

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

London, Eng.: 88 Fleet St., E.C.

Toronto: 142-149 University Ave.

New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO AUGUST 18, 1911

No. 33

Robinson's Patent Barley

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



Robinson's Patent Barley

is a Healthful and
Nutritious Food for Young
and Old.

For Particulars, Address

MAGOR, SON & CO.,

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

AGENTS FOR THE DOMINION OF CANADA

Blanc-Mange Is Not The Only Thing

Most women think of Cornstarch in connection with only one single dish—the making of blanc-mange. If they only knew it, there are one hundred and one different uses to which it can be put. For instance,

BENSON'S PREPARED CORN

is fine to powder candies, such as marshmallows, etc. It has a flavor which brings out the sweetness of the candy. This is a little thing, perhaps, but it is telling your customers little things like this which proves to them that you are interested and thus helps trade for you.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

**Highest
Quality**

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

Cox's Gelatine

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

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

Codou's Macaroni

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

**Highest
Quality**

ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto



NOTICE THE NAME

CLARK'S



It is all the PROTECTION you require. It enhances your reputation as a business man. It carries to your Customers a guarantee that was founded and exists on Quality.

Every line is an INDIVIDUAL SPECIALTY PUT UP BY THE HOUSE THAT KNOWS HOW.

QUALITY is being demanded more and more every day by the Canadian Public. Why not add to your assets by introducing more of CLARK'S QUALITY GOODS?

Every can will be an illumination in your store.

CLARK'S QUALITY GOODS magnetize and cement their influence, making pleased customers and repeat orders. The more of Clark's you carry the more of Clark's you deliver. NONE OF CLARK'S QUALITY GOODS STAND STILL. Your profits never dwindle or dawdle, but grow larger and come quick and sure.

Have you a full line of the people's favorite Pork and Beans?

Plain	Sauce,	Six Sizes,	The Pink Label
Tomato	"	"	" Blue "
Chili	"	Three Sizes,	" Red and Gold Label

Your Wholesaler can supply your needs without delay.

WM. CLARK, MONTREAL

Manufacturer of the Celebrated "CHATEAU" Brand Concentrated Soups.

Worthy of Immediate Attention

EBY-BLAIN, LIMITED
J. F. Eby, Pres.
Hugh Blain, Vice.-Pres.

Bottled Catsup---

Pints, c's, 2 doz., 95c doz.
Quarts, c's, 1 doz., \$1.35 doz.

Jams---

GOOD COMPOUND—
In 30-lb. pails only **7c lb.**
Quality guaranteed

From present indications, prices will be higher on both of these lines.

NEW PACK "EAGLE" BRAND BLUEBERRIES

We would advise you to book your orders at our present quotations as prices are sure to advance.

IN STOCK---NEW CALIFORNIA ASPARAGUS

We have a full assortment, both green and white, in medium-large and taps.

Our quotations will interest you.

EBY-BLAIN, LIMITED

Wholesale Grocers - - TORONTO

A Safe Investment

BORDEN'S EVAPORATED MILK PEERLESS BRAND



The Original

When the Grocer buys a stock of Peerless he has made a safe investment.

No worry about Quality.

Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

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

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Unsweetened

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

By Special
Appointment



Established 1817.

to His Majesty
King George V.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

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

SAMPLES AND FULL PARTICULARS FROM

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

In the preparation
of

"Granola Digestive" Biscuits

the finest and purest
materials are used,
and the utmost care
taken in every
process of manu-
facture.

But the test of a
biscuit is in the
eating.

Try the
"GRANOLA
DIGESTIVE"
Biscuit to-day.

Macfarlane Lang & Co's

Biscuit Manufacturers,
Glasgow and London.

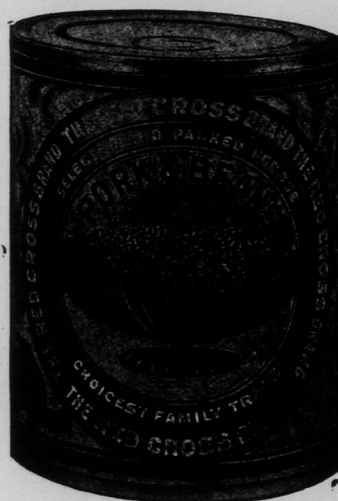
Consider Your Customers First By Passing Them Out These Brands



“Simcoe”

Baked Beans

With Tomato and Chili Sauce



“Red Cross”

Baked Beans

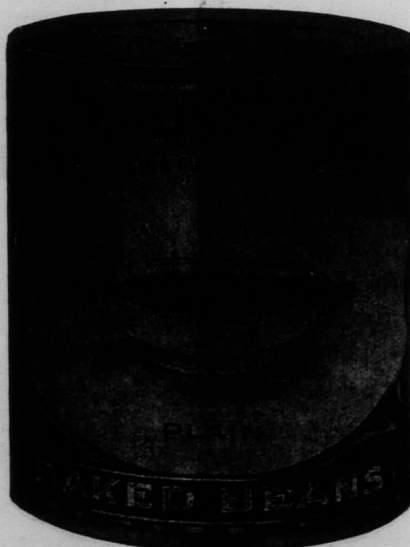
“Red Cross”

PORK & BEANS

You serve your customer's best interests and at the same time you are laying the foundation for future business. Every can contains hand-picked beans, prepared by a special process that gives them a rich, nutty flavor, packed solidly.

We put them up, both plain and with tomato or chili sauce, in large and small sized cans, suitable for family, hotel or restaurant use. Push “Simcoe” and “Red Cross.”

Your customers will look for the green label on the top of every can of 3's Family size. See that it is there.



There are more beans to the can in our Family size 3's than in the 3's Flat size offered by other packers.

Dominion Canners

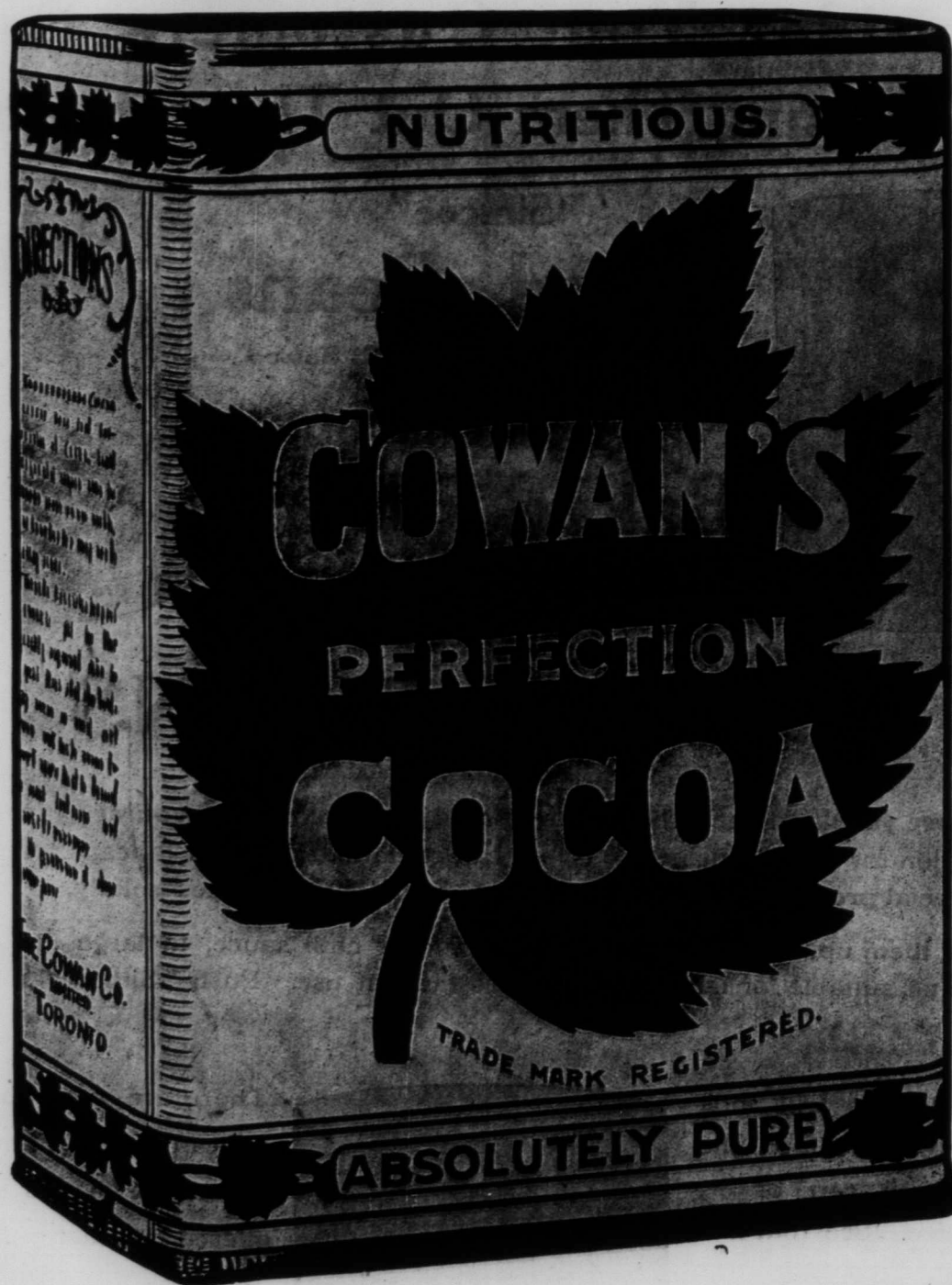
Limited

Hamilton - Canada

Dominion Canners

Limited

Hamilton - Canada



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, ONTARIO

“GET A RECEIPT”



89.0 JAN.11

★D 77.00

A. LABONTE
MONTREAL
GROCERIES

Return This Check
In Case Of Error
It Is Your Receipt

Putting a Receipt in Every Parcel Benefits the Customer

- It prevents disputes. Prevents overcharging.
- Prevents mistakes in change. Stops mistakes in charge accounts.
- Insures a proper record of money paid on account.
- Gives information about special sales and new lines of goods handled by the merchant.
- Protects children and servants by giving them a receipt to take home.
- Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made. They sell from \$13.00 to \$870.00.

Putting a Receipt in Every Parcel Benefits the Merchant

- It stops mistakes. Stops losses. Removes temptation.
- Increases trade. Increases profits.

BECAUSE It enforces a correct record of All cash sales. All credit sales. All money received on account and all money paid out.

- It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.
- Makes each clerk responsible for the way he serves customers.
- Every merchant's success depends on whether his methods of handling his business gives the above results.

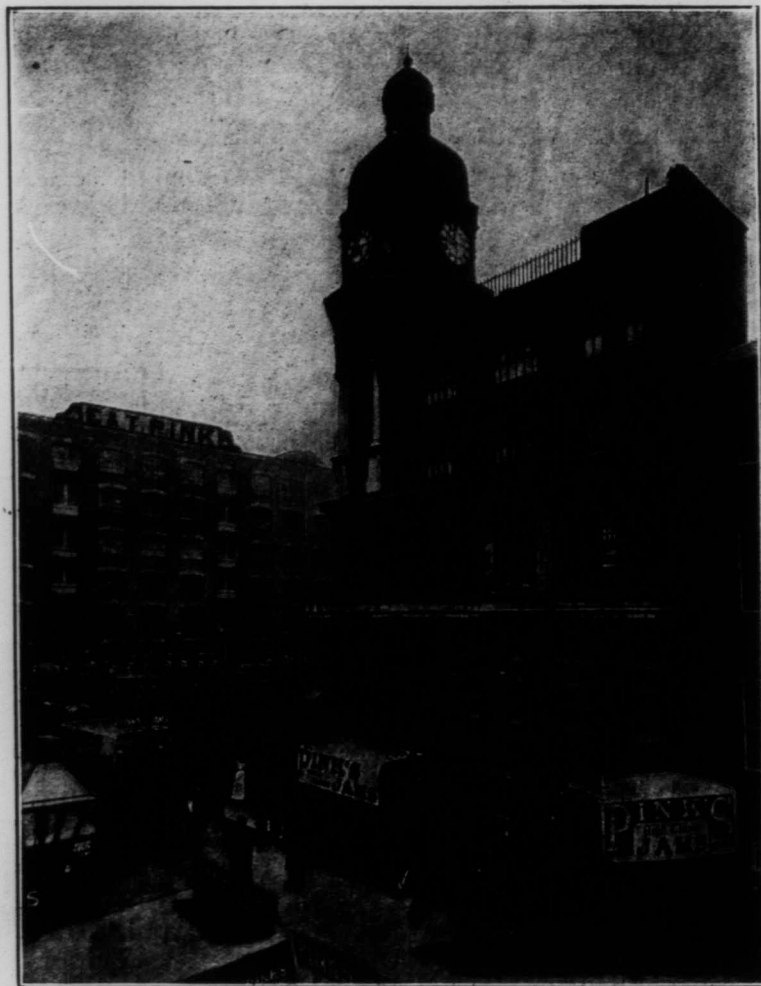
National Cash Register Receipts protect hundreds of thousands of merchants daily.

Ask for complete information about the “Get a Receipt” plan. Write

THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada
285 YONGE STREET, TORONTO

E. & T. PINK

All High
Class
Goods of
Absolute
Purity.



Do Yourself
the Justice
to Handle
these
Lines.

**JAMS, MARMALADES,
CANDIED PEEL, CONFECTIONERY,
PICKLES, etc., etc.**

Sole Distributors for Canada:
THE MANUFACTURERS AGENCY CO.

MONTREAL: J. W. Windsor, 22 St. John Street.

ST. JOHN, N.B.: S. Cecil Irvine, 48 Princess Street.

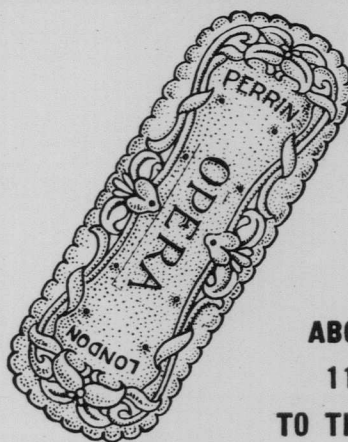
HALIFAX, N.S.: C. E. Creighton, Bedford Chambers.

BOSTON, U.S.A.: Gen. Sales Office, 24 Milk Street.

Manufactory:—LONDON, ENGLAND



ABOUT
110
TO THE LB.



ABOUT
110
TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit
delicacy



TRADE MARK REGISTERED

Dainty design, unique
and rich in flavor

Did You Get
In on Last
Week's Prices?



Still a bargain for you, 25 1-lb. Packages for \$2.10

"ORSENIGO" IS QUALITY IN THE HIGHEST, made from the
very best Tananrog Russian Wheat, which gives it that Gluten Quality
necessary and indispensable in QUALITY MACARONI.

We have
other
Good Lines.

The Charles
Ciceri
Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO

Drop us a
line.

MONTREAL



"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.



PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

WESTON'S FANCY MARSHMALLOW BISCUITS

ARE ABSOLUTELY UNEQUALLED FOR QUALITY AND APPEARANCE

Our process of manufacture and the high-grade material used enables us to give our trade the best article on the market to-day.

WRITE FOR PRICES AND SAMPLES.

George Weston, Limited
TORONTO



Get Wise



and Busy



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

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

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

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

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

J. MALCOLM & SON

Order from your wholesaler or direct from the factory.

ST. GEORGE

ONT.

BAIRD'S WORCESTERSHIRE SAUCE

is

DELICIOUS

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

**Low in Price
High in Quality**



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

Ramsay's

BEST BY TEST

SWEET BISCUITS

delight the palate of the most fastidious taste. They are made in our "Sunshine Bakery" where everything is bright and clean. No foreign odors or dirt can possibly come into contact with these biscuits in the process of mixing and baking.

You need not hesitate to advocate Ramsay's to your most particular patrons.

MADE BY RAMSAYS,

Factory---29-31 Vitre St., MONTREAL

— Reciprocity? — Why not? —

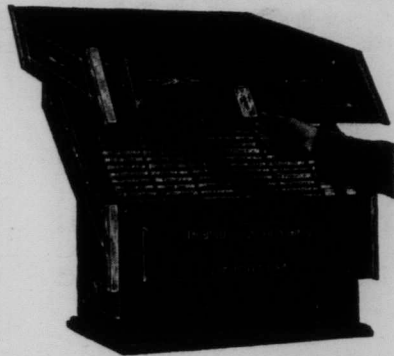
Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported and sells at half the price.

There's no alum in it.

IN CASE OF FIRE

would your accounts be protected, or would they burn as common, ordinary merchandise?
Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night.*



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

The KEITH System

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us it works out the few dollars you put into it in the beginning several times over in the course of one year.



SELF-INDEXING, ONE-WRITING
FIRE-PROOF

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too—all done with *one writing.* **Our Catalogue Explains. Send for Full Information.**

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.

—BOOST YOUR BONED MEAT SALES—

BY INSTALLING A

"Berkel" Meat Slicer

on your provision counter. The "Berkel" is the last word in the effective slicing of your bacon and ham, cutting it in a clean and attractive manner into at least twice as many slices as is possible by hand.

The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

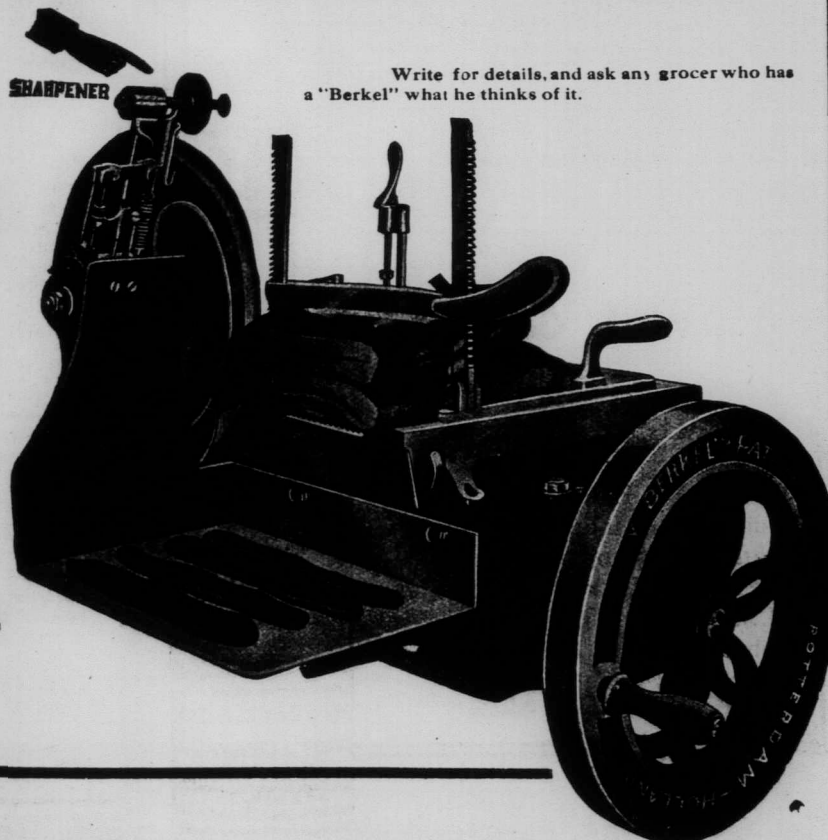
Fitted with an automatic sharpener, and protected to prevent accident.

Add to your reputation by installing this profitable modern machine in your store.

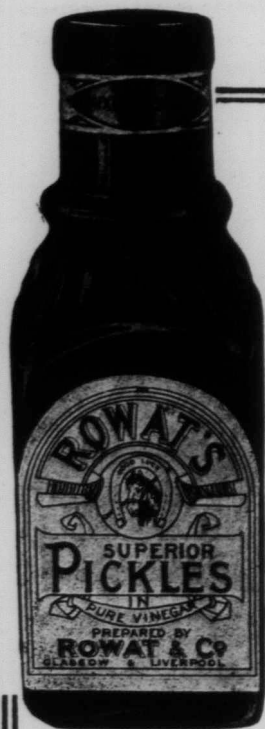
CANADIAN AGENTS

W. A. Freeman Co., Limited

Hamilton, - Ont.



Write for details, and ask any grocer who has a "Berkel" what he thinks of it.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on you trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West: F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



A Word To The Wise

Don't be Misguided or Gold - Bricked. All Pure Spices are Not First Quality.

