

CANADIAN GROCER

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

Montreal: 791-792 Eastern Townships Bank Bldg.
London, Eng.: 58 Fleet St., E.C.

Toronto: 142-148 University Ave.

Winnipeg: 34 Royal Bank Building

New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO JULY 7, 1911

No. 27

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

When Mrs. Jones Is Making Pancakes

she can make them lighter and much more tasty if instead of using all flour, she used one-third part of

BENSON'S PREPARED CORN

But probably Mrs. Jones does not know this. If you would only suggest it to her some time, she would try it, and when she found how really delicious the result was, she would appreciate where the suggestion came from.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

690

EVERY merchant's back shop tells the story of stickers---things that sold well for a time and then went flat.

You know what they have been in your case, don't you---and you don't need to look them over to find that "SURPRISE" Soap isn't on the list.



"SURPRISE" has been a good seller from the very first.

And every year it is getting harder for the man who sells a substitute to do any business at all. He finds that women simply won't listen to his argument about soaps that for the minute pay him a better profit---they've tried that kind before---and why should they when "SURPRISE" value is the best in the world?

The St. Croix Soap Manufacturing Co.
Factory at St. Stephen, N.B.

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

COX'S Gelatine

A Royal
Standard

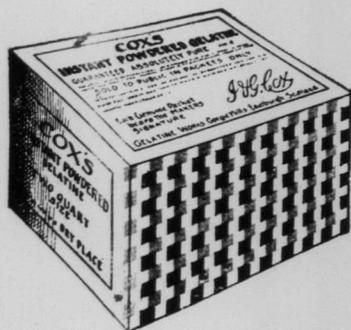


One Package
of
Cox's Gelatine
Makes
Two Quarts of
Jelly



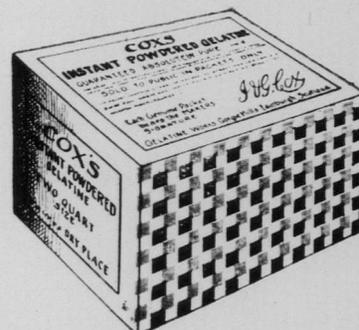
Strongest, Purest, Best

The maximum of quality at the minimum of price to the grocer who buys and sells it. The Gelatine that established the standard.



For Sale by all Leading
Dealers

J. & G. COX, Limited
EDINBURGH



A SOLID FOUNDATION



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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.

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

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.

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacramento Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal.

If you are interested in Irish Trade.

J. A. TILTON WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

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

Currants

on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

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

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

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers
77 York Street, Toronto

MR. H. MUSHAM

who for the past five years has been associated with the firm of Messrs. Holbrooks, Ltd., of Birmingham, Eng., and having represented them between Winnipeg and Vancouver, has now severed his connection with that firm. He leaves here within the course of a week for his home, STANLEY COURT, VANCOUVER.

MacLaren Imperial Cheese Co. Limited

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

Lind Brokerage Co.

73 Front St. East - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals
Raw Sugar

WATSON & TRUESDALE

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

—WINNIPEG—

H. G. SPURGEON

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

DISTRIBUTORS, LIMITED

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

A. Francols Turcotte

COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

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

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

J. F. EBY, President

HUGH BLAIN, Vice-President

FRUIT IS SCARCE

It will pay you to put in
a stock of

“ANCHOR” PURE FRUIT JAMS

In glass bottles, 12 oz. and 16 oz. and 5lb. gold lined tins.

Guaranteed absolutely pure. Write for prices and save money.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for
infant feeding.

Recommended by physicians
everywhere.

For general household use
best value obtainable.

The Richest and Purest milk
from the world's best dairies.

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

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

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

Winnipeg Office

Cheese Co.

AGENT
and Wholesale

ROIT, Mich.

Co.

TORONTO

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P.O. Box 1812

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kindly men-
vertisement in

Baker's Cocoa and Chocolate

ARE THE STANDARDS OF THE WORLD

53 Highest Awards in Europe and America



THE NEW MILL AT 1000 ALBERT STREET, MONTREAL



Registered
Trade-Mark

¶ For over 131 years these well-known preparations have been made only at the company's mills (the largest in the world) at Dorchester, Mass., U.S.A. In order to keep pace with the rapidly increasing demand for its goods in the Dominion of Canada and the British Provinces, a large mill has been put in operation in Montreal.

¶ With the finest possible equipment of modern machinery, with the accumulated experience of more than a century and a quarter in the selection and blending of cocoa beans and by the employment of a perfect mechanical process of manufacture, consumers and dealers are assured that *the uniformity of quality and delicacy of flavor which have made these goods the standards of the world will be maintained.*

¶ To facilitate the distribution of goods, selling offices are located at Montreal, Winnipeg and Vancouver.

We guarantee the absolute purity of these goods under the pure food laws of Canada

WALTER BAKER & CO., LIMITED
DORCHESTER, MASS. MONTREAL, CANADA



Contain More—Cost Less

These four words are strong selling points for the brands that give your customer more quality and more quantity for their money.

“Simcoe” Brand Baked Beans

3's FAMILY SIZE, ALSO SUPPLIED IN FOLLOWING BRANDS :

Red Cross, Canada First and Quaker

are hand picked beans, prepared by a special process and packed solid, either Plain or with Chili Sauce; the sauces and spices used are chosen with exceeding care as to flavor and purity.

“Red Cross” beans are supplied also in 1's, 2's, 3's flats and 3's tall, making a size to suit large or small families and hotels. **The green label on the top of every can tells your customer that it contains more beans to the can than 3's flat sold at higher prices.**

Now that the season for canned goods is here, push and profit thereby by selling “Red Cross” brand Pork and Beans.

Dominion Cannery, Limited
Hamilton, Canada



When you buy
Meyer's Currants

You get

The very best fruit of its grade produced—*packed loose* in the case to insure it reaching you unbroken and unbruised, and *double screened* to remove the immature and withered berries. The removal of these undersized currants makes a vast improvement in appearance and flavor which your customers will appreciate. When you sell *Meyer's* Currants, your customers will come back for more. It is wonderful how a difference in quality will increase the consumption of currants in your trade, and with more sales come better profits.

Remember the name "MEYER" and pay no attention to "Fancy Brands."

W. Meyer & Co., Limited

PATRAS - GREECE

Packers and shippers of High Grade Currants and Ripe Greek Olives.

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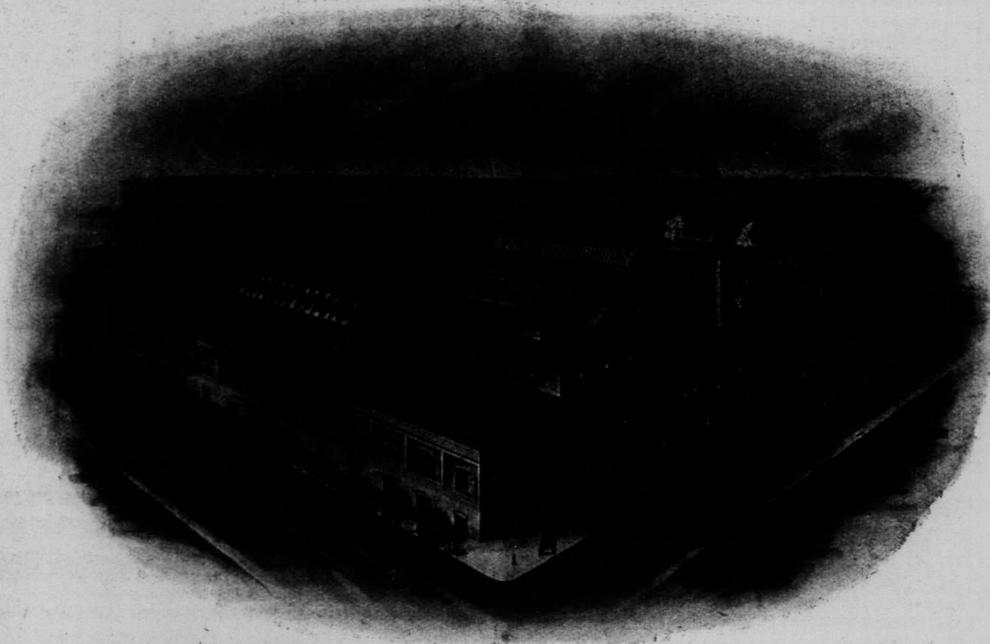
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THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,
ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure.

Cleanliness is our motto.

**Wagstaffe's New Season's
Strawberry Now Ready for Delivery.**

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON

ONTARIO

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



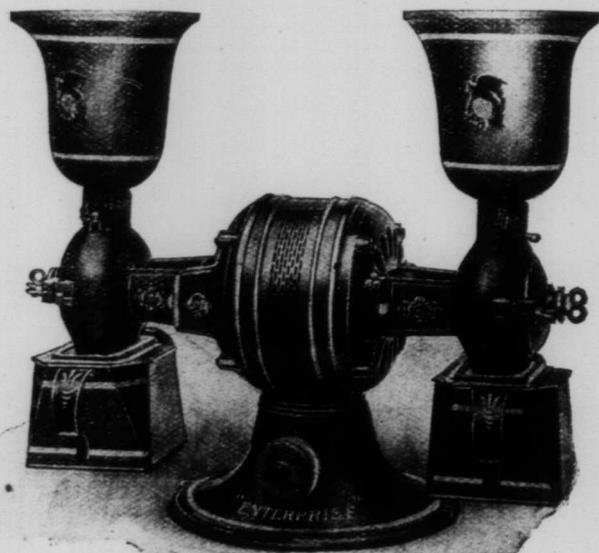
GOLD DUST has always received, and is still receiving, the benefit of extensive, unique and persistent advertising.

Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

THE N. K. FAIRBANK COMPANY, 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

When opportunity knocks at the door, the wise business man should be ready to receive it, and when a well-known and old-established firm like

MINTO BROS.

Announces a Special Sale of Bulk Teas

IT MEANS A BIG MONEY SAVING OPPORTUNITY

You will find listed below some of the money-savers:

230 half-chests and chests Ceylon and Indian, B.O.P. and O.P.	20 to 22
355 chests Ceylon and Indian, B.P. and P.S.	17½
140 half-chests Young Hyson, "Moyune" Thirds	16
138 half-chests Young Hyson, Points	14
100 half-chests Japan, Earl of Minto, No. 2, S.D.	21
115 half-chests " A. & B., P.F.	17½
50 half-chests " Fannings	9
62 half-chests " Siftings	6½

Terms—Net, 30 days, F.O.B. Toronto.

All of the above Teas are of finest quality, both in cup and leaf.

These low prices will continue until July 20th only, and if you want to get the pick of the lines offered, quick action is necessary.

SEND IN YOUR ORDERS OR ASK FOR SAMPLES

MINTO BROS., - - TORONTO

FROM GARDEN TO GROCER

**PLEASED CUSTOMERS
and INCREASED SALES**

REGISTERED



TRADE MARK

follow as a natural consequence if you stock

**"MAYBELL"
Ceylon Tea**

Your customers will like its delicious flavour and low price.

You will have a larger margin of profit than on any other tea of like quality.

CEYLON ORANGE PEKOE

HERE ARE OUR PRICES TO THE DEALER:—

5 lb. Boxes, 8 to the case,	24c. per lb.
10 lb. Boxes, 4 to the case,	23½c. per lb.
50 lb. Half Chests,	20c. per lb.

CANADA BROKERAGE COMPANY

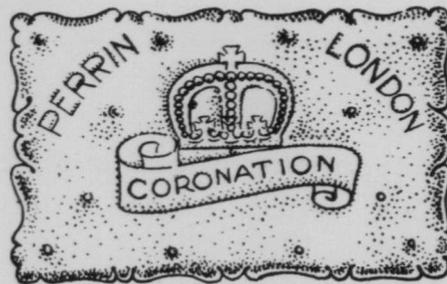
Toronto, Ont.

LIMITED

THE CANADIAN GROCER

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

If we could show you



just how and where our vinegar is made, you'd understand why it has won such distinction on both British and Canadian markets.

The best can't be beaten and our

Pure Malt Vinegar

is par excellence the finest product offered. Submitted to any test, domestic, commercial or chemical, it still makes good and retains its high standard. Order now from nearest wholesaler or agent.

CANADIAN AGENTS:

- W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
- L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
- Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
- W. A. Simonds, 89 Union Street, St. John, N.B.
- W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottle & Co.

Camberwell, S.E., LONDON, Eng.

ROWAT'S

SUMMER

DRINKS

Delicious — Refreshing



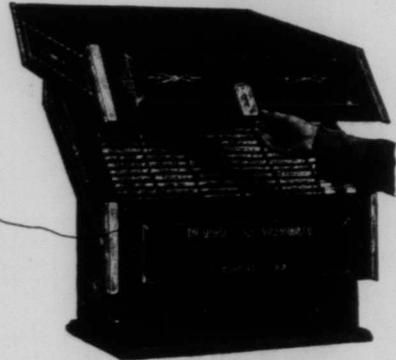
ROWAT'S LIME JUICE possesses a delightful, lingering and thirst-quencher taste that has made it most popular among its users. It is superior to any other Beverage on the market—barring none. A trial will convince you—better write now. The season is here.

The BOTTLE which contains this delightful beverage can be used to a great advantage as a decanter, after the LIME JUICE has been extracted.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowden & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippet & Co.; Vancouver, C. E. Jarvis & Son.

1911 MODEL
KEITH ACCOUNT SYSTEM



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

Make Secure What You Can't Insure

Is it **good business** to carry Fire Insurance on your store and stock of goods? Of course it is—you would not think of being without that protection.

Is it **good business** to have your home covered by insurance? You know it is—you wouldn't feel safe a week without that protection.

NOW THEN

You can't insure your accounts—your most valuable assets—would it be **good business** to secure them against loss through fire by the use of the KEITH SYSTEM?

BEAR IN MIND As a result of the book for each customer's account with the **numbered slips** it is the only system that prevents forgotten charges. It takes care of your accounts down to the smallest detail—all with one writing and keeps your collections up as they should be.

It saves time, saves errors, saves disputes and will save your accounts in case of fire.

It is not an expense, but an investment that pays its cost in a few months' time on our instalment plan.

It will pay you to get 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.



SELF-INDEXING, ONE-WRITING.
FIRE-PROOF

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.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. It will bring you, by return mail, complete particulars.

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

TO THE TRADE:

Let us remind you that the Fruit Season is here, and the Vegetable Season fast approaching. We can honestly say, in view of the past reputation of

ESSEX BRAND PRODUCTS

our goods are excelling themselves, and well merit your attention NOW.

Quality	- -	Paramount
Delivery	- -	Full
Prices	- -	Right

And always - - - You get THE GOODS.

ESSEX CANNING & PRESERVING CO.
ESSEX, ONTARIO LIMITED

"VERGINE" BRAND OLIVE OIL

will bring satisfaction and profit to every grocer handling this line, because it is highest quality, backed by this firm's recommendation.

"Vergine Brand" Olive Oil is a sure trade builder. This brand is known and extensively advertised throughout the Dominion, and the demand is increasing daily.

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To accomplish that you must have the best.

Samples and prices upon request. Don't trust to your memory—DO IT NOW.

<p>HEAD OFFICE: Corner Church & Colborne Sts. TORONTO</p>	<p><i>The Charles</i> Cicero <i>Company</i> LIMITED</p> <p>SPECIALISTS IN ITALIAN PRODUCTS</p>	<p>BRANCH: 256 St. Paul Street MONTREAL</p>
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"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

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

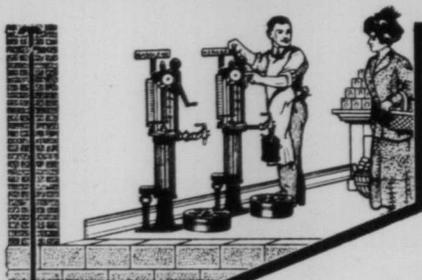
A particularly profitable line for you to handle.

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)



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.

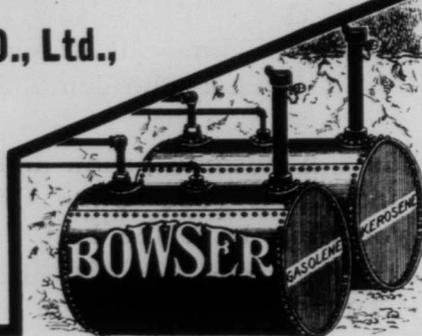
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

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

TORONTO,

66-68 Fraser Ave.



Do You Sell on Credit?

Do you have the usual trouble with collections, "bad accounts," friction with customers and frequent loss of both customer and money? Then you need

Allison Coupon Books

They will stop the leaks, keep up collections, forestall arguments, please the customer.

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used. Then he pays the \$10 and gets another book. No pass books, no changing, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

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

TWO CENTS PER WORD

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



We all sell "FORCE." Yes, indeed, all good grocers do for everybody who buys good food buys "FORCE" as a matter of course.

"FORCE" is wheat—all wheat. We cook it by steam till the starch is changed to dextrine—just right for your stomach.

We blend it with barley malt to give the utmost of nourishment and digestibility. We toast it into the sweet, crisp, dainty flakes you know so well.

Cream or milk—put in berries if you like—then you have a dish—appetizing, delicious and every mouthful real, building-up food.

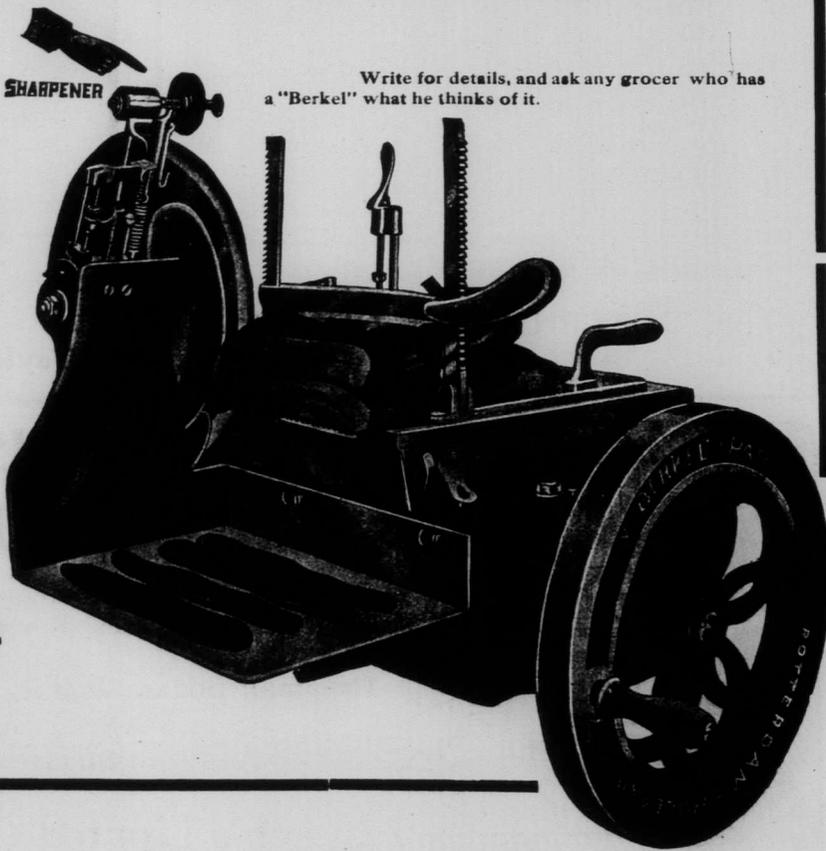
The H-O Company, Hamilton, Can.



