

**PAGES
MISSING**

THIS IS THE 1,335th ISSUE OF

CANADIAN GROCER

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

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, JULY 11, 1913

No. 28

ROBIN HOOD PORRIDGE OATS

Compressed in Tubes.

Sanitary Vermin Proof, Fibre Tubes.

The latest, most modern, cereal package.

Mr. Up-to-date Grocer, order now and avoid the rush.

ROBIN HOOD PORRIDGE OATS

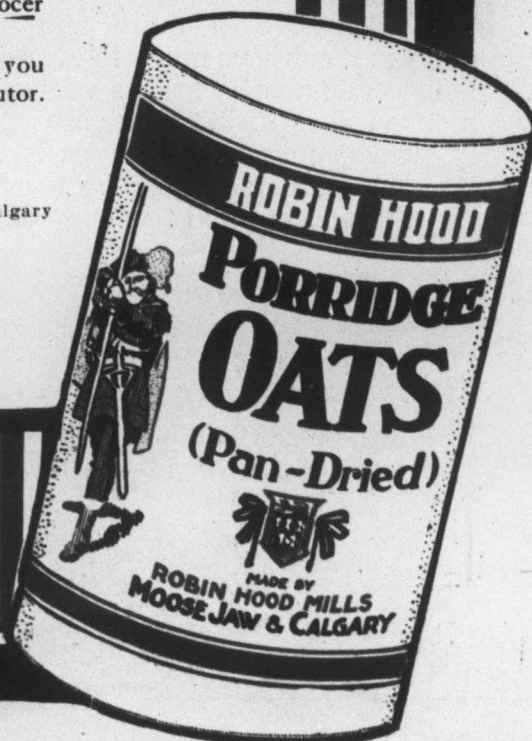
So good you want it every morning.

The finest porridge oats ever made. Merchants are invited to write for a sample tube. We want every Grocer to know how good it is.

If your jobber cannot obtain the tubes for you at once, write or wire our nearest distributor.

Robin Hood Mills
Christinar & Co.,
Dane & Hortop,
Mason & Hickey,
Robin Hood Mills

St. John, N.B.
Montreal, Que.
Toronto, Ont.
Winnipeg, Man.
Moose Jaw and Calgary



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



A gentle natural aperient that stimulates the organs of elimination.

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

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

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

ENO'S "FRUIT SALT"

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

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

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

Sold by Chemists and Stores throughout the World

Prepared only by

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

Quick—

Truly no word is more simple and yet it conveys much to everybody, even a child knows what it means to be quick. It has a vastly broader meaning though when it is compounded with the word Naptha and applied to soap.



Naptha—

to push out

to remove forcibly, when applied to wash day it means to cleanse. "Richards Quick-Naptha," means just what its name implies. It removes dirt quickly from clothes. It cleanses with very little rubbing, leaving the clothes beautiful, white and fresh.

"Richards Quick-Naptha," and "Richards Pure" Soaps, for sale by wholesalers.

—**caught right and
canned right where
they are caught**

The packers of "Thistle" Brand Canned Haddies have further improved the packing of their product by the adoption of a new seamless, sanitary tin. These tins are of $\frac{1}{2}$ and 1 lb. sizes and are attired in particularly striking labels

The new tins will tend to still better preserve the deliciousness of the freshly caught fish and will give the dealer a new talking point in selling.

"Thistle" Brand Haddies

are backed by a lifetime experience, they are absolutely free from slime or any uncleanness whatsoever

For nourishing food "Thistle" Haddie is unequalled, no waste product, cheaper than meat.

Serve your own and your customers' best interests by displaying well and recommending the leader—"Thistle" Brand!

Arthur P. Tippet & Company

Agents

Montreal

Toronto

Imported French Peas and Sulphate of Copper

On page 38 of the "Canadian Grocer", dated June the 27th, under "Quebec Markets", the Montreal correspondent writes as follows:

"Imported French peas have advanced 50c per case on arrival of new pack. It might be stated here that scientists in England and France have come to the conclusion that the copper sulphate used to give French peas a delicate green color is not present in sufficient quantities to prove injurious to health. It is further proven that nearly all vegetables and some grains among which is wheat, have a small proportion of copper in them. It is stated that as copper is insoluble there is no danger to be feared, as the human system will discard that which it can assimilate."

Possibly Grocers often wonder why it is that "Canadian Peas" have not that attractive green color, which is practically the sole-selling quality of Imported Peas.

In the canning of Peas, the natural green color, that is the natural Chlorophyl, is driven out by Oxidation causing the Peas to have that yellowish tint. To overcome this difficulty the foreign packers generally use a Copper Salt, this when heated and coming into contact with the Nitrogen of the Peas effects a chemical combination producing an intensely green tint.

Dominion Cannery, Ltd., do not use Sulphate of Copper, which they could very easily do, as far as its practicability and simplicity in use is concerned, but they are opposed to all forms of adulteration in Canned Food Stuffs, and have always refrained from using green coloring, even so-called vegetable coloring, believing that the use of the coloring tends to destroy the fine natural flavor of the Peas.

An unprejudiced comparison of samples of Canadian Peas with colored Foreign Peas, proves conclusively that the Canadian Peas have far and away a very much superior flavor, and as a celebrated Chemist said: "No one is anxious to have a copper-lined stomach."

The article quoted above was evidently written to convey the impression that there is no danger to be feared from using Sulphate of Copper. The mere fact that it is necessary to deny that there is any possibility of danger is conclusive proof that somewhere at sometime, someone must have concluded that there was danger.

The greatest food expert on the American Continent, Dr. Harvey W. Wiley, Ph. D., late chief of the United States' Department of Chemistry, in his work: "Foods and their Adulteration" writes, in part, as follows:

"Adulteration of Canned Peas.—The principal form of adulteration which is practiced in the canning of pease is the addition of Sulphate of Copper for the purpose of producing an intense green color. The delicate shade of green of the fresh, succulent pea tends to assume a yellowish tint on canning and especially after keeping for some time. To such an extent does this oxidation of the natural Chlorophyl go on that in many samples when opened, instead of a green, we discover a decidedly yellowish tint. When Copper Salt, such as Sulphate, is heated in contact with a nitrogenous substance, such as that which exists in the pea, a chemical combination is formed between the Copper and Nitrogenous bodies which has an intensely green tint.

It is often supposed that the Sulphate of Copper is added to canned peas to preserve their natural color. This, however, is not the case. The Copper combination, as above mentioned, produces a dye of a very bright green hue. **Sulphate of Copper is a highly poisonous substance**, and for this reason should be excluded from food products. It is only fair to state that those who use this material claim that in the form of the combination produced it remains insoluble during the process of digestion, and therefore the Copper is inert. This claim is not sustained by the facts in the case. It is quite certain that the Copper product forming the dye or the excess of the Copper which is used remains in a state of very unstable composition which is easily broken up under the action of the acids and enzymes in the digestive organs.

"It is greatly to the credit of the canners of the United States that the use of Sulphate of Copper has never come into use in this country."

DOMINION CANNERS, LIMITED

HAMILTON, Canada



BORDEN'S

**"REINDEER BRAND" UP
IN THE FROZEN NORTH**

The Canadian Arctic expedition took a sufficient supply of Reindeer Brand Condensed Milk for their Northern voyage. Deep-sea Captains give this line preference.

"Reindeer Brand" Evaporated and Condensed Milk, Coffee and Cocoa are always ready for use and always reliable.

Quality products always sell.

Borden Milk Co., Limited

["Leaders of Quality"]

MONTREAL

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



Your Particular Customers WANT

"FORCE"

TOASTED WHEAT FLAKES

—Never really had a rival as a
nourishing, common-sense breakfast food.

This fine old "pioneer" cereal has always had first place amongst THINKING people. Its crisp, toasted flakes of the finest wheat, embued with the appetizing tonic influence of BARLEY-MALT give it a nourishing value, unapproached by its hundreds of imitators.

Made by **The H-O Company, Hamilton, Ont.**



Thirsting Appetites are Seeking for a Cooling Thirst-Quenching Deliciousness—E.D.S. Raspberry Vinegar Satisfies the Longing

Made from the finest berries by a perfect process, all the juice deliciousness of the fresh fruit being fully retained. E. D. S. Raspberry Vinegar "makes good" with the trade.

Get your share of this trade—the season has just nicely begun.

Made only by

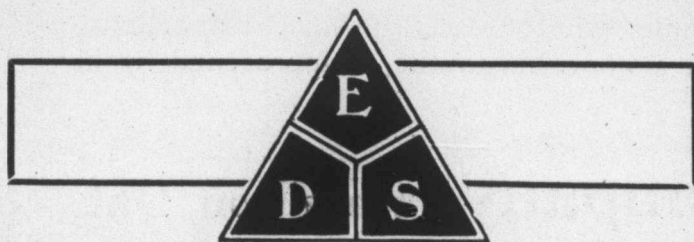
E. D. Smith & Son

Limited

WINONA, ONTARIO

AGENTS:

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



RED RIDING HOOD BRAND



5 lb.
SLIP
TOP
CAN

5 lb.
SLIP
TOP
CAN

Samples and Prices from

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



"FOUND MONEY"

That's what one grocer said after selling his first shipment of KIT Coffee—it is so easy to sell and the repeat business is so gratifying and profitable. We will send you a generous supply of advertising free.

KIT COFFEE CO. Govan, Glasgow

ALEX. TYTLER, Temple Building, London, Ont.
 W. H. LYNE USHER, 270 South St., Halifax, N.S.
 KIRKLAND & ROSE, 312 Water St., Vancouver,
 B.C. G. C. WARREN, Regina, Sask.

FREDERICK E. ROBSON & CO., TORONTO



How to Make More Money With Canned Peas

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

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

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

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

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

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

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

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

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

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

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

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

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

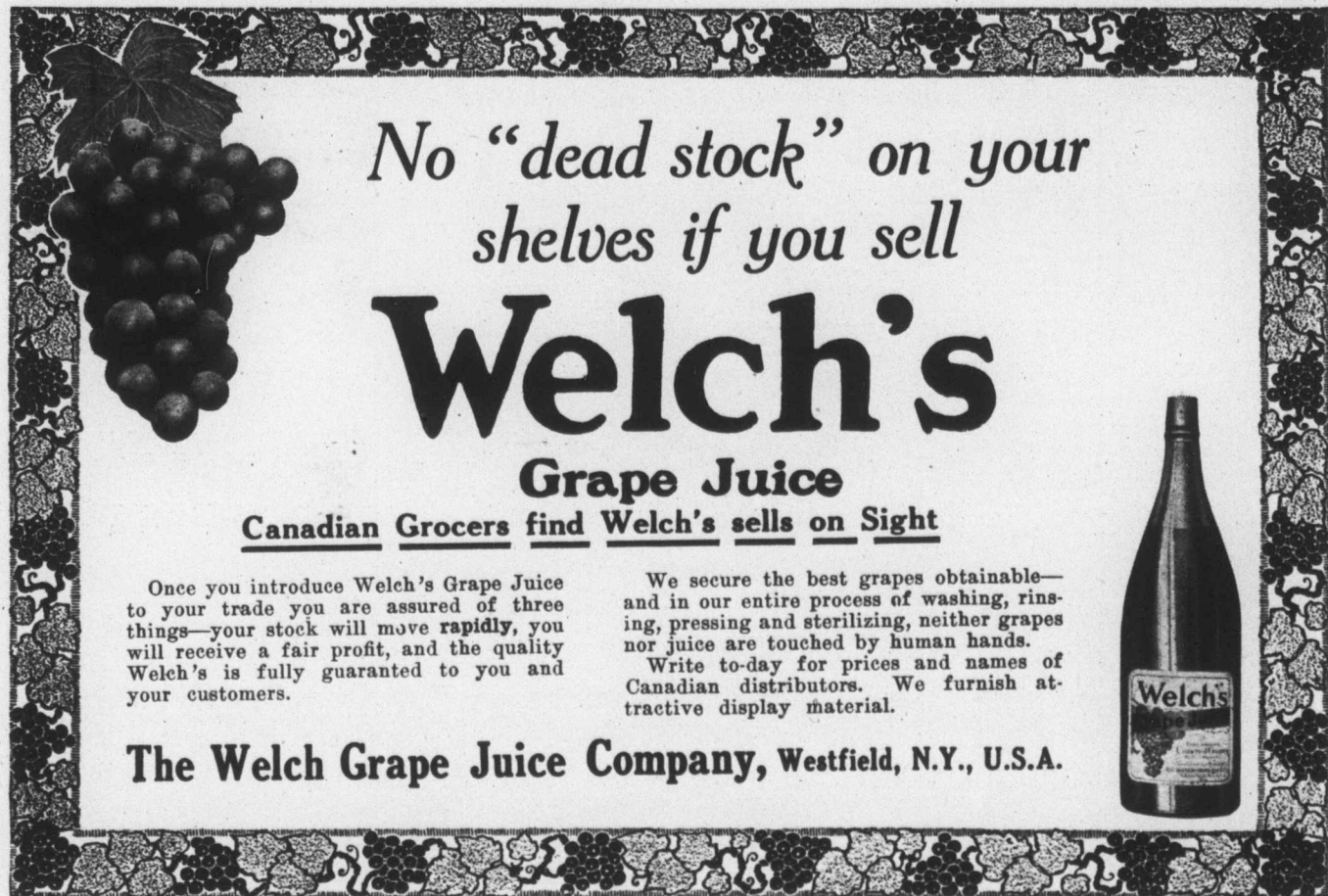
When placing your orders for Peas, see that you order a liberal supply of the finer grades.

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

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

Yours faithfully,

DOMINION CANNERS, LIMITED.
Hamilton, Canada.



No "dead stock" on your shelves if you sell

Welch's

Grape Juice

Canadian Grocers find Welch's sells on Sight

Once you introduce Welch's Grape Juice to your trade you are assured of three things—your stock will move rapidly, you will receive a fair profit, and the quality Welch's is fully guaranteed to you and your customers.

We secure the best grapes obtainable—and in our entire process of washing, rinsing, pressing and sterilizing, neither grapes nor juice are touched by human hands.

Write to-day for prices and names of Canadian distributors. We furnish attractive display material.

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



Teas and Coffees



"Royal Shield" Brand Teas and Coffees have a very wide connection in Western Canada. Being of a uniform quality and of an exceptionally high grade they have had unbounded success with the best Western trade.

We have six central distributing points which facilitate prompt service. Try Royal Shield service and get the right goods, the right attention, and the right treatment.



Campbell Bros. & Wilson, Limited, Winnipeg

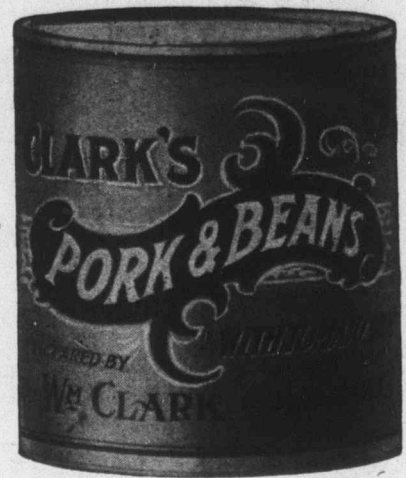
WHOLESALE GROCERS AND IMPORTERS

Campbell, Wilson & Horne, Limited, Calgary,
Edmonton and Lethbridge

Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Strathdee, Limited, Regina

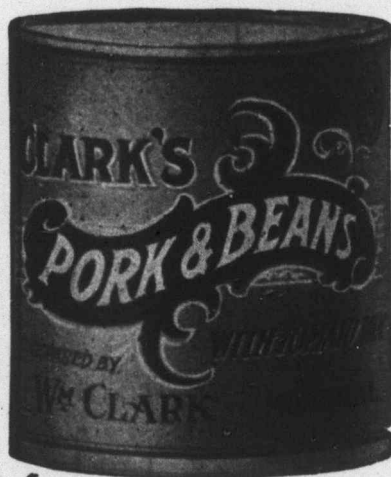
Clark's Pork and Beans

If you desire, Mr. Grocer, to economise your time, if you wish to please your customers, if you are anxious to increase your Bean Trade, you can use no better method than selling



Clark's Pork and Beans

PLAIN, CHILI, TOMATO SAUCE



The Standard Quality sells with the least effort.

CLARK'S ARE THE HIGHEST STANDARD. The simplest way to please your customers is to give them the best.

CLARK'S ARE THE BEST.

QUALITY GOODS MEAN SATISFIED CUSTOMERS.
THE RESULT IS SURE. TRY IT OUT WITH CLARK'S.

W. CLARK, - MONTREAL

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

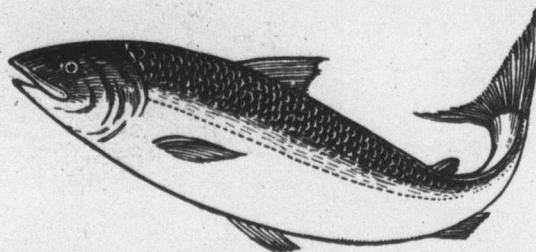
Vancouver

THE CANADIAN GROCER

Anglo-British Columbia Packing Co., Ltd.

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

Sockeye



Sockeye

SALMON

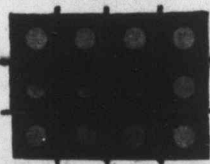
Buy—

**SOVEREIGN BRAND
HOLLY LEAF BRAND**

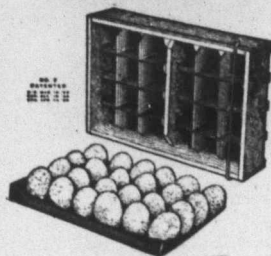
THE FINEST GRADE OF SOCKEYE SALMON



ONE DOZEN SIZE



STAR EGG CARRIER DIVISIONS



TWO DOZEN SIZE

DELAY PAYS NO DIVIDENDS

Equip Yourself With - - - - -

STAR EGG CARRIERS AND TRAYS

- - - - - Now!

Why not do this, and secure the advantages of a "no-breakage" egg delivery—one which absolutely prevents costly "miscounts"—will save you valuable time and money in delivering your eggs, and makes an ideal candler also. These absolutely necessary features, soon make STAR EGG CARRIERS and TRAYS pay for their installation.

Ask a user about them—he'll convince you—then read the heading of this advertisement again—think it over, and order STAR EGG CARRIERS and TRAYS from your Jobber, right away—to-day.

Renew the STAR EGG CARRIER DIVISIONS in your STAR EGG CARRIERS occasionally, the cost is very slight and you will be prolonging the life of the STAR EGG CARRIERS, indefinitely, while keeping them absolutely sanitary.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL.

Star Egg Carrier and Tray Mfg., Co.
1500 Jay St., Rochester, N.Y., U.S.A

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 sales-
men.

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 696, 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.

BRITISH and FOREIGN

**JAM & MARMALADE
PULPS**

CITRONS, LEMONS AND
BITTER ORANGES
FRESH AND IN BRINE

SPANISH OLIVES IN BULK

ESSENTIAL OILS
LEMON, ORANGE,
BERGAMOT

F. C. GOODING & CO.

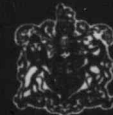
FRUIT PACKERS AND SHIPPERS

36 Eastcheap, LONDON, England

CABLES "GOODINGITE LONDON." ALL CODES.

Represented in TORONTO by W. B. STRINGER

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.

Shirriff's True Vanilla

has earned a great quality-reputation during the thirty years it has been upon the market. It is looked upon by housewives as

The Leading Canadian Vanilla

For that reason it commands the largest sale in Canada, and pays good profits to enterprising grocers in all sections of the Dominion.

Shirriff's True Vanilla is made from the finest Mexican Vanilla Beans, and aged until its exquisite flavor and bouquet are fully matured.

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



Imperial Extract Co.
Toronto

Where relative merits
have been tested,
after the Washing—
**OCEAN
BLUE**

is a regular household rule.
OCEAN BLUE stands
for quality, the bed-rock
basis of good business.

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

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**

A CONTEST In Window Dressing

Every time you dress a window you learn something new. If the display brings results you note particularly the style of trim that is effective. If no results are apparent you will not fall into the error of trimming the window similarly again. Come into this window dressing competition, build up your reputation as a trimmer, help along the sales of summer goods and win one of the prizes.

Dress a window with summer selling lines right away; do your very best; get a good photograph and send it in.

The Conditions

All windows must be dressed by dealers or their clerks; they must contain summer selling goods; anyone may enter as many windows as he wishes, but photographs must be mailed on or before August 8. Give description of window on back of photo.

The Prizes

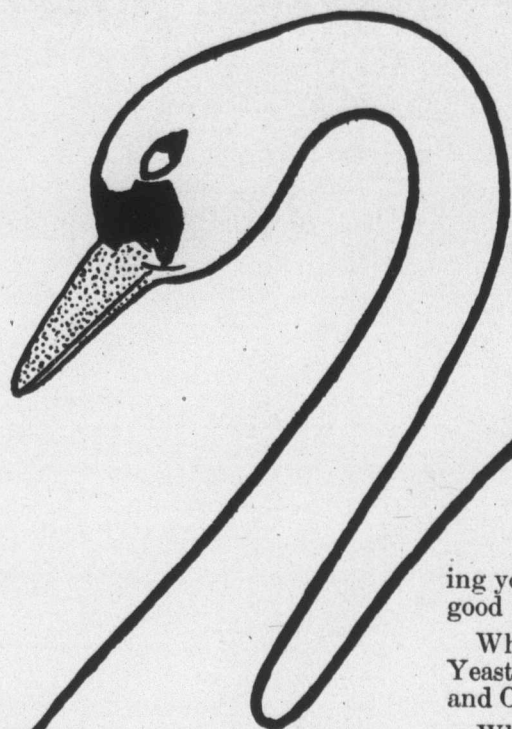
For cities over 10,000 population—1st, \$5; 2nd, \$3; 3rd, \$2.

For places under 10,000—1st, \$5; 2nd, \$3; 3rd, \$2

N.B.—It is not necessary to have photos mounted; ask the photographer to print them on glossy paper.

Mail Early to

**The Editor Canadian Grocer
143 University Ave., TORONTO**



**The Housewife's Success
Is Your Success**

When you recommend and sell **White Swan** products, you are going to reap the benefit of another satisfied patron. You are strengthening your position because every satisfied customer means good advertising for you.

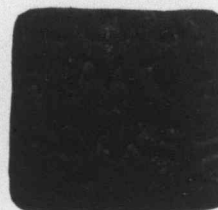
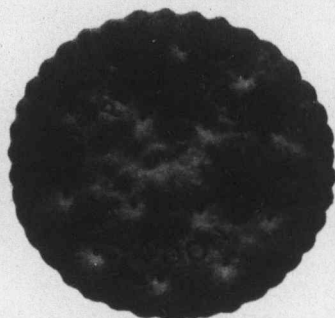
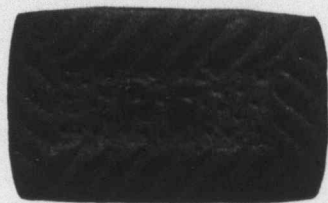
White Swan Specialties are: Baking Powder, Coffee, Yeast Cakes, Jelly Powders, Flavoring Extracts, Spices and Cereals.

White Swan pure food products give best results.

Order from your wholesaler or direct

White Swan Spices & Cereals Limited
Toronto, Ontario

THREE VERY POPULAR BISCUITS



P.F. SHORTCAKE

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

GOLDEN PUFF

Very light and flaky.
About 42 to pound.

PAT-A-CAKE (reg'd)

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

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

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

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Japan Teas on Spot
Congou Teas on Spot

Ask for samples.

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

Import-Export 'Phones { Office 2190
Residence 1556

NORMAN D. McPHIE

MERCHANDISE BROKER
COMMISSION MERCHANT
MANUFACTURERS' AGENT

Handling General Grocery, Spice and
Produce Lines

Federal Life Building

HAMILTON, - Ont., Canada

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents
and Importers

77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**CONVENIENT, MODERN,
WAREHOUSING**

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

DOMINION WAREHOUSING CO.,
44-53 Nicholas Street - Ottawa

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

WESTERN PROVINCES.

ORR & McLAIN

Importers, Buyers
and
Manufacturers' Agents

Domestic and Foreign Agencies Solicited
507 Confederation Life Building, Winnipeg

H. P. PENNOCK & CO.,
LTD.

Wholesale Grocery Brokers & Manufac-
turers' Agents,
WINNIPEG

We solicit accounts of large and progres-
sive manufacturers wanting live represen-
tatives.