A WARNING

NOW the Spice Season is again approaching, we want to emphasize the absolute purity and high quality of all **Litster's** Spices. Some people consider the words "Purity" and "Quality" synonymous, but this is not a fact in the Spice trade to-day. The days of wooden Nutmegs and sanded Peppers may be gone, but the exploitation of "pure" goods of "poor" quality is flourishing.

After the manufacturers of essential oils have exhausted by their scientific methods all the goodness contained in the large quantities of spices they use, the poor spent article is sold to any spice mill willing to use same. These millers are within the law in Canada at present. They can label their goods "Pure" and by mixing with different proportions of unexhausted spices can give a semblance of quality. The United States Government now prohibits the use of such spent spices and probably by reason of that fact the sale in Canada has assumed large proportions. Within the past few days we have had offered to us spent Cloves of good appearance at half the price of what we are using, ground Pepper skins at four cents per pound, "very hot and pungent," Pepper shells 3½ cents per pound, broken Pepper at 2½ cents per pound, "pure and a good ash test," spent Ginger at six cents per pound (after the Ginger Ale men get through with it) and exhausted Allspice at two cents per pound "good for whole Pickling Spice" (but tastes like sawdust.)

Now just as there are many spice mill men who will use this stuff, so there are grocers who do not object to handling it. If either sold it at low price commensurate with the cost, it would not be so bad, but they usually keep the price just about the same as the genuine above board article. Again, most of the grinders of spent spices are cute. Nothing is said about using them in their product. Neither their salesmen nor the purchaser know anything about the fraud. The consumer gets the worst of it. The moral is plain—a word to the wise is sufficient.

When the Litster Pure Food Company commenced business, they resolved to produce only high grade goods of absolute purity. This decision has been strictly adhered to. Not one ounce of spent or exhausted spices of any kind has been or will be used in their factory.

EVERYTHING **LITSTER'S** IS GOOD

THE LITSTER PURE FOOD CO., Limited - TORONTO, CAN



CENTURY SALT

**PUREST OF—
PURE SALTS**

The exceptionally pure crystals of the CENTURY SALT is an evidence of the extreme care taken in the manufacture of this staple table condiment. Century Salt contains no impurities or adulterants, which fact has popularized it with Canadian people. We ship promptly. Order to-day.

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.

This Mark on Every Box



**Means Quality
Dried Fruits**

**The Highest Type of Packing
The Finest Fruits**

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.

You are the man we want

—that is, if we haven't yet had the pleasure of putting an

**ELGIN
National Coffee Mill**

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:

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

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



**"Blackslee"
Slicer**

**None Better
FEW AS GOOD**

PRICE
\$150.00

SOLD ONLY BY

Ryan Brothers
110 James St. :: WINNIPEG

Tartan
BRAND
THE SIGN OF PURITY

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

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

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

Phone 3595. Exchange to all departments.

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

Perfection is not attained in a day

It takes years of experiments, experience and expense to obtain a perfect article. Our product of perfection is



Rideau Hall Coffee

Our latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.



THE
"WALKER BIN"
SYSTEM



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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMEY CONDENSED MILK CO., Limited
Head Offices, HAMILTON, ONT.

Aylmer, Ont.

THE CANADIAN GROCER

JAPAN

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

FURUYA & NISHIMURA

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

HEAD OFFICE—NEW YORK

BRANCHES—MONTREAL and CHICAGO

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

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

No other sugar will compare with it.

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

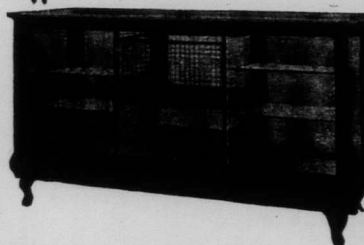
The Canada Sugar Refining Co.,
Limited
Montreal, Can.

Established in 1854 by John Redpath

Silent Salesman Refrigerator One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and
Details

John Hillock & Co.
Limited
Toronto, Ontario

TEA LEAD

(Best Incorrodible)

"Pride of the Island"

Manufactured by

BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.
A.B.C Codes used 4th and 5th Editions

LIMEHOUSE,
LONDON, E., ENG.

Canadian Agents

HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

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

CANADIAN AGENTS:—

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

“FORCE”

The more you know about “FORCE”—the more you will sell because you want your customers to have the BEST cereal food on the Canadian Market.

THE H-O COMPANY, Hamilton, Ont.

THE WORTH OF WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

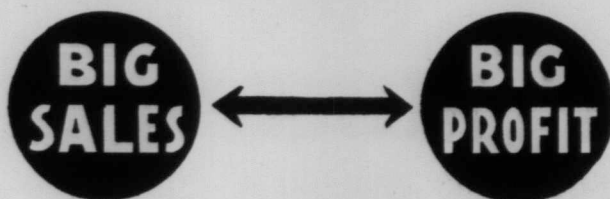
it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

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

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



For every grocer who is handling **BJELLAND'S**
Smoked Herrings in Bouillon

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

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

IMPORTANT NOTICE

We beg to advise the Trade that we have got out a 25-lb. bag in response to urgent enquiries for same from Merchants in various sections. We think it will prove a very desirable package for both Merchants and consumers. It saves parcelling and time and labor to the Merchant and is a handy size for many consumers and it can never be used as a dollar package

The St. Lawrence Sugar Refining Co., Limited
MONTREAL, QUE.



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you.

Minute Tapioca Co., Orange, Mass.

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



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

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

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

1/4 lb., 1/2 lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited

LONDON, ENGLAND

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

FOR STOVE POLISH

You can't beat the old reliable

JAMES DOME BLACK LEAD

Gives a quick, clean, lasting shine.

Pays a good profit

W. G. A. LAMBE & CO., Canadian Agents, TORONTO



A Good Profit Assured

Satisfaction Warranted in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock always carried and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to

W. P. Downey MONTREAL



It dries them up **Common Sense 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.

MOP-STICKS

OF DURABILITY are the "TARBOX BRAND"

No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned

Apples
Ingersoll, - - Ontario

ESTABLISHED 1886

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

THE PEOPLE OF **JAMAICA**

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

THE **W.H. ESCOTT CO.**

Wholesale Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

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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**

HIGH-GRADE OLIVE PRODUCTS

"Falcon" Brand Olive Oil, which is bottled or put in cans in Provence, France, is unsurpassed for quality. Its supremacy is everywhere acknowledged. Why not have the "Falcon" Quality bottled under your own label?

A. F. MACLAGAN
409 St. Nicholas Building - Montreal

A SNAP

BLACKSTRAP MOLASSES

WRITE IMMEDIATELY

W. S. GOODHUGH & CO.
304 Board of Trade Bldg., Montreal

The **GRAY, YOUNG & SPARLING CO., Limited**

SALT

MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

WINDSOR SALT

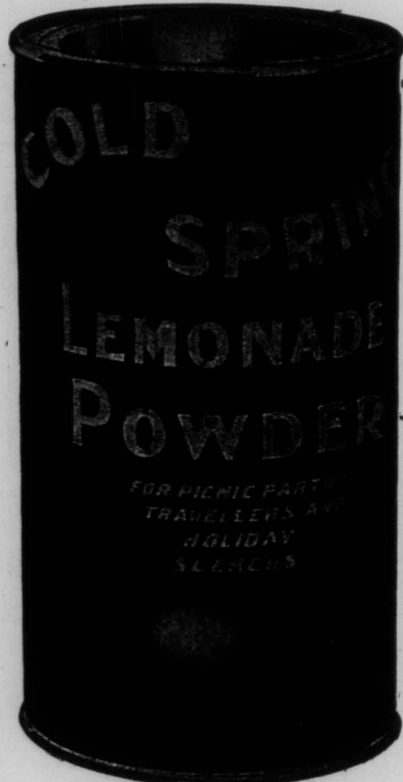
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

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

It's Up To You

We are spending money in telling your customers about our lines and they are interested because we are receiving numerous inquiries.

ARE THEY COMING TO US because you are not stocking the goods?



should be featured strongly.

1/2-lb. tins, \$0.90 per doz.

1/2-lb. size, 1.75 per doz

GIVE IT A TRIAL.

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
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Halifax, N.S.
London, Ont.
Ottawa, Ont.
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Vancouver, B.C.
Hamilton, Ont.
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Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

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

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Stimpson Computing Scales

PRICES \$25.00 UP

Terms cash, or upon easy payments.
Allowances made for old scales.
Every scale guaranteed.

Scales for Grocers, Butchers, Confectioners and
General Stores.

OVER 15 YEARS ON THE MARKET

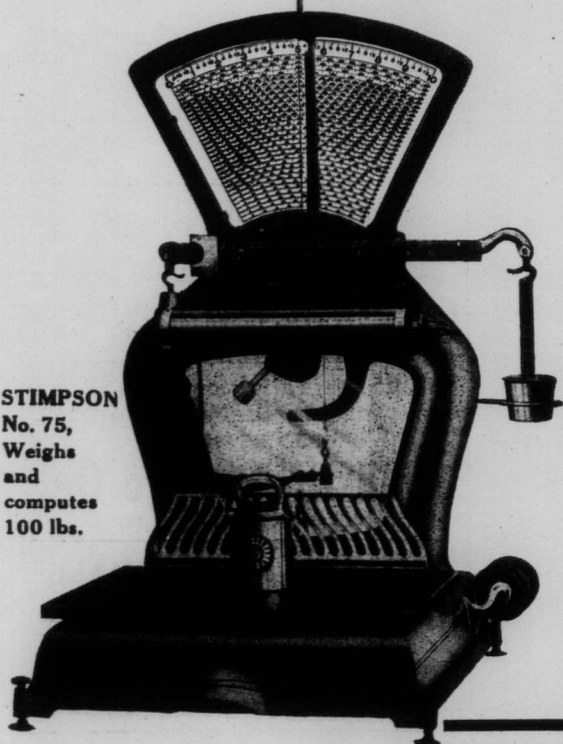
We make the only Automatic Computing
scale that weighs and computes 100 lbs.

Write for Catalogue and Information to

STIMPSON COMPUTING SCALE COMPANY
DETROIT, MICH.

Local Agencies: MONTREAL WOODSTOCK TORONTO VANCOUVER ST. JOHN WINNIPEG

STIMPSON
No. 75,
Weighs
and
computes
100 lbs.



THE ONE SALT

you can guarantee to
be absolutely pure, and
free from adulteration,
grit, or bitterness—is

WINDSOR SALT

Nearly everybody
uses it in preference to any other Salt.

THE CANADIAN SALT CO.,
WINDSOR, - ONTARIO LIMITED



Won't Discolor Daintiest Fabrics

There are lots of soaps which to all intents
and purposes are good cleansers. They remove
dirt and clean perfectly, but in the end white
fabrics become discolored and dainty colored
fabrics become faded owing to the chemical
action on the cloth and dyes. This is positively
avoided when WONDERFUL SOAP is used.
It is pure, and you will satisfy the most rigid
demands of your customers if you sell them only
WONDERFUL SOAP.

It is packed nicely, makes attractive displays
and reaps good profits for you.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

Manufacturers' Agents and Brokers' Directory

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

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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.

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX - - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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and Warehousemen

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SASKATOON, - - - WESTERN CANADA

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.

J. A. TILTON

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Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to
Old Country, Canadian
and United States Manu-
facturers.

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Ceroni is one of the best currant shippers in Greece, reliable in every way. We are his agents, and will be pleased to quote prices for import. Wire or phone at our expense.

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TORONTO

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Manufacturers' Agents and Grocery Brokers.

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ST. JOHN, - - - N.B.
Open for a few more first-class lines.

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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.
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Trade Established 12 Years.
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Grocery Brokers and Agents.
Established 1888

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and
Importers
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Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

MacLaren Imperial Cheese Co.
Limited

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Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT

Lind Brokerage Co.

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Wholesale Commission Brokers and
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WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

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Wholesale Broker and Manufacturers' Agent
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P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

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TOMLINSON, SEMMENS & CO.

WHOLESALE GROCERY BROKERS

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Correspondence solicited on domestic and
foreign lines. P.O. Box, 1502

When writing advertisers kindly men-
tion having seen the advertisement in
this paper.



THE DELICIOUS FLAVOR
OF

"Kit Coffee"

CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a delightful flavor and aroma.

Price--Nom. 5-oz. botts. (beautiful package) \$1.55 per doz.
" 10 oz. " " " 3.00 "

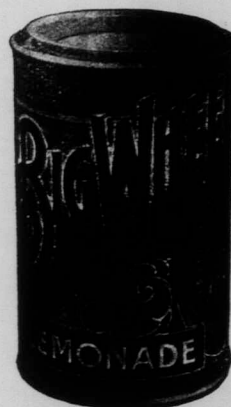
If you haven't stocked it yet, order at once from your wholesale grocer, or

Canadian Agents:

THE HARRY HORNE CO., 309 King Street West, TORONTO
A. TYTLER, Temple Building, LONDON
J. A. CROOKS, Bedford, HALIFAX

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CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

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

"BANNER" Is not
"Just as Good"

IT'S

BETTER

Good
Points
of
The Banner
are
Brought
out in
Bad
Weather

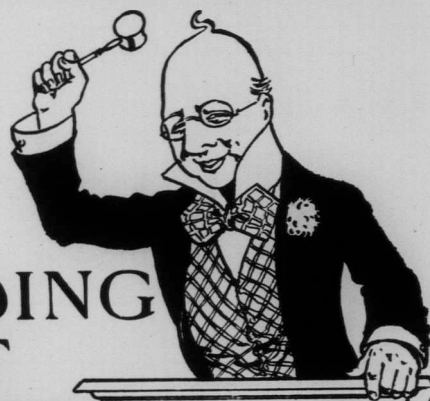


It Won't
Blow Out,
Rust,
or
Leak
—
Costs
No More
than
Inferior
Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

THE
DECIDING
POINT



You are either going to bid high for imported goods or pay the lower price for **Canada's Make**, which is better, remember.

L'ETOILE BRAND

Macaroni Vermicelli Spaghetti

will be in your store sooner or later. We are circularising your customers and they will ask for it. Will you be able to supply them?

BIG PROFITS FOR YOU.

Write

Cie Francaise des Pates Alimentaires
6-9 HARMONY STREET, MONTREAL

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



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

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

ON THE FIRING LINE

Abreast of the best in things national, literary, artistic—that's where you find yourself when reading

MACLEAN'S MAGAZINE

Note the contents of the August Issue:

DID LAURIER BETRAY US,

When he spoke, and acted, as he did at the Imperial Conference? No. He did not. But somebody did, somebody that the average Canadian has never suspected before. We really believe that the "average Canadian" will find something along this line to think about in an article in the August issue of MacLean's Magazine, written by the Editor, who went to London, and who followed the proceedings of the Conference from the beginning to the end.

THE LINE-UP OF THE FINANCIERS.

A writer of much painstaking industry has figured out that the financial interests in Canada are in the hands of twenty men, and these twenty capitalist-directors are subdivided into three groups. This financial combination controls industries and utilities of far-reaching importance. The August MacLean's gives a complete history of the Canadian financiers and the industries with which they are connected.

OUR BAD MANNERS AND WHO IS TO BLAME.

Every now and then somebody rises out of the congregation of the Righteous and declares that the "Manners" of the Canadian Child are "terribly neglected." The latest critic was Earl Grey, and following his charges there was a prolonged discussion in which the Public Schools of Canada were apparently on the defensive.

In the August MacLean's is a contribution in which the writer claims that Earl Grey is right in attacking us—although he should attack more than Canada—and that at the same time the Public Schools are right in saying that they are not solely to blame. The trouble is from a much deeper source. The Canadian people should try to find the cure. This article hints at it.

WHY THE JEW IS HEALTHIER THAN THE CHRISTIAN.

In the midst of squalor the "poor" Jew thrives. Under the same condition the "poor" Gentile contracts disease and falls into degeneracy. In an epidemic it is the Gentile who suffers. In the recent hot weather it was Gentile babies that died, not so much Hebrew little ones. The August issue of MacLean's contains an article explaining or suggesting an explanation for this phenomenon.

LITTLE TALES FOR SUMMER WEATHER.

For six months the editorial department of this magazine has been collecting little short stories from Canadian writers, now there is a large enough stock to allow the magazine to give its readers several of these "Little Tales for Summer Weather" all at once.

There is "The Green Hour," by Deshler Welsh, a regular contributor for the better American magazines. Then "Sally's Soul," "The Lonesomeness," "Music Hath Charms," and others offer short crisp reading for these hot months. Of course, in addition to these stories there are the regular longer short stories. There is another of O. Henry's inimitable tales of New York life; and other material from some of the best Canadian, English and American writers.

THE STORY HE TOLD THAT NIGHT.

Not often does the public have the opportunity of hearing some of the great men of the country talk and spin yarns in their leisure moments. A newspaperman was in the Mount Royal Club, Montreal, the other night, and happened to be able to get a little group of old railway pioneers together—men who are now financial forces in Canada. One of them, whose name has to be withheld, but who used to be "The Assistant Engineer" out in the Rockies, when the C. P. R. was built, tells a tale about himself and a horse—a yellow horse—which is really worth reading.

MacLean's Magazine is on sale at all news stands.

Twenty cents a copy.

Two Dollars a year.

MACLEAN PUBLISHING CO., LIMITED

MONTREAL

TORONTO

WINNIPEG



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

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

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

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

CANADIAN AGENTS

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

A Combination that's Sure to Please

Quality of the best. Flavors that charm the palate are to be found perfectly united in

Queen Quality Pickles

You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.



MADE BY

TAYLOR & PRINGLE CO., LIMITED

Owen Sound, Ont.

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER

TORONTO, CANADA

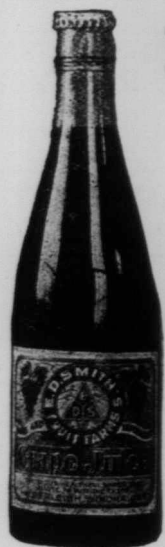


LYNCH'S BISCUITS ARE SOCIAL FAVORITES

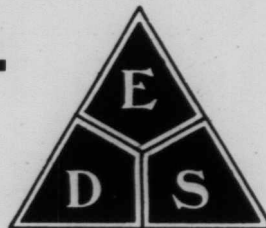
They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas - Family Pilot - Graham Wafers - Ginger Snaps - Seed Sugar - Fig Bars - Crimp Sugar - Lemon Creams

Lynch's Limited - Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery



IT'S THE E.D.S. TRIANGLE



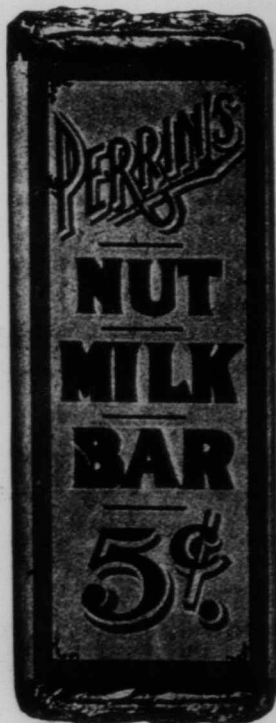
That has popularized GRAPE JUICE as a healthful, pure beverage. Whenever you see the E. D. S. triangle on a bottle of Grape Juice, you will know that it stands for all that is pure and wholesome in the unfermented juice of the luscious ripe Concord Grape.

Purity is the motto on which we have built our successful business. You cannot afford to build yours on less. Let us send you a trial order.

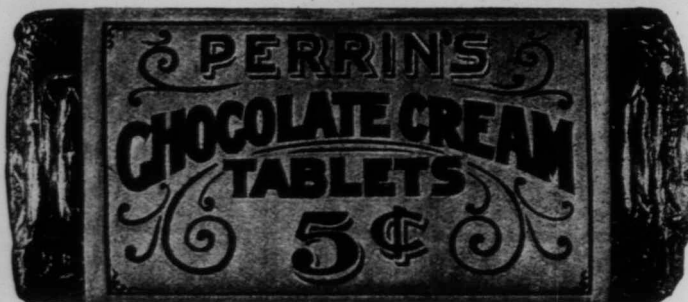
Made only by

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

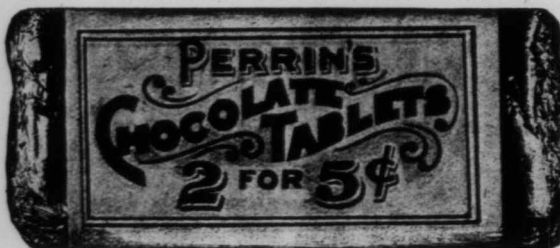
AGENTS—NEWTON A HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



30 Bars to Box \$1.00



30 Bars to Box \$1.00



60 Bars to Box \$1.00

Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited
LONDON - - CANADA

The Age of Specialists



THE wise man of to-day does not buy from the general dealer. He buys from the specialist. The specialist who directs the whole of the intelligence of himself and staff on the study of how to best do one thing, can do that thing better than the man who tries to do many things. *We are the SPECIALISTS of the Tea Business.* If you push **SALADA** you are pushing the very best tea that specialists can give you, the tea that will please all your customers all the time, the only tea that is not handled by peddlers and price-cutters.