We All Sell "FORCE"

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, - Ontario

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

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everywhere.
Company,

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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.



Always Good

A Grocer is looked down upon by his customers to

whom he sells inferior soap. A grocer is complimented who recommends to them the magic cleaner,

Wonderful Soap

which lessens the labour of work day, and makes that duty a pleasure instead of a task. No laundry soap is so good, and none so pure, perfect and uniform in quality as Wonderful Soap.

It whitens all clothes, no matter how dirty, and will not injure the most delicate fabrics.

Packed nicely, making it an attractive window or shelf display stock---and your profit is as the soap---always good.

THE GUELPH SOAP COMPANY

GUELPH

ONTARIO

Queen Quality Pickles

never fail to bring satisfaction to your customers and profit to yourself, because they are a line that always reaches you in perfect condition.

Feature this rapid selling line. The demand for it is largely increasing.



Choicest selected vegetables and other pure ingredients alone find their

way into "Queen" Quality Pickles and the entire manufacture is marked by unusual skill, care and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

Try our PURE TOMATO CATSUP. Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONT.



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

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ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

will save the user labor and money without injuring the tenderest hands or the most delicate fabric. Its cleansing and disinfectant qualities are unequalled and makes fast friends wherever used.

There is a fine paying proposition for you in handling **Asepto**.

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Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

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(J. A. HENDERSON)

Canadian Agents, Hamilton.

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

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- Tea from Leaf to Cup*
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- How to Test Teas*
- Where to Buy Teas*
- Is it Wise to Place an Importation Order?*
- Bulk versus Package Teas*
- How to Establish a Tea Trade*
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Write for full Particulars.

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act like magic, with very little muscular effort, in cleaning all kinds of metal; produce a brilliant, lasting shine that comes quickly and goes slowly.

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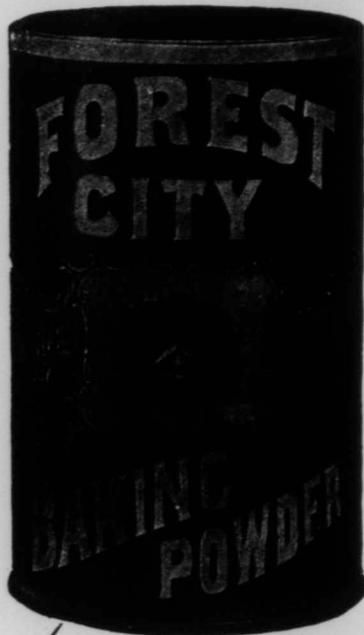
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is unrivalled for Purity, Delicious Flavour,
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Give Your Customers

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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.

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Powdered
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in 100, 50 and 25 lb. boxes
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Established in 1854 by John Redpath

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We also make all kinds of dainty and high-grade biscuits.

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THE WORTH OF
WHITE SWAN

PERFUMED **100** /o POWDERED

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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.

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Apart from the unquestioned quality and flavor of

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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.

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Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

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A line that pays you well to recommend!

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Aylmer
Condensed
Milk Co., Ltd.**

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Head Offices:
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PROTECT YOUR CUSTOMERS

The housewife cannot make good jam out of poor sugar. Give them the best there is.

St. Lawrence Granulated

is the profction of the refiner's art made of pure cane sugar.

St. Lawrence Sugar Refining Co., Limited

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Nothing like getting and KEEPING
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Women like to know a nice
dessert for dinner—one they
can prepare quickly and
without trouble.

Just show them how
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and delicious pudding
in fifteen minutes with
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Nothing like it—absolutely
the purest tapioca made.

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DELICIOUS

It makes the plainest fare
appetising, and makes
delightful to the palate
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Curries and Salads.

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JAMES DOME BLACK LEAD

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Pays a good profit.

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is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

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might bring inquiries. Better write for rates to

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The W. H. ESCOTT CO.

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Grocery Brokers

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WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

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All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.

Beach and Washington Sts., NEW YORK

A. O. LANDRY

JOBBER

STE. FLAVIE STATION

Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It drives them up
KILLS Common Sense
(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.

Cold Spring Lemonade Powder and Orangeade

For Picnic Parties, Travellers and
Holiday Seekers.



Put up in artistic, attractive $\frac{1}{2}$ lb. and $\frac{1}{4}$ lb. tins.

Guaranteed pure, and superior to any other liquid or powder lemonade on the market.

S. H. EWING & SONS

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Montreal

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SUCHARD'S COCOA

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

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

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"The Salt of Salts"

It pays you to gain a reputation for handling only the best salt. Feature a salt whose price gives you a good profit besides keeping your customers so pleased that they re-order. A trial order will convince you of all that we say about Century Salt.

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SARNIA, ONT.

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You Want**



**This Mark on Every
Box Insures the Best**

Place Order Now for
Fall Delivery

A BIG REWARD

is awaiting you if you write us or ask your wholesaler about **CASTOLS**.

An increase in revenue is what you are looking for during these slack days and

CASTOLS

the candy coated tablet, which is as effective as Castor Oil, but more liked by the mother and kids, because there is only a taste of chocolate traceable.

60% FOR YOU

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Lobsters**

Pounds and Halves, Flats.

**Quality and condition
first class.**

Write for Quotations

or

Ask our Travelers.

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Your Suggestion Goes a Long Way

There are some of your customers, Mr. Grocer who never ask for articles they really need. Why not suggest them when you have the opportunity? If you follow out this policy with



SOCLEAN

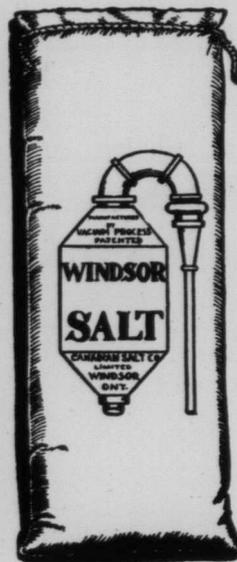
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You will sell your customers a thoroughly reliable sweeping and disinfectant powder and make good profits. For a sure germ-killer, a dust-preventative, and a carpet and rug cleaner there is nothing superior.

See your wholesaler or write direct

SOCLEAN LIMITED

444 King St. West - - TORONTO
PHONE ADELAIDE 1584



In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

Windsor Butter Salt

Practically every pound of prize-winning butter at the dairy Exhibitions is made with "Windsor" Salt.

No other salt is good enough. No other salt sells

THE CANADIAN SALT CO., LIMITED
WINDSOR, - ONTARIO

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.



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

Krackley-Nut

Just Dandy-Beats Gandy

Sells
On Its
Merits!



Merits
Its Big
Sale!

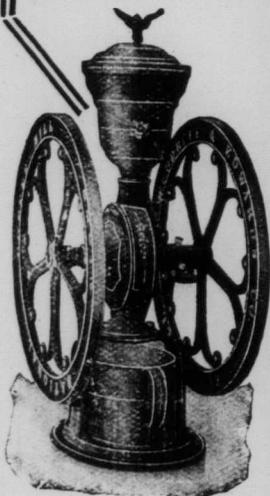
**A SUPERIOR
POPCORN-PEANUT CONFECTION**
MANUFACTURED BY
O-Pee-Chee Gum Co., Limited
LONDON - CANADA

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.



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TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
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MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. Macdonald Co.

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

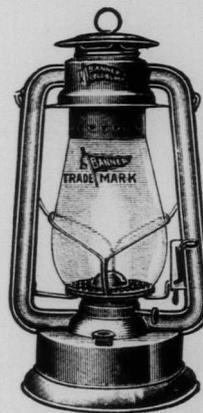
"BANNER" 1911 Gold Blast Lantern

Have you seen it?
Hold your orders till you have.

New
Well!

Solid
Brass
Burner!

Supplied
with
Wicks!



Hand-
somet
Lantern
Made!

Give
Your
Customers
the
Best!

For Sale by All Jobbers.

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

WESTON'S

HIGH-GRADE

FANCY BISCUITS

No Canadian-made Biscuit will grade higher than Weston's.

You may find many cheaper grades—but none better in perfect quality.

We have a special offer to all who are not using Weston's Biscuits—a sample tin of assorted samples free.

Mention the "Grocer" when replying.

We cannot make you money—by the cheapness of our price—but we can make you friends by the satisfaction which comes by using the best goods.

GEORGE WESTON, LIMITED
TORONTO.



True worth is dependent always on

QUALITY

Advertising gets people to try an article once, but only superior quality can make permanent customers.

The enormous increase in the sales of "SALADA" is proof positive of this. The first six months of 1911 compared with the same period of 1910, show an increase of 563,447 lbs. Can anything speak more eloquently than this for the manner in which "SALADA" serves the public?

SALADA TEA CO.

Toronto and Montreal

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Ontario Wholesalers Discuss Reforms

Their Annual Convention Commences Under Most Auspicious Circumstances, and There was a Representative Attendance—President's Stirring Message—Report on Declaration System for Manufacturers, and the Strong Position Taken Against Possible Violation—The Talk on Uniform Selling Plan—A Plan for More Businesslike Methods—Resolutions—The New Officers.

(Staff correspondence.)

Toronto, Ont., July 6.—Fifty wholesale grocery houses, spread over the territory between Ottawa and Fort William, and Windsor and North Bay, were represented at the annual three-day convention of the Ontario Wholesale Grocers' Guild which convened at the King Edward Hotel here on Tuesday morning. Representatives of the manufacturing and retailing sections were there as well, and the assemblage combined to make up the most important gathering of the trade held in Canada during the year.

Matters of vital interest to everybody interested in the distribution and sale of foodstuffs were discussed. The speeches had been carefully prepared and there was exhibited an intense desire to secure from each the best results for the entire trade.

One of the most important subjects that came up was that dealing with the declaration system for manufacturers, and it provoked considerable discussion.

The delegates were somewhat late in arriving. The conference waited for the arrival of trains from the West. President Smye and H. C. Beckett, of Hamilton, Ont., were on the ground early, bewailing the fact that the members, especially those from Toronto, refused to come in at the appointed hour. There were about twenty men present, however, when the President called the gathering to order at 11.30 a.m.

"There are matters coming before the attention of this meeting that should make it vital for members to be present at the meeting. There has been a tremendous amount of work done, and, accordingly, the lukewarmness of some of the trade is appalling."

Letters were read from Albert Beckman, Secy. National Wholesale Grocers' Assn. of the United States, and from the firm of Hudon, Hebert & Co., Montreal. The Chairman, in mentioning this latter letter, paid a glowing eulogium upon the character of the late Albert Hebert, and Hugh Blain, Toronto, H. C. Beckett, Hamilton, W. G. Craig, Kingston, were appointed a committee to draw up a resolution of condolence to go to the family of the deceased merchant.

On motion of Hugh Blain, the minutes of the last meeting were taken as read.

The financial report was then presented, showing disbursements of \$4,124.27. Thos. Kinnear, Toronto, and R. J. Carson, Kingston, Ont., had a few questions to ask regarding some of the items, but on motion of Hugh Blain, the minutes were adopted. Mr. Carson wanted to know something about the expense of getting out the address given last year by E. F. B. Johnston, K.C., on the Secret Commission Act, and the rights of manufacturers, wholesalers and retailers. The chairman gave it as his opinion that the distribution of the address was worth ten times the amount it had cost them. H. C. Beckett, fully concurred with this, as did Mr. Blain, and the former said that he thought the setting forth by the lawyer of the rights of the parties concerned was of incalculable benefit to the trade. The wholesalers, or some of them, had not known before he spoke, just where they stood in the matter. Mr. Carson seconded the adoption of the report.

Mr. Smye then addressed the meeting on the advisability of appointing a permanent secretary to give his entire time to the work of the Guild. The country was growing so fast and the work was becoming so heavy that this move was necessary in his opinion. Mr. Beckett, Mr. Kinnear and Mr. Craig were then appointed a nominating committee.

As more delegates had come into the meeting it was decided to have the President give his address before the luncheon. It was as follows:—

THE PRESIDENT'S ADDRESS.

"We have called this Ontario Wholesale Grocers' Guild together to confer on trade matters and to transact business and create reforms, not only for our personal advantage, but for the common good of the grocery trade of the country, and in order to accomplish results that will be to our mutual advantage it will require your undivided attention throughout the whole Convention. You owe this to your individual business as well as to the trade at large, and also to those whom you have appointed to office to carry on the work of the Guild. Your officers have given their time unsparingly and have, we think, made progress along the lines laid

down at our last convention, and many reforms have been accomplished through the efforts of the Manufacturers' Committee, all of which will be reported at this Convention, and you will see that many thousands of dollars have been saved to you through their work, all of which should thoroughly convince you of the importance of the Association and spur you to help on the work individually by backing up the Guild Officers in all matters brought before you from time to time.

The Difficulties.

"The greatest difficulty we have to contend with is that the members do not take a broad view of many matters brought before them—they look at the individual rather than the general result and hesitate to make a temporary sacrifice to gain a perpetual benefit. This is demonstrated often in our dealings with manufacturers and they trade on this weakness whereby the whole trade suffers.

"There are many houses who have made sacrifices and are still making them hoping for better things, and they will eventually receive their reward.

Plan for Eliminations.

"Now with reference to houses who are still conducting their business along dishonorable lines—there are not many such, but there are some and they are well-known, and it is hoped that this convention will not disperse without formulating a complete plan towards eliminating dishonorable methods from the wholesale grocery business, and we feel that we can do so if we stick together. We have the laws on our statute book protecting us, and subject to the approbation of the trade a plan will be submitted for your discussion which will put a stop to secret rebating and other dishonorable methods. I do not want to trespass on the report of the manufacturers' committee, which report will be the kernel of all subjects for discussion, and as a member of that committee, know what a lot of work has been done and also the results attained. The lion's share of the work, however, has fallen on H. C. Beckett, for whose zeal and sacrifices the grocery trade of Canada can never repay or fully appreciate and we hope that his guiding hand will be

with us for many years to carry on the good work.

Results of Education.

"At our convention last year many instructive papers were read and discussed. These were of an educational character and have borne good fruit, as to-day you rarely find a manufacturer adopting a quantity price or selling to large retailers at wholesale prices, which was a common practice heretofore and most unfair to the great body of retailers throughout the country. Our association with the committee of retailers has also been productive of some good and a better understanding, and I think that this convention should confer with the Retail Merchants' Association and see what can be done to increase their membership. It is most important that both retailer and jobber should stick closely together to fight the dangers which assail the trade, and it is not only our duty to assist them to increase their membership but to ask their assistance towards keeping trade in the proper recognized channels which are from the manufacturer to the jobber—to the retailer—to the consumer. We have frequent complaints from the retailer that some jobbers are trespassing on their right of selling to consumers, such as boarding houses, small restaurants, etc., and it is in the interests of the legitimate trade to look well into this side of the question and play fair with the retail trade, as on the other side, we think it grossly unfair for the manufacturer to sell the retailer. Let us consider this vital point—The retailer must be protected or the whole structure will be destroyed and we will drift into the troubles experienced in England and United States, of Chain Stores, Buying Exchanges, etc.

Watch Financial End.

"The trade of Canada has been prospering for a few years back and in consequence, bad debts have not been heavy, but we have no guarantee how long it will last. It is always prudent to keep a watchful eye on the financial end of the business, and it is strange that we do not discuss this side of the business more than we do at our conventions. You will note that we will have the pleasure of hearing Henry Detchon, of the Canadian Credit Men's Association, and hope that every financial man of our various firms will be present to hear him outline the system of "The Clearing House," of which I am, personally, a strong advocate, my firm having already experienced its benefits in other provinces.

Uniform Terms.

"There are other special features on our programme to which special attention is directed and which you are ex-

pected to seriously consider and be prepared to discuss intelligently as they are most important. I refer to Uniform Selling Contracts and Declarations, Uniform Terms and Methods of Invoicing, and the Secret Commission's Act, all of which you have been specially written about and hope that every member will come fully primed on these subjects.

U.S.A. Supreme Court Decision.

"The profits of the jobber have not increased to the extent that the expense of doing business has in the last few years, yet there are houses who sell many lines of goods without any profit whatever—They cannot know what it costs them to do their business. Price-cutting and unbusinesslike methods that creep into trade are in restraint of trade and should be vigorously dealt with by



F. T. SMYE.

His Presidential Message Was Highly Commended.

the trade, both wholesale and retail. In the verdict of the Supreme Court of the United States it was decided that business organizations that create a degree of monopoly by pursuing ordinary business methods are not guilty of an offence against the law, and that is what our own Guild judgment teaches, so if we will only stick together and be loyal to each other and be loyal to loyal manufacturers, we will make the grocery business a thing of beauty and a joy for ever.

"I will not trespass further on your time. We have a lot of work to do, and hope each member will do his share and take part in all matters brought up for discussion. The work of the Guild falls rather heavily on your officers who sacri-

fice their time in your interests and hope the time is near when you will again appoint a secretary to carry on the work.

"You have my sincere thanks for the honor you have done me by appointing me to the office of President, and I thank you for your co-operation and many kindnesses, and ask for my successor the same consideration."

Discussion on Report.

Hugh Blain, in discussing this report, pointed out that conditions were much better now than they were, and the wholesalers were now more entrenched in their legitimate position in the chain of distribution. A gradual charge of front on the part of the manufacturers had been the result of the activity of the Guild. The wholesalers had been bettered and the retailers as well. The latter had derived great advantages through the carrying out of the work of the Guild and it should be seen that the proper methods of handling of goods now obtaining, should be preserved. Mr. Smye had given them much food for thought during the coming year and he moved with pleasure the adoption of the address. W. G. Craig, of Kingston, seconded the motion.

Mr. Beckett also had a few words to say. To his knowledge, there never was a meeting of the manufacturers' committee but Mr. Smye had been present. He always sacrificed himself for the benefit of the trade generally, and he felt they had never had a president who took such a keen interest in the matter as had Mr. Smye.

Mr. F. W. Humphrey then moved the following resolution dealing with the protection of the wholesaler by the manufacturer:—

"It is resolved that more loyalty to the association of the Ontario Wholesale Grocers' Guild would materially advance the interests of the wholesale grocery trade and that to be loyal to the Association, it is necessary that the members thereof exercise care in the buying of proprietary articles by refusing to buy new lines unless satisfied that the manufacturer is going to offer them what, in their opinion, would be reasonable protection both against price-cutting and also having regard to the margin allowed." R. Carson seconded this.

Resolution of Condolence.

