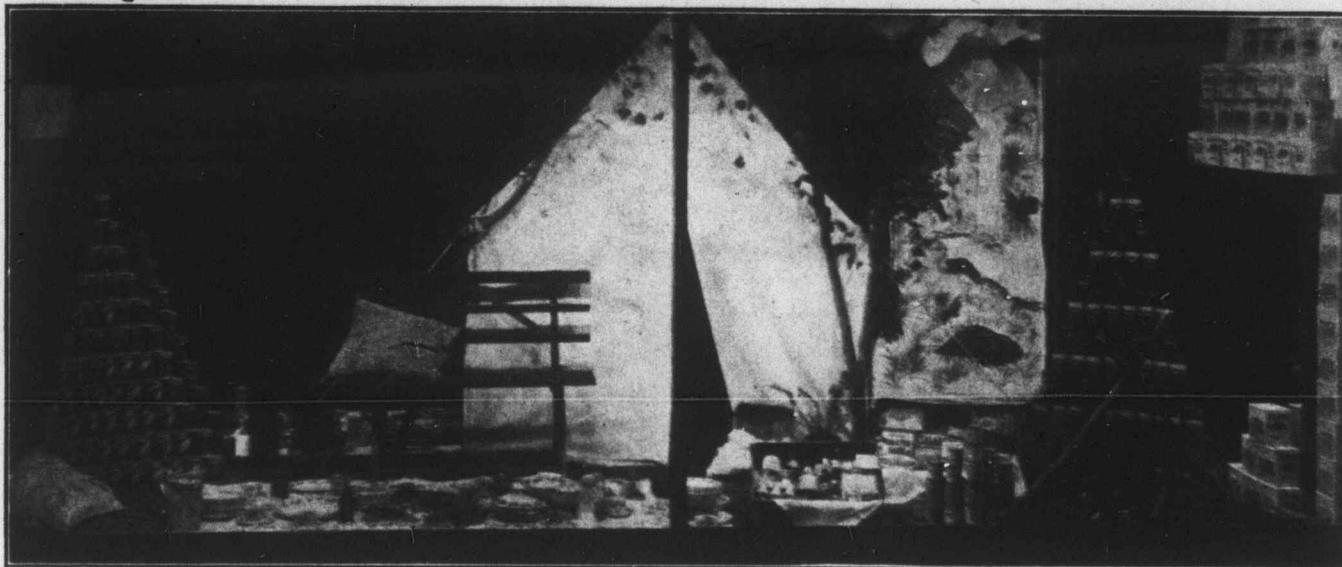
## **Good Lines For General Stores.**

Some may think, as some have indeed, told Canadian Grocer that lines of brushes and cloths for rooms other than the kitchen, belong more to hardware stores, or special houses. Whatever force there is in this argument for a few of the largest cities, it certainly cannot apply to the smaller ones, and the towns and villages. In these places the business is not so finely specialized and much of this trade is waiting for the grocer: will be his for the mere invitation.

Stock up these goods and display them in due season as you would your other lines, and you will find, as others have done, that "it has helped a whole lot."

This is the third article of the series. First two appeared in issues of Aug. 15 and 22.

## Increasing Summer Sales by Display



Third prize window, Class 2, in Canadian Grocer's Summer Goods Window Dressing Contest. This was trimmed by Gordon E. Underhay, with the Craig Co., Ridgetown, Ont.

Enthusiasm among the salesmen in small town-stores for window display has already been indicated in the trims made by Bruce McDougall of Ingersoll, Ont., and E. W. Watling of Chatham, N. B. It is again illustrated in this display of Gordon E. Underhay, with The Craig Co. of Ridgetown, Ont.

Mr. Underhay has depicted in an attractive style the connection between summer seasonable goods and the camping season. In the background is a tent and a number of ferns shaded by trees and foliage.

The hand-painted panel of outdoor scenery gives the whole a "campy" and natural appearance. A table is spread on the floor in front of the tent, the cloth being made of green lining. This is covered with plates, cups and saucers and other chinaware and here and there are pickles, olives, sandwiches, cakes, biscuits, canned goods, etc.

A wooden seat and a camp fire over which hangs an old-fashioned iron pot, giving it a rustic appearance, adds to the realism of the entire display.

By winning the third prize in this contest, Mr. Underhay receives a prize of two dollars.

# A Lecture on Practical Side of Card Writing

Wallace G. Hess, well known as a leader in the art, addresses the C.W.T.A. convention and gives a number of practical hints—How work can be simplified and expedited—The best materials to use.

A feature of the recent convention of the Canadian Window Trimmers' Association was a lecture by Wallace G. Hess, of Chicago, on card writing. Mr. Hess is a recognized authority on the subject, being a card writer of note himself.

Although it was planned that Mr. Hess should take the floor at ten-thirty on Tuesday morning, it was not until an hour later that he began his address and demonstration in which he gave the boys some of the best ideas, both theoretically and practically, that it had been their good fortune to get since the days when they first began to wield the artist's brush.

In opening he remarked that he intended through the course of his lecture to criticize any cards of those exhibited which he thought were worthy of mention, and stated that he hoped no one would feel hurt by any remarks he should make as it was a question whether a constructive or destructive critic does the most good.

A successful publicity man, he continued, must first obtain a good grasp of the English language. This was one of the prime essentials and no man could afford to neglect it no matter how much he thought he knew, he would still have something to learn. He referred to the "Correct English" magazine which was published in the United States, and said that it was an excellent thing for the brushing-up of anyone's English.

Mr. Hess states that show card writing came from England, and about forty years ago it first made its appearance in New York. The English are masters of the air-brush and for the greater part are superior at pen and brush lettering.

He states that throughout France, and the Republic to our south, they are almost without exception demanding the small lettering. No person wants a card that may be read across the street. The windows on one side of the street are enough for passers-by to observe at one time. The small pen lettering is therefore by far the most popular, both for sale or high-class display cards.

For small lettering, Mr. Hess pointed out the advantages of the Leeman music pen over all others. This pen derives its name, not as some people thought because it made a noise when in use, but because it is used by music writers. The music pen may be swung around a corner which is almost an impossibility with a Soenecken pen. The speaker

also drew the attention of those present to the fact that the music pen must be pulled down and not up. The Soenecken pens for some purposes are preferred to the music pens. In order to get a Soenecken pen flexible it should be very carefully handled and this method was thoroughly explained.

Mr. Hess thoroughly explained the work of suit case lettering and advised for the purpose the use of the Soenecken pen for the smaller, and camel hair brushes for the larger letters, with a waterproof ink. These brushes, he explained, should be well cared for and washed off with turpentine. Great care should be taken with the cloths that are used for drying these. They should be kept in a galvanized iron box because if they are left lying around in contact with wood or paper they are liable to cause a fire.

To the beginner of card writing the speaker gave good advice upon how to go about his work, and in this he brought out many points which, while intended for the beginner, were of great

value indeed to many who had had long experience.

The card should be laid out in neat form, long words should be substituted for short ones, and vice versa where it is necessary to give lines a neat or uniform appearance.

Much time is saved by the use of stencils for laying out the card. An assortment of these will always come in handy to the card-writer.

Large price cards are not necessary, nor should a great deal of reading matter be put on a card, but care should be taken to give sufficient wording that it may have body.

Lower case letters are used considerably the most by the best card writers. Much advertising is done in lower case type, and the show card is to a great extent in conformity with it.

Letterine is the best coloring to use, although distemper colors are excellent.

Mr. Hess strongly recommended the use of guide lines when more than one letter was necessary for a card. In the accompanying cuts, which he discussed at considerable length with the boys, it will be noticed that along the margin are marks which are intended to be joined to form guide-lines.

Fancy decorations add considerably to the appearance of a card and particularly a small corner decoration. Germany manufactures many of these and a number of American and Canadian card-writers use them, but there are American firms who manufacture these and which are a great deal more satisfactory than those from over the water.

Air-brushes to give good results should be clean. It is in this that many air-brush workers fail to produce the best results from their efforts.

Ideas for cards should be sought for in many sources, they may be copied from any source except the opposition store windows.

Diploma lettering is productive of good returns, and a card-writer who has some idea of really artistic lettering would get a great deal to do.

The law of averages applies to the art of card-writing as it does to any profession. Some men will make it a success with little work, while others will find it necessary to work harder. One of the prime essentials of the publicity man is a knowledge of proper English. Any man who uses "ain't" is not an advertiser and should be ostracized from the profession.

## HESS PEN STRIKES.

*You've got to come to pen lettering to hold a job to-day.*

*Don't stick to card writing alone. Add to it window trimming and advertising.*

*"Amatuer" on a show card is not only a disgrace to the writer but an injury to the store.*

*Card writers in the big stores stick to "lower case" letters like people get in the newspapers.*

*No man who uses "ain't" has a right to teach another man advertising. Seek to improve your English.*

*Show card writing came to New York from England forty years ago. You can't touch the air-brush work of London.*

*There is no more reason why a man should become a skilled card writer than a great surgeon or anything else. The "law of average" applies.*

*"Careful and intelligent" practice, not practice alone, makes perfect. You've got to use your head.*

*Sign painting and card writing do not necessarily go together. I loathe the odor of turpentine.*

a b c d e f c h i j k l m n  
 a b c d e f g h i j k l m n  
 c p q r s t u v w x y z  
 o p q r s t u v w x y z &  
 1 2 3 4 5 6 7 8 9 0 \$ ¢  
 One Stroke Roman 1913  
*One Stroke Slant Italic: Single Stroke Skeleton*

*Music Pen Lettering*

A B C D E F G H I J K L M N O P  
 A B C D E F G H I J K L M N O P  
 Q R S T U V W X Y Z & F E T P  
 Q R S T U V W X v 7 & R S R +  
 a b c c d d e e f f g h h i j j k k l l m m  
 n n o p p q q r r s t t u u v v w x x y y z -  
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*ABCDEF GHIJKLMNOPQRSTUVWXYZ & %*  
*1234567890*  
*abcdefghijklmnopqrstuvwxyzb d Quality*

Charts used by Mr. Hess for card writing.

# The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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

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

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London—88 Fleet St., E.C. Telephone Central 12960.  
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PUBLISHED EVERY FRIDAY.

TORONTO, SEPTEMBER 5, 1913

## CORN SYRUP GOES UP.

As was anticipated in recent issues of Canadian Grocer, an advance has taken place on corn syrups. This is one-quarter of a cent a pound on bulk and 10 cents on a case.

The advance in price was due to the poor corn crop this year in the United States. Not only has corn syrup gone up, but also corn starch and cornmeal, all due to the one cause. The crop shortage has been caused by the drouth in the central and Western States. Lately, rains have been more frequent and will probably help some, but there is little hope for any great yield.

The price since the advance is 5 cents per case below one year ago whereas price in bulk is the same.

## COURTESY SAVES MONEY.

Courtesy in business letters is frequently of considerable assistance to the dealer.

A case in point occurred some time ago in which one dealer, through being courteous in a reply to a letter from a wholesale house, saved some money, whereas another, through an attempt to force the wholesaler, lost the same chance.

It happened this way. Sugar had advanced 10 cents per cwt. on a certain Saturday. On Monday the traveler of the wholesale firm called on two of his customers in his residential town informing them of the change. He offered to take their orders at the old rate and each signed for a carload. This method, of course, is not supposed to be the one in vogue, but at any rate the orders were given, and taken by the traveler on this basis.

The salesman's letter did not, of course, reach his house until Tuesday. The wholesaler, therefore, in sending the invoice made it out at the advanced rate. Each merchant naturally sent in a letter stating that the order was given at the lower rate. But one used strong language. He absolutely refused to pay for the sugar; the traveler had made the price and the house would have to stick to it, etc., etc.

The other pointed out how the order was taken, adding a note that he did not want anything anybody else wasn't

getting and assuring them that he knew they would do what was fair.

The former dealer did not get the sugar at the old price; the latter received a credit check for the difference. The courteous reply was effective; "you must or I will," lost.

## BAD ACCOUNTS BY PARCEL POST.

An ingenious Kansas, U.S.A. merchant has made use of Parcel Post in collecting some debts. On his books he had a number of accounts that had been standing for months or even years. Dunning letters had failed to cause a settlement, so he hit upon the scheme of sending a large parcel to each of his debtors. The parcel was stuffed with excelsior or waste paper, and lying on top of it was the receipted bill for the amount owing. The parcels were sent C.O.D., the expense of each parcel being 15c. to the merchant.

He counted rightly upon the curiosity of his victims, each of whom before he could open the parcel was required to pay the amount of the bill, for in nearly every case the parcel was accepted, and the money forwarded by the postal authorities to the merchant.

Now some of the dead beats are complaining that the ruse of the merchant was illegal, but the district attorney, to whom the matter was referred, gave it as his opinion that the scheme was perfectly legal, there being no fraud or imposition, that the recipients of the parcel were not obliged to take it, but that once having accepted the parcel, they were not entitled to a refund.

## ADULTERATION IN MAPLE SUGAR.

A McGill Chief Analyst of the Inland Revenue Department, Ottawa, has issued a bulletin on a recent analysis of various brands of maple sugar which the department recently made. Eighty-three samples purchased by the department inspectors were examined and of these 47 were found to be genuine under the Department's standards.

The remaining 36 samples are described as either adulterated or doubtful. Mr. McGill reports that many of the vendors have written since the collection was made conceding that they knew the article offered as maple sugar to be a compound and saying either that they sold it as such or that they assumed purchaser to be aware of the article offered. Mr. McGill says, however, that the inspector's invoices and reports show all samples to have been received in answer to a demand for maple sugar.

Mr. McGill reports that several samples are called maple cream sugar, but are sold as maple cream. The analyst says that the introduction of the word "cream" into the name cannot be justified.

## THE VALUE OF SERVICE.

Some merchants do not appreciate to the fullest the value of a reputation for service. The other day a retail grocer lost a customer, who had dealt with him for twenty years, because on three successive visits to the store he (the customer) had to wait for ten minutes before a salesman approached him. There is a dealer in a Western town who has built up the largest business in the place in three years. He has the highest priced sales staff in town and a motor truck for delivery purposes. He gives the public top-notch service. Another merchant in an Ontario city, who has been in business for thirty years, still has a large turnover, despite the fact that he does no advertising and does not carry the latest goods.

He has a reputation for absolute fairness and honesty and has always striven to give courteous and efficient service. His reputation for service redeems to some extent his unprogressiveness in other respects; in fact, it is what keeps his business in the front rank.

It is an unfortunate circumstance that so many merchants do not recognize the value of gaining a reputation for service. Speaking generally of all trades, the percentage who do endeavor to win the esteem of the public in this way is surprisingly small. In a great many city stores, the service given is perfunctory and abrupt. A courteous attitude is not deemed necessary; and the attention given to delivery is very scant. Where women congregate, the trials of the shopper is a topic which occupies a large part of their time.

## Reaping a Good Harvest

The gentleman needs a hair cut badly. The "crop" has been good and his annual trip to the barber shop is once again taking place on the Western plains of North America.

This cartoon symbolises the splendid outlook in the West and the attitude of the world and the farmer towards it. When crops are good, it means a good business year and that is what we must now look forward to.



NEXT ! —St. Louis Democrat.

Throughout the West, unless something serious occurs in the next two or three weeks, the yield will be excellent. Making all due allowances for enthusiasm and newspaper exaggeration there seems little doubt of a much more valuable crop being reaped than has ever been in the history of the West. The acreage sown this year is greater than any previous season, while there are other factors that contribute to an increased yield. In places, of

course, there is bound to be more or less damage by hail and frost, but this will not be at all general. In Southern portions of the prairie provinces threshing operations have been going on for some time and new wheat is already coming forward for inspection.

Last year a large proportion of the crop, particularly in the north of Saskatchewan and Alberta was badly damaged by frost which came about the 15th of September and, as the harvest was late, owing to the slow ripening of the crops through the continued wet and cool weather, it was seriously affected. In Manitoba and Eastern Saskatchewan last year, by the excessive rainfall during harvest and threshing time, very much of the crop was seriously damaged. Through those two causes, millions of dollars worth of grain was so injured that its value was lessened, entailing great loss to the farmers.

This season neither of those causes appear likely to have any serious effect. The weather conditions being much more favorable, the bulk of the grain will likely be in stock before frost comes and unless there is a decided change there will be little if any damage from wet.

Improvement in the market for Canadian securities and continued improvement in the outlook for a good average crop are two factors of a favorable character, says The Financial Post. Neither of them, however, are more favorable than the tendency of the people as a whole to economize and cut down their liabilities.

A continuation of these conditions will result in putting business generally on a basis which will sooner or later cause very much more active business. The West will have much more and much better wheat to export this year than ever before and its movement to the coast will commence at least ten days earlier than it did last year.

### EDITORIAL NOTES.

With September, there comes forth the oyster and the carpet-beater.

Corn syrups have advanced as was expected, owing to poor United States corn crop.

When a man has an ear for the opinions of responsible men, he is on the fair road to learning something.

If the egg could only see itself as others see it sometimes, it would heartily welcome the loss-off system.

The merchant who studies the various tastes of his customers, is the one who wears the longest with them.

This has been a hard year on co-operative societies. Another one has "kicked the bucket" in Eastern Canada.

An analysis of maple sugar shows that considerable adulterated stuff still masquerades under the guise of the pure article.

Summer goods window dressing contest has closed. Now for the Thanksgiving competition. As noted on another page, \$20 in prizes will be given to the six winners.

If all the "bad pays" could be kept from the store, many more merchants would attain greater success. Every man should devise a method for eliminating this sort of charity.

# Government's Efforts to Improve the Egg

Letter From Live Stock Commissioner's Office Urges Dealers to Observe Strictly the Buying of Eggs on Quality Basis--Will mean More Money, He Says--Toronto Produce Exchange Discusses Letter.

An important meeting of the Canadian Produce Association was held in Toronto on Wednesday afternoon, Sep. 3, to consider some method by which buyers would agree to deal absolutely on the "loss off" basis.

Some large produce men have carried out this policy since the first of June, but it has not been adopted generally. At present it can be applied only to the storekeeper who buys up from the farmers, as no record is kept by the large buyers of purchases from individual farmers. The logical outcome would be for the wholesale houses to buy only from the general merchants, cutting out business with the farmers direct. The storekeepers would then be compelled to apply the "loss-off" basis to the farmers, at least until such time as they voluntarily saw to it that the quality was vastly improved.

## Government at Work.

Already steps are being taken by the Dominion Department of Agriculture with a view to improving the supply of eggs from the farmer. A representative of the Department, J. H. Hare, formerly a provincial agricultural expert in Ontario County, was in Toronto this week securing figures from the produce merchants showing the results of candlers' tests of the eggs they have bought, giving the bads, splits, seconds, etc., similar to those published recently in "Canadian Grocer." It is believed that

## LOSS-OFF BUYING A SUCCESS.

*In districts where loss-off buying has been fully adopted the farmers and storekeeper have followed into line without remonstrance, but where there has been indecision or variation in policy on the part of the dealers, difficulties have arisen. . . . Various members have, with enthusiasm, testified to the fact that the adoption of the new measure has meant increased gain to them. They further state that the shrinkage has been very materially reduced and the general quality of eggs improved.*—John Bright, Live Stock Commissioner for Canada.

the information obtained will form the basis for Dominion legislation that will deal more definitely with the sale of bad eggs than the general statute against "impure" goods, and fix a penalty for the purchase as well as sale of bad eggs. The Government is also attempting to encourage merchants generally, to test their eggs by a simple and inexpensive candling process, and has sent out samples of a device which is proving quite workable. It consists of a circular tin about 6 inches high, widening towards the centre, which is set on a lamp in place of the glass. A hole is cut in the side, the egg is stuck in a circular extension, and the light shines through a piece of mica and shows in the egg the marks by which it can be classified.

## Where Many Members Failed.

In a circular letter received this week John Bright, Live Stock Commissioner for the Dominion, draws attention to the fact that while some members of the Canadian Produce Association have "made it a distinct rule to buy all receipts on a loss-off basis, others have adopted the measure only partially, and some have made little or no effort to enforce it at all." He points out that the success of the movement can be secured only by perfect unanimity in the policy and practice of the members.