WESTERN DISTRIBUTORS LIMITED

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

Saskatoon - Western Canada

Eastern Manufacturers Limited

Manufacturers' Agents,

Saskatoon, Saskatchewan.

Cover Northern Saskatchewan completely.
The jobbing trade in Saskatoon, Yorkton,
North Battleford and Prince Albert is vis-
ited 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 Candies
We are still open for a few good Agencies

NORTH-WEST SPECIALTY CO.

Manufacturers' Agents

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

Suite 109 Willoughby-Sumner Block
Saskatoon, Saskatchewan.

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

WESTERN PROVINCES—Continued.

JOHN J. GILMOR & CO.

Wholesale Manufacturers' Agents and Com-
mission Brokers

WINNIPEG, MAN.

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

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents

WINNIPEG - MAN.

Domestic and Foreign Agencies
Solicited.

H. G. SPURGEON

WINNIPEG

Wholesale Broker and Manufacturers'
Agent

Canadian, British and Foreign Agencies
Solicited.

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

The J. J. TOMLINSON CO.
WINNIPEG

Wholesale Grocery Brokers.
Office and Truck Warehouse,
92 Alexander St. E.

Correspondence solicited on domestic
and foreign lines.

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

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

Western Provinces—Continued.

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

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.

Grocery Brokers & Importers.
"Eiffel Tower Lemonade."
"Foster-Clarks Cream Custard."

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
283-6 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.



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

C. F. STUHR & CO., HAMBURG.



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited
Manufacturers of

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

Wellington Mills, London, England

SHIP YOUR CARS TO FERGUSON'S SIDING

Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland Railway. Cars distributed carefully.

FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.

We have records in our vaults covering ten years' satisfactory service.

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

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

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

857 Beatty Street Vancouver B. C.

The CHAMBERLAIN-DOWNEY Company, Limited.

Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.

TRUCKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

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

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

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.

We can give special attention to a few
good agencies. Anything we handle we push
References: Bradstreets, Royal Bank,
Union Bank.

NEWFOUNDLAND.

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

Every Merchant who handles—

Mathieu's Nervine Powders



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

Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.

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

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

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

Tartan
BRAND
 THE SIGN OF PURITY

COFFEE

GROWN, ROASTED AND BLENDED FOR GROCERS WHO
 VALUE SATISFIED CUSTOMERS

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

Wholesale and
 Manufacturing Grocers

HAMILTON

BUY
STAR BRAND
 Cotton Clothes Lines
 AND
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and
 much better

For Sale by All Wholesale Dealers
 SEE THAT YOU GET THEM

D. & J. McCALLUM
PERFECTION
SCOTCH WHISKEY

For distinct flavor (not smoky) McCallum's Perfection Scotch Whiskey has no rival. It is mellowed with age, and being widely known through our consumer advertising, is taking the highest place in the liquor world.

Wm. E. McIntyre, Limited
 23 Water Street, St. John, N.B.
 GENERAL AGENT

A Seasonable Line
 OUR NEW
Sandwich and Salad
Olive

all ready for the table

Pimento Stuffed
Celery Stuffed
Plain Pitted

in salad form

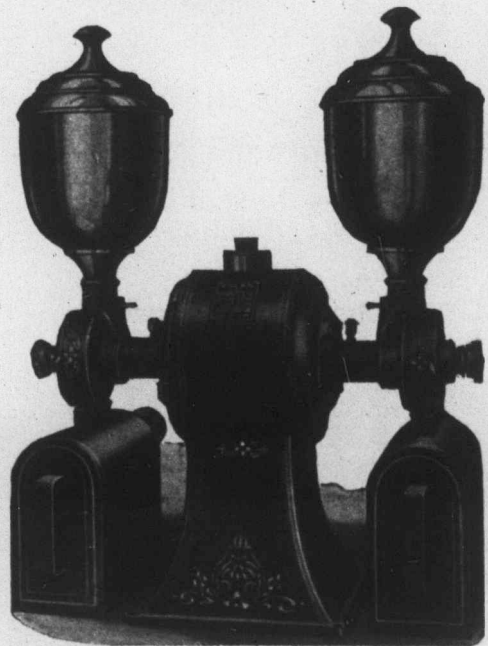
Ask your wholesaler for this 8 oz. bottle.
 Retails at 25c.

Gorman, Eckert & Co.
 LONDON, ONTARIO

Western Selling Agents:
MASON & HICKEY, Winnipeg

More Than Ever in a Class
by Itself

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



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

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

THE CANADIAN GROCER

St. Lawrence

Granulated

Now packed in three different sizes of grain

RED LABEL
Fine Grain

BLUE LABEL
Medium Sized Grain

GREEN LABEL
Coarse Grain

SYMINGTON'S COFFEE ESSENCE



is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES 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.



Western Merchants:

We have appointed as our Western agents

Messrs. Orr & McLain
507 Confederation Life Bldg.
Winnipeg

They are carrying a complete stock of our extra high class

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

Give Them a Welcome AND
A Trial Order
when they call. We'll appreciate it.

A. W. HUGMAN, LIMITED
MONTREAL

L. & B. BANNER BRAND Jams and Jellies

will double your sales in a short time. They satisfy the customer because they have the rich flavor of the ripe luscious fruit fresh from the orchards.

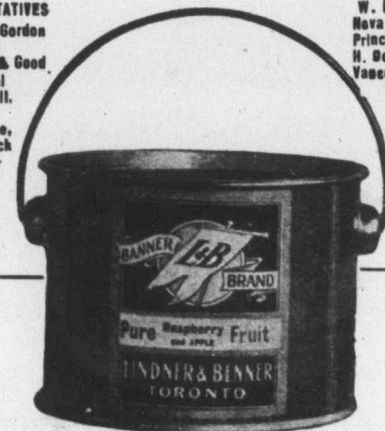
They satisfy the dealer because they build up trade and pay a good profit.

LINDNERS LIMITED

340 Dufferin St., TORONTO Phone Park 2985

REPRESENTATIVES
The Amos B. Gordon
Co., Toronto
Wall, Scott & Good
sons, Montreal
H. D. Marshall,
Ottawa, Ont.
C. A. Munroe,
New Brunswick

W. H. Lyne Usher,
Nova Scotia and
Prince Edward Is.
H. Donkin & Co.,
Vancouver
Western
Office at
Winnipeg



Furuya & Nishimura

are daily receiving cable advices from their Shidzuoka Office concerning **NEW CROP JAPAN TEAS**. Quality and Prices are exceptionally favorable this year.



THE MCGREGOR PAPER BAG HOLDER.

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

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

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

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

A condensed ad. in
this paper will bring
results from all parts
of Canada : : : :

Brand's Rolled Ox Tongues

Have attained their present wide sale because of their exceptionally high quality and tasty deliciousness.

Only the finest tongues are used, and the greatest care is exercised in every part of the process of preserving and packing them attractively in glass jars. They are splendid window and counter stock, their inviting appearance leading to steady sales.



Brand & Co., Ltd.

Purveyors to H.M. the Late King Edward VII.
MAYFAIR, LONDON, ENG.

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

**We can Introduce your Products to the
Grocers of Western Canada Quicker,
Better and at Less Expense than
You could with your own
Travellers.**

First of all, we are on the spot, know the field and the trade. Our head office is in Winnipeg,

The Distributing Centre For Western Canada

We have excellent storage accommodations at the principal wholesale centres in the provinces of Manitoba, Saskatchewan and Alberta, and our travelers are on the go all the year round, seeing dealers throughout the great wheat-growing country of Western Canada.

With such facilities we can easily introduce your Lines to the **Wholesale and Manufacturing** trade in **Manitoba, Saskatchewan and Alberta, quicker, better** and at **less expense to you**, than you could do it by sending travelers to cover the territory.

We are doing a big business—we are prepared to do a bigger one—**because we get results.**

We represent representative houses for direct shipment—also on consignment—and **arrange weekly pooled car accommodations** from **Winnipeg to all Points West.** Tell us about your line—and we will tell you just what we can do for you in Western Canada.

W. H. ESCOTT CO., LIMITED

**Wholesale Grocery Brokers—Commission Merchants—
Manufacturers' Agents and Warehousemen.**

181-183 Bannatyne Ave.,

Winnipeg, Canada



Ha! Ha! Ha!

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

Wagstaffe's Jams

Their Strawberry Jam is de luxe.

The Best Seller

The Best Quality

Best Value

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

Get Your Order in Early

Wagstaffe Limited

- -

Hamilton, Canada

Over Half a Million Pounds

or

A Ton and a Half a Day

is the increase alone in the sales of

"SALADA" TEA

For the first half of 1913, over the same period of 1912, actually a total increase of five hundred and seventeen thousand, six hundred and fifty-seven, (517,657) pounds. The detail which follows shows the persistent and steady growth which has marked the onward progress of "SALADA" Tea for the past twenty-one years. The inference is obvious.

Concentrate your energy on "SALADA," The "Trade Winner."

Week ending	Jan. 4th	1913, over same week in 1912	Increase	Decrease
"	11th	"	30,370 lbs.	33,638 lbs.
"	18th	"	21,234 "	
"	25th	"	35,553 "	
"	Feb. 1st	"		14,013 "
"	8th	"	49,735 "	
"	15th	"	14,655 "	
"	22nd	"	19,361 "	
"	Mar. 1st	"	38,019 "	
"	8th	"	7,375 "	
"	15th	"		7,938 "
"	22nd	"		14,111 "
"	29th	"	47,366 "	
"	Apr. 5th	"	38,803 "	
"	12th	"	26,915 "	
"	19th	"	622 "	
"	26th	"	72,982 "	
"	May 3rd	"		22,611 "
"	10th	"	16,830 "	
"	17th	"	4,267 "	
"	24th	"	66,292 "	
"	31st	"	13,495 "	
"	June 7th	"	38,100 "	
"	14th	"	6,959 "	
"	21st	"	30,929 "	
"	28th	"	30,106 "	

"SALADA"

LONDON, ENG. 41 Eastcheap BUFFALO 11 Terrace NEW YORK 198 W. Broadway TORONTO 32 Yonge St. MONTREAL St. Paul St. BOSTON 34-35 S. Market St. CHICAGO 361 N. River St. DETROIT Shelby Block
Branches also in Pittsburg and Philadelphia.



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

The Grocer on the 'Phone!

"Corn Starch, Madam — yes — BENSON'S, of course—it certainly is useful for lots of dishes —The Best? It has been the leader for over 50 years!

"STARCH FOR WASH DAY? SILVER GLOSS is the Home Laundering Starch, Madam — yes, it is easily soluble in hot or cold water — it comes in large crystal lumps.

*"I'll send you BENSON'S and SILVER GLOSS, Madam—
Thank you!"*

THE CANADA STARCH CO., LIMITED

Manufacturers of the EDWARDSBURG BRANDS

Montreal Cardinal Toronto Brantford Vancouver

<p>Preserved Fruit Delicious Flavor <i>25¢ Jar</i></p>	 <p>There'll be no Hunger Strike in the Camp where these Supplies are Served ----</p> <p>~ ~ ~</p> <p>We carry all kinds of Campers Supplies</p> <p>~ ~ ~</p>	<p>Tasty Biscuits <i>All Flavors</i> 17¢ lb.</p>
<p>Canned Goods all Guaranteed</p>		<p>Appetizing Meats in Glass</p>
<p>Best Peameal Bacon 25¢ lb.</p>		<p>Take a box of Cigars along <i>\$1.00 to \$2.50</i></p>

The seven cards here were made by O. E. Edwards, on the card-writing staff of the Robt. Simpson Co., Toronto.

Selling Camp Goods by Means of Show Cards

The central card here shown represents what is known as the half-size display card. It centres the attention of the passers-by and conveys the message very effectively. The sketchy camp design with the fishing rod adds an appropriate decorative touch which relieves the otherwise plain lettered card.

The headline or caption, is in itself catchy, mainly from the fact that almost every daily paper you pick up has something to say about the suffragettes and their method of avoiding retention in gaol (The Hunger Strike.)

The small tickets act as an auxiliary to the card and rivet the attention on the various articles and in some cases, where feasible, on the price of the articles: The work throughout was executed with various sizes of the Soennecken pen which is a broad pointed pen nib used by cardwriters for fast small lettering. The single stroke is used throughout except in the case of the large prices. These are outlined with the pen and filled in.

The only way to build up a good summer business is to keep hammering away at the selling of goods by every possible means. The value of the window display and of the newspaper advertisement have already been dealt with this month. This article deals with the power of show-cards used in conjunction with interior or window displays.

That the display card is read is proven by every merchant's own experience. Walk past a window in which is something printed on a card and you will always find yourself stopping to read it. These cards are undoubtedly read. The point in writing them there-

fore is to get them to produce results. One must have the strongest talking or appealing points so far as the goods on display are concerned. If so he is going to obtain results. Above are shown six cards, the centre one being of a general character. The others are for placing here and there on small displays of fruit, canned goods, bacon, etc., so as to attract attention to the various goods that are essential on a camping trip.

THE BATTLE OF THE PEA.

Is or is not the use of copper sulphate to impart to canned peas a shade that

out-greens the simple and rustic pea of the pod injurious to the human consumer of the said peas. This battle which has waged fiercely betimes has broken out again as a consequence of a quotation in last week's Grocer from a supporter of the colorist faction. This week a champion of the modest and appetizing Canadian pea, unadorned, replies with the ease for the no coloring matter side. The official view as represented by the law has declined to take positive ground but states that if you use copper sulphate or other coloring matter the fact must be so stated on the label.

Window Display Idea that Brought Results

Grocer's Clientele Includes Many Old Country People, So He Dresses Window With Old Country Goods—Proved to be Good Seller and Brought New Customers—Recommends it to Others—Some of His Opinions and Methods on Trade Building.

Ideas are profitable things to get into one's head. They do not come very frequently to us, but when they do arrive we ought to make the most of them.

Here is a case in point. J. F. Cryderman, a grocer at 763 Queen Street East, Toronto, recently got the idea into his head that, because there were considerable Old Countrymen residing in his district, a display of Old Country goods exclusively would get him some business. He was not positive, of course, but the idea was worth while putting into practice. He could not lose on it anyway.

So a few weeks ago he dressed one of his windows with those Old Country lines he carried in stock—English, Scotch and Irish branded goods. Among them were cocoa, coffee essence, Worcester sauce, custard powder, pickles, gravy salt, vinegar, olives, herring in tomato sauce, mustard, jams, syrup, tea and jelly powder.

Made List of Lines Carried.

"The first thing I did," stated Mr. Cryderman, "was to take a pad and make a list of all these goods I carried. Then I arranged my window and placed in it a few samples of each line.

"It has certainly been one of the best selling windows I ever had," he added. "You see, there are a large number of people around here from the Old Country, and it took their eye immediately. Groups of them stopped every day and every evening to look over the list. It was evidently like meeting old friends, judging from the way some of them expressed themselves. The window sold a lot of goods, and I should think it would be worth while trying wherever there is a predominant Old Country population.

"While the display was in, a great many people purchased goods shown, and, in fact, some have stated they would deal with me always."

Built in Stair Form.

The window was a simple one, in the form of a semi-circular stair. The goods were placed on the steps and on the floor below in an orderly manner, so that the labels could all be seen. A couple of manufacturers' display cards were used, together with a card reading: "Every article in this window comes from the Old Land."

Mr. Cryderman has been in business in Toronto for five years, prior to which time he was a farmer near Warkworth, Ont. He had to learn the business with-

out being brought up in it. When he bought the business of his predecessor it was earning about \$300 a week. Naturally a new man loses some trade, and for a long time the turnover hovered around \$250. He stuck to the helm, however, and gradually built up his trade, until now it is some \$30,000 a year, and gradually on the increase.

Value of Fair Dealing.

It is this contention that fair dealing—honest weight, a full measure and good goods—is one of the king pins towards building up business.

"But no matter how good the goods are," he added, "and no matter what inducements are offered to get the people into the store, you must deal fairly and squarely if you hope to retain their trade.

"Children must also be treated fairly and courteously. I believe that there is no better method of reaching the trade of the mother than through the heart of the children, and I have had many experiences in my short career that have convinced me most forcibly in this regard."

He maintains that the child is entitled to the same consideration, the same service, and the same courtesy as grown up folks, if one is to get the greatest advertising value from their calls at the store.

Not a Price Cutter.

Mr. Cryderman does not believe in cutting prices. He places a fair margin on his goods and sticks to prices. There is no stability to the price cutter, he maintains, and once he begins customers expect cuts every day. If price cutting is continued to any great extent, a man must either fail or make but slow progress.

PAID HIM TO LOSE MONEY.

"I have lost hundreds of dollars through recommending customers to take only best and freshest fruits, and to leave the poorer fruits alone," states C. N. Allen, retail fruiter and confectioner, Bloor Street, Toronto, "but I have no doubt that it has paid me through customers returning and buying even in larger quantities. Before pushing sales of any goods I always want the goods to please me first, and if once I have confidence in an article there is little trouble in selling it."

Following along this principle Mr. Allen carefully inspects every article before it is sent out. He claims that as his trade is almost all along specialty lines even greater care has to be taken to please than usual. For this reason he is careful to give only the best, or if he hasn't the best, to be perfectly frank about the goods in stock.

LEAKS IN CARTOON



The Observations of a Travelling Salesman

Cleanliness as an Asset—Comfort of Customers as a Trade Bringer—Eighteen Minutes to Get Two Bars of Soap—Eliminating the Waste Motion Leak.

Written for Canadian Grocer by a Traveler.

The traveling salesman, especially the grocery salesman who calls on his customers every week, is in a unique position to study different methods of doing business. He daily sees opportunities for sales development in retailing that are literally going begging, but once in a while his work takes him into the store of a wide-awake merchant.

It always gives me a keen sense of enjoyment to go into the well-kept and well-managed store. I feel at home there, for I am confident that I can sell that man when I show him his advantage in handling my goods. The up-to-date grocer is not altogether tied to the firm by the traveler's personality, but by the value given in the goods offered. And on this account the live grocery is the hardest man to sell, but the easiest to get at and interest. When you go into a run-down store the proprietor indifferently remarks that he buys all his goods from Blank Co., and refuses to even look at your samples; but the live merchant is looking for more business, and if you have the goods that will help him you sell him.

The greatest mistake a retailer makes is to treat the traveller discourteously and thus win their enmity. The traveller can often turn a good bargain your way, but he will never give this to the man that treats him shabbily, but will hold it for the man who has treated him as an equal.

Drawing Power of Cleanliness.

In looking for the secret of successful grocery retailing, I have been struck by the fact that fully 90 per cent. of the successful retail groceries are spotlessly clean. Cleanliness is a factor for success that should not be overlooked, for it is within the reach of every grocer, and is obtainable without any great financial outlay. In the race for commercial supremacy, the little touches that lend beauty and comfort to the retail store are often overlooked. The big departmental stores, however, give much time and thought to these things, and the beautiful rest rooms and decorations are features that bring many customers into these stores.

The retailer can carry out this same plan in a smaller way, and it will pay handsome returns for the time and trouble expended to beautify your store and make it a desirable place to shop.

The other day I went into a grocery store in Montreal and, while waiting to get an opportunity to talk to the proprietor, I strolled out into the meat de-



"I really enjoy getting meat here, as I can relish it. I know it comes from a clean place."

partment, which is at the rear of this store. Here I was forcibly struck with the cleanliness of this butcher shop and the absence of that peculiar odor so common to the average meat shop. The meat was displayed in clean silent salesman cases, and on each of these were potted flowers in full bloom, and which gave to the shop a delightful aroma and effectually killed the odor of the meat. The large refrigerator had a plate-glass front, and in the refrigerator were two electric lights, which showed up the meat to the best advantage, and which permitted the customers to see the entire contents of the refrigerator. This had the effect of making the butcher keep the refrigerator and store in a spotless condition.

The Cause of a Failure.

While standing there admiring the cleanliness of this shop I happened to overhear a customer remark to a friend as she was leaving the shop, "I really enjoy getting meat here, as I can relish it, as I know that it comes from a clean place." Right there is the secret of the success of this grocer who has built up a big business in a few months after his predecessor had failed. The cause of that failure was a dirty and untidy store.

Holding on to Customers.

There is another store, a fairly large grocery store, down in Quebec city, where the proprietor provides comfortable chairs for his customers. He, himself, is never busy, as he leaves the detail work to his assistants and devotes his time to getting the goodwill of his

customers, with the result that he has rarely lost a customer from dissatisfaction, and over 75 per cent. of his customers have been trading with him for a number of years. This plan of chatting with your customers is a good one, as it will bring out any little trouble they may be harboring against you, and you have a chance to smooth it over before it gets too big and the customer so dissatisfied that she leaves.

Eliminating Waste Energy.

The grocer hears a lot about efficiency these days, and it is well that he should. It would be to his better interests to study the motions and energy expended in serving his customers. It would not be a wild guess to state the average grocer actually loses half his profits through inefficient methods of serving his customers. Just to illustrate this point I was in a large grocery store recently—a store that prides itself on its modern methods—and while waiting for the manager I noticed a lady giving an order for two bars of a popular laundry soap. Out of curiosity I timed the clerk. It took him exactly 18 minutes to get the soap, and only 30 seconds to wrap it and take the money. As this clerk was paid \$2 per day, it actually cost in wages alone 6 2-3 cents to sell two bars of soap, on which the profit was about 2½c.

Had the arrangement of the stock been made with an eye to efficiency in serving the public this brand of soap would have been nearer at hand, and the store would have made a substantial saving, as it was called for at least 50

(Continued on page 57.)

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

PUBLISHED EVERY FRIDAY.

TORONTO, JULY 11, 1913

THE FOLLY OF LOOSE STATEMENTS.

It cannot be considered good policy to tell a customer that she cannot get a certain article in town just because you do not happen to have it in stock. The idea of course usually is to induce the customer to purchase something else. This may work successfully once or twice or it may work with some all the time, but one cannot fool all the people all the time. And it is not wise to attempt it.

The writer heard recently of a grocer who practiced this on one of his customers once or twice but was found out. She had inquired for strawberries one afternoon only to be told that there were none in stock and he was sure she could not get them in the town. But on going down the street she found plenty of berries. That was once she had caught him. On another occasion she asked for a certain flavored fancy biscuit. The grocer didn't have them. The biscuit firm was not making that kind any longer, he declared.

The woman happened to know perfectly well where a friend had purchased those biscuits the day before and was naturally somewhat wrathful. She challenged the dealer's statement and he made it worse by saying that that was what the firm had told him. That same dealer is now handling those biscuits but he has lost the confidence of his customer. Much of her purchasing is now done elsewhere.

It surely pays to make no statement to a customer that one cannot back up by facts.

MAKING AN HONEST SALE.

It is an old saying that "honesty is the best policy." Undoubtedly it holds good to-day as in the past.

So far as the grocery business is concerned, it is particularly applicable inasmuch as there are always so many avenues open for "putting one over" on the customer, to use a colloquial expression. This is probably more true in the fruit season than at any other time. Berries are sometimes sold—often unknowingly of course—when they are fast on the road to decay and no mention is made of the fact. This cannot be called good business even if the price is lowered.

A case in point recently occurred in a store at a time when a representative of this paper was present. The merchant had strawberries marked down considerably below the ruling price. A woman wanted some. A box or two was tipped to show that among the berries was some decaying fruit. "Now remember madam," said the grocer, "that is the reason I am offering them so cheaply."

He had acted most fairly in this transaction and left no loop-hole for criticism. The woman appreciated it and it is safe to say she will have greater confidence in that grocer in future.

Honesty is, beyond a doubt, the greatest business builder any business man can possess.

DISPLAYING FRUIT OUTSIDE.

"Unless we can get some more efficient justice, we shall discontinue prosecuting, and confiscate the fruit of offenders. Owing to the unsatisfactory method of treating delinquents, we have over a hundred cases now pending that we can't go on with."

The above was a recent statement made by the medical health officer of Toronto regarding the display of certain fruits outside stores. Dealers naturally like to push sales of fruit in hot weather as rapidly as possible, but with so much talk nowadays about cleanliness and sanitation it is just a question whether it is wise or not to show fruit that is open to taints from dust and dirt, in front of the store.

In fact the tendency among many good stores is otherwise. In Toronto, for instance, there is a law against it. No fruit liable to injury from dirt is allowed outside the door or window. Many are conforming to the regulations and claim they are quite proper. If everyone would do likewise, each merchant should get his just trade and the fruit business should not suffer much.