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Where Canada Stands in Canned Goods

Outlook for Ensuing Year is Not Bright—General Shortage in Fruits—Will be a Big Demand as Little Fruit was Preserved—Goods Will Have to be Imported — Pea Supply Not Large Enough to Supply Demand but Prospects for Tomatoes and Corn are Quite Good.

Wholesalers and jobbers are wondering just at present how the canned goods situation is going to turn out this year. There have been short packs in a number of lines of both early fruits and vegetables and dealers are somewhat uncertain as to the outlook in different lines of canned goods for the ensuing season. With a view to ascertaining how the dealer stands in this particular, The Grocer got in touch with a number of Canadian brokers and wholesalers familiar with the canned goods trade and received their opinions on the subject.

Fruits on the whole so far this year have been short. True it is that there was a full pack of cherries, currants and gooseberries, and lawton berries will probably also come up to the standard, but the consumption of these lines is comparatively small. Strawberries and raspberries are the chief fruits in demand and they are both short.

Big Western Demand.

"Strawberries, of which about 65 per cent. of orders will be delivered," said one broker, "are shorter in regard to the total pack than last year. While it is not definitely known what percentage of raspberries will be delivered, still the pack will be a good deal short of last year. The West where the consumption of these lines is large is already clamoring for stocks."

Fruit and Sugar High.

That there will be a big demand for these lines is apparent. According to fruit dealers, the amount of fruit preserved by the housewife this year was particularly small. "Everything was against it," said one dealer. "In the first place we couldn't get the fruit to sell, then it was high in price while the higher sugar market has not helped to increase the amount of preserving at all."

Then the consumption of fruits this year will be particularly large. The West with its increasing population is a big consumer. According to one broker the amount of canned goods consumed in the West per person is three times as large as in the East of the Dominion.

"It is quite apparent," remarked a wholesaler, "that the amount of canned fruits, especially raspberries and strawberries will not be nearly large enough to supply the demand during the coming season."

"Where will we get supplies to fill in this shortage?" he was asked.

"They will have to be imported. There will probably be a lot of preserved fruits imported from Great Britain and the continent. There was a great deal brought in last year as this trade is growing and with the shortage in fruits this year, imports will no doubt be larger than ever."

The late fruits such as peaches, pears, plums, grapes and apples are still to come yet. Peaches is another line that the housewife preserves a goodly quantity of when possible, and if they turn out to be favorable, this may tend to lessen the general demand a little for other lines.

Prospects for peaches, pears, etc., lines which are now beginning to come forward, seem fairly good, although the later part of the crop is as yet uncertain. Apples are not extra favorable in Ontario but it looks like a good crop in the Maritime Provinces. The quantity and price of dried fruits also enter as a factor in determining demand. Prunes may be fairly reasonable but peaches and apricots will be quite light.

Small Vegetable Packs.

Of vegetables, peas and beans were both short. Only 63 per cent. of orders for peas will be delivered and while the outcome for beans is not exactly known, they will be a considerable amount short.

"On account of the scarcity of green vegetables available," said one dealer, "there has been a steady demand during the past month for peas and accordingly the supply will be more speedily cleaned up. Then there is an increasing population in this country and canned

goods are also becoming more popular, so that the consumption per person is larger."

"I do not think the pea situation is as bad as some believe," was another broker's opinion. "The total pack of peas has been considerably in excess of last year so far as I can see, and while only 63 per cent. was delivered, I believe that wholesalers in most cases profiting by experience of short delivery in past years, ordered a larger quantity than last year. Still, I do not think there is going to be enough to go around and imports of the Belgium and French product will have to be made."

Tomatoes and Corn Favorable.

The prospects for both tomatoes and corn up to the present are quite favorable. Tomatoes got started well and are shaping for a large pack, but much however depends on the length of the season. An early frost will curtail the pack, while if it keeps off until late, it will add considerably to the total production. A large pack will, however be necessary, as last year's stock has been completely cleaned up and for some time, imports have been made from the United States.

Asked as to the ability of the Maritime Provinces to supply their own demand for canned goods, a broker said that the production in the eastern provinces was considerably below the consumption on account of the uncertainty of the season. Especially was this so in tomatoes and corn, and supplies had to accordingly be brought in from Ontario.

Opening Prices in the Past.

A list of the opening prices, Group A, on some lines of canned goods for the past four years is given below:

	1911	1910	1909	1908
Group A	Group A	Group A	Group A	Group A
Beans, Golden Wax, 2s.....	\$1.00	\$.92½	\$.80	\$.90
Beans, Refugees, 2s	1.00	.92½	.80	.90
Corn, 2s95	.80	.90
Peas, Standards, size 4	1.00	.97½	.80	.80
Peas, Early June, size 3	1.15	1.12½85
Peas, Sweet Wrinkle	1.20	1.17½95
Raspberries, Black, 2s	2.02½	1.77½	1.65	1.95
Raspberries, Red, 2s	2.02½	1.77½	1.65	1.95
Rhubarb, 2s	1.55	1.52½	1.80
Strawberries, 2s	1.80	1.50	1.37½	1.95
Tomatoes 3s	1.15	.80	1.00

Intensive Tension Prevailing in the West

Will There be Frost or Not?—Two or Three Days More Will Tell the Tale—Bright Promise of Record Grain Yield—Opportune Rains Filled Out Heads Well, But Increased Danger From Frost.

Staff Correspondence.

Regina, Sask., Aug. 16.—The tension throughout the Canadian West at the present time is great. It can only be thoroughly realized by a man on the spot. Not only farmers, but everybody is anxiously waiting to see what the weather-man will bring forth during the next three or four nights.

The fact is that if no frost visits Saskatchewan within the next four or five nights, this province will have the biggest grain yield in its history.

The Grocer, in traveling over the province during the past ten days, got in touch with a number of the farmers among whom the tension is, of course, the greatest. One would think at times that something would have to happen, or that these men would lose their heads. The writer also was in communication with Prof. Bracken, of the Agricultural College, Saskatoon, the latter explaining minutely the scientific points in reference to the character of the growing crops, as well as what the future will produce.

Farmers Pleased With the Rain.

In the first place the weather conditions have been splendid so far as the filling out of the grains is concerned. This is best exemplified by the remark of a farmer who said:—"If I had had control of the turning on of the taps, I could not have turned on the water at more opportune times." This was his method of expressing his appreciation of the rainfall during the growing season.

These opportune rains tended to fill out the grain admirably, but on the other hand, they have delayed the maturing of the crops at least ten days, and in many cases two weeks. So large are the grains, and so well have they filled out that in many cases The Grocer saw heads of wheat actually bending over with the weight. If this were universally the case, it would have a tendency to spoil the grain even if the remainder of the season were favorable. It would have the same effect as a garden hose bent so that the water could not run through—the nourishment from the earth would not be able to get into the heads. There is, however, little danger of much damage from this cause, as the stalks are, with the exception of a few cases, sufficiently strong to maintain the comparatively heavy weight.

Frost or Not?

The cause of the intense tension that prevails all over the West is the spe-

culatation as to whether frost will occur too soon and thus largely interfere with the crops. If by Saturday night, August 19th, no frost occurs, the danger of great damage will be past. On the other hand, if frost appears before that time, the West will be robbed of the best harvest in history. This is because the grain is not yet sufficiently matured to be only slightly damaged by cold weather. Next week there will be no occasion to fear any great damage, although frost at any time before harvest, will tend to cause a certain amount of injury.

One man summed up the situation like this: "If we do not have any frost by Saturday night next, the West will reap a great harvest; if none arrives before harvest time, the West will literally go crazy."

The farmers with whom The Grocer talked are expecting 25 to 35 bushels of

wheat to the acre, providing nothing interferes. This, of course, will be due to the rains coming at the proper time during the season of growth.

Farm Help Waiting.

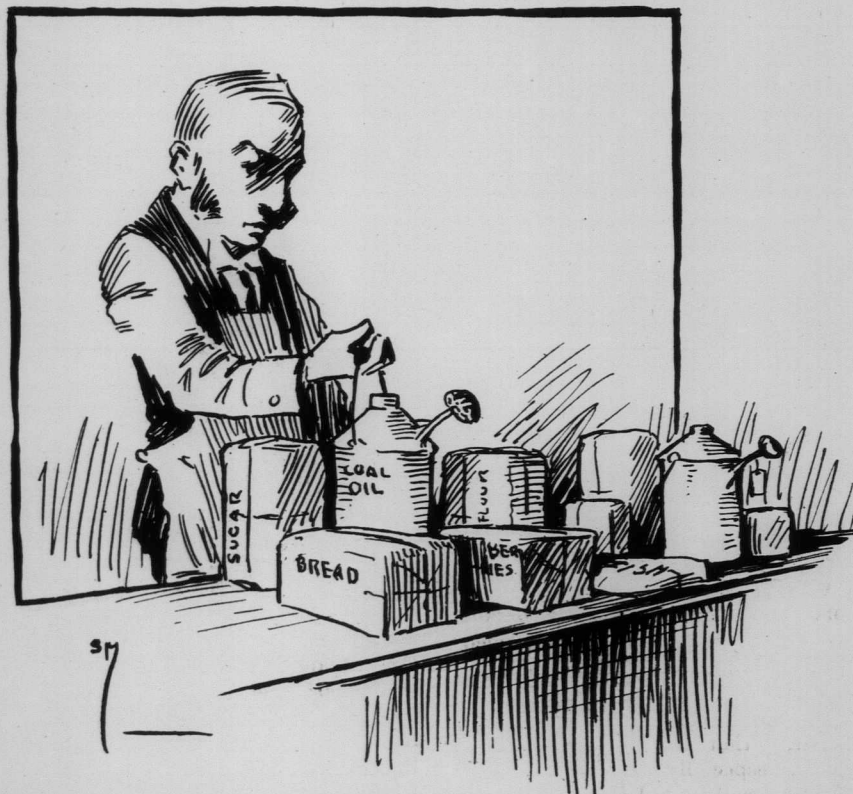
The harvest will be from one to three weeks later than the average, as intimated above. Very little wheat in Saskatchewan as yet has turned its color. Farm hands by the score are to be seen at every station waiting to "jump" into the fields as soon as the sun ripens the grain. Warm, dry weather is prayed for from now on—and no frost at night. Many farmers have already made sure of their help by giving farm hands their board until harvest time has arrived.

Business promises to be the best ever, and, should no frosts appear and the wheat ripen early, it will be a safe gamble that the West will see the biggest and best year on record.

TRADE NOTES.

William Dixon, of Hamilton, Ont., was awarded the first prize in the Commercial Apple Exhibit at Detroit, Mich. There were entries from various parts of United States and Canada.

CARTOON TALKS ON SERVICE



By giving a little thought to the character of various article, clerks would not be troubled with complaints such as coal-oil odor to the bread, flour, sugar, etc.

Neglected Credits--Giving of Coupons

Alberta Dealer Makes Inquiries About Changing From Credit to Cash—Advice on Dealing With the Farming Community—Quebec Merchant Wants to Stop Giving Coupons and Discounts to Customers—How to Go About It.

• By Henry Johnson, Jr.

The trouble related in the following letter may arise from neglected credits, or from lack of sufficient capital—and I think the lack of capital is really the trouble; but we can see:

—, Alta., June 22, 1911.

Editor Store Management,
Canadian Grocer.

Dear Sir,—I notice from a number of recent articles that most merchants seem to favor the credit rather than cash business. I have been studying the advisability of going into the cash business. I am located in a small town of about 200. I am carrying between \$1,500 and \$2,000 on my books all the time, and that prevents me from taking advantage of all my discounts; and at other times I have had opportunities to buy goods at a better price if I could have seen my way clear to meet the bills when due. A recent article headed "SOME SOUND CREDIT ADVICE" suggests that merchants doing a credit business should charge 6 per cent. interest on accounts running over a certain length of time. What length of time would you consider right and proper? This credit business is very annoying. I think it holds us merchants down where we are not able to make as much money out of our business as we could if we got the cash.

Hoping to hear from you in regard to this matter,

Yours very truly,

M. D. O.

Doing business in a town of 200 and having outstanding from \$1,500 to \$2,000 on an average, it seems inevitable that this man is giving credit to farmers, and that is about the poorest credit a man can deal in. This is not because the farmer is not honest in his intention to pay his debts—for he most certainly is; nor is it because he cannot pay up, for under present conditions, he certainly can.

Reason for Farmer's Attitude.

The trouble is that the farmer has absolutely NO CONCEPTION OF THE ELEMENT OF TIME in financial or mercantile transactions. He reverses the position of the Irishman who, seeing

*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.

a run started on his savings bank, went after his money; and when the cashier promptly counted it out to him, looked up amazed and said: "Why, can I get it?" "Certainly you can," was the reply; whereupon the Irishman shoved it back through the window saying: "Then I don't want it!"

The farmer thinks that so long as he is "good for" the amount, so long as it is true that, if he wanted to do so, he could pay the bill, the merchant should not want the bill actually paid; and, moreover, the farmer will become indignantly astonished if he be asked to pay up on any particular occasion, asking you in return whether you are "afraid you will not get your money;" and hardly any quantity of detailed, explanatory argument will get the matter off the footing of personal feeling onto the correct basis of impersonal business rules.

Slowness is Natural.

This is due to the psychology of the farmer which has become formulated under conditions peculiar to his calling. He has been accustomed to wait, watch, take chances and have such abundant patience with the action of outside agencies that he is unfitted to appreciate the inevitable precision of business laws and rules. Notice how he plows, cultivates, seeds; doing his work by fits and starts—18 hours to-day, 4 hours to-morrow—getting something finished with a rush one day, merely getting through with the chores the day after—all in subservience of the weather.

Then after all preliminaries are completed, all he can do is drill around at the routine work of his farm and wait to see "what will the harvest be"—wait with a fatalistic view almost as blind as the husbandman of Egypt for what the gods may do for him—or to him. He is thus unfitted, utterly, to grasp the reason why of any man-made rules or laws which regularly and inevitably run their cycle in "30 days net;" and he simply cannot understand why you MUST meet your bills on the dot when due—irrespective of whether your rating is "\$500 or \$1,000, 2nd." or "over \$1,000,000 1st." That is why the farmer is a poor credit risk and why I have always axiomatically ruled myself on the basis of "Never trust a farmer."

Why Cash Trade is Favored.

This mental structure of the farmer has the advantage that, if you set out

to do a cash business, he is one who will approve of such business, trade with you freely, and thus be a good, staunch friend of yours on the Scotch basis of "Short Accounts Mak Lang Freens." But here again you must "show him," and maybe my correspondent is not situated so he feels that he can make prices interesting on a cash basis. Yet he should be ideally fixed for that kind of business, for the reason that the town of 200 cannot be a place of exacting service nor expensive help. There must be little call for much quick delivering; little demand for goods of a perishable character; the necessary help for such a business should be procurable at the minimum wages. So that, while I, too, much prefer the credit to the cash business, if I were doing business where a big proportion of my trade was with farmers, I should stick to the strictly cash basis of doing business. Even then, however, I should have a line of good, reliable customers in the town to whom I would extend credit on thirty days' time; handling that end of my business myself and watching and nurturing it so that it might grow to be strong and vigorous.

I should like to have this man send me more details of his business. Let me know whether you are in the general store or simply grocery line; amount of stock; what capital; how much business done; full details of your expenses—in detail, or I cannot tell much about it; and tell me how nearly I have "sized up" your troubles in regard to credits at this time. Then I shall be able to analyze things carefully and with fair completeness, and thus maybe really and practically aid you. Understand, that your communication may be perfectly free and open as it will be held absolutely confidential.

Safeguard Against Overstocking.

I would say, however, that as far as taking advantage of better prices through heavier purchases goes, I do not regard that as much of a disadvantage, and it may be a safeguard against the very tangible evil of over-stocking. A man to whom \$1,500 or \$2,000 average book accounts proves hampering can have nothing to do with charging 6 per cent. or any other interest on past due accounts. He is not and cannot be a money lender—let the banks attend to that end of it yet awhile. Learn to say NO; and say NO well within your limits of ability in the financial end of

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your business. The only length of time which is legitimate in the grocery business is 30 days. Credits should be extended only on the clear understanding that 30 days is the limit; that bills must be paid in full at the end of each month; and this rule must be rigidly enforced. Then if you catch a "tartar" take your loss at the end of the first month, when he owes you \$8 balance; and do not wait, with any hope of "getting it all," until that balance is \$18 or \$28—and then closing the account anyway, having done every bit of your work for absolutely nothing—or worse. I shall await with great interest the further letters of this merchant.

Here is the Something-for-Nothing idea again:

—————, Que., July 21, 1911.
Editor Store Management,
Canadian Grocer.

Dear Sir,—Permit us to ask your advice regarding the discontinuation of coupons and cash register tickets which we give at 2½ per cent. valuation. We did quit giving them at one time and were over-persuaded to put

them in again, which we have always felt was wrong, and we would like to put a good and sufficient reason before the trade for taking the stand against them, but do not like to sacrifice trade in order to do so.

Could you briefly formulate a few reasons which we might set forth as stated above. Thanking you in advance for the favor.

Yours very truly,
B. C. & T.

My advice is to stop giving 2½ per cent. discount, or rebate on any such plan; stop it quickly and stop it finally; nor ever permit yourselves to be influenced to begin it again. But for formulating reasons why, or any other explanations, I advise with equal positiveness against any such thing. My reason for the first item of counsel is that you cannot afford to give 2½ per cent., or granting that you can afford it, you can use that money to vastly better advantage; and for the second item my reason is that "explanations do not explain."

Would Advertise Instead.

I should remove all evidences from my store—signs, etc.—that I give coupons

or discounts; then I should notify those who have begun to save such things that I was going to stop issuing them. I would in some way fulfill all contracts and keep faith with those who had taken my word for what I was going to do; but I would not start another soul on the saving of coupons, etc. Then, without any kind of reference to my old method, I would use the 2½ per cent. (or 2 per cent.) in bright, new, snappy advertising, to extend my trade among my present customers and attract new trade to replace those who might, temporarily or permanently, leave me because of my change.

The explaining business I should do personally and individually, because human nature is various and a straight business-like talk which would satisfy most people, or many people, would prove unsatisfactory—liable to be positively antagonistic—to many more. Tell those who ask just why you stop; that you lost money by it; that it did not work out; that you could do better in other ways. Do this frankly, revealing, if necessary, your expenses, etc., for there is no great mystery about two plus two, and frankness is always engaging. Tell me more in detail, and I shall try to give more helpful advice.



An interior view of the store of A. Grenier, Quebec City. Small tables for the display of canned goods are to be seen towards the front.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - President

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

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

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

PUBLISHED EVERY FRIDAY

THE TENSION IN THE WEST.

Only those who live in the West or whose business connections enable them to feel the Western pulse, can realize the tension that has existed there during the past few weeks and will continue until the wheat crop is safely harvested. This pre-harvest tension, fully referred to on another page of this issue, has become an annual occurrence in the West, but it has been intensified this year by weather conditions that have given prospect of an enormous increase in the yield but increased also the danger of damage through frost.

During the growing season frequent rains are needed to fill out the grain. This year there has been an abundance of rain throughout the West and the heads of wheat are unusually large. A Saskatchewan farmer remarked to The Canadian Grocer that if the farmers of the West had had the control of the rain taps they could not have turned on the water at more opportune times. But these opportune rains have retarded the ripening of the grain for which the warm rays of the sun are necessary. Consequently the harvest will be from one to three weeks later this year than usual, and the danger of damage through frost proportionately greater.