## A Successful Method.

"The success of the movement in some parts (the Toronto district and several portions of Western Ontario particularly) is so evident," he says, "that I cannot understand why some dealers are hesitating in this regard." In some districts the system is distinctly beyond the experimental stage. Members have testified that under it their gains have been increased, the shrinkage reduced very materially, and the general quality of eggs improved. Having been firm from the start, there have been little difficulties with the storekeepers, who have become convinced of the unfairness and injustice of paying for eggs which are unfit for food."

## One Merchant's Experience.

A salient example is quoted of a general merchant living near Stratford, who buys as many as 4,000 eggs a week on the loss-off basis, and in spite of keen competition he has never lost any trade, but has been able to increase it. He is able to secure a better price for

## HOW IT WORKS.

*"A general merchant in Tavistock is able, (by this system) to secure a better price for his product and in return pays the farmers more for their eggs."*—John Bright, Live Stock Commissioner.

his product, and in return pays the farmers more for their eggs." He "makes" time for candling.

He concludes thus: "I would again ask you to enter heartily into this campaign to buy consistently upon a loss-off basis, and while pursuing the educative campaign already undertaken, to give effective support thereto by making it worth the farmer's while, through discrimination against the poorer grades, to market a really high-class article."

As the meeting of the Association was held while "The Canadian Grocer" was going to press, a full report will be given in next issue.

## ASSOCIATION NEWS

The executive of the Saskatchewan Retail Merchants' Association met recently in Saskatoon and appointed J. Raymond to succeed H. J. Robinson as secretary. Among those present were: P. J. Agnew, Prince Albert, and W. W. Cooper, Swift-Current. President Bole, of Regina, was unable to attend.

J. M. Brayley, provincial organiser, Saskatchewan Retail Merchants' Association, has returned to Saskatoon after an extensive trip through the West. He states that everywhere he went the aims of the association were warmly endorsed, and that already 90 per cent. of the retail merchants approached have joined, and he is convinced that nearly all will be in line shortly.

The Sarnia, Ont., grocers have decided to hold their tenth annual picnic at Lake Huron park on Wednesday, Sep. 10. Every grocery store in town will close for all day. At an enthusiastic meeting held last week, committees were appointed to take charge of the various details, the officers being—Honorary president, A. Baxter; secretary-treasurer, J. Gammon.

# How Other Grocers Do Things

## ANNOUNCEMENT OF A SALE.

When Sigmar Bros. & Co., general merchants, Glenboro, Man., sold their business to S. Feinstein recently, they ran the following advertisement of the change:—

### ANNOUNCEMENT!

"We wish to announce to the people of the Glenboro district and all our many customers that we have sold our business to Mr. S. Feinstein, of Winnipeg, and we take this opportunity to extend our heartiest and sincerest thanks to all our customers for their liberal patronage in the past, and we most cordially solicit your further patronage for our successor, Mr. Feinstein, in the future. The store will close for stock-taking next Monday for a few days, and will re-open, as soon as we have finished taking stock, in full swing under the new management."

Sigmar Bros. were in business in Glenboro since 1906.

## CONTEST FOR STORE NAME.

R. H. Lockerbie, Regina, Sask., has adopted a unique method of advertising his grocery store, which he recently opened on Dewdney Street. He is leaving the naming of it to his customers. The method adopted is that a suitable locked box is set in the store with a small opening in the lid. Each customer of the store has the chance of putting a suggested name in the box and at a specified date, it is delivered to a committee of three responsible citizens, who already have locked it and hold the key.

The name among the lot that in the judgment of this committee is most suitable for the new store will be given it, and the party suggesting it will receive a valuable prize.

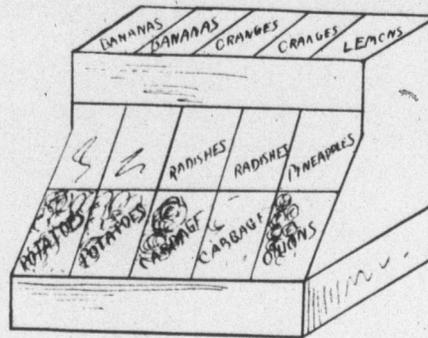
## VEGETABLE DISPLAY FOUNTAIN.

A. McCrodon, Belleville, Ont., grocer, is increasing sales of fruit and vegetables by using a display fountain in one of his windows. This is constructed in the pyramid fashion, with a large hoop at the bottom, and tapers gradually to a small one at the top. The vegetables show up particularly well.

## HANDY VEGETABLE CASE.

A convenient and clean method of displaying fruit and vegetables is seen

in the store of Wilson & Swayze, grocers, Welland, Ont., in the form of the illustration. The "case" is built of wood with eighteen compartments. The lower ones are reserved for the larger vegetables, such as potatoes, cabbage, and onions. The next row contains pineapples, radishes, etc., and the top ban-



Vegetable and fruit display stand used by Welland grocer.

anas, oranges, and lemons. The fruit and vegetables are well displayed; can be kept together and suggest needs to customers; save piling up goods in the floor, and, so far as bananas are concerned, enable the proprietor to estimate his real profit on a bunch instead of leaving it to guesswork, as is done in many cases.

## "GOOD EGG" EDUCATION.

The T. S. Ford Company, Limited, Mitchell, Ont., has issued through the weekly paper and otherwise a notice to farmers that in future eggs will be candled, and only good ones paid for.

"Toronto and Montreal egg dealers have agreed not to purchase eggs from country merchants or dealers unless subject to reduction for stale or bad eggs on arrival at destination," says the notice. "That means if we sell 500 dozen eggs at 22 cents, f.o.b., Mitchell, to a Toronto or Montreal buyer, they will be candled on arrival and stale and bad eggs deducted. The result is we lose not only the culled eggs, but the express or freight on them as well. In future we have decided to candle every egg and pay only for the good ones. We believe this will prove the more satisfactory way for all concerned. We will be able to pay a higher price to the farmer when we pay for good eggs only, and our customers, when buying from us, can rely on getting twelve good eggs for a dozen. We have already raised the price. We

do not expect that the farmer will be able to bring us all good eggs and no bad ones, for they haven't electric light to test them by, but you can help wonderfully by gathering them daily and keeping them in a cool, dry place."

## SPICE SAMPLES IN GLASS JARS.

The season for pickling spices is at hand. Tomatoes and cucumbers are selling rapidly and being condensed into catsup, ketchup, Chili sauce, and pickles.

R. J. Wales, a Napanee, Ont., grocer, is now showing samples of his various pickling spices in attractive globular glass jars with fancy stoppers. These act as a reminder to the customer, and Mr. Wales states they have effected many sales.

## STARTING THE PICKLING SEASON.

H. Malcolmson, grocer, Chatham, Ont., started the pickling season last week with a very good line of advertising talk.

The advertisement, which occupies seven inches of single-column space, deals with two seasonable subjects as follows:—

### QUALITY IN FRUIT JARS

is the first consideration. On the goodness of your jar depends whether your fruit keeps or not. The jars we sell are made medium thick, with a smoothly ground top so the cover fits down properly. The rubbers are good, real rubber, and the zinc ring is made strong enough to stand the strain.

Pints, 80c a dozen.  
Quarts, 90c a dozen.  
Imperial quarts, 95c a dozen.  
Half gallons, \$1 a dozen.

Should your old jars need refitting we have new zinc rings, new glass tops, new rubber rings—prices are 20c and 10c dozen.

### PICKLING TIME

With September comes the pickling season. Such delicious home-made pickles are made with our celebrated crab-apple cider vinegar. When you are ready to make pickles, come here—we can fill your order for vinegar, spices and vegetables, and you will be sure of getting the very best.

H. MALCOLMSON.

Competition is the life of trade, particularly when you can get it started among your salespeople.

The employee who is not loyal to his employer is often among the first to complain of that employer's lack of loyalty to his help.

The man who always buys the "quantity" of everything will often find himself prevented from seizing good opportunities for lack of capital.

# The Clerks' Page

By the Cub Reporter

## MACE AND NUTMEGS.

The Cub Reporter.—It is good to enlighten the average man on the things he handles, but your paper should be correct, if anything at all. The reply to the recent inquiry if mace and nutmeg are from the same tree is very misleading.

The nutmeg is the kernel of the nutmeg fruit, and on the outside of the shell containing the nutmeg is the scarlet filament called mace. When ripe, the fruit (just like a peach) splits open at the bottom, and the nut with the mace drops out. The mace is then peeled off and spread out to dry in the sun, and the nut in the shell is then stored to dry. Mace takes six weeks sunning to cure properly.

### ONE WHO HAS GROWN THEM.

Montreal, Que.

Editorial Note.—The above letter we were glad to receive. In the issue of August 8 referred to, it was stated, in answer to an inquiry from an Edmonton Clerk, that mace and nutmeg came from the same plant. The answer, however, did not go into the detail as the one received from Montreal, which is much appreciated.

## USES OF COTTON SEED OIL.

The Cub Reporter.—Any information which you can give me regarding the uses of cotton seed oil will be appreciated.—F. G. H.

N.B.—Cotton seed oil is used quite extensively both for culinary and industrial purposes. In countries where the people cook with oil it is popular, owing to the fact that when it is totally refined it becomes a neutral oil, and thus does not impart any flavor to the food which is cooked in it. Thus in cooking codfish for example, it acts simply as a fat, leaving no trace of its own flavor on the fish. In monasteries, where religious principles forbid the use of animal fat, this oil is used extensively, so much so that some orders of monks buy several barrels of it at a time.

In homes, too, altogether apart from

## ATTENTION, MR. CLERK!

A customer wants to buy a broom.

“Yes,” you say, “we have some brooms. This one is 30 cents and that one 40 cents.”

The customer desires to know the reason for the difference in price.

What would you tell her? Merely to say that “the quality is different” would not be an answer.

What reasons would you give?

How would you sell her the better broom?

Answer right away.

Best replies will be published on this page. Write now.

religious observances, it is becoming quite a favorite in making salad dressings of various kinds.

For industrial purposes one of its chief uses is that in canning fish. Cheap fish, such as herrings, sprats, etc., are sometimes packed in this oil in tins, and sold under the name of sardines. In Europe there is a tendency to prefer oil of peanuts, but American firms still stand by cotton seed oil:

A further use is in the manufacture of compound lard, where the oil is used to such an extent that the lard market rises and falls largely accordingly to its fluctuations.

American consumption of this oil is yearly becoming heavier, so that, although cotton is grown extensively in the South, the United States have become importers as well as producers. Their imported supplies are brought largely from Egypt.

## MAN IS A FAILURE.

When he has no confidence in himself nor his fellow man.

When he values success more than character and self respect.

When he does not try to make his work a little better each day.

When he becomes so absorbed in his work that he cannot say that life is greater than work.

When he lets a day go by without making some one happier and more comfortable.

When he values wealth above health, self-respect and the good opinion of others.

When he is so burdened with his business that he finds no time for rest or recreation.

When he loves his own plans and interests more than humanity.

When his friends like him for what he has more than what he is.

When he knows that he is in the wrong, but is afraid to admit it.

When he envies others because they have more ability, talent or wealth than he has.

When he does not care what happens to his neighbor or to his friend so long as he is prosperous.

When he is so busy that he has no time for smiles and cheering words.

## OBSERVATIONS OF THE CUB REPORTER.

Time flies. One has to “go some” to keep up with it.

Personal cleanliness is a strong factor in pleasing customers.

The more we do the more we can do; the busier we are the more leisure we have.

There is greater wealth in the time men waste than in all the gold of the world.

The clerk who is fair and honest to his firm is the one who is fair and honest to his own better nature.

# Current News of the Week

## Quebec and Maritime Provinces.

Assets of the Lachine Co-operative Society, Lachine, Que., have been sold.

A Bond, representing the Dr. J. Gordon Bennett Whole Wheat Co., has registered in Halifax, N.S.

Armand Chaput, general manager, of Chaput Fils & Cie, Montreal, P.Q., represented the Montreal Chambre de Commerce at the meeting of the various local branches, held in Chicoutimi, P.Q., last week.

Mrs. W. E. Mercer, formerly of Moosejaw, Canada, has opened a retail grocery in the old stand formerly occupied by the late James Tenant on the Woodstock Road, about 1 mile above Fredericton, N.B.

Another case of adulterated pepper comes from Montreal, where a retailer was charged with having sold black and white peppers adulterated with wheat and foreign starches. The manufacturer from whom the dealer stated he had bought the goods said that while he had sold this retailer pepper, he did not think the sample of black pepper taken in this instance was from his firm, since they only used pepper shells to cheapen their product and never wheat starch, as found in the analysis.

T. W. Sansoni, grocer, 302, Queen Street, Fredericton, N.B., has entered into partnership with M. Byron McNally. They will carry on the grocery and provision business under the name of Sansoni & McNally, and will continue in the stand occupied by Mr. Sansoni. The new member of the firm served for a number of years as a councillor, and subsequently as warden for York County, N.B., and for many years was a farmer in the parish of Bright, above Fredericton.

## Ontario.

W. H. Pepler, grocer, Hanover, Ont., has sold.

Benjamin Dixon, a Hamilton, Ont., grocer, died last week.

Armstrong Bros., grocers, Fergus, Ont., have sold their business.

S. J. Maloney has opened a new grocery store in Sudbury, Ont.

Mr. Scarth has purchased the grocery business of H. Knechtel, Berlin, Ont.

J. F. Lawson has bought the grocery business of W. Plunkett & Co., Orillia, Ont.

Fire destroyed part of McGrogan's general store at Belmore, Ont., near Wingham.

L. H. Yeomans & Co., grocers and druggists, Mount Forest, Ont., are succeeded by H. E. Yeomans.

O. S. Matchett, salesman with Chas. Rishor, wholesale grocer, Peterborough, Ont., was in Toronto last week.

Stuart, Limited, jam manufacturers, Sarnia, Ont., are planning to enlarge their factory by the erection of a storage warehouse.

George Goheen, grocer, Peterborough, Ont., spent a few days in Toronto last week. His trip, of course, included the Canadian National Exhibition grounds.

A party of about 20 fruit growers, of the London, Ont., district, recently paid a visit to the fruit farms of E. D. Smith & Son, at Winona, Ont., and were shown over the place by Mr. Bailey, manager.

L. R. Howard, of the Toronto Office of "Nugget" Shoe Polish Co., is in Sherbrooke, Que., this week attending the exhibition there. He will be in Ottawa next week. F. W. Hart will also go to Ottawa next week.

A. Hagmeir Hespeler, Ont., has started moving his china and glassware stock upstairs, and will shortly have carpenters at work putting in fixtures and preparing for the arrival of Merner Bros., of Elmira, who will open up a dry goods store in one half of the ground floor in September.

S. C. Morrow, who has been connected with the Quaker Oats Co. for the past ten years, has become associated with the Morrow Cereal Co., which now manufactures Malta Vita. Mr. Morrow opened Montreal and Toronto offices for the Quaker Oats Co., as well as one in Richmond, Virginia.

Chas. A. Elliott, manager coffee department, Greenhut-Seigel Cooper Co.'s big department store, New York, is in Toronto on a holiday, and during the week called at the office of the "Canadian Grocer" there. Mr. Elliott is an old Ontario boy, having spent some years with Wm. Milligan, Queen Street W., Toronto, where he learned the trade before going to the States twenty years ago. He has been with Greenhut-Siegel Co. for seventeen years.

## Western Canada.

A. W. Perry & Co. have taken over the North End Grocery, Red Deer, Alta.

The City Grocery, Weyburn, Sask., was recently opened by Harry McSherry.

The North-west Biscuit Co. has been incorporated with head office at Edmonton, Alta., and capital of \$50,000.

Fire visited the barn of D. A. Ritchie & Co., grocers, Winnipeg, and caused an \$1,800 damage. This was partly covered by insurance.

E. B. McRory's general store, Maryfield, Sask., was destroyed by fire. The total loss is estimated at \$20,000, partly covered by insurance.

Edmonton, Alta., falls heir to a co-operative society. The name is The Alberta Co-operative Association. The number of shares is to be unlimited, and the capital is to consist of shares of ten dollars each.



Following are items from "The Canadian Grocer" of September 8:—

"C. S. Parsons, one of Sloan & Crowther's city travellers, finished his holidays last week, and is again carrying the grip."

Editorial Note.—Chas. Parsons is now in the wholesale grocery business himself in Toronto as Parsons & Brown.

"The Empire Tobacco Co.'s factory was only partially destroyed by fire. They have good stock in the bonded warehouse, which has not been touched by the flames, so that they can fill all orders."

"At a trade sale of Barbadoes molasses in St. John, N.B. last week, several lots brought 27 cents per gallon."

Editorial Note.—Barbadoes molasses on the same market to-day are quoted at 38 and 39 cents.

Don't take the agent's word for what your fire insurance policies contain. See for yourself.

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# L. & B. Banner Brand—

WE WERE THE FIRST TO PUT UP PURE  
NOTHING EXCEPT PURE FRUITS,  
SUGAR. OTHERS



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Every Jar or Pail is  
Labelled, showing the  
Exact Contents

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**Jams and Jellies Contain No Glucose**  
**— Never Taste of Wood**

We are the only people who print on the label the exact ingredients contained in each jar, tin or pail. All the tins are gold lacquered inside and out thus preventing corrosion of any kind and making each as sanitary as glass. Our 30 pound wooden pails are prepared inside by a special process which makes them antiseptic and prevents the wood flavor from permeating the contents.

L. & B. Special Banner Brand Jams for Biscuit Manufacturers and Bakers are made from pure fruits, Apple Jelly and Granulated Sugar. They contain no glucose and never boil out.

Buy your season's supply now. Put up in 2, 5, 7 and 30 pound pails, and 12 oz. glass jars. *Order now.*

# LINDNERS

340 Dufferin St.

Toronto

Representatives:—

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.;  
C. A. Munroe, St. John, New Brunswick.

# the original pure fruit jam

FRUIT JAMS AND JELLIES CONTAINING  
APPLE JELLY AND GRANULATED  
HAD TO FOLLOW

We use only Pure  
Granulated Sugar  
in Our Products



## Products are Prepared in a Large Sanitary Factory

We guarantee that only pure granulated sugar is used in the manufacture of our Jams and Jellies and that the utmost care is taken in the handling of our products during preparation.

The L. & B. Banner Brand Jams and Jellies are manufactured in our large sanitary factory under the best possible conditions.

We put up pure fruit jams before the pure food law demanded it, and labelled them even more explicitly than called for by the Government. Our fruits including: Strawberries, Raspberries, Black and Red Currants, Peaches, Plums, Cherries, Apricots and Gooseberries, etc., come direct from the farms, freshly picked.

New season's fruit now ready for delivery. *Buy now.*

# LIMITED

## Ontario

## Phone: Park 2985

Representatives:—

W. H. Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver;  
W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.

# Holding the Bad Pays From Store's Books

Ways of Working Together to Prevent Bad Debts Rather Than Cure Them —  
The Philosophy of Giving to Get—Credit Rating Systems Among Customers.

\*By Henry Johnson, Jr.

The view point of a grocer is given herewith:

August 22, 1913.

Henry Johnson, Jr.,

Dear Sir, — Herewith we enclose an article which appeared in February System that we think the best of the kind that we have ever seen. No doubt the plan would work wonders here, as there are hundreds of dollars in past due or slow accounts owing our merchants. It would also help other towns as conditions are very near the same everywhere.

We wish you would investigate the same. The articles enclosed explain or give an outline of what is required. We would suggest that you outline the plan in *Canadian Grocer*.

The time has come when the credit business must be handled carefully which can be done by this plan even though some merchants in small towns stay out. Here it would be impossible to get merchants together on anything, but we could take rating sheets, form 1, fill in names, pass them to our competitors, other business people, etc., and easily get a credit rating on every one in town or near, which when complete all would want. The only thing necessary is to show your customers, competitors and others that you mean nothing but what is perfectly fair to everyone and they fall in line. The newspaper notices, etc., we would run in one newspaper and pay for same as though every merchant in town were helping us and so on.

We have wanted to change from credit to cash only for some time, but that doesn't look possible, so the next thing seems to be "just as near cash" as possible.

It may be that you know of, or can find some town that has this plan worked out where you would easily get the desired information.

## Outline of the Plan.

The plan described in the magazine in question is really a system of conveying credit information from merchant to merchant and from town to town. It is said to be in use in one hundred and twenty-eight towns in the United States now; but its spread should be a matter of automatic radiation as merchants of other towns become acquainted with the plan, for it certainly must be a good

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

thing for those who put its principles into practice.

