

**PAGES
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THIS IS THE 1,285th ISSUE OF

CANADIAN GROCER

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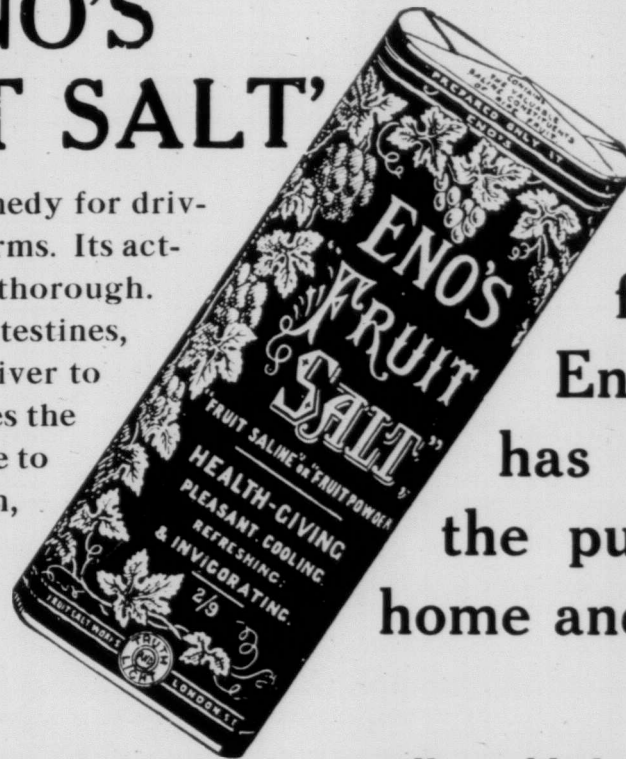
No. 30

A Natural Remedy

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The approved remedy for driving out disease germs. Its action is quick and thorough. It clears the intestines, rouses the torpid liver to new life, stimulates the mucous membrane to a healthy action, and cleanses and invigorates the whole digestive tract.



For more than thirty-five years Eno's Fruit Salt has been before the public both at home and abroad.

Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

The Highest Quality Obtainable in Jams, Jellies and Marmalades

should be your goal. Your customers want pure foodstuffs and you cannot better satisfy that insistent demand than by selling the high class products of

Alexander Cairns & Sons, Paisley, Scotland

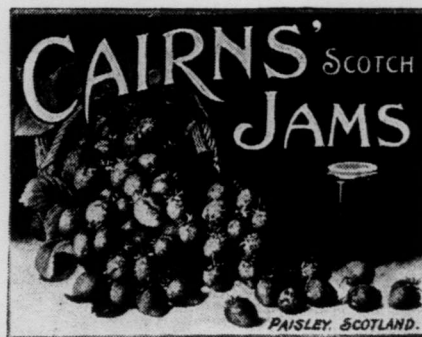
Royal

We have lately been appointed purveyors to **His Majesty King George**, further testimony to the high quality of our large range of products.

Appointment

Quality did not escape the attention of Royalty in the past either, as by special request we supplied the tables of the **Late Queen Victoria and King Edward VII.**

The
Choicest
of
Fruits
from



The
Finest
of
Orchards

We want you to be thoroughly acquainted with every one of our many lines and would therefore have you write us for full particulars which will be of service to you in ordering.

DO IT TODAY

ALEXANDER CAIRNS & SONS

Paisley, Scotland

Canadian Agents: SNOWDON & EBBITT, MONTREAL, QUE.



The Original and Leading
Brand Since
1857



Highest Award
wherever exhibited



"Sterilized"

Made in Canada

The Trio of Purity that have stood all food tests

BORDEN'S EAGLE BRAND

Now on the market for over half a century,
and is still the leading brand of Condensed
Milk.

Highly recommended by physicians for
infant feeding and general household uses.

REINDEER BRAND COFFEE

A combination of pure full cream milk, pure
sugar and the best blend of coffee, making a
delicious and handy beverage for household
and other uses. Introduce this line to your
trade.

BORDEN'S PEERLESS BRAND

A perfect evaporated milk, unsweetened.
This brand will satisfy your most particular
trade.

The name BORDEN

stands for the purest and best in Milk
Products.

Borden Milk Co., Limited

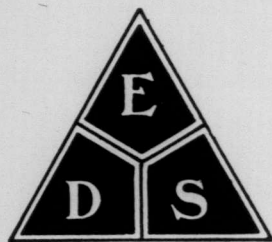
"Leaders of Quality"

Montreal

What is More Delicious than "E.D.S." Raspberry Vinegar?

Especially in hot weather when thirsting appetites are ever seeking that beverage that will give them a cooling, quenching, delicious drink.

The public thirst **must** be quenched, Mr. Grocer, and if you keep a stock in that line that serves with satisfaction, you are adding business that will, no doubt, grow successful.



Raspberry Vinegar

is made by that famous maker that has made all the E.D.S. products, such a prominent stock and such ready sellers.

The finest berries and the perfect care in the manufacture has made E.D.S. Raspberry Vinegar no exception to the high standard of the E.D.S. products.

It will sell and give satisfaction, and more than that, it will increase your prestige — a point that will add to your success.

Made only by

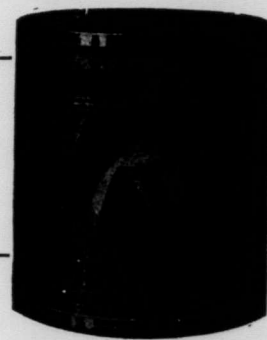
E. D. SMITH

WINONA :: ONT.

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

"CANADA FIRST"

Canada First Milk is so popular that factory is weeks behind with orders. While Canadian patriotism impels customers to demand



"Canada First" Milk, they have the guarantee that the quality is also Canada(s) First.

Canada First Milk is three times richer in butter fat and solids than ordinary fresh milk. It is supplied either sweetened or unsweetened and in all sizes, from the Baby size for the small family, to the large size for the Hotel use.

The Aylmer Condensed Milk Co., Limited

AYLMER

ONTARIO



Be a Money Maker!

WE SHOW THE WAY

The market price of white beans is going up---it now is \$3.00 per bushel ---but Simcoe Baked Beans (family size) cost no more than when beans were \$1.80 per bushel. It is possible for us to do this because we bought in immense quantities when prices were low.

What do these facts signify? The gigantic proportions of our concern and our optimism in the future popularity of Simcoe Baked Beans.

We have been repaid by steady and large sales, and still have on hand a stock to supply your demand.

There surely is no question of quality of Simcoe Baked Beans in your mind, is there? A small trial stock will soon convince you of the genuine popularity. Get the little extra benefit, the Family Size---a larger tin at a smaller price.

DOMINION CANNERS LIMITED

HAMILTON, CANADA



BARGAINS in TEAS

TO THOSE who Still Buy STRAIGHT TEAS, WE OFFER A Further LIST of BARGAINS, MOST OF THEM ARE CONSIDERABLY UNDER MARKET PRICE.

WRITE OR PHONE AT ONCE TO AVOID DISAPPOINTMENT.

ACCURATE DESCRIPTIONS ARE GIVEN OF EACH PARCEL—AND ANY TEA FAILING TO GIVE SATISFACTION MAY BE RETURNED AT OUR EXPENSE.

| <u>TEAS.</u> | Price. |
|--|--------|
| A—32 chests Indian Pekoe, nice style, fine ripe juicy liquor | 22c |
| B—25 chests Indian Pekoe, even leaf, fair, clean liquor | 20c |
| C—69 chests Indian Tippy or Pekoe, fine flavory liquor | 23c |
| D—26 chests Ceylon Pekoe Schg., good, clean liquor | 20c |
| E—50 chests Java or Pekoe, colory, juicy tea | 21c |
| F—115 chests Ceylon Pekoe, nice even leaf, flavory liquor | 21c |
| G—62 chests Ceylon Pekoe, fair leaf, grand, juicy, flavory liquor | 23c |
| H—51 half-chests Colored Ceylon, green, bold leaf, pungent, flavory liquor.... | 21c |
| I—28 half-chests Uncolored Ceylon, Green, very fine liquor | 18½c |
| J—48 half-chests Colored Ceylon, Green, nice Pekoe, grand liouor | 24c |
| K—32 half-chests Japan Leafy Fannings, excellent liquor | 15c |
| L—20 half-chests Japan Pekoe, good quality liquor | 19c |
| M—50 boxes China Young Hyson, good liquor | 14c |
| N—165 boxes Very Choice Flavory Formosa Oolong | 22c |

COFFEES.

| | |
|---|------|
| O—480 bags Sound Rio Coffee (whole or ground) | 19½c |
| P—223 bags Very Fine Liquoring Bourbon Santos, whole or ground..... | 24c |

EBY-BLAIN, LIMITED

TEA EXPERTS
TORONTO

Clark's Pork and Beans

with

PLAIN CHILI AND TOMATO SAUCE

each in six different sizes

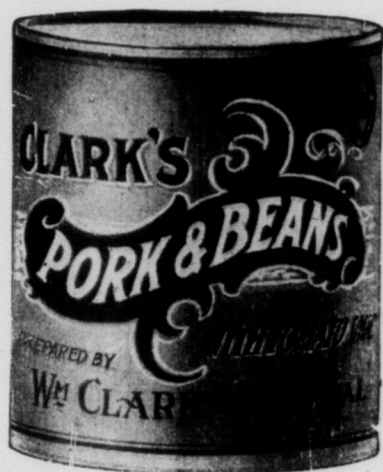


QUALITY, DELICACY AND CONVENIENCE are the most necessary attributes of prepared foods, and to CLARK'S PORK AND BEANS these attributes pertain in a marked degree.

The QUALITY is as near perfection as the most careful selection of material and the most up to date method of preparation can make it.

The DELICACY of flavour is the result of years of experience, the use of only the finest ingredients in the sauces, and the retention of the full flavour and nutritive power by the CLARK process of cooking.

The CONVENIENCE needs no demonstration. There are sizes for all sizes of families. A few minutes' immersion of the can in boiling water is all that is required, as compared with the hours necessary to prepare such a dish in the ordinary kitchen.



THE DEMAND IS UNIVERSAL AND HEAVY

THE PRICES ARE RIGHT

WM. CLARK, - Montreal

S

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Price.

22c

20c

23c

20c

21c

21c

23c

21c

18½c

24c

15c

19c

14c

22c

19½c

24c

DURING THE HOLIDAYS

OF OUR TRAVELLERS

We Want Your Business

We always have some bargains which are worth your consideration.

CALIFORNIA SEEDLESS RAISINS

16 oz. Packages, "ARMSBY" 7½c. package.

CALIFORNIA EVAPORATED PEACHES

Choice, 25 lbs. 13½c. lb.

CALIFORNIA PRUNES

"Armsby," SANTA CLARA, 100/over, 25 lbs.... 6¼c. lb.

MALAGA SEEDED RAISINS

16 oz. packages 7 1/2c. package.

CALIFORNIA ASPARAGUS

NEW PACK, IN STORE.

| | | |
|---------------|-------|--------------|
| Large Mammoth | | 2 1/2's tins |
| Extra Quality | | 2 1/2's " |
| Sanitary Can | | 2's " |
| Green Tips | | 1's " |

Packed by GRIFFIN & SKELLY, San Francisco. Also

CALIFORNIA CANNED FRUITS

APRICOTS, BARTLETT PEARS,
PEACHES, CHERRIES, STRAWBERRIES.

FRENCH PRUNES D'ENTE

Glass, different sizes and qualities. Packed by L. A. PRICE & CIE., Bordeaux.
50c. and 75c. per jar.

TABLE RAISINS

3-lb. Wooden Boxes

3 x 1 lb. packages "Solitos," BEVAN'S PACK.

| | | |
|---------------------------|-------|--------------|
| Connoisseur Clusters | | Per box 35c. |
| Extra Dessert Clusters | | " " 45c. |
| Royal Buckingham Clusters | | " " 55c. |

Write, Telephone or Wire.

ENTIRE SATISFACTION GUARANTEED.

L. CHAPUT, FILS & CIE., LIMITEE

2, 4, 6, 8 and 12 DeBresoles Street, - MONTREAL



WHAT is more tasteless than Soda Biscuits that are stale? You may answer "stale peanuts," and you may be nearly right. They are in the same class.

TELFER'S Soda Crackers are always fresh and crisp, because they are packed while fresh and crisp in such a way that they retain their delicious crispness for a long period.

THE quality of Peerless Soda Crackers is second to none, and this point aids materially in placing this brand at the head of the Soda Cracker world.

Take advantage of our advertising, and profit by pushing Telfer's Products.

TELFER BROS.,

LIMITED

Collingwood - Ontario

Branches:

TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM,
BRANTFORD, EDMONTON

CANADIAN DEALERS SELL
TETLEY'S



Look for the elephant
on every package—the
guarantee of quality and
excellence.

TEAS

and make large turnover and substantial
profits. Packed in various sized packages:
\$1.00, 75c., 50c., 40c.

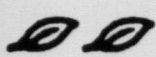
JOSEPH TETLEY & CO., LIMITED

110 JAMES STREET - WINNIPEG, MAN.



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

THE CANADIAN GROCER

TEES & PERSSE LIMITED

ESTABLISHED 1884

**Manufacturers' Agents
and Warehousemen**

— IF —

we assist in the distribu-
tion of

- Eddy's Matches**
- Tuckett's Cigars**
- St. Lawrence Starch**
- Bee Hive Syrup**
- Gold Dust Washing Powder**
- St. Lawrence Sugar**
- Sunlight Soap**
- Holbrook's Sauces**
- Upton's Jams**
- Brigger's Jams**
- Cow Brand Soda**
- Tanglefoot Fly Paper**
- Cox's Gelatine**

There is a Reason!

and you also need us as your
representatives in Western
Canada. We have warehouses
at all principal distributing
points.

AGENCIES SOLICITED

Address

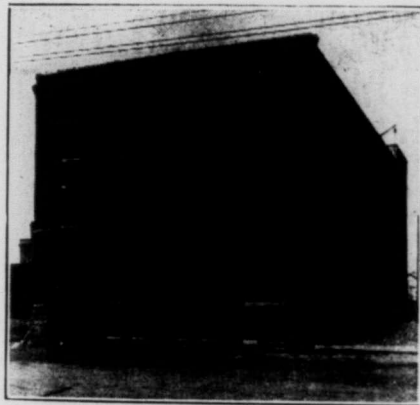
**TEES & PERSSE LIMITED
WINNIPEG**

**TEES & PERSSE OF ALBERTA
LIMITED, CALGARY**

**"From the Great Lakes to
the Rockies."**



WINNIPEG WAREHOUSE



SASKATOON WAREHOUSE



CALGARY WAREHOUSE



REGINA WAREHOUSE



MOOSE JAW WAREHOUSE



EDMONTON WAREHOUSE

THE CANADIAN GROCER

A RECORD

has been created by

White-Cottell's Malt Vinegar

The building up of a large Vinegar Business generally takes many decades. Our immense turnover has been reached in a very few years.

THE REASON

is that our Vinegar gives the utmost satisfaction both sides of the counter i.e., when it is a question of quality and prices we win fairly and squarely. Put us into competition, and see for yourself.

Write us to-day for samples and prices.

CANADIAN AGENTS:

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

L. A. Gastonquay, 60
Bedford Row, Halifax,
N.S.

Schofield & Beer,
St. John. N.B.

CANADIAN AGENTS:

Standard Brokerage Co.,
1640 First Ave., West,
Vancouver, B.C.

W. L. Mackenzie & Co.
606a Centre St., Calgary,

**WHITE-COTTELL'S
MALT VINEGAR**

CAMBERWELL, LONDON, ENG.

**WHITE-COTTELL'S
MALT VINEGAR**

POTATOES

We have a few hundred
bags good re-picked

ENGLISH STOCK

that must be cleared out
at once.

To do this we offer them in

**10-bag lots or over at
60 cents per bag**
(90 lbs.)

GEO. KEITH & SONS
124 King Street East, - TORONTO



"As nearly perfect as you could make
them"—This is what one of the largest dealers
said a few days ago with reference to the polished
handles on our

Klondike and Jubilee Brooms

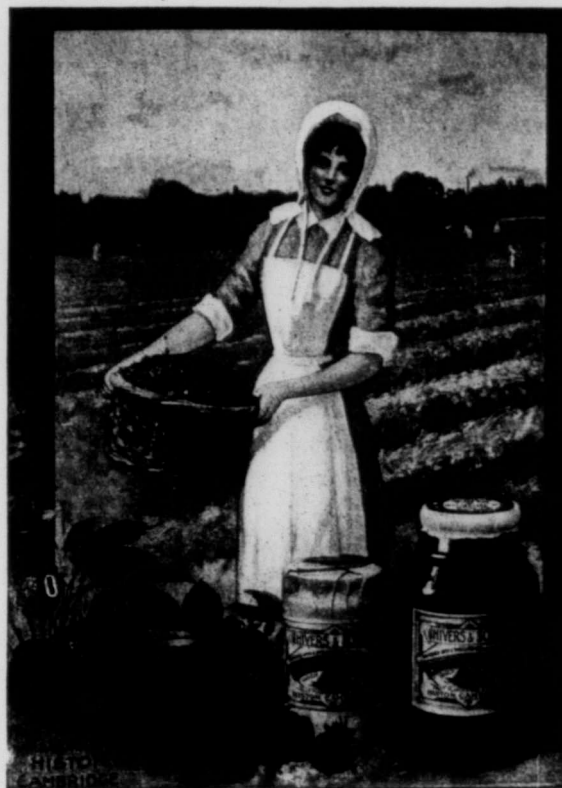
The finest corn, high-class workmanship and
a perfect handle will produce a Broom easy to
sell and on which a good profit can be made.

Now is the time to order a supply.

Stevens-Hepner Co., Limited
PORT ELGIN - - - ONTARIO

Purity-Cleanliness-Freshness

AFTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."



PURITY—Cleanliness—Freshness—these three, are the hall-mark of this world-famed make of food products. Starting in a very small way with a mere handful of employees, Chivers & Sons have developed into a thoroughly organized concern employing thousands of people.

Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

CHIVERS & SONS, LIMITED

FRUIT GROWERS, - - HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

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

FRANK L. BENEDICT & CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

MENTS:

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ve., West,
B.C.

zie & Co.
t., Calgary,

ELL'S
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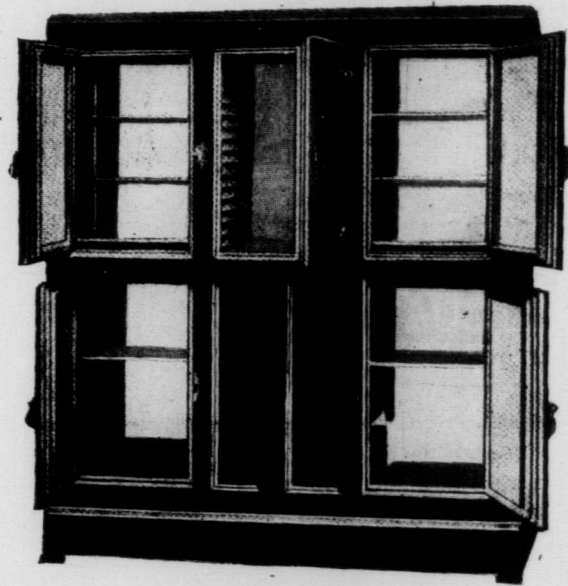
“By Their Works...”

Grocers from every part of our Dominion are writing us from time to time telling of the utmost satisfaction they are being given with our

NORTH STAR REFRIGERATORS

Possibly you are one of the many grocers who are losing profits through imperfect refrigeration. Attend to it, or you will be sorry.

Send for our catalogue. It explains and illustrates the numerous plants we have for grocers and provision dealers.



Estate of James Davidson, Ottawa, Ont.

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a COLES mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1**. It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO.
LIMITED

Hamilton, Canada Buffalo, U.S.A.

THE CANADIAN GROCER

PACKETING MACHINERY

Of Every

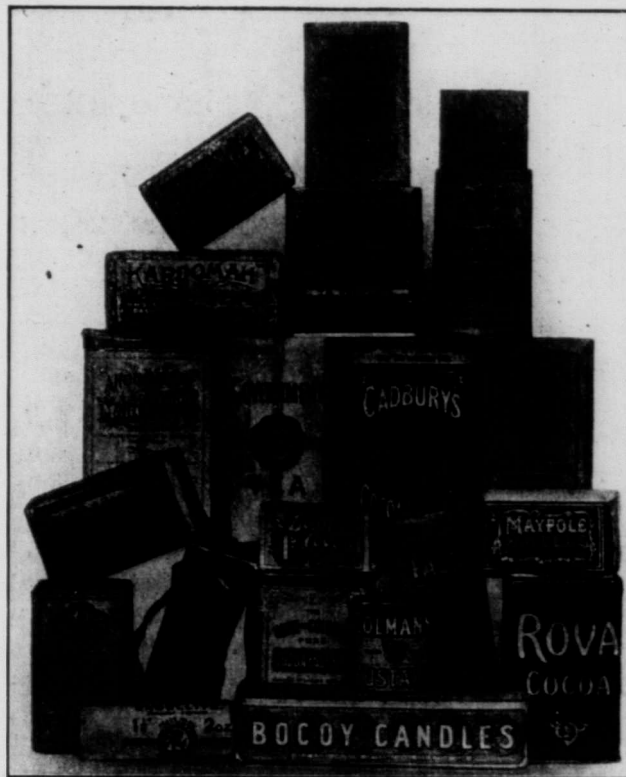
All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines for

Bag-Making

Labelling

Wrapping

Etc., Etc.



Description

Send us samples and let us suggest where we can save you money.

Lovell's Bag & Packet Machinery,

Limited

59 60 Gracechurch St.
LONDON, - ENG.

SPECIAL TO ONTARIO GROCERS

The MacLaren Imperial Cheese Co
TORONTO
are now Distributors in Ontario of
ANTI-DUST
DISINFECTANT SWEEPING POWDER

Sales jumped over 300% in six weeks.

If you aren't getting some of this business write the MacLaren Imperial Cheese Co. Ltd.
ANTI-DUST is something quite different to ordinary compounds - its quite a favorite
SAPHO MFG CO. LIMITED - MONTREAL P. Q.

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S.A.

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Sartan
BRAND

THE SIGN OF PURITY

During Travelers' Holidays

We give special prices
on all

Mail, Telephone and Telegraph Orders

All orders shipped the same day received

Use our unexcelled phone service at our expense. 'PHONES 3595, 3596, 3597, 3598, 462, 748

BALFOUR, SMYE & CO., IMPORTERS, PACKERS, WHOLESALE GROCERS, HAMILTON

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

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



MR. GROCER!

Don't let the hot weather interfere with profits.
Investigate the merits of the new

"WALKER"

Refrigerator Counter

IT is just what you need for the economical handling of cooked meats, fancy dairy goods, fresh fruit, vegetables and seasonable delicacies.

IT combines perfect sanitation with economical refrigeration, and so temptingly displays your goods that customers will crowd around this counter to buy.

IT will boost your sales, win public confidence, individualize your store, and quickly pay for itself in a saving of waste alone.

Let us tell you more about it. Drop us a card for particulars and we will immediately get in touch with you. We manufacture the best in modern grocery fixtures—"Walker Bins."

Write for Illustrated Catalogue and Estimates.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—

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

Berlin, Ontario



CLUB HOUSE

QUEEN OLIVES

ARE EXTRA SELECT STOCK.

Only finest Seville Olives are packed in brine made from our own pure Artesian water. Your select trade demand this brand.

Gorman, Eckert & Co.
LIMITED

London, Ont.

Winnipeg, Man.



THE CANADIAN GROCER
CANADA'S STANDARD

St. Lawrence
Granulated

It tests 100% of cane sugar.

While It's Warm Weather



Flies will persist in tormenting and making themselves a nuisance in the home.

Have you the proper means of destruction in stock — WONDER FLY KILLER.

It attracts flies to drink of its deadly waters and death follows instantly. The stock never grows old.

Dominion Agent: **Joseph R. Wilson** 204 Stair Bldg. TORONTO

SALT Rice's Table
Salt is
ALWAYS PURE

Give your customers a good article. Rice's Table Salt—the salt in the neat package—will increase your returns and bring you a steady trade.

Rice's Salt for table, dairy and general use is a good seller, and always reliable. Write us for prices.

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



5 Cases at\$4.15
with 20 bars Naptha free.

10 Cases at\$4.05
with 40 bars Naptha free.

25 Cases at\$4.05
with 150 bars Naptha free,

FREIGHT PREPAID

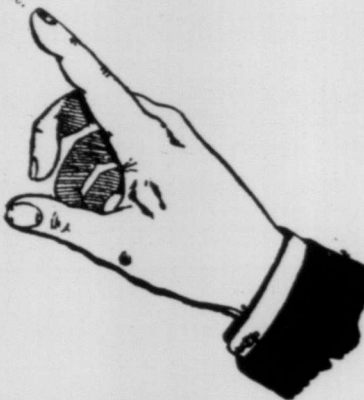
Net 30 days. 1% Cash.
Assorted or otherwise.



The best 5c. line with an extra good margin of profit.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

A fifty-year-old favorite—Quality counts.



NEW CROP JAPAN TEAS

(ON THE SPOT)

FURUYA & NISHIMURA

NEW YORK

CHICAGO

MONTREAL

JAPAN

**This is
Laurentia
Milk
Weather**



Why? Why shouldn't any season be? Hot weather is destructive to the so-called "sweet" milk, and never yet has Laurentia Milk fallen from absolute purity, and is always perfectly fresh, in either winter or summer.

Fresh milk passed through the mechanical process of homogenization mixes cream and milk, and perfectly sterilizes every bit of it, so that it will keep indefinitely in all weathers.

Send for prices and descriptive literature

LAURENTIA MILK CO., Limited
371 Queen Street West, Toronto, Ont.

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

John Gray & Co., Ltd.
Glasgow

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

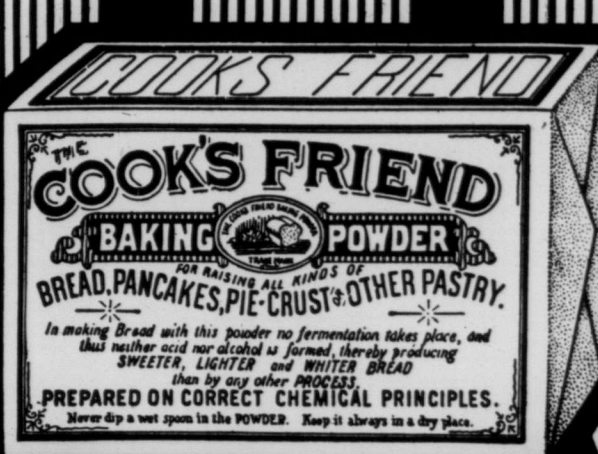
ISLAND LEAD MILLS LIMITED

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



Hits the mark

Canadian Coconut Co., Montreal



MR. DEALER

for over fifty years Cook's Friend, "The Baking Powder With a Pedigree," has been a leader. To-day, through its quality and advertising, sales are increasing monthly. Are you getting your share?