It must be remembered that cleanliness is one of the greatest factors in drawing trade and holding it to-day.

THE HALF-HOLIDAY QUESTION.

The weekly half-holiday problem during the summer months is one that is confronting the merchants in many places at the present time. There appears to be a great variance of opinion as to whether or not it is advisable to close the store for a half day each week during the summer months. In some towns, however, there does not appear to be very much objection to a weekly half-holiday and as a result the majority of the stores close, thus permitting employers and employees to spend the holiday as their tastes may dictate. In other places the half-holiday advocates appear to be in the minority and there is a distinct variance of opinion among the merchants. One of the first questions that every merchant, who has never tried the plan asks is, will it mean a loss of business. Some people advance the theory that, if all the merchants closed their place of business on a certain afternoon, people would be forced to do their purchasing on other days and there would be no loss of business.

Other merchants declare that this is not the case and that practically a half day's business is lost. One merchant says: "People's demands do not decrease because of the decrease in the time for purchasing, but nobody confines their purchasing to necessities. Thus even though purchasing every other day of the week some people would be buying merchandise on the half-holiday afternoon were the stores open, and in many cases this

trade is lost." Another view taken by some merchants is that, while the afternoon off may prove a loss in actual receipts, this is offset by an increase in sales during the other days due to better efficiency on the part of the clerks. Some believe that it is but fair to the clerks to grant the weekly half-holiday in view of the fact that many of them are forced to work Saturday nights when trade is the heaviest of any time in the week. One merchant in discussing the proposition said that fully 80% of the day's business is done in the afternoon and that, by closing during an afternoon, practically a whole day's business is lost. He suggested that instead of a weekly half-holiday, the merchants agree upon a plan of closing an hour earlier each afternoon. In some towns and cities, where the merchants could not agree on the subject, some of the larger merchants allow one-half of the staff to take an afternoon off each week. By doing this each clerk gets a half-holiday every two weeks and, needless to say, it is appreciated by the clerks.

CHANGE IN CARTAGE SYSTEM.

A spectacular fight is in the making to take place before the Dominion Railway Commission. The fight will be between the Boards of Trade of Eastern Canada with the Canadian Manufacturers' Associations of the same district, and the railways of Canada. The dispute has arisen because of the announcement of the railways that after October 1 the tariffs for cartage from freight sheds to warehouses, etc., will be cancelled.

This means that the manufacturers and merchants who receive freight coming under the cartage tolls will have to make their own arrangements to remove it from the railway sheds. About twenty points along the railways of Eastern Canada are affected, notably Toronto and Montreal.

The announcement has caused a great deal of discussion already in business circles. It is the sequence of a long period of friction over the freight relation between the manufacturers, merchants, etc., and the railways. The most serious part of it is that the business of Toronto, for instance, has been built up on the present method of delivering freight to the warehouses. The change will mean a complete reorganization of the distributing system of Toronto from a wholesale standpoint.

SOUTH AFRICAN GROWTH.

Canada is interested, as indeed all parts of the British Empire are, in the commercial rejuvenation of South Africa. When peace was declared eleven years ago, South Africa was in the desolated condition inevitable after a prolonged struggle. Farms had not been cultivated or had been laid waste, homes were dismantled or burned, the population had been depleted. The outlook, indeed, was not promising.

Since then, however, the growth of South Africa has been remarkable. The races have drawn closer together, dropping animosities, until to-day a singular condition of amity prevails throughout the colonies. The people have turned their attention to commerce and agriculture with a determined enterprise which has already effaced the traces of warfare and actually built up a most substantial increase in trade. This increase has been a sure evidence of the fact that prosperity is manifesting itself in unprecedented measure in South Africa. The buying power of the South Africans has increased 50 per cent. in five years. In 1907, the value of the merchandise imported

into South Africa was under £24,000,000. Last year it reached the sum of £36,000,000. The largest share of the increase has been in "articles for use in agriculture," showing that the attention of the people has been turned most closely to the tilling of the soil. In five years the increase in agricultural articles has been from £364,000 to £715,000—almost 100 per cent. In living animals, the imports rose from £61,000 to £162,000, or almost 170 per cent. A significant fact is the small advance in the importation of food and drink, which barely reached 7 per cent. This can be accepted as an evidence of prosperity, as it indicates that the industries have reached the stage where domestic supply can pretty nearly meet domestic demand.

In one respect, however, the South African people are failing to live up to their opportunities. Immigration is practically at a standstill. This may be credited to the fact that the African States have made absolutely no attempt to induce settlers to come there. In view of the activity of Canada, Australia and New Zealand in this regard, the apathy of the South Africans is hard to understand. It has meant that the advance in population has been slow, thus checking the possibilities of rapid development. Commenting on this matter, the Ironmonger says:—"Without a great increase of population, the forward march of industrial South Africa must be slow. No country can long continue to show great increases in its production of material wealth without a corresponding increase in population, and it is white human workers that South Africa chiefly needs. There is a straight path out of the present backwardness of South African land settlement if the Union Government will but follow it. Canada has shown the way and cut her path. The great North-West would not be filling up as it is doing if Canada had merely held the door open, instead of literally following the example of the man in the parable—and going out into the highways and byways and make them come in. Let South Africa go and do likewise."

EDITORIAL NOTES.

It is easy to start things, the trouble is to get them finished.

Life is not so short but that there is always time enough for courtesy.

A dreamer is one who dreams and dreams; a doer is one who dreams and does.

Last Friday's rainfall in Ontario will mean thousands if not millions of dollars to the fruit and grain crops in Ontario.

Have you planned that summer window trim for Canadian Grocer's competition? A good display will boost sales and you may win one of the prizes.

WORTH MANY TIMES COST.

Editor Canadian Grocer.—We find The Canadian Grocer a great help in our business, and we would not like to be without it for many times the cost.

PROFITABLE TO HIM.

Editor Canadian Grocer.—I like The Canadian Grocer very much. Its advertising as well as its reading matter is very profitable to me.
Lord's Cove, N. B. D. F. LAMBERT.

Fictitious "Increases": Modern Appliances

A Thoughtful Letter Dealing With Increases in Turnover—It is Pointed Out That Turnover is Increased Greatly on Account of Advances in Price—But There Are Many Changes to Consider—Present Lines That Have Come in Market.

*By Henry Johnson Jr.

Here is a thoughtful letter:

Indiana, June 6, 1913.

Henry Johnson Jr.,
Care Canadian Grocer.

Dear Sir:—"I was very much interested in one of your recent articles in which you gave some figures regarding the increase in your business.

I have often wondered how other folks were doing in the same business in which I am engaged; but never ask, as it would seem improper; and, in the case of most of my competitors, I would not believe what they said anyway.

You show your business, or the turnover, has grown in the past years. This you show in the amount of cash which you receive for the goods sold. This you must remember:—A few years back you sold a sack of good flour for one dollar; to-day the same is \$1.35 to \$1.50. So you would have, say, forty per cent. more cash in your till to-day for the same number of sacks of flour as in the "former days." Same with bacon; I get 23c now for what I used to sell at 15c. And the same ratio will apply to a large number of things in our lines.

My turnover for the last five years has averaged \$30,000 on a stock of \$4,000 and fixtures, \$1,200. This I consider pretty good. And yet what I do not like about it is that I do not have as much money at the end of the year as I ought.

But I have always made more than a living, and keep laying up a little in real estate and carry as much old-line insurance as I think I can afford. I haven't bought an auto yet, although my wife has the fever. What I want most is a power elevator, instead of the hand-power now in use, as we use the upstairs and basement so much that it takes lots of time and muscle to operate a hand machine.

We are in a rented building (rent \$30.00) which is the best location in our little city, but it is only a fair building. What improvements there are I have put on at my own expense. The owner will not do much for me, neither will he sell the building so that I can do more with it. I still own the building I used to occupy in a small town, and get \$22.50 for that. It is a better building than this one but not so good a town.

*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.

I have a lease for a year from next fall, and am now considering a renewal for another five years, if I can get the place fixed up to suit me. I want to have the best store in the country and I'm going to have it. I have always been of the opinion that it pays to fix up in first class order. I read the description of your place with a great deal of interest, and hope to see it some time.

I believe I have about reached the limit here, and I consider myself doing pretty well to keep up to the present level.

Well, this epistle is not for publication, and I hadn't any idea of taking so much of your time when I began. I am still watching you in The Grocer.

Yours very truly,

M. F. H.

Notwithstanding which, I am using the letter—without the name—because it is such a good one. I have known the writer for many years and have come to regard him as a philosopher who knows his limitations, and the limitations of his field, and is therewith well content; and I am not by any means sure that I should wish him to change in any particular.

No Cause for Worry.

There he is, doing about \$10 of business for every inhabitant a year and accumulating a little all the time. As things are now, his outgo is small and, even with unsatisfactory net earnings, he gets ahead a little every year—so why worry? Why fuss about having the best store in the country? Maybe there would be much disappointment if he should try to realize that ideal of his—"things are not always what they seem." One thing is certain: You can always BUY things. My suggestion is to go slow. Even if you get that building and feel that you can "fix it up," do not do too much fixing all at once but try out each new appliance by itself before you add another. Trouble with many things is that their real range of usefulness is limited, so that, even if they might be profitable appliances in a large business, they might be nearly useless, cost considered, in a small business.

The power elevator is something almost any man can use to advantage, for it is absolutely true that there is great waste of energy, and time and wear on the feelings about a hand elevator. What power to use is to be decided by

local conditions. Some places it is water, though mostly electricity is the thing nowadays.

Margins of Profit Changed.

The analysis of the apparent growth of a business is good and shows analytical thought; but there are other things which have changed so much in the last fifteen or twenty years as to make up an actual increase in volume and gross margin.

When we sold flour at \$1.00, we made 15c a bag on it—occasionally less. Selling it at \$1.50, we make 30c to 35c. Thus margin has fully kept pace with increase in price. When we began to slice bacon, we sold it for 25c the pound, and it cost us 14c to 17c. Now that we sell it for 35c, the cost is 22c so the margin is just about in proportion.

New Lines in Recent Years.

But all along the line there is change. Twenty years ago a can of soup was a curiosity; to-day these goods, entire lines of them, are staple. Twenty years ago, a few people ate olives; a greatly smaller number knew anything about olive oil. You know how it is to-day. Look at the rise of the evaporated milk industry. Note the increase in the consumption of Roquefort and other fancy cheeses. Think of the growth of the fruit-eating habit; remember that it was only fifteen years ago, or thereabouts, that people generally began to eat fruit first thing in the morning. It is only 30 years ago since people began to realize that oranges were good for FOOD, not only as a tidbit.

Deplores Delivery Expense.

But there is one change which is not for the better and I am watching the probable outcome with intense interest. That is the change from a sane, fair, moderate delivery service to the present era of absolutely insane demand and equally crazy compliance in this connection. Why in the name of ordinary common sense should any customer anywhere ask for two deliveries daily? Where on earth is the reason that people living on the outskirts should expect the grocer to make two deliveries daily?

Not long ago one woman wanted to trade with me to a certain extent because of some special items I keep which she wanted. I told her that I could not undertake to deliver so far unless I had her entire account. She hesitated be-

cause, as she said, the local grocer would deliver five times daily! Another similarly located objected to my insistence that she be satisfied with three deliveries weekly, "it puts such a strain on the housekeeper!"

Innocent Suffer With Guilty.

When a woman makes you get back a box of berries and credit her account because the sun in this torrid weather

has done its customary work, is it not apparent that the cost of such misnamed "service" is charged to consumers generally? Truly, like life insurance, the charge is distributed; but in this the innocent suffer with the guilty, for the gentle, considerate, reasonable customer must needs pay her proportion of the cost of those who lack all consideration, thoughtfulness and even ordinary reason and judgment.

No wonder there is the cry about the high cost of living; but the cause is not commonly found. It is the "cost of high living" with a vengeance—in the way of excessive, unreasonable, utterly wasteful service. An abuse of that character has only to go far enough to automatically call for correction; and to my mind the day is rapidly approaching when that kind of thing will be "cut out."

Who Pays the Advertising Agent?

Address by R. R. Shuman, of the Shuman-Booth Co., Chicago. Delivered Before the Trade and Technical Section of the Associated Advertising Clubs of America at Baltimore, June 10, 1913.

The advertising agencies of the United States have rendered an inestimable service to the advertisers of the country. They have proved themselves to be advance guards of trade and industry, bringing to the manufacturers and wholesale and retail merchants splendid ideas and promotion plans which have built fortunes for men who had the courage and far sight to adopt such plans, but they have always been placed in the unfortunate and unfair position of having to collect all or the major part of their remuneration from the publishers.

Getting Something for Nothing

Short-sighted advertisers, thinking they were getting something for nothing, accepted that situation gleefully, and through the custom of years, the practice has become almost universal, carrying with it unfortunately abuses which have stood in the way of the real development of the art and the business of advertising.

It is said that in China the judges take their pay from the client whose favor they decide and that as a consequence the judicial decision goes to the client who offers the judge the largest fee.

It is said that there are some architects who look to the contractors and supply men for the major portion of their reward, charging a very nominal fee to the thickheaded client who thinks that he is getting something for nothing.

It is said that there are physicians who accept pay for specifying this or that brand of pill or powder, and others who collect fees from the local druggists to whom they send their patients with prescriptions.

The advertising agency acts as the advertiser's purchasing agent: In what other line is the purchasing agent permitted to collect fees from the people from whom he buys?

It is not necessary for me to say to you or to any man that such wrong practices do injury to the whole calling or profession in which they exist.

On the other hand, the fact that the advertising agencies in the main have had the courage to recommend media impartially with the ultimate end in view of giving that client the largest money value for the space bought, reflects credit upon the personal honesty of the men who control the agencies that are thus impartial.

Situation Aggravated in Trade and Technical Fields.

But there is another phase to the question, and that is, what kind of a deal does the advertiser get from any agency honest or dishonest, when it comes to placing contracts in the trade and technical press?

To begin with, no man can ask another to work for nothing, and to end with the stronger and better trade and technical journals have found it necessary to refuse to give commissions to advertising agencies.

Here is the same old story or what will happen when an irresistible force meets an immovable object—an impossible condition which results in innumerable ills, which are as lamentable as they are unnecessary. Two great forces, the advertising agency and the trade and technical publisher, instead of working in the same direction for the common good of the advertiser, meet with locked horns, while the innocent bystander, who has the money to spend, is deprived of the benefit which should come to him through the intelligent use of good copy in trade and technical media.

Low Rates a Barrier.

Even where publishers do offer commissions to agencies on business which those agencies create, the rates charged by this class of journals are so small that 10 or 15 per cent commission is wholly inadequate to cover the cost to that agency of writing the specialized copy that is necessary for the client in such media.

The result of this condition is that the larger agencies who employ high priced copy men ignore trade and technical journals altogether, whether they offer a commission or not, and that the smaller agencies who work on a cheap basis throw out of court all journals that offer no commission and sometimes cannot resist the temptation of giving preference to the journals, usually the weaker ones, which offer the highest commissions, in the hope of being able to make enough in the aggregate to pay them at least something on the deal.

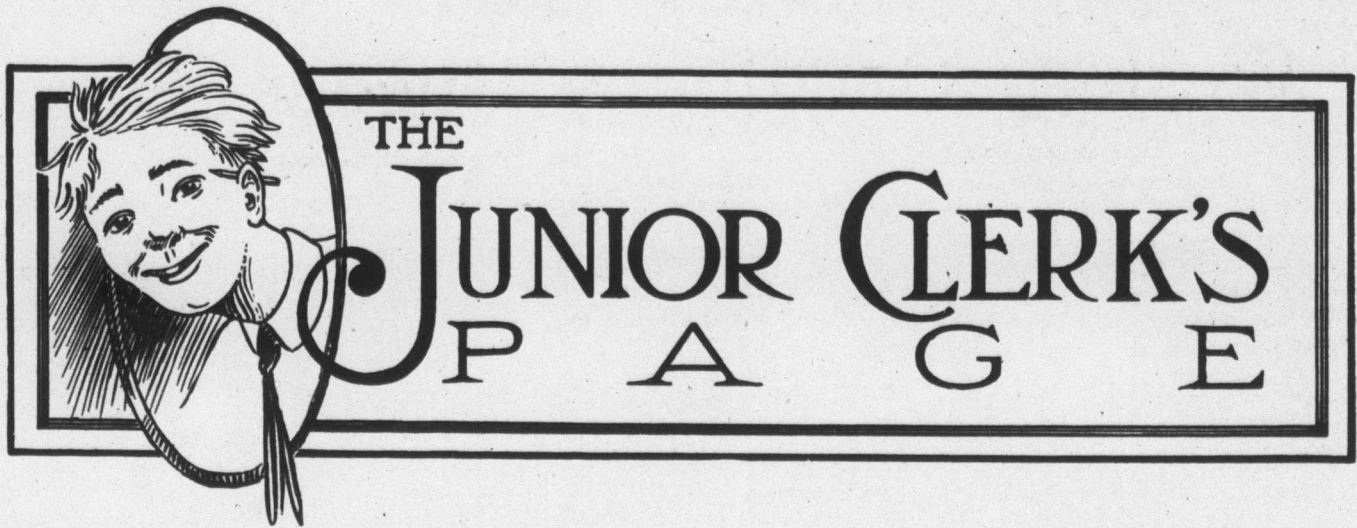
Injury to the Whole Field.

If the client happens to be ignorant of relative values of media, he soon discovers that his campaign is unproductive of results and condemns all trade and technical journals out of hand as being poor advertising media, and in reaching this conclusion he is given every possible help by every advertising agent with whom he talks.

Education Necessary.

There is only one way out of this difficulty, gentlemen, and that is an educational campaign which shall make it incontestably clear to every present and prospective buyer of space in trade and technical journals that if he wishes the services and advice of advertising agencies in the preparation of his copy or in the strategy of his campaign, he must expect to pay for it as he would for any other professional or business service rendered. To this end, in protection of the advertisers from their own mistaken folly of expecting to get something for nothing, I recommend that all the publishers of worthy trade and technical journals get together and agree absolutely to offer no commission to any agency whatever even when that agency apparently creates the business; but on the other hand, to make it known to the advertising world that they are willing and desirous of accepting business

(Continued on page 32)



RICE FLOUR AND RICE PAPER.

The Cub Reporter,—Can you give me any information on "rice flour," how it is made and what it is for; also "rice paper?" We have a little argument on these two articles in our store.

Edmonton, Alta. **CLERK.**

Answer—Rice flour is rice ground very fine; much finer than ordinary "ground rice." Chiefly used in cookery, making cakes, puddings, gruel for children, but also in preparing baking powders, face powders, etc. Owing to the small quantity of gluten it contains it cannot be conveniently fermented and made into bread. Some women use it to dry clean lace window curtains.

Rice paper is a delicate and transparent kind of drawing paper, made by the Chinese, not from rice nor rice straw, as is often erroneously imagined, but from the pith of a plant. This plant grows wild and in great profusion in the Island of Formosa, as well as in China and Korea. The pith, carefully removed from the stem of the plant, is first cut spirally with a sharp knife, then unrolled, spread out, and pressed flat.

CLERKS MOVE FOR HALF HOLIDAY.

The retail clerks of Medicine Hat, Alta., have inaugurated a movement to secure a weekly half holiday, and the idea seems to be in general favorably received by both the merchants and the city authorities.

At a meeting held recently a committee, consisting of C. A. McDermitt, J. McKay, and S. Green, was appointed to push the matter.

They are taking up the question with the city fathers as well as with the employers and have interviewed Mayor Spencer and some of the aldermen relative to the passing of a by-law making the proposed half holiday obligatory. The members of the Council seem have promised to do all in their power for the clerks in the matter, and the legal as-

pects of the question, as to the power of the city to enact such a by-law, are to be looked up.

SATISFYING THE CUSTOMER.

"There isn't anything more satisfying," remarked a clerk recently, "than for a customer to receive her order complete, and just as she wants it. When taking an order from a customer and she inquires whether you have any nice oranges, lettuce, etc.—goods that are on the outside of counter—it is policy to take your order book and escort the customer to where the goods in question are, showing her the same and making any remarks or suggestions about the quality of the goods. You can often convince a customer to buy a better article—one that you know will give better satisfaction and show bigger profits.

"If a customer has any choice in your display of, say, green vegetables, and picks out her choice, the clerk should put it to one side and make sure the customer gets it. If you are at liberty when the customer is leaving the store go to the door, open it if necessary, and bid her a pleasant good day. It pays."

WHEN NUTMEGS ARE GOOD.

The pure food expert at a pure food show took up a nutmeg.

"Watch me jab this pin into the nutmeg here and there," he said. "Do you see how from each pin prick a little oil exudes? Well, that is a proof that the nutmeg is good. When a pin prick draws no oil from it it is a wooden nutmeg, nothing more.

"The nutmeg tree of Asia is seventy feet high. The fruit is like a pear. The flesh of the fruit is like candied citron, and its seeds, our nutmeg proper, are enveloped in a yellow rind that is our mace.

Nutmegs are dried for two months in a moderate heat. They are then sorted, and the small and broken ones are

thrown into the press for the purpose of extracting their oil, the essential oil of nutmeg being a very costly article of commerce.

"The big, fine, choice nutmegs, if they are now put on the market, are all right; but, the oil being so costly, there is a way of extracting it without the use of the press. The fine, choice nutmeg is steeped in hot water and afterward coated with lime. Then, though all its oil and nearly all its flavor have departed, it looks O.K.

"It looks O.K., but it is a worthless wooden nutmeg, and if you grate it over anything you get no flavor, while if you stick a pin in it no oil exudes."

OBSERVATIONS BY THE CUB REPORTER.

The things that we know least about are often the things we have studied most.

"I don't think much of the man who is not wiser to-day than he was yesterday."—Abraham Lincoln.

Worry kills more people than work, because more people tackle it.

Turn failure into victory:
Don't let your courage fade;
And if you get a lemon,
Just make that lemon aid.

If a customer wants some cold ham, find out if he would not like to have it covered with a meat sauce.

A SPLENDID EDUCATION.

St. Thomas, Ont., June 30, 1913.
Canadian Grocer:

Dear Sir,—Having sold my grocery business to enter into the building business, and as in such an enterprise do not require the Canadian Grocer, I wish you would cancel my subscription at the expiration of time to which the enclosed \$1.00 pays up to.

Should I decide to start in the grocery business again, about my first move would be to subscribe for your paper, as I have been most highly pleased with it and have found it a splendid education in grocery lines.

Wishing you every success with your paper, I remain,

Yours truly,
L. O. PEARSON.

Western Conditions Encouraging

Distributors Confident of the Future as They Find Business Fundamentals Sound—Credits Are Being Worked Down to a Sound Basis.

Westerners are ever optimistic in regard to the future of Western Canada but when business gets slack it is Western Canada that first feels the stringency. It acts as a barometer of the trade conditions for the whole Dominion.

While trade in other countries is showing signs of "hard times" it is very pleasing to note that the conditions prevailing in Canada both in the Eastern and in the Western provinces does not give the pessimist much material to work on. Wholesalers and manufacturers and the trade in general find very little to complain about. The underlying conditions that influence trade and commerce are absolutely sound. The present conditions are merely a slowing up—an inventory of the world's business as it were.

What the wholesalers say:—

Last week Canadian Grocer published the views of a number of representative Eastern firms, on the half year's business and outlook for the balance of the year. The consensus of opinion was that business so far had been just as good as a year ago and with a satisfactory harvest a good fall might be anticipated.

The Western distributors whose letters are given below confirm this view and indicate a healthy tendency on the part of the retail trade to buy for immediate requirements only.

Meanwhile business in Canada goes along very satisfactorily. The volume transacted is possibly a little less than a year ago but this was to be expected in as much as last year was a "bumper year."

Messrs. Nicholson and Bain, wholesale commission merchants and brokers, with head offices at Winnipeg and branch offices throughout the West, write as follows:

"In the first six months of 1913 we have found in Winnipeg, our business larger than in the first six months of 1912. Our jobbing trade, while purchasing in smaller quantities, have purchased oftener than in the first six months of 1912, and we cannot make any complaint whatever on our business. Three of our branch houses in the West report the same. Two other branches have found business in their territory in the first six months of 1913 not as brisk as the first six months in 1912. At these two points we believe the same conditions will continue till the 1913 crop is practically saved.