Merchants are furnished with certain forms. Among these is the rating sheet. On the upper left hand corner of the sheet is a little square for the merchant's code number. I gather that this code number is given arbitrarily by the local secretary, who keeps it secret so that no merchant knows more than he should know of the identity of any others. The sheet illustrated was furnished by No. 39; and the note on the right upper corner is: "It is not necessary to sign your name to this sheet," which is another good thing, since thus the secretary need not fear revelation of a merchant's identity through accidental sight of the document.

The rating code gives five numbers, as follows:

1. Financially good—Prompt pay.
2. Prompt—Pays according to agreement, regardless of means.
3. Slow but safe to credit.
4. Risky; doubtful responsibility.
5. Demand cash.

This looks very good to me. Seems to leave plenty of room for that discriminating information which we need in our business.

In the body of the sheet are various columns. They are headed as follows: Surnames — Given name or initials. Code, 1, 2, 3, 4, 5.

Address—How employed, married, single, widow, widower, property owner. Whomever you rate in column 5, if indebted to you, give amount here.

Study of the specimen entries reveals the great possibilities of condensed information.

## Excellent if the Work is Done.

All of this is excellent if the merchants can be got to actually do the work of making the report; also if they can be induced to rate the good risks as well as the bad ones. Many incline to slight this part of the work because of the feeling that every competitor is apt to be after the good payers as keenly as he is alive to the desirableness of cutting out the dead ones. Yet this is simple justice—and it seems to have been properly done in the cases on record because the specimens indicate that nothing has been withheld.

When the local secretary gets these rating sheets from the various merchants, he assigns an individual card to each customer. Thereon he simply writes the name and below it places the various ratings obtained from the merchants. Here is the example given:

FRANK, GEORGE, 432 State Street.  
66—1, 73—1, 22—2, 46—2, 17—2.

This shows that merchants Nos. 66 and 73 have rated Mr. Frank as No. 1, while No. 22, 46 and 17 have put him down at No. 2. Either rate is such as might be considered creditable to anyone and the fullest line of general experience with Mr. Frank is reflected in the varying numbers. Moreover, the card is there for further entries, so Mr. Frank's record is always instantly available. It is stated that discrepancies in the ratings are investigated. Thus, probably, if three rated Frank as No. 1, two as No. 2 and one as No. 4, the discrepancy would be so great that one would conclude that one merchant had an unusual experience with Mr. Frank; maybe was a little unfair with him because of some perhaps justly disputed account, or through personal dislike or spite.

The main thing is to do the work. The main trouble will be to get the information from the merchants themselves. This can only be overcome gradually, through persistent effort, good-naturedly put forth. Gradually, I say, as the benefits of the plan become apparent, you will overcome opposition and indifference.

## A Local Experience.

We have a good organization of this character in our town. It is owned by the business men generally, nearly all of whom are stockholders. It is called the businessmen's Credit Exchange. It is very valuable to me and to all others who make use of it. But its chief value, in fact its very life and usefulness, lies in the fact that we give information as fully, frankly and carefully as we ask it.

Not an account is opened at my store without reference to the exchange—that is, not now. Only a few months ago I opened two accounts that have fooled me wonderfully and on which I should not have been deceived had I asked first, instead of afterwards.

One is that of a widow I have known in a business way for perhaps twenty-years—and have known nothing but good of her. I was pleased when she asked to open the account. She did not pay promptly nor fully. Then I asked—and was told that her general record was such that she was "Not Recommended for Credit!" By careful, persistent work and the steady refusal to increase the account, I have it down to about

(Continued on page 41.)

# Corn Syrups Have Advanced 10c. a Case

Expected Result of Famine Prices of Corn—Quotations on New Crop California Raisins Average 1/2 Cent Higher—New Figs Slightly Lower—New Nuts Mostly Show Considerable Increase—Sardines Are Up.

## MARKETS IN BRIEF

### QUEBEC.

#### PRODUCE AND PROVISIONS—

Advance in butter expected. New laid eggs move up 2 cents. Small cheeses 1 cent higher. Poultry easing off.

#### FISH AND OYSTERS—

Hallbut advances 1c per lb. Carp, pike and Gaspe salmon each advance 1c. Dealers speculate on frozen halibut prices. Three fast days this month should increase sales.

#### FRUIT AND VEGETABLES—

Season now on in Canadian pears, peaches and plums. First grapes appear. Scarcity reported in all early apples. Quebec tomatoes cause decline in imported.

#### FLOUR AND CEREALS—

All mill feeds advance \$1. Millers begin to mix new wheat in grinding. Rolled oats and cornmeal still hold firm.

#### GENERAL GROCERIES—

Corn syrups advance 1/4c per lb., or 10c per case. Imported olive oil moves up about 10 per cent. Pot barley drops from \$6.40 to \$6.10 per bbl. American roasted peanuts advance 3/4c. All nuts firming up. Flaxseed drops to 3 1/2 to 4 cents. Canadian sardines advance from \$2.75 to \$3.25. New peels appear on market.

### ONTARIO.

#### PRODUCE AND PROVISIONS—

Hogs down 25c, although greatest shortage in 20 years continues. Medium bacon 1/2c lower. Pure lard 1/4c lower.

#### FISH AND OYSTERS—

Oyster season opened with unusually fine quality. Shell oysters \$8 to \$8.50, same as last year. B.C. salmon down to 15c. Trout and whitefish up to 12c. First shipment received of new kippered herrings.

#### FRUIT AND VEGETABLES—

Prices generally higher after holiday, in peaches, pears, plums and tomatoes. Potatoes down to \$1.10 a bag, and may drop to about 60 cents. New Brunswick shipment received. Competition of Canadian makes California fresh fruit lower.

#### FLOUR AND CEREALS—

Canadian millers fear supply of cornmeal may be cut off. New Ontario flour 40-50c lower. Mill feeds advance \$1 a ton.

#### GENERAL—

Corn syrups advance 10c. Nuts advance. California raisins quoted at 1/2 cent above last year. Tins of new tomatoes and corn in, but prices not named.

## ONTARIO MARKETS.

Toronto, Sept. 4.—The Exhibition still keeps many of the travellers "prisoners" in the city on the chance that their outside customers might drop in or meet them on the grounds. Otherwise a fair measure of business is being done, with orders for sugar and spices quite brisk.

The most notable change this week has been the advance in corn syrups of 10 cents a case, but this was expected.

**SUGAR.**—The market continues firm at the recent advance, and the raw market shows no signs of receding.

Item	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 60
20 lb. bags	4 70
2 and 5 lb. cartons	4 90
Beaver granulated, in 100 lb. bags	4 45
Extra Ground Sugars—	
Barrels	5 00
50 lb. boxes	5 20
25 lb. boxes	5 40
Powdered Sugars—	
Barrels	4 80
50 lb. boxes	5 00
25 lb. boxes	5 20
Paris Lump—	
100 lb. boxes	5 35
50 lb. boxes	5 45
25 lb. boxes	5 65
Crystal Diamonds—	
Barrels	5 40
100 lb. boxes	5 35
50 lb. boxes	5 45
5 lb. cartons	7 50
Crystal Dominoes, cartons	7 60
Yellow Sugars—	
No. 3	4 55
No. 2	4 45
No. 1	4 15
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**MOLASSES AND SYRUPS.**—A general advance of 10 cents per case has

gone into effect in corn syrups, and syrup takes its place now, with brooms and cornmeal as affected by the partial failure of the corn crop.

Item	Per case
<b>Syrups—</b>	
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, 1/2 doz. in case	2 75
20 lb. tins, 1/4 doz. in case	2 70
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 03 3/4
Quarter barrels, lb.	0 04
Pails, 38 1/2 lbs. each	1 85
Pails, 25 lbs. each	1 35
<b>Molasses, per gallon—</b>	
New Orleans, barrels	0 27
New Orleans, half barrels	0 29
West Indies, barrels	0 25
West Indies, half barrels	0 20
Barbados, fancy, barrels	0 47
Barbados, fancy, half barrels	0 40
<b>Maple Syrup—Compound—</b>	
Gallons, 6 to case	4 80
1/2 gal., 12 to case	5 40
1/4 gal., 24 to case	5 40
Pints, 24 to case	3 70
<b>Maple Syrup—Pure—</b>	
5 gallon cans, 1 to case	1 25
Gallons, 6 to case	6 60
1/2 gallons, 12 to case	7 25
Quarts, 24 to case	7 35
Pints, 24 to case	4 70
<b>Maple Sugar—</b>	
Pure, per lb.	0 14
<b>Maple Cream Sugar—</b>	
24 twin bars	1 80
40 and 48 twin bars	3 80
Maple butter, lb. tins, dozen	1 90

**NUTS.**—The upward tendency in the nut market is taking effect, and Brazils have advanced to 20 and 22 cents. Green and roasted peanuts also are up 1/2 cent., and Marbot walnuts are one cent. higher.

Not only is the old crop going up, but new quotations show a similar bent.

Filberts are 1 3/4 to 2 cents higher than last year, and Tarragona almonds close to 3 cents. New shelled walnuts, while

not any higher than present prices, are 5 cents. more than one year.

Item	Per lb.
<b>in shell—</b>	
Almonds, Formigetta	0 15
Almonds, Tarragona	0 17
Brazils	0 20
Filberts, Sicily	0 12 1/2
Filberts, Barcelona	0 08 1/2
Peanuts, green, per lb.	0 10 1/2
Peanuts, roasted	0 12 1/2
Pecans	0 18
Walnuts, Bordeaux	0 13
Walnuts, Grenoble	0 16
Walnuts, Marbots	0 15
Walnuts, Cornes	0 13
<b>shelled—</b>	
Almonds	0 40
Filberts	0 27
Peanuts	0 09
Pecans	0 75
Walnuts	0 32

**SPICES.**—Market unchanged and demand brisk.

Item	5 and 10 lb. Tins	1/4 lb. pkgs. doz.	1/4 lb. tins. doz.
Allspice	14-17	60-70	70-80
Cassia	23-27	72-80	80-90
Cayenne pepper	23-25	72-80	80-115
Cloves	30-35	1 00-0 95	1-1 00
Cream tartar	30-32		
Curry powder	1-35		
Ginger	22-27	65-0 95	75-0 95
Mace	75-1 00		0-2 75
Nutmegs	25-30	80-0 90	1 00-0 80
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	27-29	90-1 05	1 05-1 15
Pastry spice	20-25	65-0 95	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	15-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tin. Barrels 3 cents below tin.

**DRIED FRUITS.**—Prices of the new crop of California raisins, as given by the Growers' Association, show a smaller advance than was anticipated, averaging 1/2 cent., with a guarantee that prices will be maintained until April 1, 1914. Choice seeded are quoted at 6 1/2c, as compared with the 5 3/4c September prices, or 5 1/4c July. Fancy are 6 3/4 cents for 1913 crop, compared with 6 1/4c for 1912, and 5 3/4c for seedless, against 5 1/4c in 1912. Reports of damage by heat are prevalent.

A wire from San Francisco in noting this says that an advance in seedless and all other lines is likely.

The new crop of Valencias is down one shilling, about 1/2 cent.

New figs, which will be arriving about October 1, will be 3/8 cent lower than last year. Currants are slightly easier.

Apples, evaporated, per lb.	0 07 1/2	0 08
<b>Apricots—</b>		
Standard, 25 lb. boxes	0 15	0 17
Choice, 25-lb. boxes	0 17	0 19
Fancy	0 20	0 22
<b>Candied Peels—</b>		
Lemon	0 12 1/2	
Orange	0 13	
Citron	0 15	
<b>Currants—</b>		
Filiatas, per lb.	0 07	
Amalas, choicest, per lb.	0 07 1/2	
Patras, per lb.	0 07 1/2	
Vostizas, choicest	0 10	
Vostizas, shade dried	0 10 1/2	0 11
Cleaned, 1/2 cent more		
<b>Dates—</b>		
Paris, choicest, 12-lb. boxes	3 00 1/2	0 09 1/2
Paris, choicest, 60-lb. boxes	0 07	0 07 1/2
Package dates, per pkg.	0 06 1/2	0 07 1/2
<b>Figs—</b>		
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04 1/2
Eleme figs, in boxes, according to size, lb.	0 10	0 15
<b>Peaches—</b>		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 09	0 10

# THE CANADIAN GROCER

Choice, 50-lb. boxes	0 08%	0 09
<b>Raisins—</b>		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, old stock	0 08	0 08½
Seeded, fancy, 1 lb. packets	0 08	0 08
Seeded, fancy, 1 lb. packets	0 08	0 08½

**RICE AND TAPIOCA.**—With the exception of an easier feeling in tapioca, and pearl medium reduced to 5 cents, the market is unchanged.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 05½	0 06½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 06
Java, per lb.	0 05½	0 07
Carolina, per lb.	0 08	0 10
<b>Sago—</b>		
Brown, per lb.	0 05	0 05½
White, per lb.	0 05½	0 06½
<b>Tapioca—</b>		
Bullet, double goat	0 09½	0 09½
Medium pearl	0 05	0 05
Seed pearl	0 05½	0 05½
Flake	0 09½	0 09½

**COFFEES.**—The market is in a waiting attitude, with Santos holding the key to the situation. Lately this has been growing stronger, partly through unfavorable reports about the September flowering and an estimate that the current crop will not reach 13,000,000.

The new crop is of small bean and of good flavor, but until the middle of September frost is a menace. For the two weeks following drouth and storms are possible.

The one favorable feature is a report from Central America that the mild crop will be a record one if good weather continues.

Meanwhile buyers are holding off, and prices are unchanged.

<b>Coffee, Roasted—</b>		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricao	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 19	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

**TEAS.**—In spite of the rising market there seems no general disposition to raise the price of teas to the retailer. Some such action was contemplated several months ago, but the idea was given up. It is the general belief that the packers will endeavor to go on this year without any change.

**OLIVE OIL.**—A report reached the city from Montreal of an advance of 10 per cent. in imported olive oil, but so far prices have not been advanced in Ontario.

One importer in discussing the situation with Canadian Grocer stated that there was a shortage of at least 20 per cent. in French olives, and that an advance was anticipated. A wholesale druggist recently paid nearly 20 per cent. increase.

"But there is little likelihood of an increase in prices to the retail trade, even with 10 per cent. advance," he observed. "The wholesaler will likely have to shoulder this."

## CANNED GOODS.

Toronto, Sept. 3.—The canners have made limited shipments of tomatoes and corn, but prices have not been named.

The make is so large each year that the canning season is allowed to pass before the risk of fixing a price is taken.

It is the general impression that the pack of salmon has been exceedingly large. Taking Puget Sound with British Columbia the pack is said to be a record one.

There are no additions this week to the Canners' list.

## VEGETABLES.

<b>2's Asparagus Tips</b>	2 27½
<b>2's Asparagus, Butted</b>	1 42½
<b>2's Beets, Sliced, Blood Red, Simcoe</b>	0 97½
<b>2's Beets, whole, Blood Red, Simcoe</b>	0 97½
<b>2's Beets, Whole, Blood Red, Rosebud</b>	1 27½
<b>3's Beets, Sliced, Blood Red, Simcoe</b>	1 32½
<b>3's Beets, Whole, Blood Red, Simcoe</b>	1 37½
<b>3's Beets, Whole, Blood Red, Rosebud</b>	1 52½
<b>3's Cabbage</b>	0 97½
<b>2's Carrots</b>	0 97½
<b>3's Carrots</b>	1 27½
<b>2's Peas, Standard, sieve 4</b>	0 82½
<b>2's Peas, Early Junes, sieve 3</b>	0 85
<b>2's Peas, Sweet Wrinkles, sieve 2</b>	0 87½
<b>2's Peas, Extra Fine Sifted, sieve 1</b>	1 27½
<b>Gals. Peas, Standards</b>	4 02½
<b>Gals. Peas, Early Junes</b>	4 12½
<b>Gals. Peas, Sweet Wrinkles</b>	4 27½
<b>2's Spinach</b>	1 27½
<b>3's Spinach</b>	1 77½
<b>Gals. Spinach</b>	5 30
<b>Beans—</b>	
2s, golden wax, midget, Arctic brand	1 15
2s, golden wax	0 85
3s, golden wax	1 22½
Gallon, golden wax	3 52½
2s, Refugee or Valentine (green)	0 85
2s, Refugee (green)	1 22½
2s, Refugee, midget, Auto brand	1 15
Gallons, Refugee	3 52½
(Group B is 2½c. doz less in each case.)	

## FRUITS.

<b>2's Black Cherries, pitted H.S.</b>	1 92½
<b>2's Black Cherries, not pitted H. S.</b>	1 52½
<b>2's Red, Ptd, Cherries, H.S.</b>	1 92½
<b>2's Not ptd., Red Cherries, H.S.</b>	1 52½
<b>Gals., Ptd., Cherries</b>	8 52½
<b>Gals. Not Ptd. Cherries</b>	8 02½
<b>2's Cherries, White Ptd., H.S.</b>	1 92½
<b>2's Cherries, White, Not Ptd., H.S.</b>	1 52½
<b>2's Black Currants, H.S.</b>	1 92½
<b>2's Preserved, Black Currants</b>	2 27½
<b>Gals. Black Currants, Standard</b>	5 27½
<b>Gals. Black Currants, Solid Pack</b>	8 27½
<b>2's Red Currants, H.S.</b>	1 92½
<b>2's Red Preserved Currants</b>	2 27½
<b>Gals. Red Currants, Standard</b>	5 27½
<b>Gals. Red Currants, solid pack</b>	8 27½
<b>2's Gooseberries, H.S.</b>	1 77½
<b>2's Gooseberries, Preserved</b>	2 02½
<b>Gals. Gooseberries, Standard</b>	7 02½
<b>Gals. Gooseberries, solid pack</b>	8 77½
<b>2's Pineapple, sliced, H.S. White Bahama</b>	1 92½
<b>2's Pineapple, grated, H.S. White Bahama</b>	1 47½
<b>2's Pineapple, whole, H.S., White Bahama</b>	1 92½
<b>3's Pineapple, whole, H.S. White Bahama</b>	2 47½
<b>2's Rhubarb, Preserved</b>	1 52½
<b>3's Rhubarb, Preserved</b>	2 27½
<b>Gals. Rhubarb Standard</b>	3 52½
<b>2's Strawberries, H.S.</b>	1 92½
<b>2's Strawberries, Preserved</b>	2 27½
<b>Gals. Strawberries, standard</b>	7 52½
<b>Gals. Strawberries, solid pack</b>	9 77½
(Group B is 2½c. doz less in each case.)	
<b>Lawtonberries—</b>	
2s, blackberries, H.S.	1 92½
2s, preserved	2 12½
<b>Raspberries—</b>	
2s, black, H.S.	1 92½
2s, black, preserved	2 12½
Gals., black, standard	7 02½
Gals., black, solid pack	9 27½
2s, red, H.S.	1 92½
2s, red, preserved	2 12½
Gals., red, standard	7 27½
Gals., red, solid pack	9 27½
Group B, 2½ cents less per dozen.	

## MANITOBA MARKETS.

### POINTERS:—

Corn Syrup—Up 10 cents.

Winnipeg, Sept. 3.—The splendid crop of Western Canada may now be considered safe. In Manitoba and Alberta practically all the wheat is cut. In Saskatchewan splendid progress has been made, and all grain is ripening as fast as it can be handled. Samples of new wheat on the Winnipeg grain exchange are of magnificent quality. With a continuance of present ideal weather threshers will be all at work next week, and the grain will be rolling in in enormous quantities.

Business in all lines is looking up, and a general air of confidence pervades the business world. "Everything is all right now," is the common remark.

The city retail trade suffered a little after the stampede—that event following two circuses took some \$120,000 of ready money out of the city, and merchants complained that people lived pretty skimpy for a week or two afterwards; but that is past now.

Country retail trade is good, for harvest has brought in a lot of extra mouths to feed.

Wholesalers and jobbers are optimistic of fall business, and every fine day puts the grouchers more hopelessly into the minority.

**SUGARS.**—The further advance of 10 cents per cwt. was announced last week in sugar. The demand is extremely good, and supplies are ample for requirements.