The following resolution dealing with the sad death of Albert Hebert, in Lucerne, Switzerland, was then unanimously adopted:

"It is with profound sorrow that we have heard of the death, under such sad circumstances, abroad, of our late esteemed president, Albert Hebert. His honor, zeal, wisdom and energy displayed while representing The Dominion

Grocers' Guild as its president, will long remain in the memory of the guild members and have a lasting influence for good. The Ontario Guild desires to tender its sincere sympathy to the members of the late Mr. Hebert's firm, also to the members of his family, and that a copy of this resolution be forwarded to his firm and to his bereaved family in their great and melancholy loss."

The meeting then adjourned for lunch at which the delegates were the guests of the Hamilton trade.

TUESDAY AFTERNOON.

At 2.45 p.m. the members again assembled for business. The opening feature was the presentation of a criticism of a recent decision of the Supreme Court of the United States in the Dr. Miles' Medical Company suit. The address follows:—

Hugh Blain's Address.

"The Trade in Canada is deeply interested in the recent decision of the Supreme Court of the United States in the case of the 'Miles' Medical Company,' vs. 'John D. Park & Sons Co.' in the matter of selling proprietary goods at fixed prices, because judgments in the United States Courts are frequently quoted by, and have a decided influence upon the action of our Canadian Courts.

"It may be considered out of place for one in business to review or criticize a decision of the Supreme Court of the United States. In discussing the matter with one of our most prominent members of the Bar, he said that judgments of this nature frequently involved as much business as law. A just judgment in all the affairs of life, is ethically the legitimate fruition of the application of common sense. Now, common justice, common law, and common sense, are essentially a triple alliance, bound together for the good of the human race, and where these essentials do not fully prevade a legal decision, the judgment cannot be a righteous one. These legal decisions are intended to guide and govern the people, and it therefore behooves us to study and discuss them, so that they may be understood and practiced in the concerns of daily life.

Legal Ingenuity Displayed.

"The case under consideration appears to have been one that should never have been taken into court. The plaintiff company endeavored to force the terms of a contract on the defendant company, which had not only refused to sign the contract, but had declared its business policy to be entirely opposed to the conditions. The contract itself, claiming goods to be still on consignment, after accepting payment for them in full, appears to be a most arbitrary document, and in its preparation dis-

plays greater legal ingenuity than honest effort to lay down straightforward business methods. It prohibits selling except to specially mentioned parties, and on the face of it, bears the impress of a restraint in trade. The intention and also the effect of this agreement, had it been legal, were to restrict sales to a selected class, under any and all conditions. This appears to be not only in restraint of trade, but wrong in principle. The true principle is to extend the same privileges to all, unless such privileges have been abused, but to confine the compensation to those who conform to the conditions the manufacturer imposes for the proper distribution of his goods. If a manufacturer, in placing an article of commerce on the market, desires to fix prices at which the goods are to be sold to the wholesaler, the retailer, and the consumer, as the best means of distributing in his own interests, he should have the right to do so, if the conditions are reasonable. Arbitrary methods are not, however, the best means of enforcing such a plan.

The Canadian Plan.

"The plan adopted by the Canadian manufacturer is more in keeping with modern ideas. It is altogether better to hold out the olive branch and extend the privileges of selling to all, but recompense only those who agree to, and carry out the manufacturers' conditions. For example, the manufacturer sells to the wholesaler at the price which the wholesaler is required to sell to the retailer, and at the end of a stated period gives the wholesaler a rebate, as compensation, providing the prices and terms have been carried out. But if the wholesaler has abused his privileges and has not adhered to the conditions, then the rebate is withheld, and further supplies stopped, with the result that the wholesaler, who sells for less than the proper price, loses all his rebate and just as much more as he cuts the price under the actual cost of the goods to him, and is also deprived of getting a further supply. We arrived at the knowledge of whether the wholesaler has adhered to the prices and terms by requiring him to give a declaration if there is a suspicion that he has not adhered to the conditions of the contract. A form of agreement will be submitted to you at this meeting, which we regard as the most up-to-date contract we have seen and which we are sure will give fairly good satisfaction.

The Declaration.

"You will observe that the wholesaler agrees with the manufacturer to act as the distributor of his goods, and to sell them at fixed prices, and on stipulated terms. He also agrees, whenever requested by the manufacturer, if he has

not violated the contract, to give a declaration under oath to that effect. If he has violated the contract, the presumption is that he will refuse, and a refusal to give such a declaration is taken as equivalent to an admission of guilt, and operates automatically as an absolute violation. On the other hand, if he takes the declaration after having violated the contract, he commits perjury, and places himself in a position altogether too serious for me to enter into, or discuss here to-day. The manufacturer, in case of a refusal to take the declaration, withholds the rebate that would otherwise be given to the wholesaler, and exercises the right to refuse to supply him with further goods unless satisfactory assurances are given for a proper observance of the contract for the future. Such an agreement might not be effective in regulating the sale of a small item like a proprietary medicine, for which there is not a general demand, but it is effective in governing the sale of staple proprietary articles in constant demand by the public. Especially is the 'REFUSAL TO SELL'—'REBATE WITHHOLDING' — 'VOLUNTARY DECLARATION' plan effective when it has been adopted for several lines of goods, and has become a recognized system. No reputable wholesale distributor can afford to be without a reasonable number of important staple articles of commerce in his special line of trade, and our experience is that the houses who most loudly asserted that they would never sign such a contract, are among the first to put their names down when they find themselves squarely up against the actual conditions of either signing or not getting the goods.

System Powerful Deterrent.

"Unfortunately there is always a small percentage of crooked houses or crooked salesmen in every line of business, but we find that the system is a powerful deterrent and since it has been introduced here, business conditions have been much improved. The decision of the Supreme Court of the United States in this case has put the whole of the Trade of both the United States and Canada in a false position, and has given the impression to the world that there is no legitimate plan or system by which a manufacturer can have his goods sold at stipulated prices and terms. In my opinion, the contrary is the case. The decision of the Supreme Court on the plaintiff's principal claim would appear to endorse this view. Chief Justice Hughes, in delivering the judgment said:

"Whatever right the manufacturer may have to project his control beyond his own sales must depend, not upon an inherent power incident to production and original

ownership, but upon agreement." and further on he says:

"To sustain the restraint it must be found to be reasonable both with respect to the public and to the parties, and it is limited to what is fairly necessary in the circumstances of the particular case for the protection of the covenantee, otherwise restraints of trade are void as against public policy."

Claimed Only Principle.

"In so far as the grocery trade is concerned, we have never claimed beyond this principle, that we should have the right to fix prices at figures that would afford us a reasonable profit, and give the public a reasonable service.

"From a former decision of the courts, he quotes as follows:

"But there are exceptions. Restraints of trade and interference with individual liberty of action may be justified by the special circumstances of a particular case. It is a sufficient justification and indeed it is the only justification if the restriction is reasonable—reasonable that is, in reference to the interests of the parties concerned and reasonable in reference to the interests of the public, so framed and so guarded as to afford adequate protection to the party in whose favor it is imposed, while at the same time it is in no way injurious to the public."

Should be Commission.

"I may say here that we have never claimed the right to fix prices on any other basis than the above. On the contrary, we have urged strongly that there should be a permanent commission appointed by the Dominion Government, with authority to examine into, and approve of such fixed prices as might be imposed by the manufacturer on proprietary articles, so that the prices would be such as would afford proper protection to all parties concerned, the manufacturer, the wholesaler, the retailer, and the consumer.

"Our system is perhaps not yet perfect, but is being gradually developed and improved, and it is, on the whole, working well, and is fair and just to all concerned, the manufacturer, the distributor, and the consumer, and the individual right to carry out such a contract is so clear and unmistakable that it is, beyond question, perfectly legal.

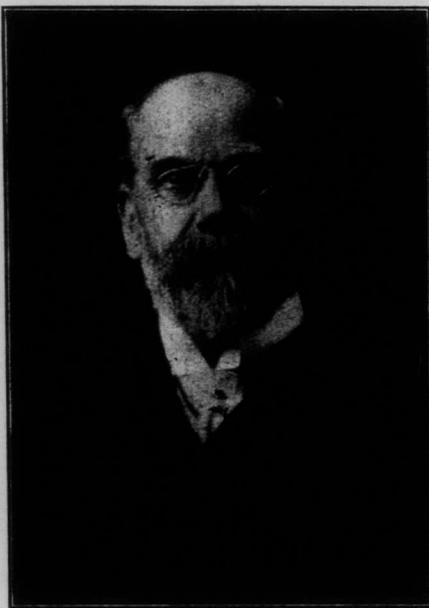
One Court Decision.

"Sir Glenholme Falconbridge, C.J., of the King's Bench Division of our High Court of Justice, in what is known as the 'Grocers' Guild Case,' quoting from Lord Herschell, says:

"If it be intended to assert that an act not otherwise wrongful, always becomes so, if it interferes with another's trade or employment, and needs to be excused or justified, I say that such a proposition in my opinion has no solid foundation to rest upon."

and quoting from "Eddy on Combination" says:

"The right of a combination of dealers to advance their own interests by mutually agreeing that they would not deal with any manufacturer or wholesale dealer, who should sell directly to their customers, has been broadly upheld."



HUGH BLAIN.

Whose Address Was Listened to With Interest.

and says as his own opinion:

"The various cases of alleged oppression and 'driving out of trade' of persons who either openly or by some ingenious device, aim to belong to the Wholesale Trade, and at the same time to sell at retail, are thus easily understood. If this system were to be practiced, it would injuriously effect and demoralize the Trade, not only of the Wholesaler, but of the Retailer, and the Consumer would certainly not be better off in the long run."

Travesty on Justice.

"There is one feature in connection with this recent judgment of the Supreme Court of the United States to which every business man will take exception on the grounds of common sense, if not on legal grounds. That the Court should give the defendant the right to

deface by obliterating the serial numbers, is a travesty on justice, even if the performance is by the Supreme Court of the United States. When a proprietary article is placed on the market, and becomes an article of commerce, it should retain its identity unimpaired, otherwise it will lose much of its value, and it is in the interests of the public, as well as in the interests of the producer, that it should be kept exactly as it was made until it reaches the consumer.

Tampering With Goods.

"In cases of mistakes, or malicious tampering with the goods, these serial numbers are most important in tracing the wrong back to the party responsible. Where a means of discovery of what, in my opinion, may have been a crime, is denied, public confidence is seriously disturbed. The views of the court in bestowing such a privilege could not have been given on high moral grounds, because the effect was to conceal the identity of the intermediary who had evidently violated a contract, voluntarily entered into, and who, whether the contract was legal or not, was guilty of a dishonorable act in evading the terms of an agreement by such a subterfuge. The destruction of these serial numbers prevented the discovery of the wholesaler who would have been liable under what he regarded a legal contract, which he had signed, and who was evidently afraid to come out into the open and do an honorable business, and hence had either taken off the numbers or had been in collusion with the defendant, who had done so. This is poor business ethics, and it was not creditable to the Supreme Court of the United States to dismiss this claim apparently without consideration, as merely incidental to the plaintiff's main contention in the case. There are numerous instances in business where it would be altogether impracticable to obliterate these serial numbers. For example, where they are put inside of the packages of such goods as cereals, spices, etc., it would be impossible to disturb these numbers without rendering the article unsalable.

Is Dishonesty Prevalent?

"The decision, therefore, becomes restricted in its application and shows a want of proper understanding of the question by the court, or worse. To quote from my favorite poet:

"In the corrupted currents of this world, offense's gilded hand may shove by justice and oft 'tis seen, the wicked prize itself buys out the law; but 'tis not so above; there is no shuffling; there the action lies in his true nature; and we

ourselves compell'd, even to the teeth and forehead of our faults, to give in evidence.'

"In the corrupted currents of this world, dishonesty is still as prevalent as in the days of Shakespeare, and notwithstanding that a special Act in the Criminal Code, to prevent rebating by giving secret commissions, was recently passed by the Dominion Parliament, the practice still prevails, and is the very worst form of commercial corruption in the business life of to-day. I regret to say that the administration of justice is most lamentable, pure and ineffective, and while I do not believe that the 'wicked prize itself buys out the law,' there are certainly other questionable influences at work, or else there is a painful lack of appreciation by the officials, of the duties and responsibilities of the department. Whatever the cause, the result is to 'skin and film the ulcerous place; whilst rank corruption, mining all within, infects unseen.' I wish our legal department in Ontario would take Hamlet's advice to 'repent what's past; avoid what is to come, and do not spread the compost on the weeds to make them ranker.' The law, as it stands to-day, if properly administered, would protect us, but in the absence of such protection, we have succeeded in evolving a plan which, if vigorously enforced by the manufacturer, will compel the unscrupulous 'even to the teeth and forehead of our faults to give in evidence' by calling for the declaration.

"In conclusion, I must congratulate the trade on what has been already achieved, which, I believe, is greatly elevating the standard of our business morals, and I am glad to say that, in my opinion, the decision of the Supreme Court of the United States, while it erred in one respect, has, on the whole, upheld the position taken by the Canadian wholesale grocery trade."

The Discussion.

E. M. Trowern, general secretary of the Retail Merchants' Association, cited several cases in which the retailer had been called to account to sell goods at a price lower than that set by the manufacturer, and wanted to know if the decision of the U.S. court would destroy the system being built up in this country. Mr. Blain replied that the Mile's contract was not like to those obtaining in Canada.

"Some manufacturers think," returned Mr. Trowern, "that to enforce contracts they must go over the head of the wholesaler. I'm saying this because I want to get to the bottom of it all. Personally I think it would make the plan not a particle weaker if it went through the regular chain—manufacturer, wholesaler, retailer and consumer."

H. C. Beckett then gave a survey of the Contract Selling Plan, and pointed out that under the law the producer was fully protected. He had power to refuse to sell to men who refused to observe the contract. The whole thing was perfectly legal, and was not a boycott at all. It will be only a year or two before the trade will realize what it is entitled to. "If the retailer can't make a fair profit he can't pay the wholesaler" said he.

The chairman said that no trouble was experienced in goods where the makers stood staunchly behind their goods.

W. H. Rowley, of the E. B. Eddy Co., said the manufacturer who sells to the wholesaler has to respect that trade. "He can't run with the hare and hunt with the hounds," he said. No producer should go to the wholesaler and sell him goods and then go to dealers in the same town or district and sell them. That should not do. He didn't look with dread upon the Supreme Court of the U.S.A., nor any other foreign court. We had excellent courts of our own. The Contract Selling Plan had been originated nearly a quarter of a century ago, and had worked well.

Mr. Craig, of Kingston, said he thought it was a boycott, where a certain number of wholesalers agreed to refuse to sell a certain manufacturer's goods, until a fair margin of profit was provided. He had refused to sign such a paper when it was submitted to him. Mr. Beckett in reply, contended that under the law wholesalers were perfectly justified in combining for the general benefit of the whole body. On motion, the address given by Mr. Bain, was unanimously endorsed.

Manufacturers' Committee.

Mr. Beckett then reported on the work done by the manufacturers' committee since April 1910, up to the present time. The conditions of trade had changed greatly during recent years, but the trade as a whole were not thoroughly alive to these changed conditions as was evidenced by the fact that few firms take the precaution to protect their interest when purchasing proprietary lines. Today, he said fully 60 per cent. of the wholesale grocery turnover is made up of proprietary lines absolutely controlled by manufacturer and upon which there is no possible chance or opportunity of making a margin of profit unless arranged by manufacturer.

More knowledge is necessary, he said, on the part of the manufacturer as to the needs of the trade, and of trade conditions generally. "I trust," he added, "no wholesale grocer in Ontario will labor under the delusion that the improvement in the handling of some lines of goods is the result of mere chance." During the past fourteen months the committee had held thirty meetings, giv-

ing a full day to each meeting. Most of this time had been taken up with conferences with manufacturers, upon whom they urged the necessity of their protecting the distributing agents against secret rebaters and trade wreckers.

"Possess yourselves with the firm conviction that the wholesaler is in business to-day for no other reason than that he is the cheapest medium of distribution only because the manufacturer cannot go to the retail trade direct and sell his goods at as small a cost for selling and distribution as he can through the wholesaler."

"We have," continued Mr. Beckett, strongly advocated the adoption of a selling contract which provides for a declaration when called upon by the manufacturer and in many cases this form of selling contract has been adopted by the manufacturer with most satisfactory results."

Did Not Receive Backing.

Mr. A. Foster, of North Bay, wanted to know if the manufacturers' committee had received from manufacturers a definition of wholesaler and retailer, as he regarded this as a question that should be set down definitely. The opinion was expressed that the manufacturers' committee had not received the backing from the wholesalers that they should, and a resolution was passed that the work so far of the committee be approved of by the Guild and that the wholesalers decide that in the future they will give them all the support possible.

Mr. Beckett gave a report of the large number of wholesale houses that had signed the agreement in favor of manufacturers selling their goods on the lines approved of by the Guild, which showed that the majority were in favor of this method.

A resolution was passed: "That this convention realizing the absolute necessity of the interests of the trade being protected, and appreciating the great value to the association of the manufacturers' committee and the work they are doing for the benefit of the trade generally, strongly endorses and approves that the wholesale trade should be loyal to the manufacturers' committee in following suggestions, and doing everything in their power to strengthen the hands of the manufacturers' committee in their negotiations with manufacturers on behalf of the trade."

Mr. Kinnear pointed out that the manufacturer should make all dishonest men in business toe the mark. More stringent discipline he wanted. When travelers could go out and undersell his men, it would mean the beginning of the splitting up of the trades.

Mr. Rowley wanted to know if the manufacturer would refuse to discipline

men when proof of dishonesty had been laid before him.

"They do in part," returned the Toronto man. "I hold the manufacturer should go to the men who buy this wholesaler's goods and find out from him if the facts are as stated. Then if it is so that wholesaler should be disciplined. Some men," said Mr. Kinnear will take a declaration of any sort,—swear to anything." There should be a stronger system, he said.

Need General Policy.

Mr. Blain agreed there was no doubt a good deal in what Mr. Kinnear had said, but he thought it was not so serious. There were a great many reports turned in of this sort which were not true. One had to look beyond individual results to see the working out of the system in force. He did not think it wrong to have a declaration asked for. He had signed a declaration himself, and did not feel grieved over it. If they were to get decent results they must make efforts to get it. It was the old men who must be looked to if these things are to be done. The manufacturer must be shown that a united wholesale trade is behind him. Good principles must be established. They did not want exorbitant prices. They only wanted a fair profit. He would rather that some other wholesaler should sell the goods not returning a fair profit. The real trouble — one they should not have—was that they lacked the real support of the trade. There should be a general policy followed.

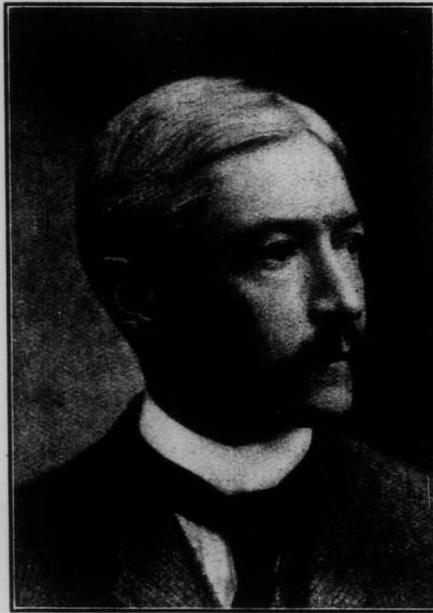
Mr. Kinnear said that he held preaching without getting to the bottom of things was not all that was necessary. If a manufacturer bound him by an affidavit he wanted others bound by an affidavit. He knew affidavits had been taken by men when it was false. He never asked anyone to deal with him if he could not compete. There was no sentiment. If these men were brought to the bar and it was proved that they had sworn falsely they would not do it again.