We in Winnipeg, are satisfied that, the

jobbers, up to about August 15th, will curtail their purchases and buy from hand to mouth. We are also satisfied, should the 1913 crop be saved, a very large business will be secured by us in the balance of the year.

We have no hesitancy in stating, we have every confidence in the wholesale grocery houses from the lake front to the Rocky Mountains. We believe they are on the right track—curtailing credits, and retailers are also on the right track not stocking up heavily. As far as payments are concerned, we have found our jobbers paying their accounts as freely as in the past years, and we judge, bankers are accommodating freely all first class jobbing houses looking for accommodation to finance their business from month to month. At the present, we believe credits are being worked down to a sound basis and if the 1913 crop is safely harvested, we are satisfied from, say September 1st to the close of 1913, a large and profitable business will be done by all wholesale grocers from the Lake front to the Rocky Mountains."

Campbell, Wilson & Strathdee, Ltd., wholesale grocers, Regina, Sask., with branches in the principal cities of the West report conditions thus:

Demand for staple lines of groceries has been brisk during the first half of this year notwithstanding the fact that a great many retail merchants were heavily stocked last fall. There has been fully as much new business as in past years and the usual number of changes in the personnel of the retail trade throughout the country. Business in the larger towns and cities has shown a marked improvement since about the middle of April and is very good indeed at the present time. At the outlying points, where the bulk of the business is done with the farmers, trade is a little dull and only necessary staple lines are being asked. We expect this will continue to be the case until after harvest.

The financial conditions continue about the same. Collections show no improvement, and results of excessive credit giving in the past are being seriously felt in many cases.

Conditions in East Promising.

Senator E. D. Smith, of E. D. Smith & Son, Limited, Winona, Ont., who has just returned from a trip through the Maritime Provinces, writes:

"As for trade conditions I have found them very good in Ontario, Quebec and the Maritime Provinces, but conditions

unsatisfactory in the West during the past six months. It is difficult to prognosticate the future, I see no reason why Ontario, Quebec and the Maritime Provinces should not continue at any rate fairly satisfactory. As for the West it will depend much, I should imagine, upon the harvest, a good harvest in the West will put things alright again and in any case trade will come down to its normal level. The Canadian people are not poor, they have good wages and are making good profits and will buy such goods as they need. Unfortunately during the past three years of inflammation a great many people have been buying more goods than they needed for the immediate future, they were loading up their shelves unnecessarily. Nevertheless, the people will still continue to consume the same quantity of food I presume as in the past. It is like a person who has eaten too much, the consequence is indigestion, a short period of rest however, from eating brings them around alright again, and that will be the way with trade in Canada.

MARITIME BOARD OF TRADE CONVENTION.

The annual meeting of the Maritime Board of Trade will begin this year on the third Wednesday of August—the twentieth. Newcastle, N.B., is the convention town and a large attendance from all over the Maritime Provinces is expected. The officers for this year are:

M. Lodge, Moncton, N.B., President; T. T. Higgs, Charlottetown, P.E.I., First Vice-President; J. Stanfield, M. P., Truro, N.S., Second Vice-President; T. Williams, P.O. Box 75, Moncton, N.B., Secretary-Treasurer.

Grocers' Letter Box

Editor Canadian Grocer.—Would you kindly inform us by return of mail the whereabouts of the wholesale houses for china, glassware, crockery, etc., in Toronto and oblige.

R. J. _____
Hamilton, Ont.

Editorial Note.—Among the Toronto wholesalers are British Canadian Crockery Co.; Gowans, Kent & Co.; Nerlich & Co.; Gundy-Clapperton Co.; Myatt, Son & Co.; and O. W. Cloek & Co.



These items are from Canadian Grocer of July 14, 1893:—

“David Bell has bought out Aaron Childs, grocer, Yonge and Mary Streets, Toronto. Mr. Bell was formerly a clerk with Robert Barron.”

Editorial Note.—Mr. Bell is still in the retail grocery business in Toronto although Mr. Barron has passed away, the Barron store is in business to-day.

“There was a better local demand for sugar in Montreal this week, but the movement in the aggregate is still rather slow despite the fact that the preserving season has induced more inquiry. We quote granulated steady at 5½c, and yellows 4½c to 5¼c, as to grade. There is nothing specially new in regard to the market for raw sugars.”

Editorial Note.—Granulated on the Montreal market to-day is \$4.30 per cwt., almost a dollar less than 20 years ago.

“The Toronto Retail Grocers’ Association met Monday night in Oddfellows’ Hall, and advanced arrangements for the annual excursion to be held August 2 at Niagara Falls via Niagara River Navigation Co.’s steamers and the electric railway. President Clark presided, and the attendance was representative.”

Editorial Note.—This year the Toronto grocers hold their excursion to the same place but on July 16.

WHO PAYS THE ADVERTISING AGENT.

(Continued from page 29)

through advertising agencies and that by mutual agreement the advertiser must pay the agent for the services rendered by the agent.

Basis of Agency Recognition.

It is also possible and feasible for the publishers of the trade and technical journals in a spirit of protection to the advertisers, to adopt a standard of recognition of agents and to accept copy only from such agents as they have as a body agreed to recognize as being capable of handling trade and technical

copy and capable of advising wisely manufacturer and merchant in his use of trade and technical journals as a wise and necessary link in his whole chain of publicity.

A Worthy Mission

The privilege of setting in motion a new force which shall put advertising on a basis of impartial honesty and shall forever free it from the stigma of being a hold-up game is now presented to the publishers of trade and technical journals.

As leaders in the mercantile and industrial world, as men whose influence with the captains of trade and industry is so inexpressibly great—you publishers have a duty to perform which you only can perform; and the new order of things which you can inaugurate as no one else can—the education of the advertising world to paying for what it gets to the man by whom the service is rendered—will be welcomed by no one more heartily than by every honest advertising agency in the United States.

The Advertiser the Greatest Gainer.

And the greatest benefit that will accrue will come to the advertiser himself; for after this new order of things is ushered in the unworthy journal will fall by the wayside, and by the great law of the survival of the fittest, each trade and each industry, each profession and each calling will have back of it journals of consummate merit and will be freed from the incubus of the grafting and begging publication which has done so much hurt through the past fifty years to the reputation and good name and standing of journals which had rendered, as all good journals render, service far and beyond any compensation that they ever receive.

MAKING A STICKER MOVE.

“When a line of goods is not moving,” states A. Coulbeck, grocer, Brantford, Ont., “there is something wrong somewhere. To remedy matters there is little use cutting prices for if an article is no good at its own price, it’s no good at a cut price. Careful tab should be kept on all lines to see which is moving and which is not. When goods are found to be moving too slowly, our practice is to bring them down on to the counter and ‘get after them.’ Placed directly before customers, they may attract some attention; placed directly before a sales clerk, they are as a perpetual reminder that he has to make those goods go some way or other. By calling attention to them, explaining their uses where necessary, and, carefully recommending them to customers, it is surprising how rapidly that line moves out—all by a little special attention.”



To E. NICHOLSON, senior partner of Nicholson & Bain, wholesale commission merchants, Winnipeg, Man. Mr. Nicholson’s birthday falls on July 1 (Dominion Day). He was born at Ottawa, Ont., in 1866. He has been 16 years with the present firm and 14 years previously with Henderson & Bull and W. F. Henderson & Co., wholesale commission merchants, Winnipeg, now out of business.

T. T. J. McKEY, secretary-treasurer and manager of Connecticut Oyster Co., Toronto. He was born on July 2, 1876, at Westport, Ont. The Connecticut Oyster Co. was incorporated in August, 1907, at which time the business in Toronto was established. The first year he acted in the capacity of sales manager, but on the close of the season for 1907-08, took over the management.

To Mr. S. J. MATHEWSON, Mathewson Sons, Montreal. S. J. reached terra firma on July 3rd, 1861, so that he has more than completed the first two laps in the three score and ten. The same date constitutes his 29th wedding anniversary. Ten children congratulated him on July 3rd. We’ll do it now.

To FRED T. SMYE, of Balfour, Smye & Co., wholesale grocers, Hamilton, Ont. Mr. Smye was born on the fourth of July, 1868 in Hamilton. He is now senior partner of the firm with which he has been connected for 17 years. Previous to that he was five years with Stuart, Harvey & Co., and five years with Alex. Harvey & Co. Mr. Smye is one of the most active members of the Wholesale Grocers’ Guild and a firm believer in all association work.

To JAMES T. MADDEN, managing director of The Wm. Ryan Co., wholesale produce and provision dealers, Toronto. Mr. Madden was born on July 17, 1857, his birthplace being in Malta. He has been with The Wm. Ryan Co. since September 9, 1879, coming up through the stages of bookkeeper and general roustabout—as he himself would say—to his present position. For the past three years he has been chairman of the produce section of the Toronto Board of Trade and is the first chairman of the new Toronto Produce Exchange. His residence is in Oakville where he is the present Mayor, last year having been a councillor.

Current News of the Week

Quebec and Maritime Provinces.

G. Manforte, grocer, Montreal, sustained a fire loss recently.

Chas. Gravel, grocer, Les Chenaux, Que., has sold to Arthur Ferland.

Burden & True, general merchants, Woodstock, N.B., have dissolved.

St. John, N.B., July 5.—Fire after fire, evidently incendiary, has been worrying the police and fire departments, and last night one of the worst outbreaks occurred, causing some \$25,000 loss to J. Harvey Brown's corn-meal mill in City Road.

D. W. Douglas, grocery traveller, formerly with Laporte, Martin, Limited, and latterly with Matthews-Laing Co., both of Montreal, P.Q., has recently joined the staff of Hudon Orsali, Montreal, and will cover for them his old territory in the Eastern Townships.

Possibilities of trade development between Canada and the British West Indies are discussed by the Canadian Trade Commissioner, E. H. Flood, in a report to the department at Ottawa. While it is yet too soon to prophesy as to the ultimate effect of the West Indies treaty, Mr. Flood thinks that with the new steamship service in operation business will be much increased. He emphasizes the need of Canadian firms sending direct representatives to the island in place of relying upon catalogues and correspondence. Imports from Canada to the islands last year totalled nearly \$1,000,000, an increase of \$350,000 in three years. The most noteworthy increase was in flour, of which the imports grew from \$105,000 in 1909 to \$200,000 in 1912.

Ontario.

Henry Clark, grocer, Toronto, has sold to Fraser & Rogers.

Carpenter, Limited, are starting new canning factory in Port Dover, Ont.

Chatham, Ont., grocers close their stores every Thursday afternoon during July and August.

Mr. John Diprose, London, has sold his No. 2 store, corner Dundas and Ridout Streets, to Messrs. Hoskin and Reynolds.

The Laurentia Milk Co., Toronto, are enlarging their factory at Caledonia, Ont. This firm now makes considerable butter in that factory.

Merchants of Galt, Ont., will picnic this year on July 24 to Grimsby Park. Committees have been appointed to

carry out all arrangements and a large crowd is expected.

Hamilton, Toronto and Brantford grocers picnic on Wednesday next, July 16, at Niagara Falls. This promises to be the biggest grocers' outing in Canadian history.

Ottawa, July 10. — (Special)—An order-in-council has been passed providing that fruit importers in Canada when importing packages of fruit shall remove from such packages all grade markings found to be inconsistent with the brands required under the Canadian Inspection and Sale Act.

Leamington, June 30.—(Special)—The crop of cherries is so abundant this year that it is almost impossible to find pickers enough to handle it. Growers in the highlands offer as high as \$3 per day, with few takers. The crop cannot be successfully harvested even with the assistance of the robins, which are very numerous in the fruit belt this season.

After conducting a butcher shop at Wyoming, Ont., for about a year, John Wright has closed up his place. There has been trouble in obtaining a supply of ice, but the principal reason is said to be the fact that general stores in Wyoming carry a stock of sausage and cured meats. Country customers can usually supply their wants fully from the one store.

The Dominion Foods, Ltd., with a capital stock of \$1,000,000, and with headquarters at St. Catharines, Ont., has been incorporated by letters patent. The company will carry on a general canning and provision business, with varied powers to amalgamate, lease, establish, etc. The incorporators of the new company are: William John Brigger, Charles Henry Brigger and James Charles Brigger, of Hamilton; Harry Southcott and Fred. Lowe, of St. Catharines.

London, Ont., has an ice problem this year. Many private consumers have been unable to obtain a supply at all this season, and the cause is ascribed to the board of health, which prohibited dealers from using certain areas for cutting last winter. A smaller supply was cut, a new schedule of prices put into force, and some dealers refused to take on new customers and even cut off some old.

"When I started in business my ice cost me \$15 for the year," one grocer remarked the other day. "Now it runs

over \$100, which is a considerable item in the year's expense."

Mr. T. H. Estabrooks has just returned from a three months' trip abroad. He states he has had a very delightful as well as profitable trip. Mr. Estabrooks spent considerable of his time investigating new packing machinery for improvements and extensions he has in mind.

Western Canada.

J. B. Ward, St. James, Man., has sold to R. Lamontague.

Joseph Schill and Joseph Invens are opening the first grocery store in Tramping Lake, Sask.

J. F. Cairns' department store, Saskatoon, Sask., has now included a restaurant, which was recently opened.

A new plate-glass front is being installed in the general store of the Great Northern Lumber Co., Humboldt, Sask.

The Retail Merchants' Association at Calgary, Alta., will picnic on July 23. Ten thousand people are expected to attend.

Herbert, Sask.—The Royal elevator was completely destroyed by fire. The loss is estimated at \$5,000, partially covered by insurance.

A. F. MacLaren, of the Laurentia Milk Co., Toronto, is on a trip through Western Canada visiting the various branches of the firm, as well as Vancouver, B.C. He will return home about the end of the month.

A. P. Rose, representing Wm. Clark, of Montreal, covering Western Canada, from Port Arthur to Prince Rupert, met with an accident on his last trip to the coast. While getting off the boat at Vancouver from Prince Rupert, he slipped on the wet gang plank and broke a finger of his left hand. This delayed his return trip three weeks, but he is now all right again, and some time ago started East.

The Hudson Bay Co. will open their big store in Calgary, Alta., on August 18. The opening is expected to be marked by a fitting ceremony, the details of which have not yet been fully arranged. About three weeks' more work remains to be done on the interior, but the building is now sufficiently completed for inspection. The new store is said to be a fine one, and one of the largest department stores west of Toronto. It is 250 x 130 feet, and contains six storeys and a basement. The total cost has been \$2,000,000.

Advance on Lobsters and French Peas

And Decline on California Asparagus—Lower Prices on Coffee Expected Within Two Months by Montreal Dealers—Sugar Situation Steady But Without Change—All Nuts Moving Upward.

QUEBEC MARKETS.

POINTERS—

Sugar.—Steady.
Molasses.—Demand active.
Canned Lobsters.—Advance.
California Asparagus.—3 per cent. lower than last year's opening prices.
French Peas.—Up 50c per case.
Coffee.—Lower prices predicted.
Nuts.—Advancing.

Montreal, July 8.—Wholesalers here for the most part are doing the ordinary July business. But as a lot of articles, sugar or canned tomatoes, for example, are selling at a much lower figure than year ago more goods have to be sold in order to maintain the same volume of business and to realize the same profits. Locally, payments are being fairly well met. The man who has turned his money into business channels which avoided speculation, has still sufficient to meet all requirements, but otherwise is inclined to cause more paper to circulate.

This week one local firm reports an order for 400 gross of jelly powder, in value \$3,000. This, they state, is the largest order for jelly powder ever taken in the West.

SUGAR.—At present, owing to heavy consumptive demand there is quite a fair amount of business being done, but mainly in hand to mouth manner. Country is fairly lightly stocked, and general feeling is that amongst the refiners stocks in a good many lines are now getting down to a more workable basis. There is still some surplus in a few lines however, as a result of overstocking, but now the effect of heavier consumption and more careful buying are being felt and bringing stocks down.

Latest reports from Germany speak of weather conditions being quite favorable to new crops, so that the bumper crop heretofore predicted is still expected. What effect this further outbreak of war will have on the situation is doubtful, but undoubtedly it will have some bearing.

New York has shown some fluctuations in raws and reached a price of \$3.48 on Monday, a decline of 3 cents.

In spite of all other factors there is still the fact that sugar is now pretty well down to the cost of production, and any change taking place would naturally be an advance. The situation, however, is a difficult one and requires watching.

Granulated, bags 4 30
Granulated, 20-lb. bags 4 40
Granulated, 5-lb. cartons 4 60

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Pure Lard—Down 1 cent.
Compound Lard—Up ¼ cent.
Butter—Market uncertain.
Cheese—Firm feeling prevails still and should hold till September.

FISH AND OYSTERS—

Gaspe salmon moving freely.
Large stocks of halibut in storage.

FRUIT AND VEGETABLES—

Staple lines moving upward.
Potato situation doubtful.
California and Canadian fruits make biggest features.

FLOUR AND CEREALS—

Mill feeds all advance \$1.
Rolled oats show greater firmness.
Flour situation holds firm and steady.

GENERAL—

California asparagus opens lower.
Advance noted in canned lobsters.
French peas up 50 cents per case.
Nuts all advancing.
Lower prices expected on coffee.

ONTARIO.

PRODUCE AND PROVISIONS—

Pure Lard—Firm.
Butter—Weakening.
Eggs—Weaker owing to increase in percentages of No. 2 eggs.
Cheese—Steady.

FISH AND OYSTERS—

Lake fish in good demand.
Brook trout practically off market.
Heavy stocks of frozen fish.
Prices on all lines unchanged.

FRUIT AND VEGETABLES—

Lemons—Market in sold out condition. Higher prices anticipated.
Oranges—Inclined to go higher.
California fruit arriving in good shape, with prices steady on all lines but peaches, which are lower.
Raspberries in good supply, selling at 18-20c per quart.
Potatoes lower owing to heavy receipts.
Beans and peas lower, arriving now in 11-qt. baskets.

FLOUR AND CEREALS—

Mill feeds—Advance of \$1 per ton on bran and shorts.
Rolled oats—Steady, with an advance anticipated.
Flour—Premium being paid for stocks of winter wheat.

GENERAL—

Sugar—Firm tone to market. Primary markets advancing.
California fruits—Crop estimates predict a shortage in pack.
Raisins—California firm. Valencias lower.

Granulated, 2-lb. cartons, per cwt.	4 60
Granulated, Imperial	4 15
Granulated, Beaver	5 05
Paris lumps, boxes 100 lbs.	5 15
Paris lumps, boxes 25 lbs.	5 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
Crystal diamonds, 100-lb. boxes	5 25
Crystal diamonds, 50-lb. boxes	5 35
Crystal diamonds, 5-lb. cartons	6 20
Crystal diamonds, Dominos, cartons	7 00
Extra ground, bbls.	4 70
Extra ground, 50-lb. boxes	5 10
Extra ground, 25-lb. boxes	4 60
Powdered, bbls.	4 70
Powdered, 50-lb. boxes	4 90
Powdered, 25-lb. boxes	4 50
Phoenix	4 45
Bright coffee	4 35
No. 3 yellow	4 25
No. 2 yellow	3 95
No. 1 yellow	3 85
Bbls. granulated and yellow may be had at 5c above bag prices.	

MOLASSES.—This week sales have been made to the wholesaler at a nominal price of 34 cents. Some transactions have been put through at a lower figure but not for shipments direct from Barbados. Some complaints have been made as to the quality of choice being offered but this is owing to a different method being adopted whereby a greater amount of sugar is produced.

	Fancy	Choice	Fancy	Choice
Punchons	36	35	36	35
Barrels	39	38	39	38
Half Barrels	41	40	41	40
For Island of				
Barbadoes molasses in Montreal:				
	Fancy	Choice	Fancy	Choice
Punchons	0 41	0 39	0 39	0 37
Barrels	0 44	0 42	0 42	0 40
Half barrels	0 46	0 44	0 44	0 42
Carried lots of 20 punchons or its equivalent in barrels or half barrels to one buyer may be sold at "open prices." No discounts will be given.				
Antigua	0 33	0 33		
Corn syrups, bbls.		0 05½		
Corn syrups, half-barrels		0 03½		
Corn syrups, quarter-barrels		0 05½		
Corn syrups, 3½-lb. pails		1 75		
Corn syrups, 2½-lb. pails		1 25		
Cases, 2-lb. tins, 2 doz. per case		2 40		

DRIED FRUITS.—Owing to pros-

pects for new crop of apples being none to heavy, evaporated apples have taken on a much firmer feeling this week and are liable to advance at any time.

A strong undercurrent of opinion prevails to the effect that prices on California fruits will be much higher this season than in past season for the reason that growers are insisting on getting proper returns from their investments. To this end they are looking after the marketing of all fruits themselves, and though details have not been worked out, prospects are for higher levels on all lines.

Raisins—		
Choice seeded raisins	0 07½	
Choice fancy seeded, 1-lb. pkgs.	0 08	
Choice loose muscatels, 2-crown, per lb.	0 05½	
Choice loose muscatels, 3-crown, lb.	0 05½	
Choice loose muscatels, 4-crown, per lb.	0 07½	
Seedless, new, in packages, 12 oz.	0 07	0 07½
Seedless raisins, new 16 oz. pkgs.	0 08	0 08½
Select raisins, 7-lb. box, per lb.	0 08	0 07
Sultana raisins, loose, per lb.	0 08	0 10
Sultana raisins, 1 lb. cartons	0 09	0 11
Malaga table raisins, 3-crown, lb.	2 50	
Malaga table raisins, 4-crown, lb.	3 40	
Malaga table raisins, 5-crown, lb.	4 00	
Malaga table raisins, 6-crown, lb.	5 20	
Malaga table raisins, 7-crown, lb.	5 50	
Malaga table raisins, cluster, per ¼ box	0 75	1 25
Valencia, fine, off stalk, per lb.	0 05½	0 07
Valencia, select, per lb.	0 07	0 07½
Valencia, 4-crown layers, per lb.	0 08	0 08
Evaporated apricots	0 14½	0 15
Evaporated apples	0 08½	0 09½
Evaporated peaches	0 09½	0 10
Evaporated pears	0 12½	0 14
Currents, fine siliatras, per lb., cleaned	0 07½	0 08½
Currents, 1-lb. pkgs. fine siliatras, cleaned	0 09	0 09½
Currents, Patras, per lb.	0 09	0 09½
Currents, Vostizas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06½	0 07½
Dates, Halloween, loose	0 05	0 05
Figs	0 11	
Figs, 3 crown	0 10½	
Figs, 4 crown	0 11½	
Figs, 5 crown	0 12½	
Figs, 6 crown	0 13½	
Figs, 7 crown	0 14½	
Figs, 8 crown	0 15½	
Figs, 9 crown	1 30	1 40
Comadre figs, about 33-lb. mats.	0 10½	0 11½
Glove boxes, 16-oz., per box		

Glove boxes, 10-oz., per box	0 07½	0 08
Prunes—		
20-30	0 11	0 12
30-40	0 11	0 12
40-50	0 09½	0 10
50-60	0 08½	0 09
60-70	0 07½	0 08
70-80	0 07	0 08
80-90	0 06½	0 07
90-100	0 06	0 07
Bosnia prunes	0 07	0 08
Cases, 5-lb. tins, 1 doz. per case	2 75	2 85
Cases, 10-lb. tins, ½ doz. per case	2 85	2 95
Cases, 20-lb. tins, ¼ doz. per case	2 80	2 90
Pure maple syrup, in 5½ lb. tins	0 75	0 80
Pure maple syrup, in 15-gal. kegs, 50 per lb. or per gallon	1 00	1 05
Pure maple sugar	0 10	0 11

TEAS.—Japan tea continues to hold firm for desirable leaf and will continue to hold firm for third crop teas. What the fourth crop will bring forward, however, will depend altogether on the season.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 20	0 25
Common	0 15	0 20
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoe	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 28
Hyson	0 22	0 24
Spanish No. 1	0 12½	0 14
Virginia No. 1	0 12½	0 14
Gunpowders	0 19	0 20
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 25
Pingsuey, gunpowder, pinhead	0 30	0 35

COFFEE.—Coffee this week remains at last week's level, but a general feeling prevails amongst the trade that lower prices are to rule, and that these will be put into force within the next couple of months. Further developments are anxiously expected.

Mocha	0 25	0 28
Rio	0 19½	0 21½
Mexican	0 25	0 28
Santos	0 21½	0 23½
Maracabo	0 22½	0 24½
Javas	0 30	0 40

SPICES.—Peppers continue to hold firm but with rather a larger quantity of blacks offering, there has been a slight let-up on primary markets. This has not yet been great enough, however, to cause any change in local situation.