Extra standard granulated, per bbl.	5 10
Montreal yellow, per bbl.	4 65
H.C. yellow, per barrel	4 55
Icing sugar, per barrel	5 65
Powdered, per barrel	5 45
Lumps, hard, per barrel	5 95
Sugar in sacks, 5c less.	

**CORN SYRUP.**—As predicted in The Grocer during the last two issues, corn syrup has had an advance. It is altogether likely that it will go higher yet, as corn prices are high, with no probability of any reductions for some time.

<b>Corn Syrups—</b>	
2 lb. tins, per case	2 38
8 lb. tins, per case	2 73
10 lb. tins, per case	2 61
20 lb. tins, per case	2 75
Barrels, per 100 lbs.	3 30
Molasses, New Orleans, gal.	4 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case	6 20
Maple syrup, ½ gals.	5 85

**DRIED FRUITS.**—Dried fruits are seasonably quiet, but there is probably a period of more activity in sight, when the country demand comes in with threshing time.

<b>Prunes—</b>		<b>Per lb.</b>
Prunes, 80 to 90, 25 lbs.	0 05	
Prunes, 90 to 100, 25 lbs.	0 05½	
Prunes, 70 to 80, 25 lbs.	0 06½	
Prunes, 60 to 70, 25 lbs.	0 07½	
Prunes, 50 to 60, 25 lbs.	0 08½	
Prunes, 40 to 50, 25 lbs.	0 10½	
<b>Apricots—</b>		
Choice	0 15	
Standard	0 13½	
Slab	0 11½	
Nectarines	0 11½	
<b>Cooking Figs—</b>		
Choice boxes	0 05½	
Half boxes	0 05½	
Half bags	0 05½	
<b>Valencia Raisins—</b>		
Fine, f.o.s., 2½s, s.p., per box	2 75	
Fine, selected, 2½s, s.p., per box	2 70	
4-crown layers, 2½s, s.p., per box	2 65	
4-crown layers, 1½s, s.p., per box	1 35	
4-crown layers, 1½s, s.p., per box	0 75	
Ne plus ultra, 8½s, s.p., per box	2 20	
<b>Sultanas—</b>		
California	0 09½	
Smyrnas	0 14	
<b>Currants—</b>		
Dry clean, per lb.	0 07½	
Washed, per lb.	0 07½	
1-lb. package	0 08½	
2-lb. package	0 17½	

**TEAS AND COFFEES.**—Trade in teas and coffees is steady, and averages above last year at this time.

<b>Coffee—</b>		
Green Rio, No. 5	0 16½	
Roasted Rio	0 21	
Green Santos	0 16	
Roasted Santos	0 21	
Chicory	0 11½	
<b>Teas—</b>		
China blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

# THE CANADIAN GROCER

**NUTS.**—Trade in nuts is normal, with prices steady.

Brazil	0 18	0 19
Tarragona almonds	0 16	0 16 1/4
Peanuts, roasted, Jumbos	0 13	0 13
Peanuts, choice	0 11	0 11
Pecans	0 22	0 22
Marbot walnuts	0 13 1/2	0 13 1/2
Grenoble walnuts	0 18	0 18
Sicily filberts	0 12 1/2	0 12 1/2
Shelled almonds	0 38	0 38
Shelled walnuts	0 31	0 31

**BEANS.**—Ontario reports a fairly good crop of beans this year, so that the market may not be so firm this season as last.

Beans—		
Hand picked	2 35	2 35
3 lb. picker	1 95	1 95
Peas—		
Split peas, sack, 95 lbs.	3 85	3 85
Whole peas, bushel	2 75	2 85
Barley—		
Pot barley, per sack 95 lbs.	4 75	4 75
Pearl barley, per sack 95 lbs.	3 65	3 65

**FISH.**—Fish trade keeps quite up to average. Supplies are adequate and prices steady.

Fresh salmon	0 16	0 16
Fresh halibut	0 10	0 10
Steak cod, lb.	0 12 1/2	0 12 1/2
Lake Winnipeg, white fish	0 8 1/2	0 8 1/2
Fresh pickerel	0 14	0 14
Haddock, lb.	0 06	0 06
Market cod	0 10	0 10
Finnon haddie	0 08	0 08
Kippers, per box	2 00	2 00
Lake trout, per pound	0 12	0 12
Bonfers, per box	1 50	1 50
Atlantid herring, keg	0 72	0 72
Labrador herring, half barrel	4 25	4 50
Salt mackerels, kit	2 75	2 75

## FRESH FRUITS AND VEGETABLES.

Business in green fruits is active, and the market is well supplied with a varied assortment both from East and West. There are some new lines in and some price changes.

New potatoes, bushel	0 50	0 50
Cocanats, dozen	1 25	1 25
Iowa apples, bbl.	5 00	5 00
Washington plums, crate	1 65	1 65
Washington peaches, crate	1 35	1 35
Washington pears, crate	3 25	3 50
Bananas, per bunch	2 50	3 50
California lemons, crate	10 00	10 00
Messina lemons	7 50	7 50
Valencia oranges	6 50	7 00
Watermelons, dozen	6 50	6 50
Evaporated Cranberries	3 50	3 50
California plums, crate	2 00	2 50
California peaches, crate	1 35	1 50
Imported honey, box	5 50	5 50
California Bartlett pears	4 00	4 00
California cantaloupes	6 00	6 00
Ontario tomatoes, basket	0 75	0 75
Ontario peas, basket	1 00	1 00
B. C. crab apples, basket	2 25	2 25

## SASKATCHEWAN MARKETS.

Regina, Sept. 3.—(Special.)—Following are the quotations on some of the leading markets in this city:—

Bacon, breakfast, per lb.	0 23	0 23
Beans, Ontario, per bush.	2 30	2 70
Butter, creamery, per lb.	0 30	0 30
Canned Goods—		
Corn, standard, per dozen	2 05	2 05
Peas, standard, per dozen	2 04	2 04
Tomatoes, standard, per dozen	3 25	3 25
Flour, 98s	2 90	2 90
Flour, 49s	2 95	2 95
Flour, 24s	3 00	3 00
Lard, 3s	8 95	8 95
Lard, 5s	8 85	8 85
Lard, 10s	8 75	8 75
Lard, 20s (each)	3 00	3 00
Rolled oats, 20s	0 50	0 50
Rolled oats, 40s	0 95	0 95
Rolled oats, 80s	1 85	1 85
Rolled oats, 10-8s	2 15	2 15
Raisins, seeded, per lb.	0 07	0 07
Rice, per cwt.	4 40	4 40
Sugar, standard, gran., per cwt.	5 37	5 37

## NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Sept. 3.—Fine weather and the holiday with large crowds of visitors have been helpful to business. Dealers report increased sales locally. Collections through province are not as good as might be hoped. Markets show

few changes. Another drop of 10 cents has taken place in Ontario flour, with no change in Manitoba. Dealers expect flour cheaper because of optimistic crop reports. Sugar is unchanged. Pure lard is easier and provision market firm. Butter and eggs are scarce, former coming from Montreal in large quantities. Many cases of eggs have come from P. E. Island.

Bacon, roll	0 16	0 16 1/2
Bacon, breakfast	0 20	0 22
Beans, Austrian, bushel	2 30	2 65
Beans, yellow eye, bushel	3 75	3 80
Butter, dairy, per lb.	0 25	0 25
Butter, creamery, per lb.	0 26	0 28
Buckwheat, W., grey, bag	2 75	2 85
Cheese, new, lb.	0 14	0 14 1/2
Currants, 1's, lb.	0 07 1/2	0 08
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	0 87 1/2	0 90
Corn, doz.	0 97 1/2	1 00
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87 1/2	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, doz	1 55	1 60
Peaches, 3's, doz	2 35	2 40
Raspberries, doz.	1 97 1/2	2 00
Strawberries	1 97 1/2	2 00
Tomatoes	1 65	1 70
Cornmeal, gran.	5 25	5 25
Cornmeal, bags	1 80	1 80
Cornmeal, bbs.	3 75	3 75
Eggs, in case, 25c; henery	0 32	0 34
Flour, Manitoba	6 45	6 45
Flour, Ontario	5 50	5 50
Lard, compound, lb.	0 11 1/2	0 11 1/2
Lard, pure, lb.	0 15 1/2	0 15 1/2
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 40	5 40
Oatmeal, std.	5 95	5 95
Pork, domestic mess	29 00	29 00
Racks, American clear, bbl.	25 00	27 50
Potatoes, barrel, new	1 50	1 50
Raisins, California, seeded	0 08 1/2	0 09
Rice, per cwt.	3 60	3 70
Salmon, Case—		
Pinks, 4 doz. case	4 25	4 75
Cohoos, 4 doz. case	7 40	7 60
Sugar—		
Standard granulated	4 70	4 70
United Empire	4 60	4 60
Bright yellow	4 40	4 40
No. 1 yellow	4 20	4 20
Paris lumps	5 60	5 60

## HOLDING THE BAD PAYS FROM STORE'S BOOKS.

(Continued from page 38.)

\$3.50 now. But when it is cleared up, I shall report it fully so that my experience may be added to the records already on file.

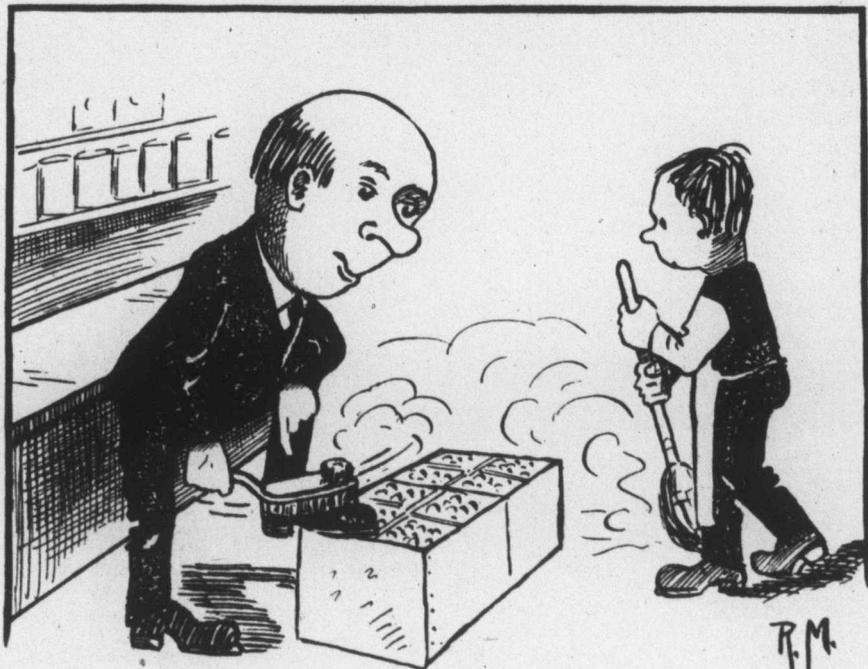
### Delayed Too Long.

Another was that of a man I have also known for a generation and whose family I also know. I was glad to have him come and buy. After he owed me \$100 or over, I took the step I should have begun with and found that, while the general impression was that he would eventually pay up, he was very slow and not in any too flattering circumstances. So it goes with him. I am glad to say that he buys steadily and almost daily for cash, thus indicating that he is acting in good faith.

To get you must give. That is the keynote of such organizations and they cannot be successful on any other lines. Given this support, however, if they are wisely planned to start with, they are among the greatest boons ever met with by the retail merchant.

E. C. Matthews, grocer, Parliament Street, Toronto, in his official capacity as president of the Ontario Retail Merchants' Association attended the opening luncheon of the directors of the Canadian National Exhibition.

## Why the Business Failed



In improving his personal appearance, this dealer forgot about the store being a place to display and sell goods, sanitarly.

# FLOUR & CEREAL DEPARTMENT



## Famine in Cornmeal is Now Threatened

**Canadian Millers Fear That Supply May be Cut Off—Mill Feeds Advance One Dollar a Ton—New Ontario Flour on the Market and Lower—Western Cutting Nearly Over.**

Reports from the West have continued to be as encouraging as before, and long-drawn-out anxiety over the crop is nearly at an end. By Saturday night last, says an official report, 90 per cent. of Manitoba crop had been threshed, and 70 per cent. in Alberta and Saskatchewan. So that at the present writing the Manitoba crop may be called practically safe. Reports on Wednesday of this week of wet weather drove market up slightly, with assistance of cables that Liverpool was going very strong. It is generally agreed that the quality was never better.

Mill feeds have advanced \$1 a ton on the strength of the demand, and corn prices.

### MONTREAL.

**FLOUR.**—Flour continues firm at unchanged prices. Some new wheat is already being mixed, and as the proportion of this becomes greater market on that flour will ease off; but, on the other hand, will be all the more firmly held on old wheat grades.

Wheat is declining gradually and steadily, but owing to the small amount of wheat moving as yet, and to the relationship now existing between wheat prices and prices of the different manufactured products, there is no reason to look for any price changes in flour for some considerable time. Farmers have really not started to deliver as yet, so that before wheat moves freely and grinding begins to any extent, fully a month is likely to lapse.

	Car lots, in bags,	
	per bbl.	
<b>Manitoba Wheat Flour—</b>		
First patents	5 90	5 75
Second patents	5 10	5 45
Strong bakers'	4 90	5 25
Flour in cotton sacks, 10 cents per barrel more.		
<b>Winter Wheat Flour—</b>		
Fancy patents	5 00	5 20
90 per cent.		5 10
Straight roller		4 90
Blended flour	5 00	5 40

**CEREALS.**—Rolled oats continue firm, with little to indicate change. Oats have been easing off slightly, but as yet have not eased sufficiently to warrant any reduction in the manufactured product. Still some conflicting reports are being spread about new crops, but

general opinion has it that crop is fair average and likely to hold prices steady.

Corn has gone up and down, and up again, and Tuesday stood only 1 cent below highest price on crop. Rain is helping crops to some extent, but market still holds very firm. Cornmeal and hominy went up 10 cents here this week.

	Per 98-lb. sack
<b>Cornmeal—</b>	
Kiln dried	2 40
Softer grades	2 30
<b>Rolled Oats—</b>	98s. in jute.
Small lots	2 35
25 bags or more	2 25
Rolled oats in cotton sacks, 5 cents more.	
<b>Oatmeal—</b> Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat	100-lb. bbls.
Small lots	2 55
Hominy, per 98-lb. sack	2 40

**MILL FEEDS.**—Another advance of \$1 all round on mill feeds this week puts prices up to \$21 on bran, \$23 on shorts, etc. Millers claim that they have been forced to put prices up on account of scarcity of feeds in States. At present time bran sells there for \$2 to \$3 per ton more, duty paid, than can be got locally, so that there is not much likelihood of prices seeing any lower level for some time.

	Car lots, per ton
<b>Mill Feeds—</b>	
Bran	21 00
Shorts	23 00
Middlings	25 00
Wheat moulee	27 00
Feed flour	33 00

### TORONTO.

**FLOUR.**—Prices remain unchanged, although Ontario flour is due for a drop. Ontario wheat is now being milled, and buyers are getting the usual opening reductions. It is probable that the price to retailers will drop 40 to 50 cents when they start buying the new Ontario flour. Winter wheat flour, 90 per cent., is quoted by several slightly lower, averaging 20 cents a bag. Western wheat is expected to reach Ontario for milling by end of next week.

	Small lots, in bags,	
	per bbl.	
<b>Manitoba Wheat Flour—</b>		
First patent	5 50	
Second patent	5 00	
Strong bakers'	4 80	
Flour in cotton sacks, 10c per bbl. more.		
<b>Winter Wheat Flour—</b>		
Fancy patents	5 00	5 20
90 per cent.	4 40	4 80
Straight roller	4 60	4 80
Blended flour	5 05	5 35

**CEREALS.**—Cornmeal has advanced another 10 cents this week. Corn

situation is arousing some uneasiness in Canadian milling circles. One firm which has a carload just received has some doubts as to a further supply. In United States orders are reported to be already six weeks ahead of supply, and if the scarcity increases, shipments to Canada may be reduced greatly if not cut off entirely in favor of local orders. The only hopeful circumstance is that it is now felt that the record prices for corn are the result partly of speculation rather than the real scarcity alone, and this would adjust itself in time. Further, Argentine corn has begun to be shipped in, and, in order to retain their own market, United States holders may reduce prices to meet the invader.

<b>Cornmeal, per 96 lb. bag—</b>		
Kiln dried, 25 bag lots	2 20	2 30
Softer grades, 25 bag lots	1 90	1 95
<b>Rolled oats, per 90 lb. sack, in jute—</b>		
Small lots	2 35	2 37½
25 bags to car lots	2 25	2 30
Rolled oats in cotton sacks, 5 cents more.		
<b>Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.</b>		
<b>Rolled Wheat—</b>		
50 lb. boxes		1 50
100 lb. barrels, small lots		2 90
100 lb. barrels, 5 bbl. to car lots		2 80

**MILL FEEDS.**—Bran up \$1 to \$21, and shorts at \$23, with all other mill feeds even further advanced, did not surprise the wise ones on the market. One firm advanced wheat moulee \$2, and is selling nothing below 27c. Feed flour has gone up 5 cents a bag to \$1.65. The corn situation mainly is responsible for this.

	Car lots, Per ton
<b>Mill Feeds—</b>	
Bran	21 00
Shorts	23 00
Middlings	25 00
Wheat moulee	27 00
Feed flour, per bag	1 65

### WINNIPEG.

**FLOUR AND CEREALS.**—There is a good domestic demand for flour, but export prices are out of line.

Best Patents, bbl.	5 60
Seconds	5 10
First Clears	4 20
Low grade	2 90
Jute bags 10 cents less.	3 10
Cornmeal, 98 lbs.	1 95
Rolled Oats, 80 lbs.	1 65
Wheat granules, bale, 16.00	3 25
Granulated Oatmeal, 98 lbs.	2 15

The man who thinks it isn't worth while to pay much attention to his work because he regards the present position as merely a stepping stone to something better, will find the stepping stone too low to help him up much.



## Holiday Forces Up the Price of Fruit

Everything Sold Out for Monday and Tuesday Found the Situation Temporarily Firm—Higher Prices Not Expected to Hold Any Length of Time—Good Crop of Potatoes and Prices Will Likely be Pretty Low This Season.

### MONTREAL.

**GREEN FRUITS.**—Heavy shipping season has now begun on Canadian pears, peaches, and plums, and for next few weeks dealers look forward to marked activity. Reports as to crops are quite encouraging, and fruit arriving in excellent condition, so that all prospects are bright. First, Western grapes arrived this week and sell out at about 35 cents per 6-qt. basket. Nothing definite can yet be stated as to what crops will be, nor will it be possible to make any statement until crops are fairly well harvested owing to continual danger from exposure to frosts.

Duchess and Astrachan apples are reported scarce, so that many orders have to be turned down by dealers. Prices quoted, viz.: \$5 per bbl. on No. 1's, \$4 on 2's, and \$3.25 on 3's indicate in concise form the exact situation.

Apples, Canadian, 11-qt. bkt.	0 50	0 65
Apples, Duchess, one grade, bbl.	5 00	5 00
Bananas, crate	2 00	2 75
Blueberries, Saguenay, 20-qt. box	2 50	2 50
Blueberries, N.B., per qt.	0 15	0 15
Cantaloupes, California, 45¢, per crate	4 00	4 00
Cantaloupes, Canadian, crate, 7-9.	1 50	1 50
Grapes, Malaga, 25 lb. box	3 00	3 00
Grapes, Moore's early, 6 qt.	0 35	0 35
Grapefruit, Jamaica, case	5 00	5 00
Lemons, Verdelli, case	4 25	4 50
Limes, Florida, box of 100	1 25	1 25
Oranges—		
Jamaicas, 125s to 250s	3 00	4 00
Sorrentos, 80s	2 80	2 80
Sorrentos, 160s	4 80	4 80
Sorrentos, 200s	5 00	5 00
Messina, 100s, half boxes	2 75	2 75
Messina, 80s, half boxes	2 50	2 50
Late Valencias	5 50	6 50
Pears, Gifford, Canadian, 11-qt. bkt.	0 75	0 75
Pears, Gifford, Canadian, 6-qt. bkt.	0 40	0 40
Pears, Gifford, Can., per bbl.	6 00	6 00
Pears, Bartlett, California, box	3 75	3 75
Pears, Bartlett, Can., per bbl.	7 00	7 00
Peaches, Clingstone, Canadian, 11-qt. bkt.	0 50	0 60
Peaches, Clingstone, Canadian, 6-qt. bkt.	0 30	0 35
Peaches, St. John, 11 qt.	1 00	1 00
Peaches, St. John, 6 qt.	0 50	0 50
Peaches, Crawford and Elbertas, California, box	1 60	1 75
Plums, California, Wickson and Burbanks, 4 bkt. carriers	2 25	2 50
Plums, California, Tragedies, 4 bkt. carriers	2 50	2 50
Plums, Canadian, 11-qt. bkt.	0 40	0 50
Plums, Canadian, 6-qt. bkt.	0 25	0 30
Watermelons, 30-40 lbs., each	0 50	0 50

**VEGETABLES.**—Imported tomatoes have taken quite a slump during past week owing to Quebec crops being marketed in bushel lots on Bonsecours market. Prices now are said to be a fair

indication of market for next few weeks.