Mr. Blain said Mr. Kinnear said that the reputation of an honest house would bring business to it. He ventured to say that the business of the Kinnear house was greater than it had been.

Booking Sugar.

In reference to the Kinnear matter the chairman pointed out that the wholesaler had not used the power that was in his hand. He should have asked the Guild to have the manufacturer present a declaration to the wholesaler in question. Mr. Kinnear replied that the next case which came to his notice would be forwarded to headquarters.

In regard to the booking of sugar there was considerable discussion. Mr. Smye told of difficulties that have arisen whereby the wholesaler and retailer have suffered through changes in the market. He deplored such a condition of affairs. Mr. Blain outlined a system by which he felt the obstacle could be gotten over. He advocated a system of sale by which the traveler would book sugar at open rates. The price which he should pay should be the market price at the time the order was received by the wholesale house. There would, he said, be no chance of violating any



JOHN M. DILLON, LONDON, Who Was Elected President of the Guild.

agreement if this were done. He believed the wholesale houses were honest. The booking of sugar prior to advance was corrupting both the wholesale and retail trade. It was probable that the refiner, even if he did not adopt the declaration system, would fall in line with the contract selling plan. If a memorial were sent to the refiners, backed by the trade, it was possible that something might be done. Mr. Beckett concurred in this. Mr. T. B. Escott, of London, who presented a report from the London district on the matter, wanted a committee appointed to go into the matter.

Geo. E. Bristol, of Hamilton, believed that the best way to work peace in the trade as far as sugar was concerned was to have the Guild discipline its members, and not to leave it to the manufacturers. He outlined a plan which provided for every man in the Guild putting up say \$300 into a fund which the president would hold. If any member be charged with violation of selling terms and be proven guilty by a com-

mittee appointed by the president he should be fined. This money would come out of the refractory member's deposit, and should be effectual. The deposit would have to be kept to its original strength.

Mr. Carson wanted to know how this would work out in the case of wholesalers who are not members of the Guild and who reap all the advantages.

Mr. T. B. Escott, London, Ont., said that the London men had worked up a similar plan, but had dropped it because they had been given to understand that the Guild would take up the matter.

WEDNESDAY MORNING.

Local Guild matters held prominence at the opening of the morning session. Mr. Craig and Mr. Carson brought up the question of bank charges on small drafts. The chairman next introduced the "letter of credit" system. This question, he said, had been urged upon him by John Dillon, of London, Ont., who was, however, compelled to remain at home owing to illness in his family.

This was a pernicious habit, Mr. Smye pointed out, and he urged action. Geo. Bristol, of Hamilton; Wm. Logan, of Toronto, and W. G. Craig were appointed a committee to report.

The report of the nominating committee was then made. It was as follows, and was endorsed:

President, John M. Dillon, London, Ont.

1st Vice-President, A. H. Pafford, Toronto, Ont.

2nd Vice-President, A. Allard, Ottawa, Ont.

Manufacturers' Committee — H. C. Beckett, Hamilton; A. H. Paffard, Hugh Blain, Toronto; John Dillon, London; T. B. Escott, London; Albert Allard, Ottawa; W. G. Craig, Kingston; Ex-President Smye, Hamilton.

Manufacturers' Contracts.

The regular order of business was then resumed, and A. H. Paffard gave a report on "Manufacturers' Selling Contracts." It was as follows:

"As you will doubtless observe, this form of contract is an evolution in trade made necessary by changed trade conditions and as a result of a gradual improvement in knowledge as to the best methods of dealing with contract-breakers, and also as a means of inspiring confidence on the part of the trade, one with another.

"To make this matter clear, you will remember that under the old system, if you came across proof of a violation in a manufacturer's selling contract or terms, the average traveler did not care to use the information, knowing that in doing so and making a complaint, the

investigation on the part of the manufacturer would in all probability involve the traveler's customer, as the investigation to satisfy the manufacturers would necessarily be carried back to the retailer. As a result of this now out-of-date method, the traveler usually lost the retailer's account if he made a complaint, and much hard feeling resulted. Now, by the use of the declaration in these manufacturers' selling contracts no names need be mentioned, either of the wholesaler making the complaint or the retailer through whom the information came.

Wholesaler and Producer Agree.

"You will observe by the reading of the contract that the wholesaler agrees with the manufacturer that he will give unconditionally a sworn declaration, by himself, his traveler, or any one in his employ designated by the manufacturer and in such terms as the manufacturer may set forth. This declaration the manufacturer agrees to submit to the wholesaler or the traveler for same, upon request of any wholesaler with whom the manufacturer is doing business in case of a supposed violation, and these declarations are only to be given when requested by the manufacturer or by the person set forth in the contract. Now, if the wholesaler or the traveler is guilty of the reported violation he could not give the declaration without committing perjury, so the contract very properly provides that a refusal to give the declaration asked for is an admission of guilt and the manufacturer deals with the case accordingly by exacting the penalty as provided for in the selling contract.

No Names Mentioned.

"As already pointed out, no names are mentioned, and the contract provides and the manufacturer agrees that he will not disclose the source of his information. The contract also provides and the manufacturer agrees that he will not sell to any wholesale house who does not become a party to this contract.

"There is also a further instruction from the manufacturer to the wholesaler, viz., that no sales are to be made to other wholesalers at less than the list prices and the reasons and necessity for this are explained.

"Now, all this is very simple and very fair, and it has the effect of detecting violations without the loss of the customer afterwards. It brings the violation home to the guilty one if he is guilty, and if not guilty and the declaration is given, it has the effect of making the traveler less liable to be suspicious of his competitor and inspires confidence and faith in humanity. If the firm or traveler to whom the declaration is pre-

sented is guilty he is not at all likely to give the declaration, not knowing how much information the manufacturer is in possession of. The penalty for making a false declaration is a penal one and is not to be thought of for a moment that any man knowing the penalty would take such a serious chance of conviction that might afterwards follow.

No Harm if Innocent.

"If the firm is innocent or the traveler is innocent, you will get the declaration and no harm is done. The air is cleared of suspicion.

"Now, the question is naturally asked, what becomes of the declaration after it has been returned to the manufacturer duly sworn to? The answer is, it will be forwarded to the house who laid the complaint, and then the manufacturer's part of the contract has been fulfilled. If the firm or the traveler has committed perjury and the house or traveler making the charge is sure of this, it is a matter for the crown to deal with, and upon laying the information the crown would take action.

"The system does away with an examination and other unpleasant features which under the old plan were necessary for the manufacturer in case of an investigation.

"Under the old plan investigation and examination of books seldom reveal anything that would prove a violation, for the reason that most of the trouble had been caused by travelers and some firms secretly rebating so much per package, case, dozen or pound; or allowing discounts in settlement of accounts, which amounted to the same thing. The practice of secret rebaters is difficult to detect, as no documentary evidence is left to prove their guilt. Contract goods are invoiced at regular prices, and there is no evidence so far as the invoice is concerned. But few travelers would continue these dishonest practices if they knew they might be called upon for a declaration, and also when they were properly seized with the meaning of the Secret Commissions Act.

The Endorsation.

"Now, when your committee approached manufacturers of proprietary lines urging them to adopt a selling contract providing for a declaration, we were sometimes met with the argument that the trade generally were not in sympathy with that form of contract, and when asked for the name or names of any firm so objecting they declined to give us the names. You can imagine our feelings when we had had, at our last annual convention, a unanimous endorsement of this system. What were

we to do? The difficulty was solved by presenting for signature to every house in western Ontario, including Toronto and west, a document expressing approval of the declaration in selling contracts, and we are pleased to tell you that this document has been signed by every wholesale grocer to whom it has been presented but three. Now, then, we have the law to assist the manufacturers, and the law of the land is that the manufacturer has the absolute right to fix his prices and to name the terms upon which he will sell his goods, and to have those terms set forth in an agreement with the buyer, and if he makes that agreement he has the right to see that it is carried out, and the manufacturer has the further right to penalize a buyer for a violation of his selling contract.

"All this seems very reasonable, and it appeals strongly to the honest wholesale house as being the only effective method of protecting the honest wholesalers and also the manufacturers against practices that if not checked would finally lead to a state of trade that would not only be deplorable, but that would hold out a premium for dishonesty in business and prevent an improvement of the moral character and integrity of the business men of Canada."

The chairman then read over the list of wholesalers who have signed in favor of having this system of selling enforced.

The Milk Question.

H. C. Beckett then introduced the canned milk question and reported the firms who were in accord with the Guild on the matter. His comments showed that the Guild had gone to considerable trouble to secure more favorable terms from the manufacturers. These had been informed that the only workable plan was that entailing declaration. One of the companies had replied that it was their intention to supply the retailers with all information in regard to the wholesalers who were to handle their lines of goods. No other milk lines were to be handled by the wholesaler, however, on a smaller margin of profit, unless the alternative of being cut off be faced. The givers of discounts, or those who sold at other prices, no matter how big they were, would be cut off. Five hundred thousand cases of these goods were sold. That would mean a profit to the wholesale trade in Canada of \$250,000. Any other line of goods could be arranged for sale in the same way. They could insist upon price lists being adhered to, and the adoption of the declaration system. They wanted to be able to go to the manufacturers with the trade solid behind them. That was

the one way by which they would get results. Already 39 out of the 42 members of the western district of the Guild had declared in favor of the declaration system. There was a heavy penalty provided by law for perjury, and as soon as the travelers were educated up to the point there would be results.

"Take the sugar business," said Mr. Beckett, "T. B. Escott, of London, forced to be absent, was to have brought in a memorial declaring for the declaration system. By this the wholesaler could sell to the retailer at open rates, and the refiner could sell to the wholesaler at the price prevailing at the time of ordering. I merely mention this to show what can be done."

A Favorable Report.

H. S. Burke, of the Imperial Tobacco Company, reported his sympathy with the declaration system, but he could not absolutely promise success. There would have to be a lot of consideration. His was a big corporation, but he could promise that if the Guild committee waited upon his firm at Montreal, he, as sales manager, would give it his hearty support. There was, however, a good deal of newspaper criticism to face, and they had to walk warily. Personally he would try to arrange a satisfactory meeting with the heads of his house.

Urged Trade Commission.

Hugh Blain speaking on the tobacco question alluded to a Royal Commission under Judge McTavish, which had reported in favor of the manufacturer—wholesaler—retailer system of distribution. Political influences, he said had compelled, in the face of this, the cancellation of this firm's contracts, because, a foreign corporation, it transacted business under a license from the Dominion Government. The tobacco house in question had gone on in the same way without contracts. Goods should be handled in the fairest, most economical way, so that the great buying public should reap the maximum benefit from the minimum outlay. If it were purely in guild interests the thing would be wrong. So he urged strongly the appointment by the federal authorities of a commission to supervise the trade, so that everything will be fair. The agitations were as much in favor of the great public as of the wholesale trade. He wanted that to be thoroughly understood.

Thos. Kinnear, of Toronto, one of those who refused to sign the declaration petition, said he now saw no great difficulty in the thing now. All he wanted was a rigid enforcement of the system. The reason he had not signed these agreements was because they had been broken so often. The retailer had a right to fair treatment from the wholesaler. What was wanted was not a 20

per cent. profit on a dollar article, but 30 cents. Many of them were not making more than a bare living, and yet there was no other class doing more for the trade than the retail dealer. He knew it because he had come up from the retail ranks. He objected to the multiplication of list prices and contended that only the more important goods should be listed. He would be in favor of the milk arrangement if he could see it being enforced.

Mr. Beckett argued that it would be enforced and contended that it would not be fair for the wholesaler to sell other lines of milk allowing a smaller margin of profit than this firm gave



H. C. BECKETT, Hamilton.

Described as the Most Energetic Member of the Guild.

them. There were cries of assent at this. The speaker continued that the whole list of milk manufacturers were now lined up for better prices.

Congratulated Committee.

Geo. Bristol, of Hamilton, congratulated the manufacturer's committee for the work done in connection with milk lines. The whole thing looked clear to him and appealed to his sense of fairness.

Mr. Carson and Mr. Craig, of Kingston District, were heartily in accord with the declaration system.

Mr. Foster, of A. J. Young Co., North Bay and Sudbury, was also in favor of the agreement. He wanted to know, however, if the retailers were to be prevented from getting the discount.

Mr. Fraser, of Fort William, was sympathetic towards the system.

Some Resolutions.

Hugh Blain then moved the following resolution which was seconded by Mr. Allward, Ottawa.

"That this meeting places itself on record as highly satisfied with the position taken by this milk company as set forth by Mr. Beckett, and pledges itself to honorably carry out the conditions explained requiring a declaration in case of a reported violation."

The resolution was carried unanimously.

Mr. Bristol then moved this resolution which was seconded by S. Scream, London.

"That we, the wholesale grocers of the province of Ontario assembled, having given much study and thought to the question of violations in the sale of contract articles, the prices upon which are fixed by the manufacturers, and realizing the impossibility of proving these violations without involving the retail merchant who gives the information, unanimously endorse the declaration clause in manufacturers' contracts and authorize the manufacturer's committee of the Ontario Wholesale Grocers' Guild to bring this matter to the attention of manufacturers of proprietary lines of goods which are sold at listed prices with a view to each manufacturer adopting the system and agreeing in cases of reported violation they will submit to any wholesaler, house or traveler thereof, a declaration to the effect that the accused house has not violated directly or indirectly the terms and selling prices of the manufacturer as set forth in his price list.

A standing vote showed that the Guild was unanimously in favor of this.

Uniform Terms.

Wm. Logan, Toronto, then gave the following paper on "Uniform Terms and Method of Invoicing." It was as follows:—

"As you all realize, the terms question, so far as it applies to the wholesale grocery trade has in the past been a source of friction, hard feeling, and unbusinesslike methods, calculated to keep the wholesale trade at all times in a state of chaos, and unless some uniform method can be established and regarded as the standard of the grocery trade much confusion, suspicion, and loss of business is bound to result.

"Based upon past experience and the light of to-day, the ideal terms are generally conceded to be net cash, and this result has been brought about by keen competition, and the many abuses of the discount for cash system.

The Discount Abused.

"The plan of allowing a discount for cash within a specified time has been so abused and so little regard has been given to the necessity for payment within the specified time to obtain the cash discount, that no wholesale house could

possibly know what plan to follow, and much confusion has thereby arisen.

"Now, if there is one thing in the grocery trade of all others that should be uniform it is that of terms. We can have as much competition in the prices of goods as we like, there is no line of goods handled by the trade that we are agreed on as to price and we all know that with changing markets, short and long stocks, that such an agreement as to prices would be practically impossible. There is one thing, however, we all can agree on and that is the standardizing of terms of sale.

The Old Way.

"If you will stop to consider, there is a great necessity for this, for the reason that we handle so many varieties and lines of goods upon which there are no uniform or recognized terms.

"Take currants, raisins, nuts, prunes, rice, tapioca and kindred lines. The old-fashioned way used to be to give four months or allow a discount of 3% for cash. This method might have continued to this day had it not been that no man could compete in price on a four months' or three off thirty days basis with a firm selling at a net price thirty days. The natural evolution of trade and the keen competition has gradually reduced us to a net thirty-day system whether we liked it or not, and so with this condition to face, your Manufacturers' Committee, faithful to the trust imposed upon them to do all possible to bring about a better state of affairs in the grocery business, have spent some months and much hard work in arriving at a solution of this difficulty.

As the Mind Broadens.

"As we gain in experience our minds broaden and we see where we have been weak in the past and have fallen down simply because we did not devote time and expenditure to perfect any reforms we have been anxious to bring about. After many meetings the conclusion was reached that certain things were necessary, viz., a proper observance of manufacturers' selling contracts—a plan that would reduce the office work—a plan that would do away with unpleasant refusals to customers, when making remittances, or tendering payment in person at the office, and claiming discounts long after the due date, using the argument that they could get it down the street, and claiming they always got the discount even in thirty days. All these have been provided for in the agreement which most of you have signed and which agreement is to be endorsed today. In the agreement, provision is made and latitude is allowed to treat customers will all reasonable, honest consideration. Its advantage is that

when the invoice goes out it shows the net amount payable within thirty days, and when payment is made no discount of any kind is allowed for cash and no traveler or office employe would be at liberty to allow a discount for cash.

Interest Allowed.

"Provision is made for payment before due date by an allowance of bank interest for the unexpired time at the rate of eight per cent. per annum. Provision is made that on overdue accounts and for extra time over thirty days, interest at the rate of seven per cent. per annum shall be charged. This must surely appeal to the retail trade as being fair, viz., to allow eight per cent. per annum for prepayment and to only charge seven per cent. per annum for extra time.

"Provision is made that all proprietary lines shall be sold at the prices and

counts, not to allow any discount of any kind from the face value of the invoice except on the three items—sugar, tea, and vinegar, as provided for in the agreement.

"To clearly demonstrate the method of working, your Committee have provided illustration invoices, and an examination of same will show how simple the method is.

"It is not anticipated that the option to allow trade discounts on any lines upon which there are no fixed prices will be frequently exercised for the reason that (as an illustration) a price of \$2.45 per dozen net is just as attractive to any sensible man as \$2.50 less 2% would be. It is all a question of education and besides that the house selling the lines now under discussion at net prices could easily demonstrate to the buyer that he should not be misled by discounts, when after all it is the net result that counts.

To Spread Broadcast.

"Now, to carry out these terms without confusion it is proposed to get the agreement printed in a sufficient quantity to supply every wholesale house and every traveler and as many more as may be required by the trade. The idea is to do business in the open, in a straightforward way by having clean cut terms and let those terms be known broadcast as the terms on groceries. No competitor can, under this system, get an advantage, that at present is secured by underhand methods and violation of contracts. All manufacturers should be acquainted with our terms, and a standard established in the grocery business that will be recognized as a standard.

Not Keeping Terms.

"It is pretty generally believed that some houses have not been keeping manufacturers' selling terms, and that the practice has prevailed on the part of some houses to allow a discount on goods upon which they have signed a contract not to allow a discount on. This is dishonorable and is a violation of contract just as much as a rebate on the price. Various methods have been resorted to to work this out and it has been made possible by the system at present in vogue. The honest house has suffered and as all houses claim to be honest, it is felt that the entire trade will endorse the agreement now under discussion and pass a strong resolution regarding same and make the necessary arrangements for its proper carrying out.

"There are many advantages under the present agreement that have not been so far emphasized, but which will be clear to all if reference is briefly made to same.