The Western farmer does not welcome frost at any time during the summer but he is particularly anxious that it should not come while the grain is in the blossom. If it does the crop is not worth cutting. So during the past few weeks, while the grain was approaching that degree of maturity when it would pass out of the blossom, the tension has been intense because of the fear that through the lateness of the season the frost would strike the maturing grain and wipe out in a night a yield that promised to be much the greatest in the history of the West.

The two or three nights of last week when the moon was at its full were particularly anxious ones for the Western farmer because the danger of frost is greater at full moon than at any other time. The temperature dropped several degrees during that period but no harm was done and by the end of this week the danger of serious damage from frost will be over, for practically all of the crop will then have reached the stage when frost (unless it be unprecedentedly severe) will cause but little injury.

SOURCE OF PROFIT TO OUR READERS.

Every week The Grocer publishes an encyclopaedia article on something handled in the grocery store. The writer of this series is a practical grocer who combines with his own knowledge that of other retailers as well as wholesalers and manufacturers. The result is that an article containing good, practical knowledge is presented to our readers.

These are particularly interesting to clerks who are anxious to learn all there is to know about the goods they handle. To be first-class salesmen they must be able to talk intelligently about what they sell, and not reply, "I don't know," to almost every question put to them.

Our encyclopaedia is an important department in the paper. Hundreds of dealers and clerks are taking advantage of it. Our circulation representatives have been told by subscribers that it is worth much more than the annual subscription. Those who are not reading it every week can profit by studying it carefully.

LOSING MONEY ON ORANGE SALES.

The value of carefully checking up shipments of goods cannot be too strongly impressed upon the merchant. In the first place he should see that he receives the full amount called for on his freight bill. Then he must see that the count or weight of each article is the same as that called for by his invoice. Last, but by no means least, the cost of the article should be carefully reckoned and compared with the selling price in order to ascertain if the amount of profit is large enough.

In a country town, the other day, a grocer was selling 176 oranges at 40 cents per dozen. The writer thought he was selling them too cheaply, so asked the merchant to figure up the exact cost. He first looked up his invoice and found the case was invoiced at \$5—higher than he had formerly paid. He was unaware of any rise in price. Then the total cost of transportation from the shipping point to his store was found to be 42 cents. The case therefore cost him \$5.42 and he figured on selling 14½ dozen out of the case at 40 cents which would bring him \$5.80, a total profit on the case of 38 cents, or less than 7 per cent., and that was allowing only for two oranges going bad. What about his cost of doing business?

Surely, it pays a merchant to carefully check up his goods.

HOW HE SOLD THE WASH-BOARD.

The Grocer witnessed a sale in a grocery store the other day which shows the value of suggestion in increasing sales. A customer had purchased some soap and was about to depart when the clerk remarked: "Any other lines for washing, such as blue, starch, washing soda or wash-boards?"

"I was just going over to the hardware store to get one. "Oh, do you keep wash-boards?" said the customer, Let me see them, please."

So the clerk showed her and sold her a wash-board, and incidently it might be mentioned that being close to the brooms he also showed her one and succeeded in selling it.

Every merchant and salesman should ask himself, "Do I take full advantage of the opportunities presented to increase my sales?" "Are there any customers whom I allow to depart without selling them all that it would be possible if I put forth enough effort?"

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It is unfortunately true that there are still clerks and dealers in retail grocery stores who serve customers without attempting to sell additional lines.

The real salesman sells more goods than actually asked for.

EGGS THAT ARE NOT EGGS.

A clipping from a Western Ontario paper reads as follows:—

“Born.—In a local grocery, on Saturday last, a well developed chicken hatched from one of the eggs in a basket delivered by a woman customer. The young chick was carefully cared for by the grocer and his staff, but as the season is not far enough advanced for the handling of live stock yet in the stores, the young fowl died on the following day. Like the other merchants, this grocer feels that when he is buying eggs, he prefers them to be eggs and not chickens.”

Just whether the merchant would prefer a chicken to an egg of the bad odor variety is a question. At any rate, it seems that he has little choice in the matter. There is a fortune awaiting the man who can invent some use for eggs of questionable quality besides bouquets for unfortunate actors, for the amount of bad eggs being delivered to dealers is extremely large, with the situation probably becoming worse instead of better. The country merchant or the commission man is not the person who should bear the consequent loss, but the farmer who continues to send them to market.

It would seem that the only direct solution of the problem is that the country merchant candle all eggs he receives and reject those that do not come up to the standard.

In the meantime, he might attempt to educate the farmer to deliver only good quality produce.

WORK FOR CLEAN STREETS.

A fruit dealer in Kingston, Ont., was fined during the week for throwing decayed fruit on the street.

Kingston is anxious to have clean, sanitary streets and its anxiety in this respect is to be highly commended. Retail dealers should in all cases take pride in the welfare of their home towns. A clean, healthy appearance always has a good effect in building up any centre, for in these days the general public is becoming more and more particular in the matter of selecting a permanent abode.

A public-spirited dealer is the best asset of any town. Its progress means his profit and each should do his own part in keeping clean his place of business as well as the section of the streets over which he has nominal control.

ABOUT THE ADVANCE IN FLOUR.

Manitoba flour during the past week has advanced 20 cents per barrel in Ontario and the West, and 10 cents in Eastern Canada.

This upward movement was due to the higher wheat market caused by adverse crop reports, chiefly of black rust in the Canadian West. It is now claimed that there has really been no damage from this source and quotations on wheat are less firm; or at least below the level ruling when flour was advanced.

For this reason and because of the favorable conditions for the present wheat crop, there is a feeling in some quarters that this advance may not hold long. Still, the advance is so small, that even if the wheat

market does become easier, no change may be made until something definite regarding this year's crop is ascertained, when a price taking in the general outlook for the year will probably be named.

At the present time, barring some uncertain rumors of black rust, conditions appear favorable for a large yield. The wheat, however, has not passed the stage where it is liable to be affected by frost or rust.

A definite idea regarding the outlook will be known in about two weeks.

PREPARE FOR THE SPICE TRADE.

The pickling season is now not far off and the grocer who intends to reap the full advantages of the consequent demand for spices will now have preparations well under way for the handling of this annual fall trade. The dealer should now know pretty accurately what supplies he will need, and it is well that he get his stocks in order, so that when the call for these lines begins, he will be fully prepared.

In last week's Grocer, some advice in regard to the handling of spices was given which might well be studied carefully by the dealer, as from it he may glean some hints that will be of use in making his spice trade a success. Quality is most important in spices, for without it a dealer can not hope to maintain a hold on the better class of trade. Some precaution in the keeping, handling and weighing is also essential in order that this department may reap a good fair profit.

EDITORIAL NOTES.

Opening prices on salmon were expected to have issued this week, but as yet no announcement has been made. Canners are apparently waiting in order to ascertain as accurately as possible the probable production this year before naming prices.

The fourth annual convention of The British Columbia Retail Merchants' Association will be held on August 28 and 29 in Vancouver. The Grocer would advise all dealers who can possibly arrange it, to attend the meetings as the questions deliberated will be of a highly interesting and profitable character.

A correspondent interested in the article in last week's issue as to whether a clerk should receive a discount on goods he purchases from his employer or not, relates the method of the late Timothy Eaton in this regard. The late Mr. Eaton in buying from The T. Eaton Co. not only paid the full retail price but paid cash as well, the same as any other buyer.

The seventeenth annual meeting of the Maritime Board of Trade was held in Moncton, N.B., Aug. 16 and 17th, and was largely attended by representatives from New Brunswick, Nova Scotia and Prince Edward Island. Many important trade questions affecting the Eastern provinces were discussed and dealt with. A full account will be given in next week's issue from a staff correspondent.

There is an opening on the staff of The Canadian Grocer for a young man of good address with a thorough knowledge of the grocery business and who has made good as a salesman. Apply to Mr. Huston, 143 University Avenue, Toronto.

B.C. Organization After the "Deadbeat"

Annual Meeting of Vancouver R. G. A.—Information Bureau Becomes a Good Detective Agency — New Officers Elected—The Peddler Question Before The Meeting.

Special Correspondence.

Vancouver, B.C., August 17.—Much interest was taken in the annual meeting of the Vancouver Retail Grocers' Association, held on the 8th instant. The association has a membership of ninety-five and the good work being done is causing the organization to number among its members nearly all of the grocers in the city.

There are a few outside the fold, and the benefit of organization has been brought home to them in a very material way. During the last two weeks three parties have come to the city, and have been able to get accounts with non-members. The local association is in touch with Mr. Hyndman, of the Winnipeg association; Mr. Cope, of Lethbridge; and Mr. Ketchum, of Edmonton, as well as secretaries in this province, and any deadbeats are soon made known to the members. In the cases in point, the members were on their guard, and the cost to the non-members will be much more than a year's subscription. The local association has affiliation with the State of Washington, so that the organization is thorough, and the fullest protection is given to members.

On the Trail of Deadbeat.

This is done under the head of an information bureau, and its effectiveness was shown by a case this week. A man had got into grocers in Winnipeg and went to Regina, repeating the successful operation of separating merchants from good goods without cash payment either before or after. Then he went to Nelson, and to Revelstoke, and was located in Victoria by the association as he was about to open another account. Members were advised. Now the association is waiting to hear of him in Vancouver.

The past year has been a successful one with the local association. Much work has been done in the interests of the members, and the close of the year sees a fair balance on the right side. The meetings are enthusiastic, and the indications are for better work than ever.

Officers for Coming Year.

At the annual meeting the following officers were elected:

President—Thos. Duke, one of the old time grocers of the city.

Vice-president—T. F. McDowell.

Secretary-treasurer—A. A. Blain.

Directors—J. A. Henderson, A. Macfarlane, A. G. Main, F. W. Welsh, W. A. Walsh.

R. D. Dinning, the managing-secretary of the association, is making preparations for the annual convention of the provincial association to be held on August 28 and 29, during Exhibition week.

Among the matters discussed at the

B.C. Merchants to Convene in Vancouver

President Welsh Sends Out Call to All, Whether Members or Not—Discussions on Trade Matters by Both Wholesalers and Retailers.

Vancouver, B.C., Aug. 17.—F. W. Welsh, president of the Retail Merchants' Association of British Columbia has sent out the following letter to dealers of the Pacific coast province regarding the fourth annual convention of that body:—

"I have the pleasure of reminding you that the date of the fourth annual convention of the Retail Merchants' Association of B.C. is drawing nigh.

"August 28th and 29th are the dates selected as most convenient to the great bulk of our merchants, and as these dates coincide with the Vancouver Exhibition, when special rates will prevail on all railroads and steamboats, I trust you will make a special effort to attend. It is not necessary that you be a member of any association to ensure your welcome to this gathering.

"It is the earnest desire of the Executive that there shall be concerted effort upon the part of the entire retail trade of the Province to work together for the common good.

"The sessions will be held in the Orange Hall, cor. Gore avenue and Hastings street, commencing at 2 o'clock on the afternoon of the 28th.

"An interesting programme of discussions of interest to the different trades is in course of preparation, and the speakers will be men prominent both in wholesale and retail circles.

"The Vancouver Retail Grocers' Association have undertaken the responsibility of entertaining visiting merchants, and will tender a banquet to all visitors, and others, on the evening of the 29th.

"That adequate arrangements may be made, will you be good enough to notify R. D. Dinning, secretary, Room 21, Hadden Block, if you intend to be present.

meeting on Tuesday evening was that of peddlers. The Wholesale Produce and Fruit Exchange has made a protest to the city council against peddlers being allowed to roam the city streets hawking their wares. This is also in the interest of the retailer, who has made protests in the past. At that time, the wholesalers were at fault as they supplied the fruit. Now it is being brought in from Seattle.

The assistance of flour and feed merchants is also being asked, carload lots of flour are said to be brought in and distributed without being warehoused.

"I would impress upon you that this convention is not for Grocers only, but for every retail merchant in B. C.

"I trust, Sir, I shall have the pleasure of meeting you on August 28th."

TRADE CHANGES.

Happenings In The Grocery Trade During the Week.

Jas. G. Galbraith has opened a grocery store at 186 Christina St., Sarnia, Ont.

W. W. Hough has opened a grocery store at Wingham, Ont.

E. McEown has purchased the grocery store of Ward Foster at Waterford, Ont.

S. P. Wilson has purchased the general store of G. Forbes, Hargrave, Man.

R. P. Johnson has sold his general store at Scott, Sask.

C. C. Whitehead has opened a general store at Silton, Sask.

Mrs. A. Gunderson has opened a general store at Kincaid, Sask.

J. S. Musson has opened a grocery store at Calgary, Alta.

L. O. Walton has opened a grocery store at Lethbridge, Alta.

Donald Sutherland has opened a general store at Riddelvale, Alta.

S. P. Slat & Son have opened a general store at Calgary, Alta.

Griffin & Robb, general merchants, Seven Persons, Alta., have dissolved partnership.

Purcell & O'Brien, general merchants, Bassano, Alta., have dissolved partnership.

Munn Bros. have opened a grocery store at Kamloops, B.C.

C. Lauriente, Trail, B.C., has added a grocery department to his store.

Practical Methods in Retail Stores

Winnipeg Merchant Tells Why Good Delivery Outfit is a Trade Attractor—Will Clean All Fish Ready for Cooking Before Sending Out—Attention to Butter and Eggs Worked Up Trade—Reason for Cleanliness in Grocery Store — Montreal Grocer Does Not Let Syrup Trade Drop Off During Summer.

Value of Good Delivery Outfit.

Winnipeg, Aug. 17.—“In regard to appearances as a trade attractor, the value of a good delivery outfit cannot be too strongly emphasized,” says a local merchant.

“A customer does not wish to have a wreck of a horse with a dilapidated wagon driving up to her front door with the supply of groceries. Chances are they will reason that a dealer who drives such a wagon is likely to give little thought to the manner in which he handles the food he sells. How much better an impression is made on the customer by a nicely groomed horse with a clean wagon in good repairs and nicely painted. This is the kind of a delivery outfit that is likely to bring returned trade to the grocer.”

Adds Fish and Meat Departments.

London, Ont., Aug. 17.—Harry Rananah, has added a meat department in the premises adjoining his grocery at 517 Richmond street. He has had it especially arranged for this purpose and he will give special care to the handling of meats, fish, poultry and game. Two large refrigerators have been installed, so that the meats may be kept in first-class condition.

One of the features of the new business will be that all fish will be cleaned and ready for cooking before the orders are sent out.

Makes Specialty of Butter and Eggs.

St. John, N.B., Aug. 17.—“When I started in business in this city eight years ago,” said a local grocer, “I decided to make a specialty of butter and eggs. While I did not neglect the ordinary lines of groceries, I put forth a special effort to secure the very best obtainable in butter and eggs. These are articles of food which the housewife, especially in the city, has great difficulty in obtaining the best quality.

“I know of many customers whom I hold just from the fact that they can always secure good quality in these lines from me. It has always been the means of getting many new customers for me. First they would buy their butter and eggs. I would succeed in selling them some additional lines and in a short time they were regular customers. Of course, it is essential that the

quality of these lines be the best. Good goods must not only be bought but they must be handled in proper manner after they reach the store.”

Cleanliness as Trade Attractor.

Vancouver, B.C., Aug. 17.—“Perfect cleanliness in the store is an important factor in attracting trade for the grocer,” asserted a local dealer recently. “It is an essential in every store, but most necessarily in the grocery, where food is handled.

“Every morning when our store is open, it is carefully swept, counters, ledges and show cases dusted, and as many shelves cleaned as time allows. I aim to keep my window looking clean and change it often, for even if the same goods are replaced, the dusting makes an improvement. I do not allow clerks to stand around idle during working hours, but intrust them in their spare moments to clean show cases or counters or re-arrange displays. I see that scales, knives, scoops and ladles are kept washed and do many other things that will help to give the store an appearance of cleanliness.”

Maintains Syrup Trade in Summer.

Montreal, Aug. 17.—“My sales of syrup even during the middle of summer amount to a considerable volume,” said a merchant of this city. “Trade in this line is greatly changed from a few years ago, when selling syrup after the first sign of spring was looked upon as being somewhat in the same class as attempting to sell fly screens in January.

“The truth of this matter was that the appetites of the people for this line did not drop off nearly as much as the ambition of the merchant to sell it. I have, however, demonstrated the fact to my own satisfaction that syrup is not only a winter food but a staple line of groceries. Of course, I do not sell nearly the amount in the summer but still my sales are large enough to warrant carrying a stock.”

“No,” he added, “I do not hide it under the counter and wait for customers to force me to surrender it up. I keep it in a prominent position on the shelves and at intervals I make a counter display and draw people’s attention to it. My sales are accordingly maintained at an appreciable figure.”

Believes in Variety.

Regina, Sask., Aug. 17.—“The housewife does not want to do any more walking or any more shopping than possible during the summer, and the store that can supply her with the largest variety of goods is generally the one she will patronize during the summer months, thus saving her the trouble of visiting many stores.” Thus spoke a local grocer who realizing this fact last year put in a cake, biscuit and bread department in his store. There was no bakery in the neighborhood and as he knew that the housewife did not do much baking in the summer, it would be to his advantage to supply her with these articles, thus saving her a considerable walk. Near the door he placed a silent salesman in which cakes and tarts were displayed while on the shelves glass front biscuit boxes showed the fancy biscuits up well to the customer. He found this a valuable sideline, so much so that he is continuing it this summer.

Forward Principles.

Grand River, Ont., Aug. 17.—Five years ago Frisian Simpson, proprietor of the Opera House Grocery commenced business in this village and every year since there has been an increase, the past one being the banner year of all, double the amount of business done the first year having been transacted. Straight forward business principles and special attention to keeping his store bright and clean has done much. Mr. Simpson being situated in a farming community finds it to his advantage to look after the produce of his customers, and many people are attracted to his store because he pays cash for butter and eggs. Thus, while they have the ready cash, they find many lines which interest them, with the result that sales are increased a great deal.

Changes Display Often.

St. John’s, Nfld., Aug. 17.—“Variety in display,” says a local merchant, “helps to keep up the interest in your window. It should not be dressed with the same line of goods continually but changes to new lines should be made often.

One week I will make a display of canned goods, followed the succeeding week by something entirely different, such as flour, meats, or woodenware. The window should at least be changed often, even if the same line of goods is shown, so that it will present a different appearance to customers on each visit. A customer soon loses interest in your store if the window is kept continually the same, but if you are continually showing something new, they will get to watching your window closely for any changes.”

THE CANADIAN GROCER

Spices.—The market continues firm with good enquiry. The approach of the pickling season which has already opened is making itself felt.

Per lb		Per lb	
Allspice . . . 0 13	0 18	Ginger, whole. . . 0 17	0 30
Cinnamon, whole 16	0 18	Cochin . . . 0 17	0 30
ground 0 15	0 19	Mace 0 25	0 65
Cloves, whole . . 0 28	0 35	Nutmegs 0 25	0 60
ground 0 21	0 35	Peppers, black 0 16	0 18
Cream of tartar 0 25	0 32	Peppers, white. 0 22	0 27

Coffee.—Coffee retains the strength of its position. Otherwise business is uneventful.

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

CANNED GOODS

Montreal.—“What’s the use of you quoting canned peas at that opening price? Might as well cut out peas altogether. If I had any they would be at least \$1.25, but as I am already oversold the problem is where to look for supplies.” Such was the comment of one wholesaler. Another quoted standard peas at \$1.35 and Early Junes at \$1.50. Peas are very scarce and the canners will not ship as big a percentage of the orders as was at first anticipated. Foreign markets must now be depended upon for supplies, and it is a question to what extent they will be of service.

Still another wholesaler was lamenting the fact that he had sold 25 cases of spot tomatoes at \$1.65. “It’s a shame,” he said, “that the retailer has to pay that money for tomatoes,” and continued his opinion upon the present extraordinary conditions in many of the grocery markets. “I have never seen anything like it,” he remarked. “Whether we have outstripped production, or whether it is speculation or whatever the cause, things are certainly in an unusual condition right now.”

And so it goes from week to week with no near signs of improvement.