Potatoes ran up to \$1.25 per bag Tuesday morning owing to temporary scarcity, but are expected to fall again before end of week owing to heavier offerings from farmers' hands.

Beans, wax, per bag of 15 lbs.	0 75	1 00
Beets, new, dozen	0 30	0 35
Beans, green, per bag 25 lbs.	0 75	0 75
Cabbage, domestic, per doz.	0 50	0 50
Carrots, bunch of doz.	0 25	0 25
Cauliflower, per dozen	1 50	2 00
Celery, domestic, dozen	0 50	0 50
Corn, domestic, per 10 doz. sack	1 50	1 50
Cucumbers, domestic, per doz.	0 15	0 15
Egg plant, basket of 12	1 25	1 25
Lettuce, domestic, heads, doz.	0 40	0 40
Lettuce, Boston heads, box of 2 doz.	2 00	2 00
Onions—		
Egyptian, bag, of 116 lbs.	2 50	2 50
Spanish, per case	3 00	3 50
Red Danvers, bag	3 00	3 50
New, green, per bunch	0 15	0 15
Peas, domestic, per 2 bushel bag	1 00	1 00
Peppers, green, 11-qt. bkt.	0 60	0 60
Potatoes—		
Domestic, bag of 70 lbs.	1 00	1 25
Potatoes, sweet, per bbl.	4 50	4 50
Radishes, per dozen	0 15	0 20
Turnips, Quebec, bag	1 50	1 50
Turnips, bunch of doz.	0 25	0 35
Tomatoes, Canadian, outdoor, 11-qt. bkt.	0 40	0 50
Tomatoes, Canadian, box 33 lbs.	0 40	0 75
Vegetable marrow, doz.	1 00	1 00

### TORONTO.

**FRESH FRUITS.**—Towards the end of last week prices sagged on fruit market but on Tuesday of this week wholesale men and commission merchants found a chance, as one of them said, "to chalk prices up a little." The holiday had cleaned everyone out and they came upon market "like hungry wolves." Anticipating a busy day some fruit men were down by 5.30 a.m., and many retailers showed up on docks before seven. Crawford peaches which had sold as low as 75 cents retail last week, held above that up to 90, and a few selected baskets went for \$1.00 to \$1.10. Clingstones went from 30 to 60. Plums were plentiful but slightly higher, from 30 to 60 cents.

Grapes are coming in more freely and Concords brought 30 to 40; Moore's Early, 50 cents and Red Rogers 60 to 75 cents. California dropped with larger

supply of Canadian from \$3.00 to \$2.50. Tokay were \$3.00 a case. Pears ran from 30 to 65 cents, also higher, but the competition forced Californian down 25 to 75 cents.

Canadian cantaloupes are down to 25 to 40 by the basket, with Rockefords or salmons at 50 cents for small baskets. Blueberries are almost off the market. A few baskets of crab apples started the season for this preserve and jelly fruit. Lawton berries are nearly off. A rather poor lot went as low as 4 cents.

Apples, Canadian, basket	0 25	0 40
Apples, bbl.	2 00	2 75
Bananas, per bunch	1 25	1 60
Blueberries	1 75	2 00
Cantaloupes, Canadian, crates	0 40	0 60
Cantaloupes, Canadian, baskets	0 25	0 40
Grapes, Malagas, case	2 50	2 50
Grapes, Canadian, basket	0 30	0 75
Oranges, California Valencias	5 50	5 50
Limes, per box of 100	1 50	1 50
Lemons, Verdelli, new	5 00	5 50
Peaches, California, box of 8-10 dozen	1 25	1 50
Peaches, Canadian, Crawford, large bkt	0 75	1 00
Peaches, Canadian, clingstone, large bkt.	0 30	0 60
Pears, California, Bartlett	3 00	3 50
Pears, Canadian, Bartlett	0 30	0 60
Plums, California	1 50	2 00
Plums, Canadian	0 30	0 50
Lawtonberries	0 04	0 06
Watermelons, 23 to 35 lbs.	0 40	0 50

**VEGETABLES.**—With exception of tomatoes, which were higher, market generally showed result of a steady supply and was lower. Holiday had cleaned out tomatoes and with smaller supply in on Tuesday prices advanced as high as 40 cents. They are expected to drop again by end of week.

Potatoes dropped to \$1.10, and will go much lower yet. A large dealer told Canadian Grocer that this fall would see them at 50 to 60 cents a bag, a price which has not been seen since 1910. The crop, as reported last week, is turning out well, both in Ontario and New Brunswick. The first carload of latter reached city at end of week and opened at \$1.20 a bag. This was slightly lower than last year, and besides, while they steadily advanced in 1912, they are expected to drop this year.

Beans, wax, 11-qt., per basket	0 35	0 35
Beets, Canadian, new, per bkt.	0 30	0 35
Carrots, Canadian, new, bkt.	0 35	0 40
Celery, domestic, doz.	0 35	0 40
Corn, new, dozen	0 08	0 13
Cucumbers, Canadian, basket	0 25	0 30
Gherkins, 1/2 basket	0 40	0 75
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, crate	2 75	3 00
Green, bag	2 00	2 00
Parsley, bkt.	0 75	0 75
Peas, green, 11 qt. bkt.	0 50	0 50
Green peppers	0 40	0 50
Potatoes, Ontario, new, per bag	1 10	1 20
Squash, dozen	1 25	1 25
Tomatoes, Canadian, basket	0 30	0 40
Vegetable marrow	0 25	0 35
Water cress, domestic, 11-qt. basket	0 50	0 50



# Produce & Provisions



## Price of Hogs Breaks; Pure Lard Also Down

Latter considered as Only Temporary—Hogs Drop 25-35 Cents — Breakfast Bacon 1 Cent Lower—Eggs Firmer, But Butter Still Easy—Poultry Slump Continues.

The easier tone which has been threatening so long in the produce market so far as hogs, ham and bacon are concerned may have arrived at last. A slight increase in supply forced down the price of hogs from \$9.65 to \$9.40 on Tuesday, but it was not certain whether this would be maintained throughout the week.

A manager of a large packing house put the case thus to Canadian Grocer:

"We are suffering from a shortage in hogs such as we have not experienced in the last twenty years. There is not enough stuff to go around. There is an increasing number of packers and all want a share. That is why, for weeks past, we have been paying the highest price for hogs in the world. If they do not drop soon the American packers will come in and cut the legs from under us all. However, I do not think there will be any material drop for September. It is quite true that there is a falling off in demand for hams as compared with July and August, but the September call for jellies and backs nearly offsets this. So far as the prices of provisions are concerned packers are losing about 2c on every hog; the ham and bacon prices do not correspond; if we made them do so, the public would not buy, and we must keep our business going."

There was no meeting of the Toronto Produce Exchange on Monday as result of the holiday.

The meeting of the Canadian Produce Association, dealt with elsewhere in this issue, is very likely to have an important bearing on the future practices of the buyers in Canada as to "loss off" basis.

### MONTREAL.

**PROVISIONS.**—Conditions on primary sources have shown quite an improvement over last week. Supplies now coming forward are ample to meet manufacturers' wants, but cause no

great surplus. In short tendency amongst farmers to force hogs on market appears to have disappeared. Also owing to somewhat better demand this week meats incline to take on a firmer tone.

Pure lard also is slightly firmer, but with no change in price.

	Per lb.		Per lb.
<b>Hams—</b>			
Light, under 12 lbs.	0 22		
Medium, 12 to 20 lbs.	0 20		
Large, 20 to 40 lbs.	0 19 1/2		
<b>Backs—</b>			
Plain, bone in	0 23 1/2		
Boneless	0 26		
Peameal	0 26		
<b>Bacon—</b>			
Breakfast	0 21	0 23	
Roll		0 17	
Shoulders, bone in		0 16	
Shoulders, boneless		0 16 1/2	
<b>Cooked Meats—</b>			
Hams, boiled	0 31	0 32	
Hams, roasted		0 32	
Shoulders, boiled		0 27	
Shoulders, roasted		0 28	
<b>Dry Salt Meats—</b>			
Long clear bacon, 50-70 lbs.		0 15 1/2	
Long clear bacon, 80-100 lbs.		0 14 1/2	
Flanks, bone in, not smoked		0 15 1/2	
<b>Barrelled Pork—</b>			Per bbl.
Heavy short cut mess		31 00	
Heavy short cut clear		31 00	
Clear fat pork		29 00	
Clear pork		27 00	
<b>Lard, Pure—</b>			Per lb.
Tierces, 375 lbs. net		0 14 1/2	
Tubs, 50 lbs. net		0 14 1/2	
Boxes, 50 lbs. net		0 14 1/2	
Pails, wood, 20 lbs. net		0 14 1/2	
Pails, tin, 20 lbs. gross		0 14 1/2	
Cases, 10-lb. tins, 60 in case		0 15	
Cases, 3 and 5-lb. tins, 60 in case		0 15 1/2	
Bricks, 1 lb. each		0 15 1/2	
<b>Lard, Compound—</b>			
Tierces, 375 lbs. net		0 11 1/2	
Tubs, 50 lbs. net		0 11 1/2	
Boxes, 50 lbs. net		0 11 1/2	
Pails, wood, 20 lbs. net		0 12	
Pails, tin, 20 lbs. gross		0 11 1/2	
Cases, 10-lb. tins, 60 in case		0 12 1/2	
Cases, 3 and 5-lb. tins, 60 in case		0 12 1/2	
Bricks, 1 lb. each		0 13 1/2	
<b>Hogs—</b>			Per cwt.
Live, f.o.b.		9 95	10 20
Live, fed and watered		10 25	10 50
Dressed			14 50

**BUTTER.**—Again butter is advancing in the country. On Saturday, Cowansville quoted 25 1/2, 25 5/8 and 25 3/4 cents, an advance of about 2 to 2 1/4 cents. In St. Hyacinthe the movement, while not so marked, still showed an advance of 1 cent. With butter selling here at 26 1/2 cents, dealers will naturally have to ask the public to help them out. When the advance will come is uncertain, but it is expected before end of week.

	Per lb.
<b>Butter—</b>	
Creamery prints, fresh	0 26 1/2
Creamery solids	0 26
Dairy prints	0 23
Dairy solids	0 23
Separator prints	0 23
Separator solids	0 23

**EGGS.**—Last week's advance of 1 cent all round has been followed this

week by an advance of 2 cents on new-laid only. This is due to fact that current receipts of fresh are dropping off, and also to anticipated heavier demand for new-laid from now on. Market holds firm at new level, and still shows upward tendency.

	Per dozen.
<b>Eggs, case lots—</b>	
New laid	0 34
Selects	0 29
No. 1s	0 26
No. 2s	0 22
Splits	0 21
New laid eggs, in cartons	0 35

**CHEESE.**—Small cheeses (20 lbs.) have this week advanced 1 cent to 14 1/2. Owing to factories all turning to large, a scarcity has been noted in small cheeses, so that prices to dealers have risen during past week from 12 1/4 to 13 to 13 1/4 cents. As soon as price goes up a little higher, makers will again turn attention to manufacturing the 20-lb. size, so that an early readjustment in prices may be anticipated.

<b>Cheese, White or Colored—</b>		
Large	0 13 1/2	0 15
Strong		0 16 1/2—0 17
Twins	0 14	0 15 1/2
20 lb. new	0 14 1/2	
Stilton		0 17

**POULTRY.**—Poultry market is quiet, and owing to heavier receipts a decline of 1 cent per lb. has been registered in ducks and fowl, both live and dressed. As it is still too early to begin packing, dealers have had no choice other than to cut old price.

Frozen stock is now pretty well done, so that it is expected that in another week all will be cleared out except a few turkeys and geese.

	Per lb.
<b>Frozen Stock, Dressed—</b>	
Chickens	0 21
Ducks	0 22
Fowl	0 18
Turkeys	0 23
<b>Fresh Stock—</b>	
Broilers, spring, live	0 22
Broilers, spring, 3 lb. pr., dressed	1 25
Ducks, spring, dressed	0 24
Ducks, old, dressed	0 14
Ducks, old, live	0 12
Fowl, live	0 15
Fowl, dressed	0 19
Turkeys, old Tom, dressed	0 22

**HONEY.**—Some Jamaica honey still left from last year is being brought forward to fill incoming orders. Dealers are not at all anxious to stock up at prices quoted by Canadian manufacturers, and claim that should no change

be made they will again import stocks to meet their winter trade.

Buckwheat honey should be on market in two weeks now.

White Clover Honey—	Per lb.
Barrels	0 12½
Tins, 30 lbs.	0 12½
Tins, 5 and 10 lbs.	0 13

**TORONTO.**

**PROVISIONS.**—The drop in bacon was limited to one cent on breakfast; and in hams to ½ cent on medium. The 25-cent fall in live hogs sufficed to bring the “fed and watered” under the \$10 market where it had remained for several weeks.

The tug-of-war in the case of hams and bacon has begun: the demand is lessened with closing of summer outings, but the high price of hogs tends, of course, to keep the prices of the products up. The drop this week in bacon has hardly discounted the lower price of hogs, but they may not remain lower long enough to give the rest a chance to drop.

The accumulation of lard caused prices to drop ¼ cent on pure lard. The tendency, however, with a heavier demand in the fall, will be for a slightly higher rate.

<b>Hams—</b>		
Light, per lb.	0 22	
Medium, per lb.	0 21½	0 22
Large, per lb.	0 20	0 20½
<b>Bacon—</b>		
Plain, per lb.	0 24	0 24½
Boneless, per lb.	0 25½	0 25½
Pea meal, per lb.	0 24½	0 25½
<b>Bacon—</b>		
Breakfast, per lb.	0 20	0 21
Roll, per lb.		0 17
Shoulders, per lb.	0 15	0 15½
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 15½	0 15
Long clear bacon, heavy	0 15	0 15½
<b>Cooked Meats—</b>		
Hams, boiled, per lb.		0 31
Hams, roast, per lb.		0 31
Shoulders, boiled, per lb.		0 22½
Shoulders, roast, per lb.		0 23½
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
<b>Lard Pure—</b>		
Tierces, 400 lbs., per lb.	0 13½	0 14
Tubs, 60 lbs., per lb.	0 14	0 14½
Pails, 20 lbs., per lb.		0 14½
Pails, 3 and 5 lbs., per lb.		0 15½
Bricks, 1 lb., per lb.		0 15½
<b>Lard Compound—</b>		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs., per lb.	0 11½	0 11½
Pails, 20 lbs., per lb.	0 11½	0 11½
<b>Hogs—</b>		
Live, f.o.b., per cwt.		9 40
Live, fed and watered, per cwt.	9 75	10 00
Dressed, per cwt.	13 75	14 00

**BUTTER.**—Prices are easier again in butter this week. There are heavy holdings and New Zealand butter holds sway in British Columbia and even farther east. Quotations are unchanged while the supply holds good with pastures recovering rapidly.

Butter—	Per lb.
Creamery prints, fresh	0 27 0 28
Creamery solids	0 24 0 25
Dairy prints, choice	0 22 0 24
Dairy solids	0 20 0 22
Separator prints	0 23 0 25
Separator solids	0 21 0 22

**EGGS.**—The market is slightly firmer this week with supplies improving in quality. The deliveries are sufficient to care for the requirements.

Eggs, case lots—	Per dozen.
Selected new laid	0 25 0 28
Selected, new laid, in cartons	0 25 0 30
Fresh gathered	0 25 0 28
No. 2's	0 18 0 20
Splits	0 17 0 18

**CHEESE.** — The cheese market con-

tinues in much the dormant condition it has been for weeks. Outside markets in Ontario and Quebec are slightly higher.

Cheese—	0 14%	0 15
Old, large	0 15	0 15½
Old, twins	0 14½	0 14½
New, large	0 14½	0 14½
New, twins	0 14%	0 15

**HONEY.**—Buckwheat has reached the market and is selling at 9 cents in tins and 8 cents for barrel lots. In 60-lb. tins for clover 11 to 11½ is asked, with 10½ as the usual bid and 10½ and 10 cents respectively for large quantities. Comb honey runs from \$2.50 to \$3.25 per dozen.

**POULTRY.**—That “Exhibition” expectation of higher prices on the part of many “growers” was dashed even more cruelly this week. Broilers which dropped two cents last week were down another cent this week, and fowl fell to 12 cents for live, and 13 to 14 for dressed. A dealer even tells of some hotels cutting out almost entirely their Saturday orders, preferring to give their tran-

sient guests a cheaper menu than poultry.

Frozen Stock—	Per lb.
Broilers, dressed	0 22 0 25
Chicks, milk fed, dressed	0 20 0 25
Chickens, dressed	0 20 0 22
Ducks, dressed	0 16 0 20
Fowl, dressed	0 17 0 18
Turkeys, dressed	0 24 0 25
<b>Fresh Stock—</b>	
Broilers, spring	0 15 0 20
Ducks, spring	0 12 0 15-0 16
Fowl	0 12 0 13-0 14
Turkeys, old Tom	0 14-0 18 0 18-0 20

**WINNIPEG.**

**PRODUCE AND PROVISIONS.**—Some lines of cured meats have been slightly reduced in price. Butter and eggs are steady. Lard firm. Cheese prices are up.

<b>Cured Meats—</b>		
Hams, per lb.	0 19	0 21½
Shoulders, per lb.		0 15
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.		0 14½
Mess pork, bbl.		28 00
<b>Lard—</b>		
Tierces, per lb.		0 13
50 lb. tubs		6 60
20 lb. pails		2 70
3 lb. tins, cases		8 40
5 lb. tins, cases		8 32
<b>Butter—</b>		
Creamery, per lb.	0 27	0 29
Dairy, per lb.	0 17	0 22
<b>Cheese—</b>		
Ontario, large, per lb.		0 15½
Ontario, twins, per lb.		0 16

**Fine or Coarse Ground Coffee, Which?**

Should the Retailer Recommend the One or the Other—Coffee Authority Says Its All in the Way the Coffee is Made — If Boiled the Coarse Ground is the Better — Some Suggestions on Making Coffee.

Editor Canadian Grocer,—Some merchants recommend to their customers coffee ground fine. Others recommend it ground coarse. Please advise us in Canadian Grocer which is the correct course for the merchant to follow in educating his customers.

Ridgeville, Ont. F. C. WILLIAMS.

Editorial Note. — Canadian Grocer took this question up with an authority on coffee and some interesting points were brought out in the conversation. “If the coffee,” he said, “is made in an ordinary coffee pot without any percolator and where it is allowed to boil a little, then the coffee should be on the coarse side.

“If on the other hand a percolator is used and the ground coffee is not permitted to boil a finer grade produces better results. Coffee that has been ground fine should not be boiled. That makes it bitter and of a muddy color.”

“How much coffee should be used to each cup to give best results?” was asked.

“A tablespoonful,” was the reply. “A teaspoonful to one cup is not sufficient and good coffee cannot be made with it.”

“Is it necessary to use the white of an egg to settle the grounds?” was another question.

“No, it is not,” said the coffee man. “A little bit of cold water thrown in the

coffee pot carries all grounds to the bottom and produces the same results as the egg.”