Purer than the Law Demand - Contains No Alum.

W. D. McLAREN
Montreal

93° In The Shade!!


Fancy what a boon your customers will consider that

Delightfully
Lemony

Cold Spring Lemonade Powder

Are you supplied?

S. H. EWING & SONS
MONTREAL



Why Don't You do Like Him?

H. J. Buckley of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut cylinder extra for \$94.00.

He writes that the machine is doing fine. I pay \$40.00 per month rent and have four people employed and machine pays rent and help.

Now to get at his profits in this little, big business, let's do a little figuring. Rent \$480 per year. Four clerks at \$5.00 per week each, \$1,040, total \$1,520 or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from \$8.50 to \$350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

"BABBITT'S" IS A CONCENTRATED SOAP POWDER OF WONDERFUL CLEANSING POWER



It pleases the housewife because of its efficiency and economy. This makes it a steady, regular seller—an active package that never stops earning profits for the grocer. PUSH ITS SALE and tell your customers about our Premium Store, 396 St. Paul Street, Montreal, Canada.

B. T. BABBITT, INC.
NEW YORK

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES.

ESCOTT & HARMER
Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-
Winnipeg, Regina, Calgary, and Edmonton

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG

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

The J. J. TOMLINSON CO.
WINNIPEG

Wholesale Grocery Brokers.
Office and Track Warehouse,
92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG

The TURNBULL Company

DIRECT IMPORTERS OF
GROCER SPECIALTIES.
Open for additional first-class lines.
179 Bennatyne Ave. East. Winnipeg

WESTERN DISTRIBUTORS LIMITED

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

WESTERN PROVINCES—Continued.

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic & Foreign Agencies Solicited.

DISTRIBUTORS, LIMITED

P. O. Drawer 99
EDMONTON, ALBERTA.
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

RUTTAN & CHIPMAN

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

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.

Commission Brokers, Customs Brokers and Manufacturers Agents, Shipments stored and distributed, Bonded warehouse in connection. Your business solicited.
222 Ninth Ave. West - Calgary, Alta.

ONTARIO.

W. H. MILLMAN & SONS

Wholesale Grocery Brokers
Toronto

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.

TORONTO
Grocery Brokers and Agents.
Established 1885.

ONTARIO—Continued.

MacLaren Imperial Chese

Co. Limited
DEPARTMENT AGENCY
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRANTS,
Greek cleaned, in half cases,
before purchasing
LIND BROKERAGE CO.
49 Wellington St. East Toronto

LONDON.

**THE MARSHALL
BROKERAGE COMPANY**
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

MARITIME PROVINCES.

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS.
HALIFAX NOVA SCOTIA
First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

W. S. CLAWSON & CO.

Manufacturers Agents and
Grocery Brokers
Warehousemen
ST. JOHN, N. B.
Open for a few more first-class lines.

NEWFOUNDLAND.

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

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents
852-6 Cambie St., Vancouver, B.C.
Can. give strict attention to a few first-class Grocery Agencies. Highest References.

QUEBEC.

L. EMILE GABOURY

Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

L. H. MAJOR and J. SOUBLIERE, Limited

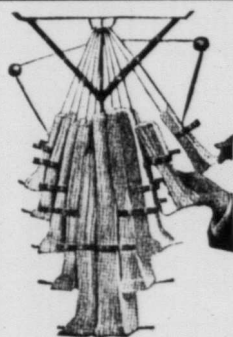
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, - Ottawa, Canada

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - Ontario
Established 1886.



Common Sense
It dries them up
KILLS (Roaches and Bed-Bugs Rats and Mice)
All Dealers and 381 Queen St. W. Toronto Ont
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.



The **BROWN** is the only convenient Bag Holder

Occupies no counter space. The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime. For sale by jobbers everywhere. Ask your jobber or write

The Brown Mfg. Co. Creston, Iowa, U.S.A.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

The advertising campaign which is now being conducted ensures to the merchant who stocks

Mathieu's Nervine Powders



a quick sale and good profits. For all forms of headaches there is no remedy which reaches the seat of the trouble so quickly and so effectively as **Mathieu's Nervine Powders**. Be sure and stock them as they are quick sellers.

Try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached, if you or someone of the family suffer from headaches.

Remember there is nothing equal to Mathieu's Syrup of Tar and Cod Liver Oil for breaking up colds.

The **J. L. MATHIEU CO.**

Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name
With (Name of firm)
Street
City or town Prov.

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING

CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: **WILLSON & WARDEN**, Toronto. Manitoba: **BUCHANAN & GORDON**, Winnipeg
FORBES & NADEAU, Montreal **J. W. GORHAM & CO.** Halifax, N.S. **C. A. MUNRO**, St. John, N.B.

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

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

IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

Buyers' Guide

Your Tobacco Department
is not complete if you have not a supply of our

PURE CANADIAN LEAF
Our prices are attractive. What about pipes? We have a large assortment.

J. A. FORREST
189 Amherst St., MONTREAL.

Over 100 Profit

You cannot expect a more generous offer, nor can you be disappointed with trade if you stock

VOL PEEK Cement

Mends holes in pots, pans, etc., and makes them good as new. We will send you attractive counter showcase, with selling helps. Write

H. NAGLE & CO.
52 St. Lawrence Boulevard, MONTREAL

SHOWCASES! SHOWCASES!

You know the value of the silent salesman in your store. Bear in mind that we can give you entire satisfaction, and that our prices for store fixtures of all kinds are well within the bounds of reason. Write

S. Mennier & Fils
Pie IX. Ave., MAISONNEUVE.

Our Aim: First-class service

This means that our travellers will show you the utmost courtesy, and you can rest assured that all orders will receive prompt attention. We have customers near you. Why not you?

Couvrette & Saureol
Wholesale Grocers Montreal

Oh! That Turkish Delight

Your customers will be pleased with this tasty, in fact, delicious confection, and each sale will net you a big profit.

SULTANA TURKISH DELIGHT
The real thing. Packed in wooden boxes. Get prices. Agents write

ORIENTAL PRODUCE CO.,
743 St. Lawrence Blvd., MONTREAL.

Warm Weather vs. RIGA WATER Weather

You can build up a good business in **Riga Water**, the water which relieves constipation and all stomach troubles. Not only in warm weather, but all the year round will you find a demand once you introduce it. Write for information.

THE RIGA WATER CO., MONTREAL.

GRAMOPHONE RECORDS, 10c.

Are you tired of yours? Then let me exchange them. Send 10 Records and \$1.00 and I will forward 10 different ones of same value.

V. de la RONDE
14-16 McGill College Ave., Montreal

OLYMPIA AND BEN BEY CIGARS

Ed. Youngheart & Co., Limited
Montreal, P.Q.

When You Require Biscuits Confectionery

remember that you can rely on quality and satisfaction if you place your order with this old and reliable house. Big range to choose from.

The Aetna Biscuit Co., Limited, Montreal

Make Money at the Roach's Expense AUTO ROACH KILLER

is recognized by those who have tried it as a sure death to Cock Roaches, Bed Bugs, etc., etc. Has been put to the severest tests, and has won out. Auto Roach Pays Big Profits. Write for particulars.

AUTO ROACH KILLER CO.,
241 Bourbonniere Ave., Montreal.

PICKLES and CATSUP

We have a reputation for high-class goods at reasonable prices. You can have the same if you make up your mind to stock our lines. Write for particulars.

H. BOURQUE & SON
MONTREAL.

WE GUARANTEE THE DOOM OF RATS

Rat extermination extraordinary. Not a rat left after using "EXO." Promptly and effectually kills, no smell. Rats simply love it. Dogs and cats don't like it.

Reliable Agents Wanted.
The Extermino Chemical Co.
New P.O. Box 774, MONTREAL.

"COON" SHOE POLISH

You should not hesitate about getting a sample of this superior polish. We absolutely guarantee it to be better than any line on the market. Put us to the test. Agents, write for territory.

The Uncle Sam Dressing Co.
LANORAIE, P.Q.

KEEP DOWN THE DUST

Have your store nice and clean at all times. Make a point of using our germ killing sweeping preparation. Your customers will also want it. Special prices to storekeepers. Write

The Montreal Germicide Co.
33 Pine Ave. E., MONTREAL.

CANNOT BE BEATEN

The Hand Cleaner which cleans. Leaves a velvety feeling after use. Made from Pure Castile Soap. Has a nice, delicate perfume. Agents write:

Savol Hand Cleaner Co.
118 Island St., Montreal.

CLAY PIPES

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

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

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.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT G.F.O. J. CLIFF, Manager

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

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

A STEEL SECTIONAL BAKE OVEN

will bake your own goods and increase your GENERAL TRADE. You can have the best goods and obtain all the profit. No expressage or delivery charges for Bread, Rolls, etc. You can do what others are doing. Write for our Complete Catalogue.

BRANTFORD OVEN AND RACK CO., LTD., Brantford, Canada

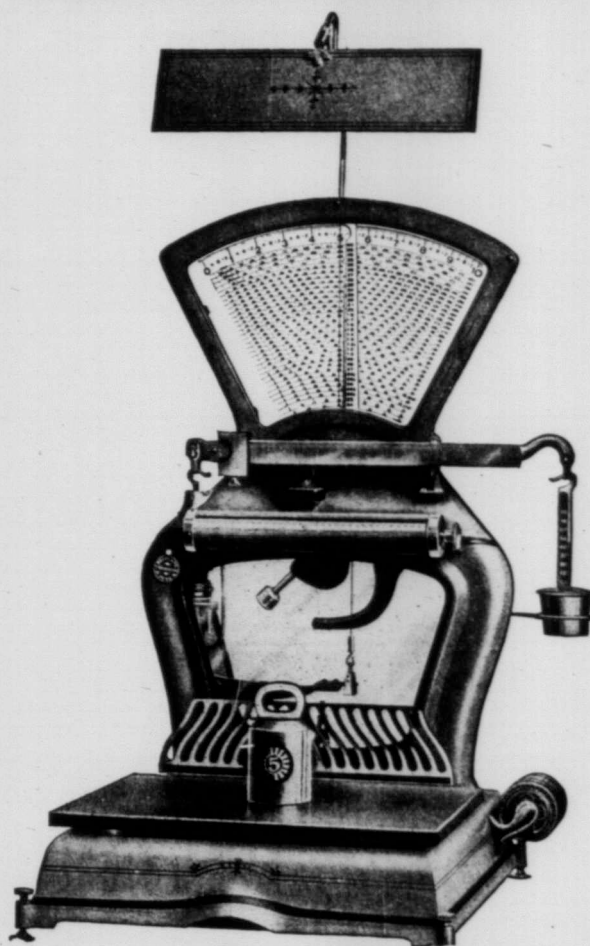


BULL DOG AMMONIA POWDER
BULL DOG CHLORIDE OF LIME
BULL DOG BORAX
BULL DOG LIQUID BLUEING
BULL DOG LIQUID AMMONIA

Manufactured by
THE JOHN B. PAINE CO., LIMITED
TORONTO

AGENTS: J. W. Gorham & Co., Halifax, N.S. W. S. Clawson & Co., St. John, N.B. W. and F. P. Currie, Montreal, Que. Marshall Brokerage Co., London, Ont. Dodd & Reid, Saskatoon, Sask. W. Lloyd Lock & Company, Winnipeg, Calgary and Vancouver, B.C.

STIMPSON Improved 100-lb. Automatic Scale



No. 75.—For General Use

Weighs and Computes to 100 Pounds

The only Automatic Scale capable of handling All your business. Your fixture equipment is not complete without a

Stimpson Automatic

Write for Catalogue, giving full description of all sizes

Stimpson Computing Scale Co.
 Detroit, Michigan

PETER YATES & SONS,
Grocers and Bakers,

5, Queen Street,

LEIGH,

ENGLAND

To Messrs Dominion Register Co.

Corn Exchange, Manchester

April 24 1912.

Gentlemen

We have had one of your Registers in use for two months and are thoroughly satisfied that the system is all that you claim for it.

We find that the carrying forward at each transaction of any outstanding balance does away entirely with the leakage from small accounts left unpaid through a customer's negligence - formerly a fruitful source of trouble with us; we are sure that this alone is quite sufficient to justify the installation of the system.

Another feature that appeals to us is that we can compile an absolutely accurate total of our outstanding credit accounts in less than ten minutes at any time, without any previous posting or preparation being necessary; a feat hitherto impossible to us.

We shall be pleased to allow any interested person to inspect our Register at any time on receipt of a request from any of your representatives.

Yours truly

Peter Yates Sons



HANDSOMELY PACKED

Attractive boxing of Dominion Matches bid forth sales, and the quality of the match fully justifies the buy.

Every match a perfect light. No spluttering, no noise, no breaking of the stem.

It is in these little things you build a satisfied trade, Mr. Grocer. Make your next match order for Dominion Silent Matches.

DOMINION MATCH CO., LIMITED
DESERONTO, ONTARIO

Or The Canada Brokerage Company, Limited, Toronto, Ont.;
The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt,
Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton,
St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.

Quality is the Main Consideration
in the Manufacture of Foodstuffs



Macaroni and Vermicelli

are made from hard wheat, no maize or rice flour mixed with them—in fact only the purest ingredients are used in their manufacture.

Manufactured in a modern, scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

D. SPINELLI & CO.,

Registered

MONTREAL.



THE IMPORTANCE OF FRESH TEA



The flavor of tea is contained in an essential oil. With age the oil decays. This affects the flavor and is quickly detected by the consumer. Tea keeps better when not exposed to the air, but it deteriorates, more or less, under any circumstances. **Fresh tea** is as necessary to a successful tea trade as **fresh butter** to a successful butter trade. No retailer should keep a pound of tea in his stock for more than **four months**, and he should be sure that wholesalers are not supplying him with old goods which they have had on hand for years.

In Ceylon, tea is picked every week in the year, and you always get it **fresh and fragrant** in "SALADA."

If any retailer—anywhere—at any time—has any "SALADA" in stock that is over six months old, let him ship it back to us—freight collect—and we will refund the full purchase price. We back up our belief in the paramount importance of **fresh tea** by this sweeping guarantee.



"SALADA"



TORONTO

MONTREAL

During Travelers' Holidays

(JULY 22nd to AUGUST 3rd)

We solicit your orders by

MAIL, 'PHONE OR TELEGRAPH

AT OUR EXPENSE

WE GUARANTEE QUICK SHIPMENT SAME DAY
AS ORDER IS RECEIVED

PRICES RIGHT

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

KEEN'S is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

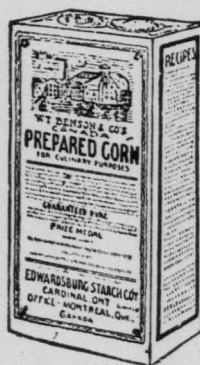
SEE TO YOUR STOCKS

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street **MONTREAL**

30 Church Street Toronto

AGENTS FOR THE DOMINION OF CANADA



EVERY Woman Who Enters Your Store is a
Prospective Purchaser of

Benson's Prepared Corn

† Because Benson's is the purest and finest Corn Starch obtainable, and is indispensable in the modern kitchen.

† Because Benson's is unequalled for baking, pastry making, thickening gravies and sauces, making custards, ice cream, blanc mange, etc., and is especially desirable for children, old people and convalescents.

YOU CAN RECOMMEND BENSON'S UNHESITATINGLY.

† Because it cannot fail to give satisfaction. It creates a permanent demand, and will prove a steady source of profit to you.

YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION.

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

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Store will
be
Closed
all
day
to-morrow
May
24.



Samples of show-cards made by a clerk in an Allandale, Ont., grocery store. These cards have been reduced from large cardboard size.

Turning Stock Over Ten Times a Year

Grocer With Stock of About \$5,000 Expects \$50,000 Turnover This Year—Some of His Methods for Quick Turnover—Buys Mostly in Small Quantities—Sells Large Quantities of Cakes—Value of Show Cards in Calling Attention to Special Occasions.

"The turnover's the thing." So thinks many a retail dealer who buys strictly with a view to rapid turnover. No one will dispute his opinion as long as a fair profit is being made on the investment, and reputable people, and not deadbeats, are buying the goods.

Retailers generally aim to turn stock over from four to six times a year. A few may probably make it seven but cases are rare where turnovers are made nine and ten times.

One of these comes from Allandale, Ont. J. D. Wisdom, of that town carries an average of from \$4,500 to \$5,000 stock. The annual turnover amounts to from \$40,000 to \$45,000 while this year plans are set for \$50,000.

Buys in Small Quantities.

Mr. Wisdom attributes the rapid turnover in goods particularly to carefulness in buying the right goods and buying them in small quantities. The right goods means those he knows he can sell his trade. They include many fancy lines as well as every-day sellers, which, in his large floor area, he can display to good advantage.

Apart from canned goods and a few other lines, goods are purchased for immediate requirements rather than for the future so that at no one time is there an extensive capital invested. A number of side lines are handled to attract the peo-

ple into the store and once inside, other goods are sold them.

Big Sales in Cakes.

"We sell from 50 to 75 dozen cakes, pastry, etc., every day," states Mr. Wisdom. "On Saturdays these sales run up to 150 dozen. So you see here alone is a fairly large turnover in a year, the stock moving out the same day as received."

The same applies to fruits and vegetables. Fresh fruits are hurried out as soon as purchased so that no losses will occur over spoiled goods. An ice cream parlor off the store also contributes to rapid turnover. At the same time people who come to purchase any of these lines are, in majority of cases, influenced by personal conversation, display or other suggestion into buying other lines. For instance there may be an inviting display of pickles of various kinds around a pillar in the centre of the store or of meat sauce on the counter which will make a sale.

Clerk Writes Show Cards.

A feature is made of show cards in this store. It is fortunate in having a young man, George Hill, who is much interested in this work and cards tacked up here and there about the store are among the first things observed on entering.

"These cards are certainly noticed," Mr. Wisdom claims, "and I feel they

are a splendid help in making special announcements."

Whenever a special holiday is coming along Mr. Hill arranges a card suitable for the occasion. The three reproduced above indicate their character. At first glance it might be supposed considerable work was spent on them but such is not the case. The illustrations in the centre and right cards were secured from a magazine. They were simply cut out and pasted on card board and the lettering added.

For Special Announcements. . .

Mr. Wisdom claims they are well worth while, as scores of people are observed looking them over every day. When a holiday is coming along it isn't possible to remind everybody, but a show card like the centre one, not only suggests that customers purchase for a day ahead but amuses them as well.

This young show card writer is encouraged in his work. That he will be an expert in a few years if he sticks at it, is easily believed, for this is the way card writers begin.

As pointed out in last week's issue, Mr. Wisdom is an Association man. He is one of the active association workers in the north and an executive member of the Ontario R.G.A. He believes in co-operation with his fellow men because of the ideas picked up from time to time that help out in the daily work.

Fifteen Thousand at Grocers' Picnic

Grimsby Beach Attracts Immense Throng on Occasion of Hamilton and Brantford Grocers' Annual Outing—Great Variety of Sports on the Programme—Four Thousand Pails of Tea and Coffee Given Away—Some Impressions of a Guest.

(Staff Correspondence.)

Grimsby Beach, Ont., July 24.—The combined supervision of a field marshal and his auxiliary officers would scarcely be adequate to control the movements of 10,000 men—and women—fighting a dozen different battles at the same time. So they must take off their hats to the officers of the Hamilton Retail Grocers' Association and committee who controlled the destinies of the biggest picnic of Western Ontario at Grimsby Beach last Wednesday.

Few picnics are superior in size anywhere in Canada to that of the Hamilton and Brantford Retail Grocers' Associations. It was estimated that trains from the Ambitious City carried at least 8,000 people to the Beach, while 800 or 900 more came from Brantford. In addition to this the radial line added another three or four thousand; hundreds came by boats and farmers and their wives and sons and daughters drove in from miles around to swell the numbers. There were easily 15,000 visitors on the grounds.

A Good General.

But grocers know how to handle the public. Under the generalship of J. A. McIntosh, chairman of the Picnic Committee, miniature bloodless battles were fought here and there during the day with the utmost precision. One member of the committee for instance was assigned control over foot races; another superintended quiting matches; a third the ball games; a fourth, and by the way it was actually a Forth, John by name, supervised the dispensing of free liquid refreshments; a fifth the water sports, etc.

So the picnic proceeded like a well-oiled machine with events so varied and widespread and following in such rapid succession, that the day to everyone of that 15,000 souls wore away all too soon.

The strong may say that "nothing is impossible." But they are all wrong. Let any one journalist among them attend the Hamilton and Brantford Grocers' picnic and attempt to record even the official proceedings of the day, and see where he comes off at. Not even the versatile "Bay" Hill with all his facilities for being twice in the one spot at the one time, and at the same time it not being Bay at all, could begin to follow or describe the intricacies of the great pic-

nic! What hopes then are there for the ordinary, every day journalist?

Becomes Unwritten History.

The majority of the details of the day will, therefore, perforce, be numbered among the unrecorded events of history. Suffice it to say that there were races, ball games, quoit contests, trap shooting, baby shows, guessing contests, a balloon ascension, hunting for eggs, a minstrel show, fireworks display and Venetian



AT THE HAMILTON GROCERS' PICNIC. Geo. Cann may be seen on the left. W. Waters is holding the megaphone, and J. Kirkpatrick standing on the right.

parade, in addition to the hundred and one permanent midway attractions of the Park.

The races were many and varied. From boys and girls but a few years out of their mother's arms, to farmers and gardeners and their wives, and fat men, did the running contests go. There were three-legged races, shoe races, backward races for married women, grocers' association events, etc., etc. Many a youth and maiden, young and old met their Waterloo.

Geo. Cann was the chairman of the Games Committee. George Can and did look after the proceedings with a will. He answered more questions throughout the day than the inquiry editor in a woman's magazine would in a year. He was certainly a bureau of information for the picnickers.

Ed. Hazell, the president of the Hamilton Association, had a busy day receiving guests and keeping a general supervision over everything.

Were a Thirsty Lot.

It was a busy day for John Forth. During the day, he and other members of the Refreshment Committee handed out 4,000 small pails of tea and coffee, 160 gallons of milk, 150 gallons of lemonade and orangeade. It took 100 lbs of tea, the same of coffee, 300 lbs of sugar and half a ton of ice to satisfy the throng. No doubt Mr. Forth can any day get a position as commissariat to the Canadian navy if we have one.

All Were After Him.

Secretary "Bay" Hill was of course present. He was possibly the most searched for individual on the grounds—not by the police but by picnickers who were after a \$10 gold piece which Bay had in his pants pockets. He was the mysterious Miss Ter E. for an hour or two, passing himself off as a young widow, until finally captured by a lady resident of the Beach.

Harry Eckstein, a Hamilton woman impersonator of a renown, was on the grounds in the afternoon and under the prosaic name of Miss McGinnis, was introduced to the boys and was always found among them.

Where the Woman Shone.

Many grocer travelers were on the grounds during the day. One of them conducted a novelty contest—throwing balls into a barrel—open to women, who stood some six or eight feet distant. It goes without saying that few balls got inside the barrel. Had the women taken the precaution to aim somewhere else, at the traveler for instance, much better results would undoubtedly have been realized.

Members of Committees.

As noted above J. A. McIntosh was the chairman of the Picnic Committee. The following committees worked under him to make the outing the success it was:—

Refreshment.—J. Forth (chairman), Jas Lawrie, A. Ballentine, W. Water, Henderson Bros., W. Beswick, Geo. Dawson, A. J. Bain, G. Lyne, O. W. Robbins.

Transportation.—J. O. Carpenter, (chairman), A. G. Bain, J. Forth, Jas. Kirkpatrick.

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Printing.—W. Smye (chairman), J. M. Semmens, F. H. Soules, Jas. Lawrie, John Knox.

Games.—Geo. Cann (chairman), J. M. Semmens, E. Henderson, John Knox, J. L. Brown, E. H. Young, W. Beswick, J. Clendenning, M. Cummings.

Entertainment and Reception. — H. Taylor (chairman), Jas. Main, W. Waters, B. Crysler, M. R. Hill, C. H. Peebles, W. Smythe.

Note and Comment.

It rained in both Brantford and Hamilton early in the morning, but Captains Mellen and Hazell are every day leaders and brought big crowds along.

Jas. Burns, of Brantford, is a bowler. It was difficult to get him past the Hamilton green.

The reputation of the Hamilton and Brantford grocers' picnic brought Ed. Ryan and Tom Shaw all the way from the Forest City. They do like to see

a good ball game such as Hamilton and Grimsby, or Detroit and Chicago.

Geo. Cann may not be a fast runner himself but he can see to it that the races are conducted in a hurry.

Free tea, coffee and lemonade! That in itself is a big attraction at any picnic.

Jno. O. Carpenter, if our friend Shakespeare would now admit there is anything in a name, was the natural solution as chairman of the transportation committee.

It is said of "Rosy" Furniss, a traveler, who attended the picnic, that he is a dancer of some duration. But there is a limit to all things.

Chairman McIntosh can at any time qualify as an organizer for big picnics.

The Hamilton grocers now regret the fact that J. M. Semmens was not included in the Olympic contestants.

There are few men who can handle a megaphone. Count W. Waters as one.

the Gorge route to Niagara Falls, N. Y., a transfer to the scene of action at Victoria Park and a return ticket down the Canadian side with privilege of stopping off at points of interest all along the route. Later boats brought additional excursionists to swell the crowd.

We will not stop to review the "high jinks" that took place in the grocer's camp as the good ship plowed her way across Lake Ontario. Let us shift the moving picture machine onward to the main scene of action.

There Was a Ball Game On.

The tall timbers which surround the park and which down through the years have gazed upon varied array of sights from Indian war dances to the revelries of enthusiastic picnickers, probably have never, at least in recent years seen such a weird, yet interesting spectacle as the stellar attraction of the day—the baseball match in which the drummers attempted to put it over the grocers. Yes, "attempted" is the correct word to use, according to the grocers. However the travelers regard it otherwise and declare that the only fast man in the grocer's line up was Swift. He played centre field.

It was a great game anyway. So declared one of the grass cutters at the park (not the kind that Dick Matthews knocked out), and he ought to know, because he once saw Port Credit, his home town put it all over Oakville right in their own back yard.

Had Control of Something.

Davies, who did the heaving for the counter hoppers, had perfect control—of his temper, not the ball. McKeown who learned the game with the Toronto Front Street Fishing Club was on the mound for the travelers, and for him it may be said that he gave Forbes his own catcher, some first-class wallops on the jaw. Most of the late sporting extras of the Niagara Falls' papers gave the honors by a 14-6 margin. Constable Wes Williams found the following guilty of taking part in the fray:—

Grocers.—Davies, P.; Hall, C.; Thorne, Canfield, Drumn, Canfield, Mathews, Nicholl, Swift.

Travelers.—McKeown, P.; Forbes, C.; Dean, Prowse, Raper, Weston, Garland, Portous, Lane.