VEGETABLES		Per Dozen	
		Group B	Group A
2s—Asparagus, tips	2 52	2 55	
2s—Beans, crystal wax	0 97	1 00	
2s—Beans, golden wax	1 37	1 40	
3s—Beans, golden wax	1 37	1 40	
Gal—Beans, golden wax	4 02	4 05	
2s—Beans, refugee	0 97	1 00	
3s—Beans, refugee	1 37	1 40	
2s—Beans, refugee, midget	1 30	1 30	
2s—Peas, extra fine sifted, size No. 1	1 25	1 25	
2s—Peas, sweet wrinkle, size No. 2	1 10	1 10	
2s—Peas, early June, size No. 3	1 10	1 10	
2s—Peas, standard, size No. 4	1 35	1 35	
Gal—No. 4 standard	1 27	1 30	
2s—Spinach, table	1 77	1 80	
3s—Spinach, table	1 77	1 80	
Gal—Spinach, table	5 30	5 32	
Fruits—			
2s—Cherries, black, pitted, heavy syrup	1 92	1 95	
2s—Cherries, black, not pitted, heavy syrup	1 52	1 55	
2s—Cherries, red, pitted, heavy syrup	1 92	1 95	
2s—Cherries, red, not pitted, heavy syrup	1 52	1 55	
Gal—Cherries, red, not pitted	8 12	8 55	
2s—Cherries, white, pitted, heavy syrup	2 02	2 05	
2s—Cherries, white, not pitted, heavy syrup	1 62	1 65	
2s—Currants, black, heavy syrup	1 97	2 10	
2s—Currants, black, preserved	2 27	2 30	
Gal—Currants, black, standard	5 27	5 30	
Gal—Currants, black, solid pack	8 27	8 30	
2s—Currants, red, heavy syrup	1 97	2 10	
2s—Currants, red, preserved	2 27	2 30	
Gal—Currants, red, standard	5 27	5 30	
Gal—Currants, red, solid pack	8 27	8 30	
2s—Gooseberries, heavy syrup	2 25	2 27	
Gal—Gooseberries, standard	7 00	7 02	
2s—Lawtonberries (blackberries), h. syrup	1 77	1 80	
2s—Lawtonberries, preserved	1 97	2 00	
Gal—Lawtonberries, standard	7 02	7 15	
2s—Pineapple, sliced, heavy syrup	1 77	1 80	
2s—Pineapple, grated, heavy syrup	1 77	1 80	
2s—Pineapple, whole, heavy syrup	1 77	1 80	

3s—Pineapple, whole, heavy syrup	2 32	2 35
2s—Raspberries, black, heavy syrup	2 10	2 12
2s—Raspberries, black, preserved	2 25	2 27
Gal—Raspberries, black, standard	7 25	7 27
Gal—Raspberries, black, solid pack	9 59	9 52
2s—Raspberries, red, heavy syrup	2 00	2 02
2s—Raspberries, red, preserved	2 25	2 27
Gal—Raspberries, red, standard	7 25	7 27
Gal—Raspberries, red, solid pack	9 50	9 52
2s—Rhubarb, preserved	1 24	1 55
8s—Rhubarb, preserved	2 27	2 30
Gal—Rhubarb, standard	3 54	3 52
2s—Strawberries, heavy syrup	1 77	1 80
2s—Strawberries, preserved	2 02	2 05
Gal—Strawberries, standard	7 25	7 27
Gal—Strawberries, solid pack	9 00	9 25
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 27	2 31
1-lb. flats, per dozen	1 45	1 45
1-lb. flats, per dozen	2 47	2 47
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoos, dozen	1 60	1 65
Red Spring, dozen	1 90	2 00
Red Sockeye, dozen	2 10	2 10
Lobster—		
1-lb. flats, dozen, \$2.75, \$2.85; 1-lb. talls dozen, \$3.60, \$4.75		
1-lb. flats, dozen, \$5.00, \$5.10.		
Compressed corned beef, 1s	2 00	
Compressed corned beef, 2s	3 35	
English brawn, 2s	3 15	
Boneless pigs' feet, 2s	3 15	
Ready lunch veal loaf 1s	1 50	
Ready lunch veal loaf 1s	2 60	
Roast beef, 1s	2 00	
Roast beef, 2s	3 35	
Stewed ox tail, 1s	1 60	
Stewed kidney, 1s	1 50	
Stewed kidney, 2s	2 65	
Minced collops, 1s	1 40	
Minced collops, 2s	2 50	
Corned beef hash, 1s	1 60	
Corned beef hash, 2s	2 80	
Jellied hocks, 2s	3 50	
Jellied hocks, 6s	12 00	
Paragon ox tongue, 1s	7 50	
Paragon ox tongue, 2s	8 50	
Paragon ox tongue, 2s	9 50	
Paragon lunch tongue 1s	4 00	
Tongue lunch, 1s	3 50	
Sliced smoked beef, 1s	1 50	

Toronto.—Canned peas are firmly held at the present quotations of \$1.25 for standards and even at that figure dealers do not appear over-anxious to take orders. The truth is that many are uncertain how the situation is going to turn out. While the total production this year is above last, still they came on a practically bare market and already there has been a marked consumption unknown in other years on account of the scarcity of green goods. Then again, it is generally believed that a larger demand on account of increasing population and other factors can be looked for.

The percentage of delivery on red raspberries will only be 50 per cent., while in the black varieties it will amount to 60 per cent. This small delivery was generally looked for on account of the hot weather that in some cases cooked the berries on the bushes. The opening price on raspberries was \$2.02. Gooseberries were an extremely small pack, only 24 per cent. being delivered. Eighty per cent. is the amount set down for lawton berries, but packing is still going on in this fruit. The delivery of rhubarb has been increased to 9s per cent. Prospects for tomatoes are good just now and with a lengthy season, a fairly large pack can be expected. Corn looks good.

Although expected before now, prices on salmon have not yet been received. Canners are evidently waiting until something definite is known before naming prices. One wholesaler volunteered an opinion that Clover Leaf and Horseshoe brands would open around \$2.25 per dozen for talls.

VEGETABLES		Per doz.	
		Group B	Group A
2s—Asparagus Tips	2 52	2 55	
2s—Beans, crystal wax	1 00	1 25	
2s—Beans, golden wax, midget, Auto brand	1 00	1 30	

2s—Beans, golden wax	1 00	1 25
3s—Beans, golden wax	1 37	1 40
Gal—Beans, golden wax	4 23	4 05
2s—Beans, refugee or valentine (green)	1 00	1 25
3s—Beans, refugee (green)	1 37	1 40
2s—Bean, refugee midget, Auto brand	1 30	1 30
2s—Peas, extra fine sifted, size 1	1 75	1 77
2s—Peas, sweet wrinkle, size 2	1 35	1 35
2s—Peas, early June, size 3	1 30	1 30
2s—Peas, standard, size 4	1 25	1 25
2s—Spinach, table	1 27	1 30
3s—Spinach, table	1 77	1 80
Gal—Spinach, table	5 30	5 32
FRUITS		
2s—Cherries, black pitted, heavy syrup	1 92	1 95
2s—Cherries, red, pitted, heavy syrup	1 52	1 55
2s—Cherries, red, not pitted, heavy syrup	1 92	1 95
Gal—Cherries, red, pitted	8 52	8 55
2s—Cherries, white, pitted, heavy syrup	2 02	2 05
2s—Cherries, white, not pitted, heavy syrup	1 62	1 65
2s—Currants, black, heavy syrup	1 97	2 00
2s—Currants, black, preserved	2 27	2 30
Gal—Currants, black, standard	5 27	5 30
Gal—Currants, black, solid pack	8 27	8 30
2s—Currants, red, heavy syrup	1 97	2 00
2s—Currants, red, preserved	2 27	2 30
Gal—Currants, red, standard	5 27	5 30
Gal—Currants, red, solid pack	8 27	8 30
2s—Gooseberries, heavy syrup	2 25	2 27
Gal—Gooseberries, standard	7 10	7 02
2s—Lawtonberries (blackberries), h. syrup	1 77	1 80
Gal—Lawtonberries, preserved	1 97	2 00
Gal—Lawtonberries, standard	7 02	7 05
2s—Pineapple, sliced, heavy syrup	1 77	1 80
2s—Pineapple, grated, heavy syrup	1 77	1 80
2s—Pineapple, whole, heavy syrup	1 77	1 80
3s—Pineapple, whole, heavy syrup	2 32	2 35
2s—Raspberries, black, heavy syrup	2 00	2 02
2s—Raspberries, black, preserved	2 25	2 27
Gal—Raspberries, black, standard	7 25	7 27
Gal—Raspberries, black, solid pack	9 50	9 52
2s—Raspberries, red, heavy syrup	2 00	2 02
2s—Raspberries, red, preserved	2 25	2 27
Gal—Raspberries, red, standard	7 25	7 27
Gal—Raspberries, red, solid pack	9 50	9 52
3s—Rhubarb, preserved	2 27	2 30
Gal—Rhubarb, standard	3 50	3 52
2s—Strawberries, heavy syrup	1 80	2 00
2s—Strawberries, preserved	2 02	2 05
Gal—Strawberries, standard	7 25	7 27
Gal—Strawberries, solid pack	9 50	9 52
VEGETABLES		
Beets, sliced, blood red, 2s	0 97	1 00
“ whole, blood red, 2s	0 97	1 00
“ sliced, blood red, 3s	1 32	1 35
“ whole, blood red, 3s	1 37	1 40
“ whole, Rosebud, 2s	1 30	1 30
“ 3s	1 55	1 55
Cabbage, 3s	0 97	1 00
Carrots, 2s	0 97	1 00
Corn, 2s	1 10	1 10
“ fancy, 2s	1 10	1 15
“ on cob, gal	4 77	4 77
Pumpkin, 3s	0 97	1 00
gal	3 02	3 05
Tomatoes, 2s	1 05	1 07
“ 3s	1 60	1 65
“ gals	3 75	4 02
Turnips, 3s	1 12	1 15
FRUIT		
Apples, standard, 3s	1 90	1 90
“ gal	3 75	4 10
Blueberries, standard, 2s	1 27	1 30
“ gal	5 27	5 30
Peaches, 2s, white, heavy syrup	1 87	1 90
“ 2s, yellow, heavy syrup	1 87	1 90
Clover Leaf and Horseshoe brands salmon:		
1-lb. talls, dozen 2 25 2 27	Cohoos, per doz.	1 77
1-lb. flats, dozen 1 42 1 45	Red Spring, doz. 2 10 2 15	
1-lb. flats, dozen 2 45 2 47		
Other salmon prices		
Lobsters, halves, per dozen	2 60	2 75
are:		
Humpbacks, doz 1 30 1 35	Lobsters, quarters, per dozen	1 60
Pinks 1 30 1 35		2 20 2 25
Northern River Sockeye		
Chicken 4 00	Soup, 2s	1 90
Turkey 4 00	Soup, 1s	1 40
Ducks 4 00		

ONTARIO MARKETS

POINTERS—
Canned Peas—Firm.
Beans—Prices well maintained.
Italian Macaroni—Strong.
Toronto, Aug. 17.—Trade as reported by local wholesalers is exceptionally brisk for the season of the year, harvesting throughout the country having had little or no effect on business. Orders are coming in freely and jobbers are well satisfied with the amount of business that is being transacted. Collections are also reported good.
Contrary to what might be expected, business in and with the fire-swept country in New Ontario is good. Trade has not been depressed as was thought would be the case, but instead is extremely favorable.

THE CANADIAN GROCER

**Manufacturers, Manufacturers' Agents,
Brokers, Etc.**

BRITISH COLUMBIA DIRECTORY

**W. A. JAMESON
COFFEE CO.**

Importers and Roasters of High Grade
Coffee.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
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If you want to buy or sell any
store equipment article, to buy
or sell a business, engage as
clerk or manager, etc.,

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Condensed Ad.

IN

The Canadian Grocer

For two cents a word you can
talk across the continent.

"We will never be buried
with the unknown dead---
we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."


The Condensed Ad. in this
Paper will bring good results

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

By Royal  Letters Patent.

NELSON'S
*Gelatine and
Licuorice*
LOZENGES

Should be in your confectionery
department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.



Sterling
BRAND

CHOW-CHOW

Delicious, Appetizing
Relish

Made from the choicest products of
York gardens and blended in such
a way that the "Sterling" brand Chow-Chow is
pronounced, by people of discriminating taste, to
be the superior of any other domestic or im-
ported line. Give your patrons the benefit of
our long and practical experience, by stocking
"Sterling" brand Chow-Chow.

Shall we send you samples?

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

ROYAL SHIELD BRAND COFFEES

Campbell Bros. & Wilson, Limited
WINNIPEG

Selected beans, evenly roasted and ground on premises, guaranteed absolutely pure and of the highest quality of any coffee on the market. We supervise the packing of every pound of Royal Shield Brand Coffee we sell.

ORDER YOUR REQUIREMENTS NOW.

Our Royal Brand Teas, Extracts, Jelly Powders, etc., are of the same high standard as our "Royal Brand Coffees." Get our prices now.

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Write to our nearest office regarding our prices on standard Canned Fruits and Vegetables. Only the choice brands stocked.

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Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

You Can Add \$20.00 Monthly to Your Income

**IF YOU WILL ACT AS MACLEAN'S SPARE
TIME REPRESENTATIVE IN YOUR TOWN**

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from \$5 to \$50 to your monthly income. Hundreds of others are doing it—so can you.

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MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE.
TORONTO, - - ONTARIO

Odds and Ends for Busy Dealers

Gathered From Here and There—Openings for General Stores—Class Legislation in Favor of Peddlers—Tendencies to More Sanitary Methods—Another Alleged Ptomaine Poisoning Case Ventilated—Spell Customers Names Correctly.

According to a recent circular of the Grand Trunk Pacific Railway, there are openings for general stores at Change, Redditt and Willet in Ontario; Beaudry, Cabot, Dugald, Gregg, Oakner, Quadra, Rivers and Uno in Manitoba; Duff, Goodeve, Lorie, Tate, Undora, Vera and Zeneta in Saskatchewan and Deville, Jarrow, and Ryley in Alberta.

It is the opinion of the city law department of Chicago that peddlers, although licensed by the city to travel about the streets, have no more right to shout their wares than the grocer has to hawl his goods in front of his place of business, or the owner of a hardware shop to call attention to his place by the ringing of a fire gong. They claim that to permit the hucksters to engage in vocal advertising while forbidding other noises would constitute class legislation that would be held invalid by the courts.

The Retail Grocers' Association of Detroit, Mich., has adopted a resolution urging the Board of Health there to take immediate steps to stop the sale of decayed fruit and vegetables by peddlers, farmers and gardeners. The grocers complain that some of the peddlers make a business of buying "any old truck" they can find, left over and half rotten stuff that is unsalable on

the markets, pick it up for a song compared with the price of fresh goods, mix in enough fresh stuff to make it look presentable, and sell it for a good deal less than the grocers have to ask.

If you give your customers a bargain be sure to let them know about it. If you sell an article below the regular price, bring the fact to their notice. There is nothing like tooting your own horn. If you don't, nobody else will.

The death of a child in Sturgis, Ky., was reported in May from ptomaine poisoning generated in a can of tomatoes. The National Canner's Association of the United States began an investigation, and later secured a certificate from the attending doctors that death was from another cause and not ptomaine poison. Doubtless if rigid investigation followed other reported cases it would be found that a large proportion of sickness attributed to this cause is done so mistakenly.

People are extremely sensitive about having their name spelt wrong or even having their initials incorrect. Make it a point to have these correct on the customer's parcels and bill.

"The effect of the high prices on coffee during the year," says the New

York Journal of Commerce," was to check consumption in the United States, resort being had to substitutes, while compounds were also more extensively used. Thus deliveries, which it should be noted would be swelled by shifting of valorization coffee, were 272,079 bags less than in 1910.

CANADIAN FLOUR IN WEST INDIES.

The Trade Commissioner at Barbadoes, West Indies, writes that the increase shown in the importation in flour in 1910 was chiefly in Canadian brands. The prejudice that existed up to a few years ago against Canadian flour has now entirely disappeared. An increasing annual import may be confidently looked for, as all Canadian flours now used in the West Indies are able to withstand the heat without deterioration.

"THE FRA" ON HONESTY.

"It takes humanity a long time to learn that a plain honest statement in business, or in any transaction in life, is the only way to success. A man who is always trying to drive a sharp bargain has little time to work, and can get little of it done. Besides the one who is cheated once, seldom comes again."

Your Customers

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

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

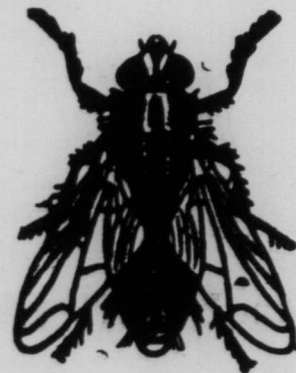
You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

THERE ARE MORE OF

Wilson's FLY PADS

SOLD IN AUGUST AND
SEPTEMBER THAN IN ALL
THE REST OF THE
SEASON.



No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY



MCLEAN'S
"White MOSS"
COCOANUT

The purest shredded (not ground) cocoanut, fresh and full of the rich, nutty flavor. Don't hesitate to recommend McLean's.

CANADIAN COCOANUT CO.
Sole Makers : Montreal

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

INTRODUCE

"GLOBE"

MACARONI and VERMICELLI

MADE
OF HARD
WHEAT

FREE
FROM
GLUTEN

MADE BY
SKILLED
LABOR

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli. They are free from glutinous substances.

You will profit by the sale of "GLOBE" products.
Stock them now.



D. SPINELLI & CO.
REGISTERED
MONTREAL - QUEBEC


 The House of Quality The House of Quality
SPECIAL PRICE
 ON
Breakfast Bacon
 (New Cure)
 AND
Cottage Hams
Quality unexcelled. Order to-day.
GUNNS PORK & BEEF PACKERS
 LIMITED TORONTO, ONT.
 CANADA

SHORT ROLLS

These are very nice goods, Mild, Sugar Cured, Boneless and Smoked. Just the thing for your Slicer. We have them also Cooked, a very good substitute for Hams in the present scarcity.

F. W. Fearman Co.
 HAMILTON LIMITED


Reindeer Brand Milk
 has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give **REINDEER CONDENSED MILK** a richness and flavor all its own. Reindeer is freer (than other brands) from that cooked taste.
 Your customers expect **REINDEER BRAND** when they order Condensed Milk.
 **REINDEER** LIMITED
 TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED.
 AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
 FERGUS

70-72 Front St. East
 TORONTO

Tinge of Quietness in Provisions

Demand for Pork Products is Not Quite So Brisk—Tendency in Provisions Rather Uncertain—Live Hogs Steady at Present—Higher English Cables on Produce Due to Strike—Butter is Firm—Eggs Unchanged.

There is a tinge of uncertainty in regard to the immediate future of provisions. Just at the present the provision market is steady under a similar condition in live hogs, but there are dealers who are looking for an easing off in live hog prices, but whether it will come is a question. The offerings of live hogs of late have not been large, due perhaps to the fact that the farmer is busily engaged in harvesting. Trade in provisions is inclined to quietness, or at least there is not the same brisk movement that has been in evidence. A fairly good trade, however, continues in smoked and cooked meats.

Cables from the English markets on various lines of produce have been uniformly higher, due no doubt, however, to the abnormal conditions caused by the strike of railwaymen and dock laborers. Higher cables have come forward for bacon, butter and cheese, but on account of the strike these quotations are somewhat unreliable.

Butter is holding a position of steadiness, especially in regard to good quality stock. Demand is good and conditions point to a continuance of steadiness. Eggs are unchanged, but prices are holding well.

There is some trade being done at various centres in new crop clover honey. Prices this year are higher. The production in Ontario, the leading factor in the Dominion, is considerably below last year, due to the drying up of the clover during the period of drought.

MONTREAL.

Provisions.—The local market is unsettled, and it is a question as to what the next movement will be. Packers are looking for a drop in the price of hogs, but it is a question whether there will be any further downward movement. The demand for hams, bacon, etc., is a little easier, according to reports, the bulk of the business having decreased slightly. There is still quite a trade passing, but hardly that activity that was apparent some weeks ago.

Pure Lard—	
Boxes, 50 lbs. per lb.	0 10½
Cases, tins, each 10 lbs., per lb.	0 11
" " " 5 " " "	0 11½
" " " 3 " " "	0 11
Falls wood, 30 lbs. net, per lb.	0 11
Falls, tin, 30 lbs. gross, per lb.	0 10½
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 3.5 lbs., per lb.	0 10½
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09½
" " " 5 " " "	0 09½
" " " 3 " " "	0 09½
Falls, wood, 30 lbs. net, per lb.	0 09½
Falls, tin, 30 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 09½

Tierces, 375 lbs., per lb.	0 09
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 50
" " 300 "	14 50
" " 300 "	21 50
Bolled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 35 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 14½
Medium sizes, 13 to 18 lbs., per lb.	0 13½
Extra small sizes, 10 to 13 lbs., per lb.	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 14
Hogs, live, per cwt.	7 00
" " dressed, per cwt.	10 25

Butter.—The butter market is steady and gives promise of firmer conditions in the near future. The price is steady and demand good. The fall is likely to see higher prices, according to some dealers.

