

**PAGES
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THE CANADIAN GROCER

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

MONTREAL, 225 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 811 Union Bank Building.

LONDON, ENG., 88 Fleet St., E.C.

VOL. XXII.

PUBLICATION OFFICE: TORONTO, JULY 10, 1908.

NO. 28.

*It's a very small thing, a cake of
Laundry Blue, but unless it is*

Keen's Oxford Blue

*It can upset the housewife's temper and
spoil her trade with you quicker than
anything you supply her with—Don't risk
it—Stick to KEEN'S.*

FOR SALE BY ALL JOBBERS.

Frank Mevor & Co., 403 St. Paul Street, Agents for the Dominion Montreal.

Yours to command trade—

Edwardsburg "Silver Gloss" Starch

Unequaled for finest laundry work, no matter how delicate the fabric.
"Silver Gloss" Starch needs no commendation on our part. It has
pleased the consumer for nearly fifty years.

—Stick to

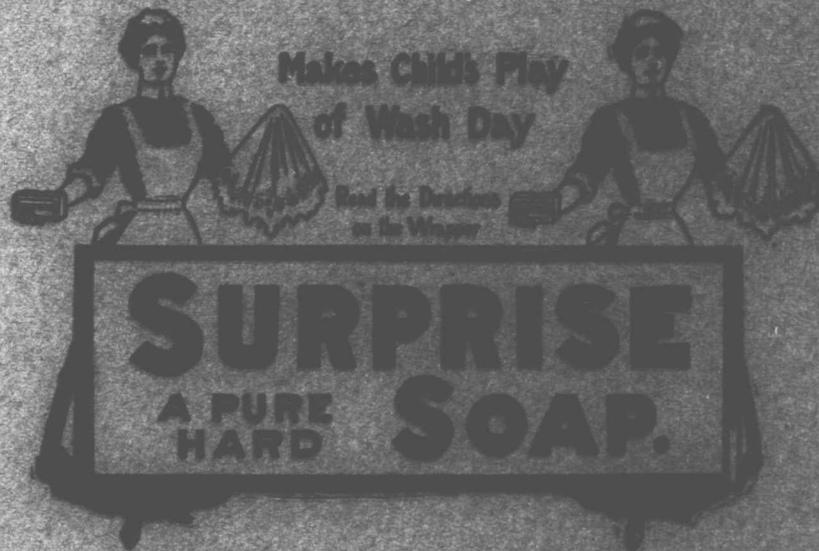
EDWARDSBURG STARCH CO., Limited

10 Front St. East
TORONTO, Ont.

225 McGill St.
MONTREAL, Que.

88 Fleet Street
LONDON, E.C.

SURPRISE SOAP



Highest grade of materials is what "SURPRISE" SOAP depends on as the basis of its good quality.

"SURPRISE" has special qualities for washing clothes; made in its own peculiar way by its own method for a great many years.

Don't overlook this fact when selling soap to your customers.

St. Croix Soap Mfg. Co.
Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

A

ORD

Beware

A Safe Investment That Pays!

The "gold basis" is
just as important in the
grocery business as in banking.
Something solid—of certain value and
standard quality.

Griffin & Skelly Co.

SEEDED RAISINS CANNED GOODS

Peaches Apricots Pears

FANCY PRUNES

(Sterilized)

are always the highest standard
and the best value.

A SAFE INVESTMENT

ORDER NOW

All Griffin and Skelly Brands bear their name.

ARTHUR P. TIPPET & CO., Agents
MONTREAL

Beware of "Bargain Sale" fruit.



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

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F. J. FOLEY & CO.
Manufacturers' and General Commission Agents for
ALBERTA and SASKATCHEWAN
Agencies Solicited
Office and Warehouse—
LARUE-PICARD BLOCK, EDMONTON, ALTA.

HALIFAX, N.S.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE
HALIFAX, N.S.
Manufacturers' Agents and Commission Brokers.
WAREHOUSEMEN
Domestic and Foreign Agencies solicited.
Highest references.

HOWARD BLIGH & SONS
HALIFAX N.S.
Importers, Exporters and General Commission Merchants.
Firms wishing to be represented in the Maritime Provinces will do well to communicate with us.
Domestic and Foreign Agencies Solicited.
Highest References.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

General Commission Merchants
MONTREAL
Fish, Oils, Beans, Peas and Produce.
Agents: "Royal Crown" Skinless Codfish.
Representing Morris & Co. Chicago, Pork and Lard.

J. WALTER SNOWDON

MANUFACTURERS' AGENT AND BROKER
Open for exclusive representation of one or two more reliable houses with good grocery lines. Correspondence solicited.
Address
23 Burton Ave., Westmount, Montreal

MONTREAL

ONE OR TWO

more agencies will be well looked after by the undersigned. Just able to take proper care of one or two more only. Excellent connections in Montreal and Quebec Province, and highest references.
Communicate at once.

C. A. Morin

Room 35, Alliance Bldg.
107 St. James St. - Montreal

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

REGINA.

G. C. WARREN

Box 1036, - REGINA

Manufacturers' Agent and Commission Merchant. Direct Importer of all grades of pure Ceylon Teas, and Dealer in Coffees, Spices, Mustard, etc. Established over 10 years. Can handle more lines.

ST. JOHN

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

ST. JOHN, - N.B.

Open for a few more first-class lines

TORONTO.

FRASER & AISTHORPE

Manufacturers Agents and Distributors.

AGENCIES SOLICITED

107 1/2 VICTORIA ST. - TORONTO

THOS. B. GREENING & CO.
TORONTO

Consignees direct from primary markets, and distributors of

GREEN COFFEE

Our samples will invariably indicate current market value.

TORONTO.

TAPIOCA

ON SPOT

Medium and Seed

Quotations on Application

Anderson, Powis & Co.

Agents

15 Wellington Street East, Toronto

Dominion Storage & Forwarding Co., Ltd.

43 Colborne Street, TORONTO

Consignments stored in large, clean, dry warehouse, centrally located. All facilities for handling goods of Manufacturers and Merchants.

TELEPHONE MAIN 5661

W. G. A. LAMBE & CO.

Toronto

Grocery Brokers and Agents.

Established 1885.

ON THE SPOT

Valencia Raisins
White Beans

LOWEST PRICES

W. H. MILLMAN & SONS
TORONTO

MacLAREN IMPERIAL CHEESE CO.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

(Continued on page 4.)

We have been busy booking "futures" on
"ANCHOR"
"RIVERDALE" and
"OLD HOMESTEAD"
 brands of **CANNED GOODS**
GUARANTEED THE FINEST QUALITY PACKED

GET BUSY—If you haven't had particulars of our
 prices and terms—see our travellers NOW.

EBY-BLAIN, Limited
 TORONTO

Wholesale
 Grocers, Etc.

Ram Lal's Pure Tea

SOLD AT FOLLOWING PRICES:

PINK LABEL	1s and ½s	Costs you	30c per lb.
		You sell at	40c per lb.
GOLD LABEL	1s and ½s	Costs you	35c per lb.
		You sell at	50c per lb.
LAVENDER LABEL	1s and ½s	Costs you	42c per lb.
		You sell at	60c per lb.
GREEN LABEL	1s and ½s	Costs you	50c per lb.
		You sell at	75c per lb.

CANISTERS

GOLD Tins	5s	Costs you	35c per lb.—\$1 75
		You sell at	50c per lb.— 2 50
GOLD Tins	3s	Costs you	35c per lb.— 1 05
		You sell at	50c per lb.— 1 50
GOLD Tins	1s	Costs you	36c each
		You sell at	50c each
GOLD LABEL	½s	Costs you	18c each—36c per lb.
		You sell at	25c each—50c per lb.
RED Tins	½s	Costs you	35c each—70c per lb.
		You sell at	50c each—\$1.00 per lb.
RED Tins	¼s	Costs you	18c each—72c per lb.
		You sell at	25c each—\$1.00 per lb.

Head Office and Factory for Canada: 266 St. Paul Street, MONTREAL

GIVE US A TRIAL ORDER AND BE CONVINCED OF THE QUALITY.

Yours Truly,

RAM LAL'S PURE TEA CO., LIMITED

THE CANADIAN GROCER

Manufacturers' Agents—Continued.

TORONTO.

W. G. Patrick & Co.
Manufacturers' Agents
and
Importers
29 Melinda St., Toronto

We **Warehouse** All
Distribute of
GOODS
Sell on Commission
Cold Storage If Required
J. S. Gibbon & Co.
ST. JOHN, N.B.

MOOSE JAW

**THE MOOSE JAW FRUIT AND
PRODUCE CO.**
J. J. McLean - Prop.
Manufacturer's Agents and Wholesale
Commission Merchants
Storage, Forwarding and Transfer Agents
Office, Fairford St. and Third Ave.
Tel. 359 Box 793 MOOSE JAW, SASK

QUEBEC

J. P. THOMAS
WHOLESALE GROCERY BROKER AND
COMMISSION MERCHANT
TEAS A SPECIALTY
Open for one or two more first-class agencies
Correspondence invited
25 ST. PETER STREET, QUEBEC

WINNIPEG.

Wholesale Grocery Brokers, Com-
mission Merchants.
First-class connection with the trade. Established
1895. First-class references.
Your correspondence and business solicited.
GEORGE ADAM & CO.
430½ Main St. W.

GROCERY BROKERS
and Manufacturers' Agents
CARMAN, ESCOTT CO.
WINNIPEG, CALGARY and EDMONTON
GOODS STORED AND DISTRIBUTED
Head Office and Track Warehouse,
141 Bannatyne Ave. WINNIPEG, MAN.

STRANG BROTHERS
Commission Brokers and
Manufacturers' Agents
233 Fort Street, Winnipeg
Correspondence Solicited

STUART WATSON & CO.
Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

RICHARDS & BROWN
Wholesale Commission Merchants
and Brokers
34 Arthur St., WINNIPEG, Man.
Correspondence Solicited

VANCOUVER

F. G. EVANS & CO.
Grocery Brokers and
Commission Merchants
139 Water St., - Vancouver, B.C.
Correspondence Solicited.

EXPORT TRADE DEPARTMENT.
Firms Abroad Open for Canadian Business.

DAVID SCOTT & CO.
Established 1878. 10 North John St.
LIVERPOOL, ENGLAND.
Splendid connections and references. Try us with a ship-
ment of CANNED GOODS.
T. A.—Scottish, Liverpool.

JAMES MARSHALL
ABERDEEN, SCOTLAND,
invites consignments of Canadian Produce, gives personal
attention to handling of same, and guarantees prompt
returns. Reference—Clydesdale Bank, Aberdeen. Codes—
A. B. C. 4th and 5th Eds.



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who are open for a situation are requested to
register their names with the MacLean Pub-
lishing Co., at any of their offices. Inquiries are
occasionally made by manufacturers and whole-
sale houses who contemplate establishing their
own advertising department.

**Coffee, Its History,
Classification and
Description**
By Joseph M. Walsh

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

- Cultivation and Preparation.
- Commercial Classification and Des-
cription.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

**MACLEAN PUBLISHING
COMPANY**
Technical Book Department
10 Front St. East, - TORONTO

**Are
Your
Goods
on
The
Market?**
They may be first-class. Do the people know that they are?
Do you want help—a partnership—or have you a business for
sale?
Advertise in the condensed publicity columns of The Grocer
and **Tell Us If You Don't Get What You Want.**

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000. Offices Throughout the Civilized World
Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and
the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the
merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no
effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an
authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have
been steadily extended, and it furnishes information concerning mercantile persons throughout the
civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing
and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations.
Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

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- MONTREAL, QUE.
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- QUEBEC, QUE.
- ST. JOHN, N.B.
- TORONTO, ONT.
- OTTAWA, ONT.
- VANCOUVER, B.C.
- WINNIPEG, MAN.

W. G. & EVANS, Gen. Man. Western Canada, Toronto.

Isn't It True?

that it's mighty poor business to sell poor quality at any price?

Take Canned Goods for example. You have to trust absolutely to the reputation of the packer. Therefore, it's a shortsighted policy to buy unknown brands of inexperienced packers, when you can obtain the very best brands at a slight advance.

Isn't it very satisfactory to know, that when you buy Canadian Cannery Brands you are guaranteed as to quality?

Isn't it satisfactory to know that you are buying Canadian Cannery Brands at the same price as your neighbor?

If you buy other brands how do you know that your neighbor is not in a position to undersell you with the same brands?

Isn't it satisfactory to know that you buy Canadian Cannery Brands at the same price as the largest Departmental Stores in the country?

Did you ever notice that the Retail Grocers who cater to the best class of trade always handle Canadian Cannery Brands?

Remember the brands!—(Aylmer) "Canada First," "Little Chief," "Log Cabin," (Bowby) "Horseshoe," (Canadian Cannery) "Auto," "Kent," (Simcoe) "Lynnvalley," (Delhi) "Maple Leaf," (Bealter) "Lion," "Thistle," (Lalor) "Grand River," (Lakeport) "White Rose."

Up to the Mark !

**OLD
HOMESTEAD
BRAND**

Canned Fruits| and Vegetables

Splendid value in every can—value that your customers will give you the credit for. Our 1908 pack is being made from the usual choice selection of the best fruits and vegetables procurable, and our up-to-date factory hasn't lost one iota of its splendid sanitary and mechanical completeness. Specify

OLD HOMESTEAD BRAND

and your trade is secure !

The Old Homestead Canning Co.

Picton, Ontario

There

Hundreds
were sold
YES

Because

Q

**ST.
UNS**

Pre
grade m
trict in

Our
Luck M
preferri
the high
convinc

We
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St. C
IN

There is

NO TIME LIMIT to the popularity of "SALADA"

Hundreds of pounds
were sold
YESTERDAY

Thousands of pounds
are being used
TO-DAY

and its popularity will
be greater still
TO-MORROW

Because

QUALITY IS THE SALESMAN



ST. CHARLES CREAM UNSWEETENED—STERILIZED

THE PUREST AND BEST

Prepared with the greatest care from the highest grade milk obtainable in the famous Oxford County district in Ontario.

Our sweetened brands, Silver Cow, Purity and Good Luck Milk, are the best that science can produce. Persons preferring sweetened milk will find any of these brands of the highest quality and every can guaranteed. A trial will convince you that there is no superior.

We are prepared to make prompt shipment of any of the above brands.

St. Charles Condensing Co.
INCERSOLL, - ONTARIO
CANADA



STOCK THE BEST.

"KIT"

COFFEE

An up-to-date extract, entirely free from the bitterness so objectionable in ordinary essences.

"K C" Sauce

A rich, thick, Sauce, delicious in flavour. A splendid relish with fish, flesh or fowl.

WORCESTER SAUCE

Equal in quality to anything at double the price. Sold as an advertising medium for KIT COFFEE.

A Word to the Wise

The Merchant introducing those lines to his customers
MAKES NO MISTAKE

Agents in the Dominion

Montreal City, Mathewson's Son's, 202 McGill St.
Quebec City, Albert H. Dunn, 87 St. Peter St.
Ontario, A.E. Sowron, 18 King William St. Hamilton
Winnipeg, Mason & Hickey, 108 Princess St.





National Licorice Co.
Brooklyn, N.Y.

Toronto Sales Agent—
R. S. McINDOE, 120 Church Street.
Montreal Sales Agent—
J. M. BRAYLEY, 55 St. Paul Street.
Winnipeg Sales Agency—
Wiseman-Ashley Company.
St. John Sales Agent—
H. S. Daly.
Vancouver Sales Agency—
J. F. Mowat & Company.

Canadian orders filled at our Montreal factory, Ernest Street and Desjardines Avenue (Maisonneuve).

MOLASSES AND SYRUPS

GINGERBREAD BRAND MOLASSES
(IN TINS)

2's, 3's 5's, 10's, 20's
1, 2, 3, 5 gal. Pails

GOLDEN SLING SYRUP
(IN TINS)

2's 3's 5's 10's 20's
1, 2, 3, 5 gal. Pails

"THE BEST THERE IS"

Agents

C. E. Paradis.	Quebec.	Carman Escott Co.,	Winnipeg.
C. DeCartrel.	Kingston.	R. G. Bedlington & Co.,	Calgary
Jas. N. McIntosh.	Ottawa	Tees & Pease,	Edmonton.
Geo. Musson & Co.,	Toronto.	Wilson & McIntosh,	Vancouver
J. W. Bickle & Greening.	Hamilton.	C. Leonard Grant,	P. E. Island
G. H. Gillespie,	London		

Dominion Molasses Co.,

LIMITED

Halifax, - Nova Scotia

BATGER'S

WAIT
TO SEE
OUR NEW
LINES

Before Ordering

**XMAS CRACKERS,
XMAS STOCKINGS,
XMAS NOVELTIES,
ETC., ETC.**

We are showing a very fine assortment of English Confectionery — manufactured by Batger & Co., London.

IF YOU CAN'T WAIT OUR CALL,
WRITE FOR PARTICULARS.

Rose & Laflamme, Limited
Montreal and Toronto.

When Ordering

VALENCIA RAISINS

This Year

Ask for these Marks—

"M.D. & Co. Beaver"

Special Fancy Quality

"W. Abel" Standard Quality

4 Cr. Layers

Selected

Fine Off-Stalk

They will please you.

PACKED BY

MAHIQUES, DOMENECH & CO.

Agents: ROSE & LAFLAMME, Limited
MONTREAL and TORONTO

**Brand New Goods from a
Brand New Plant**

THE NIAGARA FALLS CANNING COMPANY LIMITED has just commenced packing fruit in the most sanitary and best equipped plant in Ontario. A processor who is admittedly the best in New York State has also been secured.

New pack strawberries will be ready to offer the trade by June 20th.

**ALL GOODS PACKED IN
SANITARY ENAMEL-LINED
CANS**

This in itself is a strong assurance of excellence and purity.

**The Niagara Falls Canning
Company Limited**

NIAGARA FALLS, ONT.

G. P. Boulter, Pres. F. H. Boulter, Gen. Manager
S. E. Boulter, Sec.-Treas.

THREE BRANDS THAT PAY
YOU TO STOCK

**PURNELL'S
Vinegar Pickles Sauces**

No better line to stock than these high class English goods.

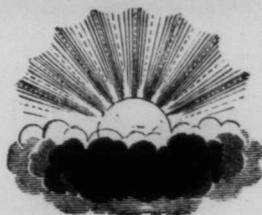
Our pure malt vinegar has been a standard article for over 150 years.

Pickles and Sauces of irreproachable quality, piquancy and flavor.

Get in touch with our agents, so as to have early delivery.

**Purnell &
Panter, Ltd.
Bristol,
England**

E. McMichael, - - - St. John, N.B.
H. Haszard, - - - Charlottetown, P.E.I.
Erb & Rankin, - - - Halifax, N.S.
C. S. Harding, - - - Quebec & Montreal
Kyle & Hooper, - - - Toronto, Ont.
Bickle & Greening, - - - Hamilton, Ont.
Carman Escott Co., - - - Winnipeg, Man.
C. E. Jarvis & Co., - - - Vancouver, B.C.



"Sun Burst" Reg'd.

"Non-Pareil" Reg'd.

"Salad, Edible and Cooking Oils"

WINTER PRESSED

- Highly recommended.
- Guaranteed under the Pure Food Act.
- A substitute for Lard.
- The Quality of these Oils is their recommendation.
- Be sure and specify these brands when ordering from your wholesaler.

Stock carried at Montreal.
Prices and Samples on application.

Phone M. 6785

J. M. BRAYLEY,
MANAGER KENTUCKY REFINING CO., Incorporated
55 ST. PAUL ST., MONTREAL

**Brooke Bond's
Tea.**

Agents for Western Canada:

Messrs. Hamblin & Brereton,
Corner of Notre Dame & Victoria Streets

WINNIPEG, MANITOBA.

This Packet Tea is sold by 30,000 Agents in Great Britain; 2,000,000 people drink it daily.

This fact is the best proof of its value.

Write for particulars to the address above.

Unequaled in Quality
and a Producer of Permanent Profit

QUAKER Canned Goods

THE BLOOMFIELD PACKING CO.
BLOOMFIELD, ONT.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato
Can made for Tomatoes

Adapt the **Opening** to the size of the
Tomato, not the **Tomato** to the
size of the **Opening**.

Pack **Whole Tomatoes**, not Crushed
Fruit.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Max Ans Patents

" Place your order for Canned Goods **now**, while prices are low. This is good advice, but better still, specify

QUEEN BRAND

It stands for the best, and you don't have to pay a cent more for it.

Order from your wholesaler to-day, or write us direct.

Belleville Canning Co.

BELLEVILLE,

ONT.

Perfect Vinegar



Requires no persuasive salesmanship. It is by far the easiest to handle and the most satisfactory to sell.

Being of delicious flavour, full and rich, it is used more often and more liberally at the table than the inferior grades, and is naturally in more constant demand.

White, Cottell & Co.'s Vinegar

is perfection, of guaranteed strength, rich in aroma and flavor. Keeps well and always gives satisfaction.

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Messrs. Martin & Robertson, Vancouver and
Victoria, B.C.

" C. & J. Jones, Winnipeg.

" G. Stanway & Co., Toronto.

Mr. Kenneth H. Munro, Montreal.

White, Cottell & Co.,

Camberwell S.E., LONDON, ENG.



Quality Pays the Best

That's why the shrewd grocer handles

Shirriff's Flavouring Extracts

They are unequalled in strength and purity.

IMPERIAL EXTRACT CO., - 18-22 Church St., Toronto

About 3ft.
Long



**Brown's
Famous
"Fly
Coil"**

catches more flies to the square inch than any other flycatcher. It attracts customers by its novelty, neatness and cleanliness. Hang up a couple of them and see how much they improve the appearance of your store and increase the comfort of your customers. When people see a good thing like this they want it and you sell lots of them. Why not catch customers as well as flies?

BROWN'S "FLY COIL" is easier to use and easier to sell than any "fly paper."

To be obtained from

**The Wingate Chemical Co., Notre Dame St.,
Montreal**

or direct from

The Brown Manufacturing Co., Ltd., Bury, Eng.



MAKE
NAPTHO SOAP

YOUR LEADER

The result will be
—satisfied cus-
tomers — satisfac-
tory profits.

The Welcome Soap Co.
Limited

St John, - N.B.

New Japan Teas

are fine and delicious. We have them now on spot for our Canadian Jobbers. Please write for samples.

S. T. NISHIMURA & CO., Sole Agents,
Japan Consolidated Tea Co. Japan Tea Firing Co. Ito's Tea Firing Dept.

55 St. Francois Xavier Street, Montreal
Nakamura's Tea Firing Dept. Tokai Tea Trading Co.

Beyond the Shadow of a Doubt E. D. S. Brand Jams and Jellies

are the purest sold in Canada. Government declarations prove it!



Agents: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal;
Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.;
J. Gibbs, Hamilton.

E. D. Smith's Fruit Farms, Winona, Ont.

ARE YOU LOOKING FOR

PROFITS?

DID IT EVER OCCUR TO YOU

to think how much money you could make in the course of the year just by pushing the sale of some of the smaller items of your stock?

Take JELLY POWDERS and FLAVORING EXTRACTS for example, goods that never aggregate much money in your stock, but which pay handsome profit in the selling. Try it and see how many packages and bottles you can sell in a day just by suggesting it to the customers in your store. The result will be, ever so much larger profits than can be obtained from the same effort used in selling heavy goods, on which your margin is so light. Particularly so, if you push high-grade lines like "Greig's White Swan Jellies and Flavors." Their quality is such that your patrons want more. Your profit on these is especially attractive. Try a sample lot at our risk and see how they go.

The ROBERT GREIG CO., Limited, - TORONTO

GREIG'S White Swan BRAND



THE CANADIAN GROCER

We have a special offer on

Strawberry Jam, 1 lb. glass

Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

How about Soup?

You cannot get anything better than
"CONNOISSEUR" and "GLENCAIRN" Brands

Real Turtle
Mock Turtle
Ox Tail
Tomato
Julienne
Macaroni
Game
20 others



Cock-a-leekie
Hotch-Potch
Mulligatawny
Kidney
Chicken Broth
Vermicelli
Giblet
20 others

FINEST QUALITY

Put up in Glass and Tin

Cunningham & Defourier Co., Limited
London, Eng.

Canadian Agents:
ROSE & LAFLAMME, LIMITED, Montreal

ASK US FOR

BUTTER TUBS
BROOMS
FRUIT JARS
JAR RINGS
PAPER BAGS
TWINES
WRAPPING
PAPERS

WALTER WOODS & CO.
HAMILTON and WINNIPEG

The Preferential Shoe Polish

is unquestionably

2 in 1 SHOE POLISH

Downright merit combined with widespread advertising have made it so. People expect that all up-to-date grocers have it. Are you up-to-date?



The F. F. DALLEY CO., Limited

HAMILTON, CANADA
BUFFALO, U.S.A.

Cheap Pulp

We have about 300 barrels Tomato and 100 barrels Apple Pulp. A1 quality. Will accept half what it is worth to clear immediately and get back our empty barrels. Make us an offer!

The Tilbury Canning Co., Ltd.
Tilbury, Ont.

Cleansing Cooling Healing

There are few as good
—but none better.

Glycerine Pumice

"The Soap that Cleans."

For general Toilet uses—for the Bath
—for Cooling, Healing, Cleansing Properties—there is nothing to equal Glycerine Pumice.

There is no other like it

MADE BY
THE YOUNG-THOMAS SOAP CO., LTD.,
Regina, Canada.

Two popular summer drinks are found in

LYTLE'S LIME FRUIT JUICE

AND

LYTLE'S RASPBERRY VINEGAR

Grocers should keep well stocked in these lines during July and August.

—Buy from your jobber
or direct from the
manufacturer.

THE T. A. LYTLE CO. LTD.
Sterling Road, Toronto, Canada



TURN PRINTER'S INK INTO DOLLARS

You can get as much benefit from our advertising as if you paid for it yourself if you keep Mathieu's Nervine Powders well in front. Display them—recommend them and use them yourself. Before you forget—send that order along.

MATHIEU'S NERVINE POWDERS

You never know when a customer will ask for Mathieu's Syrup of Tar and Cod Liver Oil—Keep it handy.