T. B. ESCOTT, London.
Who Was Elected to the Manufacturers' Committee.

terms established by the manufacturers, and last, and perhaps most important of all, provision is made that to meet competition on any line of goods upon which there is no fixed or listed selling price the trade shall have the right to allow a trade discount equal to any cash discount that may be allowed by a competitor. This trade discount, however, is to be shown on the face of the invoice and deducted from each line in respect of which such discount is allowed.

Will Instruct Travelers.

"Provision is also made that each wholesale firm agrees to give positive instruction to travelers, and all those in their employ accepting payment of ac-

Saving in Office Work.

"The saving in office work, posting, rendering of statements, etc., and in the collection of accounts, the removal of the great temptation to allow cash discounts when accepting payment, particularly with salesmen—a salesman is out to get business, not to collect money, and consequently in accepting payment, the temptation is there to make himself a good fellow with the customer by allowing discounts he has no right or authority to allow, and also to allow discounts long after the time when such discount could be allowed.

"It will please you to know that the terms agreement has been signed so far by every house it has been presented to except one. The signatures include every house in the Province of Ontario, in Toronto and west, but one, and your Committee have no doubt it will be subscribed to by every firm in the Province when the terms of such are properly understood. Under any circumstances, the firms who have signed and adopt same will labor under no disadvantage as compared with the firm who might refuse to join in this reform for the reason that all firms are under obligation to observe prices and terms on listed goods and on other lines handled by the trade. Any trade discount can be allowed on the face of the invoice equal to any cash discount a competitor would allow. It is simply a question with the retail merchants of the net cost of an article.

shall be put into effect not later than the 1st of August, 1911. The Manufacturers' Committee is hereby authorized to notify the signers to the agreement giving them a copy of same and also supplying them with illustrative invoices, showing how the invoices will be made out and this meeting pledges itself to the faithful observance of that agreement. The Manufacturers' Committee are hereby

instructed to have the terms memorandum printed, giving the signatures of the signers thereto, and that copies shall be supplied to the wholesale trade in such quantities as the wholesale trade may require."

The balance of the report of the Ontario Wholesale Grocers' Guild convention will be given in next week's issue of The Canadian Grocer.

How Are You Going to Figure Profits?

Correspondent Has Some Pertinent Questions to Ask With Regard to Figuring From Selling End—Says Man Not Able to Work From Both Ends Should Not be in Business—What Merchant Says.

* By Henry Johanson, Jr.

A correspondent writes me as follows:

How to Figure Profits.

On several occasions I have noticed in The Grocer where someone claimed that the percentage of profit should be figured on the selling price instead of the cost price. I might ask you a few questions on this subject, and if you can convince me that I am wrong, I will admit it.

1st. How does the Government figure the increase in population of the country? Do they take the total population and then figure the per-

2nd. Again, if I have a piece of property that was worth \$1,000 a year ago, and to-day it is worth \$1,500, do I figure that it has increased 50 per cent. or 33 1-3 per cent; and then if I sell it for \$1,500, do I say I make a percentage of 50 or 33 1-3? If I say it has increased 50 per cent., and I sell it at that, I certainly would make 50 per cent. profit.

3rd. Again, if I should sell that above-named property for \$800, would I say I lost 25 per cent. or 20 per cent.? Would I figure the percentage of loss on the selling price or on the cost price? I would say that I lost 20 per cent. of the money I had invested, which nobody can deny. If it works out one way, it would certainly work out the other.

With regards to people in business making a mistake by figuring the percentage on the cost price when selling the goods, and then figuring the percentage of profit at the end of the year on the amount of business done, certainly is not right; but I would say that a man that is not capable of figuring the percentage both on the cost and the selling price, if necessary, is not capable of running a business of his own.

These Peculiar Conditions.

A reference to some recent articles of mine will indicate what I mean when I characterize these examples as instances of finished transactions, on which the gain is to be computed on the cost, or first figure; and the same reasoning would also naturally, apply to the loss on the real estate deal. Even so, however, none of these examples has any real bearing on the discussion, since none of them is a retail

1 Box Can Laundry Starch,	40 lb.	.05	2.50	2.00
2 Boxes Blank Soap	2	4.15		8.30
1 Box Blank Soap	1	4.15		4.15
1 Case Cereals	1	2.85		2.85
1 Case Matches 500s	1	5.35		5.35
1 Case Tomatoes 3s	2	1.50		3.00
1 Case Currants 1.30				
	.20			
	1.10	.08		8.80
1 Doz. No. A 4 String Brooms		2.50	2.50	
	Less 2%		.05	2.45
1 Pail Pure Sing. Black Pepper	20 lb.	.20	4.00	
	Less 5%		.20	3.80
1 Pail Pure Lard	20	.11		2.20
1 Cad Briar Tobacco	18	.77		13.86
1 Case Coffee, 2 lb. Grd.	30	.32	9.60	
	Less 3%		.29	9.31
				66.07

A Sample Invoice.

Elaborating on his address, Mr. Logan said he felt their whole system was based upon the observance of this plan.

He then moved the following resolution which was seconded by Hugh Blain:—

"That this convention unanimously favors the agreement on uniform terms and method of invoicing, and unanimously agrees that these terms

centage of increase on the total amount, or do they figure the percentage on the amount of people previous to the last census? I might say they always figure on the previous number.

*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.

grocery transaction, nor yet a mercantile transaction of any kind. In considering a problem in merchandising, the peculiar conditions and circumstances of merchandising must be taken into account, and just because those transactions are surrounded and modified by conditions peculiar to merchandising, it is of paramount importance that we look at them always from the correct view-point. I have another letter, inserted below, from a well-known merchant, endorsing my method, and shedding some light on this interesting and important question. It will be noted that in the mind of this merchant there is no question about it at all.

My correspondent is right when he says that a man who cannot figure both ways is incapable of managing a business; but that statement does not, as he evidently thinks, make the final word. Because a man does not now know a thing is not to say he cannot learn it, nor that because he does not know it he should not learn it, nor yet that because he does not know it, even though having years of successful grocery experience, it is not true or right. It is because so many merchants have need of this knowledge that these articles are written.

The General Custom.

To ascertain this need, just ask the first merchant you meet the following question: "If you buy an article for 80 cents and sell it for \$1.00, what is your gross margin?" and you will find that, nineteen times in twenty, he will answer, "twenty per cent." Then ask him what margin he makes on an article bought for \$1.00 and sold for \$1.25, and again, nineteen times in twenty, he will answer, "twenty-five per cent." Odd figures do not bother the average merchant so much as figures of one hundred, perhaps because, with odd figures he actually has to stop and think; a circumstance which, to my mind, merely emphasizes the necessity for the establishment of the rule that all transactions must be figured on the basis of one hundred as the entire problem; that is to say, one hundred per cent. to be the entire selling value. Many a smart man has split his business on this rock of erroneous profit-computation, but we must keep on working to the end that fewer of them will fail through this lack of knowledge in the future than have failed in the past.

Here is my man:

On Selling End.

Editor Store Management Dept.

Dear Sir:—The ambition of every grocer is to conduct a profitable business. Any method that assists him to save time and detail and give

him a simple and accurate method of figuring expense and profit is the one for him to adopt.

The method of figuring these items in percentage on the sales is the most direct and simple. Any other method is complex and misleading to the average merchant.

The ever present question is not of what percentage of profit or loss he has made on his investment, but: Am I making or losing money in this going concern? I must have a basis, and the basis is logically the sales.

Yours truly,

J. W. B.

May 25.

That letter, I think, calls for no comment. It covers the ground quite fully, though without much detail. But, being the opinion of a man of experience, the buyer of a successful store, it should carry some weight. I should like very much to have others express their views in this discussion. The subject cannot be too completely covered, and every side-light will help. In other words, you, gentle reader, are invited!

The Question.

A young man, who wishes to remain unknown, writes as follows:

Editor Store Management Dept.

Dear Sir:—As a clerk in a department store, I have been reading, and am very much interested in, the articles on figuring profits in your recent issue, by Mathematician and Mr. Jamieson. May I ask for information on figuring profit on sales? Supposing, in an invoice of goods, an article costs \$3.75. What must it sell for to show a profit of 25 per cent.? How do you arrive at the solution?

This may interest others as well as myself, as this is an important subject.

Yours respectfully,

April 26, 11.

"REX."

Table of Quick Methods.

The answer is \$5.00, which is obtained by adding 33 1-3 per cent. of the cost to the cost.

To make a profit, of 50 per cent. double your cost

To make a profit of 33 1-3 per cent., add 50 per cent. of your cost.

To make a profit of 25 per cent., add 33 1-3 per cent. of your cost.

To make a profit of 20 per cent., add 25 per cent. of your cost.

To make a profit of 16 2-3 per cent., add 20 per cent. of your cost.

And there are all grades and shades between, as for instance, the fact that 30 per cent. of the selling price is practically 43 per cent. of the cost. In practical matters, this question of "figuring," as Mr. Jamieson has so justly

hinted, is modified and limited by competition and usage. The necessary way is to learn first for what an article will sell, and then ascertain what your gross margin is. If insufficient, you will retard the sale as much as possible, while pushing more profitable lines, and in this way you will gradually increase the productiveness of your business.

CHATHAM SUGAR FACTORY.

Chatham, Ont., July 6.—Though no positive decision has yet been made by the men behind the enterprise, there is ground for anticipating that a beet sugar factory will shortly be located at Chatham.

Negotiations to this end have been in progress for some time between the city industrial committee and gentlemen interested in the Dominion Sugar Company, which at present has factories at Wallaceburg and Berlin. Options have been secured on several sites west of the city, on the south bank of the Thames; and, if a number of minor matters can be closed up in the near future, it is expected that building operations will be commenced this fall, with a view to having the factory itself in full operation for the beet season of 1912.

While up to the present moment the negotiations have been carried on with very little publicity, it is pretty well understood that the Chatham factory, if established, will be run as a branch of the Dominion Sugar Company rather than as a separate concern. In this event refining of raw sugar will, as is the case with the Wallaceburg and Berlin factories, be carried on in seasons of the year when beets are not available as raw material; while the same policy of utilizing the by-products will be carried out.

The Chatham factory will be constructed on a larger scale than either of the present factories was at the outset, and will probably handle 1,000 tons of beets daily. No difficulty is anticipated in securing the necessary beet supply, the farmers around Chatham now growing beets very largely for Michigan factories, as well as for the Wallaceburg concern.



CHINESE STARCH

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES OCEAN MILLS MONTREAL

THE CANADIAN GROCER

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THE WHOLESALERS' CONVENTION

In all the deliberations of the Ontario Wholesale Grocers' Guild whose convention was held in Toronto, on Tuesday, Wednesday and Thursday, there was evidenced a sincere desire on the part of the members to keep in mind always the best interests of the retail dealer in the aggressive campaign they propose to launch in the near future.

There were many frank expressions of gratitude for the manner in which the grocer is carrying on the work of distributing goods, and, although the expression was not given in so many words, there was always the suggestion given at the meeting that the dealers must be carefully considered in all things relating to the regular handling of grocery products.

This is gratifying to the trade, partly because this was probably the most important trade gathering held in the country so far this year, and also because it was an evidence that no matter how powerful the wholesalers may consider themselves to be they must realize the highly important place which the retail grocer holds in the correct chain of distributing agents viz. —manufacturer, wholesaler, retailer and consumer. In the discussion on all the big, carefully-prepared addresses he was as securely fixed as is Gibraltar at the gateway to the Mediterranean Sea.

Because of this it might be advisable for EVERY retailer to peruse carefully the report of this convention as contained in this issue. There are many points made there of vital importance to him and he dare not overlook them if he is to have a knowledge of some of the trade changes to come in the future.

FROM NEW ONTARIO.

Enthusiastic over the possibilities of the country, the one hundred and twenty members of the Toronto Board of Trade who have been on a five-day acquaintance trip in New Ontario, returned to their home city some time ago.

As "doubting Thomases" they went away, expecting to spend a few tiresome days in an unbroken wilderness,

thinking chiefly of black flies, and dense bush, mud, and also of a few straggling communities along the right of way of the Temiskaming and Northern Ontario Railway. There was a certain awe upon them when they came back, for they had looked upon a new country in the days of its primitive strength. Where cultivation had been pushed with vigor, they saw crops promising wonderfully well, and now and then they were treated to the sight of some professional man, grown tired of the ways of civilization, trusting the black loam of the clay belt to insure the well-being of his declining years. In Liskeard and Haileybury they saw prosperous towns set down like jewels in the heart of a splendid agricultural district, and even in the smaller and more distant towns on the line they beheld the prospects of future prosperous communities. They saw, in brief, a land of promise.

Those Toronto business man, manufacturers chiefly, returned home convinced that the trade of that far northern zone was worth fighting for, and resolved to set about its capture. They could see that the enterprising dealers, representing all lines of distribution, they met on their journey, were anticipating a demand many times greater, to be in effect within the next few years, when the eye of the restless land-hungry nations of the earth has once been well-directed North Ontarioward. When that day comes towns will spring up almost every day in that little-known land, and dealers will be pushing in from all sections of the country. It is probably just as well the manufacturers of Toronto have seen some of the possibilities of New Ontario.

THE SHORT-WEIGHT EVIL.

Chang Lang, a Celestial, and Joseph McGrath, a native shop-keeper, were fined, according to a report from Kingston, Jamaica, heavily only recently, for selling short-weight goods. The report continued that as the Chinaman had been compelled to pay fifty dollars and costs, and the native forty and costs, it was to be hoped the example would serve as a warning to all and sundry.

The Grocer is heartily in sympathy with the sentiment expressed by the Jamaican. Giving short-weight is, in most cases, nothing but stealing from the poor. Generally speaking the dealer with rich or well-to-do-patrons does not indulge in such despicable practices. The poor cannot afford to be made the victims of such frauds and those in power in all communities should use their utmost endeavor to make the path the short-weight artist has to tread rocky and dangerous, beset with heavy monetary punishment and the unqualified contempt of all his fellows.

It has been said that on almost every inspection trip those in authority in Kingston come across men who are using short-weights. But it is added that in some cases the giving of short-weight goods was a matter of pure accident. It is to be hoped this condition applies in almost all the cases. The character of the average West Indian dealer surely is such that he can hold himself above these tactics. It would indeed be a pity if it were not so.

Fifty car loads of hay were shipped from Ontario to Pennsylvania, U.S.A., during the week. The selling price was \$17.50 a ton. This would make it cost, set down in that state, freight and duty paid, nearly \$24 a ton.

The Meeting of Ontario Branch of R.M.A.

Members Decide to Meet Wholesalers in Convention — The Selling by Jobbers Direct to Consumers Condemned—Matter to be Taken up at Convention—Selling Staple Lines on Contract Selling Plan.

Toronto, July 6.—A meeting of the Ontario branch of the Retail Merchants' Association was held in Toronto on Wednesday morning, with representatives from different parts of the province present. M. Moyer in the chair. Secretary E. M. Trowern reported that an invitation had been received from the Ontario Wholesale Grocers' Guild for the retailers to meet them in convention on Wednesday afternoon to discuss trade matters. He spoke in favor of this, pointing out the advantage of such meetings at other times.

The question of wholesalers selling direct to consumers was condemned, and it was reported that the law had been amended so that the association could notify its members of those jobbers or manufacturers selling direct to consumer. Mr. Pike, of Cobalt, Ont., wanted a definition of the word "consumer." He thought it must be taken as including, not alone individual families, but hotels, restaurants, lumber and mining camps, etc. He also reported that there were certain jobbers who catered to large consumers almost exclusively.

The following resolution was passed by the meeting:—

"That it is the opinion of this Convention that whereas our Association has secured, since our last meeting, at considerable expense, the legal right un-

der a special Act of the Dominion Parliament to notify our members of those wholesalers or manufacturers who sell direct to our customers, to proceed and formulate some plan whereby we can take action thereon, and that the wholesalers be asked how far they will go in assisting to remedy this unfair practice, and it is suggested that retailers be defined as those that carry stocks in retail stores for sale to the public."

Mr. Pike was appointed to present this proposition to the wholesalers at their meeting.

Two other resolutions were passed by the meeting and means and methods of carrying them into effect were considered. The first resolution was as follows:

"Whereas our Association has been advocating for some years the advisability and necessity of having all staple lines sold on the contract selling plan, and as we are now in a legal position to take some definite action and endeavor as far as possible to have our desires carried out, we recommend that this meeting consider the advisability of having a joint official appointed by the retailers, wholesalers and manufacturers, whose exclusive duty it will be to interview the trade to promote the same, and to investigate all charges that are made by any member of the trade of the violation of any contract so given."

Will Tell the Reasons for His Success

C. H. Crysdale, of Oshawa, Ont., Retiring After Thirty-Five Years' of Uninterrupted Business, to Explain His Belief in His Methods of Trading—Intends Taking up all Phases of Store Work in Future Articles.

Because I am contemplating closing out my retail business to go into larger field elsewhere it has occurred to me that probably someone would benefit from an outline of the different methods of procedure that have helped to make my business and to keep it fairly prosperous during the past thirty-five years. There no doubt are many grocers of the older school whose experiences would be pretty much in line with my own, but they may be so placed that the giving out of their ideas would hardly be practicable. It has occurred to me that a series of articles on various trade subjects would be of interest at least to many readers of *The Grocer*. If so, I should be glad to be the means of

straightening out their troubles and of turning their wandering footsteps into the road of profitable business.

Ice Cream First.

It was in June, 1877, that I first came to Oshawa. I have been here, in business, ever since. The fruit and ice cream trade was the first in which I engaged. I hardly remember when the decision came to me to leave that and go into the general grocery line, but anyway I only kept up the first business for a year or so. Probably had I stayed at it I would have made more money than I have in all the years of my grocery experience. But the business was mussy and the hours were terribly long and there are no regrets in my

mind as I ponder over the events of the years that have gone. I remember when I first came to the parting of the ways between the ice cream and grocery trades that one of the established dealers of this place laughed at what he termed my folly, and promptly gave me the impression that my days in the business would be few and tempestuous. That unwarranted insinuation remained with me for a long time. And I recollect now some of the heated thoughts that ran riot in my brain then. As it happens, I am about the oldest grocery dealer in Oshawa. I have always paid one hundred cents on the dollar, and I have never been called upon to compromise, but have been able to weather the storm and enter the harbor of reasonable success. That is the comforting thought when I recall those early doubtful days.

The Value of Competition.

There have been men in this town, as in many others, who do not welcome competition. They seem to think it is an unwarranted intrusion on their rights and liberties. I cannot see their point of view, because every business has to have a beginning, and nine times out of ten its beginning is based on competition. We have got to have trade rivalry, and the sooner people come to realize it and to make the best of its entailed conditions, the better for the individuals concerned.

And also, at least so I consider, the real thing to be aimed at in any community is co-operation among the dealers. We have had it here, have arrived often at definite agreements, but sometimes there were those dealers who never could content themselves with remaining in strict accord with the others who had combined for the common good. I suppose the real co-operation is an ideal that will never be attained this side of the millenium, but to my mind it is a thing for every dealer to keep in mind whenever any unkind or jealous thought of another merchant enters his mind. There is no need for anyone to be afraid of anyone else. There is also no need for anyone to pay attention to other than his own business. It will not pay him to do so, because usually he is injured in the discussion of the matter. In my business life I have always tried to keep this in view, and some of my success at least I attribute to that resolve. It has been a matter of business ethics with me. Sometimes I have been in possession of information that might have been of use to me had I taken advantage of it, but usually it reached me in confidence and it was always a point of honor with me to respect that confidence regardless of what the results might have been.