Cream of tartar, too, tends rather towards easiness, but not to any marked extent.

Allspice	0 13	0 18
Cinnamon, whole	0 18	0 20
Cinnamon, ground	0 16	0 20
Caraway seed	0 12	0 12
Batavia cinnamon	0 25	0 30
Cloves, whole	0 28	0 30
Cloves, ground	0 24	0 35
Cream of tartar	0 25	0 32
Ginger, Cochín	0 17	0 20
Ginger, Jamaica	0 20	0 25
Ginger, Jamaica, whole	0 17	0 20
Mace	0 25	0 30
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 27½	0 30
Peppers, white, whole	0 25	0 27
Pepper, black, whole	0 15	0 17
Pimento	0 15	0 17

RICE AND TAPIOCA.—Tapioca, if anything, shows rather an easier tendency this week but with no change on local market. Rice continues to hold firm, and on primary markets is showing greater activity so that present prices are likely to be firmly maintained.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 35	3 35
Rice, grade B, bags 100 lbs.	3 35	3 35
Rice, grade B, bags 50 lbs.	3 35	3 35
Rice, grade B, pockets 25 lbs.	3 45	3 45
Rice, grade B, ½ pockets, 12½ lbs.	3 55	3 55
Rice, grade C.C., bags 250 lbs.	3 35	3 35
Rice, grade C.C., bags 100 lbs.	3 35	3 35
Rice, grade C.C., bags 50 lbs.	3 35	3 35
Rice, grade C.C., pockets 25 lbs.	3 35	3 35

Rice, grade C.C., ½ pockets, 12½ lbs.	3 30	3 30
India bright, 250 lb. bags	3 60	3 60
Lustre, loose, 250 lb. bags	4 40	4 40
Patna, polished	5 37½	5 37½
Finest imported Patna, 226 lb. bags	5 50	5 50
Finest imported Patna, 112 lb. bags, bag	5 62½	5 62½
Finest imported Patna, 56 lb. bags	4 60	4 60
Pearl	5 10	5 10
Sparkle	5 10	5 10
Crystal	5 30	5 30
Snow	4 90	4 90
Imperial Glace	5 45	5 45
Ice Dips	7 10	7 10
Canadian Caroline rice	9 80	9 80
Imported Caroline rice, hand pick'd	9 00	9 00
Imported Caroline rice, fancy	0 04¼	0 05¼
Brown sago, lb.	0 05¼	0 06
Tapioca, medium, pearl, lb.	0 05¼	0 06
Seed, lb.	0 05	0 06

NUTS.—Owing to reports received from Spain commenting upon the unfavorable crops of Valencia almonds, Valencia shelled have this week advanced to 37½ and 39 cents, according to quality. Peanuts and shelled walnuts are also on the upward trend, the former having advanced this week ½ cent, and the latter 1 cent per pound. All nuts are moving upward so that higher prices all round are expected to prevail.

Latest report from Italy states that almond crop is practically nil, and prices prohibitive. The year appears entirely Spanish as neither Italy nor France have anything to offer. Sicily filberts are in abundant supply and the new crop now estimated at much more than 100,000 bags.

In shell—		
Brazils	0 19	0 20
Filberts, Sicily per lb.	0 12½	0 13
Filberts, Barcelona, per lb.	0 11	0 13
Tarragona Almonds, per lb.	0 16	0 16½
Walnuts, Myette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 12½	0 13½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 3 crown, selected, per lb.	0 37½	0 39
Almonds (in bags), standard, lb.	0 32	0 33
Peanuts—		
Japanese roasted	0 08½	0 09
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09¼	0 09¼
Bon Ton, roasted	0 11½	0 12½
Sun, roasted	0 10	0 12
Pecans, jumbo	0 18	0 20
Pistachios, per lb.	0 18	0 20
Walnuts—		
Bordeaux, halves, bright	0 28	0 29
Broken	0 27	0 28

ONTARIO MARKETS.

POINTERS:—

Sugar—Market strong.
Mustard—1c per pound higher.
Coffees—Unchanged.
Canned Goods—Price on jams announced.

Nuts—Very firm.
Trade—Good.

Toronto, July 10.—The street this week is quite busy, and wholesalers report a good volume of business. Prices on the other hand seem to keep quite steady, and very few changes have been made during the past week. The primary markets are quite strong on nearly all staple lines.

The warm weather has stimulated business in summer drinks. Lemonade powders, carbonated drinks, lime juice, etc., are in good demand, both with the wholesaler and with the retailer, judging from the large number of repeat orders received.

SUGAR.—The price of extra granulated remains firm at \$4.40 in Toronto and \$4.41 in Hamilton. The buying is

newly directed to the large amount consumed in preserving fruit. The demand seems to be general from all parts of the country. The buying does not appear to be for speculation, but for immediate needs, and is still of the hand-to-mouth variety, only on a larger scale than formerly.

The Barbadoes raw sugar market advanced 15c this morning, and, while it does not directly affect this market, it has a tendency to strengthen the situation. The New York market on refined has been advancing steadily, but, as the local market did not follow the declines in the primary markets some time ago, they are still above parity with New York, and until prices on that market advance to the comparative level of the local market it will not have the effect of advancing prices. However, as the local market has a habit of acting independent of other markets, it is hard to predict the exact course it will take. It is quite certain, however, that lower prices will not prevail until after the canning season is over, although the heavy stocks now carried by refiners may become embarrassing in view of tighter money.

Extra granulated, bags	4 40
Extra granulated, 20-lb. bags	4 80
Extra granulated, 5-lb. cartons	4 70
Extra granulated, 2-lb. cartons	4 70
Second grade granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	4 80
Extra ground, 50-lb. boxes	5 00
Extra ground, 25-lb. boxes	4 60
Powdered, bbls.	5 00
Powdered, 25-lb. boxes	4 80
Powdered, 50-lb. boxes	7 10
Crystal diamonds, 5 lb. boxes	7 20
Crystal diamonds, 5 lb. boxes	5 15
Paris lumps, in 100-lb. boxes	5 25
Paris lumps, in 50-lb. boxes	5 45
Paris lumps, in 25-lb. boxes	5 45
Paris lumps, cartons, 30 to case	0 35

MOLASSES AND SYRUP.—There is nothing to report in the molasses market except that the demand is increasing owing to the stronger tone given molasses by the recent developments in sugar. The advance of 15c in the Barbadoes raw sugar market will have the tendency to keep firm prices in Barbadoes molasses.

The syrup market is quiet owing to the arrival of new honey, which has captured the public's fancy for the time being.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 40	2 40
5 lb. tins, 1 doz. in case	2 75	2 75
10 lb. tins, ½ doz. in case	2 65	2 65
20 lb. tins, ¼ doz. in case	2 60	2 60
Barrels, per lb.	0 03¼	0 03¼
Half barrels, lb.	0 03½	0 03½
Quarter barrels, lb.	0 03¾	0 03¾
Pails, 38½ lbs. each	1 75	1 75
Pails, 25 lbs. each	1 25	1 25
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 28	0 30
West Indies, half barrels	0 30	0 32
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	4 80
½ gals., 12 to case	5 40	5 40
¼ gals., 24 to case	4 80	4 80
Pints, 24 to case	3 70	3 70
Maple Syrup—Pure—		
5 gallon cans, 1 to case	1 25	1 25
Gallons, 6 to case	6 60	6 60
½ gallons, 12 to case	7 25	7 25
Quarts, 24 to case	7 25	7 25
Pints, 24 to case	4 70	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15

Maple Cream Sugar—	
24 twin bars	3 00
40 and 48 twin bars	1 90
Maple butter, lb. tins, dozen.....	

NUTS.—The feature of the grocery market is the steady advance in nuts. Prices for the new crop will be higher all round than last year, shelled almonds showing the greatest advance.

In shell—	Per lb.
Almonds, Formigetta	0 15
Almonds, Tarragona	0 17
Brazils	0 15
Filberts, Sicily	0 10
Filberts, Barcelona	0 09 1/4
Peanuts, green, per lb.	0 10
Peanuts, roasted	0 12
Pecans	0 18
Walnuts, Bordeaux	0 13 1/4
Walnuts, Grenoble	0 16
Walnuts, Marbots	0 15 1/2
Walnuts, Cornes	0 14
Walnuts, new	0 15
Shelled—	
Almonds	0 40
Filberts	0 27
Peanuts	0 09
Pecans	0 10
Walnuts, new	0 30
Walnuts	0 75
Walnuts	0 32

RICE AND TAPIOCA.—Rice is devoid of interesting features this week, as prices are unchanged under a steady demand. The primary markets are very firm on Patna, and an advance is predicted in some quarters. Tapioca is steady in price, but meeting with erratic buying. Sago is in fair demand, with prices unchanged.

Rice—	Per lb.
Rangoon, per lb.	0 03 1/2
Rangoon, fancy, per lb.	0 04
Patna, per lb.	0 05 1/4
Patna, per lb.	0 06 1/4
Japan, per lb.	0 05 1/4
Java, per lb.	0 06 1/4
Carolina, per lb.	0 08
Sago—	
Brown, per lb.	0 05
White, per lb.	0 05 1/4
Tapioca—	
Bullet, double goat	0 08 1/4
Medium pearl	0 05
Seed pearl	0 05 1/4
Flake	0 08 1/4

SPICES.—The only feature of the spice market this week is the advance of 1c per pound in the price of "Keens" and "Coleman's" mustard. Other mustards remain the same as before. Pickling spices are higher this year owing to the advance which went into effect some time ago.

Whole spices are selling better now and there is quite a demand for stick cinnamon.

	5 and 10 lb. Tins.	1/4 lb. pks.	1/4 lb. tins doz.
Allspice	14-17	60-0 70	70-0 80
Cassia	22-27	72-0 90	80-0 90
Cayenne pepper	23-28	72-0 90	90-1 15
Cloves	30-35	1 08-0 95	—1 08
Cream tartar	30-31		
Curry powder	—35		
Ginger	22-27	65-0 85	75-0 95
Mace	75-1 00		0-2 75
Nutmegs	25-30	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	27-29	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 85	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turnerite	15-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Cardamon seed, per lb., in bulk	2 25	1 80	
Cinnamon, Ceylon, per lb.		0 50	
Mustard seed, per lb., in bulk		0 10	0 12
Celery seed, per lb., in bulk		0 60	0 70
Shredded cocoanut, in pails		0 17	0 20

COFFEE.—The coffee market is quiet and uninteresting. No new developments have taken place during the past week. Prices are steady and the undertone is a little firmer. The demand is fair but not of sufficient volume to influence prices upwards.

Coffee, Roasted—	
Bogotas	0 27
Gautemala	0 25
Jamaica	0 24
Java	0 32
Maricao	0 25

Can	0 27	0 28
Mocha	0 30	0 32
Rio	0 19	0 21
Santos	0 23	0 25
Chicory, per lb.	0 11	0 13

DRIED FRUITS.—Advices have just come to hand of the organization of The Associated Raisin Company, which has an authorized capital of \$1,000,000 and has obtained control of approximately 90 per cent. of the raisin acreage in California. As this is an organization of producers it has the effect of reversing the usual order of trade conditions. Formerly it was the distributors and packers who made the price, but this year it will be the new organization of producers. Judging from the fact that this organization controls the production and are now guaranteeing prices on old stocks against decline. This is a new departure and augurs that the opening prices on the new pack will be higher than for the old pack. The estimate of the new pack of raisins is 85 per cent. of last year's.

The estimate for the new crop of apricots is 40 to 50 per cent. of last year's and higher prices are predicted. Peaches are estimated to be 70 per cent. of last year's while prunes will be about 50 per cent. These estimates are liable to be greatly reduced by unfavorable weather conditions and it is hardly likely that the production will exceed these figures. Valencia raisins on the other hand are weaker and lower prices are anticipated.

Apples, evaporated, per lb.	0 06 1/2	0 07
Apricots—		
Standard, 25-lb. boxes	0 14	
Choice, 25-lb. boxes	0 16	
Fancy	0 18	0 22
Candied Peels—		
Lemon	0 11	0 12 1/2
Orange	0 12	0 13
Citron	0 15	0 18
Currants—		
Filiatras, per lb.	0 07	
Amalas, choicest, per lb.	0 07 1/2	
Patras, per lb.	0 07 1/4	
Vostizzas, choice	0 10	
Vostizzas, shade dried,	0 10 1/2	0 11
Cleaned, 1/4 cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 08 1/2	0 09 1/4
Faris, choicest, 50-lb. boxes	0 07	0 07 1/2
Package dates, per pkg.	0 06 1/2	0 07 1/4
Figs—		
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 08 1/2	0 15
Peaches—		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 11	0 12 1/2
Choice, 50-lb. boxes	0 07 1/2	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 12 1/2	0 13 1/4
40 to 50, in 25-lb. boxes, faced	0 11 1/4	0 11 1/2
50 to 60, in 25-lb. boxes, faced	0 09	0 09
60 to 70, in 25-lb. boxes, faced	0 07 1/4	0 07 1/2
70 to 80, in 25-lb. boxes, faced	0 07	0 07
80 to 90, in 25-lb. boxes, faced	0 06 1/2	0 06 1/2
90 to 100, in 25-lb. boxes, faced	0 06	0 06
Same fruit in 50-lb. boxes, unfaced, 1/4c less.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, old stock	0 07 1/2	0 08
Seeded, fancy, 1 lb. packets	0 08	0 08
Seeded, choice, 1 lb. packets	0 06 1/2	0 07

TEA.—The local market for teas shows a steady increase in the volume of business transacted and prices remain firm. The Colombo market has advanced slightly during the past week but not sufficient to influence the market here.

BEANS.—Prices are again inclined to be easier, but show such a range, according to samples, that no one price can be quoted. Even H.P. fail to show

uniform quality, and much has to be judged by color.

Beans, Canadian, H.P., per bus.	2 00	2 25
Beans, Canadian, cheaper grades	1 80	2 00
Austrian pea beans, H.P.	2 75	2 85

CANNED GOODS.

Montreal, July 8.—Opening prices on lobsters this year show another marked advance. Prices now quoted on 1 lb. tins are \$6.10 to \$6.20 per dozen, which makes a price of over 50 cents per lb. From year to year quotations on these are steadily advancing, so that now they have come to be classed as a luxury rather than a necessity.

New pack California asparagus this year shows a decline of about 3 per cent. from last year's figures. Mammoth white 2 1/2 lb. squares are now quoted at \$3.35 per dozen, whereas \$3.50 was the price asked year ago.

French peas to arrive show an advance of 50 cents per case owing to short crops at growing centres. Prices range from \$11.75 to \$17.50 according to size and quality.

Gallon apples are said to be in very short supply. Report has it that canners are sold completely right up to new crop, and that further stocks are practically unobtainable.

Toronto, July 9.—The prices on the new pack of strawberry jam has been announced. Some makers are quoting \$2.25 while others are asking \$2.20. Raspberry jam is quoted at \$1.90.

The stocks of 1912 pack will be pretty well cleaned up with the exception of peas of which both the packers and jobbers have heavy stocks and it is reported that a large number of retailers are also heavily stocked. The increase in the importations of French peas is given as one reason for this "carry-over." The new pack is short owing to the partial failure of the first crop. The late crop was seriously affected by the drouth but the rain last week with the cooler weather following has worked wonders in saving the yield. The pack of beans this year is short. The raspberry crop is very promising but apples which looked good earlier in the season are dropping and a shortage is predicted. The total pack of all lines is estimated to be below last year. Prices, however, are expected to open lower than last year but this depends largely on the weather.

MANITOBA MARKETS.

POINTERS—

Raisins.—Going up.

Coffee.—Prices slump.

Winnipeg, July 9.—Crop prospects have vastly improved during the past two weeks and a refreshing spirit of optimism is becoming apparent in business circles generally. Wholesale grocers are

well satisfied with trade conditions and are hopeful as regards the future.

Retail merchants still show a decidedly conservative spirit as regards orders preferring to send in small orders frequently, to stocking up heavily.

A feature this week is the slump in coffee prices and this commodity is at last down to somewhere near a reasonable basis.

The industrial exhibition has had a stimulating effect on retail trade but the number of outside visitors to the fair has been somewhat disappointing.

Collections continue slow and fresh. European complications will not tend to improve conditions in the money market.

SUGAR.—Sugar is firm at last week's prices. With the opening of the preserving season there is a good demand for this commodity and supplies are ample.

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

SYRUPS.—Trade in syrups is very quiet as is usual during the summer months.

Corn Syrups—	
2 lb. tins, per case	2 25
5 lb. tins, per case	2 63
10 lb. tins, per case	2 51
20 lb. tins, per case	2 32
Barrels, per 100 lbs.	3 32
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case.	6 20
Maple syrup, ½ gals.	5 85

DRIED FRUITS.—Raisins have advanced 1 cent per lb. at the coast but as yet local prices are unchanged. All lines of dried fruits are firm. With the market well supplied with green fruits, dried fruits are quiet.

Prunes—	Per lb.
Prunes, 90 to 100, 25 lbs.	0 06¼
Prunes, 80 to 90, 25 lbs.	0 06
Prunes, 70 to 80, 25 lbs.	0 06¼
Prunes, 60 to 70, 25 lbs.	0 06½
Prunes, 50 to 60, 25 lbs.	0 06
Prunes, 40 to 50, 25 lbs.	0 10
Apricots—	
Choice	0 15¼
Standard	0 13¼
Slab	0 11¼
Nectarines—	
Choice boxes	0 06¼
Half boxes	0 06¼
Half bags	0 06¼
Valencia Raisins—	
Fine, f.o.s., 22s, s.p., per box.	2 75
Fine, selected, 22s, s.p., per box.	2 70
4-crown layers, 22s, s.p., per box.	2 65
4-crown layers, 17s, s.p., per box.	1 35
4-crown layers, 17s, s.p., per box.	0 75
Ne plus ultra, 82s, s.p., per box.	2 20
Sultanas—	
California	0 09½
Smyrnas	0 14
Currants—	
Dry clean, per lb.	0 07¼
Washed, per lb.	0 07½
1-lb. package	0 08¼
2-lb. package	0 17½

TEAS AND COFFEES.—With a decline of from 1¼ to 1 cent per lb. on green and roasted Rios and Santos the bottom has fallen out of coffee. With the new crop in Brazil coming on and the market with prices at a low level further reductions are not improbable.

Coffee—	
Green Rio, No. 5	0 14¼
Roasted Rio	0 30
Green Santos	0 15¼
Roasted Santos	0 22
Chicory	0 11¼
Teas—	
China blacks, choice	0 25
India and Ceylon, choice	0 32
Japans, May picking	0 35
Japans, choice	0 35

NUTS.—There is nothing new to re-

port as regards nuts. The holiday trade is good.

Brazil	0 18	0 19
Taragona almonds	0 15¼	0 13
Peanuts, roasted, Jumbos	0 11	0 11
Peanuts, choice	0 22	0 22
Pecans	0 13¼	0 16
Marbot walnuts	0 16	0 11¼
Grenoble walnuts	0 37	0 31
Sicily filberts	0 31	
Shelled almonds		
Shelled walnuts		

BEANS.—Trade keeps steady, a large consumption in construction camps ensuring a steady demand. The domestic demand is light.

Beans—	
Hand picked	2 35
3 lb. picker	1 95
Peas—	
Split peas, sack, 98 lbs.	3 85
Whole peas, bushel	2 75
Barley	2 85
Pot barley, per sack 98 lbs.	4 75
Pearl barley, per sack 98 lbs.	3 65

NEW BRUNSWICK.

St. John, July 10.—Business remains good with the local grocers, with the exception of the dealers in the north end, whose business has been curtailed by the strike in the mills in that section. This strike is a large one, and about 1,600 men are out.

Cash payments are not as good as formerly, possibly owing to the labor trouble. The markets, speaking generally, are firmer, with an advance expected in sugar. The American markets report a big demand, which has given that market several advances during the past few weeks.

Flour is firm and mill feeds have advanced. Beef and pork are firm, with beef prices slightly higher. Lard is up half a cent per pound. Butter and cheese are unchanged, although cheese is inclined to go higher. Dealers report a large increase in the sales of canned goods and picnic supplies.

Bacon, roll	0 15	0 16
Bacon, breakfast	0 18	0 20
Beans, Austrian, bushel	2 30	2 65
Beans, yellow eye, bushel	3 45	3 50
Butter, dairy, per lb.	0 24	0 25
Butter, creamery, per lb.	0 25	0 26
Buckwheat, W., grey, bag	2 75	2 85
Cheese, lb.	0 13	0 13¼
Cheese, new, lb.	0 13¼	0 14
Currants, 1's, lb.	0 07¼	0 08
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	1 02¼	1 05
Corn, doz.	1 10	1 15
Peas, No. 4	1 40	1 45
Peas, No. 3	1 45	1 45
Peas, No. 2	1 45	1 50
Peas, No. 1	1 80	1 85
Peaches, 2's, doz.	1 55	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	2 20	2 25
Strawberries	2 20	2 25
Tomatoes	1 65	1 70
Cornmeal, gran.	4 85	
Cornmeal, bags	1 50	
Cornmeal, bbls.	3 15	
Eggs, henney	0 22	0 24
Flour, Manitoba	6 45	
Flour, Ontario	5 95	
Lard, compound, lb.	0 11¼	0 11¼
Lard, pure, lb.	0 15¼	0 16
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 25	
Oatmeal, std.	5 80	
Pork, domestic mess	29 00	
Backs, American clear, bbl.	27 00	
Potatoes, barrel	1 40	
Raisins, California, seeded	0 08	0 08
Rice, per cwt.	3 85	3 85
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
Sugar—		
Standard granulated	4 80	
United Empire	4 40	
Bright yellow	4 30	
No. 1 yellow	4 00	
Paris lumps	5 60	

HALIFAX.

FISH.—The local fish trade at the present time is dull. The market, how-

ever, is well supplied with fish lines. Dealers are optimistic as to the future outlook on the fishery.

According to the reports that are coming in to hand the Lunenburg Bank fishery promises to be fairly successful. Some of the vessels have as high as 1,600 quintals. Prices are slightly easier. The last sale of Bank cod was made at \$5. and it is believed that the price will still lower. Reports from Newfoundland are not very favorable, and the Norwegian catch is considerably less than last season.

Shorefish are beginning to arrive in fairly good quantities, but they do not cut sufficient figure in trade to influence prices as the Bank fishery does. Rivals of Newfoundland are light, the tendency is to market them in a greener condition than was usual a few years ago.

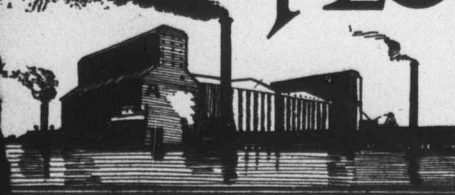
THE OBSERVATION OF A TRADING SALESMAN.

(Continued from page 25.)

times a day. This was only one and I dare say that had I had full time to investigate I would have covered a good many more leaks. Last week in another grocery I observed a clerk weighing up sugar, and not the number of times the clerk weighed the sugar barrel, I scented another leak. He made six trips to the sugar barrel which was several feet from the scale in weighing up 10 lbs. of sugar, upon closer investigation the reason for this was that the scoop used was small. Later on this same clerk weighed a bag that was too small, and had emptied the contents, which was another leak that made a hole in the dealer's profits. By a little forethought on the part of the clerk and a little more care on the part of the merchant the leak could easily be eliminated. The things look too small to the average man, but, while they are small in themselves, the total, of which they are a part, is enormous.

The grocer will be surprised at a great number of leaks that are apt to sap away the profits if he will take time and study to this problem of motion elimination. He will discover, as did an Ontario grocer I know, that up-to-date equipment two clerks can do the work of four under the old method. He will discover, as did a Galt, a grocer, that computing scales will save dollars for him every day. He will discover, as a customer of mine on Niagara Falls, that with an outfit of delivery one outfit would do the work of three under the old "rule of method."