J. L. Mathieu Co., Sherbrooke, P.Q.
Proprietors

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

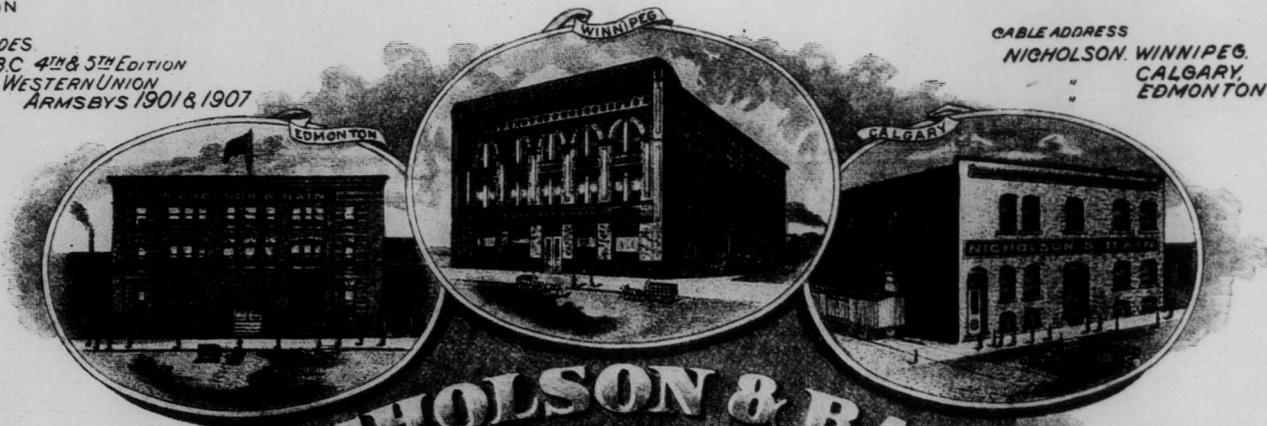
THE CANADIAN GROCER

E NICHOLSON

D H BAIN

CODES
ABC 4TH & 5TH EDITION
WESTERN UNION
ARMSBYS 1901 & 1907

CABLE ADDRESS
NICHOLSON. WINNIPEG.
CALGARY.
EDMONTON



EDMONTON BRANCH

NICHOLSON & BAIN

CALGARY BRANCH

NICHOLSON & BAIN

NICHOLSON & BAIN
WHOLESALE
COMMISSION MERCHANTS & BROKERS

BANNATYNE AVE EAST
TRANSFER TRACK

Winnipeg, Man.

THE CONSTANT GROWTH

Of Western Canada, makes it an exceptionally desirable place for the introduction of new lines of reliable merchandise.

There is a chance here, for progressive manufacturers, to develop a trade that will increase from year to year.

You can do it, and we can help you.

We have been selling merchandise, throughout this territory, for a quarter of a century. We know the needs of the people and how to reach them.

We could take your products on a commission basis, store, sell and distribute them, and see that you got your share of the business.

Write us. We shall be glad to discuss details with you.

NICHOLSON & BAIN

CALGARY

WINNIPEG

EDMONTON

Storage for all classes of Merchandise also cars distributed at Winnipeg,
Calgary and Edmonton.

TO THE TRADE:

Of course YOU know that

CEYLON TEA

makes the

Best Iced Tea

But Do You Impress that Fact Upon
Customers?

Its Lemony Flavor

Just Suits Hot Weather Thirsts, and Its

Full Bodied Quality

Prevents Ice from Impairing Its Tonic Values

CORKS AND CAPSULES

Unless they are the very best, the corks and capsules you use, Mr. Manufacturer, are likely to do you more harm than you can imagine. Avoid the creation of bad impressions of your lines by using **Ewing's Corks and Capsules.** Always uniform, reliable and otherwise perfect.

PRICES GLADLY FURNISHED

S. H. EWING & SONS

MONTREAL
and TORONTO

Modernity

means up-to-dateness—the relegation of old, unsanitary pickling and preserving methods to the limbo of forgotten things. It is Modernity in its highest sense, that has produced Ozo Pickles and Ozo Jams and Preserves. If you could only walk through our factory; watch our fruits and vegetables growing from the seed in our own gardens; see our own make of vinegar maturing in our own vats; you would say it is no wonder that Ozo products have taken the lead in the trade. Modernity in our establishment leads to Uniform High Quality; and in your establishment, High Quality means Good Business.

Specify "OZO" when ordering from your jobber.

The OZO CO., LIMITED
MONTREAL

BASKETS

You can make money as well as oblige your customers if you handle our

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,
OAKVILLE, ONT.**



ABSORBINE

Removes Bursal Enlargements, Thickened Tissues, Infiltrated Parts, and any Puff or Swelling. Cures Lameness, Allays Pain

without laying the horse up. Does not blister, stain or remove the hair. \$2.00 a bottle, delivered. Pamphlet 1-C free.

ABSORBINE, JR., for mankind, \$1.00 bottle. Cures Synovitis, Weeping Sinew, Strains, Gouty or Rheumatic Deposits, reduces Varicose Veins, Varicocele, Hydrocele. Allays pain. Book free. Genuine mfd. only by

W. F. YOUNG, P.D.F., 204 Monmouth St., Springfield, Mass.
Canadian Agents, LYMAN SONS & CO., Montreal.

Do You Want to Buy

**A BOILER, ENGINE
OR MACHINERY?**

If you are a subscriber of
CANADIAN GROCER, you can
insert a notice free in

**CANADIAN MACHINERY
TORONTO MONTREAL**

Tartan

BRAND

SIGN OF PURITY

"The reason you should buy TARTAN BRAND Canned Goods"

Letter below from a gentleman we do not know but which speaks volumes. Book your Canned Goods with us and get the BEST.

Phone 596 free to buyer.

Messrs. Balfour, Smye & Co.,
Hamilton, Ont.

Dear Sirs,—

I wish to say I have tried most all the different brands of Canned Fruit on the market but have found none equal to your Tartan Brand. You have put up the best I have ever used including B. C. and California fruit. Your Canned Red Raspberries are O.K. I do not see how you can sell your brand as cheap poor low grade quality of goods.

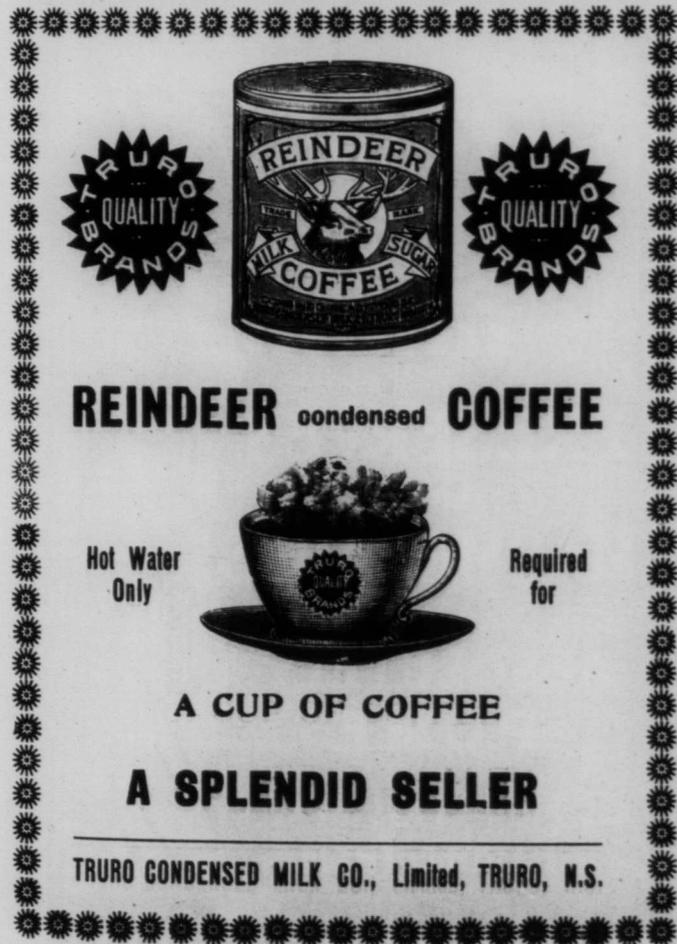
Wishing you much success in your business, I remain,

Yours respectfully,

Malcolm W. McLeod,
Cherring, Vic., Wolseley, Sask.

A Prairie Rancher.

BALFOUR, SMYE & CO.
Wholesale Grocers. - - HAMILTON



REINDEER condensed **COFFEE**

Hot Water Only Required for

A CUP OF COFFEE

A SPLENDID SELLER

TRURO CONDENSED MILK CO., Limited, TRURO, N.S.



Experience Teaches

But it is a hard master. It is advisable, and in your own interests, that you should not experiment with your maple syrup business, but use

Pride of Canada

the brand with an established reputation for purity, known all over Canada and appreciated by all. A ready seller.

IT PAYS

The Maple Tree Producers' Association, Ltd.,

Waterloo, Quebec

**Your Vinegar Trade
is Important to You**

Your customers demand the best
for table use and pickling purposes.

**Imperial White Wine
Vinegar**

HAS NO EQUAL

Order now for later requirements,
and make sure of the best.

W. H. GILLARD & CO.

Wholesale Grocers

HAMILTON

Branch House—Sault Ste. Marie

The season is approaching when Gran-
ulated Sugar will be in active demand
for preserving and canning purposes.
When ordering supplies ask for

Redpath

the BRAND approved for over fifty years
and to-day the STANDARD OF EX-
CELLENCE.

Made from PURE CANE Sugar by

The
Canada Sugar Refining Co.,
Limited
MONTREAL

QUAKER SALMON

TRADE MARK



SONS

ESTABLISHED 1834.

There is talk of a short pack of salmon on the
Pacific Coast. The yield will be small this year
without a doubt.

To ensure your customers securing salmon
that will be absolutely first class, order **Quaker
Brand**. Highest grade Sockeye Salmon from
Frazer and Skeena Rivers. The package is the
finest on the Canadian market.

OUR PRICES:

QUAKER SALMON, flats, - - \$2.05
QUAKER SALMON, tails, - - 1.90

ORDER AT ONCE

Mathewson's Sons

WHOLESALE GROCERS

202 MCGILL STREET, - MONTREAL

Balmoral
REG'D.

**PRESERVES
AND
MARMALADES
ARE
ABSOLUTELY
PURE**

ALL HIGH-CLASS DEALERS
HANDLE THEM

RC

The T

THOMA

THE WO
STAND



If interested
CANADIAN

THE CANADIAN GROCER

ROYAL APPOINTMENTS LIPTON

TEA MERCHANT BY SPECIAL APPOINTMENT TO



H.M. King Edward VII



H.I.M. King of Prussia—German Emperor



H.M. King of Spain



T.M. King and Queen of Italy

The Tea of Kings

The King of Teas

LIPTON'S TEA

THOMAS J. LIPTON,

75 Front Street East, TORONTO

THE WORLD'S
STANDARD

WHITTEMORE'S POLISHES

ONCE USED
ALWAYS USED

The Oldest and Largest Manufacturers of Shoe Polishes in the World



Dirty Canvas Shoes

made perfectly clean and white by using Whittemore's "Quick White" Compound. In liquid form, so can be quickly and easily applied. No white dust. No rubbing off. A Sponge in every package, so always ready for use.

Large size, per gross,
10c. size, per gross.

Also the following colors for canvas shoes: baby blue, Alice blue, red, green, pink, lavender, champagne, coral, purple, light and dark gray, black, khaki, russet and brown, in the same sizes and at the same prices as "Quick White."



"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains oil. Softens and preserves. Imparts a beautiful lustre. Largest quantity; finest quality. Its use saves time, labor and brushes, as it

Shines Without Brushing

Always Ready to Use

Also for gents' kangaroo, kid, etc.

Per gross



OIL PASTE

for
ALL kinds
of
Black
Shoes

Oils, blacks, polishes, softens and preserves. Contains no turpentine or acids. Never dries up. Boxes hold double any of the Oils.

Price per gross
Excellent for old rubbers.

"SUPERB" Patent Leather Paste



For giving all kinds of Patent or Shiny leather shoes a quick, brilliant and waterproof lustre, without injury to the leather.

Large size per gross
Med. size (blue tin boxes) per gross
Per doz. 1/2 lb. boxes
Per doz. 1/4 lb. boxes

"BOSTON" Waterproof Polish

A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Largely used by Boot Blacks for polishing heels and edges of shoes.

Per gross
"BOSTON JUNIOR"
10c. size, per gross
Also in Russet and Ox Blood

"ELITE" Combination

The only first-class article for ladies' and gents' "Box Calf" "Vici Kid" and all black shoes. The only polish endorsed by the manufacturers of "Box Calf" leather. Contains oil and positively aourishes and preserves leather and makes it wear longer. Blacks and polishes.

Per gross
"BABY ELITE"
Combination
10c. size per gross



"DANDY" Russet Combination

For cleansing and polishing all kinds of russet, tan or yellow colored boots and shoes.

Large size, per gross .
Star Russet
Combination
10c. size per gross .

Russet Pastes

Dandy, large per gross
Red Box, medium "
Per doz., 1-4 lb. tins . . .
Per doz. 1-2 lb. tins . . .
Elite, Ox Blood and
Brown Pastes same sizes
and prices



If interested write for
CANADIAN PRICES.

WHITTEMORE BROS. & CO.,

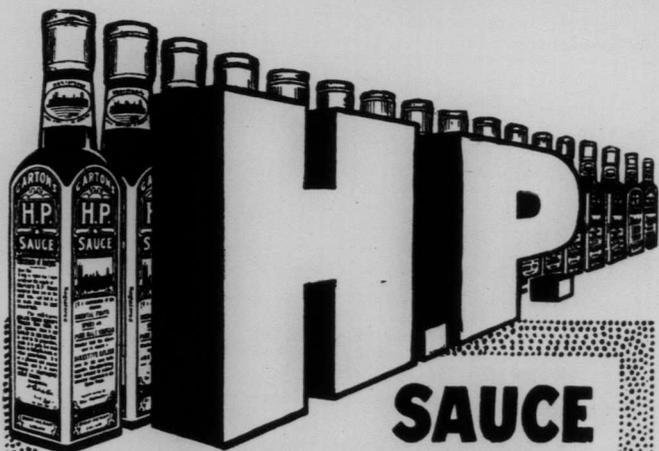
Whittemore's Polishes won the "GRAND PRIZE" at St. Louis over all competitors.

20-22-24-26 ALBANY STREET
CAMBRIDGE, MASS., U. S. A.

THE CANADIAN GROCER

CANNED SALMON

Finest Sockeye and Red Spring, 1/2 s. to retail profitably at 10c. See our travellers
THE DAVIDSON & HAY LIMITED
WHOLESALE GROCERS, TORONTO



SAUCE

THE PEOPLE NEED H.P.

Bright, "live" aggressive Canadian advertising will send the people to the stores for H.P. Sauce—England's most popular condiment. Stock melts like snow. The people are beginning to appreciate the world's best Sauce, so don't run short of H.P. Our advertising will send the customers; do your part; be ready to supply them, and a large and permanent trade is yours.

"Tasting" bottle with quotation (full ordinary size) on application to our Canadian Agents:

W. G. Patriok & Co., Toronto and Montreal
R. B. Seeton & Co., Halifax, N.S.
The Godville-Smith Co., Ltd., Calgary, Alberta
Kelly, Douglas & Co., Ltd., Vancouver, B.C.
Ellis & Co., Ltd., St. John's, N.F.

Midland Vinegar Co., Birmingham & London, Eng.

PURE
ANNAPOLIS VALLEY

Cyder

"Land of Evangeline" Brand

Guaranteed absolutely free from chemical preservatives.

Will keep SWEET, CLEAR and SPARKLING in any climate.

The pure juice of the finest Nova Scotian apples manufactured and bottled by secret process, under direct supervision of a member of the most celebrated English Cyder makers—H. Whiteway & Co. Ltd., whose patrons include H. M. King Edward VII, H. M. Alfonso of Spain.

Bottled in champagne quart, pint or half-pint bottles; also supplied in casks.

For Prices and Particulars Address
R. S. McIndoe, - - Toronto.
S. W. Shackell, - - Montreal.
J. S. Creed, - - - Halifax.

ANNAPOLIS VALLEY CYDER CO.
LIMITED

BRIDGETOWN, - NOVA SCOTIA

I AM ABLE TO QUOTE

very sharp c.i.f. prices on

Med and Seed Pri and Flake Taploca

For prompt and future shipment.

The market is in your favor; BUY NOW.

ANDREW WATSON

91 Place d'Youville

Tel. Main 4409

Montreal

CAPSTAN Brand High-Grade Tomato Catsup



Put up in 10, 16 and 20 oz., bottles of a new design and is very attractive. This catsup is far superior to many others and is giving perfect satisfaction.

Sold By all Wholesale Dealers.
Once Sold Always Asked For.

THE CAPSTAN MFG. CO.
TORONTO, CANADA

THE CANADIAN GROCER

NONE QUITE SO GOOD

2 Necessary points to be considered in buying **BULK TEAS.**

FIRST: Quality that will bring the customer back for more.

SECOND: Prices so low that you can compete with inferior grades and yet make a handsome profit.

An order placed with us will bring these results.

YOU run no risk in ordering our famous package **TEA**

MELAGAMA

It sells itself. Money in every package. Order on a 60 or 100 lb. box.

MINTO BROS., - TORONTO

Wagstaffe's

New Season's Strawberry Jams
and Sealed Fruits are now
ready, **order at once**, quality
cannot be beaten.

Wagstaffe Limited

THE PURE FRUIT PRESERVERS

HAMILTON

Two Pound Cans for the Pea Pack

Immediate shipment.

Any quantity.

Telegraphic inquiries
solicited.

THE
Norton Manufacturing Co.

HAMILTON

AVOID LOSS!

Keep track of every article sold, the
person who bought it, and the clerk
who sold it. Our

"DUPLIX"

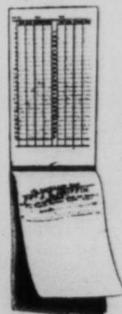
COUNTER CHECK BOOK

simple and easy to keep, will save
you lots of money, and prevent fric-
tion with customers.

Write and let us tell you about it!

The Carter-Crume Company Limited,

Toronto and Montreal



It pays to have proper connections in

The West

We have first-class facilities for distributing cars and we
make a specialty of this line.

Consign your cars to us and please your customers.
Our storage facilities are complete—plenty of room in our
new quarters.

Charges Reasonable

Satisfaction Guaranteed

Wiseman-Ashley Co.,

Storage, Warehousing and Distribut-
ing Agents

23 Bannatyne
Avenue East

WINNIPEG, MAN.

There's one thing certain about the selling of Condensed Milk and that is, it has to be
PERFECTLY PURE and like fresh cow's milk—



Borden's Brands

"Eagle Brand" Condensed Milk and
 "Peerless Brand" Evaporated Cream } are perfect Milk—



FOR SALE BY ALL JOBBERS

WILLIAM H. DUNN, Montreal and Toronto

(Unsweetened)

Scott, Bathgate & Co., Winnipeg, Man. Shallcross, Macauley & Co., Vancouver and Victoria, B.C.

CLEAN METHODS

are essential to the production of really high-grade canned goods. And one of the points we are proudest of about

RIVERDALE BRAND

Canned Fruits and Vegetables

is that our canning methods are unequalled in cleanliness.

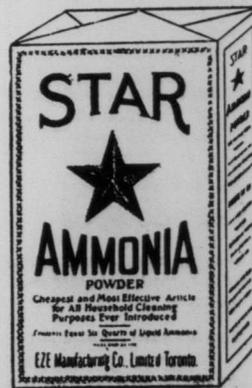
The Lakeside Canning Co., Ltd. - Wellington, Ont.

NATION'S

SIMPLY DELICIOUS
 In Packets and 4-oz., 8-oz. and 16-oz. Tins



Agents: **GREEN & CO., 25 Front St., E. Toronto**
CARMAN-ESCOTT CO.,
 141 Bannatyne St. WINNIPEG
 Manufactory—BRISTOL - ENGLAND



Star Ammonia thoroughly cleans and disinfects without leaving the slightest odor. It's a great labor saver.

Don't Want 25c. Tea

People don't want 25c. tea when they find they can get tea of so much better quality for only five cents per pound more.

A large number of requests have been made to my travellers in different sections of the country asking the privilege of exchanging the 25c. Red Rose Tea they had for Crimson Label, which shows the consumer wants better goods and readily recognizes that the quality of our 30c. tea is well worth the difference in the price.

Sell one package of 30c. Red Rose to your customers and they will not ask you for 25c. tea again.

You make more profit, and, what is more important, you please your customers, and will be sure to increase your tea business.

If you have not stocked Red Rose 30c. tea yet, it would pay you to do so when my traveller calls, or your order by mail will have our prompt attention.

Branches:— TORONTO, 3 Wellington E.
WINNIPEG, 315 William Ave.

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

As Pure as Windsor Salt

\$1.00 Sold \$25 Worth of Groceries It was a thirty mile trip to town and the instructions of Mrs. Smith to husband John were to get a dollar's worth of Windsor Salt at the grocer's—naturally husband John secured his entire list of groceries at the store that was stocked with "Windsor." He spent twenty-five dollars in that particular store.

The reason why Mrs. Smith was determined to have Windsor Salt was and is plainly evident - its uniform excellence, purity, whiteness and dryness. It pays to sell the salt that helps to sell other goods in the store.

CANADIAN SALT COMPANY, LIMITED,
Windsor, Ont.

Windsor Salt

THE CANADIAN GROCER

L. H. PACKARD, PRESIDENT.

ED. PACKARD, VICE-PRES.

F. W. WADSWORTH, Secy. TREAS.

L. H. Packard & Co. Limited.

PACKARD'S
"SPECIAL" SHOE DRESSINGS.
"GEM" LAMBS WOOL SOLES.

AMERICAN SHOE FINDINGS. SHOE STORE SUPPLIES.

"IMPERIAL"
SOFT SOLE SHOES
OVERGAITERS & LEGGINGS.

PACKARD BUILDING,
9 TO 17 ST. ANTOINE ST.

Montreal, June 4/08.

Messrs. The Canadian Grocer,
Montreal, Que.

Gentlemen,-

We must compliment you on the fine appearance of the Spring & Export number of your Journal, which we think is a credit to Canadian enterprise.

At the same time it gives us pleasure to recommend your publication to all parties, who wish to reach the Grocery and General Store trade of Canada.

We are well pleased with the results we have had from our ad in your paper, and can recommend it to others who wish to reach the above trade.

Yours truly,
L. H. PACKARD & CO. LTD.

DICT. J. W. S.

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This index
me

Adams, Geo. & T.
Adams, J. T.
Allan, Robt., C.
Allison Coupon
American Com
American To
Annapolis Vall
Anderson, Pow
Aymer Conder

Balfour, Smye &
Balger & Co...
Barnard, Frank
Belleville Cann
Beamsville Can
Bearsfoot Agri
Benedict, F. L.
Binks, Chas. H.
Bligh, Howard
Bloomfield Pac
Blue Ribbon T
Bode Gum Co..
Borden Conden
Bovril, Ltd....
Boyd & Co...
Bradstreet's...
Brayley & Co..
Brooks-Bond &
Brown Mfg. Co

Campbell's, R.
Canada Maple
Canada Sugar I
Canadian Coco
Canadian Canz
Canadian Salt
Capitan Macul
Carman, Escot
Carter, Crum
Ceylon Tea As
Chocolata Meu
Christmas, W.
Clark, W.....
Clawson & Co..
Connors Bros.
Constant, H...
Cote, Joseph
Cowan Co.....
Cox, T. & J.
Cunningham &

Dalley, The F.
Davidson & Ha



Canned Goods Futures

We have the most interesting proposition to lay before our friends, in reference to Canned Fruits and Vegetables, our travellers have full particulars.

We recommend booking now.

James Turner & Co., Limited

Hamilton, Ontario

INDEX TO ADVERTISERS.

This index is made up on Tuesday. The insertion of the advertiser's name in this index is not part of his advertisement, nor does he pay for it, but it is placed here entirely for convenience of readers. We endeavor to have the index as complete as possible.