Britannia Rules the Waves.

Let us refer once more to the neighboring tall timbers which have seldom at any one time gazed down upon so many nationalities as were gathered together to see Uncle Sam Alias Billy Miller fight a real duel with John Bull, whom Bailey Snow undertook to impersonate. To see our great forefather coolly stab Uncle Sam with an ancient sword he had borrowed from the national museum

(Continued on page 42)

Grocers at Niagara Have Eventful Day

Call of the Big Cataract Answered by Large Crowd—Fun Galore From Start to Finish—Grocers Defeat Drummers in Spectacular Ball Contest—A Duel Forms One of the Biggest Attractions of the Day—Races Reveal the Sprinting Grocers.

Staff Correspondence.

Niagara Falls, Ont., July 24.—Wednesday, July 17, was the one big day of all the year for the Toronto Retail Grocers' Association, when, with their full staff from delivery boy to head clerk and accompanied by wives and children as well as friends and friends' friends, they cast business worries to the winds, donned their running shoes and ice-cream caps and went forth to enjoy in earnest one long glorious and eventful day.

Victoria Park, Niagara Falls, was the stampeding grounds of the Queen City sugar dispensers this year in their 27th annual excursion which proved equally or more successful to all those successful ones that have gone before.

'Twas a Poet's Day.

It would be omitting an important item to pass over the event without some reference to that feature upon which a picnic stands or falls. Reference is made to the brand of weather that was handed down for the day's outing. It was one of those perfect days which gets the poet's fancy. Nevertheless there was little outward evidence of any grocer getting real poetical, except it was Bob Davies who, in taking part in the quarter mile stampede declared "pace" to rhyme with "race." However if the government bluebook on the day's sport is referred to, it will be found that the race was too long and the pace too slow to be worked into a real

lyric. However all day long Old Sol beamed forth with radiance that bid fair to outdo even the renowned smile



AT TORONTO GROCERS' PICNIC. Principals and attendants at the big duel attraction.

of Bailey Snow. Last year, Providence was none too kind to the grocers, and this year an attempt was apparently made to atone for past misbehavior. True, early in the morning about the time grocers are accustomed to wash off their pavements, gentle drops of rain pattered down; but that was all.

Caught the Early Boat.

It would have taken rain, and then some, to keep the grocers home. Pleasant remembrances of past years flared up vividly in their minds and when the first boat pulled out for Niagara Falls at 7.30 a.m. it carried a goodly contingent who had tucked away in their inside pocket a strip of pasteboard which allowed a landing at Lewiston, a trip up

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WAKING UP THE TOWN COUNCIL.

Retail grocers in every town and city should see that the streets are properly taken care of in the dusty season. In some places the health authorities will not allow merchants to dry sweep the sidewalks, but at the same time, the councils who appoint health officers do not sprinkle the streets properly. A little gust of wind will drive the dust through an open door or window, and this kept up all day long means a dirty store interior.

The Grocers Section of the Toronto R.M.A. have protested against this nuisance by forwarding the Mayor the following resolution:—

“That the Grocers’ section of the Retail Merchants Association of Canada, Toronto branch, again places itself on record as being in favor of the by-law which compels the covering of all fruits which do not require to be peeled, and which are exposed for sale so as to protect them from the dust but it is also our opinion that before this by-law can consistently be enforced and made of any value to the consumers, that the city council should to their duty by watering the streets in a proper manner, and also prohibit the civic street sweepers from the dry sweeping of the streets. In our opinion, the streets of Toronto are in a more dusty condition to-day than they have been for some time, and it is therefore impossible for us to keep the dust from settling on goods that are exposed on the outside.”

If the dealers in every centre were organized, much good could be done in a similar manner by getting after the men who are supposed to keep the streets in a clean, sanitary condition. Waken them up and put them on the water wagon.

MOCHA COFFEE DEFINED.

The Chicago spice firm charged with misbranding coffee, contrary to the regulations of United States’ pure food department, was found guilty and assessed the nominal fine of one dollar.

As has been explained in these columns before, the defendant concern put a coffee on the market labeled Mocha and Java. The pure food authorities claimed that because the “Mocha” had come from Abyssinia and not the

Yemen district of Arabia it could not be so labeled. The defendants admitted that the coffee had been grown in Abyssinia, but that according to custom it was commonly known as Longberry Mocha.

From the evidence adduced it transpired that there has been no coffee shipped from the port of Mocha—the origin of the coffee name—for more than 200 years, as that port had been closed during that period of time. So that, as a matter of fact, there was no coffee entitled to the strict geographical name of Mocha. The Arabian coffee of that name is grown in the Yemen district and shipped through the port of Aden.

The Judge of the District Court ruled that in order to distinguish the Arabian and Abyssinian coffees the former should be designated “Arabian Mocha” and the latter “Abyssinian Mocha.” The latter is grown just across the Red Sea from Arabia, and as far as cup quality is concerned, experts agree that the difference is slight, sometimes in favor of one and sometimes the other. The judge took the view that each is of the Mocha type, but should be qualified by the geographical names of Arabia and Abyssinia.

The suit will no doubt be considered a precedent in the United States so far as numerous other articles are concerned. Geographical names will have to be affixed to clearly designate these articles.

PROGRESS OF WESTERN CROPS

The crops through the West have made great improvement during the last three weeks, since the welcome rains and cooler weather. The wheat crop is in head or coming on fine, and everything at present indicates a good harvest.

There have been some hail storms, but the areas visited by them are narrow. Crop experts are beginning to figure the yield at 25 bushels per acre on an average. Of course, there are contingencies yet to meet, but the outlook is favorable. With the continuance of present conditions the harvest will be much earlier than last year, and already some anxiety is being felt about the supply of hands for the saving of the crop. It is estimated that the number required will be much larger than ever before.

Where this extra help will come from is a problem requiring serious attention. It is quite evident that the Western farmer will be dependent upon a large influx Eastern labor; for, owing to the great activity in railroad construction and building operations in the Western cities, there will be few men available for harvest hands from the present supply of labor in the West. There will, no doubt, be large numbers brought in by the railways from the Eastern provinces, and probably a quota from the western and south-western States; but the rather unsatisfactory experience of many of those who came last year may cause a decline in the amount of the supply from above sources.

Another question that is being actively discussed in the West is the old chronic one of transportation. If present indications are realized, there will be a tremendous amount of grain to go East this fall. Should the harvest be a month earlier, as it at present promises, and the weather conditions remain favorable, there will be a vast improvement upon last year. Coupled with this fact, railroads have added largely to their equipment, which ought materially to relieve the situation. However, upon the other hand, it must be borne in mind that there is a large increase in acreage over last year, and the crop promises a much larger yield.

It is doubtful if the increased equipment of the railroads is any greater, if as great in proportion, as the added

acreage sown, so that if present expectations materialize there is abundant cause for serious consideration of the transportation problem.

In some parts of the West, particularly Western Alberta, it is fondly hoped that the opening of the Panama Canal will give great relief, and that the wheat of the province will find its way to the markets of Europe by that route. In the opinion of many, however, this much cherished hope, is, in the language of the old Puritans, a delusion of the devil. The wheat crops of the West will never go that way, they say. That the hot climate of the tropics will destroy the grain is their contention. Otherwise, why wouldn't the Mississippi be used to carry grain from the Central States to the seaboard?

The solution of this problem of transportation is awaited.

FRUIT CROP PROSPECTS.

Strawberry season has come and gone and prices were never very cheap. In Eastern Canada they netted the growers from \$2 to \$2.50 per crate of 24 boxes, which is from about 8½ to 10½ cents per box. During one day of the season, from some misunderstanding among the growers, there was a glut on the Toronto market, strawberries selling at 5 and 6 cents, whereas, in some other Ontario cities they were as high as 12 and 15 cents the same day.

Raspberries are on the market now, but we cannot hope for any large crop or low prices. The drought of last season, the cold winter and the two weeks' dry weather late in June and early in July, are responsible for the short crop. After next week, raspberries will be practically off the market, and no cheap prices will have been realized.

In cherries many kinds of sweet varieties have been short, and on the whole, this fruit has not been the crop expected. In British Columbia, crop of sour cherries has been heavy, since sweets only medium.

Grapes promise particularly well this year. Concord are reported at 93 per cent. crop, Niagaras at 86 and red grapes at 85 per cent. Almost a full crop is expected from present appearances.

The crop of peaches as a whole will be fair, although in some districts it is poor, owing to the hard winter.

So far as apple prospects are concerned, the "set" does not bear out what the blossoms of last month indicated. Reports from different parts of the country show a heavy "drop," even where the "set" was good. In Nova Scotia estimates have fallen to 52 per cent. of a full crop, but this will likely be increased later on, as the orchards there are pretty well cared for. Taking 100 as a standard or full crop, the average for the Dominion is calculated at 67 per cent.

Tomatoes are coming along splendidly, but serious inroads by cutworms are reported.

WATCHING CEREALS IN SUMMER.

Let the dealer put himself in the place of a customer who has bought a package of cereal or breakfast food only to find it uneatable. What would you be disposed to do?

Would you not lower your estimation of the capabilities of that merchant? Would you not on certain occasions, unconsciously perhaps, advertise this service, or rather lack of service, among customers and probable customers? Might you not on the first provocation transfer your trade to some other dealer?

It is a serious matter for the retailer—this supplying customers with stale cereals during summer months. A

short time ago an actual case of where one dealer lost two customers was recorded in these columns. Another has come to hand. The customer purchased a package of corn flakes. The clerk found it at the rear of a shelf, and by the appearance of the package the buyer had doubts of it being in the fresh class. These doubts were substantiated next morning at the breakfast table on the occasion of the first serving. The seriousness of the trouble is illustrated by the fact that the box and its contents were burned.

Here was a case where carelessness on the part of the dealer did him considerable harm. In fact he may never know the extent of it, as from time to time the incident will be repeated to friends of that buyer.

It would appear that there is room for advice on the part of manufacturers to the dealer. Most goods are better sold when fresh, and if this were pointed out continuously, less perishable goods would be held in stock for weeks and months.

TROUBLE IN VALORIZATION SUIT.

When officials of the United States Government took it in hand to break the alleged Valorization Coffee Trust, many came to the conclusion that they would have easy sailing.

But such has not been the case. The Attorney-General began the suit, but it appears he did not take into council Secretary of State Knox, who had been negotiating on friendly terms with the Brazilian Government. His was a diplomatic mission and to have another section of the government step in and attempt to force matters was not at all to his liking.

Secretary Knox is said to have expressed his displeasure in no uncertain terms because of his contention that the matter should be handled diplomatically. On the other hand the Attorney-General contends that people doing business on United States' soil must conform to United States' laws, and so is going on with the suit.

The troublesome flame has been further fanned by the straight statements of the Brazilian ambassador at Washington who is indignant that the United States should meddle in Brazilian affairs, and it looks as if strained relations between the two countries would ensue. Particularly would this be the case if the suit is pushed to a conclusion.

In the meantime Canadians interested, will look on and wonder how long coffee is going to continue its aeroplane flights.

EDITORIAL NOTES.

The man with the gift of acquiring knowledge will sell more goods than the man with the mere gift of gab.

* * *

Happy is the man who can take a day off now and again and attend a picnic.

* * *

During the past week representatives of The Canadian Grocer attended three picnics at which, it is estimated, over 20,000 people were present.

* * *

The coffee valorization suit has turned out to be a complex affair. In a few years' time it may be proceeded with.

* * *

The biggest day of all the year has come and gone for the Hamilton and Toronto retail grocers. Montreal, Winnipeg and Vancouver, next!

Drummers Enjoy Night and Day of Fun

Snack Club Convenes Once Again at Georgetown in Best Outing of the Twenty—Sleep Forgotten and Fun and Frolic Abound—Concert, Calithumpian Parade, Ball Games and Races Included in the Big Show—New Officers Elected.

Staff Correspondence.

Georgetown, Ont., July 25.—There are times in the life of every man when he doesn't care. Where he sleeps or whether he sleeps at all or not, is of no consequence. The foregoing of a meal seems like an everyday occurrence for aught an onlooker could determine. He



Past President Geo. Smye, of Hamilton, and Wm. Meen, of Toronto, his successor.

simply doesn't care whether sleep or beds were ever invented.

Everyone has heard tell of the Drummers' Snack Club. It was born at Alton just twenty years ago. In another year it becomes of age. Some days prior to the great annual midsummer outing of this body the members of the Snack begin to get wound up. It's all done by inborn enthusiasm. From the moment a drummer sets foot on Georgetown soil the process of winding up rushes to a culmination. A room may be engaged for the night but no head may indent the pillow, at least not until the sun begins to rise up from the underground. He simply doesn't care whether school keeps or not. Fun, he has come for and fun he wants. The mummy sleeps, and the mummy "aint" had no fun for 10,000 years.

A Good Reception.

The crowd arrived on Friday evening 'mid the beating of drums and the blowing of bugles. It was a triumphant entry and the town was captured without much ado. Banners, colored lights, and Chinese lanterns blazed forth a welcome and everybody from the Georgetown small boy to the octogenarian joined in the initial bow.

The curtain raiser to the great show, as usual, was the concert in the park on Friday evening. Music and drama critics in attendance declared it a No. 1 performance. And so it was. Chief Geo. Smye must have been proud of his subjects. In spite of the fact that the air was chilly some 1,600 people sat or stood the concert out with only the canopy of the blue sky above. Stars shone both above and on the stage and melody was wafted out among the trees to the ears of the gatekeepers and citizens of Georgetown.

Colonel Stoneman's Minstrels.

There was a minstrel show put on by the Hamilton drummers to begin the programme, after the Georgetown band had played an overture. Under the leadership of Colonel Stoneman and including the services of such talented artists as Charley Smye, Billy Dore, C. E. Wilson, W. H. Pringle, Harry Eckstein, B. G. Sullivan, Jas. Sinnott and Jas. Mundie, what else could it be but a success? The joke and end men were in fine form and despite the fact that it is said there is nothing new under the sun, they passed out a few that beat the comic paper book-worms. For instance read this: An old darkey was asked how he secured names for his twelve youngsters. He said he was a Bible reader, and had given them all Bible names such as Hezekiah, Noah, etc., and the twelfth he called Judas Iscariot.

"Judas Iscariot! That's an awful name to give a boy," replied the Colonel, "how in the world did you come to give him such a name."

"Well you see Kunell, I reads m'Bible and it says the'r as it would have been fa' bette' for Judas Iscariot if he'd neve' been bo'n."

Space does not permit going deeply into the merits of the entire show but those interested may be able to digest the various numbers in the next issues of the New York theatre magazines. But the "Charge of the Light Brigade" must not be overlooked. It isn't every day one hears it set forth as it was by Col. John Stoneman. His portrayal of the memorable event was as near as one, other than a soldier, would care to be at such a charge.

Among the visiting talent was Margaret Park Wilson, contralto; E. Jules Brazil, piano monologue artist; Harry M. Bennett, humorist, and a Toronto male quartette. It was assuredly a high

class concert. Earnest G. Bowles, of Toronto, and Mrs. B. G. Sullivan, Hamilton, played the accompaniments. Richard Woodcroft, Hamilton, was the musical instructor in the minstrel show.

It was close on the hour of midnight when the fireworks display was shown and as usual it was a brilliant close to a successful evening.

Sleep Forsook Many.

Despite the late hour when events settled down to normal, everyone was on deck early in the morning when the roll was called. Some found a resting place in easy chairs; others might have been seen on Frank Barber's camp stretchers, and slept as soundly on them for an hour or two as they would on the downy couches of the King's palace. One or two individuals slept in the bank within arm's reach of the safe door and dreamed of being within easy reach of riches. But the wiser heads didn't go to bed at all lest some of the fun should slip through their fingers. Their cups were running over with joy and why should they?

The New Officers.

The big events of the morning were the annual meeting and the Toronto-Hamilton ball game. President Geo. Smye was in the chair at the former and the business was gone over with as much precision as possible. The election of officers resulted as follows:

President.—Wm. Meen, Toronto.

Vice-Pres.—Chas. Syme, Hamilton.

Hamilton Secretary.—Russel Smith.



Who says England and Germany are not good friends? This is Col. Jno. Stoneman and John Wildfong, at the great picnic.

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Toronto Secretary.—Geo. Campbell.
Home Secretary.—J. A. Willoughby.
Gen. Sec.—Treas.—P. McIntosh.

Hamilton Executive.—Harry Eckstein,
P. Somerville, W. J. Dore, Chas. Wilson,
J. Sinnott, W. J. Ballantine.

Toronto Executive. — Chas. Silver,
Wm. Mill, C. A. E. Colwell, Sol. Walters,
Walter Madill, Wm. Shaver.

Executive-at-Large. — Hugh Rennie
and J. D. Abraham, London; Geo. Griffith,
Milton; O. Wilder and Bert Gros-
kurth, Orangeville; W. J. Moody, Ber-
lin.



AT THE SNACK OUTING.

Those who know will recognize in this picture the following drummers:—Col. Jno. Stoneman, Jno. Garvey & Co., London; Charles Smye, Balfour-Smye & Co., Hamilton; S. J. Wyllie and J. L. Aitken, Davidson & Hdy, Toronto; C. E. Wilson and G. Munce, Lumsden Bros., Hamilton; G. A. Griffith, R. Simpson Co., Hamilton; H. D. Elliott, T. Kinnear & Co., Toronto; E. O. Zimmerman, F. F. Dalley & Co., Hamilton, and Sol Walters, with the Macdonald Tobacco Co.

Auditors.—W. G. Reid, Robt. Algie.

The following committee was appointed to consider advisability of having the Snack Club incorporated:—J. H. Wildfong, Walter Madill, M. Malone, P. Somerville and P. McIntosh; the latter to be chairman.

Ball Game Cut Short.

The baseball game between Hamilton and Toronto devolved into a pitching duel between S. J. Wyllie and Bob Asher. It would not look well to tell all about the support these mound artists received. However, after Toronto's third baseman, a la Fitzpatrick, split his finger and Sol Waters came to the rescue there was a marked improvement in support from the acre of sward about that third sack. No ball could get past. It was two o'clock, Orillia time, when the third innings had been concluded with Hamilton 10 and Toronto 8. Here to the disgust of the fans who hadn't had the privilege of seeing a good game since a year ago, time was called to allow the players to get a snack and jump into the Calithumpian parade.

One Grand Parade.

To use the language of the street gamin, this was "some" procession. It might be compared to the promenade at a masked ball but for the introduction of automobiles and other horseless carriages. John Wildfong, in elaborate Chinese court costume, with an Indian princess at his side, led off that grand procession. The English language really lacks sufficient superlative adjectives to describe its magnificence.

But all things have an end, and the end of this parade was an automatic transportation vehicle with the cart before the horse in reality.

The Afternoon Games.

But we must pass on. The scene changes to the ringside where the indoor-outdoor ball game proceeds; where the baby show is held; where the races are run and prizes are distributed.

Sol Walters captains an indoor baseball team which is overthrown in the first session by that of Russel Smith. Sol directs the proceedings from the initial sack—and he covers that sack comfortably—but all to no purpose. He meets his Waterloo; but he is philosophic and before the umpire has time to declare the score he is in the ringside looking for other worlds to conquer.

The broom ball game between the six married and single ladies reminded one of the Regina cyclone. The Gladiators met on the dusty race track in front of the grand stand and it doesn't require any elastic imagination to realize the result.

Easy for Married Men.

A man with a family has always the biggest chance of winning an early call race. He has had some experience. And so it happened here. Michael Malone came home with the bacon. But Michael after coming through two-thirds of the boxing-in barrel contest all covered with glory, succumbed to Billy Dore in the final heat.

Col. John Stoneman directed the movements of the field from the judges' stand. George Smye handled the megaphone as long as his voice lasted when this duty was concluded by Frank Barber. C. A. E. Colwell was clerk of the course, and the judges were Sol Walters, Capt. W. G. Reid, R. Archer, R. A. Somerville, W. J. Mills and R. Rennie.

NOTES ON THE DAY.

The Boy Scouts of Georgetown for their assistance were presented with bugle cords for their bugle band.

Sol Walters was the heaviest man in the ball game. This does not refer to his capacity as a batter.

"How do you sell eggs?" the 20th century grocery clerk was asked. "Just

as quickly as possible," was the reply. (From sparks from the minstrel show.)

Geo. Campbell probably handled a bigger variety of groceries, dry goods, cut glass, etc., in giving out the prizes than he ever will again.

A prominent banner expressed the wish of everyone present. It read:—
"Backward, turn backward, oh time in thy flight,
And make me a boy again just for to-night."

Mike Malone is certainly the real white hope. The way he disposed of his opponents in the barrel boxing contest was enough to make Jack Johnson turn white.

The ball game had all the ear marks of a big league contest. One of the players split his finger.

From a distance the broom ball match looked like a repetition of the Regina cyclone. When the dust had settled they counted all the players to see if any had been covered up during the fray.

Another scorcher of the minstrels that got Colonel Stoneman:—"If pig is pork and cow is beef, is Mutt'en Jeff?"

W. J. Ballantine's suggestion to provide caps for the drummers next year was accepted without a dissenting voice.

Jack Wildfong's son arrived too late to enter the baby show. Jack was greatly disappointed.

Although Mike Malone reached the turning post first in the "early call" race, he galloped home in front with his boots laced perfectly.

H. L. Wallace gives a fireless cooker to the drummer selling the most buttons next year. Some wife will have a lucky husband.

"Remove the key" puzzles, distributed by J. W. Powell are about as difficult to solve as the problem of finding the keyhole sometimes proves to be.

Ode to "Passing of the Cyclone Cellar:—

The cyclone cellar is now no more,
The Snack Club boys have closed
the door;
But do not weep, my dear Malone
They still have left the ice cream
cone.

There was a great commotion from the grand stand when "Bay" Hill and his partner won the pick-a-back race. They ran right out and turned around and ran right home again.

You could hear this sad refrain floating over Georgetown as the trains pulled out Saturday evening:—

When we came last night
We were wound up tight,
As we leave this town
We are all run down.

Must Be Concentration in Advertising

The Writer of Good Advertisements First Makes a Study of Subject Before Attempting to Teach it to the Public—Better to Feature One Line at a Time or Associated Lines—Tea Advertisement Used as Illustration.

*By Henry Johnson, Jr.

One grocer asks: "In advertising does it help more to advertise one or two articles at a time, or many?" And the answer is: Advertise one thing at a time; or at most, a few things from kindred lines.

It is all right to list several Spices in a special ad. devoted to your Pepper, because the general line of spices is harmonious with and kindred to Pepper; but do not quote pepper and Kerosene in the same ad, for these are so diametrically opposed to each other, and the impressions and thoughts created by the mention of either are so dissimilar and so widely dissociated, that the mention of either will detract from anything you might say in favor of the other.

May Use Associated Lines.

It is good business to fill your window with a display of what are called household goods—washtubs, wringers, clothes lines, brushes, dusters, mops; also to add, even soaps, though it were still better if you like, bath brick, soap-powder, and to confine your display to the lines listed before bath brick, reserving all those scouring materials, soaps, etc., for a later display.

I have failed to make any impression on you if I have not successfully indicated to you that advertising is a big, serious, deeply educational undertaking; and that it is educational to you, through the teaching and to your readers through the learning from what you teach. This is most certainly so.

Must be Systematic.

Then, inasmuch as you would not seriously set about teaching anything without carefully studying the subject and mapping out a definite course to be followed, you must follow something like that system in your advertising, to get the proper results. The first thing, then, that you would do if you were going to teach something else, would be to subdivide it into captions, departments, or, if you please, chapters; teaching a division at a time, so that your pupil might absorb the subject bit by bit, digesting your teachings progressively. And that is just the way with advertising.

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

Subdivide. Take one or two things at a time. Write out all you know about those things, going into the fullest detail. Then prune what you have written, cutting out every word that can be spared without obscuring the sense of what you want to tell. Then you may find that you have so much solid information that you will have to use three, four or five ads to say it all; and this is right—for the public is not like the class of the ordinary teacher, but has lots of things to think about. The class may be held down to concentrate on an entire section; but your public cannot be held except as you interest it, and your chance of getting that interest is vastly increased if you make your lessons short, pithy, interesting, and of such obvious value that further lessons will be followed with increasing interest.

Teaching Should be Thorough.

For instance, take Blank Brand Ceylon Tea. Here is what you may write the first time:

"This Tea is grown on the peninsula of India and the Isthmus of Ceylon, all climatically the same. The genus of the plant is identical and curing methods do not vary throughout the entire territory. It is all machine cured, hence hygienically handled—a great advantage over the usual Asiatic growths. The finer grades of all growths are made from the smaller, more delicate leaves, with a sprinkling of the little, delicate buds. But a still greater influence comes from the altitude at which the plants are grown; the higher altitudes producing much the finer-flavored teas. Hence no teas can be judged by the eye; for a tea composed of large, coarse leaves, which is the product of high altitudes, is finer in flavor than the prettiest, most dainty-looking tea from the lower lands along the coast. Cup quality is the only true test; and experts of long experience the only reliable judges of true quality."

The Story Subdivided.

Obviously, you cannot put all that into any ad unless you are printing a booklet or price-list on teas. So you had better figure to run a series of tea ads about like this:

1. Blank's true Indian and Ceylon Tea is what you will like. Cured hygienically by machinery—no handling. Delicate flavor; but pungent,

hence economical. Try at our risk; 70 cents a pound.

2. Blank's India-Ceylon Tea is not only true to name, but grown in highest altitudes where delicacy of flavor is developed. You'll like it—or "money back." 70c a pound—economical because extra strong.

3. All Teas from high altitudes are good—providing they are properly cured; but the more delicate leaves are best. Blank's India-Ceylon is such tea. You will say you never tasted such delicacy. Saving, too, because full-flavored and really cheap at 70c a pound.

4. Experts select Blank's India-Ceylon Tea and it costs us enough to warrant its unusual cup-quality. You take no risk—money back if it does not suit, and no charge for what you may have tried. 70c pound.

And thus you can go on, developing the subject, step by step. It all leads to education both of yourself and your customers, to the great advantage of all concerned. Soon you will have a reputation for fine teas—providing always that you are honest enough to really deserve the reputation, and if you are the right kind of a grocer, you will deserve it. Otherwise, as you surely know, you cannot deserve much of any success whether you advertise or not. Which is perhaps about the most valuable lesson of all.

Use Cards in the Window.

If the advertising to which you refer is window-dressing, then these directions will all be changed so far as your written "dope" is concerned; for here you can make up signs carrying the utmost detail, conveying all the information you like about the articles on display. Only here you will best subdivide your signs into a number of short, suggestive bits of information, each about one particular point concerning the character, or treatment, or growth, and curing of the article, so the reader will not be discouraged by the apparent length of any one sign, but will be led to read first one, then another, and thus absorb your entire message unconsciously.

Verily, this matter of advertising is the most exhaustive of all the special studies we must make to properly develop our business to its full possibilities.

A. J. Waddell, who has been manager of the MacPherson Fruit Co., at Brandon, Man., for past ten years, has been appointed manager of the Saskatoon branch.