FLOUR & CEREAL DEPARTMENT



Advance in Mill Feeds Helps Out Flour

Dealers Ask \$1 More For Feeds, and Continue to Make Their Bran and Shorts Sell Their Flour—Wheat Market Still High and Extremely Sensitive to Weather Conditions—Rolled Oats Firm, With Prospects For Higher Prices.

er a large part of the Dominion during the past week appears to have been general so that now prospects for a good wheat crop are better than some time. The crop is still growing and still filling out. Thus, with prospects for more rain even yet, millers are becoming more hopeful with respect to the future.

ough wheat is easing off somewhat, wheat in Winnipeg having closed Friday at 98, this still shows an advance of 1/8 cents on the week. October wheat, too, is holding up, closing Monday at 92 7/8, the closing price of Monday previous. Better crop prospects, however, are now tending to affect a bear market, but even yet the whole situation is entirely dependent upon weather conditions, and continues extremely sensitive.

The advance in mill feeds on July 4, amounting to \$1 per ton, or an equivalent of about 10 cents per barrel on flour will also have a strong tendency towards preventing flour from going higher, though there are those who think that with wheat at present levels a marked advance in flour should be

MONTREAL.

UR.—Owing to mill feeds having advanced up one dollar per ton on July 4, flour prices have taken on a steadier tone even though wheat still continues high. Domestic demand is good, and export there is practically no business being transacted. Thus, taking everything into consideration, it appears that present prices are likely to hold firm until definite assurance is given of the new crop.

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

CEREALS.—Bids on rolled oats for export are steadily moving upward, so that millers are gradually getting up to their ideas of proper prices. Demand appears good, and some business is passing. Thus rolled oats, firm now, would appear likely to go firmer, or even to advance, as the oat crop is reported to be short, and the chances are that oats next season will be dear. For domestic consumption there is also good inquiry, with fair business resulting.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 00
Softer grades	1 85
Rolled Oats—	98s, in jute.
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 98-lb. sack	2 05

MILL FEEDS.—Prices on all mill feeds moved up one dollar per ton last Friday, which now puts bran and shorts on a \$19 and \$21 basis. At this price firmness prevails, and should dry weather rule, causing dried out pastures, even a further advance would not appear at all surprising. Though still below shorts, there are some who think that in a few weeks' time bran and shorts will be quoted at the same price.

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

TORONTO.

FLOUR.—The flour market is a holiday market, if that term is permissible. The buying is of the "hand-to-mouth" variety, as some buyers are holding off in anticipation of lower prices on the new crop. On the other hand, other buyers are paying a premium for winter wheat flour for stock. The supplies of this grade are low, and dealers wanting this grade are paying more than list price in order to get the quantity they want. This factor is keeping prices very firm, and, with the continuance of hot weather, the price will likely ad-

vance, as it is rumored that the coming crop cannot withstand successfully much more hot weather. The price of futures in flour will likely show a reaction in the event of cooler weather, which would be more favorable to the maturing crop.

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

CEREALS.—The cereal market is very strong, but prices have not been advanced during the past week. The demand for cereals is pretty fair in case goods, but light for sack goods. Advances are being looked for in rolled oats, and with the present strong tone to the market the prospects for an advance in price seems inevitable, but you never can tell.

Cornmeal, per 98 lb. bag—	
Kiln dried, 25 bag lots	1 85 1 90
Softer grades, 25 bag lots	1 70 1 75
Rolled oats, per 90 lb. sack, in jute—	
Small lots	2 25 2 30
25 bags to car lots	2 15 2 20
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.	
Rolled Wheat—	
50 lb. boxes	1 50
100 lb. barrels, small lots	2 85
100 lb. barrels, 5 bbl. to car lots.	2 70

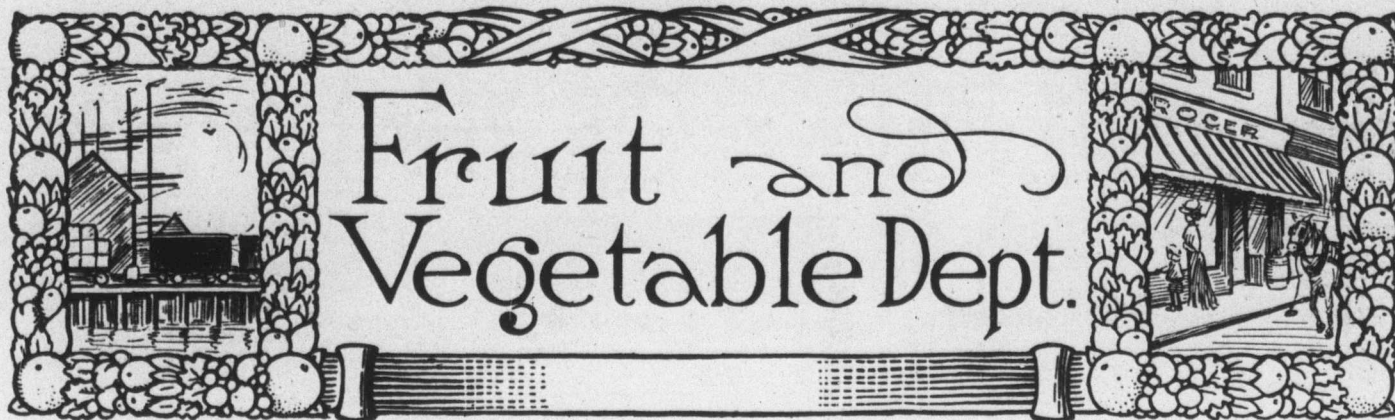
MILL FEED.—The price of mill feeds advanced this week. The reason given is that stocks are back to normal, and the price of wheat warrants a higher price for mill feeds. The demand is steady, but inclined to be quiet. The price of bran is now \$19 per ton; as against \$18 last week. Shorts are now selling at \$21, as against \$20 last week.

Mill Feeds—	car lots, per ton.
Bran	19 00
Shorts	21 00
Middlings	23 00
Wheat Moulee	25 00
Feed flour	26 00 28 00

WINNIPEG.

FLOUR AND CEREALS.—The domestic demand for flour has fallen off somewhat. Export trade dull. Prices steady.

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



Potato Market Still Holds Quite Firm

California and Canadian Fruits Making Big Features on All Markets—Raspberries Begin to Appear—Payments in Montreal Found Even Better Than Anticipated for This Year.

MONTREAL.

GREEN FRUITS.—Market on staple lines of imported fruits tends higher on all lines, especially lemons and oranges. Hot weather following on short crops has raised prices extremely high so that now it is liable to curtail demand, even though stocks offered are good.

All California fruits are coming very heavily. One firm on Monday sold over 9,000 packages of these alone and considered it only a fair day's business.

Strawberry season is now practically over though some are still offering. Through canners having contracted for larger quantities, and with a shorter crop than usual to draw from, the season this year has been extremely short for fruit dealers. Raspberries are now beginning also though price as yet has not dropped below the 25 cent mark.

Cherries and gooseberries are offering in large quantities, and after this week will be fairly well finished up.

Apples—		
Spies, first grade, per barrel	6 50	7 00
Spies, second grade, per barrel	5 50	6 00
Apricots, per 4 basket crate	1 95	2 50
Bananas, crated	2 00	2 75
Cantaloupes, California, per crate	5 00	5 00
Cherries, California, 7-lb. box	2 75	3 35
Cherries, Canadian, red, 11 qts.	0 75	1 00
Cherries, Canadian, red, 6 qt.	0 40	0 60
Cherries, Canadian black, 11 qt.	1 25	1 50
Cherries, Canadian, black, 6 qt.	0 65	0 80
Cocoanuts, per bag		
Gooseberries, English, 11 qt.	0 75	0 75
Gooseberries, English, 6 qt.	0 40	0 40
Grapefruit, Florida, case	8 50	9 00
Lemons	6 00	7 00
Limes, Florida, per box	1 75	1 75
Oranges, late Valencias	6 50	7 00
Peaches, California, box	1 75	2 25
Pears, California, half box	2 50	2 50
Pineapples, Florida—		
30s, per case	4 50	4 50
24s, per case	4 75	4 75
36s, per case	4 00	4 25
Plums, Tragedies, box	2 90	2 90
Plums, Clyman, box	2 50	2 50
Raspberries, Canadian, per qt.	0 25	0 25
Strawberries, Canadian, per qt.	0 15	0 20
Watermelons, each	0 40	0 80

VEGETABLES.—Potato market this week is quite firm though prices are still around the \$3 mark. Owing to the popularity of new stock, older varieties are moving out only slowly, causing weak markets all around. Sweet potatoes, new crop, are expected almost any day now with opening prices around \$3 per hamper.

Trade in general is brisk, and collections coming in even better than expected considering the reports current amongst other trades, and even other branches of the grocery trade.

Vegetables—		
Asparagus, Canadian, 11-qt. basket	1 25	2 25
Beans, wax, per hamper	2 25	2 25
Beans, green, per hamper	1 50	1 50
Cabbage, new, crate of 4 to 5 doz.	2 75	2 75
Carrots, old, per bag	1 50	1 50
Cauliflower, hothouse, per dozen	4 50	4 50
Corn, green, per crate of 6 doz.	3 50	3 50
Cucumbers, hothouse, per dozen	1 25	1 25
Cucumbers, per hamper	2 75	2 75
Horse radish, per lb.	0 20	0 20
Indive, French, per lb.	0 30	0 30
Leeks, per bunch	0 75	0 75
Lettuce, Boston, crate of 2 doz.	2 75	2 75
Lettuce, curly, per doz. heads	0 40	0 40
Mushrooms, basket of 4 lbs.	3 00	3 00
Onions		
Egyptian, bag of 110 lbs.	1 65	2 00
New, green, per doz. bunches	1 25	1 25
Peppers, green, small basket	0 60	0 60
Peas, green, per hamper	3 50	3 50
Potatoes—		
Virginia, per bbl.	2 75	3 00
Green Mountain, car lots, bag	0 75	0 80
Quebec grades, car lots, bag	0 60	0 65
Quebec grades, small lots, bag	0 30	0 30
Radishes, per doz.	0 30	0 40
Rhubarb, per doz. bunches	0 15	0 25
Tomatoes, Mississippi, case	1 25	1 50
Water cress, per doz. bunches	1 00	1 00

TORONTO.

GREEN FRUITS.—The fruit market this week is a busy place owing to the heavy shipments of fresh fruits. Cherries are coming forward in large lots. The quality of the white and black "Ox-hearts" is very fine. They are selling well at \$1.25 to \$1.50 for the 11 qt. baskets and 75 to \$1.25 for the six qt. size. The cooking cherries are cheaper, selling at 65 to \$1.00 according to quality.

Gooseberries are coming forward very freely with the result that prices are considerably lower than last week. English gooseberries sold this morning at 35c for 6 qt. and 65c for 11 qt. baskets.

Lemons are firm at last week's prices. The market has been cleaned up pretty well and in fact so great has been the demand during the past few days that the market is in a more sold out condition than it has been for a number of years. The arrival of a new shipment of lemons this week is eagerly awaited by

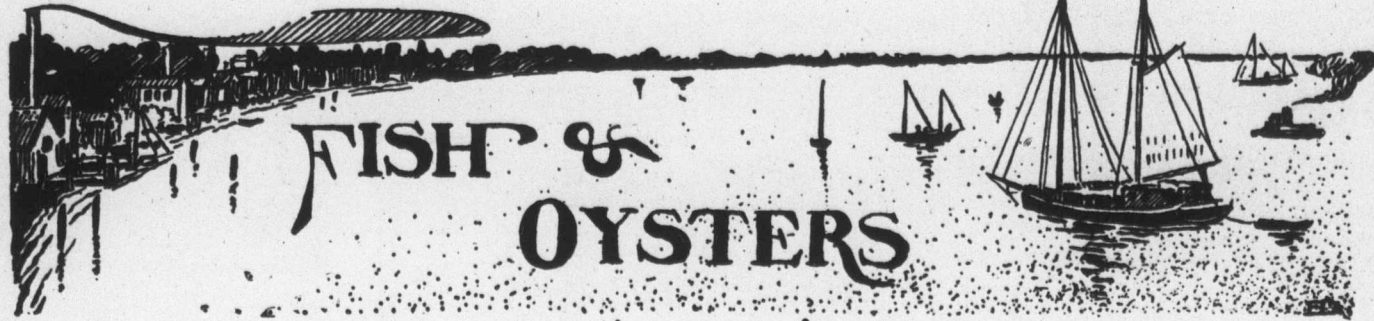
the buyers and it is predicted that the shipment will meet with a ready and rapid sale.

Apples, Ben Davis, per box	3 25	3 25
Apples, harvest (Illinois), box	2 00	2 00
Apricots, per box of 4 bks.	2 50	2 75
Bananas, per bunch	1 35	1 65
Cantaloupes, California, 45s, case	5 50	6 00
Currants, red, per qt.	0 07	0 09
Cherries, Canadian, 11-qt. bkt.	0 65	1 00
Cherries, Canadian, 6-qt. bkt.	0 40	0 50
Cocoanuts, per sack of 80	5 00	5 50
Gooseberries—		
Small, 6 qt. bkt.	0 20	0 30
Small, 11 qt. bkt.	0 50	0 65
English, 6 qt. bkt.	0 35	0 35
English, 11 qt. bkt.	0 65	0 65
Lemons, Verdell, new	5 50	6 00
Oranges, California Valencias	5 50	6 25
Oranges, Messina, oval 1/2 box	3 00	3 00
Limes, per box of 100	1 50	1 50
Peaches, California, Alexanders, box of 8-10 dozen	1 75	2 25
Pears, California	2 00	2 00
Peaches, Georgia, 6 bkt. carriers	3 25	4 50
Pineapples, Florida, 30s, per case	4 00	4 00
Plums, Clyman, box	2 00	2 75
Plums, Tragedy, box	2 50	2 50
Raspberries, per qt.	0 18	0 20
Strawberries, Canadian, quart	0 12	0 14
Watermelons, 23 to 35 lbs.	0 50	0 75

VEGETABLES.—The vegetable market this week is devoid of interest. Prices are approximately the same as prevailed last week with the possible exceptions of the prices on peas which are now coming forward in 11 quart baskets and selling at 60 to 65c. Wax beans are also coming forward in 11 quart baskets as well as in hampers. The 11 qt. baskets are selling at 75 to 80c.

New potatoes are cheaper at \$3.00 per barrel owing to heavy supplies. Mississippi tomatoes are cheaper at \$1.00 to \$1.25 per 4 basket carrier. Cucumbers are 25c lower. Canadian lettuce is coming now in baskets which are selling at 35c.

Asparagus, domestic, 11-qt. basket	1 25	1 75
Beans, green, hamper	2 25	2 50
Beans, wax, 11-qt., per basket	0 75	0 80
Beets, Canadian, new, per basket	0 25	0 35
Carrots, Canadian, new, doz. bchs.	0 20	0 20
Carrots, imported, per box	2 00	2 25
Cabbage, Virginia, new, crate of 4-5 doz.	4 00	4 00
Cabbage, Canadian, crate of 30	3 50	3 50
Cauliflower, Canadian, cs. of 2 doz.	2 00	2 00
Cauliflower, Canadian, cs. of 5 doz.	5 00	5 00
Corn, new, crate of 5 doz.	2 00	2 00
Cucumbers, Florida, hamper	2 00	2 25
Lettuce, domestic heads, basket	0 30	0 35
Mushrooms, per lb.	0 75	0 75
Onions—		
American, new, hamper	1 75	1 75
Egyptian, sack of 112 lbs.	2 25	2 50
Texas, Bermudas, 50-lb. crate	1 40	1 50
Bermudas, 50-lb. crate	1 50	1 50
Green, imported, per doz.	0 25	0 30
Parsley, large bunches, doz.	0 75	0 75
Peas, green, 11 qt. bkt.	0 60	0 65
Peas, green, hamper	2 75	3 00
Potatoes—		
New, per barrel	3 00	3 00
New Brunswick, per bag	0 75	0 75
Ontario, per bag	0 75	0 85
Radishes, doz. bunches, domestic	0 20	0 20
Rhubarb, domestic, doz. bunches	0 20	0 20
Spinach, Canadian, bushel	0 25	0 40
Tomatoes, Canadian hothouse, lb.	0 15	0 17
Tomatoes, Florida, case	2 50	3 00
Tomatoes, Mississippi, 4-bkt. carriers	1 00	1 25
Water cress, domestic, 11-qt. basket	0 35	0 50



Lower Price Predicted on Frozen Halibut

Season at Coast Has Been Quite Favorable—Large Quantities Laid Away in Storage—Gaspe Salmon Selling Particularly Well—Higher Prices Predicted on Lobsters.

MONTREAL.

FISH.—In spite of hot weather, the fish market remains active, particularly for Gaspe salmon, which have been plentiful, and sold at easy prices. Demand from United States this year has not been as great as expected, but still a good quantity has been shipped over the frontier.

Halibut is plentiful, and prices easier. Reports received from the coast are for a better season than last year, so that the trade here look for prices on frozen stock opening at a low, if not a lower, figure than that of last season. Although demand in this line is increasing rapidly, the number of handlers is also increasing, and thus greater producing capacity is yearly being made.

Lake and river fish, as usual during the hot weather, is not over plentiful; but to correspond with this, demand is naturally indifferent. In salted, prepared and pickled lines trade is also inclined to be dull.

Oysters, clams, scallops, etc., are selling mainly in a hand-to-mouth way. Lobster season is now pretty nearly over, and requirements of the market henceforth will be met from American fishing places or through traders who have the privilege of putting live lobsters into private places and selling them in the closed season. Higher prices are predicted.

FRESH FISH.

Barbotta (dressed), bullheads, per lb.	0 09	0 10
Blondish, fancy, per lb.	0 15	0 16
Carp, per lb.	0 06	0 06
Dorse, per lb.	0 11	0 12
Market cod, cases, 250 lbs., per lb.	0 05	0 05
Flounders, per lb.	0 06	0 07
Haddock, fresh, per lb., by express.	0 04	0 05
Salmon, B.C., red, per lb.	0 15	0 15
Salmon, Gaspe, per lb.	0 15	0 15
Steak cod, per lb.	0 08	0 08
Trout, brook, per lb.	0 30	0 30
Trout, lake, per lb.	0 11	0 12
Frog's legs, large, per lb.	0 50	0 50
Frog's legs, small, per lb.	0 25	0 25
Halibut, fresh, per lb.	0 09	0 10
Herring, per 100 fish	1 80	1 80
Mackerel, per lb.	0 09	0 10
Pike, dressed	0 07	0 08
Perch, dressed	0 07	0 08
Turtles, small, per lb.	0 15	0 15
Whitefish, per lb.	0 11	0 12
Smelts, per lb.	0 10	0 10

FROZEN FISH.

Herring, per 100 fish, medium	1 80
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Haddock, per lb.	0 04	0 05
Smelts, fancy	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, large, per lb.	0 10	0 10
Whitefish, small, per lb.	0 07	0 07

PREPARED FISH.

Boneless fish, in blocks, 20 lb. boxes, per lb.	0 06
Dry Pollock, 100 lb. bundle, per bundle	6 00
Pure cod tablets, 20 lb. boxes, per lb.	0 10½
Pure cod, 3 lb. box, per lb.	0 15
Shredded cod, 2 doz. in box, per box	1 80
Boneless strip cod, 30 lb. box, per lb.	0 10
Pure skinless cod, 100 lbs. boxes, per lb.	6 00

SALTED AND PICKLED.

Green cod, per bbl., 200 lbs., No. 1	7 00
Labrador herring, per bbl.	5 00
Labrador herring, per half bbl.	2 75
No. 1 mackerel, 20 lb. kits	1 75
No. 1 mackerel, half bbls.	7 00
Lake trout, kegs	7 00
No. 1 green haddock, per 200 lbs.	5 00
Salt eels, per lb.	0 05½
Salt sardines, bbls., 200 lbs.	5 00
Salt sardines, half bbls.	3 00
Scotch herring	7 00
Holland herring, bbl.	9 00
Holland herring, half bbl.	5 00
Holland herring, keg	0 70
Labrador salmon, bbls.	16 00
Labrador salmon, half bbls.	8 00
Sea trout, half bbls.	6 50
Eels, per lb.	0 08

SMOKED.

Bloaters, box	1 00	1 10
Eels, per lb.	0 12	0 12
Haddies, fancy, fresh cured	0 08	0 08
Haddies, regular	0 06	0 07
Filleta, fancy, fresh cured, lb.	0 12	0 12
Filleta, regular, lb.	0 10	0 10
Herring, boneless, 10 lb. boxes, lb.	0 10	0 12
Herring, new, smoked, per box	0 13	0 15
Kippers (small), per box of 50 fish	1 00	1 25
Smoked salmon, per lb.	0 22	0 22

CRUSTACEANS.

Crab meats, per gal.	2 00	
Lobsters, live, per lb.	0 25	0 25
Lobsters, boiled, per lb.	0 26	0 27
Shrimps, per gal.	2 00	2 00
Periwinkles, per bush.	2 50	2 50
Prawns, per gal.	2 00	2 00

SHELL FISH.

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

TORONTO.

FISH.—There is very little of interest in the fish market this week as prices have not changed any. The demand is steady for lake fish which are in good supply. Brook trout are scarce. Halibut and haddock are coming forward freely. The increasing cost of meats is a factor that is boosting the sale of fish owing to the fact that the price of fish is very low when compared with meat. The price of fish has not advanced in the last ten years. As the waters of the ocean are free to all there is no chance for a trust to monopolize the sale of

fish. This has been very instrumental in maintaining prices at their present low levels. The warm weather of the past week has had the tendency to increase the volume of business transacted.

Frozen Stock—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	0 09	0 10
Fresh Caught—		
Haddock, per lb.	0 06½	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	0 06	0 06
Lobsters, live, per lb.	0 40	0 50
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Pickrel, yellow, per lb.	0 07	0 12½
Pike, per lb.	0 06	0 07
Roe shad, weight 3 lbs., each	1 00	1 50
Salmon, Restiguse, per lb.	0 22	0 28
Salmon, B.C., per lb.	0 23	0 23
Steak cod, per lb.	0 08	0 10
Trout, per lb.	0 12	0 14
Whitefish, per lb.	0 12	0 15
Smoked—		
Finnan haddie, per lb.	0 06½	0 10
Kippers, box of 40	1 10	1 25
Bloaters, box of 60	1 25	1 25
Filleta, per lb.	0 13	0 13
Prepared—		
Cod, 1 lb. tablets, case of 20	2 00	2 00
Salted and Pickled—		
Herring, Holland, per keg	0 70	0 75
Shrimps—		
1 gal. cans, \$1.25; 2 gal. cans, \$2.40; 3 gal. cans, \$4.50; in pound lots, per lb. 16c.		

WINNIPEG.

FISH.—Fresh fish is active with values unchanged.

Fish—		
Fresh salmon	18	18
Fresh halibut	10	10
Steak cod, lb.	12½	12½
Lake Winnipeg white fish	09	09
Fresh pickrel lb.	08	08
Haddock, lb.	06	06
Market cod	05	05
Finnan haddie	08	08
Fresh gold eyes per doz.	50	50
Kippers, per doz.	\$2 00	\$2 00
Lake trout, per lb.	12	12
Boaters, per box	\$1 50	\$1 50
Holland herring, keg	70	70
Labrador herring, half barrel	\$4 20	\$4 20
Salt mackerels, kit	\$2 75	\$2 75

FRENCH LAW RE SALMON.

The Canadian Section of the British Chamber of Commerce, 9 rue des Pyramides, Paris, notifies proprietors of Canadian canning factories that a law has just been passed in France prohibiting the import of canned salmon and other fish, unless stamped on the top or bottom of the tin with the name of the country of origin, in characters of four millimetres. The law will probably be promulgated in a few days, and will come into force 12 months after promulgation. As it will apply to salmon imported and in stock after that date, it is advisable to have the necessary dies made at once.



Produce & Provisions



Buyers Lack Confidence in Butter Market

Heavy Storing Has Been Done, But Tendency is to Hold Off Awaiting More Favorable Conditions—Compound Lard Advances, While Pure Lard Declines on Montreal Market.

MONTREAL.

PROVISIONS.—Feature of the market this week is an advance of about 1c on compound lard, and a decline of 1/2c on all pure lard. Hogs, too, are firmer. Though packers are still anxiously endeavoring to hammer down prices in the country, their efforts have so far been met with little success owing to the small quantity offering. In meats demand holds best for all cooked lines. Prices are being firmly maintained.