The Markets—Sugar Advances 5 Cents

Upward Movement in Refined—Some Improvement in Demand—Raws are Firm—Big Demand for Summer Goods—Prepared Foods are Going Out—Better Trade in Starch—Firmness in Canned Goods Maintained—Hot Weather Did Not Affect Trade—Pot Barley is Higher in Montreal.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—Up 5c.

Pot Barley—Higher.

Montreal, July 6.—An advance of 5c in the price of sugar was one of the few features of the past week's trade. Perhaps another feature was the hot wave that naturally affected those in the grocery business, for in the human hive those having any connection with this branch of business considers himself a worker and not a drone. However, in spite of their propensity to labor there were no prostrations recorded. The weather has had little or no effect on business. There is a steady demand for all lines. Retailers are, of course, devoting considerable attention to the new fruits. As a result, the demand for sugar has increased considerably. However, it is said that the trade in this department is not quite as heavy as it might be at this season of the year.

There has been quite a demand for starch of late, and in the seasonable list there is included canned goods, summer beverages, light breakfast foods and other prominent lines.

Sugar—Granulated sugar was marked up 5c a bag during the past week, as the result of a firmer feeling in the primary market, coupled with an increased demand. Regarding the latter it has been said that business is not as heavy as might be expected at this season. It is good, of course, but it is not exceptionally brisk. The advance was announced here on Friday, June 30th. The future of the market is problematical.

Granulated, bags	4 68
" 20-lb. bags	4 75
" Imperial	4 80
" Beaver	4 80
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 55
" " 25 lbs.	5 65
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 35
" 100 lb. boxes	5 45
" 50 lb. "	5 55
" 25 lb. "	5 75
" 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	5 10
" 50-lb. boxes	5 20
" 25-lb. boxes	5 50
Powdered, bbls.	4 90
" 50-lb. boxes	5 10
Phoenix	4 65
Bright coffee	4 60
No. 2 yellow	4 40
No. 1 "	4 40
No. 1 " bag	4 25
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrup and Molasses—The market is unchanged, and is quiet

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38

Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 08	0 08
" 1-bbls.	0 03	0 03
" 2-bbls.	0 03	0 03
" 3-bbls.	1 70	1 70
Cases, 2-lb. tins, 3 doz. per case	1 20	1 20
" 5-lb. " 1 doz. "	2 60	2 60
" 10-lb. " 1 doz. "	2 50	2 50
" 20-lb. " 1 doz. "	2 45	2 45

Dried Fruits—It may be said that local wholesalers are holding off from the dried fruit market, with the idea that quotations are going to reach a lower basis than the present. A prominent broker gave it as his opinion that they should cover their wants, but did not advocate speculative buying just now. Business in the United States is not very active and this influence is reflected to a certain extent on this side of the line.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14	0 16
Evaporated peaches	0 13	0 15
Currants, fine filiatras, per lb., not cleaned	0 07	0 07
" " cleaned	0 07	0 08
" 1-lb. package, fine filiatras, cleaned	0 08	0 08
" Patras, per lb.	0 08	0 09
" Vostizias, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06	0 07
Dates	0 06	0 06
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08
Figs, 4 crown	0 09	0 11
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14

Prunes—		
30-40	0 17	0 17
40-50	0 15	0 16
50-60	0 15	0 15
60-70	0 14	0 14
70-80	0 14	0 14
80-90	0 13	0 13
90-100	0 13	0 13

Raisins—		
Choice seeded raisins	0 09	0 09
" fancy seeded, 1-lb. pkgs.	0 09	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 09	0 09
Select raisins, 7-lb. box, per box	0 52	0 52
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07
" select, per lb.	0 08	0 08
" 4-crown layers, per lb.	0 08	0 09

Spices—There is no new feature to the spice market. Some of the jobbers report whole ginger down a little and also cream of tartar.

Allspice	Per lb. 0 13	0 18
Cinnamon, whole	0 16	0 18
" ground	0 15	0 19
Cloves, whole	0 28	0 35
" ground	0 21	0 35
Cream of tartar	0 23	0 32
Ginger, whole	0 17	0 30
" Cochin	0 17	0 20
Mace	0 07	0 75
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 20	0 25

Nuts—There is no new feature to the nut market. Prices are steady and the demand is only ordinary.

In shell—		
Brasils	0 16	0 17
Fiberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenoble, per lb.	0 17	0 18
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11	0 11
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown "	0 32	0 33
" 2-crown "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts		

American—		
Coon, roasted	0 09	0 09
Coon, green	0 08	0 08
Diamond G, roasted	0 09	0 10
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 11	0 13
Bon Ton, green	0 10	0 10
Spanish, No. 1	0 15	0 15
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 25	0 25
Walnuts—		
Bordeaux halves	0 34	0 37
Broken	0 30	0 32

Coffee—The primary markets report a firmer tone, but there has been no change recorded here. Demand is steady.

Mocha	0 22	0 30
Rio, No. 7	0 17	0 19
Mexican	0 22	0 30
Santos	0 18	0 21
Maracaibo	0 20	0 25

Rice and Tapioca—There is a good demand for rice and tapioca, both being to a certain extent a summer food. The market is steady and unchanged.

Rice, grade B, bags, 250 pounds	2 80	
" " " 100 "	2 90	
" " " 50 "	2 90	
" " pockets, 25 pounds	3 90	
" " " 12 1/2 pounds	3 15	
" grade c.c., 250 pounds	2 80	
" " " 100 "	2 80	
" " " 50 "	2 80	
" " " pockets, 25 pounds	2 90	
" " " " 12 1/2 pounds	2 95	
Velvet head Carolina rice, per lb.	0 09	
Brown sago	0 05	0 16
Tapioca, medium pearl	0 07	0 09
Seed	0 06	0 08

CANNED GOODS

Montreal.—There is a good steady demand for canned peas, tomatoes and corn. Beyond this, though, there is not a great deal of interest in canned goods, it being, as it were, between seasons.

Apples, 3 lb.	1 10
Apples, gal.	3 40
Peas, standard, dozen	1 15
Peas, early June, dozen	1 20
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	1 77
Pumpkins—3 lb., 95c.; gallon, \$3.00.	
Beans, dozen	1 00
Corn, dozen	0 95
Tomatoes, 3 lb.	1 40
Tomatoes, gal.	3 75
Strawberries, dozen	1 25
Raspberries, 2's, dozen	1 77
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	2 87
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 40
Plums, Lombard, dozen	1 00
Lawsonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 27
1-lb. flats, per dozen	2 47
1-lb. flats, per dozen	2 47
Other salmon—	
White salmon	1 00
Humpbacks, dozen	1 25
Cohoos, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster—	
1-lb. flats, dozen, \$2.40, \$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 2s.	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
Minceo collops, 1s.	2 40
Minceo collops, 2s.	2 50
Corned beef hash, 1s.	1 60
Corned beef hash, 2s.	2 80
Jellied hocks, 2s.	3 50
Jellied hocks, 4s.	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
Sliced smoked beef, 2s.	2 50

THE CANADIAN GROCER

Toronto.—What little demand that is being experienced in canned goods is for small quantities, retailers buying for immediate needs only. Most of the tomatoes being sold are those imported from the United States markets.

VEGETABLES	Per doz.	
	Group B	Group A
Asparagus tips, 2's, tall	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" Midgots, 2's	1 37½	1 30
" 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgots 2's	1 37½	1 30
" Refugee 2's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	1 30	1 30
" " 3's	1 55	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	4 77½	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	1 50	1 50
" Sweet Wrinkle, size 2, 2's	1 77½	1 87½
" Extra fine sifted, size 1, 2's	0 97½	1 00
Pumpkin, 3's	3 02½	3 05
" gal	1 27½	1 30
Spinach, table, 2's	1 77½	1 50
" 3's	5 02½	5 05
" gal	1 40	1 07½
Tomatoes, 2's	1 40	1 50
" 3's	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT	
Apples, standard, 3's	1 20
" gal	3 75
Blueberries, standard, 2's	1 27½
" gal	5 27½
Cherries, black, not pitted, heavy syrup, 2's	1 52½
" black pitted, heavy syrup, 2's	1 52½
" red, not pitted, heavy syrup, 2's	1 52½
" red pitted, heavy syrup, 2's	2 17½
" not white, pitted, heavy syrup, 2's	1 62½
" white pitted, heavy syrup, 2's	2 02½
" red pitted, gal	8 52½
Gooseberries, 2's, heavy syrup	1 77½
Lawsonberries, 2's, heavy syrup	1 77½
Peaches, 2's, white, heavy syrup	1 87½
" 2's, yellow, heavy syrup	1 87½
Raspberries, black, heavy syrup, 2's	1 90
" black standard gal	7 02½
" red, heavy syrup, 2's	1 90
" red, standard gal	7 02½
" red, solid pack, gal	9 27½
Rhubarb, preserved, 2's	1 52½
" 3's	2 27½
" standard, gal	3 50
Strawberries, heavy syrup, 2's	1 77½
Clover Leaf and Horsehoe brands salmon:	
1-lb. tall, dozen 2 25	2 27½
1-lb. flats, dozen 1 42½	1 45
1-lb. flats, dozen 2 45	2 47½
Other salmon prices are:	
Humpbacks, doz 1 30	1 35
Pinks	1 30
Northern River Sockeye	2 20
Chicken	4 00
Turkey	4 00
Ducks	4 00
Lobsters, per dozen	2 50
" per dozen	2 50
Soup, 2's	1 9
Soup, 1's	1 40

ONTARIO MARKETS

Pointers.—

Sugar.—Up 5c.

Dried and Canned Fruits.—Stocks low.

Toronto, July 6.—The extremely warm heat wave of the week, while making itself felt by those engaged in the business has had little or no effect upon the wholesale grocery trade. On the contrary some dealers report a slight improvement accounted for perhaps by the better movement of sugar and by the fact that the first of the month always brings an increase in business. Then again the demand for summer goods under the warm weather has become more marked and those lines which serve as short cuts in the preparation of meals are going out freely. Summer drinks such as lime juice, root beer, grape juice and raspberry vinegar are also being called for. The wearing of white goods has also helped the trade and starch and soap have shown a better movement.

In regard to price changes, about the only feature of the week is the upward movement in sugar of 5 cents which came into effect on June 30th. This is the first change since April 19th and brings granulated on a Toronto basis up to \$4.75 per cwt. The raw market at the present time is firm, and an advance in New York refined is expected, with the probability that Canadian may follow, depending, however, on the condition of demand and the course taken by European beets. There has been an improvement in the sugar trade of late.

Dried and canned fruits are reduced to an extra low basis, while high prices are being asked for those stocks that are available. Interest is being directed by all branches of the trade towards the new crops.

Sugar.—Sugar advanced 5 cents per cent. during the past week, bringing extra granulated in bags up to \$4.75 at Toronto. This advance was in no way unexpected, the strength of the market having been apparent for some time.

Extra granulated, bags	4 75
" 20 lb. bags	4 85
Imperial granulated	4 50
Beaver granulated	4 55
Yellow, bags	4 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	5 15
" 50-lb. boxes	5 35
" 25-lb. boxes	5 45
Powdered, bris.	4 95
" 50-lb. boxes	4 95
" 25-lb. boxes	5 35
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 65
" in 50-lb. "	5 75
" in 25-lb. "	5 95

Syrup and Molasses.—Although naturally inclined to quietness at this time of the year, a fair trade is being transacted in these lines. Prices are unchanged while no special features are apparent in the market.

Dried Fruits.—As for many weeks past the feature in the dried fruit market is the general scarcity of supplies. "About the only thing we have left," remarked one dealer, "is raisins, currants and peels." The same is true to a large extent with most other wholesalers so that naturally, under these conditions, the movement of dried fruits generally is small.

Prunes—	
30 to 40, in 25-lb. boxes	0 17
40 to 50	0 16½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 20
Fancy	0 20
Candied Peels—	
Lemon	0 09
Orange	0 10
Oltron	0 11
Figs—	
Klemes, per lb.	0 11
1 1/2 inches	0 08
2 "	0 08
2 1/2 "	0 09
Umbrella boxes	0 12
Tapnets	0 04
Bag figs	0 04
Dried peaches	0 13
Dried apples	0 09
Evaporated apples	0 16
Currants—	
Fine Filistras	0 07
Patras	0 06
Vostizas	0 10
Uncleaned ½ cent less	
Raisins—	
Sultana	0 10
" fancy	0 11
" extra fancy	0 14

Valencia selected	0 08	0 09
Seeded, 1 lb packets, fancy	0 10	0 10
" 16 oz. packets, choice	0 09	0 09
Dates—		
Halloweeds—		
Full boxes	0 05	0 06
Sairs	0 05	0 05
Package dates, per 1 lb.	0 06	0 06
Fards choicest	0 10	0 10

Tea.—The tea situation shows little change, a steady trade being done, although there is no special briskness, interest in new crop teas lagging somewhat yet.

Coffee.—In New York, both spot and speculative coffee shows a tendency to advance, the market being decidedly firm. Locally there is no change in the general outlook, prices, however, being well maintained and with dealers reporting a satisfactory demand.

Kio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 1	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 2	0 22	Mexican	0 25	0 25
Maracaibo	0 22	0 24	Guatemala	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory	0 12	0 12

Nuts.—The trade in peanuts still continues quite large with prices maintained, while shelled nuts are also coming in for their share of trade. Tarragona almonds are firm and somewhat higher for future shipment. The new filbert crop in Sicily from present indications promises to be a large one. While the situation in Brazils is as yet rather unsettled, it appears none too firm.

Almonds, Formigetta	15	0 16
" Tarragona	0 16	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 15
" shelled	0 38	0 40
Filberts	0 12	0 12
Pecans	0 18	0 20
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12

Rice and Tapioca.—A steady satisfactory demand is the report both in regard to rice and tapioca. Prices show no change with little new in the general situation. The south still continues firm in its ideas regarding rice, while tapioca maintains its firm position.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal

Rice, stand B.	0 03	0 03	Sago, medimm	0 05	0 06
Bangkok	0 03	0 03	" brown	0 05	0 06
Patna	0 05	0 05	Tapioca—		
Japan	0 04	0 06	" Bullet, double		
Java	0 06	0 07	" goat	0 08	0 08
Carolina	0 10	0 11	" Medium pearl	0 06	0 06
			" Flake	0 08	0 08
			" Seed	0 06	0 06

Beans.—With trade inclined to quietness, the situation in beans is really unchanged. Although nothing definite regarding the acreage in beans this year is known, it is thought to vary little from last year.

Prime beans, per bushel	1 90	2 10
Hand picked beans, per bushel	2 10	2 25

MANITOBA MARKETS

POINTERS—

Syrup—Steady.

Beans—Advancing.

Coffee—Strong.

Winnipeg, July 6.—No complaints are being heard from the wholesalers regarding the summer trade, which is at present being transacted. The gradual clearing up of the weather in some parts of the west, thus eliminating the pos-

time of year. Nova Scotia expects to bumper apple crop this year. Reports coming to hand from Annapolis valley points say that this season's crop will be over one million barrels.

New butter is coming on the market in large quantities, but the price still holds firm. Creamery prints are quoted at 25c, and dairy tubs 22c to 23c. The quality of the butter is excellent. The receipts of eggs show a marked falling off. Good Nova Scotia stock is scarce. The supplies now coming on the market are principally from Prince Edward Island. The price is unchanged at 19c per dozen.

The old crop of potatoes is about cleaned up. No new potatoes are on the local market yet. Bermuda onions are going to the trade at \$1.85 per crate. Beans are firmer, prime selling at \$2 to \$2.10, and hand picked at \$2.10 to \$2.20. Peas, whole, are \$5.40 to \$5.10, and peas, split, \$5.40 to \$5.50. American beef is selling at \$17, and Canadian at \$16 to \$17. Hams and bacon are both in good demand, with prices unchanged.

LONDON NOTES.

London, July 6.—A deputation of Port Huron grocers consisting of Messrs. F. C. Wood, H. C. Collver and J. T. Percival, were in London making arrangements for their annual outing to

this city on Wednesday, August 23rd. They were met by President Norman McLeod, Thos Shaw, Jas. MacKenzie, Fred. Travers and E. J. Ryan, who took them for a trip around the city and to Springbank Park where they will go on their picnic day.

J. A. McIntosh, ex-president of the Hamilton Retail Grocers' Association, was a welcome visitor in the city last week. He was attending the convention of the Sons of Scotland.

The Diprose stores were closed on Thursday last on account of the death of the father of Mr. Diprose, who was town clerk of Strathroy.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

A large percentage of Canada's grocers are already acquainted with Castols, and have no reason to regret the day they stocked them as they have found them not only ready sellers, but also large profit earners. "Castols" is a most effective substitute for Castor Oil and is put up in the form of a pleasant sweet-meat, having all the advantages of a dose of plain Castor Oil, while they are packed in fancy 1/2-gross display tins, which prove most attractive. All grocers who are not acquainted with this line should not hesitate about giving this line a trial.

Chr. Bjelland & Co., of Stavanger, Norway, through their Canadian Agents, John W. Bickle & Greening, have placed another fish food on the market, namely: Pilot Brand Herring in Tomatoe Sauce. This new line is packed in full-sized cans in choice Italian Tomato sauce. The combination of fine fat selected herrings of uniform size, in thick tomatoe sauce makes a most appetizing dish, and as they can be sold at a popular price this line promises to be a ready seller. The first shipment is now close to hand and the trade will be well advised in stocking the goods.

Owing to the increasing demand for "Sweetheart" brand goods, the IXL Spice & Coffee Co., London, Ontario, who have been in business for the past two years, corner Rectory and Simcoe Streets, find their present quarters much too small. They are now forming a joint stock company and moving into a large building, particularly adapted for their many lines, on Marmora St. Same will be called "The Home of the Sweetheart Brand" and with increased capital, capacity and labor, they will be in a position to fill all orders. Their success is due to the fact that they adhere strictly to their motto, "Quality," all goods being guaranteed pure, sure and reliable.

Swift's Silver-Leaf Lard

A Popular Priced Pure Lard



Allowing the dealer a good margin of profit. Repeats because it is economical and reliable and gives the housewife absolute satisfaction. Extensively advertised—An easy seller.

Government Inspected and Passed
Packed in sanitary and convenient tins

Swift & Company, U. S. A.

Canadian Brokers:

The Robert Crooks Co., Montreal, P. Q.
William Forbes, Ottawa, Ontario
Pike Brothers, Halifax, N. S.

Wallace Anderson, Toronto, Ontario
R. F. Cream & Company, Quebec, P. Q.
A. S. Bowman, St. John, N. B.

NOTICE THE NAME

CLARK'S

And keep your store in the front rank by refusing to be bribed into speculating.

CLARK'S PERFECT FOODS are an INVESTMENT for you, and a boon to your Customers.