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Summer Advertising That Gets Results

Value of Giving Hot Weather Holiday Hints Through Columns of Newspaper—An Ad. That Brought Splendid Results to a Vancouver Dealer—The Use of Rules.

Everyone has heard the reason why the hen's egg is more popular than the duck's. When the hen surrenders her egg she cackles over the feat. She announces it to all within hearing distance. But when the duck sets down her blue shelled burden, she simply waddles off as if nothing momentous had happened. In other words the hen advertises and the duck doesn't.

The moral from this little illustration from the bird-world is that the man who has something to sell, must announce the fact to prospective purchasers if he wishes to dispose of it quickly. He must advertise in some form or other. It is an impossibility to sell an article unless someone else knows you have it or are likely to have it.

Hot Weather Hints

Just the hints you need for the hot weather—read here first.

| | | | |
|----------------------------|-----|------------------|-----|
| Large Tin Tea and Biscuits | 10c | Italian Lemonade | 10c |
| Large Tin Tea and Biscuits | 10c | Italian Lemonade | 10c |
| Large Tin Tea and Biscuits | 10c | Italian Lemonade | 10c |
| Large Tin Tea and Biscuits | 10c | Italian Lemonade | 10c |
| Large Tin Tea and Biscuits | 10c | Italian Lemonade | 10c |

RED TEA—Make tea in usual manner, let infuse for five minutes. Strain through sieve, add sugar and lemon juice to taste. This makes a delicious iced drink, and the best tea you can get. H. C. Matthews, 257 Parliament Street.

E. C. Matthews
257 Parliament Street
Cash Only. Delivery to homes and by phone. Phone Adelt. 305.

A timely ad., with a good heading. Reduced from double column.

To the folks who are prospective buyers, but who do not visit the stores frequently, the best means of advertising in the average town or city is the daily and weekly newspaper. That it pays the advertiser is beyond contradiction, if—notice the if—the dealer uses good, sound judgment and common sense in his advertising.

Right Copy Gets Business.

In a letter received by The Grocer the other day containing copy of an advertisement the dealer wrote: "This ad. certainly got us business to-day. Kindly return it for our file."

This is but one of many expressions of the value of newspaper publicity. The great reason why some dealers do not get returns is because of the nature of their copy and its setting.

As with dry goods and hardware, grocery advertising must be seasonable to attract the greatest attention. Ad-

vertising window screens or ice cream freezers in mid-winter is waste of money. The same applies to summer drinks. But reverse the order and give them publicity in the hot season, good results can be obtained with the proper copy.

The ad. of E. C. Matthews, Toronto, reproduced on this page exemplifies timely advertising. Nothing is required more just now than "Hot Weather Hints." The ad. includes references to such goods as pork and beans, sardines, canned herring and finnan haddie, jelly powder, lemonade and orangeade, etc., catsup, Worcester sauce, coffee essence, maple butter and a recipe for iced tea.

The heading of this advertisement could not well be improved on for appropriateness. Criticism, however, might be made of the way it was set up by the printer. Had smaller type been used it could have all been set in one line so that the sub-head, "just the goods you need for the hot weather—and save fuel," would have had more room. White space is always a good feature about any ad., but it should be properly used. In this case it is not. In an ad. where prices are quoted, the usual custom is to have them in a blacker type than name of article. This makes them stand out prominently and leads a reader to the belief that the dealer is not afraid of his prices being too high for the quality of the goods. The recipe is a splendid feature of the ad. It should insure it being clipped out by some housewife and saved for reference.

Good Dominion Day Ad.

It was T. F. McDowell, one of Vancouver's modern merchants, who is quoted above as getting good business from the ad. enclosed. It is herewith reproduced in diminished size. The heading is certainly sufficiently attractive to catch the attention of readers. They are asked to prepare for Dominion Day at McDowell's grocery. A number of timely suggestions follow for the lunch basket, such as cooked chicken (Mr. McDowell makes a specialty of poultry the year round), cooked ham veal loaf, cooked and tongue, pickles, vegetables for salads and fruits. Few better lines could be suggested, and no wonder the advertisement brought results when hundreds of people were figuring out what that lunch basket should include.

The last half of the ad. talks to those who "remain at home" on the holiday and includes suggestions in poultry, fish,

pickles, sardines, lime juice and cooking bags. This ad. includes lines that naturally will be asked for once the consumer has his or her attention called to them.

It might be stated in criticism that rules are fast disappearing from all kinds of advertising. If the rules were

JULY 1st

The Great Dominion Holiday

Prepare for it at
McDowell's Grocery

For that Lunch Basket:

Heinz 57 Varieties—A few we mention—

In Salad—

Fruit Department

Special Prices to those who Remain Home:

Poultry Department—

Grocery Department—

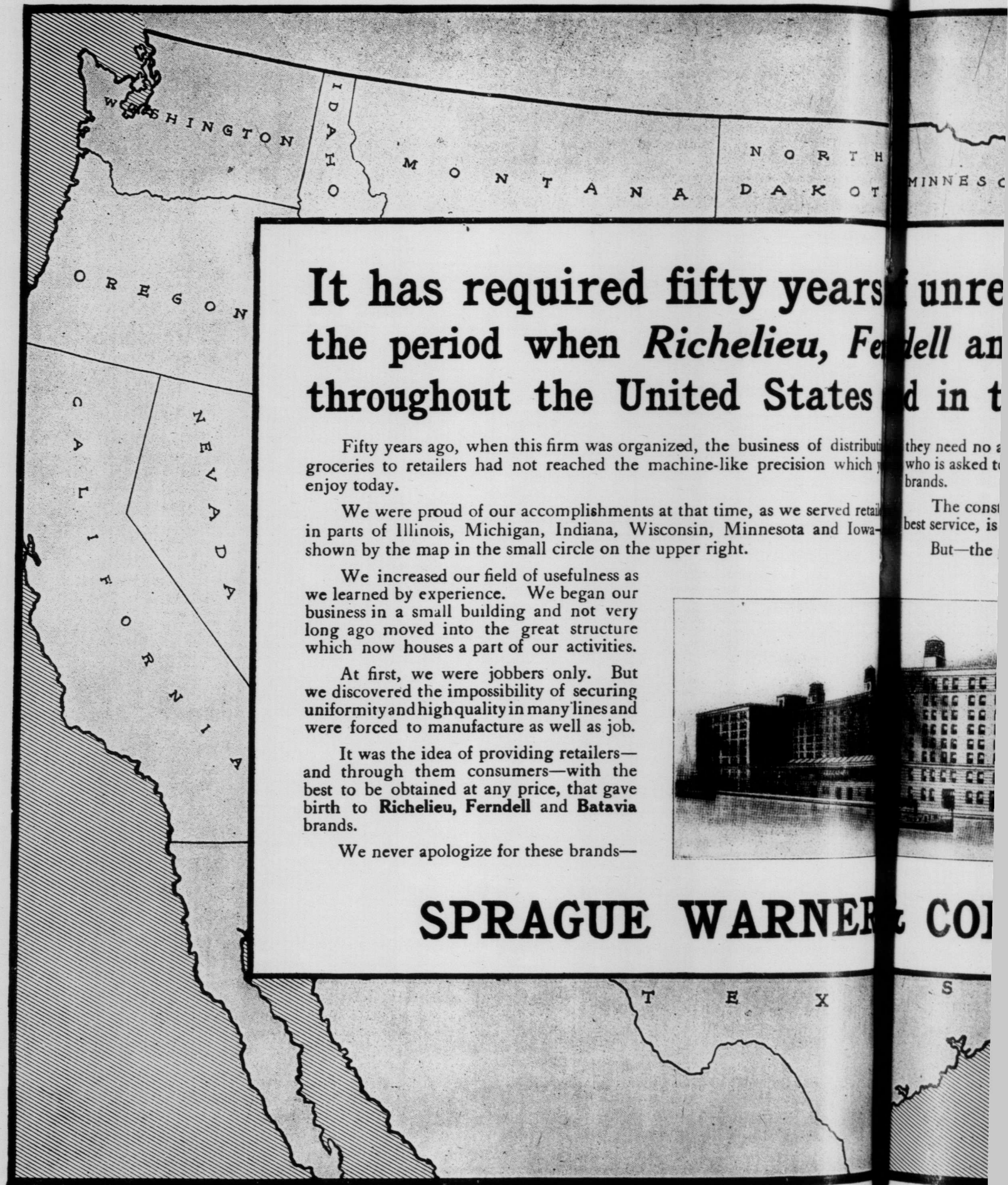
40c

T. F. McDowell
GROCER AND POULTRY SPECIALIST
938 Granville Street
Telephone Seymour 4330 to all departments

Ad. used by Vancouver dealer which brought good results. Reduced from double column space.

omitted from beneath the first three lines the appearance of the ad. would have been improved. They serve no purpose and are therefore not required.

Mr. McDowell is a consistent advertiser because he writes ads. that get results. Anybody else can do the same.



It has required fifty years of unremitting effort throughout the period when *Richelieu, Ferndell and Batavia* brands were distributed throughout the United States and in the

Fifty years ago, when this firm was organized, the business of distributing groceries to retailers had not reached the machine-like precision which we enjoy today. They need no advertisement who is asked to buy our brands.

We were proud of our accomplishments at that time, as we served retailers in parts of Illinois, Michigan, Indiana, Wisconsin, Minnesota and Iowa—shown by the map in the small circle on the upper right. The constant best service, is provided. But—the

We increased our field of usefulness as we learned by experience. We began our business in a small building and not very long ago moved into the great structure which now houses a part of our activities.

At first, we were jobbers only. But we discovered the impossibility of securing uniformity and high quality in many lines and were forced to manufacture as well as job.

It was the idea of providing retailers—and through them consumers—with the best to be obtained at any price, that gave birth to **Richelieu, Ferndell and Batavia** brands.

We never apologize for these brands—



SPRAGUE WARNER & CO



years of unremitting effort to reach
 you, *Fernell* and *Batavia* brands are sold
 states and in the rest of North America

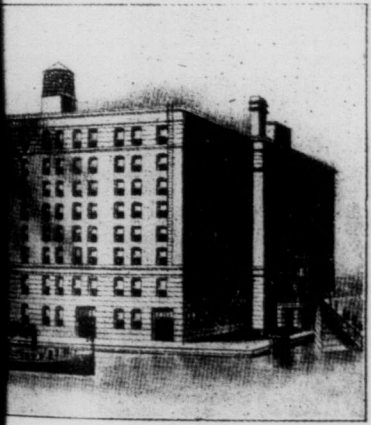
they need no apology. Their standard is constantly maintained and the grocer who is asked to supply "the best" unhesitatingly recommends one of these noted brands.

The constant striving to provide better goods and to give grocers the very best service, is the reason we have reached our semi-centennial.

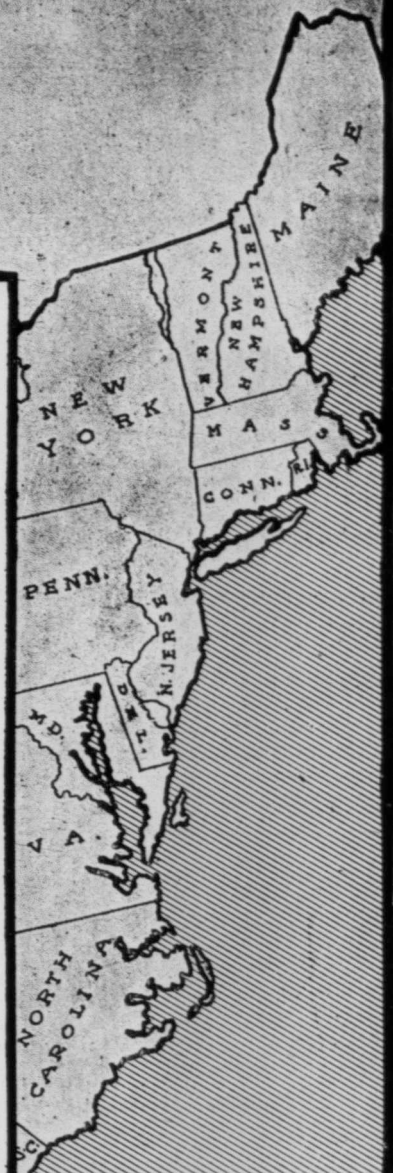
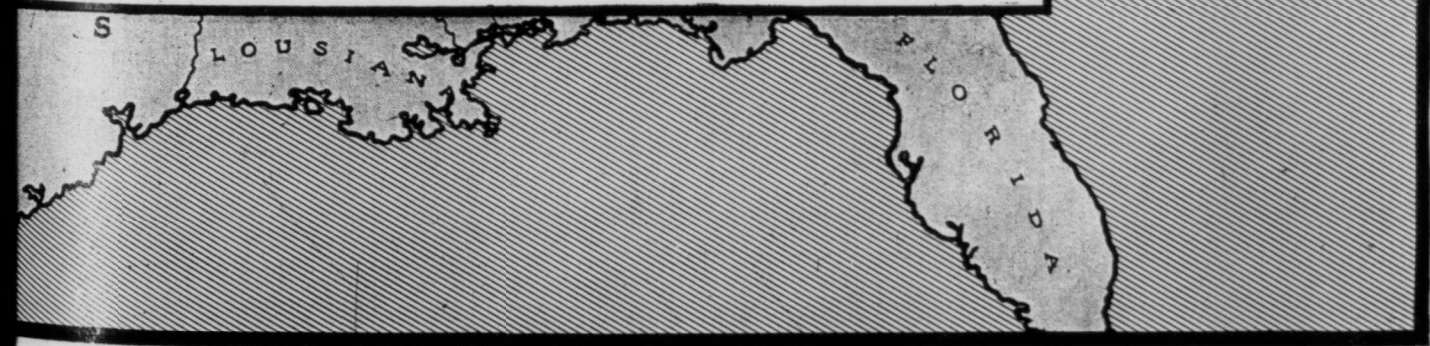
But—the growth of the Sprague Warner & Company business means nothing to you unless you are able, *now*, to secure from that firm, merchandise so good that it gains and holds trade for you—merchandise priced in such a way that you can sell it profitably.

All over the United States—in Canada, Mexico and other parts of North America—wherever there's a group of civilized families that know and want the best, there you'll find a knowledge of *Richelieu*, *Fernell* or *Batavia* brands.

If you will thoroughly acquaint yourself with these brands, you'll probably handle them. We shall be glad to have the opportunity to convince you.



SPRAGUE WARNER & COMPANY, Chicago



Current News of the Week

Quebec and Maritime Provinces.

Joseph McClure, grocer, St. Stephen, N. B., died recently.

Beaudry & Frere, grocers, St. Hyacinthe, Que., have registered.

W.R. Spooner, Halifax Cold Storage Co., Montreal, was in Ottawa this week.

Edwards & Saunders, grocers, Sherbrooke, Que., are succeeded by Farr & Lathrop.

G. E. Harbach, of the Bon Ami Co., New York, has been calling on the Montreal trade this week.

The American Pure Food Co., Montreal, are now doing business under title of Quinquinol Stock Food Co.

R. O. Grothe, cigar manufacturer, Montreal, has just returned from Western Canada, where he was business bent.

J. M. Fortier, tobacco and cigar manufacturer, Montreal, is erecting a new factory at Farnham. He gives as his chief reason difficulty in obtaining labor in Montreal, owing to the passing of the Alien Labor Act.

A new use for computing scales—weighing flies. The Montreal Star is promoting a "Swat the Fly" Contest, and in order to facilitate counting, are weighing each batch of dead flies brought to their office, so many victims being equivalent to a pound.

Ontario.

T. J. Kelly, grocer, Toronto, has sold to W. G. Bagley.

Jno. W. Scott, grocer, Sandwich, Ont., has sold his business.

Wm. Rankin, general merchant, Bessemer, Ont., has sold to B. E. Harris.

J. M. Steel, general merchant, Clarksburg, Ont., has sold to W. J. Clalk.

Wm. Aldecorne, general merchant, Priceville, Ont., has sold to Hugh McKeelnie.

C. W. Barnes, manager of the Eze Manufacturing Co., Toronto, is on a holiday at Muskoka.

The grocers of West Toronto held an excursion and picnic to Berlin on Wednesday, July 24.

F. W. Hudson, of Canada Brokerage Co., Toronto, is on a two weeks' holiday at Gananoque, Ont.

W. P. Eby, of Eby, Blain & Co., Toronto, is on a two weeks' holiday at Shanty Bay, Lake Simcoe.

Thos. Kinnear, of T. Kinnear & Co., Toronto, is on a month's holidays, at Kennebec Beach, Maine.

B. Bond, buyer for Medland Bros., Toronto, with his family, is holidaying at Bond Lake, near Aurora, Ont.

Wm. Ince, of Perkin, Ince & Co., Toronto, is at present touring Europe. He will not return until end of August.

C. F. Richardson, accountant at H. P. Eckardt & Co., Toronto, is spending his holidays at Lake of Bays, Muskoka.

H. B. Clemes, manager of Front Street branch of Gunns, Ltd., Toronto, has returned from a two week holiday at Lake Seugog.

Wm. H. Despard, of White & Co., wholesale fruit dealers, Toronto, is holidaying at his home in Picton, and will later take a trip to Quebec.

The Toronto Branch of the Retail Merchants' Association, held their picnic to Niagara Falls, via Niagara Navigation Co., on Wednesday, July 24.

W. B. Stringer, fruit broker, Toronto, is combining business and pleasure in a two month trip to Europe. He will make a special visit to Italy and Spain.

C. Edgar, has been making collections in Western Provinces for some of our trade and technical papers and magazines but has not made any remittance to us.

Subscribers are requested not to make any payment to him and if he makes any attempt to make collections, we would appreciate it if our subscribers would promptly telegraph us at our expense so that we can get in touch with him at once.

MACLEAN PUBLISHING
CO., LTD.

Among the retailers in Toronto during past week were Thos. Hill, of Hill & Williamson, Pontypool, Ont.; John Appleyard, Milton Heights; R. A. Bunting, Pickering.

The Wm. Davies Co.'s retail stores employes of Toronto held their 16th annual picnic to Victoria Park, Niagara Falls, on Wednesday, July 17th. A list of sports were run off during the afternoon and a musical programme held on the return boat.

The directors of The Superior Match Co., which is contemplating establishing in Owen Sound, Ont., are the following: H. Polman Evans, President of the Union Life and Home Life Assurance Companies.; G. Muntz, General Manager Imperial Loan Co.; J. Walter Curry, ex-Crown Attorney of Toronto, and Hugh C. MacDonald.

The Medical Health officer of Toronto has intimated that bakeries in that city

may be licensed so as to put them under proper inspection. He maintains that bread after it has been baked should be wrapped to prevent germs settling on it. The same officer is now on the trail of vendors of orangeade, etc., who supply only one drinking cup for everybody.

Western Canada.

Central Grocers, Brandon, Man., are succeeded by E. M. Neil.

E. H. Mills & Co., grocers, Vancouver, B. C., have sold to J. Kavanah & King.

Morris & Henderson, grocers, Vancouver, B. C., are succeeded by H. T. Henderson.

J. F. Cairns, retail dealer, of Saskatoon, Sask., who sustained loss from fire some time ago, has matters adjusted, and has again opened for business. Mr. Cairns expects to occupy his new five-storey building about Oct. 1.

Revillion Bros., wholesale merchants, of Edmonton, Alta., have had plans prepared for a warehouse, costing \$250,000. The structure of steel, concrete, pressed brick, and cut stone, will be six storeys in height. This firm was recently re-incorporated, with a capitalization of \$1,000,000. It deals in groceries, hardware, dry goods and furs.

CREDIT MEN'S ORGANIZATION.

Toronto, July 25.—(Special)—At a meeting of the Ontario Credit Men's Association at McConkey's, Toronto, on Tuesday evening, Henry Detchon, of Winnipeg, general manager of the association, outlined the work of that organization since its inception. There are now offices in Winnipeg, Toronto, Calgary and Regina, and branches will be opened at Montreal and St. John, N. B., on Aug. 1.

Montreal starts off with a membership of 104, and will have a resident secretary.

H. Douglas Eby, of Eby-Blain, Limited, presided at the meeting.

LETTER BOX.

Editor Canadian Grocer.—Kindly let us know who handles or makes vinegar pumps.

GEORGE R. ASHWELL & SON,
Chilliwack, B. C.

Editor's Note.—The Enterprise Manufacturing Co., Philadelphia, Pa., manufacture a self-measuring pump for vinegar.

Market Rising in Jams and Preserves

Both English and Canadian Brands Higher Than Year Ago—Prices Expected Soon on New Peas—Sugar Market a Little Weaker—Firm Situation in Most Spices—Salmon Expected to be High.

QUEBEC MARKETS.

POINTERS—

Sugar.—Steady.

Valencia Raisins.—Down.

Tea.—Firm.

Canned Strawberries.—Advanced.

Montreal, July 25.—Midsummer trade is good and country orders are better than expected at this time of year as farmers are busy in the field. Collections are also reported better and wholesalers have not had to give as much time for the past month as in the earlier part of the year.

Canned strawberries have advanced to \$2.40, which is rather startling news as the opening prices have only been announced at \$2.15. The shortage in crop has no doubt brought about this 25-cent. increase.

As reported earlier in season the crop of new maple syrup was disappointing and prices are now advancing. Price lists showing the amount of advance will soon be circulated.

SUGAR.—The present firmness in raw market is due literally to speculation in London, and the sudden advance of two shillings followed by a reaction of one shilling shows just what speculation will do. The pretence for the rise was that a few more days of drought might cause damage to the growing European beet crop.

On the average the crop looks good and there is no cause for any alarm. The business passing locally is large and prices are steady.

| | |
|--|------|
| Granulated, bags | 5 05 |
| Granulated, 20-lb. bags | 5 15 |
| Granulated, 5-lb. cartons | 5 35 |
| Granulated, Imperial | 4 90 |
| Granulated, Beaver | 4 90 |
| Paris lump, boxes 100 lbs. | 5 80 |
| Paris lump, boxes 50 lbs. | 5 90 |
| Paris lump, boxes 25 lbs. | 6 10 |
| Red Seal, in cartons, each | 0 35 |
| Crystal diamonds, bbls. | 5 70 |
| Crystal diamonds, 50-lb. boxes | 5 80 |
| Crystal diamonds, 25-lb. boxes | 5 90 |
| Crystal diamonds, 5-lb. cartons | 6 10 |
| Crystal Diamonds, Dominoes, cartons | 6 60 |
| Extra ground, bbls. | 5 45 |
| Extra ground, 50-lb. boxes | 5 65 |
| Extra ground, 25-lb. boxes | 5 85 |
| Powdered, bbls. | 5 25 |
| Powdered, 50-lb. boxes | 5 45 |
| Powdered, 25-lb. boxes | 5 65 |
| Phoenix | 5 05 |
| Bright coffee | 5 00 |
| No. 3 yellow | 4 90 |
| No. 2 yellow | 4 80 |
| No. 1 yellow | 4 65 |
| Bbls. granulated and yellow may be had at 5c above bag prices. | |

SYRUP AND MOLLASSES... Molasses trade is satisfactory for the season and is still remaining among the few cheap foodstuffs. It was estimated some time ago that the production of Barbados for this season would fall considerably behind last year's but it now happens that it is a couple of thousand puncheons ahead which will probably kill any possibility of immediate high prices.

| | | |
|--|-------|------|
| Fancy Barbados molasses, puncheons | 0 38 | 0 40 |
| Fancy Barbados molasses, barrels | 0 41 | 0 43 |
| Fancy Barbados molasses, half-barrels | 0 43 | 0 45 |
| Choice Barbados molasses, puncheons | 0 33 | 0 35 |
| Choice Barbados molasses, barrels | 0 36 | 0 38 |
| Choice Barbados molasses, half-barrels | 0 38 | 0 41 |
| New Orleans | 0 25 | 0 28 |
| Antigua | 0 30 | |
| Porto Rico | 0 30 | |
| Corn syrups, bbls. | 0 03½ | |
| Corn syrups, half-barrels | 0 03½ | |
| Corn syrups, quarter-barrels | 0 04 | |
| Corn syrups, 38½-lb. pails | 1 90 | |
| Corn syrups, 25-lb. pails | 1 35 | |
| Cases, 2-lb. tins, 2 doz. per case | 2 90 | |
| Cases, 5-lb. tins, 1 doz. per case | 3 25 | |
| Cases, 10-lb. tins, ½ doz. per case | 3 15 | |
| Cases, 20-lb. tins, ¼ doz. per case | 3 10 | |

DRIED FRUITS. — Nothing of unusual interest has developed lately but it is reported that some Oregon prunes are offering for October shipment from the coast at prices above those asked initially last year.

Apricots are still dull there being little activity owing to fact that it is generally agreed that bulk of the crop has been contracted for.

Currants are firmer in the primary market but there is no change in price. The latest advice from Europe states that weather continues fine but is rather too hot for the proper development of the grapes. It is believed that unless the country is favored with some rain the size of the crop will not even reach that of last year, which amounted to over 21,000 tons. The vines, however, are in a forward state and a good quality is anticipated.

Dates are in better demand, there being an unusual call for carton packed goods.

The market in Greece continues strong and it is estimated that old crop currants will be used up just about time that new fruit is moved out. The output has been estimated at not over last year's as some damage was done recently by storms. The local market is more active than usual and a fair business is passing.