HAMS—	
Extra large sizes, 28 to 40 lbs., per lb.	0 17
Large sizes, 20 to 28 lbs., per lb.	0 18
Medium sizes, selected weights, 12 to 20 lbs., per lb.	0 20
Extra small sizes, under 12 lbs., lb.	0 20
Boned and Rolled, large, 16 to 25 lbs., per lb.	0 20
Boned and rolled, small, under 12 lbs., per lb.	0 21
Picnic hams, 6 to 12 lbs., per lb.	0 16
BACON—	
Breakfast bacon, heavy, 14 to 20 lb. sides	0 19
Fancy breakfast bacon, boneless, lb.	0 22
Windsor bacon, skinned, backs, lb.	0 23
Windsor bacon, skinned, backs, boneless, per lb.	0 24
Spiced roll bacon, boneless, short, lb.	0 17
Wiltshire bacon, 50 lb. sides, lb.	0 18
SHOULDERS—	
Square shoulders, boneless, per lb.	0 16 1/2
Square shoulders, bone in, per lb.	0 15
Coitage rolls, small, 4 lbs., per lb.	0 20
COOKED MEATS—	
Rolls, ham, small, skinless, boned, lb.	0 29
Jellied tongue, 10 lb., open tins, lb.	0 29
Headcheese, per lb.	0 08
English brawn, per lb.	0 11
Jellied hock, 6 lb. tins, per tin.	0 75
Cooked pickled pig's feet (in vinegar, 25 lb. kits), per lb.	0 07
DRY SALT MEATS—	
Long clear bacon, 50-70s, lb.	0 15 1/2
Long clear bacon, 80-100s, lb.	0 14 1/2
Flanks, bone in, not smoked, lb.	0 15 1/2
PURE LARD—	
Tiers, 375 lbs., per lb.	0 14
Tubs, 50 lbs., net, lb.	0 15
Boxes, 50 lbs., net, per lb.	0 14 1/2
Pails, wood, 20 lbs., net, lb.	0 14 1/2
Pails, tin, 20 lbs., gross, lb.	0 14 1/2
Cases, tins, 10 lbs., each, lb.	0 14 1/2
Cases, 3 and 5 lb. tins, per lb.	0 14 1/2
One pound bricks, 60 in case	0 14 1/2
COMPOUND LARD—	
Tierces, 375 lbs., per lb.	0 14 1/2
Tubs, 50 lbs., net, lb.	0 14 1/2
Boxes, 50 lbs., per lb.	0 14 1/2
Pails, wooden, 20 lbs., net.	0 14 1/2
Pails, tin, 20 lbs., gross	0 14 1/2
Cases, 10 lb. tins, 60 lbs. in case	0 14 1/2
Cases, 3 and 5 lb. tins, 60 lbs. in case	0 14 1/2
One pound bricks, 60 lbs. cases	0 14 1/2
BARRELLED PORK—	
Heavy Canada short cut mess, bbl.	24 00
Canada short cut back pork, 45-55	28 50
Heavy short cut clear pork, bbl.	24 00
Heavy clear fat backs, 40-50 pes.	28 50
Flank fat pork, bbl.	24 00
Pickled pigs feet, short, 200 lb.	28 50
SUNDRIES—	
Bologna, beef bungs, per lb.	0 10
New England ham, per lb.	0 10 1/2
Blood pudding, per lb.	0 10 1/2
White pudding, per lb.	0 10 1/2
Sausage, farmer's, per lb.	0 10 1/2
Pure pork sausage, little pig	0 10 1/2
Tripe, in kits, 25 lbs., per lb.	0 10 1/2
HOGS—	
Live, fed and watered.	9 15
Dressed, per cwt.	9 25

BUTTER.—Butter market at present depends largely on weather conditions. At present hot weather and dried out pastures incline to keep prices up, but should a few weeks of cool weather come a marked difference would evidently result. "Just now we think butter quite high enough," states one local firm. There is not much doing in the West, and practically no exporting at all. For our own part we have not enough confidence in the market to store. Stocks in storage, we believe, are even heavier than at corresponding period last year, but for all that we do not feel inclined to stock up."

Feeling of the market appears generally easier, though no quotable change has been made.

Fresh creamery print	0 27 1/2
Creamery solids	0 27
Farmers' separator butter	0 24
Dairy prints, choice	0 24
Dairy solids	0 24

EGGS.—"The flush of production is now over, and a lot of poor stock is being offered," states one produce man this week. "We are paying 18 cents f.o.b., but are not getting many offers owing to Toronto dealers bidding higher prices. Situation is steady, with no quotable change.

laid, in 30 doz. case, doz.	0 29
laid, in cartons	0 30
ts, in case, per doz.	0 27
ts, in case, per doz.	0 24
s, per doz.	0 19
	0 20

CHEESE.—Cheese is on the boom, prices playing round dizzy heights. Saturday as high as 13 7-16 cents reached. This, however, is the result of short selling on the part of British importers, who, it is estimated, have short sold to the extent of 50,000 boxes at a rate of 11 1/2c to 12c. Dealers are brisk covering now, and anticipate a break in prices about September. The whole difficulty appears to lie in the fact that for every 1/2c that cables went up, prices in the country were advanced 1c.

Cheese—		
Large	New.	Old.
Twain	0 15	0 14 1/2
1/2 Twain	0 15	0 15
Stilton	0 15 1/2	0 15
		0 17

POULTRY.—Prices hold firm, with a shortage on all lines save geese and turkeys. Receipts for broilers have been on the increase, with average weight of stocks running from 3 1/2 to 4 lbs. per pair.

Broilers, spring, 3 lb. pair	1 50
Broilers, milk fed, frozen	0 28
Chickens, per lb.	0 21
Ducks, per lb.	0 22
Fowl, per lb.	0 17
Geese, per lb.	0 14
Turkeys, per lb.	0 15
	0 25

TORONTO.

PROVISIONS.—The provision market is entirely devoid of interesting features this week. Prices are steady at last week's list, and, owing to the heavy demand, the tone of the market is stronger. Lard is very firm. The price of live hogs has declined another 25c this week, which makes the price now paid 9 1/4c, fed and watered. The dressed pork is selling at \$13.25.

Hams—	
Light, per lb.	0 20
Medium, per lb.	0 20
Large, per lb.	0 18
Backs—	
Plain, per lb.	0 23
Boneless, per lb.	0 25
Pea meal, per lb.	0 24
Bacon—	
Breakfast, per lb.	0 20
Roll, per lb.	0 15 1/2
Shoulders, per lb.	0 13 1/2
Pickled meats—1c less than smoked.	0 14 1/2
Dry Salt Meats—	
Long clear bacon, light	0 15 1/2
Long clear bacon, heavy	0 15
Cooked Meats—	
Hams, boiled, per lb.	0 29
Hams, roast, per lb.	0 30
Shoulders, boiled, per lb.	0 22 1/2
Shoulders, roast, per lb.	0 23 1/2
Barrelled Pork—	
Heavy mess pork, per bbl.	24 00
Short cut, per bbl.	28 50
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 14
Tubs, 60 lbs., per lb.	0 14 1/2
Pails, 20 lbs., per lb.	0 14 1/2
Pails, 3 and 5 lbs., per lb.	0 15 1/2
Bricks, 1 lb., per lb.	0 15 1/2
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 10
Tubs, 60 lbs., per lb.	0 10 1/2
Pails, 20 lbs., per lb.	0 10 1/2
Hogs—	
Live, f.o.b., per cwt.	9 15
Live, fed and watered, per cwt.	9 25
Dressed, per cwt.	13 25

BUTTER.—The butter market is weak, and a sharp decline is a possibility of the near future. The supplies of butter are heavy, while the receipts are increasing every day. The pastures this year are excellent, with the result that the production of butter is heavier than usual. It has been a puzzle to

the trade why the price of butter has been maintained in view of these facts. The demand for butter shows a considerable falling off, and it is likely that the demand will continue dull as long as the weather remains hot.

Another feature that will affect the butter market is the importation of New Zealand butter. This butter is becoming a serious competitor for the trade in British Columbia, and should New Zealand be successful in capturing this business, it will mean the biggest slump in butter prices we have had in years unless another market is found in time to save the situation. British Columbia takes a large volume of butter from local firms, and should they lose this business it will seriously handicap them in maintaining prices. Prices are unchanged from last week, with the exception of dairy butter, which is a trifle higher this week.

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

EGGS.—The egg market is weak owing to a dull demand. The price in the country has declined, and the price offered to-day is much lower than ten days ago. While the buying is on the "loss off" basis, it does not exclude No. 2's, and the exceedingly hot weather of the past few days has greatly increased the percentage of No. 2's, and, while formerly a case could be candled in ten minutes, it now takes about 20 or 30 minutes. The price of No. 2's is very weak, and prices are shaded for round lots. On the other hand, the price for No. 1's is equally as firm owing to the smaller percentage of them received. It is predicted that the lower grades will decline, and that the better grades will advance should the warm weather continue much longer. The range between these grades will be much wider in future. While the dealers are paying less in the country for eggs than they did ten days ago, they are making less money to-day than a week ago owing to the great increase in the quantity of No. 2 eggs.

An attempt is being made to cut out No. 2 altogether. What few remain will be known hereafter as "trade" eggs, and will consist of stock having no bad eggs in them, but at the same time no eggs that could be classed as No. 1's.

Eggs, case lots—	Per dozen.	
Selected new laid	0 25	0 27
Selected new laid, in cartons	0 25	0 26
Fresh gathered	0 22	0 23
No. 2's	0 18	0 20
Splits	0 17	0 18

CHEESE.—There is nothing to report in the cheese market. Prices are unchanged and firm at last week's quotations. The demand is fair, especially for the special lines that tickle the palate of the camper. Cream cheese is

in good demand. The local stocks in store on spot are heavy, both of new and of old cheese. The demand seems to be more favorable to the new cheese than to the old, in which trading is rather dull.

HONEY.—Samples of new honey are arriving, and the quality is very excellent. The prices have not been announced yet, but it is thought that they will be about the same as last year.

Butter—	Per lb.	
Creamery	0 26	0 28
Dairy, best	0 25	0 26
Dairy, No. 1	0 17	0 18
Dairy, No. 2	0 16	0 17
Cooking	0 12	0 12

POULTRY.—Fresh broilers are cheaper this week, selling at 18c to 20c per lb., as against 20c to 23c last week. The price of all live fowl shows a tendency to decline, and this week live fowls, with the exception of turkeys, can be bought for about two cents per pound lower than last week. Other prices remain unchanged.

Frozen Stock—	Per lb.	
Broilers, dressed	0 22	0 25
Chicks, milk fed, dressed	0 25	0 28
Chickens, dressed	0 20	0 22
Ducks, dressed	0 19	0 20
Fowl, dressed	0 17	0 18
Turkeys, dressed	0 24	0 25

Fresh Stock—	Per lb.	
Broilers, Spring, live	0 18	0 20
Broilers, Spring, dressed, 1½ lbs. and over	0 35	0 40

Ducks, Spring dressed, lb.	0 20	0 25
Ducks, old, dressed	0 17	0 18
Fowl, live	0 13	0 15
Fowl, dressed	0 18	0 20
Turkeys, Old Tom, dressed	0 18	0 20
Turkeys, Old Tom, live	0 14	0 15

WINNIPEG.

PRODUCE AND PROVISIONS.—

Dairy butter is plentiful and cheap and stocks are accumulating. The bulk of the dairy butter is handled by jobbers at from 12 to 18 cents per lb. Eggs are plentiful but there is a large shrinkage in shipments due to careless packing by country merchants. The waste from this cause this season has been enormous. Lard prices are down ¼ cent, and there are some changes in cured meats. The poultry market is featureless.

Butter—	Per lb.	
Creamery	0 26	0 28
Dairy, best	0 25	0 26
Dairy, No. 1	0 17	0 18
Dairy, No. 2	0 16	0 17
Cooking	0 12	0 12

Eggs, per doz.	Per lb.	
Ontario, large	0 15	0 15
Ontario twins	0 15	0 15

Lard—	Per lb.	
Tierces, per lb.	0 13	0 13
50 lb. tubs	6 85	6 85
20 lb. pails	2 80	2 80
¾ lbs. tins, cases	8 77	8 77
5 lb. tins, cases	8 65	8 65
10 lb. tins, cases	8 55	8 55
Hams	0 18	0 21½
Bacon	0 19	0 23
Long clear D.S.	0 15	0 15
Shoulders	0 16	0 16
Mess pork	28 00	28 00
Seneca root, new crop, per lb.	0 48	0 52

The Egg Trade Reformation in Ireland

Writer Tells How Majority of the Ills Were Removed Some Years Ago—Eggs There Are Now Sold by Weight — Few Small Ones Now Produced—Standard of Poultry Breeders Raised.

By James Keenan, Toronto.

Your issue of June 27th contains an article on Canadian egg trade which is of great interest to me. I have had over 20 years' experience in the egg trade in Ireland and I can see the Canadian trade is up against the same problems as we had to fight. The egg and poultry trade is the best paying industry of the Irish farmer. In the older times, before the Danish and Russian people got such a hold on the English and Scotch markets, the farmers and egg merchants were quite indifferent as to size and quality.

All this has been completely changed thanks to Department of Agriculture and Sir Horace Plunkett (Ireland's friend.) They stepped in and saved the situation. Model poultry farms were established all over the island. Inspectors were appointed to educate the people. Eggs of the best breed of poultry were sold at very cheap prices to all classes. Inspectors were appointed to attend the open markets and assist the buyers in the trade. The merchants and egg shippers held meetings and established societies for the protection of the trade and to co-operate with the government. Bad and doubtful eggs were destroyed and sellers were liable for prosecution. Dirty eggs were returned to producers and the system

of payment by weight is established over the Island. There was a hard fight but there is now no dissatisfaction.

Before all this come into effect, a dozen of good eggs were about 24 oz. weight. Now the big average is about 26½ oz. to the dozen. The shippers can supply what is wanted and the egg trade of Ireland stands first for quality in all British markets and also in South Africa where a large trade is carried on.

I wish success to future of Canadian

IT IS TIME TO CHANGE?

Canadian Grocer.—You intimate in the future eggs in Canada should be sold on a weight basis. It seems it would require a long time to make a change about inasmuch as this is so deep rooted among the methods.

However, to hear from you how they think they should be sold there be a standard of a dozen or should they be sold per pound regardless of weight?

Editor you will be able to advise on which ought to be chosen should we eventually change, etc.,

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, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

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

COOK'S FRIEND BAKING POWDER.

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

In Tin Boxes—

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

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

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.

The King's Food, 2 doz. in case, per case, \$4.80.

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

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

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

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

White Swan Flaked Rice, \$1.

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

DOMINION CANNERS.

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

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 05
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 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 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. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

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

Chocolate Confections—per lb.

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

Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPF'S.

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

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

JOHN P. MOTT & CO'S.

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

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s ..	0 26
" Vanilla sticks, per grs. 1 00	
" Diamond chocolate, ½'s ..	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

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

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

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 90)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

GELATINE.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

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

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

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

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil	
Cs. 200 7-oz. pieces, cs.	7 50
Cs. 200 10-oz. pieces, cs.	12 00
Cs. 100 10-oz. pieces, cs.	6 50
Cs. 50 ¾ lb. pieces, cs.	3 75
Cs. 50 lb. pieces, cs.	4 50
Cs. 12 3-lb. bars, lb.	0 09
Cs. 25 11-lb. bars, lb.	0 08
Cs. "Le Lune," 65 p.c. olive oil.	
Cs. 50 ¾-lb. pieces, cs.	3 35
Cs. 12 3-lb. Bars, lb.	0 08½
Cs. 25 11-lb. Bars, lb.	0 08

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	5 90
Motts Golden Russett—	
Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

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

	Per case
Tres Fins, ½ kilo, 100 tins	13 50
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 50
Moyens No. 1, tins, ½ kilo, 100 tins	10 50
Moyens No. 2, tins, ½ kilo, 100 tins	10 00
Moyens No. 2	9 00
Frs. "Petit" Peas.	
Fins, tins, ½ kilo, 100	10 00
Moyens, tins ½ kilo, 100.	7 50
Asparagus, Hericots, etc.	

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	
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, ½ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
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BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 10½
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10½
Tins, 20 lbs.	0 10½
Cases, 3 lbs., 20 to case.	0 11½
Cases, 5 lbs., 12 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 85
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 Assort-

ed, 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. pack-

ages
 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 90 |

Straight.

Lemon contains 2 doz.
 1 80 |

Orange contains 2 doz.
 1 80 |

Raspberry contains 2 doz.
 1 80 |

Strawberry contains 2 doz.
 1 80 |

Chocolate contains 2 doz.
 1 80 |

Cherry contains 2 doz.
 1 80 |

Peach contains 2 doz.
 1 80 |

Weight 8 lbs. to case. Freight

rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2

doz.
 2 50 |

Straight.

Chocolate contains 2 doz.
 2 50 |

Vanilla contains 2 doz.
 2 50 |

Strawberry contains 2 doz.
 2 50 |

Lemon contains 2 doz.
 2 50 |

Unflavored contains 2 doz.
 2 50 |

Weight 11 lbs. to case. Freight

rate, 2nd class.

SOAP AND WASHING POW-

DERERS.

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., MONT-

REAL "SAPHO" INSECTICIDE.

1-16 gall., doz.
 \$ 2 00 |

¾-gall., doz.
 6 00 |

½-gall., doz.
 10 80 |

1 gall., doz.
 19 20 |

1-16 gall., gross lot
 20 80 |

The Glad Hand of the West

awaits your goods if you will allow us to open the market to you.

With our immense facilities — five large warehouses at the best points, and a wide-awake staff of representatives covering the entire territory all the time. We are in a position to introduce your line more quickly and effectively than would be thought possible.

Our experience and success in Western Canada enables us to guarantee sales.

Will you get in touch with us now?

Nicholson & Bain, Wholesale Commission Merchants and Brokers
HEAD OFFICE -- WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

“Star” Brand

BACON

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

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

Cured under Government inspection by

F. W. FEARMAN CO.
LIMITED
HAMILTON

For Campers

what is nicer than

UPTON'S PURE FRUIT JAMS

and what is more economical?

Don't confuse these goods with any compounds.

Ask your jobber or write us.

T. UPTON CO., LIMITED

Sales Dept.:

Factory at:

St. Catharines, Ont. Hamilton, Ont.

NATION'S SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where
not already represented

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

Bristol, England

TOMATOES, CELERY, PINEAPPLES, ORANGES, BANANAS.

Shipments of Fruits and
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

LEMON BROS.

Owen Sound, Ontario

Tracuzzi's

Verdellis first to arrive

They're fine

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

"St. Nicholas"

"Puck"

"Home Guard"

"Queen City"

J. J. McCABE

Agent

Toronto, Ont.

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 conform-
ity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Do You Sell on Credit?

If so you
need

ALLISON Coupon Books

for SAFETY, for CONVENIENCE, for
ACCURACY. Most of the risk of credit
selling is eliminated where Allison
Coupon Books are used.

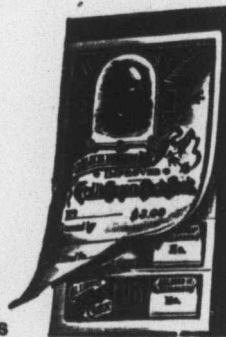
HERE'S HOW THEY WORK

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

ALLISON COUPON CO.,

Indianapolis,

Indiana



OUR GUARANTEE

If this polish damages your custom-
er'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., Win-
nipeg, Man.
Every package carries above guarantee
in detail. Our travellers carry unique
propositions.

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

Local Fruits

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

Imported

CANTALOUPES	WATERMELONS
PEACHES	PLUMS
CHERRIES	APPLES
TOMATOES	CUCUMBERS

Direct importers from Everywhere.

The World Our Market.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO

HAMILTON

Home Grown Fruits

We have fresh arrivals every day of all Domestic Fruits and Vegetables in season. Just now we are getting—Raspberries, Cherries, Gooseberries, Cauliflower, Cabbage, Tomatoes, Beans (Wax and Green), Cucumbers, Green Peas, Red Currants.

New Potatoes

Extra Fancy Quality from Top to Bottom. More Economical than Old Potatoes — Absolutely no Waste.

The House of Quality.

HUGH WALKER & SON

Established 1861

GUELPH

and

NORTH BAY

The
Arctic
 IS THE
**SANITARY,
 COLD DRY AIR
 Refrigerator**



As a store fitting it has no equal. Cases are made of ash or oak; linings of sanitary spruce shel-lached; fittings, best galvanized iron. All parts separable. The hardware is solid brass. Write for Catalogue showing our great variety.

JOHN HILLOCK & CO., LIMITED

TORONTO, ONTARIO

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

EVERY GROCER KNOWS
 THAT THE FASTER HIS STOCK
 MOVES THE MORE MONEY HE
 MAKES—

That well advertised goods not only move faster than others, but that they are also easier to sell.

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

are always well advertised.

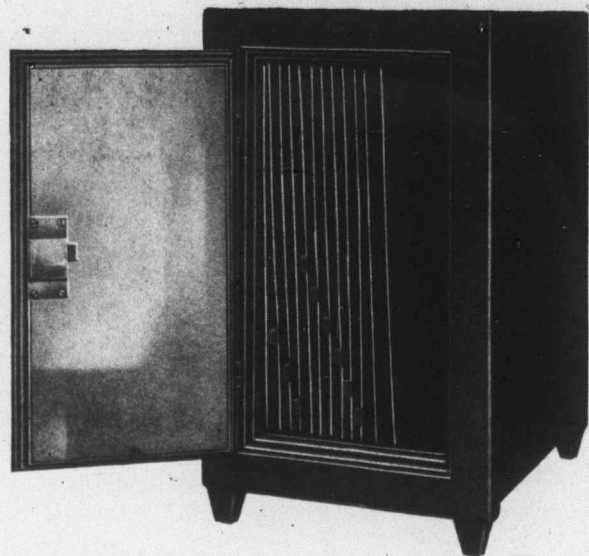
Millions of people already know their goodness; others are learning about them every day.

Need we offer you any better reason for keeping an eye on your stock to see that you never run out of these good sellers.

H. J. Heinz Company



Two
at
the
Price
of
One



And Better, Because your accounts are safe from fire as well as mistakes. Better because you can increase the capacity of the Register at any time simply by adding more leaves. Better because leaves are made of aluminum, therefore are light and easy to handle. A child can operate them as well as a man. Comparison is our strongest selling talk. Examine the other makes if you will, because then we know your choice will be an Ullman.

Hamilton Ideal Manufacturing Company, Limited
Toronto Office—482 College Street

TWO GOOD BRANDS OF TOBACCO

that produce repeat sales and build up the profits of the tobacco department.

ROSE QUESNEL

A pure Canadian Smoking Tobacco.

KING GEORGE Navy Plug

A chewing tobacco made from specially selected tobaccos and perfect in every respect.

See your wholesaler, or drop us a line.

Rock City Tobacco Co.,
Limited
QUEBEC

Our Premium Store

No. 336 St. Paul St.
Montreal,
Canada



Helps to Sell "Babbitt's,"
the Original Soap Powder

Once you start a customer on "BABBITT'S" she will always use it, because of its great cleansing power—it is a concentrated powder and "a little goes a long way." PUSH IT because the profit on its steady sale will please you as much as "BABBITT'S" SOAP POWDER will please your customers.

B. T. BABBITT, INC.
NEW YORK

PURITY and EFFICIENCY

These are the foundation of all successful products that **remain** in the market.

Its **PURITY** gives confidence to the user.

Its **EFFICIENCY** creates the gratification from success in use.

IN NUTLARD

(The new French Lard)

The **COOK** has a Lard that is always **SWEET**.

The **CONFECTIONER** has an article that can be used in the most delicate confections.

The **BISCUIT MANUFACTURER** gets the lard that does not go wrong in the biscuits after they are sent out.

The **GROCER** a seller that never brings a complaint.

Rocca, Tassy & DeRoux
MARSEILLE, FRANCE

Canadian Agent:

J. RUSSELL MURRAY

6 St. Sacrament Street, - - MONTREAL

Strength

Your

Purity

guarantee of profit lies in
"COW BRAND"
Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT
LIMITED

Manufacturers

Uniformity

MONTREAL

Reliability



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



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.



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.

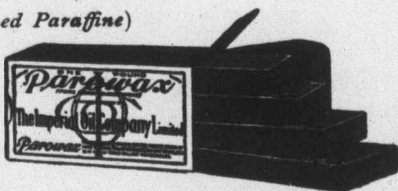
MANUFACTURERS

HALIFAX, NOVA SCOTIA

Parowax

(Pure Refined Paraffine)

You can build up a good, steady line of trade by re-



minding your women customers how much Parowax helps in the wash

Parowax is a splendid seller with housewives everywhere.