A	Adams, Geo. & Co. 2	Adams, J. T., & Co. 6	Allan, Robt., Co. 5	Allison Coupon Co. 63	American Computing Co. 87	American Tobacco Co. 85	Annapolis Valley Cycler Co. 23	Anderson, Powis & Co. 4	Aylmer Condensed Milk Co. 52
B	Balfour, Smye & Co. 19	Balger & Co. 8, 71	Barnard, Frank H. 66	Bellefleur Canning Co. 11	Beamsville Canning Co. 23	Beardwood Agency 66	Benedict, F. L. 58	Binks, Chas. H., & Co. 58	Bingham, Howard & Sons. 2
C	Campbell's, R. Sons. inside back cover	Canada Maple Exchange. 4	Canada Sugar Refining Co. 22	Canadian Coconut Co. 59	Canadian Cannery. 5	Canadian Salt Co. 25	Capstan Manufacturing Co. 22	Carman, Escott Co. 4	Carter, Crume Co. 23
D	Carton Tea Ass'n. 17	Chocolate Manufacture. 59	Christmas, W. C. 70	Clark, W. 55	Clawson & Co. 2	Connors Bros. 63	Constant, H. 58	Cote, Joseph 85	Cowan Co. 56
E	Edwardsburg Starch. outside front cover	Empire Tobacco Co. 65	Epps, Jas., & Co. 58	Eureka Refrigerator Co. 64	Evans, F. Geo., & Sons. 18	Evins, S. H., & Sons. 4	Eze Mfg. Co. 23	Farmers Canning Co. 68	Fearman, F. W., Co. 52
F	Foley, F. J., & Co. 2	Fraser & Althorpe. 2	Gibbons, J. S. & Co. 4	Gillard, W. H., & Co. 20	Gillett, E. W., Co., Ltd. outside back cover	Gorham, J. W., & Co. 4	Gray, Young & Sparling. 58	Greig, Robt., & Co. 13	Greening, Thos. B. 2
G	Hillock, John & Co. 66	H-O Co. 56	Horton Cato Co. 55	Hough Litho Co. 76	Howard Bros. 66	Imperial Extract Co. 19	Kingery Mfg. Co. 58	Kinnear, Thos., & Co. 14	Kit Coffee Co. 7
H	Lakeside Canning Co. 24	Lambe, W. G., & Co. 2	Lea Picking & Preserving Co. 49	Lipton, Thos. J. 21	Lytle, E. A., Co. 15	McDougall, D., & Co. 65	MacKay, John, Ltd. 58	MacLaren's Imperial Cheese Co. 2	McWilliam & Sverist. 80
I	Mace, A. H. 59	MacNab, T. A., & Co. 2	Magor, Frank. outside front cover	Mahiques, Domenech & Co. 8	Maple Tree Producers' Association. 19	Marshall, James. 4	Mathewson's Sons. 20	Mathieu, J. L., Co. 15	Merchants Counter Check Book Co. 67
J	Midland Vinegar Co. 22	Millman, W. H., & Sons. 2	Minto Bros. 23	Mooney Biscuit and Candy Co. 57	Moore Jay Fruit & Produce Co. 4	Morin, G. A. 2	Morse Bros. 70	Mott, John P., & Co. 56	Nation, E. J., & Co. 25
K	National Cash Register Co. 55	National Licorice Co. 8	Nelson, H. W., & Co. 13	Nelson, Dale & Co. 58	Niagara Canning Co. 9	Nicholson & Bain. 16	Nishimura, S. T., & Co. 12	Norton Mfg. Co. 23	Oakville Basket Co. 18
L	Oakey, John, & Sons. inside back cover	Old Homestead Canning Co. 6	O'Mara, Joseph. 52	Orsi. 18	Oso Co. 18	Paradis, C. A. 53	Peters, Michael. 67	Peterson Sauce. 63	Pacific, W. G., & Co. 4
M	Poulin, P., & Co. 54	Purnell & Panter. 9	Regina Fruit & Produce Co. 54	Richards & Brown. 4	Ridgways Limited. 68	Robinson, O. F., & Co. 82	Royal Baking Powder Co. 87	Rutherford, Marshall & Co. 54	Ryan, Wm., Co. 52
N	Salada Tea Co. 7	Sanitary Can Co. 10	Scott, David, & Co. 4	Segalery, Jos. 71	Smith, E. D. 15	Snowden, J. Walter. 2	Sprague Canning Machinery Co. 68	St. Charles Condensing Co. 7	St. Croix Soap Co. inside back cover
O	Stewart, I.C. inside back cover	Stimpson Computing Co. 87	Strang Bros. 4	Stringer, W. B., & Co. 61	Thomas, J. P. 4	Thomas Bros. 54	Tilbury Canning Co. 15	Tippet, Arthur P., & Co. 1	Toronto Salt Works. 34
P	Truro Condensed Milk Co., Limited. 19	Tuckett, Geo. E., & Son Co. 64	Turner, James, & Co. 27	Underwood & Creighton. 79	Upton & Reed Specialty Co. 67	Verret, Stewart Co. outside back cover	Wagstaffe Limited. 23	Walker Bin & Store Fixture Co. 66	Walker, Hugh, & Son. 61
Q	Warren, G. O. 2	Watson, Andrew. 22	Watson, Stuart. 4	Welcome Soap Co. 12	Webber, J. H. outside back cover	White & Co. 61	White, Cottell & Co. 21	Whittemore Bros. 21	Wils n Archdale. 64
R	Windsor, J. W. 20	Wiseman-Ashley Co. 23	Wood, James & Co. 72	Woodruff & Edwards. 67	Woods, Walter, & Co. 14	Young, Thomas, Soap Co. 23	Young, W. F. 18		
S									
T									
U									
V									
W									

Advertising for the Retail Grocer

Persistency a Very Essential Feature—Reasons for No Results—Salesmanship and Advertising Intimately Related—Price an Important Factor—Criticism of Ads Submitted and Suggestions for Improvement, by W. F. Ralph.

The essence of good advertising is persistency. Spasmodic advertising is all right for a man in a spasmodic business. It would be next to useless for the iceman to advertise his cool commodity in December, which is probably why so many icemen become coalmen in the winter. But for a man in the hardware business, which is essentially an all-the-year-round business, all-the-year-round advertising is the thing that pays.

This is a fact that is fast becoming recognized by the business world. Future generations of merchants—or at least those who go into business with downright seriousness of purpose—will reckon on so much capital as being requisite for advertising as naturally as they will for so much capital to provide fixtures and stock. The small merchant, no less than the great manufacturer, will then set aside his yearly "appropriation" in advance.

In these days, to evince a doubt as to whether advertising pays or not, is to label oneself as a "back number." One has only to look at the leaders of any line of business—yes, and the leaders of private life—to become convinced of the fact that advertising pays as surely as the sun rises and sets.

Persistency Essential.

All kinds of arguments can easily be brought to prove that persistent advertising is essential to success in business; but the greatest of them all is the indisputable fact that the leaders of commerce, the captains of industry, the men in the forefront of the learned professions, and those on the band-wagon of politics, are everlastingly persistent in some one or other of the various methods of advertising.

Non-advertisers are usually found congregated on the bottom rungs of the ladder of success in company with a scattering of men who have got soured through advertising the wrong way.

Among these latter the majority are those who "tried out" advertising, but quit too soon. They lacked the element of persistency without which they might as well have stayed among the hand-to-mouthers of the commercial world and not advertised at all.

Reasons for Failure.

Among the scattering of soured ex-advertisers on the bottom rungs are other kinds than those who lacked in persistency. There is, for instance, the dishonest advertiser; the man who considered that advertising meant bunco. Then there is the man who tried the wrong method or who didn't discriminate between mediums. Again there is the man who bought space in good mediums, but didn't spend any time getting up his "copy."

If you have salable goods, buy space

in a newspaper which gets to the consumer and spend a little time in persistently filling that space with sane, seasonable, truthful offerings of good value, your advertising will unfailingly increase your sales.

Advertising and Salesmanship.

Harvey R. Young, during a recent address delivered at the Pacific Coast Advertising Men's Association meeting at Portland, Oregon, said: It must be admitted that in this age of business energy and activity it is absolutely indispensable that the merchant, the manufacturer, the banker, the broker, in short all engaged in industrial pursuits shall by some efficient means be kept constantly before the public eye.

Experience has taught the business world that the most effective and eco-

Montreal, 1st June, 1908.

Canadian Grocer,
Toronto.

Dear Sirs—Acting on your suggestions as contained in a criticism of my style of advertisements, I have made a change and the enclosed is a result of getting copy a day in advance. Minute directions were given the compositor and in my opinion he worked out a neat job. This ad. appeared in "The Montreal Star," the most expensive advertising medium in Montreal, but yet the cheapest in the end.

The advertisement was a pronounced success.

Yours truly,

CO-OPERATIVE GROCERY CO.

293 St. Antoine St.,

(Sgd.) A. Girard, Jr.

nomical way is by advertising in our great daily newspapers and periodicals. I have spent considerable time watching how stores arrange and display merchandise—how advertised sales are conducted and how salespeople receive and wait upon the trade; and some of my experiences lead me to believe that there is much truth in the statement of Manly M. Gilliam, who is quoted as saying, "If all retailers were to give the same slipshod attention to the advertising that many do to store management and salesmanship, the poor houses of America would be the retiring homes of a great many of them."

The many failures among retailers are, I believe, partly due to the fact that so few really understand the principles upon which a successful business is built. Nathaniel Fowler, of national fame, says the five points of trade are as follows:

"1st—Something to sell.

"2nd—A place to sell it.

"3rd—Proper business management and sufficient working capital.

"4th—Good salesmanship, and efficient courteous employes.

"5th—ADVERTISING.

"And the strength of the whole is in the harmony of the parts."

Advertising only brings people into contact with the goods and there its power ends—salesmanship begins.

If the advertising is good, the probability of a sale is begun.

If the reputation of the firm is one of reliability, the shopper advances a step toward the purchasing point.

If the goods are as represented still another advance is made.

The final step in the consummation of the sale is controlled by the salesman, and an incompetent salesman can ruin the work of the highest priced advertising manager in America. In the making of a sale there is almost as much importance in the way a prospective customer is received and treated as there is the goods offered for his selection.

When you enter some stores you are met at the door by a sour-faced, cross-voiced man, who says, "What do you want?" with the rising inflection which makes the question sound as if he meant, "What business have you here?" When you are drawn to such a store by an alluring, coaxing advertisement, and receive such a greeting, at once without buying, you feel like leaving, never to go there again.

There is no doubt but that in a great majority of the stores in this country such conditions exist—yet when the business doesn't pay, the advertising usually and unjustly receives the blame.

Price an Important Factor.

Henry Siegle, of the Siegle-Cooper stores, assures us that out of the ninety million people in the United States the largest majority of them are interested in the price of everything wanted. Price counts and will count as long as money is used.

In a few cases it might be advisable for the salesman to be the first price teller, but as a rule, whether the prospective customer is a poor man, or one in comfortable circumstances, or wealthy, invariably the first question asked of the salesman is, "How much is it?" Then why not advertise the price, place it on the goods in the display window and in the store, and thereby shorten the business transaction?

The Look of Prosperity.

Look and talk prosperity. The store that looks as if it were doing business, is the store that will do business. The one that looks dead and dull can be depended upon to be all that it looks. Never talk discouragingly to a customer.

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Not over sixty days ago I had the proprietor of one of the largest furniture houses in Ohio relate to me that he had a personal lesson that would last him forever. A prosperous farmer and his wife had selected furniture amounting to over five hundred dollars. The proprietor himself, who chanced to be waiting on him, remarked that he was so pleased to make the sale as it was the first large one for some time, and that business was dull and money tight. This started discussion of the financial conditions existing which resulted in the buyer turning to his wife and saying, "Mary, I guess we had better not take these goods to-day."

Some Hints and Criticism.

"All things come to those who wait,
But it's not the thing to do;
Use Southon's goods and you'll find that fate
Will bring success to you."

With this little song C. Southon & Sons, Lakeport, Ont., general merchants head the ad. which is reproduced on this page. Although the assertion and advice contained in the first two lines convey an obvious meaning, in the last two lines the meaning is not so apparent. It is to be presumed, however, that the saying which a buyer will effect in purchasing goods from Southon & Sons, no less than the good humor he will derive from their quality, will enable him to more easily achieve success. But it is not at all likely that the customers of Southon & Sons will go deeply into the matter, rather accepting it as a pleasant enough little rhyme. Having done this it will have served its purpose of attracting the reader's attention.

The constituency of a general store situated in a small hamlet or village differs somewhat from that of retailers situated in a small town or city. Consequently the advertising problem of a general merchant whose store is situated in a very small place and whose customers are almost entirely rural must be faced from a different point of view to that adopted in criticizing the ads. of retailers in larger places.

The ad. referred to has all through it the very desirable element of brightness. The two lines: "Hot weather expected soon, but our straw hats are here now," and "The New Century washer beats them all," are exceedingly brightly put. Yet it seems to us that this neat little ad. lacks force. There is nothing in it to concentrate the buyer's attention in a definite direction. Unless any or all of the priced items given are lower than is ordinarily the case, all the items are of so indefinite and general nature that they fail to bring home to a farmer or his wife any special reason why he should buy any of them. There is no leader which would draw the buyer into the store because of its extra good value and give the proprietors and salesmen the opportunity of improving the occasion by making sales of other lines.

We are not prepared to say that an ad. like this is not a good one; but we will go so far as to say that it could be considerably improved.

For instance, let us take the items of screen doors, window blinds and lace curtains. Let us occupy most of the available space with an offer of these goods in something of a special way, either leaving the other items out al-

together or merely mentioning them in a restricted space. At the time the ad. appeared—some time in May—these goods would be eminently seasonable, the screen doors because of the approach of the fly season, and the window blinds and lace curtains because of the recent termination of house-cleaning. They

Something in the nature of a special offer as that above referred to often has the effect of deciding a housekeeper on a purchase when she is not sure that the old articles won't last out another season. A bargain has its attraction at all times and in all places. Whereas the mere statement of the fact that certain

Who broke the Butter Market?

Our Price is the Answer



23 1/2 c. lb

For the **FINEST EASTERN TOWNSHIPS CREAMERY BUTTER.**

The same Fine Quality in boxes of 56 lbs. 23 cents lb

We enjoy the distinction of being the only first-class grocery house in Montreal to meet the popular demand for reasonable prices. Here are a few examples of some fine lines of foreign groceries, and note how interesting the prices are:—

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| Crosse & Blackwell's Lucca Oil, the 45c bottle. | 32c | manufactured by Crosse & Blackwell | 20c |
| Crosse & Blackwell's Jams, all kinds, in glass bottles. — | | Crosse & Blackwell's Bengal Club Chutney, 35c size, for | 22c |
| Per dozen | \$2 35 | Keiller's Dundee Marmalade, 7 lbs. | 78c |
| Each | 21c | Lea & Ferrin's Sauce, the 35c bottle, for | 28c |
| Crosse & Blackwell's Orange Marmalade, 7-lb. tins | 78c | Holbrook's Sauce, the 25c size, for | 18c |
| Colonel Skinner's Mango Ketchup, | | | |

OLIVES—BY THE BULK OR BOTTLE

- Our assortment comprises such well known packers as Talbot, Pinar, and Gorman Eckard.
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| Manzanilla Olives, a quart. | 25c | Pimento, 5 oz. bottle. | 12c |
| Spanish Olives, stuffed with Pimento, 16 oz. bottle. | 38c | Queen Olives, in 44 oz. bottles at less than import price. | \$1 25 |
| Mammoth Queen Olives, 16 oz. bottle. | 38c | Queen Olives, 10 oz. bottles. | 20c |
| Queen Olives, 16 oz. bottles. | 38c | Manzanilla Olives, 6 oz. bottle. | 10c |
| Manzanilla Olives, stuffed with | | Manzanilla Olives 10 oz. bottle. | 15c |

GOOD OLD CANADIAN CHEESE

- We have the finest lot of old Cheese to be found in all Canada. Scientifically made, and cured to a nicety. Try a pound and you will be convinced of the truth of our claim. The price is reasonable, only 20c a pound.
- PINEAPPLES from Cuba, size No. 30, fine large fruit, per doz. \$1 40
Size No. 24, extra large size, per dozen \$1 65
- GRANULATED SUGAR at refinery prices. Barrels, \$4 90 per 100 pounds; in bags of 100 pounds \$1 85
- FLOUR—Best Pastry Snowdrift Brand, 98-lb. bags \$2 90



ROYAL NIAGARA WINE

is the superlative of excellence in the Canadian Wine Industry. It is so good and pure that every drop is a reflection of the vineyard. Two grades:—

One Seal Grade, a large bottle 25c

Two Seals, a reputed quart bottle 30c

The Co-operative Grocery Co'y,

In the Salisbury Building,
293 ST. ANTOINE STREET, Corner Guy.

A Montreal Ad., Showing Improvement as a Result of The Grocer's Suggestions.

would, therefore, be likely to attract a number of people whose needs in those directions were more or less pertinent. The special price, together with breezy descriptions of their seasonableness and quality, would sustain the interest of the housekeeper who needed them, and, more than likely, bring them into the store to personally inspect the merits of the goods offered.

goods are to be had at a certain place contains no argument in favor of a purchase being made now; which, after all, is what a good retail ad. should accomplish in some degree.

A Gratifying Result.

Some weeks ago, reference was made in these columns to an ad. of the Co-operative Grocery Co., Montreal. The

suggestion was made that the composition of the ad. was somewhat defective owing to the crowded and illegible effect produced because of the great length of some lines of small type. As a remedy it was suggested that a lighter and more attractive effect could be produced by the simple expedient of breaking the small type items into two columns, the

SOME JOLLY VISITORS.

United States Advertising Men Playing Golf in Toronto.

The American Golf Association of Advertising Interests has been holding a tourney this week at the links of the

One of the happiest of the members present was E. F. Olmstead, advertising manager of the H. O. Company, of Buffalo. It was a cool night and Mr. Olmstead was a particularly striking character in a crimson silk raincoat of a feminine variety and a merry widow hat.

The association was tendered a luncheon at Scarborough Beach by the Toronto Golf Club on Wednesday evening and are generally enjoying themselves.

DEATH OF CHRISTOPHER MOORE.

Was Prominent Merchant and Citizen of Orillia.

Christopher Moore, for upwards of 40 years a prominent citizen and active business man, in Orillia, passed away on Sunday, July 5, in his 72nd year. Some years ago he established a large general business, which is still carried on by two of his sons. He had been in the Old Country for about a year and returned home six weeks ago. He was taken ill on the way home, and after reaching Orillia was never again able to leave his bed. Mr. Moore had been a town councillor and had otherwise taken a prominent part in public affairs.

A NEW TOBACCO COMPANY.

The Imperial Co. of Canada Absorbs the American and Empire Cos.

Circulars have been distributed to the grocery and tobacco trade in Canada indicating the change in the American Tobacco Co., of Canada and the Empire Tobacco Co., which firms have been absorbed under the name of the Imperial Tobacco Co. of Canada.

The new firm will continue the business along the same lines as laid down by their predecessors and no change in the brands of their tobaccos or in any other way is contemplated.

TRADE NOTES.

A. L. Hay, of Hay & Co., Windsor, manufacturers of salad dressings and grocers' specialties, was a caller upon the Toronto jobbing trade this week.

Geo. H. Campbell, manager of the Toronto branch of Red Rose Tea, was in Montreal a few days during the week.

J. F. Eby, of Eby-Blain, Toronto, is luring the bass and the 'lunge from the hidden lairs of Havelock. There must be good fishing around Havelock as Mr. Eby never fails to take a few days off every year to test his skill with the rod.

A disastrous fire which started as the result of an explosion of celluloid, in the large building at 18-24 Sheppard St., Toronto on Wednesday, and caused approximately \$60,000 damage, caused serious loss to Jones Bros., show case manufacturers. Their loss on the building was \$10,000 with large insurance, and on contents and stock \$20,000, with \$14,000 insurance.

***** Established 1882 *****

All things come to those who wait,
But it's not the thing to do:
Use Southon's Goods and you'll find that Fate
Will bring success to you.

Screen Doors at Right Prices	Oil Cake \$2 Per 100 lbs	SEEDS all kinds
Linoleum 75c. per yard 2 yds wide	Carpet Warp white and colored	Window Blinds and Lace Curtains
Good Raisins 4 lbs for 25c	Prunes 3 lbs 25c	September Cheese per lb 16c

Hot weather expected soon, but our STRAW HATS are here now.
The NEW CENTURY WASHER Beats them all!

C. SOUTHON & SONS
PHONE 7 F LAKEPORT
***** We Deliver Promptly *****

A Typical General Store Ad. From Ontario.

headlines being carried right across to lend force.

The suggestions were made use of and the gratifying result is shown in the letter from the company reproduced in connection with this article. The advertisement in question is also reproduced in somewhat reduced form.

Lambton Club, near Toronto, and the members have been a good deal in the public eye during their visit. On Tuesday evening a moonlight excursion was tendered by the Mayor and the corporation on board the Macassa, at which the members showed their jolly spirit.

PROGRAMME MARITIME BOARD OF TRADE

Some of the Good Things to be Enjoyed by Delegates to the Meeting in Halifax, August 16 to 23.

Maritime Board of Trade delegates who attend the annual meeting which assembles at Halifax on August 19th, are promised an interesting week.

On Wednesday morning, the 19th, at 10.30 o'clock, the visitors will have an opportunity to attend the function to be held at the province building to celebrate the 150th year of representative government in this province. In connection with this celebration there will no doubt be a parade of the troops, the firing of a salute, and addresses by His Honor the Lieutenant-Governor and other prominent men.

On Wednesday afternoon at 2.30 o'clock the active business of the convention will begin, and the president will present his report.

On Wednesday evening there will be no meeting, but the delegates will attend a band concert in the Halifax public gardens.

Thursday morning and afternoon will be devoted strictly to business, but in

the evening there will be a grand illumination, pyrotechnic display and parade of decorated boats at the northwest arm. This promises to be the greatest night of the week, and if the arrangements are as well carried out as they were at the time of the visit of His Excellency the Governor-General last year, the visitors will see something quite unique in the Maritime Provinces, and perchance in America.

Friday morning will see the closing exercises of the convention and in the afternoon it is proposed to further entertain the visitors with an excursion on the harbor and a business men's picnic at McNab's Island. Those who remain over until Saturday will probably witness a regatta at the northwest arm, and it may be of interest to delegates who think of bringing their wives or daughters to know that the Eudist Fathers will hold a monster bazaar at the Arena rink during every afternoon and evening of the whole week that the Board of Trade meets.

A NEW ASPECT OF PRICE-CUTTING

How the Public "Smell the Rat" and the Cut Reflects on the Cutter—Written Specially for the Grocer:

"Funny thing happened the other day in one of your western Ontario towns," remarked the fat drummer, meditatively. "Just goes to show that the public are prone now-a-days to smell a rat—often a non-existent rat, too."

That a non-existent rat possessed any smell whatever was an unique suggestion; that the public could and did smell it was an assertion so daring that it drew to the fat drummer an interested audience of half a dozen in the twinkling of an eye.

"There was a grocer down in—well, we'll call the place B—," the fat drummer pursued, after a pause. "He took a yellow streak the other day, as even the best grocers sometimes do, and started in to build up his business by cutting prices. His fellow grocers didn't take kindly to it. A few of them went so far as to remonstrate personally, and point out the folly of his course. It didn't do any good, however; the price-cutter merely rejoined that business was business, and went on cutting.

Started on Biscuits.

"One of the items he selected for the cutting process was a high-class biscuit—a variety that has always sold on its merits at the regular price. Our grocer knocked off three cents a box, and advertised this along with his other cuts, quite extensively.

"I wasn't there to see the finish of the cutting war; but when I dropped off at B—the other day, I found that the biscuits were selling at regular prices once more, and that everything else was back in statu quo. I congratulated my man on his return to common sense—of course, I put it tactfully. He took it all pretty quietly for a while; then he burst forth:

"Cut it out, old man. Cut it out. I did it because I had to do it."

A Dire Result.

"It was just killing my business. You know, for one thing, I started to cut on those biscuits. Lopped off three cents from every box, and advertised it broadcast—a penny saved is a penny earned, and all the rest of it. Advertised it every day for a week, and how many boxes do you think I sold?"

"A couple of hundred," I suggested. "Eight," he said. "Eight boxes in a week, where I used to sell dozens. And then, when I was wondering why the people didn't come with a rush, my wife went to a picnic and accidentally discovered something. A couple of ladies were talking, and one of them chanced to mention my cut in biscuits.

"Yes," said the other. "I guess it's some old stock he's had in his cellar for years, or he wouldn't want to get rid of it so cheap."

Another Example.

The drummer's story recalls another one. A young druggist had just taken hold of an old established business, and wanted to draw the crowds. In the stock list were several thousand boxes of a stock herb tonic, put up for the old firm. The young man was prepared to

make some sacrifices to draw trade; and the tonic was one of them. It was, as I recall it, a mild, harmless assortment of grandmother's herbs, which, taken with a certain proportion of hot water and a certain other proportion of whiskey, had a tendency to make you feel better, especially if you already felt pretty good.

The young druggist planned his grand coup for the next Saturday, and for days ahead occupied double advertising space in several city dailies with the announcement that on Saturday he would give away, absolutely free, one regular fifty-cent box of Grandmother's Grand Guaranteed Herb and Root Tonic to every person making a twenty-five cent purchase at the Blue Jay drug store.

"What will we do when the supply runs out," remarked one of his assistants.

"Order more, and tell them to come again next Saturday," rejoined the enterprising merchant.

The announcement was widely advertised—one regular fifty-cent box of Grandmother's Guaranteed with every twenty-five-cent purchase at the Blue Jay drug store next Saturday. Newspaper space was used freely, dodgers were scattered broadcast, card coupons were distributed on the crowded market and left at every door in town. The young merchant waited expectantly for the crowd to come, to carry away the two thousand free boxes of Grandmother's Guaranteed in their joyful possession.

But alas—they didn't.

Saturday came and went. Just two people handed in coupons. Just two free boxes of the grand and glorious tonic passed over the counter.

It was the old, old story. The public scented a rat. When they saw the merchant giving away something for nothing, they immediately commenced to question the quality of the something. The verdict was "Guilty." That young man shut down on price-cutting right then and there, and proceeded to run his business on legitimate lines. He doubled it in two years by "quality advertising." As for the tonic—well, it was a dead issue.

Drawing a Conclusion.

The moral of all this stands right out on the face of things. I have witnessed the incident, time and again, the same in all its salient forms. I have heard dozens of housewives pass judgment in precisely the same words. A decade and more of scientific advertising, skilfully planned has educated a multitude of people into the firm belief that quality is an essential, that the cheapest is not always the best, but that, on the contrary, the best is always the cheapest. The fake bargain has ceased to deceive; and furthermore, the real bargain has fortunately come to share its opprobrium. Cry "Bargain" from the rooftops, and a multitude of people will hear you say "Bluff," and, like the priest and the Levite, will pass by on the other side. The public grows daily more and more suspicious of mere cheap-

ness, and scents behind it the cellar mildew and the gnawing rat—even if the mildew and the rat are mere products of the imagination.—Lauriston, of Ekildna.

HAMILTON CORRESPONDENCE.

Hamilton, July 6.—The trade in this city has brightened up considerably in the last two weeks and everybody hopes now that the worst of the hard times are over.

The fruit season has opened favorably. Strawberries are very nearly done. The price this year has been low and consumers have snapped them up freely for preserving. Sugar and glass jars have figured largely on the grocery orders, and most grocers have made a fair profit on these goods. Cherries and raspberries are now coming in, and as there are bumper crops of both, the prices are low enough to please almost any one. The butter market has ruled very firm and high during the past week, the present price being 4c per pound higher than a week ago. The extreme price of 25c for June butter is caused mostly by the large number of farmers who now either sell their milk or send it to the cheese factories. The present outlook is that we will see 30c butter by the 1st of August. Eggs are also advancing, new laid now bringing 25c a dozen over the grocery counter.

Grocers generally were highly pleased at the full report given by The Canadian Grocer of the Retail Merchants' convention at Galt, and regret is expressed that there is not more interest taken in association matters in this city. No doubt Adam Ballantine, the newly-elected Vice-President, will make an effort to stir things up—as he is a man of excellent executive ability, and is able to spare a good deal of time. The association looks to him to make things boom here.

The regular monthly meeting of the Hamilton Retail Grocers' Association was held in the Board of Trade rooms on Thursday evening, July 2. After the regular business picnic matters were discussed. Everything is now in readiness for the big excursion to Niagara Falls on July 15. The Refreshment Committee reports, besides all the hot tea and coffee and ice cold milk, 200 gallons of ice cold lemonade will be given free. The Amusement Committee reports that, besides the Thirteenth Regiment Band, Italian Trio, Darktown Quartette, the Secretary is in communication with the Bridge Jumper, and trying to make arrangements to have him kill himself during the day. The list of games is greater than ever. On the American side that day one of the greatest parades Niagara Falls has ever witnessed will take place—5,000 members in uniform of the I.O.O.F.—a sight of a lifetime. Hamilton's uniform rank will compete for the \$100 prize. The Masonic Grand Lodge also meets on the Canadian side on July 15.

Frank Sloan, of John Sloan Co. Toronto, returned on Saturday from his trip to Great Britain and the continent.