It will be noticed that Valencia raisins have gone down owing to accumulation of stocks, the drop being an appreciable amount.

| | | |
|--|--------|--------|
| Evaporated apricots | \$0 22 | \$0 24 |
| Evaporated apples | 0 11 | 0 11 |
| Evaporated peaches | 0 18 | 0 19 |
| Evaporated pears | 0 18 | 0 19 |
| Currants, fine filiatras, per lb., not cleaned | 0 08½ | 0 09½ |
| Currants, fine filiatras, per lb., cleaned | 0 07 | 0 07½ |
| Currants, 1-lb. pkgs., fine filiatras, cleaned | 0 08 | 0 08½ |
| Currants, Patras, per lb. | 0 09 | 0 09½ |
| Currants, Vostizzas, per lb. | 0 09½ | 0 10 |
| Dates, 1-lb. packages | 0 06½ | 0 06 |
| Dates, Hallowee, loose | 0 06 | 0 06 |
| Figs | 0 11 | 0 11 |
| Figs, 3 crown | 0 07½ | 0 09½ |
| Figs, 4 crown | 0 08 | 0 10½ |
| Figs, 5 crown | 0 08½ | 0 11 |
| Figs, 6 crown | 0 09 | 0 11 |
| Figs, 7 crown | 0 10 | 0 15 |
| Figs, 8 crown | 0 14 | 0 17 |
| Figs, 9 crown | 0 14 | 0 17 |
| Comadre figs, about 33-lb. mats | 1 30 | 1 40 |
| Glove boxes, 16-oz. per box | 0 10½ | 0 11½ |
| Glove boxes, 10-oz., per box | 0 07 | 0 07½ |
| Prunes | 0 13 | 0 13 |
| 20-30 | 0 12 | 0 12 |
| 30-40 | 0 11 | 0 11 |
| 40-50 | 0 10 | 0 10 |
| 50-60 | 0 09½ | 0 09½ |
| 60-70 | 0 09 | 0 09 |
| 70-80 | 0 09 | 0 09 |
| 80-90 | 0 08½ | 0 08½ |

| | | |
|---|-------|-------|
| 90-100 | 0 08 | 0 08 |
| Bosnia prunes | 0 08 | 0 09 |
| Raisins— | | |
| Choice seeded raisins | 0 08 | 0 08 |
| Choice fancy seeded, 1-lb. pkgs. | 0 08½ | 0 08½ |
| Choice loose muscatels, 3-crown, per lb. | 0 08 | 0 08 |
| Choice loose muscatels, 4-crown, per lb. | 0 08½ | 0 08½ |
| Seedless, new, in packages | 0 07½ | 0 07½ |
| Select raisins, 7-lb. box, per box | 0 07½ | 0 08 |
| Sultana raisins, loose, per lb. | 0 11 | 0 13 |
| Sultana raisins, 1-lb. cartons | 0 16 | 0 19 |
| Malaga table raisins, clusters, per box | 2 50 | 5 75½ |
| Malaga table raisins, clusters, per ¼ box | 0 80 | 1 90 |
| Valencia, fine, off stalk, per lb. | 0 06 | 0 07½ |
| Valencia, select, per lb. | 0 06½ | 0 07½ |
| Valencia, 4-crown layers, per lb. | 0 07½ | 0 08 |

TEA.—Tea market is steady and the trade at present are buying for needs mostly.

Reports from London relative to qualities of teas offering are not favorable to Ceylon varieties—"the quality has shown a further decline and it would appear as though during the next month or two there will be a good deal of the less desirable sorts on offer." New crop Indian teas, though there is not a large amount offered so far, have sold at high prices. The quality is good, the leaf being carefully made so that the liquor shows more color than is usual in new season's Indian teas. Good Indian teas are in strong demand.

Considerable interest is also shown in Japans, which as previously reported are of a good quality.

| | | |
|-------------------------------|------|------|
| Japans— | | |
| Choicest | 0 40 | 0 50 |
| Choice | 0 35 | 0 37 |
| Fine | 0 30 | 0 35 |
| Medium | 0 26 | 0 30 |
| Good common | 0 21 | 0 24 |
| Common | 0 19 | 0 21 |
| Yamashino | 0 75 | 1 00 |
| Ceylon— | | |
| Broken Orange Pekoe | 0 21 | 0 40 |
| Pekoes | 0 20 | 0 22 |
| Pekoe Souchongs | 0 20 | 0 22 |
| India— | | |
| Pekoe Souchongs | 0 19 | 0 30 |
| Ceylon Greens— | | |
| Young Hysons | 0 24 | 0 26 |
| Hyson | 0 22 | 0 22 |
| Gunpowders | 0 19 | 0 35 |
| China Greens— | | |
| Pingsuey gunpowder, low grade | 0 14 | 0 18 |
| Pingsuey gunpowder, pea leaf | 0 20 | 0 30 |
| Pingsuey gunpowder, pinhead | 0 30 | 0 50 |

COFFEE.—Trade seems to be getting back to the hand-to-mouth order again, there being little interest shown. It is claimed that the high price of coffee at present has given a good opening to producers of "fillers" and a large amount of business is reported as passing in the substitutes.

| | | |
|-----------|-------|-------|
| Mocha | 0 25 | 0 28 |
| Rio | 0 21½ | 0 23½ |
| Mexican | 0 25 | 0 28 |
| Santos | 0 22 | 0 24 |
| Maracaibo | 0 23 | 0 26½ |

SPICES. — Spices rule firm, the demand for all lines being good. Peppers continue firm and are likely to advance while nutmegs and cloves are also considerably stronger. It looks as if we may look for firmness all along in this market, with higher prices for some time.

| | | |
|------------------|------|------|
| Allspice | 0 13 | 0 18 |
| Cinnamon, whole | 0 16 | 0 18 |
| Cinnamon, ground | 0 15 | 0 19 |
| Batavia cinnamon | 0 25 | 0 30 |
| Cloves, whole | 0 25 | 0 35 |
| Cloves, ground | 0 23 | 0 35 |

THE CANADIAN GROCER

Table listing various items like Cream of tartar, Ginger, Nutmegs, Peppers with prices in two columns.

RICE.—News from the East brings no word of a drop in prices, the same high price prevailing. It seems that dealers are not carrying big stocks owing to high prices and that distributors are waiting for the new crop.

Table listing various rice grades such as Rangoons, Rice grade B, Imperial Glace, etc., with prices.

NUTS.—There is a marked improvement in the demand at present for various lines though things cannot be called any too bright. Brazils are firming up while filberts are coming more into limelight.

Table listing various nuts and products including Brazils, Filberts, Almonds, Walnuts, Cashews, Peanuts, etc., with prices.

ONTARIO MARKETS.

POINTERS— Jams.—Higher this year. Strawberries.—Held at Premium. White Pepper.—Firm. Toronto, July 25.—Travelers for Ontario wholesale grocery houses are this week and next enjoying a well earned holiday.

Movement of sugar is reported rather disappointing by some jobbers, reason assigned being that amount of fruits available for preserving purposes is relatively small. Stocks of sugar are acknowledged to be low.

Canned strawberries are held at a premium by some houses. Strawberry jam, both English and Canadian pack is higher this year than last.

SUGAR.—Sugar as far as quotations on refined are concerned has shown no change. The two shilling flurry in beet raws reported last week was followed by a reaction of about half that amount.

"There are different opinions," said one sugar man this week, "but I believe that while market may hold steady temporarily that there is easiness ahead."

Last year at this date sugar was \$5.05 per cwt.

Table listing various sugar products like Extra granulated, Imperial granulated, etc., with prices.

SYRUP AND MOLASSES. — There are no changes in prices of either lines. Trade is reported normal for season. Production of maple syrup was not large this year and price of pure article is firm.

Table listing various syrups and molasses products including Syrups, Maple Syrup-Compound, Molasses, etc., with prices.

DRIED FRUITS.—There are no outstanding features to spot dried fruit trade. As usual at this time trade is quiet.

Interest is being directed to this year's goods. While it is a little early for accurate predictions on Valencia raisin crop, late reports have not been very reassuring. California raisins are ruling fairly steady.

Table listing various dried fruit products like Prunes, with prices.

Table listing various fruit products like Apricots, Candied Peels, Raisins, Dates, etc., with prices.

TEA.—There is no material change in local situation in tea. London reports that quantities coming forward still continue to increase upon those of last year, the excess sent from Colombo to London having fully realized the estimate of 1,500,000 lbs., while a further increase of 2,750,000 lbs., is estimated for July.

COFFEE.—There is no change in local quotations on coffee but market continues steady. Trade is reported as normal. "We are not anxious for business and are getting a good deal more than we want," was the statement of one coffee man this week.

"Situation is getting no better. In fact it is getting worse. We cannot increase our price in accordance with increase we have to pay, so that we are making no money out of coffee."

It was asserted by one dealer that there was considerable unfair competition in branded coffees by manufacturers who refused to raise prices, maintaining old quotations by reducing quality.

Table listing various coffee products like Rio, Santos, Maricao, etc., with prices.

SPICES.—Pickling spices are moving well in anticipation of pickling season. There is general steadiness present. This is perhaps most marked in white pepper, and cloves.

Vertical text on the right margin listing various items: Allspice, Cassia, Cayenne, Cloves, Cream, Curry, Ginger, Mace, Nutmeg, Pepper, Pickling, Turmeric, Vanilla, etc.

Sugar market at present bears watching. According to local advices there are prospects of an extraordinarily large beet crop in Europe, but beet values are up and there has been an advance of raws in New York of 15 cents, while refined stocks have gone up 10 cents. Nevertheless, local dealers say sugar will be lower in another fortnight unless something unforeseen happens in market. Molasses remains high, but there has been no increase of late, and still no lowering. Reports several months ago from Barbadoes were to effect that stocks there were completely exhausted, and this sent up the prices, although now it appears as if there had been no occasion for fear, for St. John merchants have been informed that there are several thousand more puncheons than was at first estimated.

For some time there has been no move in the flour market and advices are that prospects for a large North-western crop are particularly encouraging. The weather is only essential. St. John merchants are fairly well stocked, and at present outlook is that there may be a decline, especially if fine weather prevails in West.

| | | | | |
|-----------------------------------|----|--------|-----|----------|
| Bacon | \$ | 15 | \$0 | 15 |
| Beans, hand picked, bushel | | 3 | 00 | 3 10 |
| Beans, yellow eye, bushel | | 2 | 90 | 3 00 |
| Butter, dairy, per lb. | | 0 | 23 | 0 25 |
| Butter, creamery, per lb. | | 0 | 21 | 0 23 |
| Buckwheat, W. grey, bag | | | | |
| Cheese, new, lb. | 0 | 14 | 0 | 14 1/2 |
| Currants, 1's, lb. | 0 | 08 | | 0 08 1/2 |
| Canned Goods— | | | | |
| Beans, baked | \$ | 1 15 | \$ | 1 35 |
| Beans, string | | | | 1 20 |
| Corn, doz. | 1 | 00 | 1 | 05 |
| Peas, No. 4 | | | | 1 20 |
| Peas, No. 3 | | | | 1 25 |
| Peas, No. 2 | | | | 1 30 |
| Peas, No. 1 | | | | 1 80 |
| Peaches, 2's, doz. | 1 | 95 | 2 | 00 |
| Peaches, 3's, doz. | 3 | 05 | 3 | 05 |
| Raspberries, doz. | 2 | 05 | 2 | 10 |
| Strawberries | 2 | 20 | 2 | 25 |
| Tomatoes | 1 | 85 | 1 | 90 |
| Clams | 4 | 00 | 4 | 25 |
| Cornmeal, gran. | | | | 5 25 |
| Cornmeal, bags | | | | 1 90 |
| Cornmeal, bbls. | | | | 3 95 |
| Eggs, hennery | 0 | 22 | 0 | 23 |
| Eggs, case | 0 | 21 | 0 | 22 |
| Finnan Haddies | 4 | 40 | 4 | 50 |
| Fish, cod, dry | 5 | 25 | 5 | 50 |
| Flour, Manitoba | 6 | 10 | 6 | 20 |
| Flour, Ontario | 6 | 65 | 6 | 75 |
| Lard, compound, lb. | 0 | 12 1/2 | 0 | 12 3/4 |
| Lard, pure, lb. | 0 | 14 1/2 | 0 | 15 |
| Lemons, Messina, per box | 3 | 50 | 4 | 00 |
| Molasses, Barbados, fancy | 0 | 35 | 0 | 35 |
| Oatmeal, rolled | | | | 5 75 |
| Oatmeal, std. | | | | 6 35 |
| Pork, domestic mess | 24 | 50 | 24 | 75 |
| Pork, American clear | 23 | 50 | 25 | 50 |
| Potatoes, barrel | 2 | 25 | 2 | 50 |
| Raisins, California, seeded | 0 | 09 | 0 | 09 1/4 |
| Rice, per lb. | 4 | 25 | 4 | 50 |
| Salmon, Case— | | | | |
| Red Spring | 9 | 00 | 9 | 25 |
| Cohoos | 7 | 50 | 7 | 75 |
| Sugar— | | | | |
| Standard granulated | 5 | 20 | 5 | 30 |
| Austrian granulated | 5 | 00 | 5 | 10 |
| Bright yellow | 5 | 00 | 5 | 10 |
| No. 1 yellow | 4 | 70 | 4 | 80 |
| Paris lumps | 6 | 15 | 6 | 40 |

THE TOP LAYER GOOD.

It is said that the Department of Trade and Commerce will probably take action against certain Canadian dried apple shippers based on complaints received from the Old Country. The nature of the complaints are that dried apples marked "fancy evaporated" have been found to contain seeds and cores below the top layer, which consisted of high-class product.

A RECIPE FOR ICED TEA.

This is the season when iced tea is a favorite beverage. Dealers should not fail to mention it to their customers. Here is a recipe:—

Make tea in the usual way; bring it on the table as if to serve hot. Have the ice cut in chunks large enough to half fill an ordinary glass and pour tea over the ice.

This reduces the strength of the tea and makes a delicious drink. A little piece of lemon added is also popular with iced tea drinkers.

GETTING OVER THE LAW.

Chicago has an anti-noise law which prohibits peddlers from crying their wares on the street. So now instead of "Whoa, Dobbin!" one, it is related, hears instead, "Whoa, Cabbages!" "Whoa, Potatoes." or "Whoa, Banano."

A policeman who mildly suggested to a Greek that he was breaking the law was met with this scornful reply, "I breaka no da law. My horse's name he Banano."

PROGRESS OF MILLING MERGER.

Toronto, July 25.—Of late, according to a number of local grain and flour men, the probability of proposed merger of Western Ontario flour mills becoming a reality, appears more bright.

A Milverton, Ont., man is at the head of the proposition, and there are some 62 small mills west and north of Toronto to be included in the amalgamation. They average about 100 barrels a day, so that the merger, if completed, will have a capacity of about 6,000 barrels.

A committee of five men engaged in the grain and flour trade is now traveling about the province valuing the various mills it is proposed to include in the merger. The promoters, who have English capital behind them, are offering those mills which join them 40 per cent. in cash and the balance in bonds of the new company.

The regulation of prices, which at present are irregular, especially for by-products, is one of the principal things aimed at. The new scheme is also expected by the promoters to make for a reduction in cost of operation, eliminating overlapping. Under the present system, they claim, millers are shipping their products past each other's doors. Under the new plan each mill will be allotted a certain territory.

When a new obstacle arises, don't give up in dismay simply because you have never before met that particular trouble.

It will probably prove no worse than others.

GROCERS AT NIAGARA.

(Concluded from page 29)

for the occasion and to see the victim carried bleeding from the field of battle by sorrowing friends, was a ghastly sight. And just to make it appear more real some one uncorked a bottle of red ink on Uncle Sam's wound. As a result there is likely to be a suit in court in the near future against Dave Bell for the price of a new shirt.

Aunt Sally Hard to Beat.

Billy Miller wasn't very badly killed. Not even an automobile could do the trick. He got up and ran away with the second prize in the novelty race in which Fred. Thorne came first in Aunt Sally Array while R. Davies was accorded third.

Prepared for Preserving Season.

There were many races in which, grocers, travelers, wholesalers, grocer's wives and children all had a chance to show their fleetness of foot. R. Davies carried home the bacon, or rather a box of sugar in the 100 yard event for grocers. Even then the Maid of the Mist made three trips while he was completing the last 50 yards. S. W. Hall, R. Mathews, and L. Canfield followed in succession in time to catch the last boat home.

The order of the winners in the 1/4-mile stampede over a route varying from 100 yards upward according to which trees the racers selected as turning posts was R. Mathews, S. W. Hall, J. H. Drumm and R. Davies. Several other grocers were also-rans in this event.

T. Harding, in the traveler's race, came in like the hired man going to lunch and carried off first prize.

SPRAYS FROM THE FALLS.

The weighing contest judged on accuracy and time was an important event. D. McLean carried off first honors, J. Blood, second, and Eva Bigley third.

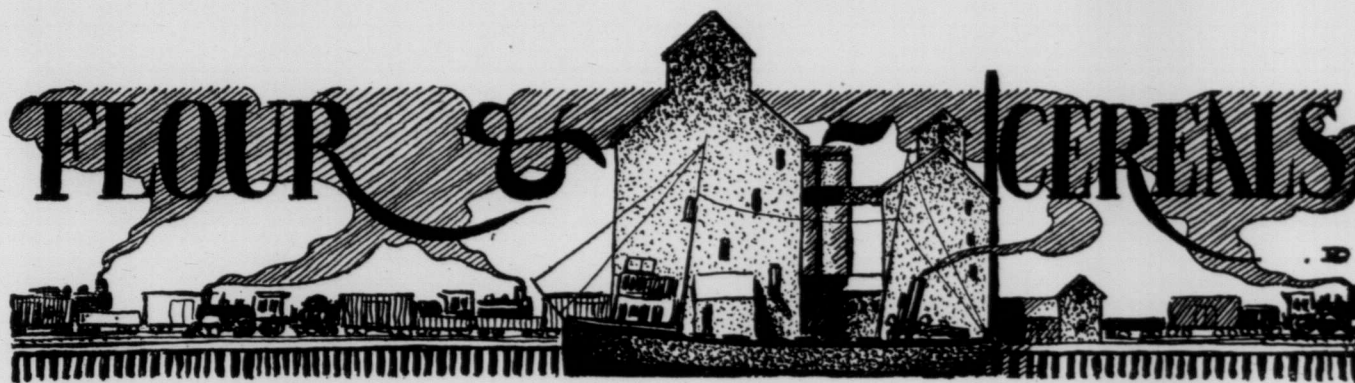
It was a pretty hot day, but still Snow was present. Bailey always is.

The drivers are some sprinters. In their event S. Dallmore came first, W. Watkins second, and C. Call third.

Hall would have won in the three-legged race only he was anchored to a partner who had a gait like a can of worms.

D. W. Clark was starter; Wm. Miller was the megaphone artist, while J. S. Bond, D. McLean, N. Carmichael and H. G. McDonald made competent judges.

"All the nice girls love a copper," sang Wes Williams while decked in his police regalia. His score card shows he arrested one boy unassisted.



Summer Quietness in Flour and Cereals

Housewives Do No More Baking Than Necessary During Warm Weather—With New Wheat Crop Near Retailers Pursue Hand to Mouth Policy—Easier Tone to Oat Market.

The usual summer quietness is present in both flour and cereal trade. With warm weather ruling, there is naturally a somewhat reduced demand for these lines through the medium of the grocer and new crops looming up not far ahead is another factor which works for hand-to-mouth business.

A few weeks ago, it will be remembered, flour was advanced throughout Western Canada by several mills, by amount of 20 cents per barrel. Prices have since been reduced to former level, partly because of non-agreement of other mills and partly on account of wheat situation.

Demand for flour not only for export but domestic consumption as well is rather inclined to quietness. Housewives at this time of year are doing no more baking than is really necessary. Again in some parts of the country, merchants are said to be carrying considerable flour purchased during spring in order to get bran and shorts. This was done to such an extent that one case is cited in which a retail dealer has no less than 22 different brands of flour in stock at present moment purchased in this way. He surely should be in a position to satisfy everybody.

All sorts of stories are being trotted out into the wheat arena by bulls and bears and market fluctuates considerably. Black rust reported in West sent Chicago up 2½ cents on Tuesday. There was also a report of appearance of Hessian fly in Manitoba. However, so far, conditions point to a good average crop of fair quality in Canadian West if conditions continue favorable.

Regarding rolled oats, there is a little easier feeling. Oatmeal for export has recently been reduced about one shilling a sack but exporters apparently are badly in need of business just now. Winnipeg July oats which were 45c on June 17 are now 38½ indicating an easier feeling although it must be remembered

that stocks at Fort William fall below those of a year ago.

MONTREAL.

FLOUR.—Cables have been received frequently for new crop spring wheat flour but little business has been transacted as prices were not attractive enough to induce millers to make contracts. There is a great demand both from local and country sources. The market is steady with prices unchanged.

| | | |
|---|------|------|
| Winter wheat, fancy patents, in bags | 4 75 | 5 00 |
| Straight rollers, in bags | 4 30 | 4 50 |
| Manitoba 1st Spring wheat patents, bags | 5 80 | |
| Manitoba straight patents, in bags | 5 30 | |
| Manitoba strong bakers, in bags | 5 10 | |
| Manitoba second, in bags | 4 70 | |

CEREALS.—The market is steady here with no indication though of higher prices. The new rolled oats are now awaited when a better business will undoubtedly be done.

| | |
|--|------|
| Fine oatmeal, single bag lots | 2 56 |
| Standard oatmeal, single bag lots | 2 56 |
| Granulated oatmeal, single bag lots | 2 56 |
| Bolted Cornmeal, 100 bags | 2 25 |
| Roller oats, jute bags, 90-lb. single bag lots | 2 50 |
| Roller oats, cotton bags, 90-lb. single bag lots | 2 55 |
| Roller oats, barrels | 5 25 |
| Roller wheat, bbl. | 2 80 |

TORONTO.

FLOUR.—There has been no change in flour prices and market is rather listless both in regard to export and domestic trade. Retailers appear to be carrying as heavy stocks as they care to so close to a new crop. What demand there is, is for immediate requirements only.

Ontario flours continue quiet and unchanged. As was pointed out some time ago there was a great deal of winter wheat winter-killed but recent rains and nice cool weather has helped it wonderfully making nice plump heads so that quality should generally be good.

One local miller declared that new winter wheat flour would have to come on market at lower rate if any business

is to be done. "Ontario wheat 90 cents before we see daylight," he declared. He expects to see a rush to market new wheat as farmers' finances are low.

| | |
|--|-------------|
| Manitoba Wheat. | |
| 1st patent, in car lots, per bbl. | 5 70 |
| 2nd patents, in car lots, per bbl. | 5 20 |
| Strong bakers, in car lots, per bbl. | 5 00 |
| Feed flour, in car lots, per ton | 31 00 33 00 |
| Winter Wheat. | |
| Fancy patents, domestic consumption | 5 10 5 40 |
| Patents, 90 p.c., domestic consumption | 4 80 5 10 |
| Straight roller, domestic consumption | 4 60 4 80 |
| Blended, domestic consumption | 5 10 5 30 |

CEREALS.—In rolled oats, there is a little easier tone to raw market, but just how much it affects finished product, there is a difference of opinion. Some hold that it may affect rolled oats quotations while others would not wish to predict that. However as natural during warm weather trade is rather quiet and proceeding on a hand to mouth basis.

| | |
|---|------|
| Roller oats, small lots, 90 lb. sacks | 2 50 |
| Roller oats, 25 bags to car lots | 2 40 |
| Standard and granulated oatmeal, 98-lb. sk. | 2 64 |
| Roller wheat, small lots, 100-lb. bbls. | 2 90 |
| Roller wheat, 5 barrel to car lots | 2 80 |
| Cornmeal, 98 lb. bags, 25 bag lots | 2 30 |
| Roller oats in cotton sacks, 5 cents more. | |

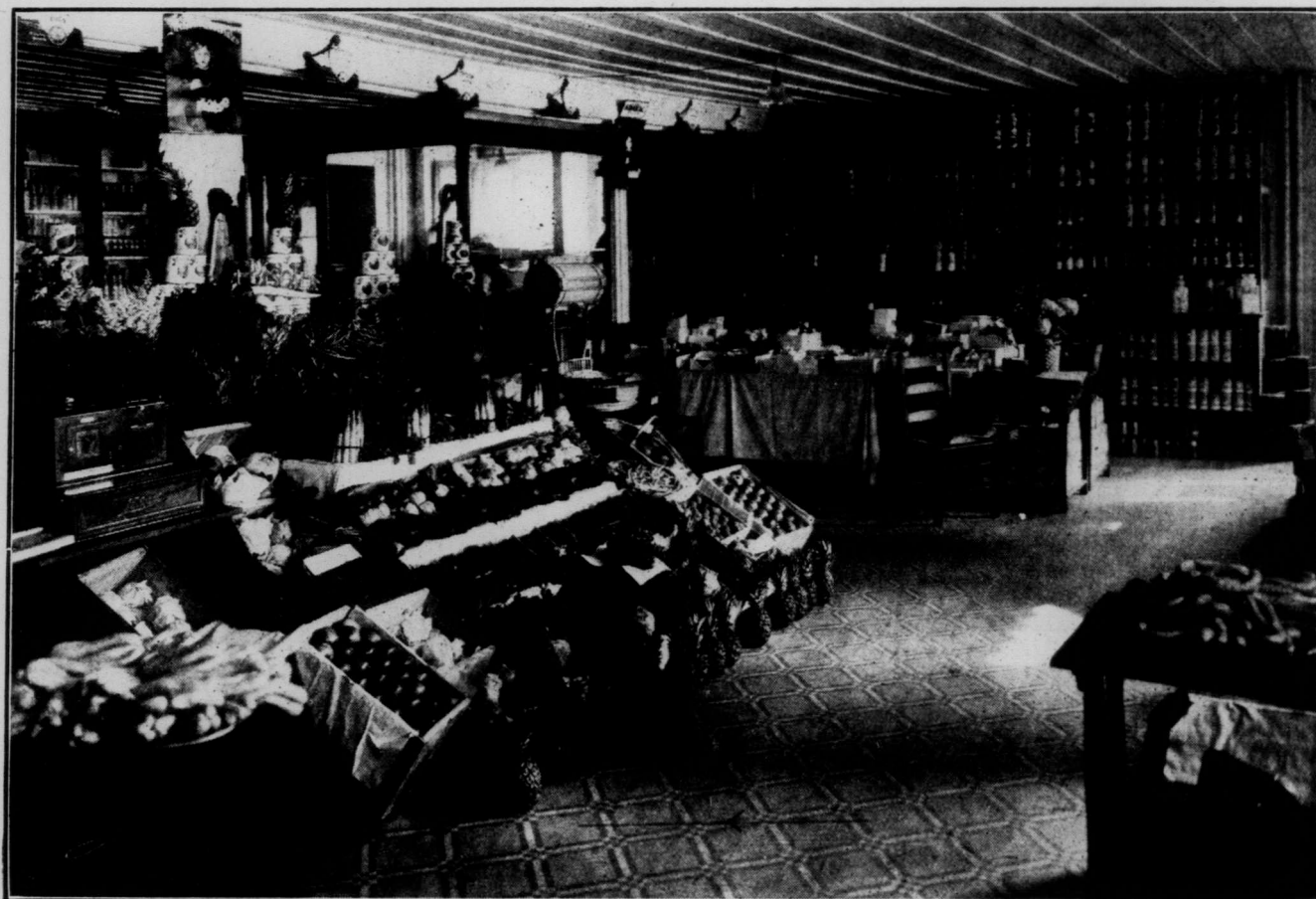
MILL FEEDS.—During past week bran took on a firmer feeling and sold up to \$22 per ton, an advance of \$1. Heavy export demand is assigned as a cause. Shorts still hold at \$26. Both lines are far from plentiful.

WINNIPEG.

FLOUR AND CEREALS.The market is weak both in rolled oats and flour and reductions may be look for. Some mills have already reduced rolled oats 10 cents per sack and flour 10 cents per cwt. An adjustment of prices in conformity with wheat and oat cash prices is only a matter of a few days.

| | |
|------------------------------|-----------|
| Flour— | |
| 1st patents, cwt. | 3 05 3 15 |
| 2nd patents, cwt. | 2 85 |
| Strong bakers', cwt. | 2 75 |
| Roller Oats— | |
| 20 lb. sack | 0 69 |
| 40 lb. sack | 1 35 |
| 80 lb. sack | 2 35 |
| Granulated oatmeal, per cwt. | 2 75 2 85 |
| Corn Meal— | |
| 98 lb. sacks | 2 30 |
| 49 lb. sacks | 1 20 |

It is estimated that 300,000 people visited the Made-in-Canada train which recently completed a 6,500 mile journey through Western Canada. It was as far west as Calgary and Edmonton.