They just add it to the soap in the wash-boiler, and the things come out beautifully clean and white without any hard rubbing.

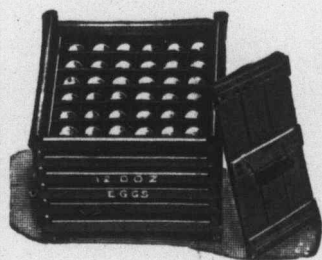
This is the same Parowax that is in such wide demand for sealing jellies, preserves, etc. It makes an absolutely air-tight, mold-proof seal.

Put up in pound and half-pound cartons—20, 40 and 100 cartons in a case.



The Imperial Oil Co., LIMITED

Toronto Winnipeg
 Halifax Montreal
 St. John



Humpty Dumpty EGG CRATES

Carload just received from the Patentee --- the Wholesale trade Supplied (and protected on price.)

Walter Woods & Co.
 HAMILTON and WINNIPEG



EVERY POUND OF ANCHOR BRAND FLOUR

easily makes good bread

such as you will be told everywhere it is used. "I simply set it in the evening away from any stove, and, next morning, I take and knead the dough a little bit, add a little more flour, let it

stand for about an hour and a half, then shape it and put it in the oven without closing the oven door for a little while—then I close the oven door, using a moderate heat for the baking, and in every instance I can guarantee splendid bread if the flour is 'Sovereign.'

Thousands of householders use Anchor Brand Flour, Sovereign grade, and never worry about the quality of their bread.

Leitch Brothers' Flour Mills, Ltd.

Makers of "ANCHOR BRAND FLOUR"

Oak Lake, - - - Manitoba

For a 'good thirst quencher sell "Sterling" Brand Lime Juice



Your customers want something cool and refreshing—and we have yet the hottest days of summer to come—offer them "Sterling" Brand Lime Juice, Raspberry Vinegar, Grape Wine (unfermented), Orangeade, etc. Delightfully invigorating, healthful and popular summer drinks.

Pile up your profits this summer season by putting these lines to the front.

THE
T. A. LYTTLE CO.,
LIMITED
Sterling Rd., Toronto.

New Idea in Account Register System

A Register that can grow as you grow.

One that can expand as your business expands.

The Expansion Type Register is the New Idea and is the latest and exclusive feature of

With Only **The McCASKEY SYSTEM** The End of One Writing **Drudgery**

Write for further information. We will gladly have our nearest salesman call on you and explain the Expansion Type Register features without any obligation on your part to purchase.

Unless you need System he will not urge you to buy. Write to-day to

THE
Dominion Register Co. Limited

TORONTO, ONTARIO

Trafford Park, Manchester, Eng.. Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World



Showing Electric Recorder and Cash Till

FIRST AND STILL THE BEST

A Profitable Line For You

1. Attractively packed and labelled.

2. "King Oscar" sells readily.

3. Have the natural sea flavor.

4. Packed in Pure Olive Oil.



5. Uniformity of size.

6. Tasty, Nutritious, Zesty.

7. Satisfaction for your customers.

8. Profit for you.

By Special Royal Permission.

9. Put up by the largest packers on the coast of Norway—the home of the finest sardines in the world.

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 50¢ 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

Put Several Bottles in Among Your Cold Meat Displays

In summer weather cold meat provides the major portion of a meal—the addition of

Paterson's Worcestershire Sauce

with its snap and good flavor makes an ordinary lunch a delicious delight for the appetite.

A good seller the year round.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



Pacific Coast Fish

Order your requirements from the most progressive fish concern on the continent.

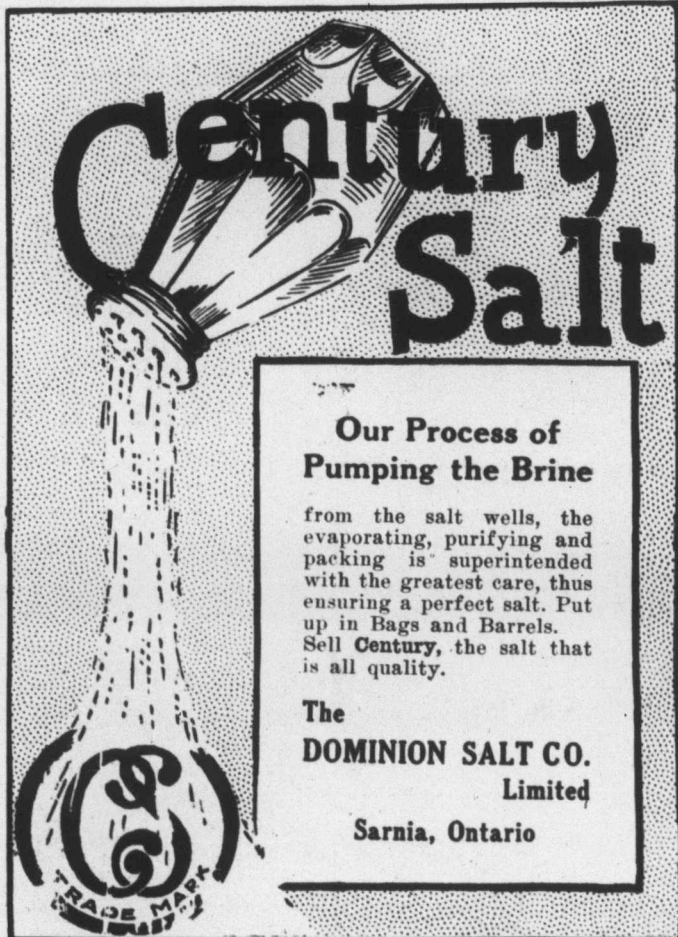
The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Producers and shippers of all varieties of fish — fresh, frozen, smoked, salted and kippered.

Write us for prices and information.

Quality and Service Unequaled



Century Salt

Our Process of Pumping the Brine

from the salt wells, the evaporating, purifying and packing is superintended with the greatest care, thus ensuring a perfect salt. Put up in Bags and Barrels. Sell Century, the salt that is all quality.

The
DOMINION SALT CO.
Limited
Sarnia, Ontario

TRADE MARK

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

1/4 Oil Sardines	Kippered Herring
3/8 Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

CONNORS BROS., LIMITED

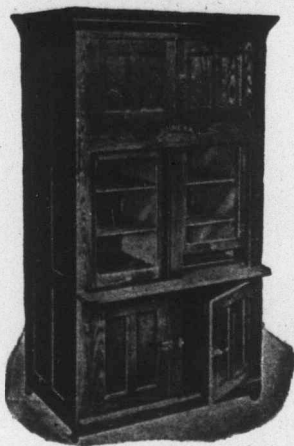
Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. 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.; Shalleross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shalleross, Macaulay Co., Vancouver and Victoria, B.C.



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
54 Noble Street, Toronto

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



Help Her With the Baking

The majority of women take great pride in making fine cake, bread or pastry—they like to have them of even flavor, baked thoroughly, but evenly, and above all, tasty. Give them

Windsor TABLE SALT

and you make baking success more certain. Poor salt means poor baknig, everything "goes flat" after hours of work over a hot stove, and that means disappointment. Help the housewife avoid that.

Canadian Salt Co., Limited
WINDSOR, ONTARIO

—they do the work right
sell at a right price
and allow a right profit

"Young-Tom" Washing Powder, Glycerine, Pumice and Tar Toilet Soaps, Laundry Soaps, etc., are making friends with housewives wherever introduced.

"YOUNG-TOM"

Soap products contain no harmful ingredients and will not injure the tenderest skin.

Prices on request—send in a trial order.

Young - Thomas

Soap Co., Limited

Regina,

Sask.

No need for the housewife to wilt over the ironing board



Sell her the only starch that contains the secret process oil that makes the iron slide easily.

Chinese Starch

imparts a perfect gloss with least effort, also adds a faint aroma to the linen. Full 16 oz. to the package. Chinese Starch satisfies and keeps on selling.

Ocean Mills, Montreal

O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmer, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhle, Hamilton, Ont.; The Lawrence Nfd. Co., Ltd., St. John's, Nfd.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & 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.

ANTI-DUST



Here is a compound with cleansing properties unknown to others. Housewives who use it once never try any other, for the simple reason that the fresh odor left behind proves to her satisfaction that none could be better. Anti-Dust is packed in attractive tins, and allows the retailer a good margin of profit.

We want a distributor in Western Canada.

Sapho Mfg. Co., Limited
MONTREAL

Ontario Agents: MacLaren Imperial Cheese Co., Limited
Fenwick & Hendry, Kingston, Ont.

PACKARD'S BLACK "O" Shoe Polish

One of the best 10c. lines on the market

EASY { TO APPLY
TO GET A SHINE
TO SELL

The HUSTLER'S FRIEND



A pleased customer calls again.

Have you one of our Dressing Price Lists? If not, write us.

L. H. Packard & Co. Ltd.
MONTREAL

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 subscriptions 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.

WRITE FOR PARTICULARS TO

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

For Your Business' Sake

READ

THE FINANCIAL POST!

Last week one of the largest wholesale houses in Canada—a firm who are unusually strong financially—read the “Business Outlook” article in a recent issue of The Financial Post. They not only immediately sent their subscription for a year, but asked The Post to send them 100 copies for distribution among a few of the leading retail houses with whom they do business.

A year ago, when leading financiers stated openly and publicly that Canada was on the threshold of two years of the greatest prosperity in its history, The Financial Post, in its weekly article on the business outlook, expressed a difference of opinion from this view and urged caution. It frankly told its readers that the money situation looked doubtful, and said that until conditions improved, wholesale merchants, manufacturers, retailers and business men generally should not embark on new developments unless they had ample capital of their own without borrowing from the banks, and then, only when it was absolutely necessary. By new developments The Post meant extensions of buildings or stores. At the same time The Post advised that the strictest attention be paid to collections; to insist upon the general public paying up everything they owed. The readers who acted on The Post's advice are in a much better position in every way than those who were not readers.

The Financial Post of Canada has excellent sources of information on financial, business and crop conditions, not only in Canada, but in United States and in the financial centres of Europe. As a matter of fact, one of the earliest hints last year of coming financial stringency came direct to The Post from one of the largest financiers in Europe, and came to The Post before it came to the leading Canadian bankers.

In consideration of these facts, no business man in Canada can afford to be without The Financial Post. Simply initial the attached coupon and pass to your cashier.

TO CASHIER

Initial of
Head of Firm
or
General Manager

The Financial Post of Canada1913

143-149 University Ave., Toronto

Please send the Financial Post for a period

of x 4 months
 8 months for which we enclose x \$1.00
 12 months \$2.00
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Number and Street.....

City or Town.....Prov.....

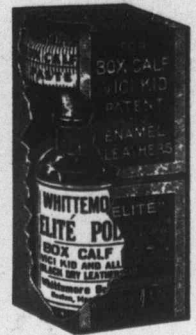
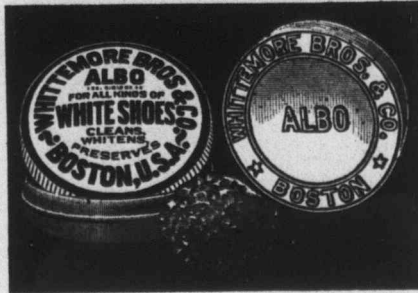
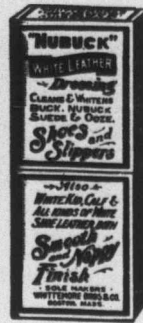
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Finest
Quality

Whittemore's
Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"ALBO" Cleans and whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc-tin box with sponge (see cut). Retails 10c. Each cake in a handsome aluminum box with sponge. Retails 25c.

"NUBUCK" White Leather Dressing cleans and whitens Buck, Nubuck, Suede and Ooze leathers, both smooth and nappy finish. Retails 25c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retails for 10c. and 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.

For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

They never tire of the deliciousness of

**Barbados
Golden Molasses**

Once tested, you can count on an insistent demand for Perfection Brand Barbados Golden Molasses. It is undoubtedly the highest grade of molasses obtainable, and it is important that every dealer should secure a supply for his better trade.

PERFECTION

(BRAND)

**Barbados
Golden Molasses**

sells at a reasonable price, considering the high quality.

If your wholesaler cannot supply you let us know.

West India Co., Limited
MONTREAL

**Assistant Manager
Wanted**

for an important retail grocery store in Toronto, one who has made good; who has a thorough knowledge of every phase of the grocery business, buying, selling, systematizing, business management. Must have a good education and a capacity to write effective seasonable advertisements. Salary to begin \$2,000. Preference given to one who has been or is in business for himself. Give age and full particulars of experience, samples of advertisements. Applications confidential. Box No. X. Canadian Grocer, 143 University Ave., Toronto.

CLASSIFIED ADVERTISING

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

Contractions count as one word, but five figures (as \$1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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

BUSINESS CHANCES

GOOD OPENING FOR COMPETENT GROCERY manager with \$1,000 to \$2,000 to invest in live department store in Western Canada. Man of ability and experience only will be considered, who can conduct department on up-to-date aggressive lines. Write in first instance to Box 485, Canadian Grocer, Toronto.

FOR SALE

NEW ARCTIC REFRIGERATOR, SIZE 7 ft. x 9 ft. x 10 ft. high (up-to-date), bargain for quick sale. Also new Toledo Scale. Apply Box 322, Simcoe, Ont.

FOR SALE—THE FIXTURES OF AN UP- to-date grocery store. Address James McKenzie, Piccadilly St., London, Ont.

SET COUNTER COMPUTING SCALES, USED three months; capacity 30 lbs. (Toledo) Quick sale \$60. Wm. Aldrich, 857 Talbot street, St. Thomas.

GROCERY FOR SALE

HIGH-CLASS GROCERY AND PROVISION business and fixtures for sale. Situated in Toronto, on corner in rapidly growing locality. Modern equipment; 2 delivery outfits, coffee mill, computing scales and interior fittings. Lease can be renewed at reasonable terms. Communicate direct with us, D. M. Johnson & Co., Real Estate, 948 Gerrard St. E., Toronto.

REPRESENTATIVES WANTED

A SIDE LINE FOR COMPETENT SALESMEN—a commission of 25% will be paid to salesmen of ability calling on grocery, drug, cigar stores, confectionery stores, etc., throughout Canada. Strictly high-grade goods manufactured by largest concerns in Canada. Only men of ability need apply, and by letter only. H. Jackson, Room 724, 64 Wellington St. W., Toronto.

SIDE LINES WANTED

TRAVELLER CALLING ON THE RETAIL trade and mines in Northern Ontario would like some good side line. Address A. L. Box 155, Byng Inlet, Ont.

FOR SALE BY TENDER

THE BUSINESS OF "THE LEA'S LIMITED" of Simcoe, with goods manufactured and in process of manufacture, Raw Material, Supplies, Plant and Building.

This Pickle Factory is very favorably situated in a good district for obtaining material. Has an up-to-date plant, with a concrete building and concrete tanks. Spur line of railway runs into factory. Abundant water supply at low cost.

The company has large orders on hand, and has contracts with growers for season's supplies, which purchaser will have benefit of.

Manufactured Goods	\$ 6,209.96
Goods in process of manufacture (raw material and supplies)	18,094.35
Plant and machinery	6,114.45
Building	9,000.00
	\$39,418.76

Inventory in hands of undersigned to whom tenders are to be sent, accompanied by marked cheque for 10 per cent. of offer, on or before 15th July, 1913. Highest or any tender not necessarily accepted.

E. HENDERSON, Liquidator,
Simcoe.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS- Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

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

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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

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

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

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-builds at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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

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

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 LET- ters 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.

WE ADVERTISE

MAPLEINE

consistently in the leading women's magazines. Don't risk losing a customer by not having it in stock.

Order of your jobber, or

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Nickey,
287 Stanley St. Winnipeg Man

The Crescent Mfg. Co.
SEATTLE. - WASH.



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.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

THE NATIONAL CASH REGISTER COM- pany 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.

Retail Grocers Have

a distinct asset in show window space used for display. For windows, back-grounds, shelf work, there is nothing like the bright red and green Fels-Naptha soap cartons. (Easy to save, and handily attached by the end flaps.) A point well worth noting,



Buyers' Guide

Pure Canadian Tobacco

We can supply any quantity at right price.

Give Your Customers The Best.
Pipes and All Accessories.

J. A. FOREST
189 Amherst St. MONTREAL

The Canadian Milling Agency

FLOUR, GRAIN and Fertilizers of all kinds.
VICTORIAVILLE, QUEBEC

We have:— The Highest Quality
The Greatest Quantity The Lowest Price
17,500 Barrels per day. Correspondence Solicited

O. E. Robinson & Co.

Manufacturers and Buyers of Dried,
Evaporated and Canned Apples.

Ingersoll, - - - Ontario
Established 1886.

A CARD WILL BRING PRICES Our PAPER BAGS

and
WRAPPING PAPER
may please you more than what you are
using now. If so, you want it.
Write To-day.
COUVRETTE & SAURIOL. Montreal

PICKLES TOMATO CATSUP

Our local trade has increased beyond
all expectation. The reason of course is
big value goods at remarkably reason-
able prices.

H. Bourque & Son, Montreal

SHOW CASES Store Equipment in General

We have originated some of the best
display devices in Canada. Can produce
the most elaborate showcase, if neces-
sary, at a little lower figure than any-
body else.

S. Meunier & Son, Maisonneuve, P.Q.

WRITE TO 10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision
and General Trades' Journal

if you are interested in Irish trade.

CIGARS MEAN PROFIT

Especially when you handle such ready
sellers as

Olympia
and
Ben Bey.

ED. YOUNGHEART & CO., Limited
MONTREAL

Biscuits and Confectionery

Big range from which to choose your
Christmas stock. Only the highest grade
goods made. Prompt attention given all
orders.

See Our Travelers.
THE AETNA BISCUIT CO., LTD., MON-
TREAL.

Coffee Agents Wanted

We want manufacturer's agents in all
parts of Canada to investigate our pro-
position.

Package More than attractive
Quality. We act second to none.
Augustin Conte & Co., Montreal

GRATTAN & CO., LIMITED ESTD. 1825

The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

BAKE OVENS

Baking Decks of Scotch
Fire Brick, Sectional Steel
Ovens that can be placed
anywhere.

Bread Racks, Proof Boxes,
Pans and every necessity
for the Bake Shop.

Write for General Catalog.
The BRANTFORD OVEN AND RACK CO., LTD., Brantford, Canada

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.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ALL YOUR CUSTOMERS

have pots, pans, etc., that need
mending.

Tell them of Vol-Peek, which
mends all kinds of kitchenware
made of Granite, Iron, Tin,
Aluminum, etc.

Vol-Peek allows you a good
profit.

Put up in attractive display
stands with advertising matter.
Write for samples and terms.

H. Nagle & Co., Montreal, or Fenwick, Hendry
& Co., Kingston, Eastern Ontario Agents

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

A highly recommended sweeping
powder, sold only in bulk; a strong
pleasant disinfectant.

"NO-DUST"
NO-DUST MFG. CO.
Market Sq. St. John, N.B.

HOLLAND RUSK

is not an article that will be tried and disused after one day.
It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY
HOLLAND. MICH.



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

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

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

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

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



SUCCESS

That's what awaits
you if you start to
handle

MESSINA LEMONADE POWDER

You can't go wrong with it. Just introduce it once and repeats will undoubtedly follow. There is no getting away from its superior quality.

The true lemon flavor refreshes and creates a desire for more. This desire will be a golden egg for you.

Don't miss MESSINA.
Ask your wholesaler.

Henri Jonas & Co., Montreal

RICE'S SALT

"The Pure Table and Dairy Salt"

Rice's salt has won its spurs from its absolute purity and uniformity. Once you introduce Rice's your customers will come to you for it again. It brings them back.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich, Ont.

You Often Hear

the remark of having "good luck" selling goods in large quantities. Success comes if you have the right goods and the right methods of introducing the goods by display or suggestion. Large sales mean that you have struck the tastes and desires of the people.

CAIRNS' SCOTCH JAMS, JELLIES AND MARMALADES

are the "Good Luck" lines in fruit products that make for big sales. Have you tried them?

By Royal Warrants of Appointment Cairns' products have served His Majesty King George V., His Majesty the King of Spain, Her Royal Highness The Crown Princess of Sweden, and for 22 years to Her Late Majesty Queen Victoria.

ALEXANDER CAIRNS & SONS

PAISLEY, SCOTLAND

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

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

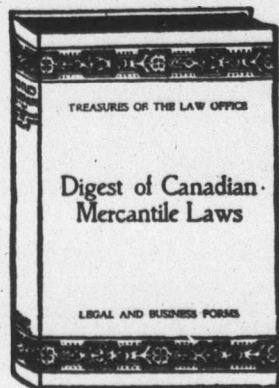
has taken the lead and will hold it.

C. H. Catelli Limited

MONTREAL

THE GROCER'S LIBRARY

"Digest of the Mercantile Laws of Canada."



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.

All orders payable in advance.

The MacLean Publishing Co., Ltd.

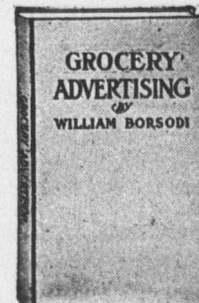
MONTREAL TORONTO WINNIPEG VANCOUVER

BOOK DEPARTMENT

143-149 University Ave., Toronto

Grocery Advertising

BY WM. BORSODI



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 Markets 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

If remitting by cheque make same payable at par, Toronto

THE CANADIAN GROCER



"Commercial Service"



Brantford MOTOR TRUCKS



Reduce Your Cost of Doing Business
and Revolutionize Your Store Service



"In regard to Motor Truck purchased from you, we are pleased to state that it is entirely satisfactory in every respect, as it is now doing the work of four horses at less expense than the cost of keeping one."

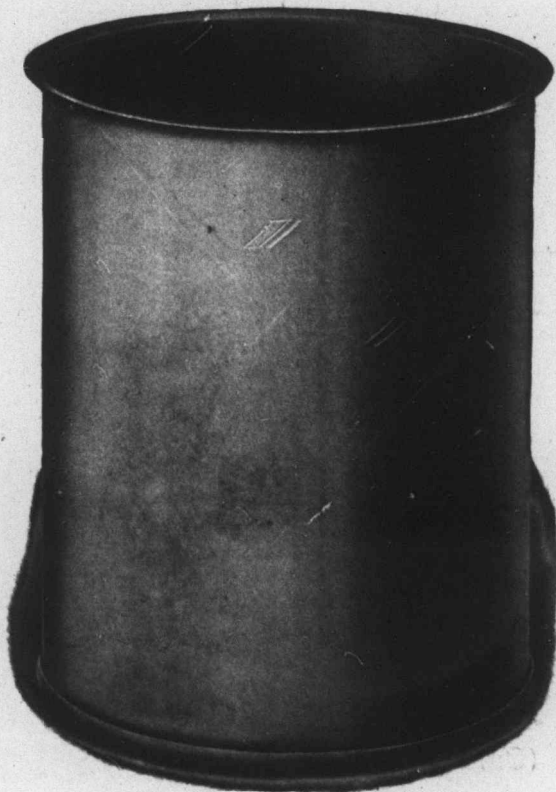
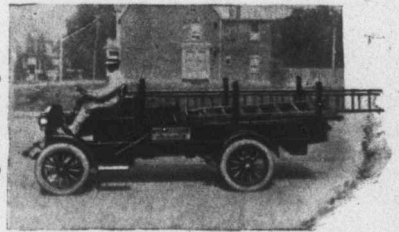
A Niagara Falls user of The Brantford Motor Truck.

Brantford Trucks will not only eliminate the expensive upkeep of horses, but will greatly facilitate your service.

Write to-day for catalogue of our latest models.



Brantford Motor Truck Co., Limited
Brantford, Canada



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.

THE CANADIAN GROCER

TWENTY-SEVEN
GOLD MEDALS



AND FIRST CLASS
DIPLOMAS

BY APPOINTMENT

CHIVERS & SONS, LIMITED

PURVEYORS OF

**WHOLE FRUIT JAMS,
JELLIES**

AND

CANNED ENGLISH FRUITS

TO

HIS MAJESTY THE KING

Highest Awards (Grand Prix) for Canned English
Fruits, Brussels (1910). Turin and London (1911)
International Exhibitions

FRUIT PLANTATIONS AND WORKS:

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., Limited
57 Water Street,
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
45 St. Alexander Street
MONTREAL
(Canada and Newfoundland)