OUR TRAVELERS' PAGE

The Story of a Successful Montreal Salesman—The Work of the City Salesman
With Some Hints on Methods.

A quiet, unassuming man, the friend of hundreds of grocers throughout eastern Canada, Leslie R. Buzzell has been going the rounds for Mathewson's Sons to their entire satisfaction for twenty-one years.

That kind of a traveler one sees exemplified in the "old guard"—a man who possesses the implicit confidence of his employers and of his customers, it is not surprising that Mr. Buzzell should be known so favorably to such a large number of grocers and general storekeepers in the district he covers.

He is a Quebec boy, having been born in Abbotsford, near Farnham, and he is to-day in the early forties, in the prime of his manhood.

When he first began traveling for Mathewson's Sons, then J. A. Mathewson & Co., he covered what is known among the travelers as "the French country," the district in which Sorel and other small French-Canadian towns are located.

For many years past he has been traveling between Montreal and Toronto, and calling upon the trade in the chief towns and villages in the Ottawa Valley, up toward Pembroke, especially. In these fields he is known probably as well as any commercial man on the road to-day. Being absolutely straight and square, and having some regard for his customers other than the mere desire to sell them a bill of goods every time he sees them, he has succeeded in making most of the business men with whom he has dealings his personal friends.

The Buzzell family have not been strangers to the "grip," his father before him and other members of the family having had the same fever as that which attracted Leslie R. to the fascinating occupation. And the family has always kept up a connection with groceries, even to-day being known in retail realms in Quebec—two of his brothers conducting a general store in Cowansville, under the style of Buzzell Bros.

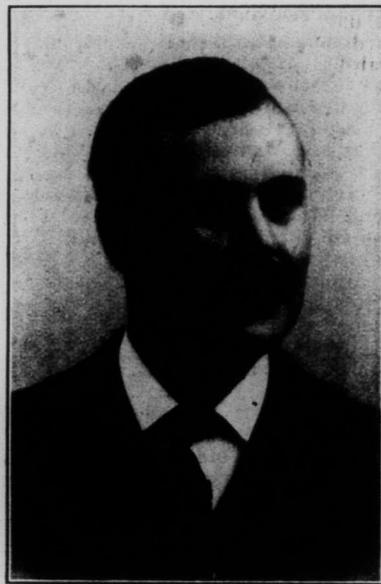
Mr. Buzzell is an all-round man, and he can sell anything from peanuts to molasses in hogsheads—provided he knows the article is up to the standard, but he is a crackerjack on selling Japan teas. He has made a particular study of them and knows pretty near all there is to be learned about them up to the present day, but he says he is still finding out new features and good points about Japans.

He is the senior man on the traveling staff of Mathewson's Sons, and, needless to say, he is an ardent supporter of the Dominion Commercial Travelers' Association.

As for recreation—well, he knows a whole lot about baseball and during the season, when he is in a town possessing any kind of a team he will usually be found on a Saturday afternoon at the baseball park, oblivious to everything but the man at the bat. He follows hockey closely, too.

THE CITY SALESMAN'S WORK.

The daily commercial life of a large city is exceedingly well systematized.



LESLIE R. BUZZELL.

One evidence of this is the increasing number of city salesmen who help swell the enormous patronage of the large jobbing houses, and indirectly keep the wheels of factories humming. These city salesmen carry to the city retailers the same message of progress as the traveling salesmen convey to the dealers in the smaller cities and country towns.

City salesmen are an important part of the every-day commercial activity. The majority are not mere order-takers, for if their services were entirely dispensed with the city sales would heavily decline in volume. On the contrary, city salesmen stimulate the consumption of goods by showing retailers how to increase their sales. With the introduction of some new specialty, city salesmen very frequently act as demonstra-

tors, and at the same time instruct the clerks in the store how to sell the article. At other times, city salesmen are saying the encouraging word just at the time when the retailers may feel a little despondent. When settlements are slow, it is the city salesman who speaks a good word to the credit department for the delinquent customer. It is the city salesman who sympathizes with the retailer when in trouble and congratulates him when good fortune has beamed on him. It is also the city salesman who tells the retailer of choice locations and drops a suggestion now and then whereby the goods may be more attractively displayed or a saving made in operating expense.

In turn, what does the city salesman receive for his well-intentioned work? Too often he is made to wait unnecessarily by the retailers; too often he is avoided, and many times discourteously treated. Yet with all the slights and indifferences he bravely continues at his mission of good-will and service.

That word service is the keynote of success for city salesmen. Service may not at all times be appreciated, but in the long run it will be rewarded with orders—and orders delight the hearts of salesmen. Usually, the greater the measure of service a city salesman gives the greater will be his total of orders. So city salesmen should acquire the habit of service. Where competition is keen, the accommodating salesman will get the largest share of orders, and order-takers will only get them as they stumble over them by accident.

City salesmen, as a rule, average a large number of calls, but the proportion of orders taken as compared with the number of calls made, is small. To thoroughly cover a city territory demands a perfected system. The habit of calling on retailers who buy regularly and omit the other dealers who seldom have an order, is a common fault. It is sometimes called the revolving habit. The salesman moves along the line of the least resistance, and where he knows that he will receive a welcome. Some salesmen in the morning will reason thusly: "Jones will probably have an order for me, so I will see him first. Smith—well, I ought to call on him, but he is so slow and seldom orders, so I will pass him by to another day." So a city salesman without a system to govern his calls is a good deal like a ship at sea without a rudder. He roams aimlessly around, missing here and there possibilities for development of additional business. It is customary to allot each city salesman a certain territory or district. It may be advantageous in some districts to take a block at a time, calling on all the dealers in one block, before going to the next; in others, to go down one

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GOOD PROSPECTS FOR FRUIT CROP

Summary of Monthly Bulletin From Agricultural Department—Conditions Altogether Not so Encouraging as Last Month, But Prospects Are Very Fair.

The summary of the Agricultural Department's Fruit Crop Report for June, which has just come to hand, cites prospects scarcely so favorable as a month ago. While the outlook is encouraging, and in some fruits away above the average, the general promise this month seems to be somewhat behind the magnificent fruit crops we have been led to expect by reports from various sources.

Favorable Weather Conditions.

Regarding weather conditions, the summary says: "Conditions throughout the Dominion for the past month have been generally favorable for fruit. The first three weeks were exceptionally dry in the fruit districts of Ontario, but occasional showers after the 20th have prevented serious injury, except that the samples of strawberries in some cases are not so large as usual. Light frosts on the 15th did only a very slight damage. Nova Scotia and Prince Edward Island have had exceptionally favorable weather. In British Columbia though the weather was cool and wet till the early part of June, conditions were not seriously affected. During the latter part of the month the temperature has been higher with occasional showers."

A Fair Crop of Apples.

The report on apples is not exceedingly favorable: "Prospects are not so good this month as last. The 'set' of fruit was not as good as was expected, and the dry weather has probably increased the June 'drop.' A fair estimate of the present conditions would be an average or slightly above the average crop of early and fall apples, with winter apples somewhat below a medium crop. The districts producing the larger quantity of fruit in Ontario, such as the counties of Hastings, Durham and Northumberland, have rather a light crop of winter apples. Speaking generally for the whole apple belt, Spies, Baldwins and Kings will be light or very light; Russets a medium crop; Ben Davis nearly a full crop; Greenings a medium crop; the Fameuse above the average almost everywhere, and at least an average crop of fairly clean, good-sized fruit in the Ottawa and St. Lawrence valleys. In Nova Scotia the prospects for the apple crop as a whole are particularly good, this being a bearing year for the Gravenstein. There are no unfavorable conditions in British Columbia, the prospects showing a medium crop."

Pears, Plums and Peaches.

"The prospects for pears and plums are only medium," says the report. "Bartletts and Kieffers have the best showing. Early varieties of peaches will be fairly abundant, somewhat above the average; late varieties a medium crop. In the early varieties, Alexander, Early Rivers and Triumph are reported bearing full crops. Of the latter varieties, St. John will be only a medium crop, the Early Crawford light, Smocks and Elbertas show for something over a

medium crop. The Elbertas are bearing heavily where they were sprayed for curl leaf; those not sprayed have in many cases a very light crop.

"The prospects for tomatoes are excellent. Should there be plenty of moisture during July, there seems nothing in the way of a full crop this year.

"Sweet cherries will be somewhat scarce, sour cherries more plentiful. Grapes look well and promise a full crop.

"With a moderate amount of rain, small fruits will likely give a large crop. The conditions are so favorable over all the fruit producing sections that the aggregate of the crop will likely be very large."

"Insects are not more prevalent than at this time last year and fungous diseases are not specially in evidence. Up to the present time most injury has been done by the cigar case bearer, the bud moth, canker worm, green fruit worm and oyster shell bark louse."

Foreign Conditions.

"The United States will have only an average crop, but very generally distributed over the apple growing districts. The prospects for stock suitable for marketing during the winter months would indicate about an average crop or somewhat less. The prospects for apples in Great Britain and for the fruit crop generally are particularly good and there are no serious adverse conditions reported from the continent."

COFFEE-GROWING IN QUEENSLAND.

British traders will soon be able to inspect and test coffee grown in the Colony of Queensland, says the Grocers' Journal. At Pialba, in the Maryborough district of Queensland, a successful grower was requested by the Government to prepare an exhibit for the Franco-British exhibition in London, and attractive samples of Queensland coffee from its parchment condition to its roasted and ground state are being displayed there. There is no dispute about the excellence of the coffee grown in Queensland, and the industry will soon be developed sufficiently to supply all Australia, and an export trade be created. The labor question is not an insurmountable difficulty. It is mainly in the picking season that extra hands are required, and these are generally obtained by employing youths from adjoining townships, or, as in the case of the extreme north, Malays and the native blacks are frequently employed. The work of hulling, curing, and roasting is principally done by machinery, and for this white labor is employed. A small plantation that can be worked mainly by the owner and his family, or a group of small plantations combined, generally ensure the most profit. A well-worked plantation may bring in over £30 to the acre. At Mount Jukes, about 25 miles from Mackay, an ideal spot for coffee-growing, the plantations there are reported to be in a most flourishing condition, and the crop may average over 1,000 lbs. to the acre.

side of the street and return on the opposite side. Large or small, all buyers of a line should be visited.

Of course, it pays best to cultivate the acquaintance of the big buyers, and this may be done without slighting the small dealers. Time spent with the small buyers may be limited, so that much longer time may be devoted to the interests of the big concerns. The small buyer may soon become the big purchaser, and for the reason of possible future trade should not be neglected. I have known small retailers who, suddenly inheriting money, to branch out on a large scale, and naturally gave preference to the salesman with whom they were best acquainted. Small dealers very often sell their business, and join into partnership in larger enterprises. Small buyers also have a way of gossiping freely about trade matters, more so than decisive, big buyers, and very productive pointers of new concerns starting in business are obtained while calling in the small shops. On the very day a city salesman decides to omit calling on the out-of-the-way small dealer an order may be waiting for him, only to be taken by a competitor who happens to call before the next regular round. It pays to cultivate the small trade and grow with it, but not at the expense of sacrificing the large and more profitable business.—W. W. Hiscox in the Sample Case.

NEW BREAD REGULATIONS IN FORCE.

Ontario Bakers Must Provide "Standard" Loaf of Pound and a Half.

The new regulations passed at the last session of the Ontario Legislature to provide a loaf of standard weight, came into effect on July 1 and some interest has been manifested throughout the province as to how the matter will work out.

By the new regulations the bakers must supply a "standard" or pound and a half loaf. Three weights of loaves may be sold, namely pound, pound and a quarter, and pound and a half, the latter the standard. The two lighter loaves must be marked with the weight but this is not called for with the standard loaf. The act will not materially affect the bakers as the price of the three styles of bread is the same, the difference in weight being balanced by the kind of ingredients. The bakers say that the pound loaf and the standard are equally palatable, but the former is more nutritious on account of the sugar and shortening used in it, and for this reason it is not likely that the standard loaf will have a very heavy sale, for people have grown accustomed to a smaller loaf, instead of the big plain loaf of bygone days.

Bakers at several points in the province claim that they have not as yet received any official notification of the change, although inspection is being carried on.

Park & Thompson, wholesale and retail pork and provision merchants in the east wing of St. Lawrence market, Toronto, are renovating the premises to the west of the main entrance to the market preparatory to opening with a full line of groceries. The provision business will be conducted as usual in the old store.

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JOHN BAYNE MACLEAN - President

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DIRECT LINE TO FRANCE.

Business men in Canada and France are awaiting with interest the decision of the French Government in the matter of the Franco-Canadian treaty now before them. If the treaty is passed in its present, or a slightly modified form, there is the almost assured prospect of a new line of steamers between Canada and France, connecting Marseilles and Montreal. At the present time Canada and France are connected by a service to Havre from Montreal. This is not considered by business men, of Marseilles particularly, as being sufficient, as the service, while fortnightly, and at times during the season, weekly, is not direct, boats calling only on the way to and from London.

When in Marseilles in March G. W. Stephens, chairman of the harbor commissioners of Montreal, conferred with the business men of that French city on the matter and found them most enthusiastic. All of them were willing and eager to further the project, and the matter was thoroughly discussed. Nothing definite was arrived at, however, as the interested parties felt that it would not be policy to decide upon anything until the Government had given its ruling upon the treaty.

But it seems to be an assured fact that the project will be carried out if the treaty gets through.

Such a service would be of untold benefit to both countries. That it would pay there seems to be no doubt whatever, with trade increasing between Canada and France annually. The field is a broad one and the possibilities are unlimited, as the projectors would not be obliged to confine their efforts to Marseilles or France alone, but might tap all central Europe. It would open up a splendid new field. A few years ago the Canadian Grocer advocated such a service.

Canadians have not yet fully realized the possibilities for trade development that lie in Europe. It is the establishment of a direct line of steamers to a port like Marseilles which would bring home to them the fact that manufacturers here can profitably cultivate not alone France, Italy and Spain, but also Switzerland, Austria and other inland countries not presently very much to the fore, but which would be brought into touch with Canada by the establishment of a direct line to the Dominion from a live port like Marseilles.

There is not a business man who has the interests of his country at heart but who recognizes the advantages to be derived from a direct service to Marseilles, but the lack of united effort for the starting of the project has kept the matter from coming to a head.

Now is the time, and here is the opportunity to do something. With interested parties at both ends working intelligently for the establishment of a service something can be done, provided the treaty is settled satisfactorily, but there must be united and energetic action.

Everything possible will be done by the Montreal harbor commissioners to further the project, and if under the guidance of such a resourceful and hard-working leader as Chairman Stephens, nothing can be accomplished, it is surprising indeed.

ARE YOU DOING YOUR SHARE?

The picnic season is here with a vengeance and the opportunity for a day's outing and a trip to some other town or to a watering place is being taken advantage of by associations and trade organizations of all kinds all over Canada. Already a large number of grocers' associations have held their annual outing, and next week with the host of picnics arranged, as noted on another page, promises to see thousands of grocers enjoying themselves.

And this is only as it should be. The picnic or excursion of the trade organization is a mighty valuable institution, even if it only happens once a

year and lasts only one day. It promotes not only the spirit of good fellowship, but it also gets the members of the trade in a town better acquainted. The merchant who has been hearing stories about the crooked things his opposition around the corner has been doing during the year, and has been letting them sink in, gets acquainted again with this brother in the trade, and usually finds him a better fellow than he thought. Often they compare notes and find that it is an unscrupulous customer who has been carrying the stories and that neither merchant is at fault.

The trade picnic, too, allows a merchant to get acquainted with the wives and families of his fellow tradesmen in a way that he could not do even through association meetings. In another way too, it is of benefit, by taking the business man away from his town to new scenes and making him forget, for the time, at least, his business worries. There are many other beneficial features.

When these picnics are over, however, there is in almost every case the feeling on the part of two or three who shouldered the responsibility and did most of the work that they do not want to undertake such an affair again. It is a very common thing to let all the work of such an outing rest on the hands of two or three active spirits who are known to be of a character to see the thing through. And it is rather disheartening to these pushers, we may call them, not only to carry the big load of the work, but worse than that, see several members of the association who take no interest whatever in the affair, even refusing to enjoy the excursion or outing.

Such ought not to be. If a trade organization is worth while belonging to it is worth while supporting and worth while being loyal to. Every business man interested should support the picnic or excursion that has been arranged in his town.

What does it matter if the store is closed for a day? In all probability the majority of your customers are off with the excursionists. They would think a good deal more of you, anyway, even if they were put to a little inconvenience if they knew you were off on your trade excursion. It will pay over a hundred per cent. profit indirectly not only for the local merchant to take part in local trade enterprises but also to do his whole duty toward them.

THE SITUATION IN THE WEST

The Western Viewpoint, by our Special Winnipeg Correspondent.

ARE YOU GETTING RESULTS?

The manager of a large retail store in Montreal some weeks ago sent in a couple of the ads that had appeared over the firm's name in the local papers for criticism in connection with The Grocer's Good Advertising Department. The ads were given due attention and the criticism made in these pages was taken advantage of by the manager in preparing his next advertising.

A letter on another page of this issue is an evidence of the satisfactory result—as is also the first-class ad reproduced along with the letter.

We are aiming to make this department of particular service to grocers in all parts of Canada. We have been trying to tell why to advertise, how to advertise and how to make more money by advertising. A great aid in doing this is to receive ads from which we may make hints and suggestions. If your advertising is not bringing the results you think it ought to, write us about it and let us try to find out what is the matter. In any event, send in your ads and see if we can't make some suggestions which would improve them.

VISIT OTHER DISTRICTS.

The holiday season provides an opportunity for the merchant and business man to get away from the worries of business, to pick up new ideas and to get acquainted with sections of the country which he does not already know. These are opportunities which should not be let slip. A busy man may think he cannot spare the time for a holiday, even for a couple of weeks, but in so doing he makes a serious mistake. The old story about "Jack" and the results of "all work, etc.," apply just as well to the modern business man. A holiday, when it has been well earned, always pays for itself.

In taking a holiday trip, nothing will pay so well as visiting other sections of the country where new ideas may be picked up, new friends made, and a general knowledge of conditions prevailing there gained. Ontario merchants, for instance, should attempt to take a trip to the Maritime Provinces, where the sea breezes and the natural beauties will offer added attractions to those found in different business conditions, or to Western Canada, where an idea may be gained as in no other way of the development and resources of Canada's new country. The Eastern man, in turn, should visit Ontario and the West, and the Western man come East to get acquainted with conditions existing here.

The end of June special crop reports are to hand and are even more favorable than anticipated. There has been no damage to barley or oats from the light June frosts, and only in the most isolated cases has there been too much rain. A hot July, with a good stiff breeze, and there will be considerable wheat-cutting the first week in August, as the end of this week finds an excellent percentage in the shot blade, and considerable areas in southern Manitoba headed, while large areas of early barley are in head. By the last day of June practically all the early barley will be headed. It is, of course, possible for the crop to be ruined even now, but every passing day renders the possibility more remote.

The markets are interesting just now, particularly the oat situation, the crop of which has apparently been shifted from July 1st to 15th, and for the last days of June buyers were forced to pay a premium of 1¢ over the price of No. 2 oats for rejected. The man with all the oats claims that he had demand for them and was shipping them to Montreal at 46c, which is 44c afloat Fort William. Certain heavy shipments of oats have been made to the port of Montreal recently. Big exporting houses, on the other hand, claim that the highest bids they can get are 35c and 36c afloat Montreal, and between the two statements there is a great gulf fixed, and only time and the demand can settle the vexed question.

There continues to be an excellent demand for Winnipeg October wheat, and the price holds very well. There are breaks, of course, from time to time, and exporters will only buy on a pretty good margin, but there has been more trading in October wheat in June, 1908, than there has been any June for many years.

The argument at Ottawa as to whether or not Hon. Mr. Fielding's coming to the rescue of the banks did or did not help the crop movement is one of those things of which public men ought to be ashamed. It is quite true there was no startling advance in prices immediately the announcement was made of more funds available, for the very simple reason that there had been a very serious break about that time in the American market, and nothing that could have been done could have kept the Winnipeg market without some slight break, but the real thing was that from the very day after the announcement that additional funds would be available there was an increased activity in low-grade wheats. The movement of the low grades was the big crux of the situation so far as the Canadian west was concerned, and up to that time stocks had increased at Fort William abnormally for the season. No boats were being chartered and shipments were away below those of the same period in 1906. Following this announcement came an immediate increase in activity and a greater demand for low-grade wheat. It must be remembered that all along the banks maintained stoutly they did not need more money to move the crop, that they were furnishing all that was necessary, while the grain men just as stoutly maintained that their lines of credit had been

cut to such a point that with the very high prices of wheat it was impossible to do business in any large way. To back up their argument was the undeniable fact that the wheat was not moving and that within a few days of Hon. Mr. Fielding's announcement, if you asked a grain man as to the financial stringency he would say, "Oh, things are loosening up a little, my banker does not need any more money, you know, but," (with a knowing wink) "he remembers where I live and sends for me now." After going over the situation carefully it looks to your correspondent as if the Fielding action saved the country at least a million dollars on the crop, and had the banks admitted their need, when they should have done it, would have been a saving of over \$1,500,000.

The movement of live stock is becoming increasingly active and the quality of cattle going forward quite remarkable for size and finish. The Creswell Cattle Co., from south of Medicine Hat, sold 2,000 head to Gordon, Ironside & Fares at better than 4½¢ Waldeck Station, and these cattle averaged 1,350, weighed off cars Winnipeg, and were just as smooth as silk.—H.

CONSUMING PRODUCTS AT HOME.

J. A. Ruddick, Dominion Dairy Commissioner, gave evidence before the Committee on Agriculture on Wednesday regarding the progress made by the dairying industry of the Dominion. He explained that the reduction in exports of dairy produce was attributable to the largely increased home consumption. Mr. Ruddick gave figures furnished by the census department to show that between 1900 and 1907 the value of creamery butter, cheese, milk and condensed milk produced in Canada grew from \$29,200,000 to \$35,450,000. The annual value to the country of all Canadian dairy products was about \$94,000,000. Ten years ago there was no condensed milk produced in Canada; now there are several factories with an output valued at nearly one million dollars.

SUDBURY SENDS GREETINGS.

The interest Sudbury merchants are taking in the opening of the new C.N.O. line from Toronto to that town, and incidentally their interest in the MacLean papers, is shown by the following telegram received on the eve of the opening of the new line:

"Col. J. B. MacLean,

MacLean Newspapers, Toronto:

"Sudbury merchants are to-night celebrating the opening of the Canadian Northern Railway from Toronto to Sudbury and congratulate McKenzie & Mann on the building of their competitive line, bringing these two cities closer together. The Board of Trade sends greetings to the readers of your paper.

JAS. PURVIS,

Pres. Board of Trade."

Grocery News From Coast to Coast

Quebec and Eastern Province Notes.

Montreal Retailers Preparing for Picnic on July 15—Halifax Grocer Retires After 54 Years of Business—Notes of the St. John Fish Market.

MONTREAL.

July 6.—The week has been a good one for the grocery trade. During the spring the trade has displayed some features which are not characteristic in regard to the unseasonableness of certain demands and on the other hand there has been activity in some quarters which could not be said to be seasonable. Whether these changes of the market and the demand have been the result of the generally unstable condition of business affairs or not it is difficult to say.

Irving Knight, for many years of the firm of Parker & Knight, East Hatley, Que., is staying in the city for a couple of months, attending to varied business engagements. Mr. Knight, who owns an extensive cattle ranch in the west, is very optimistic regarding the outlook in the west, where a magnificent crop seems to be assured.

In cities especially, and in the country in a certain measure, grocery stores are congested owing to a lack of room and all inventions which will provide more room are eagerly sought for. A grocer in this city has an idea in his store which saves some shelf room, or rather gives him additional shelf room, and that is a complete elimination of the standards or partitions which support one shelf above the other. This is accomplished by means of brackets, which support each shelf independently of the other and in this way goods may be arranged along a shelf of this description in an unbroken line.

The last meeting of the Retail Grocers' Association previous to their picnic, was held Monday evening in their headquarters on St. Catherine St. The final arrangements for the picnic on July 15 were made and now everything is in readiness for a good time.

HALIFAX.

July 6.—Activity prevails in the grocery markets, business being reported good in all lines. Stocks of canned goods are getting pretty well cleaned up, but there is still sufficient on hand to fill all orders. Now that the preserving season is near at hand the demand for sugar is increasing. Some of the jobbers have been looking for a drop in the price, but thus far there is no indication of such.

Butter is in good supply, but the price keeps up. Good dairy in small tubs is quoted at 22c. and creamery from 24c to 26c. There is a fair demand for eggs. The receipts of Nova Scotia stock are rather light. They are quoted at 17c. Prince Edward Island stock can be bought on the island for 15c.

The receipts of strawberries last week were quite heavy, and as a result the

price dropped to 10c per box. As many as 400 crates arrived in one day. Local dealers are making large imports of tomatoes, cukes and cabbages from Boston.

Principal Cumming of the Agricultural College at Truro, has just returned from a tour of the province, and speaks glowingly of the crop outlook. The fields were never in better condition, and the farmers are jubilant over the prospects. Clover is in abundance, and as a result live stock of all kinds are thriving unusually well, and dairy cows are giving a record flow of milk. Butter and cheese will be more abundantly produced than for some years. Potatoes have started unusually well, and turnips and mangles and other hoed crops also give excellent promise. As to fruit, the outlook, except in local areas, where the canker worm has been making ravages on the apple trees, is more promising

FAT AND PROSPEROUS.

The following paragraph, which appeared in a recent issue of the Maritime Merchant, shows how one of our Canadian contemporaries regards us:

"The Special Export Number of the Canadian Grocer came to hand as fat, as prosperous and full of good things as in previous years. This special edition has a large circulation abroad, and should be most helpful to the Canadian exporter and producer who is looking for a larger measure of foreign trade."

than for many a year. The canker worm has, however, over-run some of the best orchards in Wolfville and almost completely stripped many of the best trees.

Strawberries will be a record crop and all small fruits will be unusually abundant. Wild strawberries, raspberries and gooseberries will also be very plentiful.

The steamer Manchester Shipper which arrived at Charlottetown, P.E.I., this week, is landing 16,000 bags of salt for merchants of that city.

After being 54 years in the grocery business, Robert Urquhart has retired for a well-earned rest. Mr. Urquhart is probably the veteran groceryman of this city. Starting in a small way on Spring Garden Road, he built up a fine trade, enlarged the premises many years ago, and was very successful. Owing to his advanced age, and the recent death of his son, Alexander, who was associated with him in business, Mr. Urquhart has retired from behind the counter and dis-

posed of his stock last week at public auction.