You know CLARK'S GOODS are right, because they are what you SELL, you don't have to sacrifice your capital to sell Clark's, every can represents, and results in PROFIT TO YOU.

There is one or two things we want you to take particular notice of, that touches on our business relations. The first is: the security that CLARK'S WAY OF TRADING gives you. You know that CLARK'S PRICES ARE GENUINE.

One price to all is the only way that enables you to get a legitimate profit.

Secondly: Premiums are not offered, because MORE THAN THEIR WORTH is added to CLARK'S QUALITY, and your Customers get the advantage, which benefits you.

These two facts added to CLARK'S QUALITY is the reason why you NEVER SEE CLARK'S GOODS on the bargain counter.

"CHATEAU" BRAND CONCENTRATED SOUPS, 12 kinds with 12 distinct flavors, are the latest addition to Clark's Perfect Food Products, and we strongly recommend them to you.

Concentrate your soup wants on "Chateau" Brand

WM. CLARK
Montreal

**MANUFACTURER OF THE CELEBRATED
PORK AND BEANS THAT YOU SELL**

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.

I AM NOW OPEN

for appointment for one or two good agencies. My
travellers are now calling in every town of importance
in Alberta and British Columbia.

20 YEARS' EXPERIENCE

By placing your business with me you will secure
the benefit of a strong and reliable connection.
Write Box Z, Canadian Grocer, Montreal

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
Branch at 147 Water Street, Vancouver.

"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 Ads. in this
Paper will bring good results

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

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.



Investigate THE MERITS OF COLES COFFEE MILLS

which we make in
all sizes and styles
for all purposes.
We manufacture
a complete line of
hand mills--mills
for coffee roasters
and electrically
driven mills, at
reasonable prices.

All Prices are
F.O.B. Phila., Pa.

Coles Mfg. Co.

1624 N. 23rd St.
PHILADELPHIA, PA.

For Direct Current, \$65 For Alternating Current, \$75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and
Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B. C.;
L. T. Mewburne & Co., Calgary, Alta.

PURITY

is the first essential
of a good fruit
flavor.



Fruit Flavors

are guaranteed absolutely pure, every
process in their manufacture being
carefully planned to ensure this.

They are made in all flavors, Rasp-
berry, Strawberry, Lemon, Citron, etc.,
and have won their way in popular favor
because of their superiority to other
brands.

Shall we send you samples?

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

HARD FACTS

Getting down to hard facts, does it make any difference to your business whether you sell good tea or another kind?

Then if it makes a whole lot of difference, what have you done to find out for yourself which is the best tea on the market?

Time and again I have paid the price for this space to tell you about Red Rose Tea, and you yourself have seen Red Rose race forward to a leading place in the package tea business.

But the only way you can prove its quality to yourself is to try Red Rose in your home. Many Grocers have done this and are recommending Red Rose as the best quality in tea at the price in every grade. That is why their sales increase so rapidly.

Red Rose Tea

Branches—
7 Front Street East, Toronto
315 William Ave., Winnipeg

“is good tea”

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

“ROYAL SHIELD”

CHOICE CANNED FRUITS AND
VEGETABLES



The best way to increase your sales of canned goods, and your profits from the sales, is to stock the best brands at the lowest price. That is exactly what we give you. Your choice of standard brands at lowest prices.

We import all our goods direct from the place of production, and can therefore sell cheaper and supply fresher and more reliable goods.

- CAMPBELL BROS. & WILSON, LIMITED, WINNIPEG
- CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
- CAMPBELL, WILSON & SMITH, LIMITED, REGINA
- CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
- CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE



INCREASE YOUR BUSINESS

by carrying and pushing the sale of

Dominion Silent Matches

Every stem made of good quality wood and will not break, and every head made to stay on when you strike it.

Attractively boxed, makes good shelf stock, and your profit is assured from this staple.

EVERY MATCH A LIGHT.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

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

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

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Agencies Wanted in Montreal

I want an agency for Beans, and one for Boiling Peas, and can offer intelligent, progressive service. Twelve years' experience with Wholesale Grocery Trade. Good references.

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

When house flies abound

**WILSON'S
FLY PADS**

are the thing to clean them out.



**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

**YOUR GOODS KEPT
PROMINENTLY BE-
FORE THE WHOLE-
SALE TRADE** ❁ ❁



Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the whole-sale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

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(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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

Canadian Agents HUGH LAMBE & CO., TORONTO
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Don't hesitate to recommend and stock

**McLean's
Cocoanut**



IT'S A QUALITY ARTICLE THAT NEVER FAILS
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The Canadian Cocoanut Co., Sole Makers, Montreal

The
Only
Account
Register



THAT will fit
any safe.
THAT takes
little counter
space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911

Am pleased with the new **Commercial Register** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think **yours takes the lead.**

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

GUNNS BOLOGNA

IS A READY SELLER BECAUSE OF

QUALITY

FLAVOR

PRICE

PUT UP IN PARAFFINED COTTON
OR IN CASINGS

Government Inspected

ORDER TO-DAY

GUNNS LIMITED

PORK AND BEEF PACKERS
WEST TORONTO

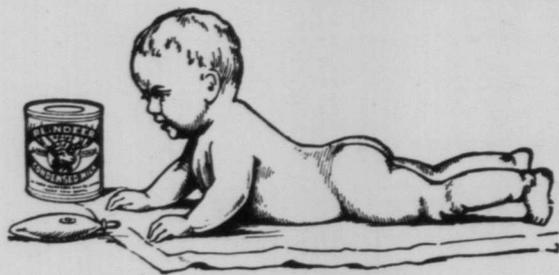
HAMS

Last week we advised you that prices would advance and our prediction has been more than realized.

We now think they will be still higher and remain high for the balance of the season.

Cooked Ham trade is now on. Let us have your orders early.

F. W. Fearman Co.
HAMILTON LIMITED



Reindeer Milk

The safest food for Infants, similar to human milk in fat proteids and sugar, will not curdle and is free from all germs. You will always get repeat orders when you sell goods bearing the REINDEER BRAND. Prices will never be lower. Have you a good stock on hand?

REINDEER LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED.
AS FINE AS ANY BREAK-
FAST BACON.

WE ARE MAKING A SPEC-
IAL CUT IN PRICE AT
PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Smoked and Cooked Meats in Demand

Warm Weather Brings a Larger Consumption—Provision Trade in General Satisfactory—English Bacon Market None Too Steady—Live Hogs are Somewhat Easier—Big Shrinkage in Eggs—Butter Production is Large—Cheese Barely Steady.

One of the prominent features of the provision market at the present time is the big demand for cooked meats. The warm weather has brought the idea of using prepared foods before the consumer and cooked meats is one line that has been benefited. Smoked meats and provisions in general are in fairly good demand and trade from most centres is reported satisfactory. Prices show no change, but appear fairly steady at the present time.

Live hogs are somewhat easier this week, although no big decrease has taken place. In Toronto values are down 20 to 25 cents per cwt., while in Montreal there has been no important change, except that the feeling is more settled and prices in consequence more regular. United States markets are ruling firm, but the English bacon market is none too steady, the market ruling quiet with liberal stocks, and holders anxious to realize. Packers here have considerable difficulty in judging the situation so they will not lose money. The English bacon market goes up and shipments are rushed there to secure the higher prices. Perhaps before they arrive, the market will drop back and packers here have to stand the loss. "It is nothing but a gamble," asserted one dealer, "for it is all uncertainty."

The production of butter continues large and while no great change has taken place, there is an easier tendency noticeable. The make continues to exceed that of last year, and a falling-off in quality is reported from some centres. The demand from England has slackened and the situation is just a little easier.

The most important feature in the egg market is the large shrinkage which still continues and necessitates a larger margin between the prices in the country and those asked by the wholesale dealers.

While rather unsettled, the tendency in cheese seems to be somewhat easier, although the English market continues firm. The dullness may be explained by the country markets having been hoisted above an export basis.

MONTREAL.

Provisions—There has been a good demand for cooked and smoked meats, and lard, likewise, has been going well. It is believed that hogs will be down a little next week, but it is not expected that

there will be any change in prices of pork products.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11 1/2
Cases, tins, each 10 lbs., per lb.	0 10 1/2
" " " " " " " "	0 10 1/2
" " " " " " " "	0 10 1/2
Pails, wood, 20 lbs. net, per lb.	0 10 1/2
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10 1/2
Tierces, 375 lbs., per lb.	0 10 1/2
One pound bricks.	0 11 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 10
" " " " " " " "	0 10 1/2
" " " " " " " "	0 10 1/2
Pails, wood, 20 lbs. net, per lb.	0 10
Pails, tin, 20 lbs. gross, per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 09 1/2
Tierces, 375 lbs., per lb.	0 09 1/2
One pound bricks.	0 10 1/2
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	22 50
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbl.	7 10
" 300 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 23 0 24
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10 1/2
Long clear bacon, light, lb.	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12 1/2
Large sizes, 18 to 25 lbs., per lb.	0 14 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 15 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 16 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 15 0 16
" " " " " " " "	0 16 0 17
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, shorts, per lb.	0 13 1/2
Hogs, live, per cwt.	7 50 7 75
" dressed, per cwt.	10 25 10 75

Butter—Receipts of butter show a big increase over those of last year. Total number of packages since May 1st up to this week were 164,810, as against 144,621 for the corresponding period last year. The market is steady.

New milk creamery	0 23 0 24
Dairy, tubs, lb.	0 18 0 20
Fresh dairy rolls	0 18 0 19

Eggs—Prices remain unchanged. Receipts for the week exceed those for the same time last year. The arrivals since May 1st up to this week were 110,804 cases, as against 95,160 for the same period a year ago.

New laid	0 25 0 26
Selects	0 23
No. 1	0 20

Cheese—The market is quiet locally and is steady in tone. The make is comparing favorably in extent with that of last year. There is still a good demand for old cheese.

Quebec, large	0 13
Western, large	0 13 1/2
" " " " " " " "	0 13 1/2
" " " " " " " "	0 13 1/2
Old cheese, large	0 15 0 16

TORONTO.

Provisions.—Prices in general provisions show not the slightest change this week, while there are no particular features to the market. Live hogs are lower again, local quotations being

\$7.10 and those at country points \$6.75.

Long clear bacon, per lb.	0 11 0 1 1/2
Smoked breakfast bacon, per lb.	0 16 0 18
Pickled shoulder	0 09 0 11 1/2
Roll bacon, per lb.	0 11 0 11 1/2
Light hams, per lb.	0 16 0 16 1/2
Medium hams, per lb.	0 15 1/2 0 16
Large hams, per lb.	0 13 0 14
Cooked hams	0 23 0 24
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb.	0 19 0 20
" " " " " " " "	0 20
Heavy mess pork, per bbl.	18 00 20 00
Short cut, per bbl.	20 00 22 00
Lard, tierces, per lb.	0 10 0 11 1/2
" " " " " " " "	0 10 1/2 0 11 1/2
" " " " " " " "	0 10 1/2 0 11 1/2
" " " " " " " "	0 08 0 09
Live hogs, at country points	6 75
Live hogs, local	7 10
Dressed hogs	9 25 10 25

Butter.—The situation in butter shows but little change this week. Prices are fairly steady here, although there is a slight easiness noticeable at some country points. The production continues large and some of the shipments being received are not quite as good in quality as could be wished.

Fresh creamery print	Per lb.
Creamery solids	0 21 0 24
Farmers separator butter	0 20 0 22
Dairy prints, choice	0 18 0 19
Fresh large rolls	0 16 0 18
No. 1 tubs or boxes	0 15 0 16
No. 2 tubs or boxes	0 17
" " " " " " " "	0 15 0 16

Eggs.—Local quotations are unchanged, while the large shrinkage makes it necessary to put country prices lower than would otherwise be the case. Arrivals are not overly large and are pretty well balanced by the demand.

New laid eggs	0 18 0 20
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Cheese.—Local quotations are the same as last week, with those at country boards barely steady. Retailers are still looking for old stock.

New cheese—	New twins	0 12 1/2	0 15 1/2
Large	0 14 1/2	0 15	0 16
Old cheese	0 14 1/2	0 15	

Poultry.—Only a small trade is being done with fowl and broilers the most prominent.

Fowl	0 13 0 14	Broilers, live	0 20 0 25
Geese	0 14 0 15	Ducks	0 17 0 19
Chickens	0 18	Turkeys	0 16 0 18

WINNIPEG.

Provisions.—Dressed carcasses have declined 1/2 a cent per pound in the hind and fore quarters this week. Dressed mutton has also declined considerably. With this decline trade is picking up slightly, as many butchers in adjacent towns are now securing dressed carcasses direct from the wholesalers and abattoirs instead of doing their own butchering. With the arrival of large quantities of cattle on the market in fall this will undoubtedly be stopped, as they will then be able to secure for themselves all the stock they want.

Quotations are as follows:

Cured meats—	Mess pork, 1/4 bbl.	14 00	
Hams, large	0 14 1/2	Lard	
Hams, medium	0 13	In tierces, lb.	0 14 1/2
Breakfast bacon	0 20	50-lb. tubs	7 10
" " " " " " " "	0 20	20-lb. pails	2 90
Breakfast bacon	0 19 1/2	10-lb. pails, cases	8 50
bellies	0 12 1/2	5-lb. pails, cases	8 55
Shoulders	0 12 1/2	3-lb. pails, in case	8 60
Shor rolls	0 17 1/2	Compound, 20	
Dry salt meats—	1b. pails	2 50	
Long clear sides	0 13 1/2	Dressed carcasses—	
per lb.	0 13 1/2	Steers, heifers,	
ausage—		abattoir killed	0 11

THE CANADIAN GROCER

Tomatoe sausage, per lb.	0 10	Hind quarters.	0 12½
Pork sausage.	0 09	Fore quarters.	0 09
Beef sausage.	0 07½	Dressed mutton fresh, lb.	0 12½
Boneless backs, per lb.	0 17	Dressed hogs.	0 11
Mess pork, bbl.	28 00	Dressed veal, fresh killed.	0 12

Butter.—Creamery butter is holding firm and the demand is at present just about equal to the supply. During the last week a considerable demand from the eastern part of the province and western Ontario has been noticed. The supply of cream coming into the city at present is almost double what it was at this period last year. This is accounted for by the abundance of feed present in all parts of the province, and the fact that less dairy butter is being made on the farms. Local creameries are also busy at work, but the majority of those outside the city appear to be packing their butter in boxes as very little is at present finding its way to

the Winnipeg market. Dairy butter continues to drop in price, as the quality becomes inferior with the warm weather.

Creamery butter—	
Manitoba fresh-made creamery bricks.	0 21
Manitoba fresh-made, boxes.	0 19½
Dairy butter—	
Strictly No. 1, delivered Winnipeg.	0 15 0 16
No. 2, delivered Winnipeg.	0 11 0 12
No. 3, delivered Winnipeg.	0 07 0 09

Cheese.—Prices hold steady but supplies being received in the city are small. Large shipments are however looked for during the coming week, but no great change is expected in price. Manitoba new made cheese is now quoted at 10½ cents per pound.

Eggs.—Receipts of eggs have fallen off somewhat with the arrival of warm weather. The demand is still strong and prices are holding firm at 18 cents per dozen.

ness, and the methods employed, is essential. Find out if each department, provision, fish, flour, confectionery, biscuit or tobacco—is making the profit that it should. One merchant thought that his provision department was not giving exactly the returns it should and by actual accounting for two weeks he found this to be true. He also found that as his trade was done mostly in small quantities that the loss came in the slicing. He installed a slicing machine and a recent examination of his records has proved this department to be paying a fair profit.

Careful Weighing.

Loss may come through overweight, and indeed this comprises an important avenue of leakage in many grocery establishments. Clerks do not always take the care in weighing that they should and if this is found to be so, the merchant should give his some training along this line, for if allowed to continue unheeded, it is sure to cut a big hole in profits.

When these important factors in the maintaining of profits have been adjusted and a decision reached to put forth an honest effort to increase sales, the grocer should be well on his way towards a successful business during the next half year.

What Has This Half Year Amounted To ?

The Present a Good Time to Check up the Work of the Past Six Months to Ascertain if the Profits Have Been all They Should—Investigating Departments—Stoppage of Leaks in the Store.

The first half of the year 1911 has now passed and many dealers could now make a review of their accomplishments during the past six months.

The question which every grocer at this time of the year asks himself is: "Have I done a better business during the past half year than during the corresponding time last year?" It is the aim of every dealer, to each year accomplish something more than formerly and to do this he should secure a good start by making a better showing during the first six months. However, if the financial sheet shows no improvement, or if the gain is not as great as you would wish there is yet a chance to make a big increase for the year if the dealer will only put forth the necessary effort from now to the new year.

The Time to Begin.

Now is an excellent time to start if the totals on the sales sheet are to look big at the end of the year. The dealer who waits until November or December and then attempts to catch up is liable to fall short of the ideals he started the year with, but now with six full months before him, he has ample time to accomplish his object. But to make the thing sure he should make a good start.

If business records for the past six months do not look as bright as they should, there is a reason. It is necessary that the merchant examine his business to ascertain and remove the cause. The falling off may have been either in the amount of sales or in the amount of

profit, for the size of the sales does not always denote the amount of profit.

If sales have not been as good as they should, there is probably something wrong with the business policy of the store.

Possible Leaks.

If profits have not been as large as the sales warranted, there must have been leaks which cut away the profits which should have been. Then it is time for a thorough overhauling of the business to discover just what and where those leaks are. They may exist in many ways and in order to eliminate them a thorough inspection of the busi-

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from \$8.50 up.

Write us for Catalog.

THE POULTRY & SUPPLIES SALES CO.

109 Place Youville

MONTREAL



Holidays



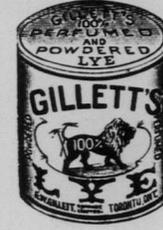
Users of ANCHOR BRAND FLOUR always enjoy an outing, because they do not fear return to HOME DUTIES; its quality invites work and makes BAKING DAY a pleasure.

Anchor Brand Flour

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Manitoba.



Grocers: When your customers ask for "Lye" they mean Gillett's Lye, and the attempt to substitute a "just as good" brand may cause you to lose a good customer.



"Gillett's Lye Eats Dirt"

ACTUALLY CONSUMES IT! Does not "Make It Fly," "Chase It," or "Make It Run," or make it do any of the things that some of our would-be competitors recommend their "just as good" kinds will do. Gillett's Lye is the Original and Standard Lye of Canada. Refuse substitutes. They are never satisfactory.



E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg

Montreal



TRISCUIT, the shredded wheat wafer, can be eaten in more ways than any other grain product except bread, consequently it is not only easy to sell, but because it takes part in so many meals a package is used quickly. You can depend on lively sales and a steady, constant all-year demand for

TRISCUIT

We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat**. It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.