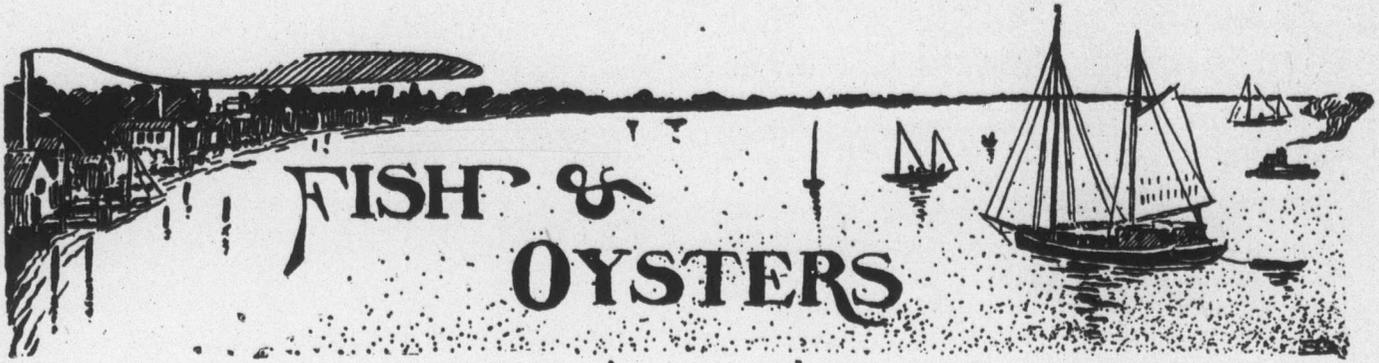
It was further pointed out that an absolutely clean coffee pot is essential to good coffee. If the interior is chipping off, for instance, it should be thrown away. Coffee should not be allowed to boil for long. The moment it begins to boil up it should be removed from the fire.

From the above, therefore, it would appear that the grocer should determine how each customer makes her coffee and then recommend the coarse or fine ground. As the average woman, however, makes her coffee with an ordinary coffee pot the coarse ground would have a greater sale.

**EVAPORATED BANANAS.**

A New Food That is Being Introduced to the Canadian Market.

The evaporated or dehydrated banana has found its way to Canada. It was shown for the first time at the Canadian National Exhibition by the Jamaica Banana Fig. Co. of Kingston, Jamaica. It is done up in a tissue paper package. When the water is evaporated the bananas look much like figs and are called “banana figs.” They are used for eating as they are, for dessert with cream and for cooking just as the ordinary banana inside the yellow peeling.



## Oyster Season Opens With Quality Good

Price Exactly Same as Year Ago—Advance in Halibut at Montreal—White and Trout Firmer—Kippered Herring a Little Cheaper Than Year Ago—Greater Activity in Pickled and Salted Fish.

### MONTREAL.

FISH.—One of the features of the market this week is advance of 1 cent per lb. in fresh halibut. At this season of the year such an advance is customary owing to scarcity of this fish on the banks. This scarcity necessitates boats being detained longer, hence the increase in the cost of the fish.

At present there is much speculation on this market with regard to price of frozen halibut. Usually by September all big contracts are placed, but so far this year the greater number have not been put through. While the producer is claiming that the initial price is a little higher, and the demand on the increase, there is a feature, however, which makes an argument in favor of the buyer. This is that the yield this season has been considerably higher than last, and from the buyer's standpoint this ought to put the price as low if not lower than that of last year. The opening price has been put up fully 20 per cent. higher than last year's, but already a reduction of 10 per cent. has taken place, and local trade believes that as time goes on prices will fall still lower.

Frozen salmon holds firm, owing to the deceptive crop, and orders are now being placed without discrimination.

There is a little more activity being shown in pickled and salted fish, owing to three fast days coming in the middle of this month. These are September 17, 19 and 20, Autumn Ember Days. To provide for these days dealers expect orders for supplies of all kinds of preserved fish from all outside dealers.

Pickled salmon is offered now in good supply and in fairly round lots. Pickled mackerel is exceptionally low this year. Some good-sized and fat fish have been marked to distributors at as low a rate as \$8.50 to \$9 per bbl. Green cod is starting to move, but owing to poor fish-

ing, stocks held are light so far. Pickled herrings are in good supply, and prices range much same as last season. Large quantities are now beginning to move towards Eastern markets.

Warm weather is inclined to interfere with sales of bulk and shell oysters. First shipments new Malpeque oysters arrived this week—or approximately a month earlier than in former years.

Fresh Stock—	
Bluefish, per lb.	0 15
Carp, 100 lb. boxes, per lb.	0 10
Cod, market, 250 lb. cases, per lb.	0 15
Doree, 100 and 150 lb. cases, per lb.	0 13
Flounders, per lb.	0 06
Frogs legs, large, per lb.	0 50
Frogs legs, small, per lb.	0 25
Haddock, per lb.	0 05
Halibut, per lb.	0 12
Herring, per 100 fish, large.	3 00
Mackerel, 1½ lb. fish, each.	0 15
Perch, dressed, per lb.	0 09
Pike, dressed, per lb.	0 08
Salmon, B.C., per lb.	0 13
Salmon, Gaspe, per lb.	0 20
Steak cod, per lb.	0 22
Smelts, per lb.	0 07
Sword fish, per lb.	0 09
Trout, brook, per lb.	0 30
Trout, lake, per lb.	0 11
Turtles, small, per lb.	0 15
Whitefish, per lb.	0 12
Shell Fish, Fresh—	
Clams, per barrel	7 00
Crab meats, per gal.	2 50
Lobsters, live, per lb.	0 28
Lobsters, boiler, per lb.	0 30
Meats, bulk, standards, gal., \$1.50; selects	1 80
Meats, solid, standards, gal., \$1.80; selects	2 00
Oysters, Cape Cod, shell	12 00
Periwinkles, per bushel	2 50
Prawns, per gal.	2 00
Scallops, per gal.	2 75
Shrimps, per gal.	2 00
Frozen Stock—	
Haddock, per lb.	0 04
Herring, per 100 fish	1 50
Pike, per lb.	0 06
Smelts, fancy, per lb.	0 12
Smelts, No. 1, per lb.	0 08
Salmon, fancy, spring, per lb.	0 14
Salmon, Gaspe, per lb.	0 15
Salmon, Qualla, per lb.	0 07½
Whitefish, per lb.	0 07
Prepared Stock—	
Boneless fish, 20 lb. pkgs.	0 07
Cod, pure, cs. of 20 tablets, per lb.	0 10½
Cod, pure, 3 lb. box, per lb.	0 15
Cod, boneless strip, 30 lb. box, lb.	0 10
Cod, boneless strip, 2 lb. blks., in 20 lb. pkgs., lb.	0 07
Cod, shredded, box of 2 doz.	1 80
Cod, skinned, per 100 lb. box.	6 00
Cod, dried, per 100 lb. bundle.	6 50
Pollock, dried, per 100 lb. bundle.	6 00
Salted and Pickled Stock—	
Cod, green, ordinary, per 200-lb. bbl.	7 00
Cod, green, white napes, per 200-lb. bbl.	8 00
Haddock, No. 1, green, per 200 lb.	8 00
Herring, Gaspe, No. 1, ¼ bbls., \$2.75; bbls.	5 00
Herring, Holland, per keg, 75c; per ¼ bbl., \$5.00 to \$6.00; per bbl.	9 00
Herring, Labrador, ¼ bbl., \$3.25; bbl.	5 75
Herring, Scotch, keg of 12 lbs. net.	7 00
\$1.25 to \$1.35; ¼ bbl.	7 00
Mackerel, No. 1, 20 lb. kits, \$1.75; ¼ bbl., \$7.00; bbl.	14 00
Salmon, Labrador, ¼ bbl., \$8.00 to \$9.00; bbl.	15 00
Trout, lake, kegs	7 00

### TORONTO.

OYSTERS.—The oyster season has begun according to the old rule of months with an "r," and has been recognized pretty well throughout Ontario. Shipments are coming in every day and are said to be of as fine quality as those received late last season. In Toronto several stores are carrying oysters, and some restaurants are featuring them on their bills of fare. A number of towns are also making a fair demand. The prices will be about same as last year. Shell oysters are also coming in, and the price to the retailer is \$8 to \$8.50 per bbl., exactly the same as in 1912.

FISH.—B.C. salmon prices are down at last as a result of liberal catch and this week are quoted at 15 and 16 cents. The continued scarcity of whitefish and trout has raised the price—during Exhibition at least—to 12 cents.

The first shipment of smoked fish of the new catch has arrived in Toronto, kippered herring. The price is \$1.30, which is 5 cents less than the opening one year ago.

The demand last week and this has been very large owing to the influx of visitors. Fish has been made a prominent part of the lunches in many restaurants and private houses.

Frozen Stock—	
Roe shad, weight 3 lbs., each	1 00
Whitefish, per lb.	0 09
Fresh Caught—	
Haddock, per lb.	0 06½
Halibut, per lb.	0 10
Herring, per lb.	0 05
Mackerel, weighing 1½-3 lbs., each	0 15
Pickled, yellow, per lb.	0 12
Pike, per lb.	0 06
Roe shad, weight 3 lbs., each	1 00
Salmon, B.C., per lb.	0 15
Steak cod, per lb.	0 07
Trout, per lb.	0 12
Whitefish, per lb.	0 12
Smoked—	
Finnan haddie, per lb.	0 04
Kippers, new, box of 40.	1 30
Bloaters, box of 60	1 25
Prepared—	
Cod, 1 lb. tablets, case of 20.	2 00
Salted and Pickled—	
Herring, Holland, per keg	0 60

### HALIFAX, N.S.

FISH.—Markets are now becoming more active. The foreign demand has improved. A vessel which will sail from here next week for Brazil, is taking a cargo valued at \$70,000, one of the largest of the kind.

Fat herring are arriving in considerable quantities and quality is good. Run of small mackerel is about over.



The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

## Proper Care

The proper care of oysters is something not always well understood. It is essential that the receptacle holding your oysters be kept in ice. It is necessary to maintain a low temperature particularly in the early part of the season. The receptacle should be thoroughly scalded and aired before the oysters are put in. If the stock is then kept well iced they are delivered to the dealer with the necessary tang to bring you repeat orders.

There is Federal Legislation prohibiting the use of ice or water in direct contact with the oysters, so that any dealer cheapening his product by the use of water is leaving himself liable to prosecution. This practice, however, is practically a thing of the past as dealers are realizing that they have got to put their stock out in the best possible condition and charge a price to afford their doing so. The retailer in quoting his price to the trade, we believe, will find it advisable to quote pints instead of quoting quarts. The most of your sales are probably in pints and it does not sound as high as the quart price.

There is no food to-day that is more entitled to prominence by the retailer than oysters. In confirmation of this we are pleased to quote Professor Frederick P. Gorham, Associate Professor of Biology at Brown University, and Sanitary Expert of the Rhode Island Shell Fish Commission, as follows:—

"There is no reason to-day why we should not give the oyster a prominent place in our dietary, as a cheap, delicious, nutritious, healthful and pure food product."

As an exclusive oyster house we claim to be better equipped to serve you to your satisfaction than the ordinary source of supply. We can furnish either "Coast Sealed" or "Sealshipt" oysters as you prefer. There is nothing better grown than the stock we are shipping, which is all from Northern waters and is the run of shucking from four year old stock.

**CONNECTICUT OYSTER CO.**

"Canada's Exclusive Oyster House"

50 JARVIS ST.

TORONTO

# QUOTATIONS FOR PROPRIETARY ARTICLES

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

**BAKING POWDER.**

**ROYAL BAKING POWDER.**

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

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

**WHITE SWAN SPICES AND CEREALS, LTD.**

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

**BORWICK'S BAKING POWDER**

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

**COOK'S FRIEND BAKING POWDER.**

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen .....	2 40
No. 1, 1lb., 2 dozen .....	2 50
No. 2, 5-oz., 6 dozen .....	0 80
No. 2, 5-oz., 3 dozen .....	0 85
No. 3, 2½-oz., 4 dozen .....	0 45
No. 10, 12-oz., 4 dozen .....	2 10
No. 10, 12-oz., 2 dozen .....	2 20
No. 12, 4-oz., 6 dozen .....	0 70
No. 12, 4-oz., 3 dozen .....	0 75
<b>In Tin Boxes—</b>	
No. 13, 1-lb., 2 dozen .....	3 00
No. 14, 8-oz., 3 dozen .....	1 75
No. 15, 4-oz., 4 dozen .....	1 10
No. 16, 2½-lb. ....	7 25
No. 17, 5-lb. ....	14 00

**FOREST CITY BAKING POWDER.**

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

**BLUE.**

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

**COUPON BOOKS—ALLISON'S.**

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

**UN-NUMBERED.**

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

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

**CEREALS.**

**WHITE SWAN SPICES AND CEREALS, LTD.**

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

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

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

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

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

White Swan Flaked Rice, \$1.

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

**DOMINION CANNERS.**

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

**Jellies.**

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

**Marmalade.**

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

**Pure Preserves—Bulk.**

	5 lbs.	7 lbs.
Strawberry .....	0 60	0 85
Black currant .....	0 60	0 85
Raspberry .....	0 60	0 85

14's and 30's per lb.

Strawberry .....	0 13
Black currant .....	0 13
Raspberry .....	0 13

Freight allowed up to 25c per 100 lbs.

**COCOA AND CHOCOLATE THE COWAN CO., LTD.**

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb. ....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

**Unsweetened Chocolate—**

Supreme chocolate, ½'s 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. ....	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. box. ....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes .....	0 35
Diamond, 6's 6 and 12-lb. boxes .....	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 25
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 26

**Icings for Cake—**

Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz..	0 90
Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37

Chocolate wafers, No. 1, 5-lb. boxes .....	0 31
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26
Nonparell wafers, No. 1, 5-lb. boxes .....	0 31
Nonparell Wafers, No. 2, 5-lb. boxes .....	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box .....	0 85

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

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

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

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

**HPP'S.**

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

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. .... 0 35  
Smaller quantities .... 0 37

**JOHN P. MOTT & CO.'S.**

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

Elite, 10c size (for cooking) dozen .....

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

Nut milk bars, 2 dozen in box .....

" breakfast cocoa, ¼'s and ½'s .....

" No. 1 chocolate .....

" Navy chocolate, ½'s..

" Vanilla sticks, per grs. 1 00

" Diamond chocolate, ¼'s. 0 24

" Plain choice chocolate liquors .....

" Sweet chocolate coatings .....

The above quotations are f.o.b. Montreal

# ROYAL



# BAKING POWDER

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

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

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

**THERE IS NO SUBSTITUTE**

## ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

### STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

**CHAPTER V.—THE STORE POLICY—**What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

**Absolutely New**

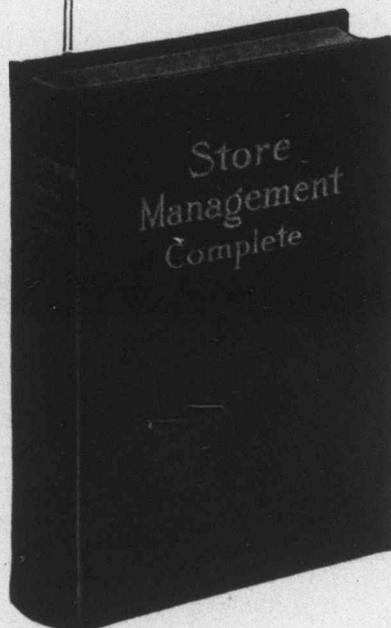
**Just Published**

**TECHNICAL BOOK DEPARTMENT**

**MacLean Publishing Co.**

143-149 University Avenue

TORONTO



# THE CANADIAN GROCER

## CONDENSED AND EVAPORATED MILK.

**BORDEN MILK CO., LTD.**

East of Fort William, Ont.

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

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

## WHITE SWAN SPICES AND CEREALS, LTD.

### WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

### MINTO BROS.

### MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50
Packed in 30's and 50lb. case.		
Terms—Net 30 days prepaid.		

### FLAVORING EXTRACTS.

#### SHIRRIFFS

#### Quintessential.

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

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

### CRESCENT MFG. CO.

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

### GELATINE.

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

### CLARK'S PORK AND BEANS

#### IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

### LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

### BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs. 5 00

### VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Brown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

### CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 05½
Cs. 200 3½ lb. pieces, cs.	4 00
Cs. 12 3 lb. bars, lb.	0 10½
Cs. 50 ½ lb. pieces, cs.	3 75
Cs. 50 1 lb. sq. pieces, cs.	4 50
Cs. 50 1 lb. long pieces, cs	4 50
Cs. 200 300 grs. pieces, cs	12 00
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 200 grs. pieces, cs	7 50

### ALIMENTARY PASTES.

#### BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

### DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p	6 90

### Motts Golden Russett—

Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Extra Fins, 50 1 kilo	14 50
Extra Fins, 100 ½ kilo	15 00
Tres Fins, 100 ½ kilo	13 50
Fins, 100 ½ kilo	11 50
Mi-Fins, 100 ½ kilo	11 00
Moyens No. 2 100 ½ kilo	9 50
Moyens No. 3, 100 ½ kilo	9 00
Fins 1 Frs Petit & Cie, 100 ½ kilo	10 00
Moyens, 1 Frs. Petit & Cie, 100 ½ kilo	7 50

### MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ½ gal.	2 60

### CANNED HADDIES "THISTLE" BRAND.

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

### INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
--	--

### BOAR'S HEAD LARD

#### COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 10½
Tubs, 60 lbs.	0 10½
Palls, 20 lbs.	0 10½
Tins, 20 lbs.	0 10½
Cases, 3 lbs., 12 to case.	0 11½
Cases, 5 lbs., 20 to case.	0 11½
Cases, 10 lbs., 6 to case.	0 11

### F.O.B. Montreal.

### MARMALADE.

### SHIRRIFF BRAND.

#### "SHREDDED."

1 lb. glass (2 dz case)	\$1.90	\$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

#### "IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	\$1.60	\$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

### MUSTARD.

### COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

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

Hirondelle Brand 1 lb. pkgs. Loose	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7 6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½ 7
Marguerite Brand. Same assortment as above	6½ 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7 6½
Catelli Brand. Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. packages	6
Terms, Net 30 days.	

### D. SPINELLI CO., Registered. Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alpha-bets 30 lb. case	7 6½
Spinelli Brand. Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)	5½
30 lb. cases, 1 lb. pkgs.	6
Terms—Net, 30 days.	

### JELLY POWDERS.

#### JELL-O.

Assorted case, contains 2 doz.	1 50
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	
JELL-O ICE CREAM POWDER Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

### SOAP AND WASHING POWDERS.

#### SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

#### 30 days.

#### RICHARDS PURE SOAP.

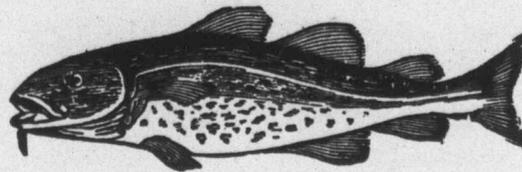
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.	

#### FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5.00
Five cases or more	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall., doz.	\$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 50
1 gall., doz.	19 50
1-16 gall. gross lot	20 00

# Better Fish

# More Sales



A 54-page beautifully illustrated book, showing the fish in the various stages between the sea and the table will be mailed to you free of charge upon request. This book contains an invaluable fund of information on **How to Handle Fish** in order to reap the maximum profits. It tells you how to eliminate the losses and increase the profits. It gives you the "tricks of the trade" that enable the experienced fish man to make his store so attractive and profitable. Don't delay. Send for your copy to-day.

## MORE SALES

will result from displaying the attractive, transparent signs which we will furnish you. There are **FIVE** in the series, and each one is a proven sales getter. They will boost your sales of

**The Choicest and Best Brands of Fish on the Market To-day**

OCEAN BRAND—Haddies, Fillets, Kippers, Bloaters

CANADA BRAND—Pure Boneless Cod Fish

SKINLESS FISH—Eastern Fifties and Hundreds

LARGE DRIED CODFISH BY THE QUINTAIL

LARGE FAT JULY SALT HERRING BY CAR

For purity, tastiness and delicacy the above brands are absolutely in a class by themselves. Don't give your customers anything but the best. In other words let us fill your wants.

## The North Atlantic Fisheries Limited

Head Office:  
HALIFAX, N. S.