A good selling fruit and vegetable arrangement in the store of A. Grenier, Quebec City.

Selling More to the Inside Customer

Efforts of Every Dealer Should be to Get Customers Who Come to the Store to Purchase Goods Displayed—An Interior Display of Fruits and Vegetables is Shown by Quebec Grocer—Not Enough Good Interior Arrangement Made.

One does not have to look far afield to account for the popularity of the interiors of some stores. It's all in the display arrangement. There are grocers who have the power to make "inside" customers purchase goods they had not come to buy.

It is a peculiar fact that few dealers know how to make a fruit display inside the store; or if they do know how, they lack incentive to arrange one. It's well to remember that during the summer months fruits and vegetables are strong attractors of trade. They should be shown in the window continually as well as in the store, and instead of the usual promiscuous piling the interior display should be systematically arranged.

Turning Space Into Money.

On the size of the store depends usually the nature and attractiveness of the showing. No large floor should be allowed to go to waste. After plenty of room has been allotted for customers, surplus space should be utilized in showing stock.

A. Grenier, a large Quebec city grocer, takes full advantage of the fact that people buy more readily what they see displayed, and displayed attractively. The accompanying illustration proves this. In fact it is seldom one runs across any more enticing arrangement of fruit than is shown here. It should both secure and hold the attention of women bent on purchasing fruits and vegetables so appetizing to the family during the spring and summer months.

How Display Was Arranged.

A couple of tables of different heights were erected so that the display would take the form of an incline arrangement. In the top-centre may be seen a hamper of green beans flanked by tall heads of celery. A row of pineapples runs in front of that; then come three pyramid piles of oranges, four bunches of asparagus, between which are bunches of radishes.

Tipped sideways against the top table and resting on the second are four or five small baskets of tomatoes with the

tissue paper coverings off a few, and squash and cucumbers in front.

From the lower table to the floor on a low platform may be seen a row of berries, followed by radish, beets, cauliflower, etc., with a row of pines on the floor to hide the edge of the platform. On a piece of paper on the lower front of the display is a bunch of large English grapes.

One of the pleasing features of this display is its symmetrical arrangement. This is the principal part of almost every good display, and in a fruit and vegetable window should always be adhered to if best effect is to be secured.

While some dealers might not be able to make such a large showing in the store, this same arrangement could be reproduced in almost any window.

Looking past the fruit and vegetable display, it will be observed that Mr. Grenier's store is in the modern class. It bespeaks care in arrangement, cleanliness and, capability in the giving of adequate service.



How

With import gradual which ing in ported dian g across We are able q pears v use.

Weal lemon cooler put sor this lin several upward market front, vance o particu only lin letter r diately ket wil will n time to the fut depend

Begin er tone finishin Jersey. Howeve crease, to set i creasin in mar

Straw into hi come a yet; bu Nor ca this ye In man



Home Grown Goods Now in Prominence

With Larger Canadian Supplies Imported Goods are Being Overshadowed—Stiff Front to Lemon Market—New Potatoes Take on Temporarily Firmer Tone—Strawberry Season at an End.

With exception of lemons and oranges imported fruits and vegetables are being gradually overshadowed by home grown which have for past month been increasing in variety and supply. Latest imported article to be displaced by Canadian grown is tomatoes, shipments from across the line having come to an end. We are, however, importing a considerable quantity of peaches, plums and pears which are selling readily for table use.

Weather is the ruling force in the lemon market. If it had not been that cooler weather which set in last week put somewhat of a crimp in demand for this line, it is probable that prices at several centres would have made a shot upward, temporarily at least. As it is, market generally presents a strong front, primary markets showing an advance of about two shillings with 300's particularly hard to get. Verdelli are only line offering now. One shipper in a letter regretting inability to ship immediately adds, "Prospects are that market will go still higher and that there will not be more than needed for some time to come." This is one opinion of the future. As pointed out before much depends on the weather.

Beginning of this week found a firmer tone to new potatoes. This is due to finishing up of Virginia crop while New Jersey has not really got under way. However, when shipments begin to increase, easiness can again be expected to set in. While Canadian yield is increasing, it has not yet become a factor in market but will shortly.

Strawberry season has again passed into history. Raspberries continue to come along and will for a week or so yet; but prices still hold at a high level. Nor can they be expected to be cheap this year as the crop is below normal. In many sections this is considered the

best week for raspberries. A good trade is being done in ordinary preserving cherries.

MONTREAL.

GREEN FRUITS. — Prices have remained steadier this week than for some time back, but the demand for all lines is just as good. Lemons may take a jump if present scarcity conditions prevail while pineapples may also be seen a little higher. Grape fruit is in better demand from the retail trade.

| | | |
|----------------------------|------|------|
| Apples— | | |
| Spies | 4 50 | 7 00 |
| Bananas, crated | 2 50 | 2 75 |
| Cocoanuts, bags | 3 75 | 4 00 |
| Grape fruit, Florida, case | 7 00 | 7 50 |
| Lemons | 3 00 | 3 50 |
| Limes, box | | 1 00 |
| Oranges— | | |
| Navels | 3 50 | 4 00 |
| Mexican | | 2 50 |
| Sorento | 2 00 | 2 50 |
| Pineapples— | | |
| Cubans, cases of 24 | 4 25 | 4 50 |

VEGETABLES.—The Canadian vegetables now on the market are giving complete satisfaction and the demand seems to be larger. Cucumbers, as is natural at this time are moving well while cabbage and cauliflower are also well looked after. Egyptian onions are becoming scarce but the Spanish shipments will soon be to hand and will relieve the situation.

| | |
|------------------------------------|------|
| Beans, green, bags | 1 75 |
| Wax beans | 1 75 |
| Carrots, dozen | 1 00 |
| Cabbage, crate | 1 80 |
| Cauliflower, dozen | 1 75 |
| Celery, Bermuda, dozen | 1 50 |
| Cucumbers, basket | 1 50 |
| Peppers, green, crate of 6 baskets | 3 75 |
| Lettuce, Boston, doz. | 0 25 |
| Leeks, dozen (N.Y.) | 1 00 |
| Onions— | |
| New Egyptian, per lb. | 0 04 |
| Radishes, dozen | 0 10 |
| Sweet potatoes, per basket | 3 00 |
| Potatoes, Green Mountains, bag | 1 75 |
| New potatoes, per bbl. | 4 00 |
| Spinage, per bbl. | 1 50 |
| Parsnips, bag | 3 00 |
| Tomatoes | 3 00 |
| Turnips, per bag | 1 25 |

TORONTO.

GREEN FRUITS. — A good general trade is being done in fruits at present time, home grown goods gradually taking position of prominence. Strawberries

are once more a dead issue and attention is now being given to raspberries which maintain quite a firm tone for reasons which have been pointed out before. This is the best week for them in minds of many dealers. They will probably last for week or so more.

Cooler weather that set in somewhat slackened demand for lemons but it is still appreciable. Tendency in primary market is upward with scarcity in 300's. Steady tone exists here with as high as \$5.50 being asked by some firms. Stocks consist only of Verdelli now.

Peaches, plums, pears and muskmelons from across the line are moving well at present time as are also water melons.

Black and white eating cherries are less plentiful and some grades bring as high as \$1.75. There is a good quantity of ordinary preserving cherries coming along. Harvest apples are selling at \$1.50 per bushel.

| | | |
|---|------|------|
| Bananas, per bunch | 1 50 | 2 00 |
| Red bananas, per bunch | 3 75 | 4 00 |
| Huckleberries, basket, 11 qt. | 1 35 | 1 50 |
| Lemons, Verdelli | 5 00 | 5 25 |
| Limes, per 100 | | 1 50 |
| Oranges— | | |
| California, late Valencias, case | 4 00 | 4 50 |
| Tangerines, half box | 1 50 | 2 00 |
| Strawberries, quart | 0 08 | 0 15 |
| Rhubarb, per dozen | 0 30 | 0 40 |
| Raspberries, per box | 0 15 | 0 16 |
| Watermelons, each | 0 40 | 0 55 |
| Canadian cherries, red, sour, 11-qt. bkt. | 0 91 | 1 15 |
| Canadian cherries, black, 11-qt. basket | 1 50 | 1 75 |
| Canadian cherries, white, 11-qt. basket | 1 50 | 1 75 |
| Gooseberries, 11-qt. basket, large | 0 90 | 1 00 |
| Gooseberries, small | 0 60 | 0 70 |
| Red currants, 24 box crate | | 2 00 |
| Black currants, 11-qt. basket | | 2 00 |
| California Fruits— | | |
| Peaches, box | 2 00 | 2 50 |
| Pears, per half box | | 2 00 |
| Plums, box | 2 00 | 2 50 |
| Musk melons, 36 to 40 per case | | 4 00 |

VEGETABLES.— Cucumbers followed prediction of last week and are cheaper at \$1 to \$1.10 per basket. Tomatoes have not weakened to any extent, but there is nothing but Canadian stock coming along.

New potatoes were firmer this week selling as high as \$3.75 per barrel at beginning of week, due to closing up of one section while other producing sections have not got well under way. New stock are now overshadowing old potatoes which are dragging slowly.

Cabbage is easier, there being a good sale for hampers at 80 to \$1. United States onions in 70 pound bags are selling at \$1.25. Egyptian onions are well

THE CANADIAN GROCER

to an end. New crop Spanish will shortly be arriving.

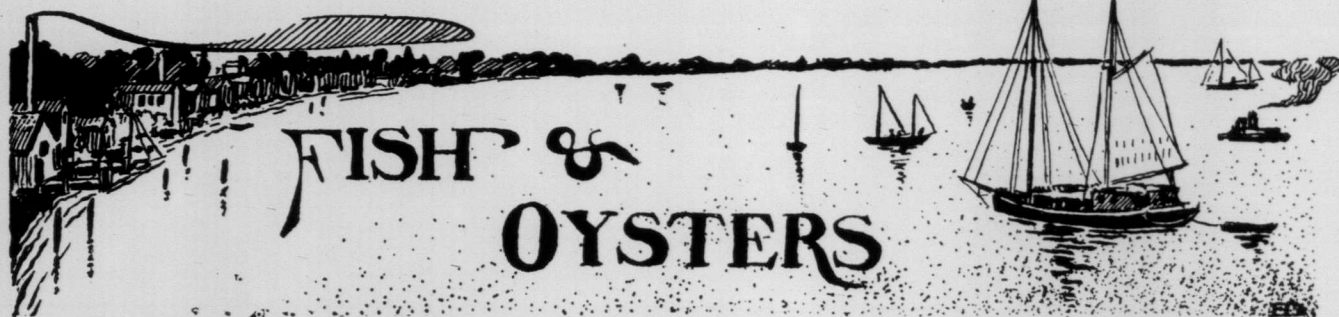
| | |
|---|------|
| Beans, green, Canadian, basket, 11 qts. | 0 65 |
| Beets, new, Canadian, basket | 0 35 |
| Carrots, new, basket | 0 35 |
| Cabbage, new, per crate | 2 00 |
| Cabbage, new, hamper | 0 80 |
| Cucumbers, Can., basket | 1 00 |
| Onions, U.S., 70 lb. bags | 1 25 |
| Peas, Can., 11-qt. basket | 0 50 |
| Potatoes, N.B. | 1 60 |
| Potatoes, Ontario, bag | 1 25 |
| Potatoes, new, bbl. | 3 50 |
| Peppers, green, basket | 0 51 |
| Tomatoes, Canadian, basket | 1 50 |

WINNIPEG.

FRUITS AND VEGETABLES. — Green fruit trade has been active during past week and market is well supplied with all lines. Messina lemons, pine apples and raspberries are now out.

| | | |
|--------------------|------|------|
| Fruits— | | |
| Apricots, crate | 2 00 | |
| Water melons, doz. | 7 00 | |
| Bananas, bunch | 2 50 | 3 50 |

| | |
|--------------------------|------|
| California lemons, crate | 7 50 |
| Cauliflower | 3 50 |
| Cucumbers, doz. | 1 50 |
| Florida celery, dozen | 1 65 |
| Cherries, case | 2 25 |
| Florida tomatoes, crate | 2 75 |
| Limes, box | 2 25 |
| Washington apples, box | 3 00 |
| Onions, Cal., sack | 3 50 |
| Onions, Bermuda, case | 2 75 |
| Peaches, crate | 2 00 |
| Plums, crate | 2 50 |
| Peppers, basket | 1 25 |
| Potatoes, per bushel | 0 80 |
| Carrot lots, F.O.B. | 0 60 |
| Florida tomatoes | 5 00 |
| Oranges, Valencia | 4 50 |



FISH & OYSTERS

Usual Summer Fish Business Present

Running Along in Even Lines as Usual at This Season — Warm Weather Not Conducive to Trade — Business Mostly Confined to Fresh Varieties.

The usual summer volume of business is being done in fish. Of course warm weather is not conducive to trade as it is more difficult under higher temperature to handle fish and maintain quality at a proper standard. Still in spite of this fact, a fair trade for season is being done. It is comprised mostly of fresh varieties with halibut, trout and whitefish among the prominent lines.

Nova Scotia reports fresh fish scarce on inshore grounds but more plentiful off shore. Welcome news by lobster packers is that new French law regarding marking of canned lobsters does not pertain to this year's pack, so that they are now beginning to ship to French markets.

QUEBEC.

MONTREAL.—There are already inquiries for pickled and salted fish but so far no prices have been given. The feeling, however, is that the prices will be a little lower than anticipated. Codfish is a better supply so far than was generally expected and the fact that the foreign markets are slow to take up dried cod will have a tendency to depress the prices on all kinds of boneless, skinless, stripped, shredded and all lines of fish where cut fish is the raw material.

A good local trade is passing prices being unchanged.

FRESH AND FROZEN.

| | | |
|--------------------------------------|-------|------|
| Fancy spring salmon, per lb. | 0 18 | 0 20 |
| Large shad herring, each | 0 02 | |
| Market cod, cases, 250 lbs., per lb. | 0 04 | |
| Less than case | 0 04½ | |
| Smelts, fancy | 0 10 | |
| Haddock | 0 04½ | |
| Halibut, per lb. | 0 10 | |

| | | |
|---------------------------------------|-------|------|
| Herring, frozen, per 100 fish | 1 90 | 2 00 |
| Mullets | 0 04½ | 0 05 |
| Pike, dressed and headless, lb. | 0 08 | |
| Steak, cod | 0 06 | |
| Mackerel | 0 10 | |
| B.C. red salmon | 0 10 | 0 11 |
| New Gaspe salmon, per lb. | 0 15 | |
| Qualla salmon | 0 07½ | 0 08 |
| No. 1 smelts, per lb. | 0 09 | 0 12 |
| Lake trout, per lb. | 0 12 | |
| Whitefish, large, per lb. | 0 09 | 0 10 |
| Pure cod tablets, 20 1-lb. tablets | 2 30 | |
| Whitefish, small, lb. | 0 06 | |
| Barbotte (dressed) bullheads, per lb. | 0 08½ | |

PREPARED FISH.

| | |
|--|---------------|
| Boneless cod, in blocks or packages, lb. | 8, 10, 11, 12 |
| Dry pollock, 100 lb. bundles, per bundle | 5 50 |
| Shredded cod, 2 doz. in box, per box | 2 10 |
| Boneless strip cod, 30-lb. box | 0 12 |

SALTED AND PICKLED.

| | |
|-------------------------------------|-------|
| New green cod, per bbl., 200 lbs. | 10 00 |
| New Labrador herring, per bbl. | 5 50 |
| New Labrador herring, per half bbl. | 3 00 |
| No. 1 mackerel, half bbl. | 2 00 |
| No. 1 mackerel, half bbls. | 8 00 |
| Lake trout, kegs | 6 00 |
| No. 1 green haddock, per 200 lbs. | 7 50 |
| Salt eels, per lb. | 0 06 |
| Salt sardines, bbls. | 5 00 |
| Salt sardines, half bbls. | 2 75 |
| Lake trout, half barrel | 6 00 |
| Scotch herring, keg | 6 50 |
| Scotch herring, keg | 1 00 |
| Holland herring, half bbl. | 5 50 |
| Holland herring, keg | 0 75 |
| Boneless new herring, 10-lb. boxes | 0 12½ |
| Salt eels, per lb. | 0 06 |
| Labrador salmon, bbls. | 18 00 |

SMOKED.

| | |
|---------------------------------------|-------|
| Bloaters, box | 1 10 |
| Yarmouth bloaters, fancy, per box | 1 25 |
| Haddies, fancy, 15-lb. boxes, per lb. | 0 07½ |
| Fillets, fancy, 15-lb. boxes, per lb. | 0 11 |
| Herring, new, smoked, per box | 2 00 |
| Kippers (small), per box of 50 fish | 1 18 |
| Smoked salmon, per lb. | 0 25 |

SHELL FISH.

| | |
|--|------|
| Solid meats—Standards, gal., \$1.75; selects, gal. | 2 00 |
| Boiled lobsters, per lb. | 0 20 |

ONTARIO.

TORONTO.—Usual summer business in fish is in evidence. Warm weather of course hampers trade making it more difficult to handle stock but weather of past week has been somewhat more favorable in this regard.

Business is practically all in fresh varieties. Smoked fish are difficult to handle and Toronto wholesalers have given them little or no attention of late.

| | | |
|-----------------------------|------|------|
| FRESH CAUGHT FISH. | | |
| White fish, per lb. | 0 12 | |
| Lake trout, per lb. | 0 12 | |
| Steak, cod | 0 08 | 0 09 |
| Haddock | 0 07 | 0 09 |
| Halibut | 0 11 | 0 12 |
| Flounders | 0 07 | |
| Lake Erie herrings, per lb. | 0 07 | |
| Pike | 0 07 | |
| Perch | 0 07 | |

PREPARED.

| | |
|---|-------|
| Shredded cod, 2 doz. pkgs. to box | 2 25 |
| Acadia cod, 2-lb. boxes, 12 to crate | 2 80 |
| Cod in loose strips, 25-lb. to box, lb. | 0 06½ |
| Finnan Haddie | 0 08 |
| Mackerel, each | 0 22 |

NOVA SCOTIA.

HALIFAX. — There is little activity in local fish markets at present time. Movements of salt fish are small and demand from foreign markets is light. Salmon are more plentiful now than they have been for some time. Most of the fish are being cured and they will be smoked and marketed later. Some small catches of mackerel are being made along the coast but most of these fish are being marketed fresh. No salt mackerel are offering.

Nova Scotia lobster packers have received the good news that new French law regarding the marking of lobsters, will not interfere with this season's pack, and dealers are now sending forward their lobsters. Thousands of cases are now being sent to the French market.

MANITOBA.

WINNIPEG.—There is steady volume of trade in fresh fish and prices are the same as formerly. The Lake Winnipeg fishery is reported as very productive this season.

Fish—

| | |
|--------------------------------|-------|
| Fresh salmon | 0 15 |
| Lake Winnipeg whitefish, lb. | 0 08½ |
| Fresh pickerel | 0 09 |
| Steak cod | 0 07 |
| Trout | 0 10 |
| Halibut | 0 10 |
| Finnan haddies | 0 08 |
| Bloaters, per box | 1 50 |
| Holland herrings, keg | 0 65 |
| Kipperred herrings, box | 2 00 |
| Labrador herrings, half barrel | 4 50 |
| Mackerel, salt, keg | 2 75 |



Produce & Provisions



Speculation Firming Butter Market

Profits Made Last Year Tempt Many to Store Butter—Even Those Not Connected With Trade Speculating—Warm Weather Firms Egg Prices—Good Call for Smoked and Cooked Meats.

In spite of fact that pastures are generally good and that production of butter should be appreciable, and that butter values are above normal for season of year, market continues to maintain a stiff front. General steadiness is the rule while at some centres it has amounted to slightly higher quotations. While productions in some centres has fallen off to some extent, still we must seek elsewhere for a full explanation of present firm tendency with prices already high.

There is no doubt that speculation is playing no little part in the market, because there is no denying the fact that production is now exceeding consumption. While wholesale dealers are now laying up stores for future use, it seems that others besides them, tempted by the profits made by those who stored butter last year are entering into the game. Creameries in some instances are said to be putting away their own product in anticipation of fancy prices next winter while it was stated this week by a dealer that men not connected with the business in any way are speculating on butter.

A Toronto dealer referred to an easy side to market this week, in fact that a speculative price on New Zealand butter, the season for which commences in September, had been made which was equal to around 28 to 29 cents laid down in Toronto. However, no contracts are heard of in this direction.

Warm weather has to be held accountable for a firmer feeling in eggs causing not only a reduction in receipts, but a shrinkage that has much to do in firming prices. Especially receipts that arrive during real hot weather show considerable loss in process of candling.

While high temperature may be proving rather detrimental to eggs, on other hand it is proving a boon to provision business, causing an increased demand for smoked hams and bacon as well as

cooked meats. These are lines that the retailer should push strongly now.

MONTREAL.

PROVISIONS.—A steady feeling prevails for practically all lines, the chief demand being for bacon and hams, and supplies of the latter are sufficient to fill all orders. Lard is a little firmer but prices are expected to remain at present level.

| | |
|---|-------|
| Long clear bacon, heavy, lb. | 0 13½ |
| Long clear bacon, light, lb. | 0 15 |
| Hams— | |
| Extra large sizes, 28 to 40 lbs., per lb. | 0 14½ |
| Large sizes, 20 to 28 lbs., per lb. | 0 16 |
| Medium sizes, 15 to 19 lbs., per lb. | 0 17½ |
| Extra small sizes, 10 to 14 lbs., per lb. | 0 17½ |
| Bone out, rolled, large, 16 to 25 lbs., per lb. | 0 18 |
| Bone out, rolled, small, 9 to 12 lbs., per lb. | 0 20 |
| Breakfast bacon, English, boneless, per lb. | 0 18 |
| Windsor bacon, skinned, backs, per lb. | 0 19 |
| Spiced roll bacon, boneless, short, per lb. | 0 15 |
| Boiled ham, small, skinned, boneless | 0 26 |
| Hogs, live, per cwt. | 9 25 |
| Hogs, dress, per cwt. | 13 00 |
| Pure Lard— | |
| Boxes, 50 lbs., per lb. | 0 14½ |
| Cases, tins, each 10 lbs., per lb. | 0 14½ |
| Cases, tins, each 5 lbs., per lb. | 0 14½ |
| Cases, tins, each 3 lbs., per lb. | 0 14½ |
| Pails, wood, 20 lbs. net, per lb. | 0 14½ |
| Pails, tin, 20 lbs. gross, per lb. | 0 14½ |
| Tubs, 50 lbs. net, per lb. | 0 14½ |
| Tierces, 375 lbs., per lb. | 0 11 |
| One pound bricks | 0 13½ |
| Compound Lard— | |
| Boxes, 50 lbs. net, per lb. | 0 10½ |
| Cases, 10-lb. tins, 60 lbs. to case, per lb. | 0 10½ |
| Cases, 5-lb. tins, 60 lbs. to case, per lb. | 0 10½ |
| Cases, 3-lb. tins, 60 lbs. to case, per lb. | 0 10½ |
| Pails, wood, 20 lbs. net, per lb. | 0 10½ |
| Pails, tin, 20 lbs. gross, per lb. | 0 10 |
| Tubs, 50 lbs. net, per lb. | 0 10½ |
| Tierces, 375 lbs., per lb. | 0 10½ |
| One pound bricks | 0 11 |

| | |
|---|-------|
| Heavy Canada short cut mess, bbl., 35-45 pieces | 26 00 |
| Bean pork | 17 50 |
| Canada short cut back pork, bbl., 45-55 pieces | 25 50 |
| Heavy short cut clear pork, bbl. | 23 00 |
| Clear fat backs | 25 50 |
| Heavy flank pork, bbl. | 26 50 |
| Plate beef, 100 lb. bbls. | 8 75 |
| Plate beef, 200 lb. bbls. | 17 00 |
| Plate beef, 300 lb. bbls. | 25 00 |
| Dry Salt Meats— | |
| Green bacon, flanks, lb. | 0 11 |

BUTTER.—A much stronger feeling has developed in the butter market, and as predicted last week an increase of a half cent has taken place. There has been a considerable dropping off in shipments of late and a further increase is expected if an improvement does not take place soon.

| | | |
|-----------------|-------|-------|
| Creamery blocks | 0 27½ | \$ 28 |
| Dairy tubs, lb. | 0 22 | 0 24 |

EGGS.—Supplies of eggs have shown a marked decrease and as a result prices have gone up. The recent hot spell has

proven destructive, the amount of eggs gathered being small and great difficulty has been experienced in landing them at destination in good order.

| | |
|-----------|------|
| New laids | 0 31 |
| Selects | 0 28 |
| No. 1 | 0 24 |

POULTRY.—There is a scarcity of good poultry on the market just now but local prices have not been changed. Six or seven carloads have been shipped from Montreal to meet the demand from the West which seems to be growing every week.

| | |
|-------------------------|------|
| Turkeys, No. 1, per lb. | 0 24 |
| Turkeys, No. 2, per lb. | 0 22 |
| Chickens, per lb. | 0 16 |
| Fowls, per lb. | 0 15 |
| Ducks, per lb. | 0 25 |
| Geese, per lb. | 0 15 |

HONEY. — There is only a small amount of business passing as the hot season is by no means good for honey trade. There has been a better demand though from manufacturers.

| | |
|------------------------|-------|
| White clover, strained | 0 10½ |
| Buckwheat, strained | 0 08½ |

TORONTO.

PROVISIONS.—Most important feature to provision business continues to be the big demand for cooked and smoked meats. While past week has not been so conducive to this trade as earlier in July, still movement is appreciable.

This is not the big season of demand for lard. Some dealers note rather an easier tone, one firm quoting tierces at 13 cents flat.

Live hogs are higher by 10 cents per cwt. this week.

| | |
|------------------------------------|-------------|
| Smoked Meats— | |
| Light hams, per lb. | 0 17½ 0 18 |
| Medium hams, per lb. | 0 17 0 17½ |
| Large hams, per lb. | 0 16 0 17 |
| Backs, plain, per lb. | 0 19 0 20 |
| Backs, pea meal | 0 23 0 21 |
| Breakfast bacon, per lb. | 0 17 0 18 |
| Roll bacon, per lb. | 0 13½ 0 13 |
| Shoulders | 0 11½ 0 12 |
| Pickled Meats—ie less than smoked. | |
| Roll bacon, per lb. | 0 13 0 13½ |
| Heavy mess pork, per bbl. | 20 00 20 50 |
| Short cut, per bbl. | 24 00 25 00 |
| Cooked hams | 0 25 0 26 |
| Lard, tierces, per lb. | 0 13½ |
| Lard, tubs, per lb. | 0 13½ |
| Lard, pails, per lb. | 0 14 |
| Lard, compounds, per lb., tierces | 0 10 |
| Live hogs, local | 7 70 |
| Dressed hogs | 8 10 |
| | 11 00 11 50 |

BUTTER. — "Pastures are generally good and make should be large but still price of butter remains steady," stated one butter man this week who sought an explanation.