Eggs.—The market is unchanged, prices being firm, with the demand remaining good. The amount of shrinkage is still heavy.

Cheese.—Production remains at a fairly large figure, recent rains having been helpful. The price is unchanged.

Quebec, large	0 12
Western, large	0 12½
" " twins	0 12½
" " small, 30 lbs.	0 12½
Old cheese, large	0 13

TORONTO.

Provisions. — The provision market shows no special change, but prices are ruling steady. Live hogs are 15 cents higher at \$7.50 quoted at country points. The offerings during the past week have been small, while the English bacon market is higher under abnormal conditions. Trade in pork products is none too brisk, although a good trade is present in smoked meats.

Smoked meats—	
Light hams, per lb.	0 17½ 0 18
Medium hams, per lb.	0 17 0 18
Large hams, per lb.	0 15½ 0 16
Backs, plain, per lb.	0 19 0 20
" " pea meal	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11½
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	20 00 21 00
Cooked hams	0 26 0 28
Lard, tierces, per lb.	0 10 0 10½
" " tubs	0 10½ 0 10½
" " pails	0 10½ 0 10½
" " compounds, per lb.	0 08½ 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 10 50

Butter.—The butter market maintains its steadiness and the tendency is a little stronger, especially in good quality stock. There seems to be plenty of

dairy butter offering at present, or at least enough to supply demand.

Fresh creamery print	0 25 0 26
Creamery solids	0 23 0 24
Farmers' separator butter	0 21 0 22
Dairy prints, choice	0 20 0 22
No. 1 tubs or boxes	0 17 0 19
No. 2 tubs or boxes	0 15 0 16

Eggs.—While prices are unchanged, the tendency is just the least bit stronger. While the production is apparently just as large, there seems to be a somewhat keener demand for them. Shrinkage is still in evidence.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese.—There is nothing special to report in regard to cheese. Prices are steady. Trade is normal.

New cheese—	New twins	0 13½	
Large	0 13	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Poultry.—Trade in poultry is inclined to dullness or at least, according to dealers, it could be brisker. The market shows no special features of strength.

Fowl, live	0 11 0 12	Duckling, live	0 11 0 12
Broilers, live	0 14 0 15		

Honey.—There is some of this season's new clover honey on the market, mostly in 60 lb. tins, quoted at 12 cents per pound. There has only been a sprinkling of comb offered at \$2.25 to \$2.50 per dozen. These prices are higher than last year's, when tins opened at 10¼¢ and comb at \$1.75. Comb advanced shortly afterwards, however, to \$2.25 to \$2.50 per dozen. The higher prices are ascribed to the partial failure of the white honey harvest, due to the drying up of clover in the prolonged drought in Ontario the latter part of June and the first of July. Last year there was an average of 58.3 pounds to the colony, while this year the average has fallen to 50.6. As the number of colonies in Ontario this year is less than last, it is estimated that the decrease in the province will be nearly one million pounds.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz.	2 25 2 50

WINNIPEG.

Provisions.—Trade in the various lines of provisions has been exceedingly active this summer. Cured meats have been moving steadily, while salt meats show a decided increase. Lard, as prices below show, has been fluctuating according to the price of live hogs. As large quantities of these animals are being shipped in at the present time and will continue all fall it is expected that lower figures will be seen before long.

Hams, large	0 16½	Tomato sausage	0 10
Hams, medium	0 19	per lb.	0 09
Breakfast bacon	0 20½	Pork sausage	0 09
backs	0 08½ 0 09	Beef sausage	0 07½
Breakfast bacon	0 18½ 0 19	Lard, in tierces	0 11
bellies	0 13½ 0 14	per lb.	5 65
Shoulders	0 15	50-lb. tubs	2 30
Short rolls	0 12	10-lb. pails, cases	7 05
Long, clear sides	0 12	5-lb. pails, cases	7 15
per lb.	0 13½	3-lb. pails, cases	7 20
Boneless backs,	0 13½	Compound, 30-lb	2 20
per lb.	23 00	pails	0 09
Mess pork, bbl.	11 50	Stearns, h eifers,	0 09
Mess pork, ¼-bbl.		abattoir killed	

THE CANADIAN GROCER

Eggs.—Supplies are exceedingly scarce as regards "guaranteed strictly fresh." None of this quality is offered wholesale, while Manitoba fresh eggs are offered at 18 cents. Retailers who get supplies of "strictly fresh" direct are retailing them at 35c per dozen.

Butter.—Creamery butter shows a considerable decline from last month's price. Manitoba fresh made bricks are now selling at 23 cents per pound, and large quantities can be bought at that price. Provincial creameries have been shipping in supplies of late to the city with resulting lower prices. Butter in boxes is quoted at 2 to 2½ cents per pound less than the bricks. Dairy butter shows little improvement in quality, and fair quantities are being received. Prices quoted are: 16 cents for strictly No. 1, 12 cents for No. 2, and 7 to 9 cents for No. 3.

Cheese.—Market is active and firm. Demand is good and higher prices are looked for in both local and Ontario manufactured. Manitoba new cheese, de-

livered Winnipeg, is quoted at 11 to 11½ cents per pound.

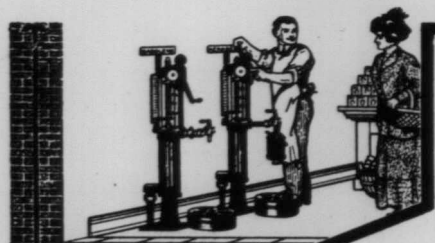
EARLY CLOSING IN ST. JOHN.

No Definite Understanding Has Been Reached Yet.

St. John, N.B., Aug. 17.—(Special)—And still there is no definite understanding regarding the early closing by-law. A further adjournment was made last week in the police court when the test cases under the act came before the magistrate. The matter is fast losing interest, because of the fact that the summer is well over, and any trade which might have come to grocers in some sections of the city through being allowed the privilege of keeping open if they desired, has been lost. Local merchants, however, would like to have a definite understanding of the matter arrived at. Some of them who are situated in the residential districts claim they have lost a goodly sum of money

through their doors being shut after 7 p.m., the hour mentioned in the by-law, and the hour in which many a housewife makes her purchases for the next day, her housework keeping her at home through the greater part of most days. Other dealers claim to have benefited by the by-law being enforced. It is expected that final judgment will be given next week.

A cooling and healthful drink for summer may be made from cream tartar.



Mr. Merchant

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

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

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

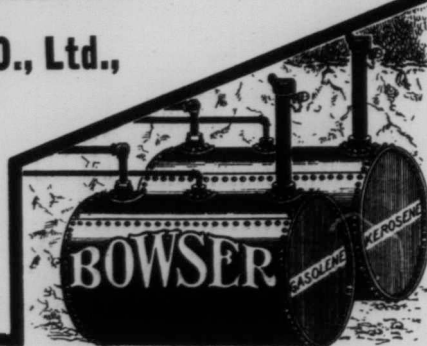
It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

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

Ask for Book No. 5.

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

**TORONTO,
66-68 Fraser Ave.**



Why Grocers Should Use

Allison Coupon Books

—Simply because they are credit customers.



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

Manufactured by

Allison Coupon Company
INDIANAPOLIS, IND.

For sale everywhere, by jobbers.

Ask Your Wholesaler

for

KO-KO-BUT

The Perfect Cooking Butter

**ECONOMICAL
DIGESTIBLE
WHOLESOME
100%**

Pure Vegetable Butter

N.B.—We are spending thousands of dollars telling your customers about these goods. Are you taking advantage of your chances to make big sales?

**Dominion Coconut Butters
LIMITED
MONTREAL**

Grocers: With the increased cost of labor and materials, and the consequent increased cost of production in the past few years, it is not reasonable to suppose that a really first class baking powder can be made and sold to the trade at old prices. Rather than sacrifice the quality of Magic Baking Powder the price to the trade was slightly increased. Magic Baking Powder still conforms to the high standard of Gillett's Goods.

MAGIC BAKING POWDER

Contains no Alum



**E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.**



WINNIPEG

MONTREAL

THE MATCHLESS MATCH

"DOMINION"

The Dominion Silent Match gives uniform satisfaction. There's always a light when one is struck; no noise, no offensive odor. Every stem is made of straight grained wood and will not break. The heads will not fly off. They are boxed nicely and make good shelf stock.



Or
Canada
Brokerage
Company,
Limited, Toronto

**THE
DOMINION
MATCH CO.
LIMITED**
DESERONTO, ONT.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

*Ask us for prices before filling
your orders for the coming season*

West India Co., Limited

CANADA: No better Country

WOT DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

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

Diamond

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

Ask your jobber.

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

SELLING AGENTS:

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

M^cVITIE & PRICE

EDINBURGH and LONDON

BISCUIT MAKERS TO

H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
Abernethy	The Scottish Favorite.
Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

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



This Notice Deserves Your Attention

The remarkable increase in the demand for our various lines in all parts of Canada has necessitated our appointing various wholesalers as our agents.

Chinese Starch

will now be handled by the W. H. Escott Co., Winnipeg, to whom all orders from Alberta, Manitoba and Saskatchewan should be addressed.

"Keep Your Eye on the Chinaman"

and remember that

Chinese Starch packages contain 16 ounces, not 12.

Chinese Starch never fails to please.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice.

Put Some Starch Into Your Sales.

Dummies for Window Display to be had from Agents, or on direct application to

OCEAN MILLS, O. Lefebvre, Prop., MONTREAL

Slight Advance in Manitoba Flour

Prices at Toronto and West Go Up 20 Cents Per Barrel—Only 10 Cents Advance in East—Wheat is Less Firm—Crop Conditions are Good—Some Definite Idea of Outturn Known By End of Month.

As hinted would be the case last week, flour prices have been generally advanced. In Toronto and Winnipeg an upward movement of 20 cents per barrel has taken place, while in Montreal and the Eastern Provinces only a ten cent advance has occurred. Some dealers are already hinting that the advance may not hold for long, as the wheat market is less firm, while conditions of the wheat crop are good. Still no reduction may take place until something definite can be learned concerning the general wheat situation, when prices taking in the general outlook for the year will be named.

Something really definite regarding the wheat outturn and the prospects for the year will be known by the end of the month. Harvesting is not yet general in the West, and it will be ten days to two weeks behind last year. The rumors of frost and black rust which forced the market upward last week did not amount to anything.

While the outlook is favorable just now, the critical point has not been altogether passed yet. One dealer, in speaking of the situation, said: "While conditions just now are as good as can be expected, still it must be remembered that the crop is later this year and that wheat is not yet past the stage where it is immune from frost or rust. Therefore, while dealers may look for lower values, they should not place their price expectations at too low a figure."

Cereals in general are steady, and an advance of 10 cents per sack in rolled oats is reported from Montreal this week.

MONTREAL.

The market has been strong for the past two weeks and it was not at all a surprise when prices advanced 10 cents.

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

Cereals.—In sympathy with the flour market, a rise of 10 cents took place in rolled oats. The market still remains firm.

Fine oatmeal, bags.....	2 58
Standard oatmeal, bags.....	2 58
Granulated oatmeal, bags.....	2 58
Bolled cornmeal, 100 bags.....	1 75
Roller oats, jute bags, 90 lb.....	3 35
Roller oats, cotton bags, 90 lb.....	2 40
Roller oats, barrels.....	4 75

TORONTO.

Flour.—The strength in the flour market referred to in our last report has

resulted in an advance of 20 cents per barrel in Manitoba. Some uncertainty prevails among dealers as to whether this will hold for any great length of time, as the wheat market is already somewhat easier than when the advance took place, while the prospects for the present wheat crop are favorable just at the present. The definite outlook for the season will be pretty well known by the end of the month. Trade just now is naturally quiet.

Manitoba Wheat.		
1st patent, in car lots.....	5 10	5 30
2nd patents, in car lots.....	4 60	4 80
Strong bakers, in car lots.....	4 40	4 60
Feed flour, in car lots.....	3 00	3 20

Winter Wheat.		
Straight roller.....	4 15	
Patents.....	4 50	
Blended.....	4 50	

Cereals.—While cereals of all kinds are unchanged in regard to price, the general tendency is one of firmness. The oat market is strong, an advance of 1s in rolled oats for export being a feature of last week. Trade is on a hand-to-mouth basis.

Roller oats, small lots, 90-lb. sacks.....	2 35
Roller oats, 25 bags to car lots.....	2 25
Standard and granulated oatmeal, 98-lb. sacks.....	2 70
Roller wheat, small lots, 100-lb. barrels.....	2 90
Roller wheat, 5 barrels to car lots.....	2 55
Cornmeal, 100-lb. bags.....	1 90
Roller oats in cotton sacks, 5 cents more.	

WINNIPEG.

Flour.—Owing to the increased demand in both domestic and export lines, the price of flour has advanced 10 cents on all grades. Export bids continue to arrive in large quantities and prospects for a large fall business are very bright. Trade with the far east is developing, and an exceptionally large field is expected to be opened up there before long. Prices quoted are:

1st Patents, per 98-lb. sack.....	2 75
2nds.....	2 55
3rds.....	2 35
1st Clears.....	2 10
Common grades.....	1 60

Cereals.—The eastern demand still continues active for mill feeds, and bran and shorts are selling at \$18 and \$20 respectively. Chopped feed, is firm at \$25 per ton. Barley for human consumption is active, pot barley having advanced to \$1.35 for 49s and Pearl to 195 for 49s.

HE LOST HIS JOB.

"What have you in the shape of cucumbers, this morning?" asked the customer of the new clerk.

"Nothing but bananas, madam," was the reply.

Right from the drop of the hat "Perfection" Cream Sodas win out

Once you offer "Perfection" Cream Sodas to your customers you are in a fair way to not only sell them the first order but to make them steady patrons, thus building a sure foundation for future business. No grocer can well afford to jeopardize his business by selling his patrons poor, stale soda biscuits. Sodas, of all things, should be crisp and palatable, with a real creamy flavor. Mooney's "Perfection" Cream Sodas meet these requirements. Try a small order, if you are not already handling them.



The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B., Halifax, N.S., Fort William, Calgary, Vancouver, St. John's, Nfld.



MR. GROCER-MAN!
Your Interests Are Ours, Too. Sell
MAPLEINE
A DISTINCTIVE FLAVORING
BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil — mountain air and ocean breeze. Many flavors blended and mellowed into the delicious flavoring—that's Mapleine.


Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used anywhere a flavoring is desired.

Advertised everywhere—Nice profit—demand steady and growing.

Order to-day from your jobber

Selling Agent: Frederick E. Robson
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Buy
Anchor Brand
Flour and you
will not want
your money
back; all dee-
lighted; all trade
bringers, no complaints or quibbles about
quality. Join the happy throng. 16

**Anchor Brand
Flour**

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Leitch Brothers Flour Mills
Oak Lake, Man.

**We Can Supply You
With Small Fruits**

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

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

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

WRITE AT ONCE

**WHEN YOU'RE ASKED FOR YOUR BEST
FURNITURE POLISH, PULL DOWN**

CHIVERS'

You can go other brands one better by recommending it. Made in Bath, England, for a long term of years, and improved until it now stands pre-eminently ahead of all others for an unequalled quick polish and durable lustre on all kinds of furniture from the kitchen chair to the highly polished piano.

ENQUIRE **HARRISON & SON, St. Nicholas Building, Montreal**

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There are many firms carrying on business under the name of CHIVERS, but only one

**High-Class
Pickle Concern**

Are you stocking our pickles? If not you are passing over a line which is a **CERTAIN SELLER.**

Reasonable Prices

WRITE US

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

TWO CENTS PER WORD

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

GOOD VINEGAR



sells just as easily as the other sort, and it is a deal more satisfactory to handle.

White Cottell & Co.'s Vinegar is Good Vinegar

All who have used and tested it agree on that point and will tell you so. The best is always sure to win in the trade race, so have an early shipment of our vinegar as a starter.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue,
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W. A. Simonds, 89 Union Street, St. John, N.B.

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No, we are not boasting any get-in-quick scheme. Ours is a simple business proposition.

In your spare time be a representative for the MacLean Publishing Company, publishers of MacLean's Magazine.

You will earn a handsome commission on every subscriber you secure.

The MacLean Organization is already over 400 strong, but there is room for more.

We want to have a representative in every populated centre in the Dominion.

Don't wait—get in touch with us now.

THE MACLEAN PUBLISHING COMPANY
143-149 UNIVERSITY AVENUE, - TORONTO, ONTARIO

Briskness Prevails on Fruit Markets

Weather is Favorable—Supplies of Fruits are Large—California Fruit for Table Use—Canadian Being Pushed for Preserving—Some Dealers Hint Lemons will be Higher Later on—Easier Tendency in Valencia Oranges.

Briskness prevails in most of the fruit and vegetable markets at the present time. In the first place the weather has been quite favorable for the handling of most lines. Canadian late fruits are increasing in quantities and both wholesalers and retailers are pushing them. Then California peaches, pears and plums are being given a good deal of attention, retailers doing a good trade in these for table use, while Canadian fruits are being pushed for preserving purposes.

Lemon prices after a series of fluctuations are seemingly content to remain stationary for a little while at least. A nice steady trade is being transacted in this line. While stocks are fairly large just at present, some dealers are hinting that higher prices may rule later on. They argue that although stocks here are quite plentiful at present, supplies on the way are small while prices in Italy are high. The production of the Verdelli is about at an end for this season.

The tendency in oranges is a little easier, due to a general slackening in demand. The production of watermelons in Indiana from where Eastern Canada is now getting her supply is drawing to a close. Musk or sugar melons are being offered in considerable quantity.

The tendency in new crop potatoes is naturally towards a lower level. Canadian potatoes continue to increase in quantity but large supplies are being brought from across the line, at present from New Jersey. New Brunswick is expected to begin shipments at the end of this week or the beginning of next.

MONTREAL.

Green Fruits.—There are no important changes to note. Trade remains brisk in all quarters and dealers are generally satisfied. It is likely that Valencia oranges will be somewhat cheaper next week.

Apricots, Calif.	5 00	Lemons.....	5 00
nia, box.....	2 25 2 50	Limes, a box	1 25 1 50
Apples, Spies, extra fancy.....	9 00 9 50	Oranges—	
Bananas, bunch..	1 75 2 25	Valencia.....	5 00 5 50
Bananas, crated.	2 00 2 50	Sorrento.....	3 25 3 50
Blueberries, Can.		Mexican.....	2 75 3 00
box 22 qts.....	2 75	Peaches, Calif.	
Cantaloupes, Cal	5 00 6 00	nia, crate.....	1 75 2 00
Cherries, Canadian	1 50 1 60	Pears, Cal., crate	3 00 3 25
Cherries, California, box	2 75	Pineapples—	
Cocoanuts, bags	3 75	Florida, case..	3 00 4 75
Currents, red,		Plums, California	
basket.....	1 00 1 25	box.....	2 25 2 50
Currents, black,		Raspberries, box	0 15
basket.....	1 25 1 75	Strawberries, Canadian	0 15
Grape fruit, Flo.	3 75 4 50	Watermelons.	
		each.....	0 50

Vegetables.—As there are no notable decreases in prices the high figures still prevail but a better trade is reporting as passing. Canadian lettuce have advanced a few cents while radishes are also beginning to ascend.

vanced a few cents while radishes are also beginning to ascend.

Beans, wax, hamper..	2 00	Canadian lettuce	
Beets, doz.....	1 00	per doz.....	0 45 0 50
Carrots, doz.....	0 25	Onions—	
Cabbage, doz.....	0 40 0 50	Bermuda, crate..	3 00
Corn, per doz... 0 10 12 1/2		Montreal potato, new, bag.	1 50 1 75
Cucumbers, doz.	0 10 0 15	per barrel.....	3 00 4 75
Garlic, 2 bunches ...	0 25	Radishes, dozen bunches.....	0 25
Green Peppers,		Tomatoes, Jerseys, bushel.....	2 25
bushel basket	1 75 2 25	Turnips, bunch..	0 40
Leeks, doz.....	1 50 1 75		

TORONTO.