ST. JOHN.

July 6.—Business continues fairly good for the time of year. There were practically no changes in the local markets during the past week.

Strawberries are coming in quite plentifully and are selling at 10 cents a box wholesale. Butter is a little easier and eggs have also gone down a few cents. New vegetables are beginning to come in in small quantities.

The lobster and gaspereaux fishing season closed on June 30. The catch made during the open season was only fair and hardly up to the average. Arrangements have been made with the Department of Marine and Fisheries for extending the clam fishing season, which under ordinary circumstances, closes on July 1 to July 15. The Department of Marine and Fisheries has agreed to appoint a commission to investigate the conditions which surround that important industry and it is possible that the season may open earlier in the fall. North shore fishermen are greatly pleased over the extension in time granted.

Salmon has been rather scarce this season. The bay fishermen are not making very big catches. The retail prices are 17c, 22c and 25c a pound, according to the cut. A. S. Swim, fish dealer, Clark's Harbor, says the local catch of codfish this June is five times what it was last June. On Friday, June 26, the fishing fleet there came in with 100,000 pounds, the fruits of a few hours' fishing.

The incorporation meeting of the stockholders in H. W. DeForest & Co., wholesale tea merchants, was held in the offices of the company, Mill Street, June 25, for the purpose of electing directors. The following were elected:—Harry W. DeForest, president; Charles H. Howell, vice-president; Noel F. Sheridan, secretary-treasurer; George McKean and Harold Stetson. The capital of the company is \$99,000. It is understood there are about seventeen stockholders.

Charles Moffett, general merchant, at McAdam Junction, has assigned to a St. Stephen barrister.

Fire at Campbellton, June 29, did about \$2,000 damage to the stocks of A. G. Adams & Co., and A. Marcus' general stores on Water Street. The stores are in the same building. There was \$11,000 insurance on Adams' stock and \$2,000 on Marcus' stock. The building was also covered by insurance.

There was a drop in flour one day last week when a street car and one of Hall & Fairweather's big teams collided. The wagon was loaded with barrels of flour and for a time it looked like a snow-storm with the bursting barrels. The wagon was badly smashed.

GEORGETOWN, P.E.I.

July 2.—Business during the past week has shown a marked improvement. Collections, however, are only fair. Now

is the time to make a strenuous effort to square up all outstanding accounts.

The demand, owing to the excessive heat, for soda water and fruit, has been exceptional. Grocers report splendid sales of chocolates and high class confectionery.

In the cities they report smaller sales and less business in the summer; here it is the reverse. Our best season is the good old summer time.

A. Maclean & Co. have adopted the cash system. The opening paragraph of their announcement reads: "After careful consideration of the possible results, we have decided to conduct our business on a strictly cash basis on and after July 2nd—absolutely no exception to this rule." This is the first experiment here and the result will be watched with interest.

repulsive and the vines and hop poles are covered with it. This has to be brought from Kentucky, and valuable time will be lost before it arrives.

Grocery stores in the outskirts of the city are often easy victims of the burglar, because of their remoteness from the path of the police. W. Y. Blackhall's, in Mount Pleasant, was entered the other night, and though the robbers got the safe open they secured little, as the cash had been banked that afternoon. Experts carried out the job, using nitro-glycerine. It is not often that Vancouver has these people around in the middle of summer, as they generally come in when things slacken up in the fall. That they are on hand now is a sign that dealers in outside places should be careful, as these generally suffer first before attack is made on the larger stores down town.

Nineteen hundred tons of salt are en route to British Columbia from Carmen Island in foreign bottoms, a Kosmos liner bringing 1,000 tons, and the Havana 900 tons. Discharge of cargo will be made at both Victoria and Vancouver, the two main points of distribution.

The Norwegian steamer Tricolor is en route from Cheribon, Java, with a cargo of raw sugar for the B. C. Sugar Refining Company here. This firm obtains its raw material both from Java and the Fiji, a large subsidiary company owning a plantation in the latter islands.

News From the Coast

Mexican Salt for British Columbia—Burglars in Vancouver Grocery—Markets Kept Brisk With Summer Business.

VANCOUVER.

July 4.—No prominent feature marks the local market. This week we have the first real summer weather, and the warm wave will precipitate the end of the strawberry crop, and bring on the raspberries. Three weeks ago, it got nicely warm, but since then it has been cool, until now it is the good old summer time. The effect of the cool weather has been to allow berries, cherries and such like to attain a fullness, and with plenty of sun now they will have everything that goes to make good fruit. All crops are of the best, and it looks as if this will be a banner year in the industry. Maxwell Smith, Dominion fruit inspector, is now on a trip in the interior, and will return with a statement as to how the various crops are in the different localities. With a bountiful yield and a largely increased acreage, there should be a good supply for the market.

Increasing interest is being taken in the Vancouver market, and the promoters are very much encouraged. Applications for stalls are more numerous, and what is better, there is a fine attendance of buyers. Last Saturday, all the supplies were sold out, and if the demand continues as strong the market will be a big success. It will put the farmer and the consumer in close touch, and will give the former a market which he has not heretofore possessed. With the great improvement in suburban transportation, electric lines running to all parts and small steamers in operation, the growers are able to reach Vancouver at a minimum of cost. By bringing their produce to market, they are not so completely at the mercy of the buyer who goes around the country, and, moreover, much stuff will find a ready sale that has heretofore not been bothered about. Vancouver merchants also expect results in that ranchers coming to the city with produce and receiving money therefor will spend here before returning. In fact, one of the earliest promoters of the market, six or seven years ago, when there was little substantial support, was Charles Woodward, whose store has since grown to very large proportions, and who has not been able to attend to his project of late because of the demands on his time by business. He and others have always recognized the benefit that would accrue from a market, and it looks now as if their hopes were about to be realized.

Thomas Cunningham, provincial inspector of fruit pests, has returned from Agassiz, where he went to see what

could be done to prevent the ravages of the flea beetle that is doing such damage to the hops. He declares that this insect is the most difficult pest to exterminate or even check that has made its appearance in British Columbia, and the loss this year will be close on to \$50,000. All kinds of mixtures for the destruction of pests have been tried on the flea beetle but without the slightest effect, and it was hoped that some parasitical insect would attack the ravager. Up to the present, however, it has been more destructive than ever, except in the Okanagan valley. The only remedy of any effect is a solution that is most

Interesting Ontario Items

Hamilton Grocers Preparing for Big Excursion on 15th — Ottawa Merchants Closing Early on Saturday—Fruit Jars Scarce in London.

LONDON.

July 6.—Col. A. M. Smith, of A. M. Smith & Co., wholesale grocers, has been confined to his room for some days through illness.

Cyril Hays, secretary of the Retail Grocers' Association, is around on crutches, the result of a second accident this season while playing baseball.

Frank Smythe, who for a few years has conducted on Richmond St. North one of the most attractive grocery stores in the city, has made an assignment to Alfred Robinson.

The strawberry season, which has been very brief this year, owing to the hot weather, is succeeded by raspberries, which on Saturday sold in the market at 15c per box. The last has been seen of pineapples for this year.

Local retail grocers are up in arms over the wholesalers' new cash terms, and will hold a meeting next week and invite the wholesale men to discuss the matter with them. Retailers who are prepared to pay cash feel that the new terms bear particularly hard on them.

Dairy produce keeps scarce and pretty high. Dairy butter retails at 21c to 25c per lb., and creamery a cent above that price. New cheese sells at 12c wholesale and old at 15c. Eggs are also scarce, the ruling price being 19c to 20c.

Retailers complain of a scarcity of fruit jars. The factories closed down on June 1st for the season, manufacturers being content to fill January or

February. Since then the price has gone up \$1 per gross, and it is difficult to get a supply even at the advance.

The new law regulating the sale of bread, which went into force on the 1st inst., does not appear to have made any difference to local bakers. Some of them interviewed, declared that the standard loaf (1½ lbs.) would have a cheaper grade of flour put into it than the fancy loaf, as many in the trade pay \$1 and \$1.50 per barrel more for the flour used in the latter than for that used for plain loaves. The price of bread in London now is 4c per pound, which citizens consider is quite enough.

OTTAWA.

July 7.—Last Saturday was the first day in July that the early Saturday closing for the summer months goes into effect in all the firms that close earlier than the law provides. As far as can be learned, only a few firms have this year volunteered for the early-closing on Saturday, but those who closed early last year will continue to do so this season. The civic by-law provides that merchants cannot keep their stores open after nine o'clock on Saturday night. Amongst the grocers who are inaugurating the six o'clock closing on Saturdays, the Bryson, Graham & Co., O'Connor St., and Bate & Co., Sparks St. Nearly all the wholesale grocers close at one o'clock on Saturdays. There

is a disposition among some of the business men to close early if an agreement could be come to with the others in their lines of business, but it is not probable that the retail grocers will make any efforts towards early-closing on Saturday, as Saturday is one of the busiest days of the week in the grocery business. A good scheme proposed by one of the business men of this city is to let the clerks work till nine on Saturdays, and let them have a half holiday during the week, one or two clerks getting each afternoon off.

Thomas Reynolds, of The Quaker Oats Company, was in the city during the week calling on the local trade.

Local ice men seem agreed that they will not sell single blocks of ice, even at ten cents apiece. If householders want it they must give a regular supply order. This seems hard and entails some inconvenience and suffering. Many worthy citizens look on ice as a luxurious necessity; they get it when they are compelled. The hot week end particularly is dreaded where the family is large and means are limited. If the poor family gets a cake of ice it is considered by the naughty iceman as a favor. There is room for explanation on the question of the ice supply of Ottawa. A good idea would be for the grocer to take a good supply from the iceman, and sell it at ten cents apiece, clearing a good profit. There is some talk of having a municipal ice supply and delivering the ice free of charge to the poor families, which would certainly be welcomed by the poorer class of this city.

There has been a good demand recently for summer goods owing to the prevailing warm weather. The city trade in fruit and groceries has been active, and collections fair. Country collections continue slow, and orders not more than fair. The yield of butter and cheese, it is stated, will be affected by shortage of cattle.

The market Saturday was one of the best of the season. Everyone was there and everyone wanted to buy something if he could get it at all reasonably; while the prices were not exorbitant. Two prominent features of the offering were onions and radishes. Butter was about the same in price and there was little or no change in eggs at 18 to 20 cents a dozen.

GUELPH.

July 6.—The butter question has been the most interesting of any in Guelph this week in grocery circles. No doubt you are aware the chief of police was fined \$6 in the Division Court for illegal seizure of butter under weight, on the Guelph market. The farmers evidently think he is wrong. But not so, he acted under the city by-law, and it ought to be up to the city to pay his fine. There is room for argument on both sides. But to get at the fair way, to my mind, is to use a little common sense. I do not believe that the majority of farmers try to cheat on the weight, nor do I think the chief was trying to take advantage of the farmer. The judge decid-

ing the case found fault with the by-law. If we could all just study human nature enough and not think everybody is a rogue, we would have less of these mixups. We all have our faults. Go easy and use good judgment, and when these mistakes do occur, don't think you are always right. Give the other fellow a chance. Take a look at the question from his standpoint. I know of one farmer who regularly brings in his butter from 2 ozs. to $\frac{1}{4}$ lb. overweight just to avoid trouble. Now that is not fair to him. There are others that come underweight regularly, but if a record was kept of these cases by the same gentleman who keeps track of our bad accounts and when a man was found to dodge from one store to another and to continue to do this, he should punish him. There would need to be no sympathy for either side.

This is the first full week in July and, sorry to relate, the half-holiday question is still undecided. The clerks have fought a fair honest fight with those merchants who said last winter they could not have it, and they are not through yet. Will you make one more effort? It is you that is needed. Only one more grocer does it. Will you be that one, or if you have already signed the petition, use your influence?

Will some other correspondent give us his opinion on those questions about which the Ingersoll correspondent so kindly wrote this week? Come out with the facts as you see them.

You have all heard of the city girl and the bee, but the busiest lot of bees are already humming "Come home to Guelph the first week in August, Old Home Week." There is something doing. Are you coming?

The market Saturday was all O.K., and business was good. The fruit is the main thing at present and while old potatoes are higher, the new ones are already here so don't worry over the old. Cherries at 90c. a basket were good sellers, while strawberries were a favorite with raspberries a good second.

PETERBORO.

July 7.—The Quaker Oat Company's employes intend holding their annual excursion this year to Cobourg on Saturday, July 11. The committee in charge expect to have an attendance of about 800. Athletic events, a baseball game and a guessing contest will be included in the program of events.

The window of White & Gillespie's grocery store is attracting considerable attention these days. This firm deals in twine, as well as groceries, and to advertise this article they have constructed a spider's web out of binder twine and arranged artificial flies among the meshes. At night a Chinese lantern containing an electric light lends a pleasing aspect to the decoration scheme.

City grocerymen report business somewhat dull these times and attribute this to the fact that so many citizens have left for Stony Lake and other summer resorts for the hot season. The farmers are busy with their hay harvesting and do not get many opportunities to get to the city.

Roland M. Boswell, the Elora grocerymen who absented himself from his own wedding in Toronto last week spent a day in Peterboro at the home of his uncle. The wedding was to have been

solemnized on Thursday afternoon, June 30th. Boswell did not appear, but came here and was spending a pleasant time while his prospective bride, family, friends and the minister awaited his presence. He checked his baggage at the C.P.R. station for the steamship Virginian and left with the Cuthbert party. Montreal reports, however, state he was not on board and nothing since has been heard of him here.

GALT.

July 6.—Business in Galt the past week has been exceptionally good. The different manufactories, with a couple of exceptions report that orders are pouring in, and additional men are being employed. As a result of these conditions the grocery trade had picked up considerably and the merchants are now firm in their belief that a resumption of the old time big business is at hand.

"The strawberry season is about over, thank Providence," said a Galt grocer this morning. "Contrary to general opinion, the strawberry season does not mean a rich harvest for the grocer. What with the worry and trouble regarding this fruit, I sometimes think that I will refuse to handle it another year. But then, there is the possibility of losing customers. Strawberries spoil very easily and this season has been particularly hard in this respect. The sultry weather has made it almost impossible for us to keep berries over night. Were it not for the sugar sold for preserving purposes, the sale of the berries would be entirely without profit." Several other grocers were interviewed regarding the remarks of the above grocer, and one and all expressed the same opinion.

Is there a combine at the Galt market? Indications would point that way. A case in point was observed last Saturday morning, when a farmer arrived with a load of produce. "How much is your butter?" he was asked. "Just a moment," was the response. The farmer then held a confidential conversation with several other farmers, and returning, announced that butter was 22 cents per pound. It would seem that the average farmer is not capable of figuring out just what his product is worth. Another farmer, who evidently had figured out the cost of production, thought that his butter was worth 22 cents per pound. Twenty cents was the ruling price however, and he was finally obliged to accept that figure. There was a big market and prices remained unchanged.

President T. A. Rutherford, of the local Retail Merchants Association, says that the committee appointed to look into the finances of the Provincial Association, will shortly get busy. "We have a task of some magnitude, but we anticipate that when our labors are finished, the Association will start out with a thorough understanding of just how it stands financially."

A local grocer with sporting proclivities offered to wager a large bottle of olives recently that not one of the

dozens of private picnics which left Galt every week, was without a bottle of the same goods. It is astonishing, he said, how the olive has grown in favor with picnic parties. Not so very long ago it was regarded as a luxury to be used by only those of means. Now, however, it is an indispensable picnic accessory.

TORONTO.

July 8.—The Retail Grocers' Association are expecting a big day next Wednesday, July 15, when their 23rd. annual picnic to Buffalo and Niagara Falls will be held. Considerable interest is being taken in the trip by city grocers generally and prospects are that the excursion, always exceedingly popular, will be a record one, so far as attendance is concerned. Posters have been out all over the city for some time announcing event and everything points to a most enjoyable day's outing.

There was a jolly time up in High Park on the afternoon of July 1st, when the Toronto Retail Grocery Clerks' Benefit Association held a well-attended picnic. Grocery clerks, with their friends, their wives and their sweethearts, were present to the number of about two hundred, and everybody was full of life and fun. The feature of the afternoon's sports was a baseball match between teams captained by the president, E. Matthews, and the vice-president, Lou Hyzie. The vice-president's team won with a score which could hardly be contained in the score book. Running races, jumping contests, quoiting, etc., were heartily entered into for a number of prizes generously donated by the manufacturing and jobbing firms of the city, and at the close of the afternoon the crowd sat down to a bountiful luncheon. The afternoon was enjoyably spent by all.

West Toronto grocers took a good crowd of citizens to Berlin with them this morning on their annual picnic. The day will be spent in the usual way and a good programme of games has been arranged, with prizes donated by Toronto grocery firms.

The new regulations regarding bread at the last session of the Ontario Legislature, went into force last Wednesday. Grocers are not much interested, for they expect to sell very few of the new standard loaves. Inspectors Awde and Vance have been going the rounds of the bakeries and have reported: "They have inspected eleven factories altogether, and in most of them the bread was satisfactory, only two places being out of accord with the regulations. One of these two bakeries is a new one, both oven and machinery only having been recently installed. The other place was a small bakeshop that caters for the foreign trade with a special kind of bread. A number of light loaves were found there, and the proprietor thought he had the right to bake a forty-ounce loaf. It is not intended to prosecute in either of these cases, as the matter will likely be settled out of court.

Through the courtesy of Toronto Parks Co., Toronto grocers and their friends and customers are enjoying an afternoon's holiday at Scarborough Beach to-day, this being the regular Wednesday half-holiday. Quite a crowd took

advantage of the opportunity and it is whispered that the committee through whom the event was arranged "did" every one of the shows at the park and then were scarcely satisfied.

Miss Madeline Ewing, the young lady who was drowned in the canoeing accident with Frank J. Farley in Humber Bay on Sunday evening, was bookkeeper in the grocery of R. Higgins & Son, 802 Yonge Street. Miss Ewing was a young lady of excellent qualities and the accident is sincerely regretted by her fellow employes and Mr. Higgins. She had been employed in the store about a year.

Henry Norris, in business in Toronto for the past 35 years, died on Friday, July 3, at his home 65 Bleecker St., in his 70th year. Death resulted after an illness of two months. At the time of his death, and for ten years previous, Mr. Norris kept a butcher, meat and provision store at the corner of Shuter and George Streets. Before moving to that locality he did business for 25 years at 333 Yonge Street. Deceased was a member of St. John's Lodge, Knights of Maccabees; Capital Lodge, No. 5, A.O.U.W., and of Court Rose, No. 18, Canadian Order of Foresters, of which he was one of the founders. He is survived by four sons, Frank H., Sydney H., Herbert P. and Garnet.

CHATHAM.

July 6.—The Dominion Day celebration here was a great success. The programme included a trades procession in the morning, field and aquatic sports in the afternoon, calithumpian and torchlight procession and band concert in the evening, besides other attractions. A noteworthy feature was the electric illumination of King Street. The demonstration committee has turned these lights over to the city as a permanent institution, and they are to be lit every Saturday night henceforth. A striking feature of the trades profession was the float put on by N. A. McGieachy & Sons, milk dealers. E. C. Gammage and W. J. Radley were grocers in line. The success of the demonstration was largely due to the hearty co-operation of the merchants. After all expenses were paid, there was a surplus of \$60 which was set aside for a demonstration next year, a permanent committee being appointed to take charge.

Last Friday night Wallaceburg was visited by a disastrous fire, in which the seed and feed store and chopping mill of Armstrong & Son, James St., were burned to the ground, with a loss of about \$10,000. The groceries of Geo. Taylor and Peter Forbes were both threatened at one time, but were saved, though Mr. Taylor's loss through damage by water will be considerable.

The Bell Telephone Company will have competition when they apply next August for a renewal of their franchise. The Blenheim & Harwich independent company intend asking a franchise and offer greatly reduced rates for the service. The city at present received \$400 a year from the Bell Company. The matter will likely be discussed at the next regular meeting of the retailers on July 14, when it is expected that a definite recommendation will be made. Retailers comprise upwards of 50 per cent. of the phone users, and their views should carry weight. While two competitive systems would not be wel-

comed, nevertheless an improved service is earnestly desired.

That cigar leaf tobacco can be grown in Essex and Kent better than is grown in Quebec, is the strong statement made by Ernest Bailey, the Kingsville tobacco buyer. He states that buyers of Zimmer Spanish pay from three to four cents more per pound for the Essex product than for the Quebec product. An excise officer is also quoted as saying of Essex samples: "The sample I consider a perfect leaf, with better color, aroma, burning qualities and flavor, than any imported for cigar making in Canada." Mr. Bailey has opened a factory in Kingsville for the manufacture of the Canadian-grown product. While the recent drop in prices has hit the Burley tobacco a bad blow, it is claimed that growers of cigar leaf have never had any difficulty in disposing of their product at satisfactory prices. Farmers who formerly grew tobacco have, however, gone largely into sugar beets, which, though they do not yield as large profits in good tobacco years, nevertheless give surer returns.

W. S. Eberle has sold out his bakery business in Highgate and intends moving to Blenheim, where he will go into business.

Wm. Cook, Park Avenue, passed away on Sunday afternoon after two weeks' illness from pneumonia. Mr. Cook, who was 66 years of age, has for 15 years conducted a grocery on the avenue. Mrs. Cook survives.

The death occurred at Palmyra on June 26 of Samuel E. Bell, who has for six years past conducted a general store in that village. Mr. Bell was about 37 years of age, and leaves a wife and two daughters.

Forty-three business men of Aylmer have signed an agreement to close their places of business on Wednesday afternoons during July and August.

The "candy counter" is a recognized feature in at least two Maple City groceries. H. Malcolmson has always featured a stock of choice confectionery; one of his two large show windows being always devoted to a tasty candy display. Mr. Anderson is also making a feature of his candy department.

The King Edward Grocery, conducted by Northwood & Bartlett, has always featured the handling of early fruits. Their advertising has been devoted almost wholly to this line of business, and the announcement of the first cherries, the first strawberries, the first new potatoes, attached to the name of the King Edward Grocery, is a familiar one to newspaper readers.

LARGE CALIFORNIA FIG CROP.

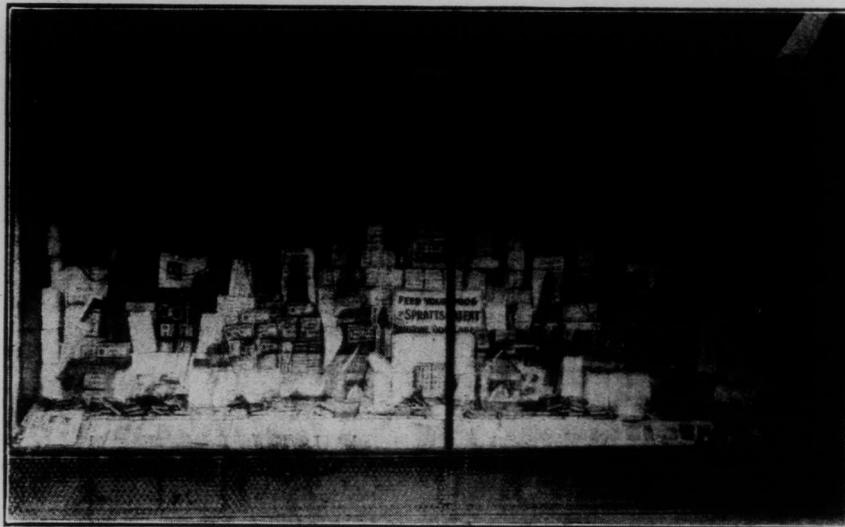
Reports from California indicate that this year's fig crop, although it will not be harvested for several months yet, will be of large size. It is too early as yet to state anything definitely concerning its quality. The signs, however point to one of the largest second crops in years. The first crop of figs is hardly ever very heavy, inasmuch as the early frosts, and especially those occurring in February and March of this year, damaged the buds before they had set on to any extent. The prospects for black figs are also reported to be very good.

EFFECTIVE WINDOW DRESSING

Some Advice on How to Make the Store Window Pay Dividends—A Novel Window From a Montreal Grocery.

The show window, rightly used, is one of the strongest factors for attracting trade in the modern retail business world. To make the window pay, to make it a vital force in enlarging a business by constantly drawing new customers into the store, requires time and labor, and the exercise of good taste and judgment. If a merchant buys advertising space in a newspaper or elsewhere he devotes considerable thought to filling it with attractive matter. He makes frequent changes, so that his advertisements are always new and fresh and suited to the varying needs of the buying public. The show window is a valuable advertising space which costs the merchant something in rent and other expenses. He has it on his hands and can turn it to good account or he

man or woman who sees a good article tastily put on view, if it is seasonable and suited to their needs, will long to own it. They may purchase it at once, or make a mental note of the store and return later. The man who can exhibit goods so that those who see them want them for their own, is the man who becomes a successful window trimmer and who draws trade to his establishment. Display seasonable goods, for which there is a demand or soon will be. Set your goods in attractive surroundings. A beautiful easy chair, marked with a low price, but shown in the middle of a meadow, would not tempt anyone to buy it. But place the same chair, marked with the same price, in a cosy corner, beside a grate fire, with pipe racks on the wall, and a table with magazines,



An Animal Food Window in a Montreal Store.

can neglect it, letting it remain a constant bill of expense from which he derives no benefit.

An Index to the Store.

The slovenly show window knocks business. It drives away trade. It deters many from entering who fear to find the interior as poorly managed as the exterior. The show window is an index to the store. A neat, tasty display, with goods shown to their best advantage, indicates a well-kept, business-like establishment. The customer who enters and finds that the interior bears out the promises made by the window display goes away satisfied and is sure to return. Constant changes in the window will keep the world informed of the changes going on within the store, the new bargains, the beginning of special sales and the arrival of new goods.

The desire for possession is one of the strongest human characteristics. The

or workbox, close at hand, and that chair will possess attractions on a fall and winter day which many a man or woman will find it impossible to resist.

The Object of Window Dressing.

The object of all good window trimming is first to draw spectators to the window, then to hold their attention, and finally induce them to enter the store. For this reason every trim should have some novel feature, unique in itself and belonging peculiarly to the exhibit of which it is a part. Any unusual arrangements of the goods in hand will attract attention. The massive style, in which a large number of the same articles are grouped in a window, or at a particular spot, is often effective. For variety use the light, delicate style, in which a few objects are grouped in a graceful, artistic fashion which compels attention and admiration. Set

pieces, in which various objects are used to create outdoor scenes or other pictorial effects can be used in thousands of varieties and to good advantage. Articles in motion will invariably draw spectators to a window. A flag waving in a breeze created by a concealed electric fan, a windmill operated by motor, or mechanically moving lights, are commonly used to good purpose. The idea can be employed in a thousand different ways. Special exhibits, such as cooking, the making of shoes or weaving of rugs, in which the construction or use of the article advertised is shown in actual operation, are sure means of obtaining publicity if not used too often.