Selling Branch:  
47 William St., MONTREAL

P. S. Don't forget to send for Book and the Five Signs.

# THE CANADIAN GROCER

## "SOCLEAN."

### THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size ..... \$4 50  
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) ..... 7 20  
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.)..... 6 75

### "ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz. 1 40  
 5 lb. tins, 1 and 2 doz., crates, per doz. .... 3 90

## STARCH.

### THE CANADA STARCH CO., LTD.

#### EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry....	.05½
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.....	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons .....	.06¾
48 lbs., No. 1 white or blue, 3 lb. cartons .....	.06¾
100 lbs., kegs, No. 1 white.....	.06¾
200 lbs., bbls., No. 1 white.....	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.....	.07½
48 lbs., silver gloss, in 6-lb. tin canisters .....	.08
36 lbs., silver gloss 6-lb. draw lid boxes .....	.08
100 lbs., kegs, silver gloss, large crystals .....	.37
28 lbs. Benson's satin, 1-lb. cartons, chromo label ....	.07½
40 lbs. Benson's Enamel (cold water), per case....	3 00
20 lbs. Benson's Enamel (cold water), per case....	1 50
Celluloid—boxes containing 45 cartons, per case.....	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn ....	.07½
40 lbs. Canada pure corn starch .....	.05½
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb. ....	.10

### BRANTFORD STARCH. Ontario and Quebec.

Laundry Starches—  
 Canada Laundry—  
 Boxes about 40 lbs. .... .05½  
 Acme Gloss Starch—  
 1-lb. cartons, boxes of 40 lbs. .... .06  
 First Quality White Laundry—  
 3-lb. canisters, cs of 48 lbs. .06½  
 Barrels, 200 lbs. .... .06  
 Kegs, 100 lbs. .... .06  
 Lily White Gloss—  
 1-lb. fancy cartons, cases 30 lbs. .... .07½  
 6-lb. toy trunks, lock and key, 3 in case ..... .08  
 6-lb. toy drum, with drumsticks, 2 in case..... .07½  
 Kegs, extra large crystals, 100 lbs. .... .07  
 Canadian Electric Starch—  
 Boxes containing 40 fancy pkgs., per case ..... 3 60  
 Celluloid Starch—

Boxes containing 45 cartons, per case ..... 3 60

### Culinary Starches—

Challenge Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .05½  
 Brantford Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .07½  
 "Crystal Maize" Corn Starch—  
 1-lb. pkts., boxes of 40 lbs. .07½  
 (20-lb. boxes ¼c higher than (40's.)

### OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz., per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

### SOUPS—CONCENTRATED.

#### CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.  
 No. 1's, 95c per dozen.  
 Individuals, 45c per dozen.  
 Packed 4 dozen in a case.

### SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. .... 0 90  
 Clear soups, in stone jars, 5 varieties, doz. .... 1 40

### SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.  
 Case of ½-lb., containing 120 packages, per box, \$3.00.  
 Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

### SYRUP.

### THE CANADA STARCH CO., LTD.

#### CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 40  
 5-lb. tins, 1 doz. in case... 2 75  
 10-lb. tins, ½ doz. in case. 2 65  
 20-lb. tins, ¼ doz. in case. 2 50  
 Barrels, 700 lbs. .... 3½  
 Half barrels, 350 ..... 3½  
 Quarter barrels, 175 ..... 3½  
 Pails, 38½ ..... 1 75  
 Pails, 25 lbs. each ..... 1 25

### LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 75  
 5-lb. tins, 1 doz. in case... 3 10  
 10-lb. tins, ½ doz. in case. 3 00  
 20-lb. tins, ¼ doz. in case. 2 95  
 (5, 10 and 20-lb. tins have wire handles.)

### BEAVER BRAND CORN AND MAPLE SYRUP.

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

## MOLASSES.

### THE DOMINION MOLASSES COMPANY, LTD.

#### Gingerbread Brand.

2s., Tins, 2 doz. to case.  
 Quebec, per case ..... \$ 1 85  
 Ontario, per case ..... 1 90  
 Manitoba, per case ..... 2 30  
 Saskatchewan, per case... 2 60  
 Alberta, per case ..... 2 70  
 British Columbia, per case 2 40

### DOMOLCO BRAND.

2s., Tins, 2 doz. to case.  
 Quebec & Ontario, per case 2 60  
 Manitoba, per case ..... 3 00  
 Saskatchewan, per case ... 3 20  
 Alberta, per case ..... 3 30  
 British Columbia, per case. 3 10

## SAUCES.

### PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. .... \$ 0 90  
 Pint bottles, 3 doz., cases, doz. .... 1 75

### H. P.

H. P. Sauce— Per doz.  
 Cases of 3 dozen ..... \$1 90  
 H. P. Pickles—  
 Cases of 2 doz. pints.... 3 35  
 Cases of 3 doz. ½-pints.. 2 25

### STOVE POLISH.

JAMES DOME BLACK LEAD.  
 6a size, gross ..... \$ 2 40  
 2a size, gross ..... 2 50

### NUGGET POLISHES. Doz.

Polish, Black and Tan .... 0 85  
 Metal Outfits, Black and Tan ..... 3 65  
 Card Outfits, Flack and Tar ..... 3 25  
 Creams and White Cleaner 1 10

## TOBACCO.

### IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s... 45  
 Black Watch, 12s ..... 45  
 Bobs, 5's and 10's ..... 39  
 Bully, 6s ..... 44  
 Currency, 6½s and 12s .... 39  
 Stag, 5 1-3 to lb..... 39  
 Old Fox, 6 lb. boxes .... 40  
 Pay Roll Bars, 7½s ..... 60  
 Pay Roll, 7s ..... 50  
 War Horse, 6s ..... 42  
 Plug Smoking, Shamrock, 6s, plug or bar ..... 45  
 Rosebud Plug, 7s ..... 50  
 Empire, 6s and 12s..... 44  
 Ivy, 7s ..... 50  
 Starlight, 7s ..... 50  
 Cut Smoking — Great West Pouches, 8s ..... 50  
 Regal Cube Cut, 9s ..... 70

## TEAS.

### THE "SALADA" TEA CO. East of Winn'peg.

Wholesale R't'l  
 Brown Label, 1s and ½s .25 .30  
 Green Label, 1s and ½s .27 .35  
 Blue Label, 1s, ½s, ¼s, and ⅛s ..... 30 .40  
 Red Label, 1s and ½s .. 36 .50  
 Gold Label, ½s ..... 44 .60  
 Red-Gold Label, ½s .... 55 .80

## LUDELLA CEYLON TEA.

Orange Label, ½s ..... 24 .30  
 Brown Label, ½s and 1s. 28 .40  
 Brown Label, ½s ..... 30 .40  
 Green Label, ½s and 1s .35 .58  
 Red Label, ½s ..... 40 .60

### MELAGAMA TEA. MINTO BROS.

45 Front St. East.  
 We pack in 60 and 100-lb. cases.  
 All delivered prices.

### Wholesale R't'l

Brown Label, 1-lb. or ½ .25 .30  
 Red Label, 1-lb. or ½... .27 .35  
 Green Label, 1s, ½ or ¼ .30 .40  
 Blue Label, 1s, ½ or ¼. 35 .50  
 Yellow Label, 1s, ½ or ¼ .40 .60  
 Purple Label, ¼ only... .55 .80  
 Gold Label, ¼ only .... .70 1.00

### JAMS AND JELLIES. T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.  
 Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7 tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7½c per lb.  
 Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$3.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

### JELLY POWDERS.

### WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen ..... \$6 90

### List Price.

"Shirriff's" (all flavors), per doz. .... 6 90  
 Discounts on application.

### YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages ..... 1 15

# MANUFACTURERS

Producers      Importers      Canadian Agents



have you the facilities in the West for marketing your goods in this vast and wealthy country? If your goods can be sold in Canada we guarantee to sell them in the West with our highly efficient sales force covering every inch of the Western territory, and with our five immense warehouses centrally located we guarantee to give prompt service.

There's money in the West and your goods are wanted. Write to us for terms. **WRITE TO-DAY.**

## Nicholson & Bain

Wholesale Commission Merchants and Brokers

**Winnipeg, Man.**

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

# BACON

Do not forget to put a piece of "Star Brand" English Bacon in the order for your customer when going to Camp or Summer Home. Boneless Bacon is the best and at the same time the cheapest line of either fresh or cured meats and will not fail to give your customer the best of Satisfaction.

Made under Government inspection.

**F. W. FEARMAN CO.**

LIMITED

HAMILTON

Established 1854

# NOW is the time to think of MINCE MEAT

GET YOUR ORDER IN EARLY. IT COSTS YOU NOTHING TO ANTICIPATE YOUR REQUIREMENTS AND YOU ASSURE YOURSELF OF PROMPT DELIVERY WHEN REQUIRED.

**J. H. Wethey, Limited**

ST. CATHARINES

## **NATION'S SPECIALITIES**

---

Egg Powder  
Custard Powder  
Jelly Powder  
Health Saline

---

Agents required where  
not already represented

---

**E. J. NATION & CO.,  
LIMITED**

Bristol, England

## **APPLES**

---

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Before purchasing write  
for our quotations on the  
famous **Georgian Bay**  
apples. We will be pack-  
ing from five to ten thous-  
and barrels.

---

**LEMON BROS.**

Owen Sound, Ontario

In an  
Ontario Retail Store

it's first grade quality that sells—there is  
only a very limited trade for second or  
third grade goods.

---

**"St Nicholas"**

is the first grade of all the Lemons.

---

**J. J. McCABE**

Agent

Toronto, Ont.

## **ENERGETIC CLERKS**

who are willing to work after hours can add substantially to their salary  
by joining the MacLean Circulation Organization, the largest and most  
efficient in America.

There are already over 400 circulation salesmen getting sub-  
scriptions for MacLean's Magazine, but there is scope for more. If you  
will take up the work in your district you will find it will pay you well.

**Get started now—Don't wait.**

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WRITE FOR PARTICULARS TO

**MacLean Publishing Co., <sup>143-149</sup>University Ave., Toronto, Can.**

# Canadian Crawford Peaches

in abundance

Place  
Your  
Preserving  
Order  
Now

**WHITE & CO., LIMITED**  
Wholesale Fruit and Fish  
TORONTO HAMILTON

# TOMATOES

This will be the big week. We have large consignments of Fancy No. 1 Shipping Stock arriving every day. Send us your orders.

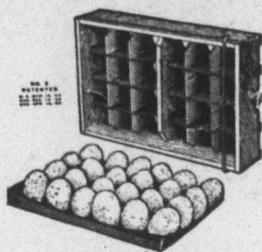
Peaches Pears Plums  
Apples Musk Melons  
Oranges Lemons Bananas

The House of Quality.

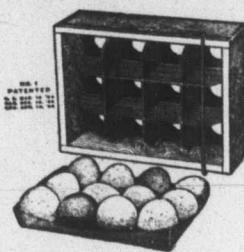
## HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



TWO DOZ. SIZE



ONE DOZ. SIZE

### DO YOU EXPERIENCE EGG BREAKAGE IN DELIVERY?

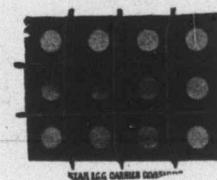
If so, YOU can avoid it, as a SAFE vehicle egg delivery can be obtained which entirely eliminates profit-losing BREAKAGE, and PAYS FOR ITS INSTALLATION.

#### USE STAR EGG CARRIERS AND TRAYS—

They INSURE you against this breakage while preventing miscounts, and loss of your clerk's and deliverymen's time. Stopping these leaks means increased EGG PROFITS—the quicker, the more profit.

Ask a user—he'll back these statements from experience—then just telephone your jobber and let him supply you with STAR EGG CARRIERS and TRAYS, immediately.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL.



#### CANDLING WITH STAR EGG CARRIERS

Either size, the two dozen preferred, makes a fine candler when used with the candling plates included with extra STAR EGG CARRIER DIVISIONS. Let us tell you more about it.

## Star Egg Carrier and Tray Mfg. Co.

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

**OUR GUARANTEE**

If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.



**Prestolene**  
(TRADE MARK)

**PIANO GLOSS**

THE  
PERFECT POLISH FOR  
**PIANOS, FURNITURE**  
AND ALL GLOSSED SURFACES

The International Specialty Co.  
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man. Every package carries above guarantee in detail. Our travellers carry unique propositions.

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.

**SAFETY FIRST**

Think of the mercantile houses, large and small, which GO TO THE WALL because they fail to "play safe." Many a failure could be averted, many a hard season bridged over if you would just make sure you don't lose a lot of credit accounts.



**Allison Coupon Books**

are safety insurance for the retailer who does credit business. And they promote system, accuracy and economy.

**HERE'S HOW THEY WORK**

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no disputes, no errors, no time wasted.

For Sale Everywhere by Jobbers.

Manufactured by  
**ALLISON COUPON CO.,**  
Indianapolis, Indiana, U.S.A.

**TWO CENTS PER WORD**

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

**ROSE QUESNEL**

A PURE CANADIAN  
SMOKING TOBACCO

specially selected and perfect in every respect. Delightfully cool and sweet in its natural fragraney.

and

**KING GEORGE**

NAVY PLUG—A  
CHEWING TOBACCO

surpassing all others in quality and flavor. Deliciously sweet and non-irritating.

QUALITY backed up with extensive advertising make them profitable to handle.

**Rock City Tobacco Co., Limited, Quebec**

**MATCHLESS  
LIQUID GLOSS  
A Ready Seller**

wherever a good polish can be used.

Makes dusting easy because it collects the dust instead of scattering it.

Tell your customers to try Matchless Liquid Gloss on linoleums and oil-cloths, too. It removes dirt and grease and brings back the original brightness.

Put up in attractive lithographed tins, half-pint to five gallons; also in half-barrels and barrels. Write to any of our agencies.

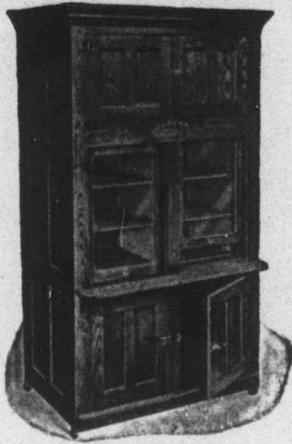


**The Imperial Oil Co., Limited**

Toronto Winnipeg Montreal  
St. John Halifax

# EUREKA

Twenty-seven years of Eureka Refrigeration



Over a quarter century experience behind the manufacture of Eureka Refrigerators serves well to make this line the Standard of the Canadian Market. Eureka on a Refrigerator is a guarantee of perfection. The Eureka contains no zinc or galvanized iron or other offensive material likely to conflict with the Pure Food Laws. The Eureka way is the dry cold circulating air way.

WRITE FOR CATALOGUE AND PRICES.

**Eureka Refrigerator Company, Limited**

64 Noble Street, Toronto.  
Montreal Representative

JAMES RUTLEDGE Telephone St. Louis 3076  
Distributing Agents, WALTER WOODS & CO., Winnipeg.  
Agents at Fort William, Hamilton, Calgary, Moose Jaw,  
Saskatoon.

## Reaching the West



—the Region  
'Round  
Regina

You need help if you are shipping from the East. The distances are so great you are at a disadvantage. To overcome this try shipping in carload lots direct to Regina. This saves freight on the long haul. We will receive such cars, sort consignments, and re-ship to your various customers. Railways radiate from Regina. Our charges are reasonable. The plan will save you much money.

By placing a stock of goods with us you may make our warehouse your Western Branch. We are equipped to carry large quantities in storage, and to attend to re-shipping on orders from you or your customers.

Even if your goods do not bulk large, avoid the extravagance of high charges on many parcels, by combining the Western orders in one consignment to us for distribution.

We can tell you more when we get your address. Write to-day, so that you may know all about the service in time to use it.

**REGINA STORAGE AND FORWARDING  
COMPANY, LIMITED, REGINA**



## Housecleaning Season is at hand

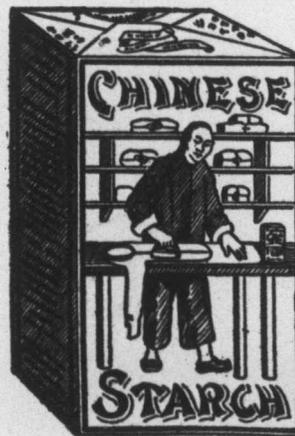
and with it comes the demand for Whitewash Brushes, in fact Brushes of almost all kinds. See that your stock of Keystone Brand Brushes is complete. They are the most reliable in the market.

Manufactured by

**Stevens-Hepner Company  
Limited**

PORT ELGIN, - Ontario

## Chinese Laundry Finish on Home-Ironed Goods



Your housewife patrons need not envy the Chinese laundry finish any longer for they can get just as nice a finish with the famous Chinese Starch, the only starch with two oils; one perfumes the linen, the other makes the iron slip—16 oz to the pound not 12.

Stock up for your  
Fall business now.

**OCEAN MILLS, MONTREAL**  
O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfd. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Bolvin & Grenier, Quebec, Que.; Eug. Follot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B. W. I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

## A Thanksgiving Window Dressing Contest

At Thanksgiving practically every grocer makes a special window display. It is a time when there is much feasting and a strong selling window trim means a great deal to the retailer in not only direct results but in permanent advertising. This year the harvest has been good and Thanksgiving should mean much to the live dealer.

CANADIAN GROCER will have a Thanksgiving Window Dressing contest this year. Why not come in on it? You will have a good display. It will mean much to your business. Let it be a help to others. Plan now to surpass your former efforts and to enter it in this contest.

Windows will be judged from the standpoints of Selling Power, Attractiveness and Originality, in the order mentioned.

The competition is open to merchants and their clerks in Canada and Newfoundland.

There will be two classes in the contest—Class 1 and 2 with three prizes in each class.

Winners in each class will receive \$5, \$3 and \$2 respectively, making a total of \$20 in prizes.

When the time comes see that your photographer gets you a good picture. Write The Editor now for a page of suggestions on photographing the window in order to eliminate reflections. This will be sent free on request.

THE EDITOR, THE CANADIAN GROCER  
143-149 University Avenue  
TORONTO

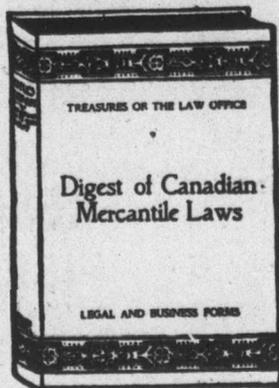
# THE GROCER'S LIBRARY

**"Digest of the Mercantile Laws of Canada."**

**Grocery Advertising**

BY WM. BORSODI

A ready reference for merchants and their assistants in their daily business.



Have you any outstanding accounts you wish you could collect? This book will show you **HOW.**

NEW EDITION—1913

**No work published in Canada equals it for the Grocer**

The entire work has been critically revised, a considerable amount of new matter added, and numerous cases and authorities have been cited in support of the most important points in the various Chapters. It is bound in the same dark green cloth.

A veritable consulting library on this one line so universally needed.

Based on Dominion and Provincial Statutes and Court Decisions.

Indorsed by barristers, sheriffs, magistrates and conveyancers.

Recommended by the Ontario Institute of Chartered Accountants.

Used by more accountants, bankers and business firms than any other work on the subject. Forwarded direct post free on receipt of price.

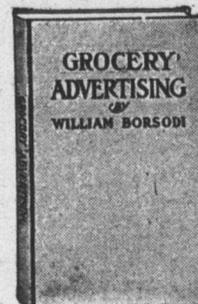
EASTERN EDITION, PRICE, \$2.00  
SPECIAL WESTERN EDITION, \$2.50

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

## Practical Bookkeeping

By James B. Griffith

288 pp., 140 illus. Cloth binding. Theory of accounts; methods of bookkeeping; single entry and double entry; journalizing and posting; cash discounts; bank deposits; single proprietors' and partners' accounts; retail business; inventory; departmental records; partnership accounts; books and forms used; accounting for commission and brokerage business; produce shippers' books; commission merchants' books; storage accounts; special records. Price, postpaid, \$1.60.



Price Postpaid \$2.00

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.

## Tea Hints for Retailers

By John H. Blake

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

### HOW TO ESTABLISH A TEA TRADE

The Tea Gardens of the World.

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea Marts of the Orient

How to Test Teas

Where to Buy Teas

Is it Wise to Place an Importation Order?