Green Fruits.—Lemons are unchanged, extra fancy stock being quoted at \$5 per case and extra choice at \$4.50. Some dealers are looking for steadier prices on lemons, for although there is a fairly good supply locally, there is little on the way while prices now ruling in Italy are higher. The lime situation is again back to normal and prices are down to \$1.25. Oranges are easier this week. Lawton berries were down to 5 cents at one time during last week, but the season is now growing to a close and prices are advancing. Canadian tomatoes are plentiful at 20 to 30 cents and a big trade is being done in them. Canadian peaches, pears and plums are increasing in supply, and a larger trade is accordingly being done in them while California fruits are also being taken up well. Canadian grapes made their appearance on Monday, 6 qt. baskets selling at 75 cents.

Bananas.....	1 00 1 75	Canadian sugar	
Cocoanuts, sack ...	4 75	melons, case..	1 50 1 75
Lemons—		Canadian sugar	
Verdelli.....	5 00	melons, basket	0 50 0 75
Limes, box.....	1 25 1 50	California	
Oranges—		Peaches, box....	1 25 1 50
Late valencias..	4 25 4 50	Plums.....	1 50 1 75
Pineapples crate	3 00 3 40	Pears.....	3 00
Lawton berries.	0 08 0 10	Watermelons...	0 35 0 50
Blueberries, bak	1 00 1 50	Canadian plums,	
Black currants,		small basket..	0 15 0 25
basket.....	1 50 1 75	11-qt. basket..	0 30 0 50
Can. tomatoes,		Can. peaches,—	
11-qt. baskets.	0 20 0 30	small basket..	0 20 0 25
Rhubarb, doz...	0 25 0 40	11-qt. basket..	0 50 0 75
Can canteloupes		Can. pears, small	
basket.....	0 50 0 65	basket.....	0 20
		11-qt. basket..	0 25 0 35

Vegetables.—American potatoes are down to \$4.50 per barrel while the Canadian article is ranging from \$1.25 to \$1.50 per bushel. The course of the market can naturally be expected to be downward. Shipments from New Brunswick are expected about the beginning of next week. Such lines as green corn, celery, beans and peppers are becoming lower as supplies increase.

Canadian beet,		Cauliflowers, dz.	1 25
basket.....	0 30 0 40	Green peppers,	
Cabbage, Canadian, crate	2 25 2 50	basket.....	0 60 0 65
Carrots, new,		Canadian beans,	
basket.....	0 40 0 50	11 qt. basket	0 15 0 25
Cucumbers,		Onions—	
Canadian, bak..	0 15 0 25	American cooking, 70 lb. bag.	1 40
Lettuce, Canadian, head..	0 25 0 30	Spanish.....	2 50 3 00
Green corn, doz	0 07 0 09	Potatoes, new,	
Egg plant, bak..	0 50 0 60	barrels.....	4 50
Celery, per doz.		Potatoes, Canadian bushel..	1 25 1 50
heads.....	0 25 0 40	New turnips, per 11-qt. basket..	0 15 0 20

Canadian Early St. John Peaches

GOOD SHIPPERS

BARTLETT PEARS (Good Sample)

Plums, Early Varieties

ALSO

Fancy Tomatoes and Cucumbers.

Apples in Baskets. Egg Plant.

Gherkins. Pickling Onions.

Oranges, Lemons, Bananas

Full Lines

CALIFORNIA FRUITS

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Positively Pleasing

is the steadily-increasing Demand for those Honestly-packed, Extra Fancy

“ST. NICHOLAS”

AND

“HOME GUARD”

Lemons

J. J. McCABE

AGENT

TORONTO, : : ONT.

WINNIPEG.

Fresh Fruit.—No new lines are being offered, and prices show little change from last week. Raspberries are practically off the market, only a few retail stores offering this line at present. Cantaloupe are scarce, and are selling as high as \$7 per crate. Single melons are retailing at 35 cents a piece. Prices quoted this week are:

Bananas, bunch.....	2 75	3 50
Navel oranges.....	4 00	5 00
California lemons, crate.....	6 00	
Wash. apricots, per box.....	1 51	1 75
Cal. peaches, box.....	1 75	2 00
Cal. plums, b. x.....	2 25	
Halett pears, crate.....	4 00	
Cal. taloupe, crate.....	7 00	
Georgia water melons, doz.....	5 00	
B.C. raspberries, crate.....	5 00	
American duchess, bbl.....	6 00	

Green Vegetables.—An active trade continues to be carried on in this line. Owing to the arrival of a trifle warmer weather the demand has increased, and home grown products are being used extensively. The season has been a good one for the local gardeners, and the high prices prevailing are enabling them to secure good profits. Prices this week

California Peaches

We are headquarters for California Fruits — handling many cars weekly. This coming week we offer finest **ELBERTA PEACHES**, good size; sound.

Per Box, - \$1.50

This price is reasonable and will show a good profit to retailer.

WHITE & CO., LTD.

FANCY FRUITS

TORONTO & HAMILTON.

PLUMS

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

**Peaches Pears
Tomatoes**

We are receiving very fine stock.

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

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS
OF CANADIAN FRUITS

HAMILTON, ONT.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"

BRAND

LATE VALENCIA ORANGES

"BUSTER BROWN"

BRAND

NEW VERDILLI LEMONS

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

Send along your orders for anything in fruit.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



BUSTER BROWN

VERDELLI LEMONS

GROWN AND PACKED IN PALERMO

are the best. At Sales in New York last week our Palermo Verdellis sold at from 25c. to 75c. per box more than Messina Verdellis. This confirms our statement that our Lemons are the best value. Be sure you mention "Follina's Pack" when ordering from your wholesaler.



W. B. STRINGER, Sales Agent

FOLLINA, BROS., Packers

show slight variation from last, and remain as follows:—

Native mint, per doz.....	0 25
Native green onions, doz.....	0 20
Native parsley, per doz.....	0 25
Native lettuce, per doz.....	0 20
Native watercress, doz.....	0 35
Ontario tomatoes, per basket.....	2 50
Native head lettuce, doz.....	0 50
Native spinach, lb.....	0 04
New cabbage, per lb.....	0 04
American peppers, basket.....	0 75
Native green beans, per lb.....	0 05
Native carrots, per lb.....	0 03
Native beets, per lb.....	0 02
Native peas, per lb.....	0 05

Native mushrooms, per lb.....	0 50
Native radishes, per doz.....	0 20
Native turnips, per lb.....	0 01 1/2
Native celery, doz.....	0 40
Native cucumbers, doz.....	0 50

Potatoes.—The only potatoes quoted on the local market are local grown which are being offered for \$1.50 per bushel. The yield this year appears to be of average size, while the tubers themselves are of a better quality and flavor than last year.

NOVA SCOTIA.

Halifax.—According to advices received here there has been a sharp break in prices in the Newfoundland fish market. Codfish has dropped eighty cents per quintal at St. John's. The fish that sold a week ago at \$6.50 per quintal are now quoted at \$5.70. The sudden decline in the price came as a great surprise, particularly when all the markets are firm and fish is in good demand. There is no explanation as to what caused the break. There has been considerable improvement in the catch of fish on the Newfoundland coast during the past week, and as the receipts have increased, this may have something to do with a sudden change.

Fish continues in good demand in the local market, and prices still hold firm. Swordfish are plentiful along the coast here, but they are in light demand. The most of these fish are shipped to Boston where they find a ready sale.

Only a scattering of mackerel have been taken along the coast during the past few days. Some of the traps have been taken up, and the fishermen are putting them in shape for the fall run.

Herring have struck in along the shore in large quantities, and some of the fishermen at Portuguese Cove got about 3,000 in their nets. They are selling at twelve cents per dozen.

John A. Neville, of one of the large canneries, states that the past lobster season was the most successful that the fishermen have had for years. They have received higher prices than ever before. Codfish are plentiful on the Cape Breton and herring have also struck in and the run is heavy. Fifty boats in one day landed from 8 to 14 barrels each at Gabarus.



Fish - Oysters



Fish in Rather Limited Supply

None Too Plentiful Offerings—Will Become More Plentiful Later in the Fall—Trade is Quiet at Present—Will Continue So Until Cooler Weather Sets In — Drop in Prices in Newfoundland Reported—Talk of Oyster Season.

Trade in general in fish just at the present time, as can naturally be expected, is quiet. The situation shows no change other than that supplies of fish of various kinds are inclined to be scarce.

Only a small quantity of mackerel have been taken along the Nova Scotian coast this week. Herrings have, however, struck in along the shore in larger quantities. One report from the East says that there has been a sudden sharp break in prices in Newfoundland without an apparent cause on the surface, other than a slight improvement in the catch. This is somewhat of a surprise in the face of the fact that markets are generally firm with fish in good demand.

QUEBEC.

Montreal.—Haddock and cod are in good supply with reasonable prices. Halibut is coming in from the Pacific Coast. Fresh Gaspé or Eastern salmon are finished, but there is some fresh B. C. stock still remaining. Boneless and skinless cod are scarce.

FRESH	
Alewives (shad herring) per 100 fish.....	2 00
Bluefish, per lb.....	0 13
Dressed perch, per lb.....	2 10
Dressed bull-heads, per lb.....	0 10
Eels, fresh, each.....	0 25
Mackerel, per lb.....	0 12
Haddock, per lb.....	0 04
Steak cod headless, per lb.....	0 05
FROZEN	
Haddock.....	0 03
Halibut, per lb.....	0 09
Pike round lb.....	0 05
Pike, dressed & headless, ca-cs 150 lbs., per lb.....	0 06
Trout pike.....	0 05
Steak cod.....	0 04
Mackerel.....	0 11
Halibut, express per lb.....	0 10
Salmon, B.C., lb.....	0 15
Salmon, Gaspé.....	0 16
Shad, buck, each.....	0 30
Shad, roe, each.....	0 60
Sea trout.....	0 10
Sea bass, per lb.....	0 10
Trout, brook.....	0 25
Lake trout, lb.....	0 11
Pike, per lb.....	0 08
Pickering or dore.....	0 14
Whitefish, lb.....	0 11
Salmon, B.C., red.....	0 10
Gaspé salmon.....	0 25
per lb.....	0 15
Qualla salmon.....	0 09
No. 1 Smelts, boxes, 10 and 15 lbs. each.....	0 07
Whitefish, large, lb.....	0 08
Whitefish, small.....	0 06

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

SMOKED	
Blosters, large, per box, 60s.....	1 10
Haddies.....	0 08
Herring, new smoked, per box.....	0 24
Kipperd herring, per half box.....	1 50
New filets, per lb.....	0 10

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

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

ONTARIO.

Toronto.—Trade in fish is naturally at this season of the year quite quiet, and can be expected to be so until the arrival of cooler weather. Fish are not plentiful just at the present time and will not be for several weeks yet when the fall run sets in. Prices are unchanged. There is already some talk of the oyster season which will set in by the end of the month.

FRESH CAUGHT FISH	
Steak cod.....	0 07 1/2
Fresh halibut.....	0 10
Ferch.....	0 06
Fresh trout.....	0 11
Fresh caught white.....	0 12
Fresh caught herring.....	0 05
Haddock.....	0 06
Pickering.....	0 10

FROZEN FISH	
Gold eyes.....	0 05
Pike.....	0 05
Pink sea salmon.....	0 08
Round red salmon.....	0 09
White fish, winter caught.....	0 08
Yellow pickering.....	0 08 1/2
Mullet.....	0 04
Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH	
Shrimps, per gal.....	1 25

FOR YOUR ADVERTISING.

MACARONI—is a most palatable food—innumerable ways of preparing and serving.

TAPIOCA makes palatable, light and easily digested dishes. Try it.

OLIVES—that are appetizers—extremely rich both in flavor and nutritive qualities.

POTTED CHICKEN is a most convenient luncheon meat — appetizingly seasoned and prepared in the most cleanly manner.

BREAKFAST COCOA—with that smooth, pure true cocoa flavor.

OX TONGUE—preferred by many to fresh boiled tongue because of its uniform tenderness and fine flavor.

FLOUR—use Bland Brand whenever you want the bread, cakes and biscuits to be light and creamy.

BEANS—the tomato sauce adds to their tastiness—rich fine flavor.



Don't Shut Your Eyes

to the chances you have of developing a good sound

FISH BUSINESS

but watch this space regularly and you will find *leading* lines allowing *leading* profits.

CANADA BRAND BONELESS COD

Neither you nor your customers like *picking the bones* from your fish, but you like *picking the dollars* from your cash box. If you want *dollar picking* consider these lines.

Canada Tablets,	- - - - -	20 1-lb. Tablets
Canada Crate,	- - - - -	12 2-lb. Boxes
Canada Strip,	- - - - -	30-lb boxes, whole pieces
Cod Bits,	- - - - -	25-lb. Boxes, Bulk
and		
SKINLESS FISH		
Mariner Brand,	- - - - -	25-lb. Boxes, Bulk

YOU CAN
HONESTLY



HANG UP
THIS SIGN

If you feature the above with

OCEAN BRAND { **HADDIES
KIPPERS
BLOATERS**

BOUTILIER'S { **SMOKED
FILLET'S**

ARBROATH BRAND SMOKIES

REMEMBER—We will also have **SALT HERRING** and **SALT MACKEREL** in Iron Hoop Barrels.

GET IN TOUCH WITH US.

The Halifax Cold Storage Co., - Halifax, N.S.

47 WILLIAM ST., MONTREAL, - Selling Branch.

Fruit Display That Brought Business

Much Care and Attention Given to Produce Best Results — Pyramids and Diamond-Shaped Boxes of Fruit Arranged Symmetrically—Reasons Why Dealers Located Such a Business at Corner Where Traffic is Large.

Toronto, Aug. 17.—(Special)—The fruit display shown in the accompanying photograph is one in the window of the Rome store, owned by P. Frank and situated at the corner of Church and Carlton Streets. It attracted a great deal of attention and was the means of bringing considerable business.

The full effect of the window cannot be completely secured from the photograph, but the general outline of the method of procedure in arranging it may be gleaned.

How Display Was Made.

The bottom of the window was laid with moss, sloping downward to the glass and showing the fruit up to good advantage. The two pyramids were made of three rods covered with moss at the bottom on which was a diamond filled with oranges while in the centre of the pyramid was shown different fruits and vegetables.

Between the two pyramids was a diamond filled with grapes, leaning against a pedestal on which rested a fern. At each side were boxes of California fruits while farther out were baskets on their side with apples sloping out of the mouth. Oranges made a border along the front of the window while small baskets of grapes, plums, berries, melons and boxes of confectionery were situated here and there about the window. A palm at each side added to the attractiveness of the display.

Window Brings Business.

Mr. Frank has only been in business in Toronto for seven months and the special attention given to his windows has brought him a good patronage.

He conducted a store on Queen street for a time, but wishing for a place where he would have better opportunity of display—which he believes is one of the most important features in selling goods—he selected the present site at the intersection of two car lines. Here he has two splendid display windows, the one shown herewith on Church St., and the other on Carlton street.

He handles fruits and confectionery and intends to add groceries soon. He stocks only high grade goods, believing in giving his customers only first-class quality and charging them higher prices than if he only gave them the ordinary run. He finds that the public is willing to pay the higher price when it is always assured of quality goods.

The window shown here he dresses only once a week, giving special care so

that it will present an attractive appearance. Of course during the week he may replace some of the lines displayed by fresher goods, but the general outline remains unaltered for six days. The

other window he changes oftener, whenever it is found expedient.

In regard to window-dressing Mr. Frank believes that judgment and good taste are the chief assets, backed however by the ambition to turn out an attractive display. Each article, in his opinion, should be placed so that it will show to the best advantage, and to secure this time must be taken. The display must be symmetrical and evenly balanced. Neatness and cleanliness are essential features.

Selling Flour During Summer Months

Montreal Dealer Who Has Particular Methods That Bring Good Returns—An Example of What Salesmanship Will Do —The Lesson Taught That the Dealer Loses Money Who Waits For Demand.

Montreal, Aug. 17 (Special).—There is just the possibility that some of the trade are overlooking their flour business. The summer demand is still with us and their attention is directed toward other lines that may sell more rapidly. It is natural that the new lines now doing so well—but often with questionable profit—should receive special notice during their season, but at the same time the old staples must not be overlooked.

Flour may not be one of those articles that cuts a wide swath in a day's business. Rather is it a steady dependable staple that brings a sure and certain trade and with more recognition of its possibilities and effort on the part of the store's staff it could be built up to an even better basis than that upon which it now rests.

An Effort Needed.

Summer is really not the season when flour demand is at its best and it is for that reason, if for no other, that it should be given just a little extra selling force. There is always a fair trade, however. People desire light foods and cakes, pies and other delicacies take the place of the heavier desserts that are common in winter. Then, too, picnics and outings are so numerous that the special demand they create is rather marked.

One Grocer's Method.

John Foster, a Montreal grocer, on Pine Ave., east, does not neglect his flour trade even though summer does bring fruits and other articles equally interesting. To The Grocer he stated recently that there is a good demand in summer for flour but it is mostly for pastry, biscuits, cakes and such dainties. The flour he buys is a Manitoba spring wheat, and he carries the principal

brands of two of the leading companies in the country. This is advertised to the trade as being equally good for bread or for pastry and he recommends them as such and has built up a good trade with them.

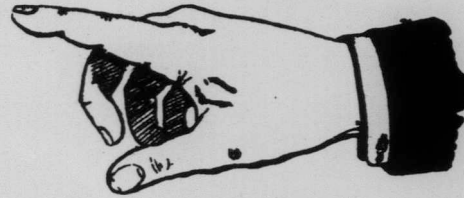
Recently, Mr. Foster had a flour window which helped considerably. One of his plans now is to have always on hand small bags of flour of different weights which of course retail at different prices. During the week when there is a little lull Mr. Foster has his clerks tie up generally two barrels of flour in the manner just described. One section of the shelving is devoted to flour near the rear of the store and as might be expected the various weights are separated. Thus a customer may purchase a one pound, a three, a five or a seven pound bag, according to her requirements. This stock of flour, always ready to be handed over the counter or placed in the delivery box, is not allowed to become exhausted.

Mr. Foster claims that the flour sold in this case is what might be called the best that Canada can put forward and that is about the best there is anywhere. The quality thus being assured he has no hesitancy about putting it forward to the public. With the knowledge that his stock is of the best there is an added incentive to try to sell it.

Salesmanship Necessary.

That there is a good demand for flour in summer for purposes already enumerated is not denied. It is this that should be catered to. Mr. Foster is only one of a large number who could give similar evidence.

There are few, however, who really put forth much initiative to hold their flour trade through the summer months or who try to build up the demand for a pastry flour.



When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

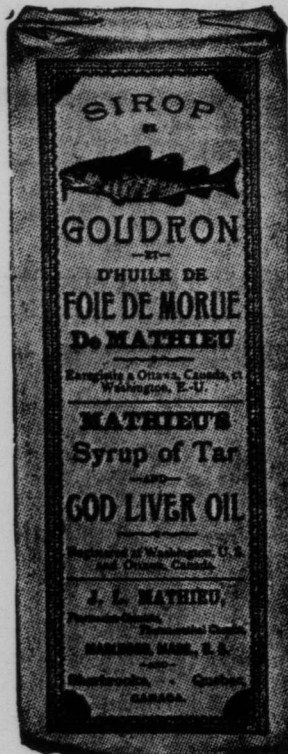
It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

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

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada

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

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees
Purity and the Highest of
Quality.

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

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS
MONTREAL.

Place of Order-taking and Collecting

How a Doubter Became Convinced That He Could Not Hold Old Customers Unless He Adopted New Methods of Securing Orders—The Importance of Work of Order-taking—How the Collecting is Made Simple and Easy.

By C. H. Crysedale, Oshawa, Ont.

Some people believe to-day that order-taking is hardly necessary for the development and maintenance of a good grocery trade. A few years ago I belonged to that class. Probably I would not have commenced sending out for orders had I not been forced into it. I preferred to stand aloof and have the business come, relying on good service to hold it. When the other dealers in town inaugurated the new order of service, I held off because I believed that I would not have to go out after the business. I discovered my mistake. Soon after the other merchants in town had commenced the new method I noticed that the orders of many of my good regular customers were decreasing in size. I watched this for some time and finally becoming anxious enquired the reason of one of these patrons of mine that happened to come into the store.