One or more show cards should be frequently used in the grocer's window. If neatly and artistically made they add a touch of color to a display and give all necessary information. By saying enough, but not too much, the show card leads the customer into the store for fuller information, a sale is made and the card writer has played his part in making the show window pay.

A NOVEL MONTREAL WINDOW.

Display of Animal Foods at Time of Dog Show Attracts Attention.

The photograph reproduced herewith illustrates a display recently made in the window of John Robertson & Son, St. Catherine St., Montreal, and is interesting from the fact that it shows how a wide range of varieties of foods for domestic animals may be displayed with advantage.

This display was especially opportune, as it occurred during the dog show in Montreal. The display contains various forms of food for dogs, cats, birds, poultry and fish, in fact, covers the diet list of all domestic and pet animals.

Bench shows are each year becoming more popular, and as a result more attention is being paid to the breeding and care of animals. All this goes to demonstrate the fact that more scientifically prepared animal food will be sold, and as this line comes within the natural sphere of the grocer's trade it will be sure to open up a new source of revenue to him. In any case its prospects are well worth investigating. The window in this case was built up with the products of Spratt's Patent, Limited, of London, Eng., who are represented in Canada by Fred Hughes & Co., Montreal. While the window is rather too plentifully filled to give the best effect the plan followed in its arrangement bears some marks of the good window dresser.

Hot weather is a poor excuse for neglecting to change your window display these days.

Complaining is waste of energy—the ALL of which is needed for that doing something which alone can change conditions for the better.

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"Men Who Sell Things"

The Sky-rocket Versus the Wear-well Type of Salesman—The Sales Manager Accepts a Large Amount of Responsibility—A Story of the Calming Down of One "Sky-rocket" Man—Learn to Know Yourself as Well as Your Business.

By Walter D. Moody—Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

(CHAPTER VIII—Continued.)

"Not by the force of capital, but by having money drawer and counting desk and counter and shelves all full of good temper, they rose in society, until today Merryman & Warmgrasp have one of the largest stores, and the most elegant show windows, and the finest carriages, and the prettiest wives in all the town of Shuttleford."

Many a salesman has gone down under his temper. They usually begin by pluming themselves with the idea that their firm does not expect its men to make doormats of themselves for crusty customers to wipe their feet on. That is a greatly over-worked idea with those who have a short hold on their tempers. They end with kicking themselves out of that very firm and the good graces of their trade, because they are continually going about with chips on their shoulders, looking for trouble.

How the Tide Comes in.

People who have never seen the tide come in at the ocean beach do not understand it.

Like the development of a bad temper, the waves creep slowly up at first and then recede. "The tide is going out," says one; "the sea is going down." Ere it is gone another wave comes. This time it reaches a higher point; but it recedes again, and he says: "Surely the tide is going out, and the sea is going down." Again a wave rolls in; this time it comes higher, and presently the tide is full.

So with the advance of an ungoverned temper—its baneful influence engulfs and destroys every chance the salesman ever had to become a power in his profession.

Someone has said, "A melancholy musician may compose a Dead March, and make harp weep and organ wail; but he will not master a Battle March, or with that grand instrument, the organ, storm the castles of the soul as with flying artillery of light and love and joy, until the organ pipes seem filled with a thousand hosannas."

When a salesman boils over quickly, you soon find out what is in him.

Show courtesy to others, not because they are gentlemen, but because you are one.

CHAPTER IX.

The Sky-Rocket Salesman.

A salesman who seeks to establish himself on a good footing by unfair means is soon spotted by his trade and by his fellow-salesmen. He loses the confidence of the first and the friendship of the latter. He is not a salesman, but a bribe-giver, or something worse.

Nearly every phase of salesmanship has been made an exhaustive subject of

discussion at some time or other, but all too little has been said or written concerning the wear-well salesman. Just here, however, while we are attempting a description of the negative types, the sky-rocket looms up as the opposite of the wear-well class, those who serve as beacon-lights along the shore of salesmanship.

The mariner attempting to guide his ship safely into harbor on a dark and stormy night would become hopelessly lost in his bearings with nothing but sky-rockets to beckon him into haven. The steady glare of the trusty light on the rocky point is his one hope.

Sky-rockets are used at sea as signals of distress to attract the attention of passing ships or of the life-saving station, to their helpless condition.

The sky-rocket salesman is ever a signal of distress, causing much concern to the unfortunate house with which he is connected. A flash in the pan; a streak of light; an outburst of sparks; a thin line of smoke marking its meteoric course; a smell as of something burning—and all is over but the drop of the stick; and who can predict where that will alight?

With a crash and a thud his presence is announced among the list of "also rans," whose breakdown on the course prevented his finishing the race. Happily this type of salesman is gradually disappearing, thanks to the exacting business methods of the present strenuous day.

But the occasional flash of the sky-rocket on the horizon of professional salesmanship is sufficient cause for reflection to the sales manager, suggesting the necessity of pointing out the true way to ultimate success, which is possible only by sure-footed methods, infinite patience, undaunted courage, and unblemished integrity.

Even when a salesman understands his line thoroughly and knows how trade conditions stand, much depends on the personal qualities he brings into play when interviewing people.

Selling goods of even the highest class is arduous work. The salesman must see that he brings to his task the necessary strength of character. In no other line of business is a man so quickly reduced to his right level as in salesmanship. He cannot live for long on a false plane.

Correct Estimate Necessary.

In brief, salesmanship is a profession that finds room for all kinds of minds. But a man ought not to rate himself too highly at first. When he succeeds in a small way, he assuredly will be asked to fill more important positions.

It is rarely the case that the sky-rocket salesman is designedly unprofessional in his methods. He is by nature oftener imprudent, or unacquainted with the characteristics of the finished salesman, which are produced only in the

school of human endeavor taught by master results.

Again, he may be the victim of bad training—the result of unrestricted latitude in business-getting.

It is a regrettable fact that some employers are not very scrupulous and exacting as to the ways and means employed by their salesmen, so long as orders are forthcoming.

They wink at the means, satisfying their consciences with the fallacious saying that, fair or foul, it is justified by the end.

Houses that tolerate such methods, though they do not actually encourage them, generally find themselves victimized by their own men. Sooner or later either the sheriff or the receiver takes charge, leaving the unfortunate salesman to drift into other pursuits, or perchance find his way into the sales force of a competitive institution, where for the first time in his career he is given a real introduction to legitimate, high-grade selling and merchandising methods.

Here the work of the resourceful sales manager is put to a true test. If the subject over which he labors possesses in any degree the rudiments necessary to the making of a successful salesman, the make-over process of true selling education, based on knowledge, character, and honesty, begins.

The reward for time thus expended affords a peculiar sense of gratification to the manager and his house; and to the salesman unbounded happiness and true-blue loyalty on being won over to a sphere of genuine usefulness to himself and others.

The disaster that may be expected to result from bad training in salesmen is exemplified in the experience of a competitor of our firm. The proprietor of that house was a pioneer in the business, and made considerable money in his day. Being an old man, however, he could not adjust himself to modern methods. Competition became too strong for him, and he was finally forced into bankruptcy. The business was taken over by his son, who secured enough money from his wife's people to settle his father's indebtedness at about 25 cents on the dollar. The younger man possessed some of his father's peculiarities, which bordered on the lack of principle. His remaining assets were in the nature of a college education that he did not seem to know what to do with, and a skimmed-milk knowledge of the business.

Office Chair Management.

In spite of these handicaps, he surrounded himself with a fairly capable staff of salesmen, and he really had a working chance to make a success of his undertaking. He started in to manage his business from an office chair, and that kind of management soon runs its course. Like the foolish man who

turns on the light to look for a burglar, he stood out boldly in the glare of his unpractical methods, while his salesmen worked out his ruin, doing about as they pleased, secure in the shadow of their graft. Those of the men who had been upright soon lapsed into careless indifference, Others robbed their employer under his very nose, with little fear of prosecution, because he was in such bad financial straits that he did not dare to make a move. In three years ruin and disgrace fell upon that house, and it was again forced out of business, this time for good.

By no means are all sky-rocket salesmen worth the effort to save them, but this can be determined only by giving each a fair chance.

The trying-out process will usually demonstrate that they possess marked salesmanship ability, which is susceptible of high culture under the right tutorage.

To harness their enthusiasm with judgment, create in them singleness of purpose, impregnate their selling-talk with logical, honest arguments, and endow them with wear-well qualities requires patience; but all this is possible of accomplishment under a firm hand.

Is it worth while?

Certainly. The best salesmen any house ever employed are secured in this way; but there must be a good foundation to build on. The trouble is, many employers will not be bothered with this class. As soon as they discover their weaknesses, out the weaklings go. And what comes then? Order-takers, perhaps, to fill their places.

Give me enthusiasm—even though perverted—rather than indolence.

Now, let us see how it works out.

A sky-rocket salesman once secured a position with my house on the recommendation of one of our old travelers who knew him by reputation as being a good man. And right here let me emphasize the fact that there is a vast difference between reputation and ability or character. "Character is what a man is; reputation is what he seemeth to be."

We fixed up a territory for our new man and started him out with our hopes keyed up to the last peg.

Our confidence was shaken by a letter received before he had been out a week. He advised us, on making a certain town, that the only merchant to whom we would pass credit was trading at a neighboring house, concluding his statement with a request to send the merchant a letter under plain envelope, addressed in care of our competitor, inviting him to call and inspect our line while in the city.

We replied that we considered his request a breach of business ethics, and that our policy did not countenance such procedure adding a few side-lights on legitimate, clean-cut, above-board selling methods.

His first trip ended with a gratifying showing in sales as indicated on the surface, and our hopes in him seemed in a fair way to be realized.

"Sky-rocket" Methods.

A little later, however, goods were returned from every section of his territory, with the statements, "Not ordered," or "Ordered on approval; if not satisfactory to be returned." These claims for credit were accompanied by claims for express charges, extra discounts, and all manner of things not

quite consistent with fixed deals. Mr. Sky-rocket had promised to do thus and so, his customers wrote, but investigation of the order sheets sent in failed in every instance to discover any record of these special arrangements. We were continually being placed in the embarrassing position of pitting the word of our salesman against that of his customers.

We began to realize that our prize package contained a sky-rocket, but, on the whole, enough goods "stuck" to convince us that we really had a good man provided he could be made over to do business our way. We lost no opportunity of taking him vigorously to task. We gave him to understand how we wished him to govern himself in the discharge of our affairs.

Gradually a little improvement was noticed. Complaints became less frequent and his sales continued to increase; but at best he was nervous. He got mad at little "croopy" customers because they did not buy enough goods to suit him; then he would vary the programme by writing in that this or that line was not up to the standard. When he had exhausted his regular line of specialties, he would wrangle about his expense account. He was always "out" in making a settlement to the house, notwithstanding that it was expressly understood from the beginning that his daily allowance was not to exceed a stipulated amount.

Training that man was more like an experience in fitting two lengths of stove-pipe than anything I have ever undertaken. As soon as one side was nicely adjusted it would bulge out on the other. If you have ever done any stove-pipe fitting, you know that it is the most exasperating work that man was ever engaged in. Finally, with the aid of many heart-to-heart talks, we convinced him that there was but one way in which he could ever hope to build a safe and sound career; that he would never again have so good a chance to make the best of his opportunities in life; that if he failed to make good with us, the crisis in his business career would have been reached, then would come the re-action in a down-grade pace that all the influence in the world could not check.

The turning-point came at last, and with it the admission from Mr. Sky-rocket that it was indeed a revelation to him to see the manner in which our business was conducted, his great regret being that he had been deprived of such training earlier in life.

His territory, which was generally hated, was in "the enemy's country." Under the new life that our made-over salesman gave it, however, it developed into one of the best selling-assets of the house.

The salesman who secures patronage for the moment by over-colored propositions and loosely fixed principles does no lasting harm to either his trade or his house. He merely fools himself.

If Mr. Sky-rocket will stop cheating himself and look honestly into his career he can read there pretty accurately what is going to happen to him.

And best of all, not only can he foretell his own business fortune, but he can control it, if he will be guided and warned by the weaknesses written on the pages of his own personality.

Don't say, "I'm just as good a salesman as So-and-so." I know lots of people who might well investigate their

own characters. When you retire for the night look into your own methods, study your own weaknesses. Tell yourself truthfully just where you fell down on this or that transaction, and follow along the lines of your misconduct to the inevitable end. If you are the least bit of a philosopher, you can see that the end will be failure and discharge, unless you are sincere, and mean to be guided by what you see in your character study.

Make a new and determined effort to put yourself under the sort of control that leads to riches and honor.

The young man going out on the road for the first time, if he is made of the right stuff, will soon learn the importance of knowing what not to do to insure his ultimate success.

A well-known authority on salesmanship says:

"The reason why there is no work in the world like that of the traveling salesman, where a man's actions will so quickly determine his success or failure, is because perhaps that in no other vocation is a man put so absolutely upon his own honor and ability to work out his own salvation."

The realization of this does not come with the first trip. A salesman gets to know it only after he has been packing and unpacking trunks for several years. The best the salesman can attain to is what he learned by the "rubbing" process, taught only through bitter lessons in the school of experience.

(To be continued).

PREJUDICE VANQUISHED!

A wholesale house that has, during the last few years, been advertising steadily in one of the MacLean Newspapers, has recently got back an old customer in St. Catharines whom they lost nearly 20 years ago. For years they tried every plan to get him back. He was not only indignant, but he was bitter, and even a couple of visits from the head of the firm failed to move him. For the last 8 or 9 years he has not been called on at all. One day, to the amazement of the head of the firm, our St. Catharines friend walked in, shook hands with him, and said he would like by-gones to be by-gones. "The fact is," said he, "I have been reading your announcements the last few years in The ———, and I feel as if I were losing business by not dealing with you. I would like to look through the warehouse now and would ask you to have your travelers call on me regularly in future."

This is a case where that bane of a traveler's existence, Prejudice, was overcome by constant, progressive advertising. In a similar manner, good advertising in trade newspapers, will turn indifference into interest, and will dispel ignorance. No traveler will deny that an unprejudiced customer, equipped with a knowledge of a firm's standing in the trade, and interested in their advertised values, is a much easier prospect for a traveler to negotiate with, than is a prospect who is Prejudiced, Indifferent, or Ignorant.

LEA'S

The Pickle with the Home-made Flavor

The travellers will soon be showing our new line, the Tid-Bit. We claim this to be the finest pickle ever offered to the Canadian trade for the money. When the traveller has them around take a good look at them, you will be surprised.

Packed by

The Lea Pickling & Preserving Co.

Limited

SIMCOE, - ONTARIO

Western Representatives: Mason & Hickey, Winnipeg; Wilsoa & McIntosh, Vancouver

THE CANADIAN GROCER

delivery boys, in the driver's seat, made a splendid showing, and carried off second in the lighter class.

SOME B.C. DELIVERY OUTFITS.

It will be interesting to compare the type of outfit used in Toronto with that used in British Columbia. The photo reproduced herewith shows part of the parade of a similar show held some time ago in Victoria, B.C. The two outfits at the head of the procession are the property of Dixie H. Ross & Co., of that city, and carried off first and second prizes on that occasion.

AN ATTRACTIVE ONTARIO STORE.

A Well-arranged and Clean Interior From St. Thomas.

One of the brightest and cleanest groceries in St. Thomas, Ont., is that of

clerks are employed and they are generally kept busy.

The illustration will show just how beautifully the stock in this store is kept. And the store every day, those who know say, presents just such a picture of neatness and good arrangement as is shown here. The display of canned and bottled goods is such as would tend to induce a customer to buy a grist of things that were never thought of when entering the store. Mr. Pelan is an appreciative Grocer subscriber and values considerably the hints he gets from the paper.

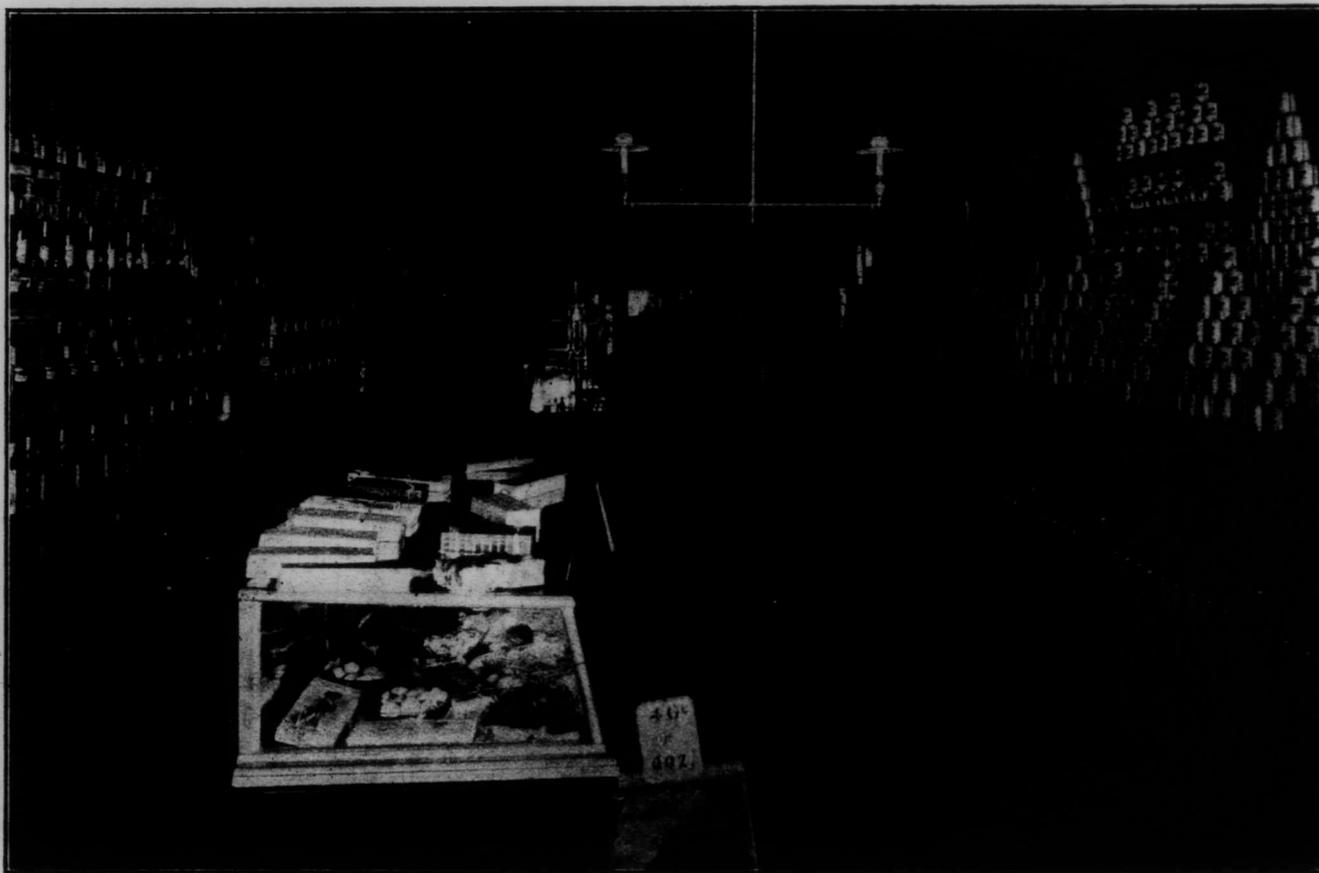
A HOST OF PICNICS.

Here's hoping the weather man will be kind enough to provide a bright and balmy day next Wednesday, July 15, to

Highgate Springs, Vermont, and have made large plans for an enjoyable trip.

The Toronto Retail Grocers go to the old favorite spot, Buffalo and Niagara Falls, this year, by the Niagara Navigation Co.'s boats to Queenston and thence in the International Railway Co.'s observation cars up the Canadian side to Niagara Falls, across the bridge and on to Buffalo. Special plans have been made for the entertainment of the visiting grocers in Buffalo, and the trip is certain to be a delightful one.

The Hamilton Grocers' Association annual excursion to Niagara Falls, is one of the big events of the year in the city under the mountain. For several years now, the excursion has been growing in popularity, until now a goodly section of the city's inhabitants pile on the special trains and journey down to the Falls to spend the day with the good brethren of the scales and scoop. This year the crowd promises to be



ATTRACTIVE INTERIOR OF THE STORE OF J. F. PELAN, ST. THOMAS.

J. F. Pelan, on Talbot St. The interior of the store, with several of its attractive features is shown in the accompanying engraving. Unfortunately the photo does not show a neat office in the rear which has just been completed. This was part of recent renovations to the whole premises.

Mr. Pelan is a thorough grocer, a hard worker, a good buyer, and has a host of friends in the city. Mrs. Pelan, too, spends a good deal of time in the store and gives her husband a great deal of assistance in looking after the books. Two

assure the enjoyment of the thousands of grocers and their friends in different parts of Canada, who will be taking advantage of the various outings arranged by the grocers' organizations in several towns.

How they all came to pick on July 15 for the date is rather a mystery, but they did and grocers from Montreal, Toronto, Hamilton, Brantford, London, and other points will forget about stores and troubles that day and journey off to new scenes for their annual outing with their brothers in the trade.

The Montreal Retail Grocers' Association take their annual excursion to

bigger than ever and the day's event to be better than ever. Special arrangements have been made to comfortably transport the host of excursionists and a special and unique programme is being arranged as one of the features of the day.

Some of the London grocers who did not take in the recent excursion to Detroit have arranged an outing for the same day. They will travel to Niagara Falls and an enjoyable time is expected.

The Grocer's good wishes go with all these excursions and as many of its representatives as can be spared will also be along.



It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

All grocers should carry a full stock of Royal Baking Powder.

It gives the greatest satisfaction to customers and pays the grocer a greater profit, pound for pound, than any other baking powder he sells

ROYAL BAKING POWDER CO., NEW YORK

O'MARA'S BACON

**I GUARANTEE FIRST-CLASS
GOODS & PROMPT SHIPMENT**

HERE IS A LETTER JUST TO HAND :

Ottawa, June 6th, 1908

Dear Sir :

"I have received the goods and you have received the money, and I thank you for prompt delivery and good quality."

Yours very truly,

F. SCHILLING.

QUOTATIONS CHEERFULLY GIVEN

JOSEPH O'MARA

PORK PACKER

PALMERSTON, - - - ONT.

COOKED HAMs

Just the weather for Cooked Meats. Your customers do not want to be bothered with hot fires. Sell them Cooked Meats and make a good profit. And get your Cooked Meats from us.

F. W. Fearman Co.

Limited

Hamilton, Ont.

Sell the Best



**"Canada
First"**

Brands

**Evaporated
Cream**

and

**Condensed
Milk**

Prepared in Modern Sanitary Factory.

Manufactured and Guaranteed
by

The Aylmer Condensed Milk Co.

Limited

Factory, Aylmer, Ont.

Sales Office, 39 James St. South, Hamilton, Ont.

Cheapest and Best

RYAN'S SHORT ROLL BACON

This meat is of extra good quality, made from carefully fed young hogs, mild-cured, tender and juicy.

**PRICES ARE VERY CLOSE
ASK US FOR THEM.**

The WM. RYAN CO.

LIMITED

70-72 Front Street East

TORONTO, - ONT.

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EGGS—Supplies have fallen off somewhat, but sufficient are coming forward to supply the demand locally. Prices are unchanged. The receipts of eggs have been in excess of last year's record, according to Board of Trade returns. Prices remain the same.

New laids	0 19	0 20
Selected	0 18	0 18 1/2
Ordinary candled	0 17	0 17 1/2
No. 2 Eggs	0 15 1/2	0 15 1/2

TORONTO.

PROVISIONS—With a continued brisk export trade and good local de-

Saskatchewan Merchants!!
 Get highest CASH prices on the
REGINA MARKET
 (and prompt returns) for your
BUTTER, EGGS and POULTRY
 by shipping direct to
THE REGINA
FRUIT AND PRODUCE CO.,
 ROSE ST. REGINA, SASK.
 Trial orders and correspondence solicited

SALT
 Car lots of Fine, Medium or Coarse,
 in Barrels, Sacks or Bulk.
TORONTO SALT WORKS
 125 Adelaide Street E. Toronto

We Want Butter!
 Dairy Tubs, Creamery Solids
 We will buy f.o.b. your station, in large or small quantities.
 Write or phone us with best quotations.
Rutherford, Marshall & Co.
 Wholesale Produce Merchants,
 TORONTO

FEATHERS of all kinds and of the best quality can be had at reasonable prices of
P. POULIN & CO.
 MONTREAL
 Ask for quotations.

USE OVAL WOODEN BUTTER DISHES.
THOMAS BROS., St. Thomas, Ont.

mand business continues excellent in pork products, and the market is firm. There have been one or two small advances during the week in lines of bacon and lard has stepped up 1/2c. Prices ruling at time of writing are as follows.

Long clear bacon, per lb.	0 11	0 11 1/2
Smoked breakfast bacon, per lb.	0 14	0 15
Roll bacon, per lb.	0 11	0 11
Light hams, per lb.	0 14	0 14
Medium hams, per lb.	0 14	0 14
Large hams, per lb.	0 12	0 12 1/2
Shoulder hams, per lb.	0 09 1/2	0 10
Bacon, plain, per lb.	0 16 1/2	0 17
" pea meal	0 17	0 17
Heavy mess pork, per bbl.	18 50	19 07
Short cut, per bbl.	22 50	23 00
Lard, tierces, per lb.	0 12	0 12
" tubs	0 12 1/2	0 12 1/2
" pails	0 19 1/2	0 19 1/2
" compounds, per lb.	0 8 1/2	0 09 1/2
Plate beef, per 200-lb. bbl.	15 50	16 07
Dressed hogs	0 8 1/2	0 09 1/2

EGGS—The supply coming in continues scarce and price have gone up a couple of cents in consequence. New laids, when they can be gotten, are sold at about 24, choice at 22, and ordinary at 20.

CHEESE—A slight advance is noted in both old and new cheese, though supplies of the former are practically nil. Prices ruling are:

Cheese, large, prime old	0 14 1/2	0 15 1/2
" new	0 19 1/2	0 20 1/2
" twins, new	0 13	0 13 1/2

BUTTER—Butter, too, is climbing in price, under continued short supplies. The demand continues excellent and with the condition of the markets now in evidence there seems to be no hope for much easier prices for some time at least. Prices are from a cent to two cents above quotations given last week.