Bulk Versus Package Teas

Tea Blending

Price postpaid, \$2.00.

275 Pages 24 full-page illustrations

**The MacLean Publishing Co., Ltd.**

All orders payable in advance.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

BOOK DEPARTMENT

143-149 University Ave., Toronto

If remitting by cheque make same payable at par, Toronto

**THE KING OF SARDINES**  
**KING OSCAR BRAND**

Caught and packed within shortest time possible. "King Oscar" Sardines do not lose their zesty, sea flavor.

Uniform special size and quality



Particularly suitable for salads, etc.

"King Oscar" stands for A1 quality.

Only the finest olive oil used.

By Special Royal Permission.  
 CANADIAN AGENTS:

**J. W. Bickle & Greening**

(J. A. Henderson)

Hamilton,

Ontario

THE  
**British Columbian Fisheries, Limited**

**Salmon Packers**

**SALMON BRANDS:—**

"Location"  
 "Dreadnaught"  
 "Aliford Bay"

**FRESH FISH**

**FISHING STATIONS:—**

Skidegate  
 Aliford Bay  
 Cumshewa

Manufacturers of  
**FISHMEAL, FERTILIZER, and SKIDEGATE DOG FISH OIL and RAT FISH OILS**

OFFICES—  
 Bank of Ottawa Building  
**VANCOUVER**

25 Victoria St.  
**LONDON, ENG.**

Telegrams "Fishfoods" Vancouver



**Superlative Quality Consistently Maintained**

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

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

St. George Evaporated Milk, 4 doz. in case ..... \$3.00  
 Princess Condensed Milk, 4 doz. in case.. 4.50  
 Banner Condensed Milk, 4 doz. in case... 5.25

**J. Malcolm & Son, St. George, Ont.**

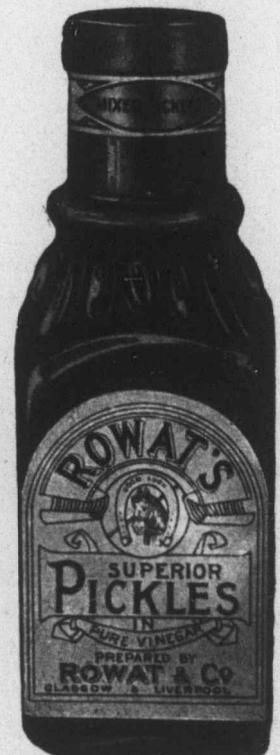
**Rowat's Superior Pickles**

Years of experience have combined in the development of brands which today challenge the admiration and quicken the taste of the people the world over. Coupled with this, reliable business methods and prompt deliveries have served to satisfy our customers who girdle the globe.

**Rowat & Co.**  
 Glasgow, Scotland

**CANADIAN DISTRIBUTORS**

Snowdon & Ebbitt, 325 Ceres Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



# Pacific Coast Halibut and Salmon

FRESH AND FROZEN

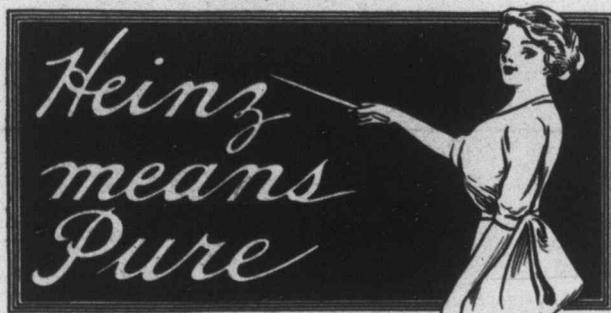
Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

**The Canadian Fishing  
Company, Limited**  
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

**Quality and Service Unsurpassed**



THE LESSON WE'VE TAUGHT  
YOUR CUSTOMERS.-

Anything That's  
**HEINZ**  
Is Safe To Buy.



**H. J. HEINZ COMPANY**  
PITTSBURGH



# BRUNSWICK

BRAND

## FINNAN HADDIES

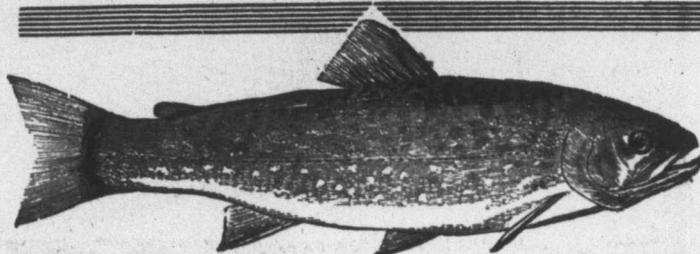
Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connor Bros' Brands you sell goods that are trade winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

**CONNORS BROS., LIMITED**  
BLACK'S HARBOR, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, 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. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



ASK YOURSELF A  
QUESTION WHEN  
SELLING  
SHOE POLISH



Because  
it is  
waterproof  
and gives a  
rapid  
brilliant and  
lasting shine

Because  
it  
allows a  
good margin  
of profit to  
the  
Retailer



**THE NUGGET POLISH CO., LTD.,**

9-11 and 13 Davenport Road

**TORONTO**

Is your business growing—the McCaskey grows with your business

The Expansion Type Register is the latest and exclusive feature of

The McCaskey  
ONE WRITING  
Account System



Showing Electric Recorder and Cash Till

Write for further information on the many good features of the McCaskey. Every dealer who does a credit business needs this account register system. It absolutely prevents any possible error. Your customers know as well as you do every time a transaction is made, just how their account stands. One writing does it—no delay in looking up books, no lost time, no working after hours. Write to-day, it puts you under no obligation whatever.

Manufacturers of "Surety" Carbon Back Counter Check Books

THE  
Dominion Register Co.  
LIMITED

TORONTO ONTARIO

Trafford Park, Manchester, Eng.  
Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World

Shirriff's  
True Vanilla

has been the acknowledged leader among Canadian vanilla extracts for over thirty years. Its high reputation is due to its

Uniform Superior  
Quality

Housewives know by experience that Shirriff's True Vanilla is always reliable—that its strength, flavor and bouquet are unexcelled. They show their preference for Shirriff's True Vanilla by buying more of it than of any other vanilla extract sold in Canada.



Shirriff's is truly Canada's leading vanilla—first in quality, first in sales. If you are not handling it, write us and we will see that you are supplied.

Imperial Extract Co.  
Steiner and Matilda Streets  
Toronto

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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.

**FOR SALE**

**NEW ARCTIC REFRIGERATOR, SIZE 7 ft. x 9 ft. x 10 ft. high (up-to-date), bargain for quick sale. Also new Toledo Scale. Apply Box 322, Simcoe, Ont.**

**HIGH-CLASS GROCERY BUSINESS IN LIVE city west of Winnipeg, in Sask., population over 25,000. Party in poor health and must sell. Sales will average \$60,000 per year. Stock is turned over fifteen times a year. Fixtures and stock will run about \$7,000. Possession at once, \$2,000 cash, balance on very easy terms. Apply Box 492, Canadian Grocer, Toronto.**

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**HIGH-CLASS GROCERY AND PROVISION business and fixtures for sale. Situated in Toronto, on corner in rapidly growing locality. Modern equipment; 2 delivery outfits, coffee mill, computing scales and interior fittings. Lease can be renewed at reasonable terms. Communicate direct with us, D. M. Johnson & Co., Real Estate, 948 Gerrard St. E., Toronto.**

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**A SIDE LINE FOR COMPETENT SALESMEN—a commission of 25% will be paid to salesmen of ability calling on grocery, drug, cigar stores, confectionery stores, etc., throughout Canada. Strictly high-grade goods manufactured by largest concerns in Canada. Only men of ability need apply, and by letter only. H. Jackson, Room 724, 64 Wellington St. W., Toronto.**

**SIDE LINES WANTED**

**TRAVELLER CALLING ON THE RETAIL trade and mines in Northern Ontario would like some good side line. Address A. L. Box 155, Byng Inlet, Ont.**

**WANTED**

**SALES MANAGER WANTED—IMPORTING house with exclusive lines for Canada have a good opening for a man who can take charge of the business and invest from \$1,500 to \$2,000. We have the samples and the goods which will sell. If you think you can qualify for the position let us hear from you. Address in first instance to Box No. 493, Canadian Grocer, 143 University Ave., Toronto.**

**TEA IMPORTERS WISHING TO BUY FIRST hand and in public sales, London, England. A well known buyer is ready to operate on terms, as per arrangement. Reply Expert, 317 Brighton Road, Croydon, Surrey, England.**

**MISCELLANEOUS**

**BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.**

**DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tr)**

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

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

**GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.**

**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.**

**ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.**

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

**THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Butcher, Ltd., King and Spadina, Toronto. (tr)**

**YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better re-built at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.**

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

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

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

**FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.**

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

**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.**

**WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tr)**

**CIGAR EXCELLENCE  
BEN BEY**

**10 Cents Worth of Delight**

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

**Ed. Youngheart & Co., Montreal**

**Fels-Naptha's**

success—history is simple and yet vital to every grocer.

Fels-Naptha was original; efficient; thorough; simple; the quality was there, and always kept exactly uniform.

These are the reasons for its steadily growing popularity.

**WHEN A CUSTOMER**

inquires for a flavor, suggest

**MAPLEINE**

It's pure and good—when once tried it is always used.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario. Mason & Hickey, 287 Stanley St., Winnipeg, Man.

**The Crescent Mfg. Co. SEATTLE, WASH**



# Buyers' Guide

WRITE TO  
10 Garfield Chambers, Belfast, Ireland,  
for Sample Copy of the  
**Irish Grocer, Drug, Provision  
and General Trades' Journal**  
If you are interested in Irish trade.

**O. E. Robinson & Co.**  
Manufacturers and Buyers of Dried,  
Evaporated and Canned Apples.  
Ingersoll, - - - - - Ontario  
Established 1886.

Write us for New Price List of  
**WINDSOR SALT**  
TORONTO SALT WORKS  
TORONTO, ONT. GEO. J. CLIFF, Manager

**COMTE'S  
COFFEES**  
The profits please the  
dealer. The quality  
pleases the custo ers.  
We want more  
agents. Write.  
**Augustin Comte & Co., Limited**  
P.O. Box 2963, MONTREAL

**Importers and Brokers Wanted  
THROUGHOUT THE DOMINION FOR  
WELL KNOWN OLD COUNTRY  
TOFFEES PRESERVES  
BOOT POLISHES HEALTH SALINE  
FLY-CATCHERS, ETC.**  
Apply **EDWARD KIDD & CO.**  
1090 Hamilton St., VANCOUVER, B.C.

**GRATTAN & CO., LIMITED**  
ESTD. 1825  
The Original Makers of  
**BELFAST GINGER ALE**  
Agents in Western Canada  
**EMERSON, BAMFORD CO.**  
842 Cambie Street VANCOUVER, B.C.

**SUCHARD'S COCOA**  
The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.  
**FRANK L. BENEDICT & CO.**  
Agents Montreal

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

**Readers of The Grocer, Let Us  
Know Your Wants**

The Canadian Grocer is in a position to secure information  
on new lines in the grocery trade, and of novelties occasi-  
onally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian  
Grocer you are entitled to this service.

**HOLLAND RUSK**

have an established reputation for uniformity of quality  
and general excellence. Keep it displayed on your counter  
and watch the demand grow.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.




THE MCGREGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG  
FROM 1/4 TO 10 LBS.**

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

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

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

**RICE'S SALT**

**THE TABLE SALT ABOVE  
THE AVERAGE**

Repeat orders for RICE'S tell the story of  
entire satisfaction. Get your supply of this  
dependable Table and Dairy Salt, and so have the  
happy smile.

*We ship promptly. Get our prices.*

**THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich, Ont.**



# Sterling Brand Pickles

solves the pickling problem. An inviting display of either our bottled or bulk pickles will settle the pickling problem for many a heat-tired housewife. Sterling Brand Sweet or Mixed pickles always satisfy, they create a longing for more. Try them out.

**The T. A. Lytle Co.  
LIMITED**  
Sterling Road, Toronto

# HIRONDELLE

(Swallow)

## Macaroni, Vermicelli, Spaghetti

Made in Canada for Canadians.

Once your customers taste this line they will never ask for any imported make. Our goods are unequalled for quality, and then there is the saving of duty. Just talk them up and you'll soon agree with us that

### "Hirondelle" Brand

has taken the lead and will hold it.

**C. H. Catelli Limited**  
MONTREAL

C. C. Mann, 517 Board of Trade Bldg., Toronto :  
Agent for Province of Ontario.

## Safeguard yourself against fines—handle only PURE Spices

It is a poor and expensive policy for the dealer to sell adulterated spices. Customers quickly find him out, likewise the Government Inspector.



have always been PURE and always will be. By selling Hugman's you gain trade and favor of customers and you keep out of the hands of the law.

**A.W. Hugman Limited**  
Montreal

Headquarters for Pure Spices and pure only

## Dust on The Floor Means Dust on The Sunbeam. That Means Dust all Over.

Keep the Dust Down by Using

# ANTI-DUST



After you find how nicely it works, tell your Customers all about it.

For Attractiveness of Tin and Quality of Powder You Can't Beat ANTI-DUST.

**Sapho Mfg. Co., Limited**  
MONTREAL

## The Seed Drill and The Reaper

¶ Advertising and Personal Salesmanship are like the Seed Drill and the Reaper.

¶ They are separate and distinct. Each performs different functions, yet each is necessary for the common good.

¶ They work together, in the same field, for the same man, to the same end.

¶ Advertising is the Seed Drill of Modern Commerce.

¶ It plants the Seed of Good Will in the minds of prospective customers. The seed grows to interest, and interest turns gradually into a desire to possess. The harvest ripens and is garnered in by the ever-ready salesman.

¶ The Salesman is the Reaper of Modern Commerce.

¶ He reaps where advertising has sown.

¶ Advertising performs the missionary, the educational and the preliminary work—The Salesman comes along and finds the well-tilled field, ripe with a golden harvest. It is his business to gather in the sheaves.

¶ He reaps most who sows the best, and a just man will not forget the seed drill when the reaper is at work.

*Rate Card and Full Information Gladly Furnished on Request.*

**Canadian Grocer**

"The paper grocers read"

143 University Avenue, TORONTO



EVERY FOUND OF  
**ANCHOR BRAND FLOUR**

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about Anchor Brand Flour, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

**Leitch Brothers' Flour Mills, Ltd.**

Oak Lake,, Manitoba



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

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA

**"Look Before You Leap"**



is a good proverb, but a like good one is "Look into our prices before you buy."

Our soaps fill every need, they are made of highest quality materials and pay a liberal profit.

**"PURITY" LAUNDRY SOAP**, a cake soap for those who prefer soap in the lump form. Gives splendid satisfaction.

**"YOUNG-TOM" WASHING POWER** for washing clothes, floors, dishes, windows, etc., performs a maximum of service with minimum labor. It does not injure the hands.

**UNCLE TOM TAR SOAP** A perfect shampoo soap and a boon to roughened complexions and hands. Fragrant and soothing. A most pleasing adjunct to the bath.

**GLYCERINE PUMICE**, a soap which thoroughly cleanses the hands without injury to the skin.

**PURE OLIVE OIL SOAP.** The purest soap made. A splendid cleanser and a toilet delight for particular people. Wash the Baby with Pure Olive Oil Soap.

We also make Liquid Olive Oil Soap, Liquid Olive Oil Shampoo, and Liquid Tar Shampoo.

GET OUR PRICES.

**Young-Thomas Soap Co., Ltd.**

Regina, Sask.

**We have them**

*Giant*

*Prince*

*Globe*

*Beaver*

**Fruit Jar Rings**

Quality Guaranteed

**Walter Woods & Co.**

HAMILTON and WINNIPEG

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When ordering  
**Champagne**

see that you get

**PIPER-HEIDSIECK**

The Leader  
for 128 Years

Brut, Sec, Tres Sec  
In Cases and Baskets  
Pints, Quarts, Splits

Imported Petits Pois  
"Soleil" Brand

Extra-Fins,  
Tres-Fins  
Fins,  
Mi-Fins,  
Moyens No. 2, Moyens No. 3

Petits Pois Moyens "Frs. Petit  
& Cie." You can retail  
these at 10c a tin and make  
money.

Write, Phone, Wire.

**Laporte, Martin, Limitee**  
568 St. Paul St., - Montreal  
Telephone Main 3766

# The difference

“When you can get a violin for seventy-fifty, why should you pay three thousand dollars? They look alike. Draw a bow across the catgut strings of either, and sounds will be given forth. But one is just the common or garden variety of fiddle, good only for ‘The Arkansas Traveller’ and ‘Pop Goes the Weasel.’ The other is a violin, a rubricated, deckel-edged, hand-woven, antique piece of art, made by old man Stradivarius with such artistic care that when a long-haired, music-breathing chap presses it lovingly beneath his chin and glues his eyes upon the proscenium arch above, you hear the moonlight raining through the trees and catch the far-off, faint, soul-stirring whisper of the stars. Gosh! It’s worth the price.”—  
*Printing Art.*

It took Stradivarius years to perfect the art of making violins, and it took years upon years longer for his instruments to become so seasoned as to produce those velvet tones that make the instrument cheap at \$3,000.

The seasoning of the violin has its counterpart in the building up of the prestige that distinguishes the real and valuable trade newspaper.

For over 25 years CANADIAN GROCER has been giving an increasingly satisfactory service to its readers.

Every week price tendencies have been reflected; crop prospects in every part of the world have been carried to the retailer, whether in the ports of entry or at the most distant frontier towns.

Every week the retailer has looked forward to finding a window dressing suggestion from Vancouver, a delivery system successfully tried in Galt, methods of accounting, buying, selling, checking loss or increasing gains in Halifax or St. John — methods that have actually been tried out by other successful grocers.

Coming to hand every week without fail, with the welcome news of the trade while it is news, CANADIAN GROCER has created a relation with its readers like that between old and tried personal friends.

They write us for advice or information without reserve, and consult our pages with the full confidence that is founded on the memory of loyal service for over a quarter of a century.

This is the prestige that is founded on deeds, not words, and that makes a paper alike invaluable to its readers and to advertisers.

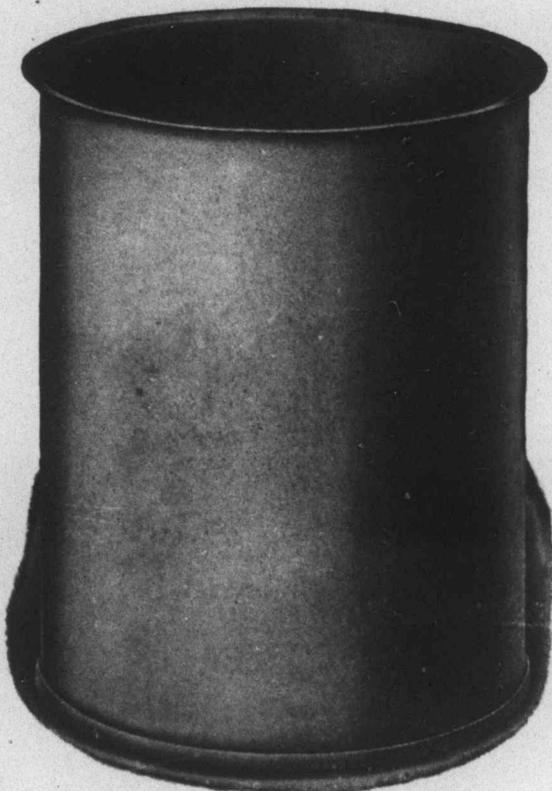
good soaps—



**W**HAT better way can you invest your money than in a proposition that will return you 26½ per cent. profit, with a total elimination of the element of chance?

Grocers are turning thousands of dollars' worth of "Richards Pure" and "Richards Quick-Naptha" Soaps into good round profits every month.

You should share in these for the sale is sure as well as the profit being good. Sold through your wholesaler.



## Sanitary Cans

*"The Can of Quality"*

Tomatoes, Peaches, Pears,  
Plums, Apples.

Enamel Lined Cans for Straw-  
berries, Raspberries, Beets.

**Sanitary Can Co., Ltd.,**

NIAGARA FALLS, ONT.

# A Table Delight for Old and Young

Jelly, as a sweet at luncheon  
or dinner, is unsurpassed—if  
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RIPE FRUIT JUICES

## Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

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