The Psychological Moment.

She informed me with a smile that she was not thinking of abandoning me, but one of the men of one of the other stores had called on her one morning when she wanted some goods and she had given him the order. That was all there was to it, but I recognized the fact that the change had become a part of the regular business of the town and held out no longer, deciding to work along the same lines immediately.

Taking orders is a delicate phase of the business and requires diplomacy and tact, if it is to be carried on successfully. One has to know when the lady of the house has time to talk, or if the time is opportune to bother her in the matter at all. For that reason the average clerk would not do for an order man. He would probably get on the nerves of a few good customers every week by blundering along at the wrong time in his effort to force an order. So when I seriously decided to adopt the new order of things I made arrangements for my son to go out on the road and deal directly with the customers. When he could not go, I went myself, and when I was unable to do the work through being absent or for any other cause, one of the clerks did it for us. But, generally speaking, I try to always have some responsible person looking after that particular line of work.

Order Man Sees the Customer.

The order man is the only one in the business to see a customer sometimes for months at a time. Accordingly, he must be in a position to keep her in-

formed accurately of all the buying opportunities the store affords from time to time. He is the active intermediary between the firm and herself. He must not try to sell her more goods than he knows her account can stand, and neither must he in any way endeavor to increase his daily budget of sales by coercion or persistence. It is his business to let her see the store and its stock through his own explanations almost as well as if she stood before the counter herself. He must never be a bore, and yet must always bear his employer's interests in mind.

The order-taker is also, by virtue of the change, the collector for the firm. He is the man who must have accurate knowledge of the state of each account, and that is where the qualities of tact and diplomacy enter into the business. This, in my opinion, is another reason why the order-taker should be a responsible member of the firm. He must have authority to act with decision always. It is for him to know just how long Mrs. Brown's account has been running, and how much she has been buying, week for week, during that time. The average clerk would not be able to enter into the work with this spirit, because he would not feel that he had sufficient interest in the business to do so. It would be in a day's work for him, and whether he came home loaded with new business or reporting an absolute indifference on the part of the customers, there wouldn't be a change of countenance probably in his part during the telling.

The Store of the Future.

It's a new order of business entirely, and is probably the development of certain modern conveniences that have made it possible for the housewife to remain at home and transact the bulk of her business. It will have to be considered seriously and given its proper place in the scheme of the average business. Developments are sure to come, and I suppose it would not be idle to prophecy that in time to come the grocery store will be more or less a place where clerks fill orders taken by the salesmen who have been out on the order route during the morning. This won't be absolute, of course, but it is going to be more manifest, I am sure, in the future than it is now. It is bound to come as surely as the modern conveniences for eliminating distance become more widely used. For that reason, if for no other, the subject is worthy of serious consideration.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

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

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

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

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco

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



7-20-4

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

YOUR TOBACCO DEPARTMENT

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

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - 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

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

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

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

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

BUSINESS CHANCES.

SPLENDID opening for dry goods and grocery store in thriving town on Grand Trunk Pacific, Toftield to Calgary. Investigate. Further information Box 1266, Calgary.

MISCELLANEOUS.

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

ABOOK-KEEPING STAFF IN ITSELF DOING the work with machine precision and accuracy the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street Toronto.

ACCURATE COST KEEPING IS EASY if you have a Day 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 catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Allee Street, Toronto.

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

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

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

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

CCOUNTER 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.

DDOUBLE 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. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 256 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

MOOORE'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.

MISCELLANEOUS.

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

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

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

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

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

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

TECHNICAL BOOKS.

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

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

**TRY A
CONDENSED AD.
IN
THE CANADIAN GROCER**

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

**Grocery
Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

Baking Powder
W. H. GILLARD & CO.
1-lb. tins, 3 doz. in case..... \$2 00
1-lb. tins, 3 1 25
1-lb. tins, 4 0 75

IMPERIAL BAKING POWDER
Cases..... Sizes..... Per doz.
4-dozen..... 10c..... \$0 85
6-dozen..... 12-oz..... 1 75
12-dozen..... 12-oz..... 3 50
24-dozen..... 12-oz..... 8 40
48-dozen..... 12-oz..... 10 50
1-dozen..... 5-lb..... 19 80

MAGIC BAKING POWDER
Ontario and Quebec Prices
Cases..... Sizes..... Per doz.
6 dozen 5c..... \$0 50
4 " 4-oz..... 0 75
4 " 6 "..... 1 00
4 " 8 "..... 1 30
4 " 12 "..... 1 85
4 " 16 "..... 2 25
4 " 24 "..... 2 30
4 " 36 "..... 5 00
4 " 48 "..... 9 60
1 " 12 "..... 1 85
1 " 16 "..... 2 30
1 " 24 "..... 5 00
1 " 36 "..... 9 60
Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER
Cases..... Sizes..... Per doz.
Royal-Dimes..... \$1 40
" 3-lb..... 1 40
" 6-oz..... 1 95
" 1-lb..... 3 55
" 12-oz..... 3 85
" 1-lb..... 4 90
" 3-lb..... 13 50
" 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, \$1.30; 6-oz. tins, 90c; 4-oz. tins, 65c; tins, 40c.

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

COOK'S FRIEND BAKING POWDER
Cases..... Sizes..... Per doz. tins
Cook's Friend 1-lb. tins..... \$1 35
" 1-lb. tins..... 2 35
" 1-lb. tins..... 4 65

FOREST CITY BAKING POWDER
Cases..... Sizes..... Per doz. tins
Forest City 1-lb. tins..... \$1 35
" 1-lb. tins..... 2 35
" 1-lb. tins..... 4 65

WHITE SWAN SPICES & CEREALS, LTD.
White Swan Breakfast Food, 3 doz. in case, per case \$3.00.
The King's Food, 3 dz. in case, per case \$4.80.
White Swan Baking Powder, 3 doz. in case, per case \$1.25.
White Swan Self-Rising Flour, per dozen \$1.
White Swan Wheat Kernels, per doz. \$1.50.
White Swan Flaked Rice, per dozen \$1.
White Swan Flaked Peas, per dozen \$1.

DOMINION CANNED FRUITS, LIMITED
Aymer Jam..... Peach..... 1 80
Strawberry..... 1 95
Raspberry..... 1 95
Black currant..... 1 95
Red currant..... 1 75

Raspberry & red Currant..... 1 95
Raspberry and gooseberry..... 1 80
Plum jam..... 1 56
Greengage plum, stoneless..... 1 75
Gooseberry..... 1 75
Plum..... 1 70
Grape..... 1 55
Marmalade..... 1 85
Orange Jelly..... 1 85
Green Fig..... 2 35
Lemon..... 1 60
Pineapple..... 1 95
Ginger..... 2 25

Pure Preserves—Bulk
5 lbs. 7 lbs. 11 1/2 lbs. 16 1/2 lbs. 25 lbs. 30 lbs. 35 lbs. 40 lbs. 45 lbs. 50 lbs.
Strawberry..... 0 89 0 82 0 82 0 104 0 104 0 104 0 104 0 104 0 104 0 104
Black currant..... 0 59 0 52 0 52 0 104 0 104 0 104 0 104 0 104 0 104 0 104
Raspberry..... 0 59 0 52 0 52 0 104 0 104 0 104 0 104 0 104 0 104 0 104
Weight allowed up to 25c per 100 lbs.

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

Cocoa and Chocolate
THE COWAN CO., LIMITED
Cocoa—
Perfection, 1-lb. tins, per doz..... \$4 50
Perfection, 1-lb. tins, per doz..... 2 40
Perfection, 1/2-lb. tins, per doz..... 1 30
Perfection, 10c size, per doz..... 0 90
Perfection, 5-lb. tins, per lb..... 0 37
Soluble, bulk, No. 1, per lb..... 0 30
Soluble, bulk, No. 2, per lb..... 0 18
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate
Supreme chocolate, 1/2, 3/4, 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
Queen's Dessert, 1/2 and 3/4, 12-lb. boxes..... 0 40
Queen's Dessert, 5/8, 12-lb. boxes..... 0 40
Vanilla, 1/2-lb. 6 and 12-lb. boxes..... 0 35
Parisian, 5/8, 6 and 12-lb. boxes..... 0 28
Diamond, 5/8 and 7/8, 6 and 12-lb. boxes..... 0 24
Diamond, 1/2, 6 and 12-lb. boxes..... 0 35

ICINGS for cake
Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in 1-lb. packages, 2 dozen in box, per dozen..... 0 99

Chocolate Confections
Per lb.
Maple nuts, 5-lb. boxes..... 0 36
Milk medallions, 5-lb. boxes..... 0 30
Chocolate wafers, No. 1, 5-lb. boxes..... 0 30
Nonpareil wafers, No. 2, 5-lb. boxes..... 0 30
Nonpareil wafers, No. 3, 5-lb. boxes..... 0 30
Chocolate ginger, 5-lb. boxes..... 0 30
Milk chocolate wafers, 5-lb. boxes..... 0 36
Coffee drops, 5-lb. boxes..... 0 36
Lunch bars, 5-lb. boxes..... 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..... 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..... 1 35
Nut milk chocolate, 1/2, 5-lb. boxes, lb. 0 36
Nut milk chocolate, 1/2, 5-lb. boxes, lb. 0 36
Nut milk chocolate, 1/2 bars, 24 bars, per box..... 0 90

Agents, O. E. Colson & Son, Montreal.
In 1/2 and 1-lb. tins, 14-lb. boxes, per lb..... 0 35
Smaller quantities..... 0 37

JOHN F. MOTT & CO. LTD.
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; J. A. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-1/2, 1 and 5-lb. tins, 4-lb. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 25c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 25c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 25c. lb.; Vanilla sweet chocolate, 1/2-lb.

oakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 lbs., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

COCONUT
CANADIAN COCONUT CO., MONTREAL.
Packages—5c, 10c, 20c and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. packages..... 0 36
1-lb. packages..... 0 37
1-lb. packages..... 0 38
1 and 1-lb. packages, assorted..... 0 26
1 and 1-lb. packages, assorted..... 0 27
1-lb. packages, assorted, in 5-lb. boxes 0 28
1-lb. packages, assorted, in 5-lb. boxes 0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas 0 30

Bulk
In 15-lb. tins, 15-lb. pails and 10 25 and 50-lb. boxes. Pails. Tins. Bbls.
White moss, fine strip 0 12 0 21 0 17
Best Shredded..... 0 18 0 17 0 16
Special Shred..... 0 17 0 16 0 15
Ribben..... 0 9 0 17 0 17
Macaroon..... 0 17 0 17 0 16
Desiccated..... 0 15 0 15 0 15
White Moss, 5 and 10 lb. square tins, 21c.

Condensed Milk
SOLDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.
Cases. Dos.
Eagle Brand Condensed Milk..... \$5 75 1 45
Gold Seal Condensed Milk..... 4 50 1 15
Challenge Condensed Milk..... 4 00 1 00
Peerless Brand Evaporated Milk, five cent size (4 dozen)..... 3 00 0 50
Peerless Brand Evaporated Milk, family size..... 3 50 0 90
Peerless Brand Evaporated Milk, pint size (4 dozen)..... 4 80 1 20
Peerless Brand Evaporated Milk, hotel size..... 3 70 1 25

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

ST. CHARLES CONDENSING COMPANY.
Prices:
St. Charles Milk, family size, per case..... \$3 50
Baby size, per case..... 2 00
Ditto, hotel..... 3 75
Silver Cow Milk..... 4 50
Purity Milk..... 4 25
Good Luck..... 4 60

COFFEES
ERY, BLAIN CO. LIMITED.
Standard Coffees
Roasted whole or ground. Packed in damp-proof bags and tins.
Club House..... \$0 32 Ambrosia..... 0 26
Nectar..... 0 30 Plantation..... 0 23
Empress..... 0 28 Fancy Bourbon..... 0 22
Duchess..... 0 27 Bourbon..... 0 20
Crushed Java and Mocha..... 0 18
" " ground..... 0 18 1/2

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

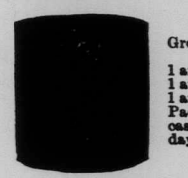
Confections
IMPERIAL PEANUT BUTTER
Small, cases zen..... 0 85 dozen
Medium, cases dozen..... 1 50
Large, cases 1 dozen..... 2 75
Tumblers, cases 2 dozen..... 1 35
25-lb. pails..... 0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD
White Swan Blend.



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

Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.00
Cafe l'Aromatic—1-lb. amber glass jars, per doz., \$4
Presentation (with tumblers) \$3 per doz.



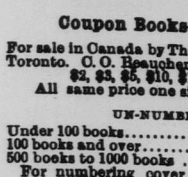
Ground or bean—
W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/2 0 30 0 40
1 and 1/2 0 35 0 45
Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Cheese—Imperial
Large size jars, doz..... 8 25
Medium size jars, per doz..... 4 50
Small size jars, per doz..... 2 40
Individual size jars per doz..... 1 00
Imperial holder—
Large size, doz. 18 00
Med. size, doz. 17 00
Small size, doz. 13 00
Roquefort—
Large size, doz. 2 40
Small size, doz. 1 40



Canada Cream Cheese
In cartons, each 1 dozen..... 0 90
Large blocks, dozen..... 1 25
Medium blocks, dozen..... 1 25

Cream
FUSSELL & CO., LTD
London, Eng.
"Golden Buttery" brand Cream, 8 doz. 10c. size, cases \$7.50
"Golden Buttery" brand Cream, 8 doz. 15c. size, cases \$11.50



Coupon Books—Allison's
For sale in Canada by The Eby Blain Co. Ltd. Toronto, O. O. Beauchamps & Pils, Montreal \$2, \$3, \$5, \$10, \$15 and \$20.
All same price one size or assorted.
UN-NUMBERED
Under 100 books..... each 04
100 books and over..... each 03 1/2
500 books to 1000 books..... 04
For numbering cover and each coupon, extra per book 1/4 cent.

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



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



OBESCHT MFG. CO.
Mapleine.
Per doz.
3 oz. bottles (retail at 50c)..... 4 50
4 oz. bottles (retail at 80c)..... 6 80
8 oz. bottles (retail at \$1.50)..... 13 50
16 oz. bottles (retail at \$3)..... 24 00
Gal. bottles (retail at \$20)..... 15 00



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Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

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

The world's
Best
Shoe Polish

2

Preserves the
boots and
makes them
pliable. Is
waterproof

2 IN 1

Rapid Seller,
leaving a good
profit for you

1

Order to-day
and don't
delay

The
F. F. DALLEY
Co., Ltd.



Hamilton,
CAN.,
and
Buffalo,
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BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBER**

1/2-lb tins—
3 doz. in case.

**HERB
BEER**

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.

Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

**GOOD!
IT'S
MASON'S**

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.

Sur Ext
Extra F
Tres F
Fins
Mi-Fins
Moyens
Moyens
Case—
12 litre
12 quar
Tins—
5 gals.,
3 gals.,
1 gals.,
1 gals.,
St. Nic
La Nep
La Cap
La San
Vichy J
Le St
Case 21
" 1
" 5
" 20
" La L
Case 2
" 1
" 5
" 10
" 20
Alime
Ver
Box, 2
" 2
Grape
Apple
Champ
Mats
Sparkl
Apple
3 Squ

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General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

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Clean Hands Stay

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HAND CLEANER

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LIMITED
MONTREAL

Can you afford to sell your customers
a substitute when they ask for Snap?
Keep Snap stocked and well displayed.
But not in the sun.

SNAP COMPANY, Limited
MONTREAL

Brunner, Mond & Co.'s

WASHING SODA

Drums, 336 lbs.	Barrels, 336 lbs.
" 224 lbs.	Bags, 224 lbs.
" 112 lbs.	" 112 lbs.
" 100 lbs.	" 100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

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Genuine Preparation for
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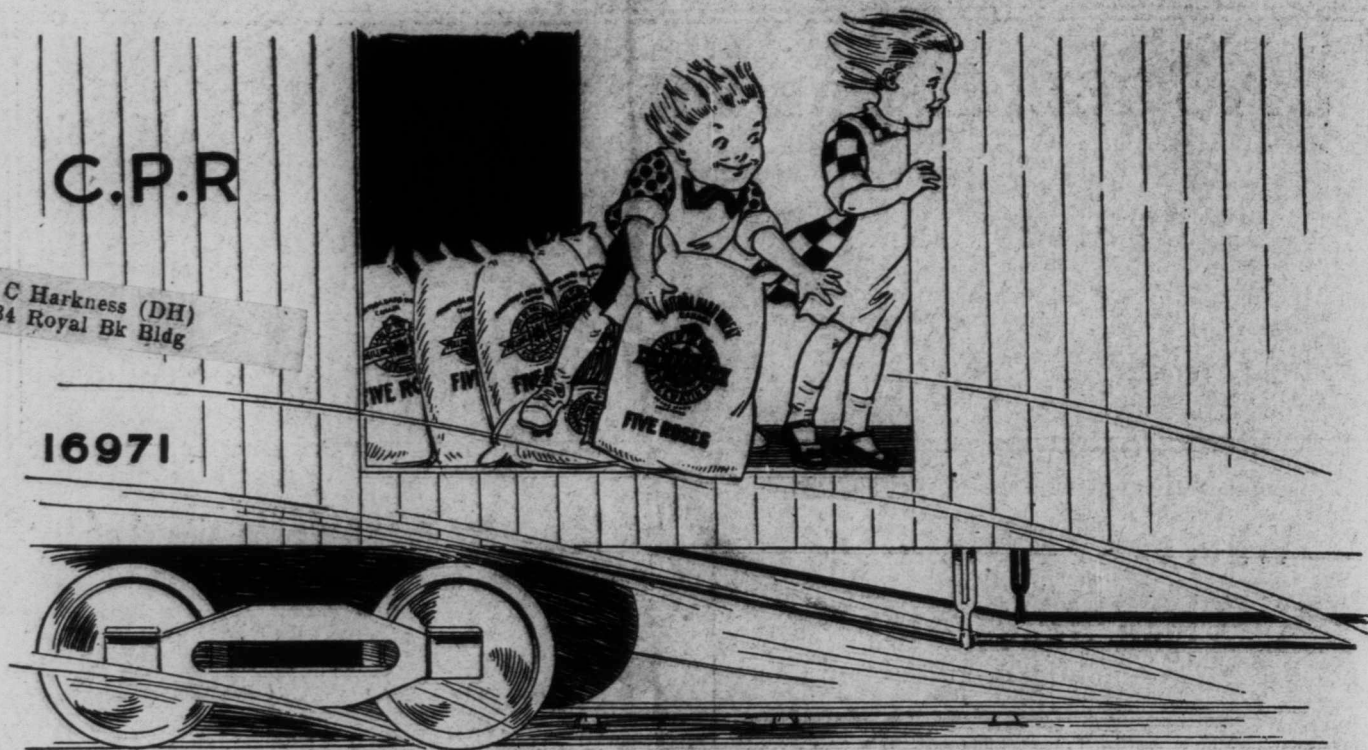
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The most economical high-grade oil
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Consider this selling axiom, Brother Grocer—
That no sale is complete while the Consumer is *without* the goods.
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So part of the Sale is *Service*.
Quick Delivery—Prompt Shipment—Rush Orders—these are needed *equally* with Quality.
For Quality does not avail where the other fellow gets his goods in.
The sooner a building is finished, the sooner it yields a return on the investment.
The sooner your flour comes in the sooner it pays dividends.


The quicker it diverts profits to *you*, Brother Grocer.
There is no money in flour while it is in *our* hands—
There is no money in flour while it is in *your* hands—
The sooner the *consumer* has it the better it pays us *both*.
The FIVE ROSES shipping department is in a *better* position than most to “*drive deliveries*.”
The system is perfect.
And the *smallest* order gets as prompt and courteous attention from our many local warehouses as the *biggest* jobber's carlots get direct from the mills.

Special attention is given by the railways on account of *the lever of big shipping*.
Though we continually urge the need of *rapid delivery*, we are equally strong on *Economy of Cost* and *Uniformity of Quality*.
We have never sold so *much* FIVE ROSES flour as we are selling now. Because the customer is better pleased, and because *YOU* are better pleased.
You know the *Quality* of the LAKE OF THE WOODS products, Brother Grocer.
Do *YOU* know the *Service*?

LAKE OF THE WOODS MILLING COMPANY, LTD.

“THE HOUSE OF CHARACTER”

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Five Roses Flour
Not Bleached  Not Blended