Creamery prints	0 24	0 25
Creamery solids	0 24	0 24
Farmers' separator butter	0 22	0 23
Dairy prints, choice	0 21	0 22
" ordinary	0 18	0 19
" tubs, choice	0 20 1/2	0 21
Bakers' butter	0 18	0 19

POULTRY—Business continues very quiet with some small arrivals of fowl. Ducks are more plentiful and prices are a little lower, otherwise prices are unchanged.

Spring chickens, per lb.	0 20	0 25
Hens, per lb.	0 08	0 10
Young Ducks, per lb.	0 12	0 14
Turkeys, per lb.	0 13	0 14

WINNIPEG.

BUTTER—For round lots produce houses are paying 16c to 16 1/2c per lb. f.o.b. Winnipeg: for No. 1, 17c to 17 1/2c, and for No. 2, 15c to 15 1/2c f.o.b. Winnipeg.

EGGS—Price paid is 15c f.o.b. Winnipeg, subject to candling.

CHEESE—Price is advancing and quotations are:

Manitoba, per lb.	0 13 1/2
Ontario	0 14

WRAPPERS AND FLAVOR.

Interesting Information Regarding the Strength and Make of Cigars.

There is a popular notion, says the Epicure, that dark-colored cigars are strong cigars, whereas light-colored cigars are mild. There is absolutely no reason for this prejudice.

The filler of the cigar, which determines its strength, is the same, no matter what the color of the wrapper. For instance, if you take a black cigar, which you pronounce strong, and send it out to a manufacturer with the request that he place a light wrapper upon it, will it come back to you a mild cigar? We have an impression that the idea of color, as indicative of the degree of mildness or strength, has come about through the paucity of our language. A man originally may have asked for a light cigar, meaning one mild in potency, and, as time went on, the consumer probably used the word "light" without thought or reason, to mean both light in color and in strength when, as a matter of fact, there is no connection between the two uses of the word. There is, however, a real difference due to the wrapper in favor of the dark cigar. The wrapper is cut from the finest selected tobacco, and, to a certain extent, gives the fine flavor to an exceptionally good cigar. On the other hand, the very light wrapper may contribute a bitter taste, because the leaf, which is straw-colored, is apt to be over or under ripe.

The consumer will ask, "Why should this mere film of tobacco, which you say does not affect the strength, have any relation to the flavor?" For answer, let us suggest that the experiment be tried of passing a fine human hair through the length of a good cigar and then investigating the flavor. An extremely small amount of fine tobacco, such as is represented by the wrappers, will favorably or unfavorably affect the flavor, but will not make any appreciable difference in the strength.

Dark tobacco is sometimes strong, but this is not universally so, for cigars which are kept in Havana for any length of time will grow dark in color, and yet will become milder as time goes on, without loss of flavor. The same is true of leaf tobacco stored in Cuba.

Some tobacco planters, in order to cater to the popular prejudice in favor of light-colored cigars, have grown the leaf under shade, by the use of cheesecloth canopies. They have produced the most beautiful, silvery light-colored wrappers imaginable, but they have not improved upon nature, for cigars covered by these wrappers have a flavor similar to those which are made with Sumatra wrappers.

A RECORD SAP PRODUCER.

Three hundred quarts of maple sugar sap in twenty-four hours—such is the record of an enormous maple tree in the town of West Leyden, Mass.

Although this wonderful tree is two or three centuries old, it still surpasses all of its competitors, and furnishes every year more sap than any other four trees in the grove where it is situated, put together.

The tree measures fourteen feet in circumference four feet from the base, and fourteen buckets are hung around it. When the sap is running well it is necessary to empty these buckets every few hours. There seems no reason why this fine old maple should not go on producing record amounts of sugar for many decades.—Exchange.



Save Money!

Use a
**National
Cash
Register**

OUR new prices leave no excuse for any merchant being without one.

Price \$40, new.

Guaranteed new National Detail Adders, \$30.00, \$40.00 and \$50.00. Other kinds generally sold by jobbers, like the Detroit, Victory, Western, Peninsular, etc., \$25.00 each, new.

We guarantee the public to sell a better Cash Register for less money than any other concern in the world. We stand uncontradicted. Investigate for yourself.

We have a new line of Total Adders, unequalled in the world, \$60.00 up. We supply Registers from \$15.00 to \$900.00, suitable to any business. All Registers sold on easy terms.

The National Cash Register Co.

F. E. MUTTON, Canadian Manager

129 West King St.

TORONTO, ONT

Royal Salad Dressing

has been made for 35 years. Last year's sale was largest. It is easy to tell why; holds old friends and makes new ones. It's the old story of quality and merit. The finest stores throughout the country furnish to their finest trade **ROYAL SALAD DRESSING**. Manufactured in Canada only by

Horton-Cato Mfg. Co.

Windsor, Ont.

CLARK'S SPECIAL OX-TONGUE CAMPAIGN

in all leading newspapers from coast to coast is now running.

Over 1,000,000 people will read these advertisements.

Be prepared for the demand this will create.

Send in your orders now for Clark's Ox Tongue. Specify 2s as that is the size which is pushed.

WM. CLARK

Manufacturer

MONTREAL

There is only

One

BOVRIL



Do not load your shelves with inferior imitations. These when sold will not please your customers. **BOVRIL** will always do you credit.

Supplies can be obtained from—

BOVRIL LIMITED,	27 St. Peter Street	MONTREAL
A. B. MITCHELL	Mitchell's Wharf	HALIFAX, N.S.
R. S. McINDOE	120 Church Street	TORONTO
W. L. MCKENZIE & CO.	306 Ross Avenue	WINNIPEG
A. G. URQUHART & CO.	336 Hastings Street West	VANCOUVER

and from all wholesale houses throughout Canada

Protect Your Profit

by selling the goods which satisfy
your customers.

COWAN'S

Cocoa and Chocolate

are unequalled in purity and flavor.



From a small beginning we have attained the highest place through giving the trade really good value.

The Cowan Co., Ltd.

By Royal  Letters Patent

Nelson's

Opaque, Brilliant,
Isinglass, Leaf,
and Powdered **Gelatine**

NELSON'S
Granulated Jellies, Tablet Jellies, Creams, Custards,
Fruit Puddings, Bottled Jellies, Lemonade
Crystals, and Baking Powder.

Nelson's

Gelatine
and
Liquorice **Lozenges**

NELSON'S SOUPS
(SIX VARIETIES)

Sole Proprietors and Manufacturers of
GORDON'S GRANULATED GRAVY

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
E. W. Ashley Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

Nothing commends itself to the wise housekeeper so much as the assurance that what she buys is right and pure

Mott's

"Diamond" and "Elite"
brands of

Chocolate

have for more than a quarter of a century held her confidence.

FOR SALE BY ALL JOBBERS IN CANADA.

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

SELLING AGENTS:

J. A. Taylor Montreal	R. S. McIndoe Toronto	Jos. E. Huxley Winnipeg	Arthur Nelson Vancouver
Arthur M. Loucks Ottawa	R. G. Bedlington Calgary		



FORCE

"is the idea"

People think of
"FORCE" first because
it was the first flaked
food. Everybody knows it, eats it, wants
to buy it from you. Heavy advertising
keeps your customers acquainted with
"FORCE" Its quality
does the rest and we give
you a decent living profit.



THE H-O MILLS
HAMILTON, - CANADA

THE FLOUR AND CEREAL MARKETS

Business Dull with Fair Demand in Several Lines—Scattered Export Trade with Great Britain.

Quiet business is the report from millers and cereal manufacturers all round this week. The summer dullness has set in and while local demand is as heavy as can naturally be expected at this season of the year, the amount of business passing generally is light.

The corner in the oat market in Winnipeg and its consequent break-up provided about the only feature of interest during the week. While this did not affect eastern markets to any extent it showed clearly the position of affairs in the grain markets in the west, and some millers are predicting some interesting operations in wheat within a short time.

Some shipments of flour are being made to different points in Great Britain and Europe, but this business is mostly in small lots and is not of any great volume.

Farmers are bringing in supplies just about as fast as the market demands.

MONTREAL.

FLOUR—Considerable dullness prevails in this market. Trade as in other lines, consists chiefly of small orders. Prices are the same as at last quotation.

Winter wheat patents.....	5 50
Straight rollers.....	4 70 4 80
Extra.....	4 00 4 10
Royal Household.....	5 10
Glenora.....	5 50
Manitoba spring wheat patents.....	5 10
" strong bakers.....	5 50
Five Roses.....	5 10
Harvest Queen.....	5 50

ROLLED OATS—The demand for rolled oats has been slightly better during the week. There is no change as regards prices.

Fine oatmeal, bags.....	3 05
Standard oatmeal, bags.....	3 05
Granulated ".....	3 05
Gold dust cornmeal, 98-lb bags.....	2 25
White cornmeal.....	1 85 1 70
Rolled oats, 90-lb. bags.....	2 90
" 90-lb. bags.....	3 00 3 85
" bbls.....	5 75 5 90

FEED—The volume of business is only fair and consists chiefly of small stocking orders of the hand-to-mouth variety. No change in prices.

Ontario bran.....	33 00 24 00
Ontario shorts.....	25 00 27 00
Manitoba shorts.....	25 00 26 00
" bran.....	22 00
Moullie, milled.....	37 00 31 00
" straight grained.....	37 00 33 00
Feed flour.....	1 50 1 60

TORONTO.

FLOUR—The situation presents no new features. Millers are working easily on light local demand and are doing some export business in small shipments. Prices are unchanged.

Manitoba Wheat.	
80 per cent. patents.....	5 30
85 ".....	5 00
Strong bakers.....	4 80
Winter Wheat.	
Straight roller.....	3 70 3 80
Patents.....	4 50
Milled.....	4 20

CEREALS—Business, though somewhat quiet, is pretty fair for the sum-

mer season. Supplies coming in are quite sufficient to supply manufacturers' needs and oats are rather more free. Local demand is moderate and prices are unchanged.

Rolled wheat in barrels, 100 lbs.....	3 00
oats in bags, per bag 90 lbs.....	2 60
Oatmeal, standard and granulated, in bags 98 lbs.....	2 10

BRINGING SUGAR FROM JAVA.

Cargo of Raws Coming for B.C. Factory.

Advices from Vancouver state that the Norwegian steamer Tricolor is now on the way to the B. C. Sugar Refinery from Java with a cargo of raw sugar.

The cargo was placed on board at Cheribon and the loading process was slow, as it was brought to the ship in lighters and heaved aboard in rattan baskets.

Part of it was taken on at Samarang and Sowabaya. These Dutch ports also export teak wood, coffee and indigo.

PERSONAL NOTES.

Fred Perry, traveling representative for Comfort Soap in the Province of Quebec, was in Toronto for a few days during the week.

S. W. Ewing, of S. H. Ewing & Son, Montreal, spent Saturday and Monday last in Toronto. Mr. Ewing was up in connection with C.M.A. business.

R. Smeall, representing D. McL. Brophy, Montreal, was a caller at the Toronto office of The Grocer this week. Mr. Small was also in Hamilton in the interests of his firm. "Dick" is an old friend and admirer of The Grocer and his visit was very welcome.

W. A. W. Melville, general American representative of Thos. J. Lipton, paid a visit to the Canadian branch in Toronto last week and also favored The Grocer with a call. Mr. Melville's optimism and hard work are proverbial and encouraging to his staff.

TRADE NOTES.

The Buffalo branch of the F. F. Dalley Co., are to-day entertaining the Leather Finders' Association of the United States at Niagara Falls.

The employees of the Ingersoll Packing Co., Ingersoll, ran a large excursion to Port Stanley, Ont., on Wednesday, July 8, which proved a big success. Games of various kinds were indulged in and with the pleasant surroundings the day was spent most enjoyably. One of the means of advertising the picnic was exceedingly novel. A few days before a balloon was liberated, attached to which was a ticket for the excursion. The finder of the slip was entitled to a free trip with the excursionists.

Turnover

is what counts. Nothing is more to the merchant's interest than to buy goods of a quality which assures **quik sales**. The experience of scores of grocers is that

Mooney's Perfection Cream Sodas

are quick sellers. Their quality is so good that customers use them up quickly and send in repeat orders. Just taste a Mooney Perfection cracker yourself—it's a most convincing argument of quality!



The Mooney Biscuit & Candy Company,

LIMITED

STRATFORD, - CANADA



GOX'S GELATINE

When an ARTICLE has held the FIELD for over SIXTY YEARS it must have MERIT on its side. That is why you should always supply COX'S GELATINE

Canadian Agents **J. & G. Cox, Ltd.**
 G.E. Colson & Son, Montreal Gorgie Mills
 D. Masson & Co., " " EDINBURGH
 A. F. Tippet & Co., " "

CALEDONIA MILLS

POT AND PEARL BARLEY FEED

John MacKay Limited - - - - - Bowmanville, Ont.

EPPS'S GRATEFUL COMFORTING

IN ¼-LB. LABELLED TINS. 14-LB. BOXES

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal
In Nova Scotia, E. B. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

THE MOST NUTRITIOUS COCOA

MEGS

NUTMEGS AT FIRST-HAND. To wholesale only
C. H. BINKS & CO., MONTREAL



DON'T FAIL
To send for catalog showing our line of
PEANUT ROASTERS, CORN POPPERS, &c.
LIBERAL TERMS.
KINGERY MFG. CO., 106 108 E. Pearl St., Cincinnati O

BODE'S CHEWING GUM

High Quality and absolute Cleanliness Guaranteed.
Largely advertised and good profit. Private brands to order.
THE BODE'S GUM CO., LIMITED, 30 St. George St., MONTREAL

The Uniform High Grade Quality of

Ridgways TEA

will keep your customers and build up your tea trade. Our extensive advertising will create and maintain a steady demand, a demand in which you should participate.

CANADIAN OFFICE. VANCOUVER, B.C.
Agents—Richards & Brown, 34 Notre Dame Street, Winnipeg, Man.

Persons addressing advertisers will kindly mention having seen their advertisement in this Paper.

WESTERN FACTORY TO IMPORT RAWS.

That the demand for sugar in the west is growing with the increase in population is shown by an item of interesting news from Raymond, Alta., this week. The Knight Sugar Co., of that town, which heretofore has been operating on local grown beets, is not able to supply the demand and has decided to branch out into the importation of raw beet sugar. Arrangements have been made for a considerable supply from Germany, and it is stated that a large shipment is already on the way. The quantity of beets supplied by farmers in the district has only been sufficient to keep the factory running for a few weeks. The new move will enable it to be operated for a considerably longer time each year.

PATRAS CURRANT RETENTION

Advices from Patras, Greece, regarding the currant situation, say: "Although there are some complaints about the damage done to the new crop in some of the provinces, owing to the warm weather prevailing the last ten days, we do not know that the damage has amounted to much up to the present time. Supposing the new crop is safely secured and the yield reaches 170,000 tons net, the quantity which is considered probably as a maximum, it is certain that the retention will be fixed at 35 per cent. in kind for the entire quantity that is expected during the season 1908-09. In the period 1907-08 exports averaged 122,000 tons net. Taking as a basis a yearly export of 117,000 tons net and deducting from a crop of 170,000 tons net the 35 p.c. retention in kind, say, 42,000 tons net, would leave a balance of 128,000 tons net to be exported, or a matter of 6,000 in excess of last season."

OPEN TO BUY
Feed and Seed Oats, Wheat and Barley
Quebec's leading Flour and Grain House.
C. A. PARADIS, Quebec

H. CONSTANT
First and sole maker in Canada of all kinds of
MACARONI, VERMICELLI AND PASTES
92 Beaudry Street MONTREAL

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

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

LEA & PERRINS' SAUCE

THE
GREATEST
GLOBE TROTTER
OF THE
CENTURY

WELL
KNOWN AND
APPRECIATED
THROUGHOUT
THE WORLD



Making the dinners in millions of homes more tasty and appetizing.

Lea & Perrins' Sauce gives a rare relish to Fish, Meats, Game, Salads, Cheese, etc. Look for the signature!

"We advertise to the general Public in Newspapers and Magazines that this famous Sauce can be had from all Grocers."

J. M. DOUGLAS & CO.
Est. 1857, - MONTREAL
Canadian Agents.

Your Percentage of Profit

on our lines is such that you will find those dainty chocolates—

CHOCOLATS MEURISSE

the most satisfactory confectionery to handle. These goods are the result of 62 years experience and are as nearly perfect as it is possible to make them.

Chocolats Meurisse

J. A. HERREBOUDT, Manager

22 Lemoine Street, - - MONTREAL

Agents:
Mathewson's Sons, Montreal; T. E. Charest, St. Gabriel St., Quebec
W. C. Scott, 76 Queen St., Ottawa.



WHITE MOSS COCOANUT

HAS BEEN so many years on the market, and its quality has been so long uniformly excellent, that it is now regarded as a staple, and it is in your interest to have it in stock.

Prices on Request

The Canadian Cocoa Nut Co., = Montreal

A Dish of Ice Cream

Is welcome any time during the warm weather. Your customers will find it very easy to make a delicious freeze of it at any time with

MACE'S

Original Ice Cream Powder

by simply adding boiling milk. Have you a stock to supply their wants? If not write us to-day.

A. H. MACE & CO.

746 Notre Dame St. West, - MONTREAL



THE DOMINION WAFER CO.,

44 St. Vincent Street, MONTREAL

BISCUIT CUPS

A SPECIALTY.

ICE PIES,
ICE CORNETS,
Etc., Etc.

Dealers in Choice Ice Cream.
Telephone Main 1310.

FISH—The markets continue pretty steady with prices practically unchanged. Business is reported fairly good for the season of the year. Some arrivals of sea salmon of good quality were an interesting feature.

Perch, large, per lb.....	0 06	0 07
Blue pickerel, per lb.....	0 05	0 07
White fish, Georgian Bay, per lb.....	0 05	0 09
Herring, medium, per lb.....	0 08	0 08
Whitefish, Lake Erie.....	0 10	0 10
Cod, fresh.....	0 08	0 08
Finnan Haddie.....	0 07	0 08
Trout, fresh, per lb.....	0 09	0 09
Hallibut, fresh caught.....	0 10	0 10
Shredded cod, per dos.....	0 09	0 09
Live lobsters.....	0 18	0 18
Bluefish, small white, per lb.....	0 07	0 07
Haddock, fresh.....	0 08	0 08
Lake Herring, 1 bbl.....	3 00	3 00
Sturgeon, per lb.....	0 12	0 12
See salmon.....	0 18	0 20

SALMON FISHING IN FULL SWING.

Sockeye and Spring Salmon Both Running on British Columbia River.

Fishing is in full swing on the Naas and Skeena and on Rivers Inlet, according to information brought by the steamship Vadso, which returned to port last evening.

On the Naas the sockeye and spring salmon are both running, the catch being 15 to the boat, and the same figure is recorded on the Skeena. Only sockeye are running in Rivers Inlet, where the catch is about 10 to the boat. Chinese and Indian cannery hands have been making their way to the canneries for the past three weeks, and the river and inlet concerns are ready for packing.—Victoria, B.C., Times.

CANNED GOODS TO UNITED KINGDOM

Imports Show Material Increases Over Former Season.

Exporters will be interested in the following statistics of canned goods imports into the United Kingdom during the five months ended May 31, as compared with the same period in 1907:

	1908	1907
In May—		
Condensed milk	159,587	133,751
Lobsters	8,445	7,291
Salmon	142,933	42,161
Sardines	15,701	26,001
California fruits	12,215	54,848
Canned apples	6,692	750
Singapore pines	34,120	22,809
Tomatoes, American	2,000	1,000
Tomatoes, French	599	763
Tomatoes, Italian	25,853	15,925
Five months ending May 31—		
Condensed milk	841,808	959,360
Lobsters	16,543	14,209
Salmon	494,496	281,175
Sardines	106,588	167,879
California fruits	179,562	174,589
Canned apples	57,164	79,913
Singapore pines	149,173	225,589
Tomatoes, American	4,253	2,056
Tomatoes, French	5,890	3,886
Tomatoes, Italian	150,112	102,422

Georgia Peaches

We have been appointed distributors for several large Peach Associations in Georgia. This delicious fruit will be sold in **6 basket carriers** at very moderate prices to encourage distribution and liberal consumption. Also we will sell this week several cars **Californian Plums and Bartlett Pears, Tomatoes, Oranges, etc.**

WHITE & CO., Limited

Wholesale Fruit and Produce
Branch at Hamilton Toronto

LEMON INTELLIGENCE

Means "Wake me early" to the fact that Hot Weather is lemon weather—don't let your supply run out. It pays to have a supply of what the people want when they want it. The best brands on the market are "St. Nicholas" and "Home Guard" that's more Lemon Intelligence.

W. B. Stringer & Co., Sole Agents, Toronto

Seasonable Goods

Canadian Strawberries
Florida Water Melons
California Late Valencia Oranges
(Celebrated Golden Orange Brand)
Fancy Ripe Bananas
Texas and Canadian Ripe Tomatoes
Southern and Canadian Cabbage and Cucumbers

HUGH WALKER & SON
GUELPH, ONT.

Persons addressing advertisers will kindly mention having seen their advertisement in **The Canadian Grocer.**

Classified Advertising

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

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

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

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

Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " 6 months...	17 00
" " " 3 months...	10 00
50 " " 1 year.....	17 00
" " " 6 months...	10 00
25 " " 1 year.....	10 00

AGENCIES WANTED.

WANTED—Wholesale grocery broker in Montreal is open for few more lines, canned goods a specialty. Highest connections, fifteen years experience. Apply Grocer Office, Toronto. (46)

BOOKS FOR THE GROCER.

TEA BLENDING as a fine art, by J. M. Walsh. This work is especially designed for the use and instruction of those engaged in the tea and grocery business, containing formulae for the scientific and judicious combination of the different varieties and grades of tea. Price, \$2.00 postpaid.

TEA, its history and mystery, by J. M. Walsh. The contents of this practical and exhaustive work include cultivation and preparation; adulteration and detection; arts of testing, blending and preparing; chemical and medicinal properties, etc. Price, \$2.00 postpaid.

COFFEE, its history, classification and description, by J. M. Walsh. This interesting and instructive book deals with the commercial classification and description, adulteration and detection, and the art of blending and preparing of coffee. Price, \$2.00 postpaid.

ART AND SCIENCE OF WINDOW DRESSING, by S. W. Roth. Every retail grocer should learn the methods set forth in this book—which is specially written for Grocers—on how to make grocery windows attractive and thus draw trade. Every means of successfully displaying goods is treated of in its 14 chapters and 30 illustrations. Price \$2.00, postpaid.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include special sales, getting holiday business, co-operative advertising, money-making ideas, contests, etc. Price, \$2.50 postpaid. MacLean Publishing Co., Technical Book Dept., 10 Front Street E., Toronto.

FOR SALE

ONE GENERAL STORE, consisting of dry goods, groceries, glassware, china, flour and feed, &c., hardware, hay and oats. Stock worth about \$3,000. Size of building, 20 ft. by 48; lean-to building, 16 by 20; 6 rooms upstairs over store. Buildings worth between five and six hundred dollars if sold with stock. If buildings are sold separate the cost will be a little extra for buildings and situation. 1 cook stove, 1 coal stove, 1 box and 1 parlor stove. Size of lots, 40 ft. by 150, on Main Street in Tomstown. Three lots and a storehouse 24 by 30 ft. and 2 stables. Post office in connection. Apply Mrs. J. Clark, Tomstown, Ontario.

A BUSINESS FOR SALE in a prosperous town of about 2000 population; two railroads as convenience, one being direct to the Northwest. The town is about 60 miles north of Toronto. The best reasons for selling out. Yearly sales \$9000 to \$10,000 on a \$2,500 stock. All further particulars on application. Address P. O. Box 288, Alliston, Ont. (28)

BUSINESS CHANCES.

JOHN NEW, Real Estate and Business Broker 156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

GROCERY BUSINESSES—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

\$4,500—GENERAL country stock for sale, fifty miles from Toronto, splendid farming community, all new goods, satisfactory reasons for selling, eighty cents on invoice. John New.

\$1,800—GROCERY, splendid stand, excellent store and dwelling, trade exceeding three hundred weekly. John New, Toronto.

If you want to buy or sell a business, write, John New, Toronto.

PERIODICALS.

THE GROCERS' MANUAL—New edition, enlarged and illustrated, 1188 pages. All about Groceries, Provisions, Fruits, Spices, Drysalteries, and Chandlery, their sources, varieties, manufacture, adulteration, &c. Specimen pages free. W. Clowes & Sons, Ltd., 23 Cockspur St., London, S.W.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, **THE PRINTER AND PUBLISHER**. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

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

COMPLETE information on books, stationery, fancy goods, music, photo supplies and kindred lines is given each month in **THE BOOKSELLER AND STATIONER**, of Canada. Subscription price \$1.00 per annum. Address, 10 Front Street East, Toronto.

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price is \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the **GROCER**. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. **CANADIAN MACHINERY**, 10 Front St. East, Toronto.

WANTED.

WE WANT MANUFACTURERS to send carloads of goods to St. John, N.B., to distribute to Maritime Province points. We warehouse, distribute and sell anything. J. S. Gibbon & Co., St. John, N.B. (28)

WANTED—Grocery traveller for Counties of Simcoe, Dufferin, Grey, Bruce and Huron. None but experienced men, with connection, need apply. Box No. 204. (28)

WANTED in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The MacLean Publishing Company, Limited, Toronto.

MISCELLANEOUS.

STORAGE suitable for out of town manufacturers or brokers, central in Toronto. Office room if required. Address "Storage," **THE CANADIAN GROCER**, Toronto. (116)

NATIONAL AID—An aid to every retail merchant in the world. Saves money, time, work and worry. The National Cash Register. F. E. Mutton, Canadian Manager, 129 West King Street, Toronto, Ont.

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

CHERRIES SHIPPED TO ANY ADDRESS. Correspond with W. T. Riddell, Auburn.

APPRENTICES

can Bank Money in a few weeks.
Work will take but a few hours a week.
You Need no Money because we provide the capital.

We will start you in business by sending you your first stock without charge. The money from the sales of these will be used in buying new stock.

If you will try it, we will send supplies at once. Your profits are large.

IN ADDITION

there are bonus prizes: a watch is one of these bonuses.

Some boys and youths are earning a large sum each week as extra money.

WRITE AT ONCE TO

The MacLean Pub. Company
10 Front St. E., TORONTO

Are you interested in any of the lines that are advertised?
A Post Card will bring you price list and full information.
Don't forget to mention Canadian Grocer.