It is true that prices maintain quite a stiff front and no concessions are being made although prices are above normal for season. There is certainly more butter being made than consumed, so that speculation is in part at least accountable for present steady tone.

| | Per lb. | |
|---------------------------|---------|------|
| Fresh creamery print | 0 27 | 0 29 |
| Creamery solids | 0 25 | 0 27 |
| Farmers' separator butter | 0 23 | 0 24 |
| Dairy prints, choice | 0 21 | 0 22 |
| Dairy solids | 0 20 | 0 21 |

EGGS.—There is rather a firmer tone to eggs this week and quotations on new laid stock are ruling one cent higher at 24 to 26 cents per dozen. As has been pointed out before shrinkage is now considerable, and responsible for strength present in market. Hot weather is curtailing both production and consumption of eggs to some extent.

| | | |
|-------------------------|------|------|
| New laid eggs, per doz. | 0 24 | 0 25 |
| Fresh eggs, per doz. | 0 22 | 0 23 |

CHEESE.—"Wish I had a couple of hundred boxes of old cheese," was the comment of one wholesaler. "I could easily dispose of it." However, he hasn't nor have any of the other dealers on the street, so that price maintains its strength.

There is no particular change in new cheese values.

| Old Cheese— | | |
|-------------|-------|-------|
| Large | 0 17½ | 0 19 |
| Twin | 0 18 | 0 19½ |
| New Cheese— | | |
| Large | 0 14 | 0 14½ |
| Twin | 0 14½ | 0 14½ |
| ½ Twin | 0 14½ | 0 14½ |

HONEY.—Honey is next thing to being cleaned off the market. New clover honey is expected to be on market in couple of weeks. Reports would indicate prospects not over rosy, but a local man expressed opinion that prices would probably rule about the same as last year.

The annual honey crop in Ontario is worth around \$1,500,000, ten thousand persons being engaged in business of producing it. It is declared that not one quarter of the nectar secreted by Ontario flowers is ever utilized.

| Honey—strained— | | |
|-----------------------------------|------|------|
| Amber honey, 60-lb. tins, per lb. | 0 07 | 0 08 |
| Buckwheat, 60-lb. tins, per lb. | 0 07 | 0 08 |

WINNIPEG.

PRODUCE AND PROVISIONS. — There is no change in dairy produce. Butter, cheese and eggs are steady. There is good demand for cured meats at prices same as last report.

| Lard— | | |
|------------------|-------|------|
| Tierces | 0 13½ | |
| 50 lb. tubs | 7 00 | |
| 20 lb. tubs | 2 85 | |
| 10 lb. cases | 8 70 | |
| 5 lb. cases | 8 88 | |
| 3 lb. cases | 8 85 | |
| Cured Meats— | | |
| Hams | 0 17½ | 0 18 |
| Bacon | 0 18½ | 0 19 |
| Smoked shoulders | 0 14½ | |
| Long clear | 0 13½ | |
| Mess pork | 25 00 | |
| Pigs feet, kits | 1 10 | |

| Butter— | | |
|--------------------|------|------|
| Creamery butter | 0 27 | 0 25 |
| Dairy butter, tubs | 0 21 | 0 18 |
| Eggs— | | |
| Strictly fresh | 0 19 | 0 20 |

| Cheese— | | |
|---------------------|-------|--|
| Ontario, large, new | 0 15½ | |
| Twins, new | 0 15 | |
| Manitoba large | 0 15 | |
| Manitoba, twins | 0 15½ | |
| Old, twins | 0 19½ | |

Displaying Samples of Cooked Meats

Georgetown Dealer Shows Them on Small Platter Near Front of Store—Claims This Display Brings Quite a Lot of Business—Utilizes Surplus Counter Space to Good Advantage—Screens Keep Flies From Windows.

Georgetown, Ont., July 25.—(Special).—Jno. McDermott, a local grocer is selling considerable cold meats these days. He is a strong believer in suggestion and this belief gets him business. "The more goods one displays," he recently remarked, "the more will he sell."

On the counter near the door where every customer cannot fail but notice it, is a small sample display of cooked meats on a platter. The hot weather of the past month, co-operated strongly with this display to sell these goods.

Had there been no display sales would have been made, but not many. Most people associate meats with an exclusive butcher shop, and if their attention is not called to them in some way, they will probably go to the butcher shop for supplies.

Customers Must Know.

It is Mr. McDermott's opinion that, because he is continually impressing on the minds of customers that he carries cooked meats, he gets a lot of business in this summer line. Supplies are kept in the refrigerator to the rear of the store. This is a large, glass front cooler and is recognized as an invaluable equipment at this time of year.

As pointed out in last week's issue, several grocers use glass display refrigerators for showing perishable goods. Mr. McDermott is himself thinking over adding some such equipment which will not only keep these goods fresh, but display them to best advantage at the same time.

No Waste in Counter Space.

The same policy is carried out in this store with other goods. Where the front counters are not used for wrapping purposes, goods are shown on them. Usually it is just samples of some few lines stocked, which the customer might not ever think of asking for unless suggestions were made. They may include toilet soap, fancy meat sauces, hand-cleaner, etc. This utilization of surplus display space gets new business and the more it is utilized the greater the amount of these extra sales. Scores of other dealers will bear out the contention of Mr. McDermott in this regard.

The windows in this store are consistently dressed. It is this change of

scenery and the attractiveness of display that makes them a power in selling. They are enclosed in the rear with wire screen which prevents the nauseating appearance of flies congregating on the foodstuffs. A door is located in the centre to permit of the passing through of goods when a change is being made.



"Twenty Years Ago" in the Grocery Trade

"J. S. Bond, Gerrard street, Toronto, is one of the grocers east of Yonge street, who agreed to close on Wednesday afternoon, and Mr. Bond closes. In the example of competitors who also agreed to close on those afternoons, but who do not close, he has sufficient provocation to keep his store open on all afternoons, but he prefers principle to retaliation."

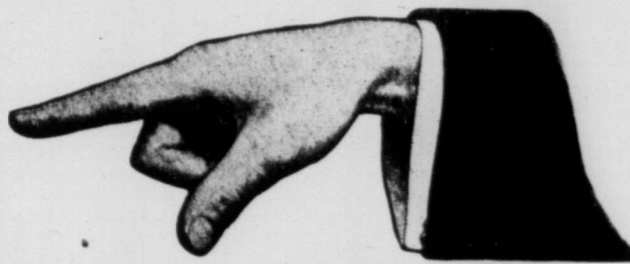
Editor's Note.—Mr. Bond is still in the retail grocery business on Gerrard street, and he sticks to principle just the same as twenty years ago.

The Hamilton grocers held their picnic on Wednesday of last week. It is quite a coincidence to find in our old files that the Hamilton grocers held their picnic twenty years ago on the same Wednesday. The chairman of the Picnic Committee was: B. Winnifrith, whose cut appears in the write up in the issue in question.

"The Canada Gazette announces that James Park, of Toronto; Chas. Blackwell, Lindsay; Andrew Park, Toronto; Susan Blackwell, Lindsay; Margaret Thompson Park, Toronto; and Thos. Blackwell, Lindsay, are seeking incorporation as Park, Blackwell & Co., to engage in pork packing in Toronto. The capital stock is placed at \$50,000."

Editor's Note.—This company is still in business in Toronto, but not under the above name. A few months ago it joined in the amalgamation of packers now known as Matthews, Laing & Co.

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UNITED STATES
AND FOREIGN
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P.S.—DO IT NOW.

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND



is an easy seller just now. The housewife has found out its labor-saving qualities and effectiveness since the dealer first introduced it, and she continues using it and tells her friends about it.

Put up in handsomely lithographed pails to sell at 25c., 50c. and \$1 00.

Order from your jobber or direct

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound of Canada

GOOD Refrigeration

means much to the grocer. It means a guarantee against loss of perishable stock, and it gives your goods the appearance that will command better prices.

The Arctic Refrigerator

is built upon the principle of cold, dry air constantly in circulation—therefore is absolutely sanitary.

It is well-made and attractively finished, and will add appearance to any store.

Send for new 1912 catalogue.

Representatives in the West: J. D. Brack & Co., Winnipeg; Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.



QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.
W. H. GILLARD & CO.
Diamond.
1-lb. tins, 2 doz. in case ..\$2 00
½-lb. tins, 3 doz. in case... 1 25
¼-lb. tins, 4 doz. in case... 0 75

ROYAL BAKING POWDER.
SIZES. Per doz.
Royal-Dime 0 95
" ¼-lb. 1 40
" 6-oz. 1 95
" ½-lb. 2 55
" 12-oz. 3 85
" 1-lb. 4 80
" 3-lb. 13 60
" 5-lb. 22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—
5-lb. size, \$8.25; 1-lb. tins, \$2;
12-oz. tins, \$1.60; 8-oz. tins, \$1.20;
6-oz. tins, 90c; 4-oz. tins, 65c;
5c tins, 40c.

BORWICK'S BAKING POWDER
SIZES. Per doz. tins.
Borwick's ¼-lb. tins 1 35
Borwick's ½-lb. tins 2 35
Borwick's 1-lb. tins 4 65

COOK'S FRIEND BAKING POWDER.

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

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

FOREST CITY BAKING POWDER.
6-oz. tins 0 75
12-oz. tins 1 25
16-oz. tins 1 75

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

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

UN-NUMBERED.
Under 100 bookseach 0 04
100 books and over each 0 03½
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book ½ cent.

CEREALS.
WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.80.
White Swan Barley Crisps, per doz., \$1.
White Swan Self-rising Buckwheat Flour, per dozen, \$1.
White Swan Self-rising Pancake Flour, per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.
Aylmer Jams. Per doz.
Strawberry, 1912 pack...\$ 2 15
Raspberry 1 95
Black currant 1 95
Red currant 1 75
Peach 1 80
Pear 1 70

Jellies.
Red currant 2 00
Black currant 2 15
Crabapple 1 45
Raspberry and red currant 1 95
Raspberry and gooseberry 1 80
Plum jam 1 55
Green Gage plum, stoneless 1 75
Gooseberry 1 75
Plum 1 70
Grape 1 85

Marmalade.
Orange jelly 1 55
Green fig 2 25
Lemon 1 60
Pineapple 1 95
Ginger 2 25

Pure Preserves—Bulk.
5-lbs. 7-lbs.
Strawberry 0 59 0 82
Black currant 0 59 0 82
Raspberry 0 59 0 82

14's and 30's per lb.
Strawberry 0 10½
Black currant 0 10½
Raspberry 0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.
THE COWAN CO., LTD.

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

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—
Supreme chocolate, ½'s, 12-lb. boxes, per lb. 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. . 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35
Diamond, 8's, 6 and 12-lb. boxes 0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
Diamond, ¼'s, 6 and 12-lb. boxes 0 25

Icings for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz. . 0 90
Chocolate Confections—Per lb.
Maple buds, 5-lb. boxes ... 0 36
Milk medallions, 5-lb. bxs. 0 36

Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 30
Nonpareil wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 30
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-lb. boxes .. 0 36
Lunch bars, 5-lb. boxes .. 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars 24 bars, per box 0 90

EPSS'S.
Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO'S.
G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
Elite, 10c size (for cooking) dozen 0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz. 0 85
Nut milk bars, 2 dozen in box 0 80
" breakfast cocoa, ¼'s and ½'s 0 36
" No. 1 chocolate 0 30
" Navy, chocolate, ½'s. . . 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, ½'s 0 24
" Plain choice chocolate liquors 20 50
" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.
Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.
The above quotations are f.o.b. Montreal.

COCOANUT.
CANADIAN COCOANUT CO.
Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. pkgs. White Moss ... 0 26

½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd 0 27½
¼-lb. pkgs., asstd. in 5-lb. boxes 0 28
½-lb. pkgs., asstd., in 5-lb. boxes 0 29
¼-lb. pkgs., asstd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

Pails Tins Bbls.
White Moss, fine strip 0 19 0 21 0 17
Best shredded . . 0 18 . . . 0 16
Ribbon 0 19 . . . 0 17
Macaroon 0 17 . . . 0 16
Desiccated 0 16 . . . 0 14

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.
Per Case
East of Fort William, Ont.
Eagle Brand, each 4 doz. . \$6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel," each 2 doz. 4 25
Peerless Brand, "Tall," each 4 doz. 4 50
Peerless Brand, "Family," each 4 doz. 3 90
Peerless Brand, "Small," each 4 doz. 2 00
St. Charles Evaporated Milk (baby size) 2 00
St. Charles Evaporated Milk (family size) 3 90
St. Charles Evaporated Milk (hotel size) 4 25
Silver Cow Milk 5 40
Purity Milk 5 25
Good Luck Milk 4 50
Reindeer Brand (4 doz. in case) 5 75
Mayflower Brand (4 doz. in case) 5 25
Clover Brand (4 doz. in case) 4 50
Reindeer Jersey Brand, Family (4 doz. in case). 3 90
Reindeer Jersey Brand, tall (4 doz. in case).... 4 50
Reindeer Jersey Brand, Hotel (2 doz. in case)... 4 25
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 75

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.
Per Case.

Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 75
Canada First Medium Evaporated Milk 4 50
Canada First Hotel Evaporated Milk 4 00
Canada First Sweetened Condensed Milk 5 25
Canada First Rosebud Condensed Milk 5 15
Canada First Beaver Condensed Milk 4 50

COFFEE.
(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 5 00
Regal Brand (2 doz. in case) 4 50



QUALITY BRAND

PURE LEAF LARD

Rendered in open kettles, absolutely pure and equal to any home-rendered lard. Perfect in flavor and highest in shortening value. Will go one-third farther than ordinary lard.

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO, ONTARIO

Montreal, Quebec. St. John, N.B.

FOR CHEAPER LIVING

We can recommend our Sugar Cured Smoked Rolls. These are absolutely boneless, cured just the same as "Star Brand" Hams and sell at much less money.

We have them also pickled and cooked.

Made under Government Inspection.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

Reindeer Brand, in glass jars (2 doz. in case) 6 20

COCOA.
(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in case) 4 80

COFFEES.
EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, packed in damp-proof bags.
King Edward 0 34
Club House 0 33
Nectar 0 32
Royal Java and Mocha. 0 32
Empress 0 30
Duchess 0 29
Ambrosia 0 28
Plantation 0 26 1/2
Fancy Bourbon 0 26
Crushed Java and Mocha 0 19

Package Coffee.
Gold Medal, 2-lb. tins.
whole or ground 0 31
Gold Medal, 1-lb. tins, do 0 32
Gold Medal, 1/2-lb. tins do 0 33
Anchor Brand, 2-lb. tins, do. 0 31
German Dandelion, 1-lb. tins, ground 0 26
German Dandelion, 1/2-lb. tins, ground 0 28
English Breakfast, 1-lb. tins, ground 0 19
Grand Prix, 1 and 2-lb. tins, ground 0 30
Demi-Tasse, 1 and 2-lb. tins, ground 0 30
Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, 1/2-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.
Presentation (with tumblers) \$3 per doz.

MINTO BROS.
MELAGAMA BLEND.
Ground or bean— W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/2 0 32 0 40
1 and 1/2 0 37 0 50
Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size \$1.45 per doz., net
Large size \$2.85 per doz., net
In 3 dozen free cases. Freight paid on 1/2 gross order.

CEREALS.
Grape Nuts—No. 22, \$3; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

CONFECTIONS.
PEANUT BUTTER.
Ontario Prices
MacLaren's Imperial— Per doz
Small, 2 doz. 0 95
Medium, 2 doz. 1 80
Large, 1 doz. 2 75
Tumblers, 2 doz. 1 35
Palls, 24 lbs., per lb. 0 15

CHEESE.
MACLAREN'S IMPERIAL.
Ontario prices per doz.

Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) 2 40
Medium (each 1 doz.) 4 50
Large (each 1/2 doz.) 8 25
MacLaren's Roquefort—
Small (each 2 doz.) 1 40
Large (each 1 doz.) 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) 0 90
Medium (each 2 doz.) ... 1 35
Large (each 1 doz.) 2 40

FLAVORING EXTRACTS.
SHIRRIFF'S.
1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2 1/2 oz. (all flavors) doz. ... 2 00
4 oz. (all flavors) doz. ... 3 00
5 oz. (all flavors) doz. ... 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. ... 10 00
32 oz. (all flavors) doz. ... 18 00
Discount on application.

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

GELATINE.
Knox Plain Gelatine (2 qt. size), per doz. 1 30
Knox Acidulated Gelatine (2 qt. size), per doz. 1 30
CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.
No. 1, 4 doz. in case 0 60
No. 2, 2 doz. in case 0 95
No. 3, flats, 2 doz. in case 1 15
No. 3, talls, 2 doz. in case 1 35
No. 6, 1 doz. in case 4 00
No. 12, 1/2 doz. in case ... 6 50
LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case
Sur Extra Fins, 1/2 flacons, 40 bou. 11 00
Sur Extra Fins, tins, 1/2 kilo, 100 tins 15 50
Extra Fins, tins, 1/2 kilo, 100 tins 15 00
Tres Fins, 1/2 kilo, 100 tins 14 00
Fins, tins, 1/2 kilo, 100 tins 12 50
Mi-Fins, tins, 1/2 kilo, 100 tins 11 00
Moyens No. 1, tins, 1/2 kilo, 100 tins 10 00
Moyens No. 2, tins, 1/2 kilo, 100 tins 9 50
Moyens No. 3 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.
Case—
12 litres 6 50
12 quarts 5 75
24 pints 6 25
24 1/2-pints 4 25
Tins—
5 gals. 2s 23 00
2 gals. 6s 29 00
1 gal. 10s 25 00
1/2-gal. 20s 26 00
1/4-gal. 20s 13 50
1/4-gal. 48s sq. 17 00
1/4-gal. 48s rd. 15 50

BASSIN DE VICHY WATERS.
La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50 quarts 8 00

La Sanitas Sparkling, 100 pints 9 60
La Sanitas Sparkling, 100 splits 4 00
Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2 1/2-lb. bars, lb 0 08 1/2
Case 25 lbs., 11-lb. bars, lb 0 07 1/2
Case 50 lbs. 3/4-lb. bars case 3 50
Case 200 lbs. 3 1/2-oz., case. 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2 1/2-lb. bars, lb 0 08
Case 50 lbs., 3/4-lb. bars, case 3 25
Case 100 lbs. 3 1/2-oz. bars, case 1 80
Case 200 lbs. 3 1/2-oz. bars, case 3 40

ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07 1/2
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matt's Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50

CANNED HADDIES "THIS-TLE" BRAND.
A. P. TIPPET & CO., Agents.
Cases 4 doz. each, flats, per case 5 40
Cases 4 doz. each, ovals, per case 5 40
INFANTS' FOOD.
Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

LARD.
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
Tierces 11 1/2
Tubs 11 1/4
Palls 12
Tins, 20 lbs. 11 1/2
Cases, 3 lbs. 12 1/2
Cases, 5 lbs. 12 3/4
Cases, 10 lbs. 12 1/4
F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.
Tierces 0 10
Tubs 0 10 1/4
20-lb. palls 0 10 1/2
20-lb. tins 0 10
10-lb. tins 0 10 1/4
5-lb. tins 0 11
3-lb. tins 0 11
1-lb. cartons 0 11 1/2

MARMALADE.
SHIRRIFF BRAND.
"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 30
4-lb. tins, doz. 4 55
7-lb. tins, doz. 7 35
"Shredded"—
1-lb. glass, doz. 1 90
2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

MUSTARD.
COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., 1/4-lb. 1 40
D. S. F., 1/2-lb. 2 50
D. S. F., 1-lb. 5 00

F. D., 1/4-lb. 0 85
F. D., 1/2-lb. 1 45

Per Jar
Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25
MACLAREN'S IMPERIAL PREPARED MUSTARD.
Ontario Prices.
Small case 4 doz., per doz. 0 45
Medium, cases 2 doz., doz. 0 90
Large, cases, 1 doz., doz.. 1 35
VERMICELLI AND MACARONI D. SPINELLI C'Y., MONTREAL FINE.

4-lb. box "Special" per box 0 22
8-lb. box "Special" box.. 0 44
5-lb. box "Standard" box 0 27 1/2
10-lb. box "Standard" box 0 55
60-lb. cases or 75-lb. bbls. per lb. 0 06
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06
Globe Brand.
5-lb. box "Standard" box 0 30
10-lb. box "Standard" box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb 0 06 1/2

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

JELL-O ICE CREAM POWDER.
Assorted case, contains 2 dozen 2 50
Straight
Chocolate contains 2 doz. 2 50
Vanilla contains 2 dozen. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 dozen. 2 50
Unflavored contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.
Ontario Prices.
Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.
SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS.
Criole soap, per gross ... \$10 20
Floriola soap, per gross... 12 00
Straw hat polish, per gr. 18 20
SNAP HAND CLEANER.
3 dozen to box \$ 3 60
6 dozen to box 7 90
30 days.

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

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

The Travellers are Away for a Holiday

Every year about this time it is now the practice of the wholesale grocery trade of Ontario to take their travellers off the road for two weeks, thus enabling them to have a well earned rest, for although it may seem to some others that the travelling salesman is serving an occupation which is one continual semi-holiday, yet those who are familiar with the work know that on the contrary it is one continual laborious task to the man who is out after the business. In the early days of commercial travelling in this country such a thing as holidays for the men on the road was looked upon as a sort of absurdity, but the keen competition which has been developed since then has wiped out all feelings of this kind, and everybody now recognizes that the travelling salesman requires a holiday as much as do those connected with other branches of the business. This two weeks of travellers cessation from business puts a heavier load on the house, for the sales must

be kept from dwindling too low, hence we are making some offers which we hope will attract trade, and we solicit orders for any of the lines which you may be able to use to advantage.

branches of the business. This two weeks of travellers cessation from business puts a heavier load on the house, for the sales must be kept from dwindling too low, hence we are making some offers which we hope will attract trade, and we solicit orders for any of the lines which you may be able to use to advantage.

| | | |
|--|-----------|-----------------|
| Maple Leaf Selected Valencias | - - - - - | 7 $\frac{3}{4}$ |
| Fancy Seedless | - - - - - | 8 $\frac{3}{4}$ |
| Fine Filiatra Currants, cleaned | - - - - - | 6 $\frac{7}{8}$ |
| Choice California Seeded Raisins, 1s | - - - - - | 6 $\frac{7}{8}$ |
| Fancy " " " 1s | - - - - - | 7 $\frac{3}{8}$ |
| Malaga Seedless Muscatels, 28 lb. | - - - - - | 5 $\frac{1}{2}$ |
| California Choice Muir Peaches, 25s | - - - - - | 11 |
| " " Apricots, 25s | - - - - - | 19 |
| " " Prunes, 70/80, 25s | - - - - - | 8 |
| " " " 60/70, 25s | - - - - - | 8 $\frac{1}{2}$ |
| " " " 50/60, 25s | - - - - - | 9 |
| Tecumseh Tomatoes, 3s | - - - - - | 1.45 |
| Barbadoes Grocery Sugar, 100-lb. cotton lined bags | - - - - - | 4 $\frac{1}{4}$ |
| Golden Brand Finnan Haddie, new pack, case 4 doz. | - - - - - | 4.25 |
| Japan Tea Fannings, large leaf, excellent draw, | - - - - - | 11 |

95

THE CANADIAN GROCER

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Front and Scott Streets,

- -

TORONTO

Raspberries

are now arriving freely.
Selling reasonable price.

Now is the time to buy.

Two cars mixed California fruit—
Peaches, Plums, Pears,
Georgia Peaches

PRICES RIGHT

| | |
|-------------|-------------|
| Tomatoes | Cabbage |
| Cucumbers | Beans |
| Watermelons | Cantaloupes |



25-27 CHURCH TORONTO
are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

—
We invite
enquiry

—
Prompt attention and first-class
service.

—
WRITE AT ONCE

LEMON BROS.
Owen Sound, Ontario

A TIP

for you Mr. Grocer, i.e.
Lemons are going to be
very scarce for the bal-
ance of the summer—
Stock some

**“ST.
NICHOLAS”**

for later use if you can
buy them.

J. J. McCABE
Agent
Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



Oakey's

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

“WELLINGTON”

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

Frequency of Sailings

Every eleventh day a
Pickford & Black
steamer leaves Halifax
for Bermuda, St. Kitts,
Antigua, Barbados,
Trinidad and Demer-
ara; the round trip oc-
cupying thirty days.

For further particulars
apply to

PICKFORD & BLACK, LIMITED
HALIFAX, N.S. Agents



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario



Georgia Peaches
Bartlett Pears
California Plums
Watermelons
Cantaloupes

FRESH AND OF THE BEST—
 DAILY

WHITE & CO., LTD.
 TORONTO and HAMILTON

**FRUITS FOR
 PRESERVING**

We have fresh arrivals of all small fruits and vegetables of the very best quality every day. Let us supply you with fruits for preserving. Send us your order and we will fill when quality and price is right.

New Potatoes, Extra Fancy
 Quality.

ORANGES LEMONS BANANAS

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861
 GUELPH and NORTH BAY

Every Grocer Knows

—that the faster his stock moves, the more money he makes—

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

HEINZ 57 VARIETIES

Pure Food Products

are always well advertised.

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

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

H. J. HEINZ COMPANY

**"Standard Goods
 Sell Best"**

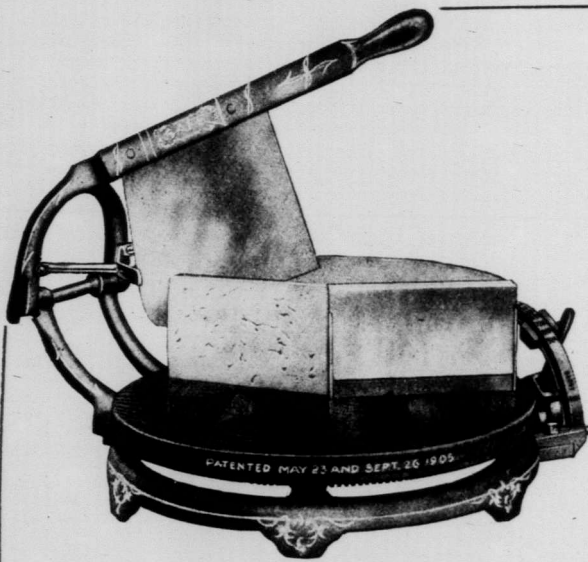
The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsome when added to other foods.

The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.



Make up Your Stocks To-day

BOVRIL, LIMITED
 MONTREAL



Now For a New Partner

That Doesn't Want Salary or Dividends

You can have a working partner of that kind for the asking—a "Safe" Cheese Cutter. It is every inch a cheese salesman—a business getter, a profit earner, because it allows no waste and assures you of guaranteed accurate measure.