Ship your

DRIED APPLES

before warm weather sets in

O. E. ROBINSON & CO.

Established 1850

Ingersoll - Ontario

California Fruits Watermelons

THE DAWSON COMMISSION CO., TORONTO

The Wise Grocer

is placing his order for 1908 pack and buying

“PEERLESS” Brand Canned Goods

Put up by the Beamsville Packing Co., Limited.

SOLE DISTRIBUTORS:

WARREN BROS. & CO., - LIMITED
TORONTO and KINGSTON

Brunswick Brand Unequaled

Grocers have found by experience that the best canned fish comes from the home of the industry in New Brunswick. They have also found that

Brunswick Brand

is always first—ever to be relied upon. This famous brand ensures you getting absolutely the best

**Sardines, Clams, Scallops,
Herring in Tomato Sauce,
Finnan Haddles and
Kippered Herring**

New Pack Herring in Tomato Sauce, and Sardines, now obtainable. All kinds. Undoubtedly the best.

Connors Bros., Limited
Black's Harbor, N.B.

Dominion Fruit Exchange

52 Nicholas St., - - - OTTAWA, CANADA

We want your shipments of Strawberries and all other kinds of Fruits and Vegetables.

Remember we handle all Fruits and Vegetables for the Dominion Government, grown at Experimental Farm here.

You will certainly make money by corresponding with us when you are open to buy or sell anything in our line.

We also make returns promptly, charging ten per cent. commission and no more.

Don't forget that we operate the largest Fruit auction rooms in Canada.

We also have G.T.R. siding, so that there is no cartage at this end.

OUR REFERENCE:

Crown Bank, or any mercantile agency.

AUCTION SALES

Monday, Wednesday and Friday,
at 2 p.m.

Also every morning at eight o'clock during berry season.



WILSON'S FLY PADS

Are fast sellers during the summer months, and pay the retailer from 66 per cent. to 90 per cent., according to the quantity purchased.

ADVERTISED THROUGHOUT CANADA



REFRIGERATORS
FOR BUTCHERS AND GROCERS
EUREKA REFRIGERATOR CO., Ltd., TORONTO, CAN.

Tuckett's Orinoco Cut Tobacco

No better, just a little milder than

Tuckett's "T. & B." Myrtle Navy Cut Tobacco

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA

Any Boy who has *One Cent* can Turn it Into *Ten Dollars*

One cent invested in a post card to us will bring you information about how we start you in business, so that you can earn money for yourself. You can make plenty of pocket money all the time—money you will enjoy more because you made it in business for yourself. Hundreds of boys are doing this. **SO CAN YOU.**

No money required. We furnish capital.

We also give prizes. There is a prize for every boy, whether he lives in a large city or a little village. Very fine prizes have gone to fellows in small places. Don't delay a minute. Write us to-day. A post card will do.

The MacLean Publishing Co., 10 Front Street East, Toronto

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FACTS ABOUT GROCERIES

Truffles.

The word truffle is from the Latin tubor (signifying a swelling).

Truffles are an edible fungi, and may be called underground mushrooms—or, rather, vegetable tubers, possessing an animal rather than a vegetable flavor.

They seem to share the capricious nature of the mushroom in regard to cultivation, and are seldom found twice in the same place. A piece of ground that may yield a great quantity one year may be quite fruitless the next. They are, however, mostly found in loose soil about a foot deep, under or near old oak, birch or walnut trees, and are of irregular size, round shape, and dark brown color outside, while the insides may be brown, grey or white.

Those from the south of France are the most highly prized, but truffles are also pretty abundant in Italy, Spain and Holland.

In appearance the ordinary truffle is about the size of a walnut, with a rough brown warty surface closely akin to the potato, which it likewise resembles in consistency, though not in color.

They seem to grow in clusters, without roots, five or six inches below the surface of the earth, and, not yielding to cultivation, they must be sought for in chance places, from November to March.

In some parts of Italy the domestic pig is commonly driven out to the woods with a cord attached to the hind leg, and the holder of it observes where it begins to root; indeed, if not sharply watched, the animal devours the prize before he can be stopped.

Washing Powders.

These comprise cleansing crystals, dry soaps, extracts of soap, and soap powders. They are generally made up of 90 parts of soda crystals ground to powder, and then mixed with a small percentage of soap, and about two parts of either starch powder or borax.

The best of them have soda ash as their chief basis. Sometimes it is reduced to a coarse powder and stirred up with liquid size or a decoction of linseed, Irish moss or British gum, after which the compound is dried and finally recrushed and powdered.

Zante Currants.

The dried fruit, sometimes called Corinthian raisins, produced from small grapes of the variety Corinthiaca, about the size of peas, and which grow in clusters about three inches long.

Large quantities of this description are cultivated in Morea, Corfu, and other islands of Greece, as well as in Zante.

In the latter the fruit is grown on an immense plain, under the shelter of the mountains on the shore side of the island, where the sun has great power and quickly brings them to maturity.

When gathered and dried by the sun and air, on mats, the currants are conveyed to magazines, heaped together, and left to cake until ready for shipment. They are then dug out with iron

crowbars, trodden into casks, and exported.—American Grocer.

AN EXPENSIVE DELIVERY.

It cost the grocery firm of Walton Bros. of Blaine, Wash., a little town near the western Canadian boundary, \$488 to deliver an order of groceries valued at 40s the other day. A woman living just over the line in Canada sent to Blaine for two cakes of soap and a pound of butter. The United States town is but a few miles away, while the nearest grocery on the Canadian side is 15 miles distant.

The Waltons sent their wagon across the line to deliver the goods. Sharp-eyed Canadian customs inspectors caught them in the act and promptly confiscated the team and wagon, while the driver managed to escape over the fence to Uncle Sam's dominion.

The customs authorities tried the case against the absent defendants, ordered the team, valued at \$300, and the wagon and other goods confiscated, and imposed a fine of \$90. The Waltons, rather than lose their team and wagon, paid the whole amount. And the worst of it was, the woman who ordered the stuff called up the grocery and made a kick because she failed to get her goods. She was sent the money value.—American Grocer.

IS SERVING ROYALTY.

Thomas J. Lipton has recently received the high honor of special appointment as tea merchant to H. I. M. King of Prussia, the German Emperor, H. M. the King of Spain, and T. M. the King and Queen of Italy. This is in addition to the honor held for many years past as merchant to H. M. King Edward VII.

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer

**CLAY
PIPES**

 Those made by
McDOUGALL
are peerless. Insist upon
having them.

D. McDOUGALL & CO., Glasgow, Scot.
ATTENTION.
JOS. COTE, Importer of and Wholesale Dealer in Tobacco
QUEBEC

invites the merchants of the Dominion, who intend to come to Quebec on the occasion of the Tercentenary Celebrations, to visit his establishment.

This house carries the most varied and best selected stock in the Dominion and offers to receive all parcels which visitors hand to them to be transmitted immediately to their addresses without charge.

Office and Sample Room: 186-188 Rue St. Paul; Phone 1272. Warehouse: 119 Rue St. Andre; Phone 1272. Branch Office: 179 Rue St. Joseph; Phone 2097.

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

BLACK WATCH

**The Big Black Plug
Chewing Tobacco.**
Already a Big Seller
Sold by all the Wholesale Trade


IF INTERESTED IN STORE FIXTURES

IN VIEW OF PRESENT OR FUTURE NEEDS, BE SURE AND SEE OUR

WALKER BIN DISPLAY AT THE DOMINION FAIR, CALGARY

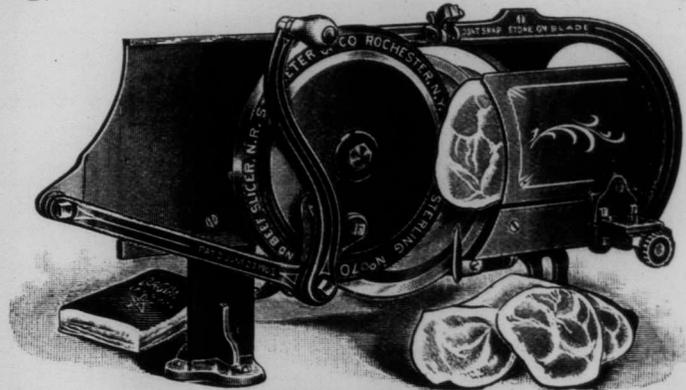
OUR REPRESENTATIVES IN ATTENDANCE WILL BE PLEASED TO SUBMIT DESIGNS, PLANS AND ESTIMATES FOR THE COMPLETE FURNISHING OF YOUR STORE.

The Walker Bin & Store Fixture Co., BERLIN, ONT. Limited

Representatives
Manitoba: Stuart Watson & Co., Winnipeg; Saskatchewan and
Alberta: J. C. Stokes, Regina, Sask.
Montreal: Kenneth H. Munro, Coristine Bldg.

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

The Ends of the Meat Will Pay for It



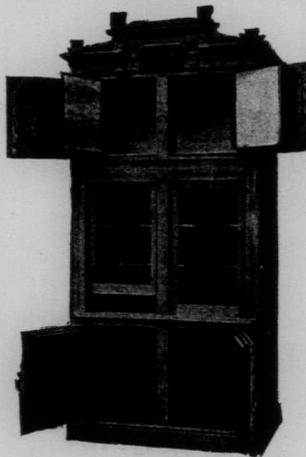
THE STERLING SLICER

Cuts perfectly Bacon, Boiled Ham and Boneless Meats of all descriptions. It is equal to any one hundred dollar slicer on the market and has the additional advantage of being able to slice the ends.

A High Grade Slicer at a Low Price

Write us for illustrated booklet containing testimonials from prominent grocers and butchers who are using it.

HOWARD BROS. Brantford
CANADIAN AGENTS



Still the Best on the Market

Arctic Refrigerator

Serviceable, Dry, Low Temperature and Easy-Price.

John Hillock & Co., Ltd.
Toronto

TRY A
Condensed Ad.
IN THE
Canadian Grocer

A PIECE OF CHALK

Time was when a piece of chalk was the accountant's most approved instrument. When a charge was made it was "chalked up." When it was paid it was rubbed out—and there you are. Easy enough, but—

Allison Coupon Books



are just as simple And ten thousand merchants in America and foreign countries consider them better.

Give them a trial. Begin in a small way if you like, but TRY THEM and see for yourself how much better they are than any other method of accounting.

The Plan :

If a man wants credit for \$10.00 and you think he is good for it, give him a \$10.00 Allison Coupon Book, and have him sign the receipt or note form in front of book, which you tear out and keep. Charge him with \$10.00—no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass-books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best. For sale by the jobbing trade everywhere.

Manufactured by
Allison Coupon Co.
INDIANAPOLIS, IND.

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Five hundred neatly printed Business Cards, Bill-headers or Dodgers one dollar. Full line of Price Tickets and Window Cards. Samples and price list on application

FRANK H. BARNARD, PRINTER
246 Spadina Ave. Telephone Main 8357, Toronto

Collecting Money

from tardy debtors may be no easy task to you. But we make a specialty of the business. Our work during the year we've been in business has been (and is now) entirely satisfactory to our clients.

Let us collect your overdue accounts. We can get your money for you.

The Beardwood Agency
313 New York Life Building - MONTREAL

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

GROCCERS and BUTCHERS
At YOUR Service.

With the following special lines, discounts for cash or easy terms net.

- THE TOLEDO AUTO MATIC SCALES
- THE EUREKA REFRIGERATORS
- THE CLIMAX CHEESE CUTTER
- THE STERLING MEAT SLICER
- THE CLIMAX AUTOMATIC SLICER
- THE WESTERN CASH REGISTER

Office and Store Fixtures, Counters, Shelving, etc.
Butcher Supplies in General.

Don't hesitate to write, call, or phone us for further information.

THE UPTON & REED SPECIALTY CO.
Phone Main 5399. 149 QUEEN ST. W., TORONTO, ONT.

General Stores

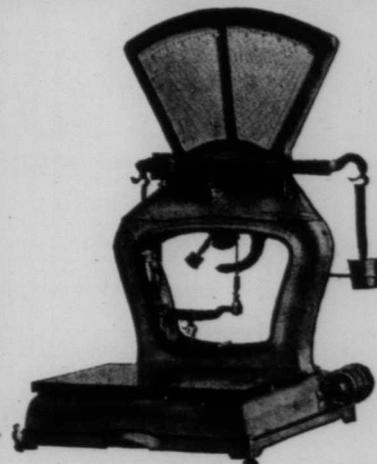
All general storekeepers handling hardware should subscribe for the one paper in Canada, published in the interests of the Hardware and Metal, Stove and Tinware trades.

Hardware and Metal

will give you each week full information regarding market changes. It will give you ideas for displaying your goods which enable you to increase the hardware end of your business.

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MONTREAL TORONTO WINNIPEG



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BEFORE
YOU
BUY
A
COMPUTING
SCALE

Find out all about the STIMPSON—the only automatic computing scale that will weigh 100 lbs., therefore the only one that will handle all your business.

A post card sent us will bring complete information or a call from a representative.

STIMPSON COMPUTING SCALE CO.
DETROIT, MICHIGAN

No. 16 St. Viateur St., - OUTREMONT, QUE.
" 53 Scott Block, 274 Main St., - WINNIPEG, MAN.
" 15 Court House Block, Robson St., VANCOUVER, B.C.
A. L. DENT, - WOODSTOCK, ONT.

The SHOE POLISH of QUALITY

Peters' Polishes

PETERS' POLISH

A line of shoe polish that has created great enthusiasm among those selling and using it.

Write and get the sale of it for your district. It is a money maker.

M. Peters,
617 Queen St, West
Toronto

The Elgin National Coffee Mills

40 Sizes and Styles

They are the *Fastest Grinders* *Easiest Runners*

Ask any wholesale grocer, tea and coffee house or jobber for prices

WOODRUFF & EDWARDS CO.
MAKERS
ELGIN, ILLINOIS, U.S.A.

PAYS FOR ITSELF EVERY 90 DAYS

LASTS A LIFETIME

The Perfection Computing Cheese Cutter

Does this. Ask one of the many thousand grocers who use it.

SIMPLE ACCURATE ATTRACTIVE

Sold by all up-to-date jobbers or shipped direct from factory.

Shipped f.o.b. Hamilton. Ont. Send all orders to

THE AMERICAN COMPUTING CO., 18 and 20 Mary St., HAMILTON, Ont.
OF CANADA

We make a specialty of

COUNTER CHECK BOOKS

for all kinds and makes of
LOOSE LEAF SYSTEMS

Write for prices and samples.

We manufacture

SHIPPING TAGS

The Merchants' Counter Check Book Co., Ltd.
TORONTO - MONTREAL
Canada

Blame It On the Grocer

That's what people do when their grocer sells them inferior Canned goods. The surest way to lose money is to alienate customers by selling them an inferior line of canned goods. On the other hand, nothing so improves a grocer's business as a reputation for selling thoroughly reliable goods. That's why so many of the most successful grocers handle only

FARMER BRAND

**Canned Fruits and Vegetables
They Are Absolutely Reliable**

Three thousand highly cultivated acres of Canada's garden country—Prince Edward County—yield up the delicious fruits and vegetables used in FARMER BRAND. And the most improved canning methods preserve every atom of their uncomparable, appetizing flavor.

The **Farmers' Canning Co.**

Limited

Bloomfield, - Ontario

respon
Groce

Dis mo
1-lb. tin
1-lb. tin
1-lb. tin
Cases.
4-dos...
3-dos...
1-dos...
3-dos...
1-dos...
1-dos...



Royal
"
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Barrels
cent
of

Cleveland
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Barrels
cent

Crown
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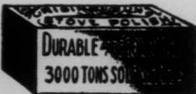
Wheat
"
Meat of
Wheat
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White S
White S
White S

Cocoa—
Perfec

RISING SUN
SUN
STOVE POLISH
IN CAKES



SUN
&
PASTE
STOVE POLISH
IN TINS



Chicago may follow example set in New York where manufacture and sale of inflammable and explosive liquid stove polishes is forbidden on account of the dangerous nature of this material when used by housekeepers.

A recommendation has been introduced into Chicago City Council calling attention to repeated accidents and a recent horrible death in Chicago from this cause and calling attention also to protection from like accidents, secured by ordinance in New York City.

Push RISING SUN Stove Polish and SUN PASTE Stove Polish which are always safe in the hands of the user. They please the housekeeper too. Good profit in them besides.

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

ROWLEY'S

Finest Selected Valencia Raisins

Place your open orders early and ensure the best brands and
EARLY DELIVERY.

Rowley's Valencia Shelled Almonds

Specially Selected for the Canadian market in 14 lb. and 28 lb. boxes.

Rowley's Seedless Valencias ARE Seedless.

UNDERWOOD and CRICHTON,

London, England

Valencia, Spain

Denia, Spain

AGENTS—Wm. C. Christmas, Montreal; E. T. Sturdee, St. John, N.B.; Grant, Oxley & Co., Halifax, N.S.; Eugene Moore, Toronto; Carman, Escott & Co., Winnipeg.

Cables—BOYD, TRINIDAD

All Codes Used

BOYD & CO., TRINIDAD, B.W.I.

Late Watson, Boyd & Co.

General Commission, Export and Import Merchants

Export—Cocoa, Coffee, Coconuts and other Produce.

Import—Codfish, Flour, Oats, Split Peas, and all classes of Provisions.

Correspondence Invited.

London and New York, Frame & Co.

AF
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BATGER'S
Agents,
1-lb. glass
Prices o
Compound
12-oz. glass
2-lb. tins,
5 and 7-lb
crates,
7 and 14-lb
30-lb. woo
Compound
12-oz. glass
2-lb. tins,
7 and 14-lb
30-lb. woo
Pure Jan
gem)



Assorte
Assorte
Lemon
Orange
Raspbe
Strawb
Chocol
Cherry
Peach
Weight

ARE YOU
HOT
AND
THIRSTY

?

SO IS
EVERYBODY

Your customers will
be asking for
"A NICE DRINK"

BATGER'S

LIME JUICE CORDIAL

is a delicious and refreshing
Summer Beverage already
sweetened, just add cold
water.

ORDER FROM YOUR JOBBER
AGENTS:
ROSE & LAFLAMME, LIMITED
MONTREAL

Shelled Almonds
Valencias and Jordans
Cluster Raisins
from Sunny Spain

You can give your customers
the richest flavor, most tender
skin and finest quality if you
insist on having the pack of

José Segalerva
Malaga, Spain

ROSE & LAFLAMME Limited
Montreal and Toronto

Jams and Jellies.

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Laflamme, Montreal and
Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. \$ 20
THOMAS J. LIPTON
Prices on application.

E. UPTON & CO.
Compound Fruit Jams—
12-oz. glass jars, 2 doz. in case, per doz. \$1 00
2-lb. tins, 2 doz. in case.....per lb. 07½
5 and 7-lb. tin pails, 2 and 3 pails in
crate.....per lb. 0 07
7 and 14-lb. wood pails.....per lb. 0 07
30-lb. wood pails....." 0 06½
Compound Fruit Jellies—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case per lb..... 0 07½
7 and 14-lb. wood pails, 2 pails in crate
per lb. 0 07
30-lb. wood pails....." 0 06½
Pure Jams—1-lb. glass jars (16-oz.
gem) 2 doz. in case.....per doz. \$1 80

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.
MacFar n Imperial Cheese Co. Limited
GENESSEE PURE FOOD CO



Assorted Case, Contains 4 doz. \$3.60
Assorted Case, Contains 2 doz. \$1.80
Lemon (Straight) Contains 2 doz. \$1.80
Orange (Straight) Contains 2 doz. \$1.80
Raspberry (Straight) Contains 2 doz. \$1.80
Strawberry (Straight) Contains 2 doz. \$1.80
Chocolate (Straight) Contains 2 doz. \$1.80
Cherry (Straight) Contains 2 doz. \$1.80
Peach (Straight) Contains 2 doz. \$1.80
Weight 8 lbs. per case; freight rate 2nd class

THE ROBERT GREIG

White Swan, 15 flavors.
1 doz. in handsome
counter carton, per
doz., 90c.



List price
'Shirriff's' (all
flavors), per doz. 0 90
Discounts on ap-
plication.

Lard.

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

Tierces....\$0 10
1-bbls. 0 10½
Tubs, 80 lbs. 0 10½
20-lb. Pails, 2 10
30-lb. tins.. 2 00
Cases 3-lb. 0 11
" 5-lb. 0 10½
" 10-lb. 0 10½



Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper....per lb. \$0 40
Fancy boxes (36 or 50 sticks)....per box 1 25
" Ringed " 5-lb. boxes.....per lb. 0 40
" Acme " pellets, 5-lb. cans....per can 1 50
" " (fancy boxes 40) p. r. b. 2 1 50
Tar licorice and Tolu wafers, 5-lb.
cans.....per can 3 00
Licorice lozenges, 1-lb. glass jars.... 1 75
" " 20 5-lb. cans..... 1 50
"Purity" licorice 10 sticks..... 1 47
" " 100 sticks..... 0 73
Dulce large cent sticks, 100 in box....

Lye (Concentrated).

GILBERT'S PERFUMED. Per case
1 case of 4 doz. \$3 80
3 cases of 4 doz. \$3 80
5 cases of 4 doz. \$3 80
5 cases of 4 doz. \$3 80

Marmalade.

W. WINDSOR, MONTREAL



Scotch Marmalade, 1 and 2 lb. glass jars
1, 4, 5 and 7 lb. tins.
Orange Jelly Marmalade, 1 and 2 lb. glass
jars and 7 lb. tins

Preserved Ginger Marmalade, 1 lb. glass jars.
Pineapple " 1 " "
Green Fig " 1 " "
Green Fig and Ginger " 1 " "
Lemon " 1 " "
Grape Fruit " 1 " "
Prices and special quotations.

E. UPTON & CO.

12-oz. glass jars, 2 doz. case....per doz. \$1 00
Home-made, in 1-lb. glass jars 1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
Golden shred marmalade, 2 doz. case,
per doz. 1 75

SHIRRIFF BRAND

"Imperial Scotch"—
1-lb. glass, doz.... 1 55
2-lb. " " " 2 80
4-lb. tins, " " 4 65
7-lb. " " " 7 35
"Shredded"—
1-lb. glass, doz.... 1 90
2-lb. " " " 3 10
7-lb. tins, " " 8 25



THOMAS J. LIPTON
Prices on application.

Mince Meat.

Wethey's condensed, per gross net ... \$13 00
per case of doz. net 3 00

Mustard.

COLMAN'S OR KEEN'S.

D.S.F., 1-lb. tins.....per doz. \$1 40
" 2-lb. tins....." 2 50
" 4-lb. tins....." 5 00
Durham 4-lb. jar.....per jar. 0 75
" 1-lb. jar....." 0 35
F. D. 4-lb. tins.....per doz. 0 85
" 1-lb. tins....." 1 45

Olive Oil.

LAPORTE, MARTIN & CIE, LTD

Minerva Brand—
Minerva, qts. 12's ... \$5 75
" pts. 34's 6 50
" 4-pt. 24's..... 8 50

Sauces.

PATERSON'S WORCESTER SAUCE.

Agents, Rose & Laflamme, Montreal and
Toronto.
4-pint bottles, 2 & 6 doz., per doz. \$ 90
Pint " 3 doz. 1 75

THOMAS J. LIPTON
Prices on application.

Soda.

OOV BRAND.

Case of 1-lb. contain-
ing 50 packages pe-
box, \$3 00.
Case of 2-lb. (con-
taining 25 packages,
per box, \$3 00.
Case of 1-lb. and 2-
lb. (containing 20
1-lb. and 20 2-lb.
packages, per box, \$3 00.

Case of 50 pkgs. containing 25 pkgs. per
box, \$3
MAGIC BRAND. Per case
No. 1, cases, 50 1-lb. packages.....\$ 3 75
No. 2, " 100 1-lb. " 3 75
No. 3, " 50 1-lb. " 3 75
No. 4, " 25 1-lb. " 3 75
No. 5 Magic soda—cases 100—10-oz. pkgs.
1 case 3 75
1 case..... 3 75



ES



is drawn taking the Percolator out and its

remains free from harmful.

We make seven sizes of this, also The Champion Tea Pot. Send for price list.

R. CAMPBELL'S SONS

HAMILTON, ONTARIO

WARNING!



Crescent

Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even liable to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER, MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

THE PEOPLE OF JAMAICA

are now buying things in the United States which they would never know what we can do. Almost advertisement in the

KINGSTON "CLEANER"

might bring inquiries. Write for price to L. S. STEWART, General

DAKEY'S "WELLINGTON" KNIFE POLISH

JOHN DANEY & SONS, Limited
Manufacturers of
Knives, Axes, Tools, Razors, Glass and
Steel, also
Yieldon EBR, Lamin, Yodan
ALBERTA.
4088 PRINCE ALBERT ST. ST. JOHN'S STREET
MONTREAL.

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When order, desirable subject find the very fine the newspaper. The names of THE CANADIAN PRESS CLIPPING BUREAU is to order all the items of advertisements appear in the Canadian's newspapers subject for subject. The name is arranged in. Our service is thorough. We don't make any item. If you want all the news information about a hot subject, we can supply it at the lowest price. If using our service you can have needed at any subject.

Write for our free booklet.
THE CANADIAN
PRESS CLIPPING BUREAU
10 Front St. West
MONTREAL.

LIMITED:
\$0.46
0.60
0.50
0.40
0.30
0.15
0.48
0.48
0.48
0.51
0.45
0.45
0.45
0.46
0.46
0.38

\$15.00
35.00
35.00
55.00
75.00

0.40
0.45
0.68
0.75
0.70
0.00

\$13.00
9.00

\$1.10
1.10

ONE CENT PER WORD

You can talk across the continent for one cent per word in a Canadian Grocer Want Ad.

SALT

Lump and
Crushed Rock

Dairy and General Purpose.

VERRET, STEWART & CO.

LIMITED

MONTREAL

We have a few spot goods
to offer

Write us for prices.

- | | |
|----------------------------------|----------------------------|
| Wax Beans 2's | White Peaches H.S. 2's |
| Whole Beets 3's | Gallon Apples |
| Sliced Beets 3's | Bartlett Pears 2's and 3's |
| Squash 3's | Heavy Syrup |
| Pumpkin 3's | Damson Plums 2's H.S. |
| Red Cherries H.S., 2's | Lombard " " " |
| Yellow Peaches H.S. 2's | Greengage " " " |
| Lawton Berries (light syrup) 2's | |

J. H. WETHEY, LIMITED

ST. CATHARINES, CANADA



Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known
and well advertised makes it the best cleaner to sell.

GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and
everything pertaining to the home. It is a fine disinfectant.



GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.