The "Safe" Computing Cheese Cutter gives tone and character to your store and does not deceive customers when it gives the appearance of cleanliness and sanitation.

Besides keeping your cheese compactly and easy of access, it constantly displays it in an attractive manner that invites sales.

The "Safe" Cheese Cutter guards your profits on cheese and gives the customer exactly the amount asked for—a small feature maybe, but mighty towards satisfaction to your trade. Spend a little money in order to save a lot and earn more.

SEND FOR INFORMATION AND PARTICULARS.

COMPUTING CHEESE CUTTER COMPANY

621-625 Main Street

ANDERSON, IND., U.S.A.

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited

SHUT UP SHOP

You might as well quit business as sell your women customers any brooms that do not give satisfaction.

There is nothing that will raise their ire quicker and that will become more destructive to the grocer's trade than the sale of a poor broom.

Have a stock on hand of W. W. Co. brooms—you can safely recommend them to the most fastidious. They are the best quality, best workmanship, and bamboo handles.

Walter Woods & Co.

HAMILTON - - WINNIPEG

DOUBLE YOUR SALES OF MARMALADE

Most of the marmalade that is sold is bought by those who come into the store and ask for it. A little creative salesmanship would easily double the sales of marmalade.

For instance you could double your sales of

Shirriff's Marmalade

by instructing your salesman to tactfully suggest to customers that Shirriff's Scotch Marmalade is very appetizing, delicious and healthful. That it is made of selected Seville oranges and best granulated sugar. And has the keen, stimulating tang of the bitter Seville orange blended most deliciously with the sweet of the granulated sugar.

They could suggest that Shirriff's marmalade spread on toast or crisp soda crackers tastes very good at breakfast. And some people enjoy it spread on hot biscuits. Others with pancakes.

They could suggest, too, that marmalade steam puddings, marmalade pies and marmalade tarts are delightful.

Just try the above suggestions and see how quickly you will double your sales of Shirriff's Marmalade. It's to your profit to do so.

Imperial Extract Co.
Toronto

23

Brunswick Brand Canned Fish



It is every grocer's wish that he should build a profitable business. What class of stock are you pushing to win for you? Do you stock Connors' Bros. goods? They are the kind that "Hit the Mark" of popularity and make satisfied customers for you.

Brunswick Brand Fish Foods, packed by this well-known firm, are the finest obtainable and may be relied upon to give the greatest satisfaction. By the "Brunswick" modern sanitary method of canning, the natural fish flavor is preserved to a remarkable degree.

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

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



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW.

W. P. Downey
MONTREAL, QUE.

NATION'S CUSTARD POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

Nation's Egg Powder



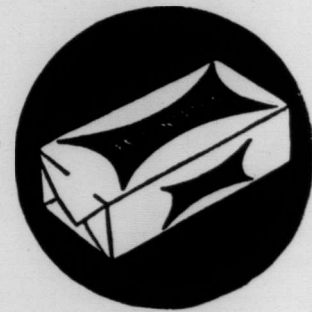
AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario.)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.

Samples free by post.

Sure Sale

You can stock any quantity of Fels-Naptha soap and feel sure it will sell, because women buy Fels-Naptha feeling sure of what it will do in saving them fuel, time and temper on wash-days and other days.



Sticky fly papers catch comparatively few flies, and hold them until they die of starvation.

WILSON'S FLY PADS

kill flies wholesale, and they die in five minutes.

Credit Without Risk



The credit customer "we have always with us"—until he gets "in" too deep for comfort.

Allison Coupon Books

not only eliminate the "risk," but they make it a "cinch" to hold the customer, and likewise make it easier to deal with him.

HOW THEY WORK
A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the 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 Company, Indianapolis, Indiana.

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

All Good Things are Imitated.

MAPLEINE

(The flavor de Luxe)

Is not the exception.

Try the imitation yourself and note the difference.

Order from your jobber, or
Frederlok E. Robson Co.,
26 Front St. E., Toronto.

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



"Above the ordinary"

that is the verdict of hundreds of grocers in Canada when telling of the salability of N. P. BAR SOAP. If your customers knew the truth as to its economy and honest value as a good soap, a profitable soap trade would be yours. Write us for prices. Don't delay.

David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.

The "*Eclipse*" Line of Refrigerators

MADE FOR

GROCERS, BUTCHERS, HOTELS, Etc.
WINNERS IN THE U. S. SINCE 1856.

Now Manufactured in Winnipeg

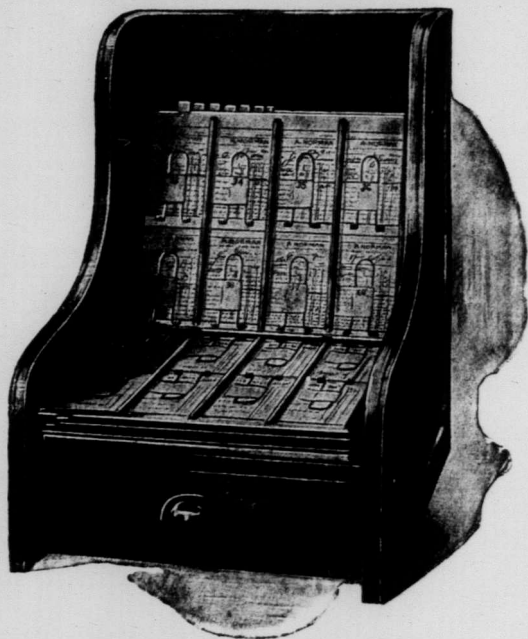
BY

Ryan Brothers

HAVE YOU SEEN THE "*ECLIPSE*" REFRIGERATOR COUNTERS?

OFFICES AND WAREHOUSE
JAMES STREET EAST, WINNIPEG

FACTORY
ALEXANDER AND BRIGHTON



With the proper system of account keeping you can put an end to accounting worries and know the amount of accounts outstanding at a glance.

The ULLMAN Account Register

is the safest, simplest, quickest, surest to charge and most satisfactory of any system on the market. It satisfies the customer as well as the merchant. There is a decided advantage to the grocer who uses an Ullman Account Register. The customer knows, every time he makes a purchase, how much he owes, and naturally tries to keep it as low as possible. Put in an Ullman Account Register and stop the incessant night work and worry of retail book-keeping.

Send for illustrated booklet or ask for demonstration.

We want dealers to handle the Ullman Account Register in some localities.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario



FACTORY AT HAMILTON

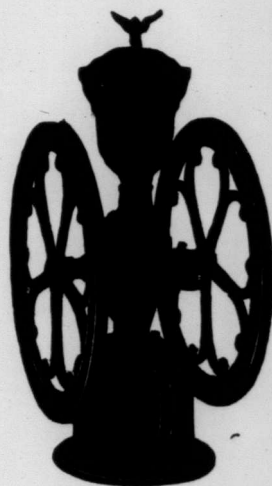


is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

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

MADE BY

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

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Prince
Banne

Order
Deliver
East to

ST. G

Your Chance to Get E.A's

EVAPORATED APPLES

Great Stock. Particularly attractive prices. Prospective shortage for the coming season. That's the whole story.

Order a Trial Box
NOW!

Mathewson's Sons

Wholesale Grocers - - Montreal

People Will Buy—



In hot weather personal comfort is very much thought of. Especially is this so in the matter of drinks—but they must be cooling and thirst-quenching.



RASPBERRY VINEGAR

is well-known because it best satisfies the appetite in hot weather. There is a big demand just now—put in a stock for immediate selling.

The T.A.LYTTLE CO.,
LIMITED
STERLING ROAD, TORONTO



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.50
Princess Condensed Milk, 4 doz. in case, \$4.20
Banner Condensed Milk, 4 doz. in case, \$5.00

Order from your wholesaler or direct from the factory, Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO.

CENTURY

If you handle Century Salt, the satisfaction-giving Salt, you are handling a product which pleases. Century Salt is the salt that people ask for by name. It has stood the test and become the pride of the table and dairy.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA - ONTARIO

SALT



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper & Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag & Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited

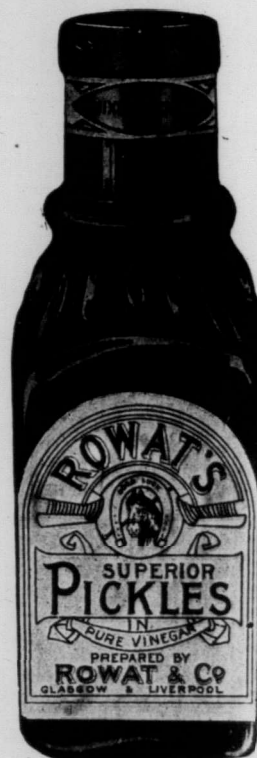
SOLE MANUFACTURERS

OTTAWA, CANADA

PICKLES

There is a certain amount of risk in buying bottled pickles. The moral is:—"Buy by the name."

All brands of pickles look very much alike to the ordinary grocer. Safeguard your stock by getting Rowat's Pickles. The name is widely and favorably known among the particular housewives of your trade.



ROWAT & CO.
Glasgow - Scotland

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



Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.

21-23 Wellington St. West, TORONTO

BUY
Star Brand
Cotton Clothes Lines
AND
Cotton Twine

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

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

THE STIMULANT

The stimulant to a drowsy trade in these hot days is a feature that makes

QUEEN QUALITY PICKLES

a good buy. People will not cook in such weather. Cold meats are eaten profusely, and a good pickle makes a mediocre meal into a delight. That's just about the summer bill-of-fare for your trade. Are you stocking the pickles that please? Try Queen Quality. Write for quotations and list your other high-grade products.

Taylor & Pringle Co.
Owen Sound - Ont.



Are You a Salesman?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.
Quebec - Winnipeg

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton.

Ont.

CLASSIFIED ADVERTISING

FOR SALE

CASH REGISTER FOR SALE—GOOD AS NEW. Total adder. Prints detail strip. Apply E. A. Stahl, Berlin, Ont.

BUSINESS CHANCES

GROCER BUSINESS FOR SALE — GOOD paying trade, well established, best location in town. Apply Box 435, Canadian Grocer.

FOR SALE—GROCERY BUSINESS, CARRYING a well assorted stock; inventory about \$2,500. Doing a good paying business. Turn-over about \$18,000. Good location in one of the best towns in New Ontario. Apply Box 440, Canadian Grocer.

FOR SALE—GROCERY, CONFECTIONERY and ice cream, in good country town, doing a good business. Established thirty years. Good reason for selling. Purchaser can have store with a dwelling above at moderate rent. Apply Box 437, Canadian Grocer.

READ THIS—GENERAL STOCK OF MERCHANDISE in Edmonton district, Alberta, offered for sale; inventory about \$10,000; buyer should make \$4,000 profit first year. Cash required about \$3,500. If you are looking for a genuine business you cannot afford to pass this by. Box 439, Canadian Grocer.

SUNNY ALBERTA—YOUR OPPORTUNITY to get a paying business. General merchandise stock of \$6,000 offered for sale, doing a strictly cash business; good profits. Close investigation invited. Cash required about \$3,000. Write owner, Box 438, Canadian Grocer.

GROCERY AND PROVISION BUSINESS for sale—in western Ontario city, about 17,000 population. Store in choice central location, and fitted with up-to-date fixtures. A splendid chance for a wide-awake man. Will sell very reasonable if sold at once. Apply Box 441, Canadian Grocer.

AGENTS WANTED

MANUFACTURERS OF BACON SLICING machine, which sells at ten dollars carriage forward, suitable for small grocers, pork butchers, hotels and boarding houses, desire to appoint old established wholesale grocers and stores in the largest cities as sole agents for same. The machine slices bacon or bread of any size or thickness required. Sells at sight. Large commission. State references and full list of particulars to H. S. Birchall's Advertising Offices, Liverpool, England.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c., 50c., 75c., \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKS, lists, catalogues, price lists, handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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

MISCELLANEOUS

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

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

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

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

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

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

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. EgrY Register Co., Dayton, Ohio: 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

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

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

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

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

YOU DON'T BUY A NATIONAL CASH Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award
(Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

SALES AGENTS:

The Lind Brokerage Co.
49 Wellington St. E. Toronto.

George H. Gillespie,
437 Richmond St., London, Ont.

J. T. McBride,
62 Canadian Life Chambers,
Montreal.

The Turnbull Co.,
Winnipeg, Man.

The Standard Brokerage Co.
860-864 Cambie St., Vancouver.

OLIVE OIL

—High Quality—

OLIVE OIL

Reasonable Price

OLIVE OIL

For Salad Season

WHY NOT WRITE US FOR QUOTATIONS ON OUR LEADING BRAND WHICH CARRIES AN ABSOLUTE GUARANTEE OF PURITY?

H. E. VIPOND

197 St. Paul St.
MONTREAL

WE NEVER RECEDE FROM THIS ONE PURPOSE:

“The making of a line of Soda Biscuits that will command a steady sale and allow the dealer a good profit.”

Meadow Cream Sodas

are packed attractively, contain more than others at the same price, and of a better quality. Put in a stock **NOW**.

THE W. J. CROTHERS CO'Y
KINGSTON, ONT.

CASTILE SOAP



“LA VIERGE”

**The Virgin Brand
EXTRA SUPERIOR QUALITY**

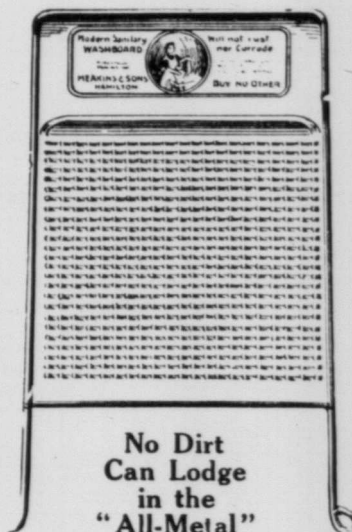
The Standard Castile Soap of Marseille
Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: “LA VIERGE”—“FELIX EYDOUX”—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA

It's the “Wearing Quality” Service

That makes our Wash Boards most popular



Meakin's Sanitary Washboards have the proper principle of a long-lived washboard—all metal.

Immediately the housewife becomes acquainted with the economy she would be practising by using a Meakin's, you have got her sale sure.

They will last many times longer than wood; no dirt or germs can lodge in any part, and they will not rust or corrode.

MEAKINS & SONS

Hamilton, - Ontario

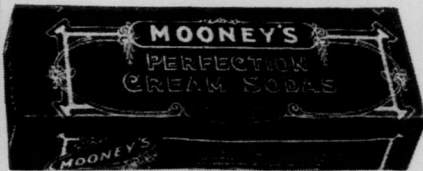
From Your Standpoint



perfection is made up of four things: Making, Baking, Packing and Selling.

Mooney's Perfection Cream Sodas are made right, baked right, packed right, and sell right.

Popularity and Perfection go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks the right kind.



The Mooney Biscuit and Candy Co., Limited

Factories at

Stratford, Ont. Winnipeg, Man.

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

THE "WANT AD."

The "want ad." has grown from a little used force in business life, into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.



Stuhr's DELICACIES.

Genuine Caviare,
Anchovies in Brine,
IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Parke's Catsup Flavor and Preserver



Sells rapidly and is a sure repeater

- (1) It saves a lot of time and waste to a dealer making up recipes with 2 cents of this spice and 2 cents worth of another.
- (2) A 25 cent bottle flavors and preserves catsup made from a bushel of tomatoes.

Sold at \$2.00 per doz., less regular cash discount, by most wholesale grocers and druggists. If not procurable from them we will send it to you at regular prices, and allow express charges on a 3 dozen lot.

PARKE & PARKE, Druggists
HAMILTON, ONTARIO

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

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

Do You Know What It Means

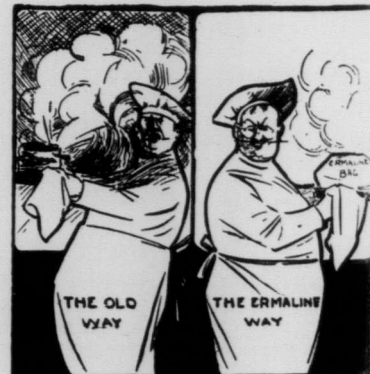
to you if you get your customers into the

ERMALINE HABIT?

It simply means that you will establish a good paying business, one which will last.

ERMALINE COOKING BAGS

have proven great sellers. Don't think for one moment that paper bag cookery is a fad. Those who have tried them will tell you they are a regular boon, and have come to stay.



Edward Lloyd
LIMITED
MONTREAL

PERRIN'S

5c. and 10c. Fancy Thin
Blue Packages
Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins



DAIRY

CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

DRIED FRUIT OF QUALITY

This Mark



**on every Box
Insures the Best**

Place Order Now for
Fall Delivery
All First-class Jobbers Handle



By Special royal permission.

**The Food That
Serves the Appetite**

Sardines preserved in the whole state in pure olive oil are precluded from contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

**"KING OSCAR"
SARDINES**

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure olive oil.

They produce satisfaction and incidentally profit.

GET A STOCK TO-DAY.

JOHN W. BICKLE & GREENING

(J. A. HENDERSON)

HAMILTON, :: :: :: ONTARIO

**Attractive Prices
On Summer Drinks**

Don't think, because the sun has ceased to scorch, that the demand for summer drinks is dead. You will find a ready response from the customer, just as soon as you produce the goods. They know the warm weather is not over.

Belfast Ginger Ale

Imported

Trayder Brand. **Trayder Brand.**
We offer 500 cases, 6 dozen to case.
Cork Stoppers. **Crown Stoppers.**
Pts. \$1.00 doz. Pts. 90c doz.
Splits, 85c doz. Splits, 75c doz.

**More Good Bargains
WATERS FROM VICHY BASIN.**

33 cs. "Celestin" Vichy Water, in 50 half bottle cases, \$4.00 cs.
25 cs. "La Sanitas" Sparkling Vichy Water, in 50 half bottle case, \$4.00 cs.

**"LEMONADES" FROM VICHY
BASIN.**

100 cs. "La Savoureuse", \$7.00 cs. of 120 splits.
100 cs. "La St. Nicholas," \$6.00 cs. of 100 splits.

DUFFY. **MILLER.**

Apple and Grape "High Life" Lager Juice. Milwaukee.
Apple Cider Champagne.

Write, Phone or Wire

**Laporte, Martin & Cie.
Limitee**

568 ST. PAUL STREET

TEL. BEL. MAIN 3766

MONTREAL

Aetna Biscuit Co.
Alison Coupon Co.
Armsby, J. K.
Aylmer Con. Milk
Auto Roach Killer

Babbitt, B. T., In
Balfour-Smye & Co.
Barr Register Co.
Benedict, F. L.
Bickle, J. W., & G.
Borden Condensed
Bovril, Ltd.
Bourque & Son, H.
Brantford Oven & B

Cairns & Sons, Ale
Canadian Coconut
Chaput Fils & Cie
Chivers & Sons
Church & Dwight
Clark, W.
Clawson & Co.
Coles Mfg. Co.
Computing Cheese
Common Sense Mfg
Continental Bag &
Connors Bros.
Couvrette & Saureol
Crescent Mfg. Co.
Crothers, W. J.

Dalley, F. F., Co.
Davidson, James, Es
De La Rond Business
Distributors, Ltd.
Dominion Canners,
Dominion Register
Dominion Match Co.
Dominion Salt Co.
Downey, W. P.

Eby-Blain, Limited
Ekardt, H. F.
Edwardsburg Starch
Eno, Ltd., J. C.
Epps, Jas.
Escott & Harmer
Eureka Refrigerator

WHI

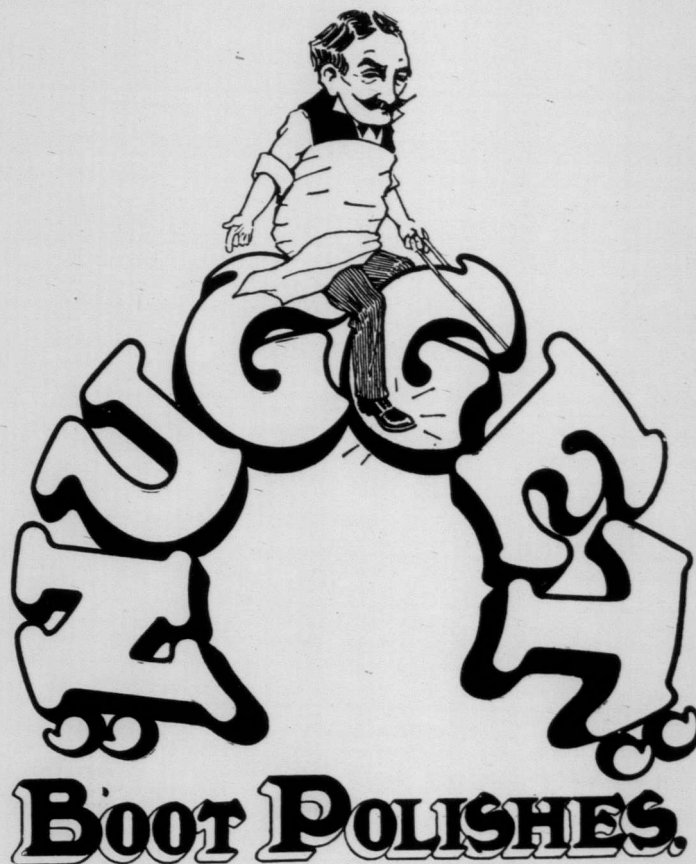
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yeast cak
customer
results if

White S

Sole

**ARE YOU
"HAVING
A RUN"
ON
"NUGGET"**

**THE "NUGGET"
POLISH CO.,
LIMITED**



The Best
Advertised
and Most
Popular
Polish on
the Market

Quality
Will Tell

67 Adelaide
Street, East
Toronto, Ont.



Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples.

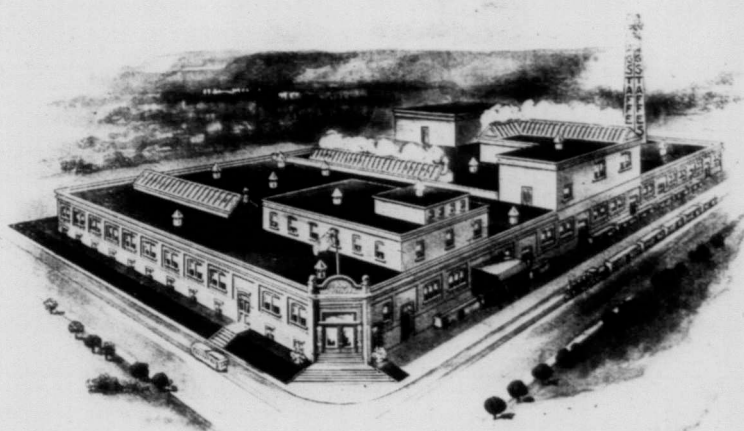
ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

AGENTS: Wallace Anderson, 49 Wellington Street, Toronto. L. H. Millen, Hamilton, Canada.

THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English



FINEST FRUIT PRESERVING PLANT
IN CANADA

Pure Jams 1912, Raspberry, Black Currant,
Red Currant Jelly, Black Currant Jelly,
Raspberry and Gooseberry, and
Red Currant Jam, etc.

ALL READY FOR DELIVERY

WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton

- - - -

Ontario

FACTS

**YOU SHOULD KNOW
ABOUT**

"KOFFIO"

**THE NEW FILLER
IN THE FIRST PLACE**

a BY-PRODUCT or OFFAL, manufactured under a special patent for the purpose for which it is used—

IN THE SECOND PLACE—IT DRAWS LIKE COFFEE

KOFFIO is used in most cases in proportions varying from 10 to 30%, in many cases as high as 50%, and some concerns specializing on low priced coffee-compounds, use as high as 80% and obtain satisfactory results.

YOU CAN use double the quantity of "KOFFIO" over any other filler without great apparent change in color, weight, taste, or aroma from straight coffee.

So, YOU CAN greatly reduce costs and at the same time supply the consumer an eminently satisfactory food-beverage.

YOU CAN buy "KOFFIO" in quantities (thereby securing the minimum price) and store same without fear of deterioration from age, dampness or vermin.

YOU CAN'T pot spoil "KOFFIO." Boil it three minutes and it's good. Boil it three hours and it's just as good—but no better.

TWO OF THE LARGEST COFFEE HOUSES IN CANADA ARE USING "KOFFIO" IN CARLOAD LOTS. ITS LIBERAL USE WILL permit you to secure Institution, Hotel, Restaurant, Mining and Construction Commissary business at a good profit.

"KOFFIO" has distinctive neutralizing properties which will turn strong Mexicans and like types into a highly palatable cup.

On the left—Sample of Coffee and grounds.

At right—Sample of "Koffio" and grounds.

Prepared under exactly the same conditions.



Photographed together and reproduced on same plate.

MR. ROASTER

Don't

MAKE THE MISTAKE of comparing "KOFFIO" with other fillers you have used—IT'S DIFFERENT.

CE—"KOFFIO" IS NOT

finished article scientifically processed and made expressly

GUARANTEE

A guarantee legally executed by the proper officers will be forwarded to those requesting same. A general guarantee has been filed with the U.S. Secretary of Agriculture under the stringent Food and Drugs Act of June 30th, 1906, and given serial number 13018.

GROUND COFFEE AND KOFFIO



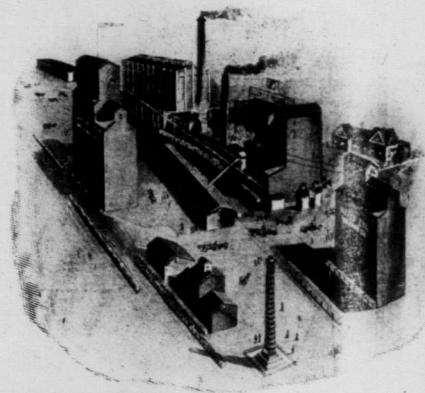
The chief chemist of our laboratory took 4 grammes of coffee and 40 grammes of "KOFFIO"; added 9 oz. of water to each, and infused them in separate pots for 2 min. 15 sec.—producing the two samples of liquid shown below.

CHEMICAL ANALYSIS OF COFFEE AND "KOFFIO"

| (DRY MATERIAL) | Coffee. | "Koffio." |
|---------------------|---------|-----------|
| Moisture | 1.55 | 5.71 |
| Proteids | 12.98 | 18.37 |
| Fat | 11.40 | 4.02 |
| Ash | 3.85 | 4.19 |
| Carbohydrates | 70.22 | 67.71 |

NOTE.—One of the best known coffee experts in Canada writes:

"In view of the wonderful results achieved from the use of "KOFFIO" and the fact that it is less than one-third the price of the cheapest coffee and in view of the further fact that we have had practically a complete failure in the Canadian Chicory crop, your material certainly has a wonderful field before it in the Dominion."



WHERE "KOFFIO" IS MADE

**SLEEPY EYE FLOUR
MILLS CO.**

MINNEAPOLIS MINN

ESTABLISHED IN 1883