The Canadian Shredded Wheat Co. Limited

Niagara Falls, Ontario

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

MOTT'S: No better Chocolate

W.C.T. & C. DIAMOND 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 and Alberta:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

ASK FOR



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

THE HARRY HORNE CO., 309 King Street West, TORONTO
Agents for Ontario

KIT COFFEE CO., Govan, Glasgow

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

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

Flour and Cereal Markets are Steady

Higher Prices for Raw Material Causes a Steadiness in Bread-stuff Quotations—Hot Weather Boosts Prices in Chicago—Export Trade is Not Heavy—Home Demand is For Immediate Needs Only.

About the only change in either flour or cereals is a firmer feeling that has developed in the prices for the raw materials, prompted mostly by the extreme hot weather which prevailed in many of the wheat growing sections at the beginning of the week, which has caused a somewhat steadier feeling in flour and cereals. Trade in either line is not overly large. While a certain amount of export trade is being transacted, it is rather limited, while home demand is for immediate needs only, buyers apparently being influenced in their purchases by the favorable conditions for the growing crops now existing.

Hot weather on Saturday last raised the price of every staple on the Chicago exchange. The wheat market was particularly affected by apprehension regarding what might happen to the growing spring crop in the north-west. With the United States exchanges closed on Monday and Tuesday on account of the holiday, Canadian wheat markets ruled firm, although the situation as far as Canada was concerned was somewhat relieved by showers in many sections of the wheat growing territory.

"Under present conditions," said one dealer, "I do not expect prices of raw materials to expand enough to affect commodity prices, as the amount of available wheat is large. The market is apt to be affected, however, by crop scarce news. The Western Canada crop, an important factor, has so far been quite favorable, so favorable in fact that it is doubtful whether a continuance can be expected."

While the cereal trade is naturally slacker with the warm weather, nevertheless it seems to be maintained wonderfully well considering conditions. There are no particular features to the market, with the exception that prices are steady.

MONTREAL.

Flour.—The market is unchanged. Prices remain the same. There is no feature excepting a little firmer feeling reported.

Winter wheat patents, bbl.....	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.....	5 30
" straight patents, bbl.....	4 80
" strong bakers.....	4 60
" second	4 20

Cereals.—Rolled oats are steady and quiet. The demand is normal and the market as a whole is featureless.

Fine oatmeal, bags.....	2 35
Standard oatmeal, bags.....	2 35
Granulated	2 35
Bolled cornmeal, 100-bags.....	1 70
Rolled oats, bags, 90 lb.....	2 15
" barrels.....	4 60

TORONTO.

Flour.—In sympathy with a hardening in prices for the raw material, flour this week exhibits a steady feeling. Trade is not overly brisk, export inquiries being out of line, while home trade is for immediate requirements only.

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

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

Cereals.—Prices in the different lines of cereals are unchanged. There is a somewhat steadier feeling in general, with cornmeal especially being noticeable under a firmer market for the raw product. Trade is being fairly well maintained for the present warm weather.

Rolled oats, small lots, 90 lb. sacks.....	2 25
" 25 bags to car lots.....	2 15
Standard and granulated oatmeal, 58 lb. sacks.....	2 45
Rolled wheat, small lots, 100 lb. brls.....	2 90
" 5 brls. to car lots.....	2 75
Cornmeal, 100-lb. bags.....	1 75 1 90

Trade Notes.

R. Weldon, general merchant, Edgar's Mills, Ont., was burned out on June 15th. He will rebuild at once.

Alex McKerroll of Orillia, is looking for a transient giving the name of Borden C. Bradley of New York. It is said that Bradley handed him a "queer" check for \$50 in payment for some \$12 worth of groceries, got the change in good coin of the realm and then decamped.

The produce and commission section of Toronto Board of Trade is seeking to have a law passed making Canadian farmers responsible for the eggs they ship in. A high percentage of bad eggs in the shipments is said to be responsible for the demand.

The fisheries of Nova Scotia from 1870 to 1909 yielded returns to the value of \$278,000,000, or more than that of any other province of the Dominion. In 1910 the fisheries of the province including lobsters brought \$10,982,011 against \$10,574,839 in 1909. The lobster catch in 1910 was valued at \$2,900,900 as compared with \$2,465,000 in 1909. According to government reports for 1910, there were in Nova Scotia 51 canneries engaged in the canning of lobsters. These canneries are chiefly owned in Halifax and not including the fishermen, they had in service 1,181 employes.

Once Again

let us draw your attention to the fact that **MOONEY'S PERFECTION CREAM SODAS** are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT
Stratford, ONT. Winnipeg, MAN.



PROGRESSIVE GROCERS

PUSH MAPLEINE

(A FLAVORING)
GOOD PROFIT, STRONG
DEMAND
EXTENSIVELY ADVERTISED

ITS USES—Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day or
**Frederick E. Robson
& Co., Sales Agents**
26 Front St. E., Toronto
Crescent Manufacturing Co.,
Seattle, Wash.



SHORT TALKS TO CLERKS

The most successful men in the world are those who possess initiative. They do not depend wholly upon other people or follow the trodden path of custom. They are men who go out into the world and blaze their own path, who are able to see opportunities before all others and not only that, but are able to grasp those opportunities and make capital out of them.

It is just this quality in the make up of many men that has made for their success.

It was while employed in an unimportant position in Chicago that James J. Hill, of railroad fame, realized the importance of the country to the westward of that city and the possibilities for a railroad extending across that district, then just entering upon its season of prosperity. There were many others in that city who had the same chance to see those opportunities but Hill was the man to realize and grasp them. Still a young man without money or influence most men would have shrank from undertaking such a problem. But not so young Hill. He demonstrated himself conclusively a leader a man of ambition and of brains. He saw the way laid out before him and had the initiative to struggle for the possession of the pathway.

And So the Clerk.

This quality of make-up which served to make successful such men as James J. Hill would seemingly not apply to the clerk behind the grocery counter. Such is not the case. The valuable clerk is the one who is able to take the lead and is able to bring forth new plans and methods that will in any way help in the extension of the business in which he is employed. We can not all expect to develop and put into practice big ideas like those which the brain of Hill conceived, but in our daily work, we need not be content with things as they now are and at all times may put forth some extra effort to improve the business with which we are connected.

You have seen the clerk without any initiative, who even after several years' experience, is still unable to stand upon his own resources. He depends upon the boss for direction in regard to his work, follows the same line as others before him and is seemingly content to do so. If there is a display to make, a window to dress, or any other similar task to perform, this clerk has to go to the boss for directions. Then if the proprietor suggest that he put in a window display of a certain line, he must need ask many questions regarding it, instead of using his own brains to think out some method of doing it, making himself more valuable to his employer. At the bottom of this defect is apparently lack of ambition on the part of the clerk. Many of the men who hold important positions possess no more brains than others lower down. But what they do possess is a much larger proportion of ambition.

Seek and Ye Shall Find.

Not many years ago a young man having outgrown the possibilities of his home town, a village of some 1,000 population, where he had been employed in a small grocery store, decided that he would go to a nearby town of some 4,000 inhabitants, where some relatives resided and where more scope would be presented for his pent up ambition. His ability to act on his own resources was demonstrated from the first. When he first struck the town instead of waiting for his relatives to offer suggestions for the delivery of his effects, as many others as young as he would have done, he at once made those arrangements himself. He did not wait around for something to turn up but went out after it himself and within 24 hours had secured a position as junior clerk in a grocery store.

From the first his ability to plan methods to help in the business was shown and it was not long before the proprietor began to recognize it. Instead of waiting for the boss to tell him to fix the shelves or change a counter display, he always kept them in first class shape. It was not necessary to be continually telling him to keep the counter, scales or floor clean, to keep the lids on tins and boxes closed, or the drawers or boxes filled with goods. He

saw what should be done and did it without direction. He was for this reason more valuable to his employer and was accordingly rewarded by being given charge of one of the display windows.

A Productive Clerk.

Here the same spirit was shown. He did not dress the window and leave it until the boss had to tell him to dress it again, for he realized the importance of this medium in selling goods and kept it in first class shape all the time. Nor was he content with dressing the window in the same old manner as had been followed for years past. He continually was bringing forth some new method of showing goods, and his original and out-of-the-ordinary methods attracted public attention. In another way, he followed the example of James Hill. He recognized the importance of a good window trim of a new idea and promptly put these into effect.

Not alone in window dressing was his inventive ability shown. It was he who saw the possibility of securing orders through the telephone and accordingly next morning, many of the customers in the town found a method whereby they could order their morning's groceries without trouble. In one case, a large contractor having come to town to do some work, he recognized an opportunity and succeeded in supplying them with their groceries. He was the first to think of putting up sign boards throughout the country to attract the attention of the farmers while on their way to town. These he arranged himself in his spare time and had placed along the country roads.

Business became a little dull during the summer months. This clerk recognized the fact and at once thought out a plan for keeping sales up to the normal. No sooner thought of than it was acted upon. A few miles from the town was a small village which, however, was largely patronized during the summer months. To this village he went soliciting orders from the campers, taking orders one day and delivering them the next. In this way he was able to build up a nice little trade which paid handsomely for the effort expended. It was in this manner, always bringing out and acting on new ideas, that he forged his way upward, and made himself a better clerk and one more valuable to his employer.

Opportunities just as great or greater are presented to most clerks but not all take advantage of them. The clerk should remember that he who can conceive new ideas and carry them out is a much better and more valuable clerk than he who is content to drift along in the same manner as others.

TRAVELERS' HOLIDAYS.

Wholesalers Agree in Regard to Definite Period.

Wholesale grocery houses in Toronto, Hamilton, Berlin, Brantford, Collingwood, Guelph, Niagara Falls, London, Owen Sound, Sarnia, Windsor, Stratford and St. Catharines have agreed that their travellers in the western part of old Ontario shall take their holidays at the same time, namely from the 17th to 29th of July. The territory is that west of but not including Toronto, as far north as but not including North Bay and as far west and including Windsor.

Canada imported 1,747,259 bunches of bananas during the eleven months of the last fiscal year, the value being \$1,676,635. All but 46,000 bunches came from United States markets to Canadian merchants. The small direct imports were from the British West Indies. Bananas are used chiefly in the natural state but in smaller quantities in the form of banana flour made from the ripe fruit.

Chivers Pickles

can now be had in Canada

BRITISH MANUFACTURED
Pickles are always in strong demand, and we can assure you that you are making no mistake in stocking goods which have stood the test of three generations.

Chivers Gilt Label and Blue Label are worth looking into.
Pure and Wholesome.

S. CHIVERS, Limited
CARDIFF, WALES

Canadian Branch
112 St. Francois Xavier St., MONTREAL

The Condensed Ads. in this Paper will bring good results.

By Royal Letters Patent.



NELSON'S

Gelatine and Liquorice

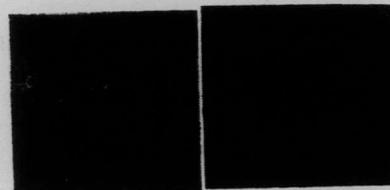
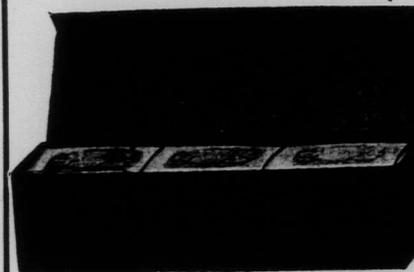
LOZENGES

Should be in your confectionery department.

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

Flies Transmit Disease

In a recent number of one of Canada's leading Monthlies, Earl Grey warns Canadian people against the ravages of the house fly. Carefully compiled statistics show that this little pest "kills more than bullets," brought on through sickness of such dread diseases as typhoid and intestinal diseases.



SMITH'S GENUINE FLY POISON

is the most powerful pad made. Kills flies instantly; they die at the pad; no dead flies around the room.

These goods have been sold continuously by the trade for the past twenty-three years, and we have yet to hear a complaint.

See that the brand you buy bears the name of Smith Bros., Beachville. Beware of unscrupulous imitations sold under our name. There is only one genuine fly poison—see that you get it; you will find it a good profit maker and a regular trade builder.

Made only by

SMITH BROS.

Beachville, Ont.

Selling the Goods that Lighten Labor

Suggestion to Clerks That Customers be Kept Informed as to the Goods on Shelves Appropriate to Summer Needs—Two or Three Examples of Salesmanship from Western Canada Prairie Town.

At this time of the year, the clerk has an excellent chance to display his salesmanship ability. It is the season of the year when appetites need coaxing and when the housewife finds herself in a quandary as to what to serve in order to please the palates of those for whom she supplies food. It is the time when suggestion on the part of the clerk will result in the boosting of sales. Besides, with the approach of the warm weather, the housewife begins to consider herself also and suggestions as to how she can prepare meals with quickness and the least trouble will be welcomed by her. On the shelves of many grocery stores, there are numerous appetite-coaxers and short cuts to summer meals, while many a weary housewife who visits the store unconsciously in search of just those things, has been told nothing about them. The clerk should be up and doing and ever putting forth an effort to get his customers using those goods.

Western Dealer's Methods.

Out in a small but growing town in the western prairies is one clerk who is doing this. He realizes the importance of suggestion and the power it has in the sale of foodstuffs and he shows that he has salesmanship ability which he is using. This clerk went westward from an Ontario town about a year ago with a determination to succeed and the manner in which he conducts his sales is plain evidence that he is headed in that direction. In the sale witnessed he sold his customer a nice bill of goods, containing several lines that in many stores would be considered in the list of fancy groceries.

The lady having ordered some sugar like many others at this season began relating her worries in regard to the daily meals "I don't know what to get for breakfast, these mornings. They seem to be tired of the porridge, we have it so often."

"Flakes are lighter and I believe better for the summer time," said the clerk.

"I believe I will try a package of — flakes," said the customer.

"We have not — flakes. We handle Blank's. We find our customers like them best."

"I tried Blank's once and did not like them. They were soggy, not crisp as I prefer them."

"I venture to say," persisted the clerk, "that the package you tried was

not fresh. We take particular care to keep our stock fresh and they retain their crispness."

"I will try a package then," returned the convinced customer.

"What about oranges, madam? They are easily prepared and also tasty and healthful for the morning meal."

"Have they any seeds in?" she asked.

"Yes, madam, these oranges contain an odd seed but not very many. They are a fine tasting orange."

The Summer Lines.

She ordered a half dozen of the oranges and inquired what they had in canned meats suitable for the evening meal.

"We have corned beef, smoked beef, veal loaf, ox tongue and potted ham," he said. "Here," he continued, "is the potted ham, which is very nice. I have been introducing it to our customers, and they like it fine."

"How much is it worth?" she asked.

"This tin is worth 30 cents."

"It is rather dear," she argued.

"Well, it is not dear when you come to consider it. It is compressed in the tin, while having no work in preparing it counts, too."

This part of the sale completed, he inquired regarding her further wants.

"I think that is all," she replied.

He was going to take advantage of every possible chance, however, and as he handed her back her change, he picked up a bottle from the counter.

"Here is a line we are featuring this week, Mrs. Customer. Blank's camp coffee. It is a nice flavored coffee, while another good point is that it is so easily prepared. The regular price is 30 cents, but we are selling it at 25 cents now in order to introduce it," and it was thus that he introduced another line and completed a most satisfactory sale.

Another Westerner.

In another Western town a clerk had some difficulty in raising the standard of goods, but nevertheless succeeded in selling the better article. The customer inquired for salmon. The clerk took two cans off the shelf, but especially recommended the one which was higher in price. Eighteen cents was the amount asked.

"My goodness," complained the customer, "I have been buying salmon at Jones' for 15 cents."

"That may be true, madam, but it cannot compare with this in quality.

You will agree with me that it was broken up considerably. This is a good solid salmon, with a much better color, and I believe that if you try it, you will feel that it is worth the difference in price."

This clerk, but a few minutes later, succeeded in raising the standard of goods purchased by another customer. It was meat sauce that was asked for.

"What kind have you been using?" inquired the clerk.

"Blank's brand," said the customer, mentioning a line retailing at the low price of ten cents.

This clerk realized the importance of raising the standard gradually. They carried sauces worth up to 35 cents. He selected a 20 cent brand. "I can give you something that will please you much better. This one is worth 20 cents."

"But I have only been paying 10 cents for — brand," she said.

"Yes, — is only worth 10 cents, but this is a much better sauce. This is not merely an addition to the meat. It gives an added snap to the taste of the meat that you will appreciate. We have used both, and would not now think of using the one you mention, as this is so much better."

FIFTEENTH FIRST PRIZE.

Minto Bros.' thoroughbred horse, Fred, captured a first prize in the Dominion Day horse parade, making its fifteenth first prize.

TRADE NOTES.

E. D. St. Germain & Co., grocers, Montreal, have dissolved.

Joseph Matteau, general merchant, St. Flore, Que., demand of assignment.

Raymond St. Thomas, grocer, Grand Falls, N.B., assigned.

E. E. Irving, grocer, Hillsboro, N.B., has sold to C. S. Wood.

Shames & Ansara, general merchants, Cobalt, Ont., have dissolved.

M. Cockerill, general merchant, Gunton, Man., assigned.

The estate of Kennedy & Anderson, general merchants, Maryfield, Sask., sold to W. F. Scarth.

W. W. McRae, grocer, Moose Jaw, Sask., sold to J. H. White.

W. J. Moffat, grocer, Moose Jaw, Sask., sold to C. C. Cronk.

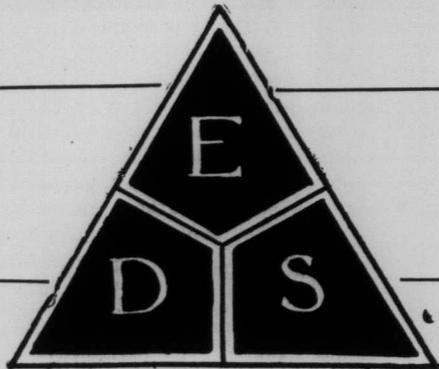
Dure & Harper, general merchants, Phippen, Sask., dissolved, W. A. Harper continuing.

That which costs nothing is generally worth less.

No man can be permanently successful who is not truthful.

Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell twelve articles instead of one.



"E.D.S." Brand Jams and Jellies

THE STANDARD OF PURITY IN FRUIT PRESERVES

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods, their purity and flavour are such as to guarantee the "repeats" and the acceptance of your suggestion will surely result in bigger sales. **TRY IT!**



Made only by **E. D. Smith, Winona, Ont.** at his own Fruit Farms

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



Two of Our
Food
Products

that unite in upholding the quality of

Kitchener Brand CANNED GOODS

Besides possessing an alluring daintiness, delicacy and flavor not always to be had even in good things, they are nicely packed and labelled in a factory of cleanliness, and are a delight and temptation for every customer.

Kitchener Brand goods always keep sweet under all conditions of temperature.

They sell and pay to sell. Stock this popular line and watch your canned goods profits go up.

The Oshawa Canning
Co., Limited
OSHAWA - - - ONTARIO

Do You Have a Pleasant Smile

When You Open Your Bank Book?

If not you should figure out where your losses are coming from. Perhaps you will find that you are paying too much for foreign goods when the Canadian are just as good.

MACARONI

VERMICELLI

SPAGHETTI

Manufactured under most hygienic conditions in Montreal by skilled men trained from their boyhood in France.

NO Customs Duty

Therefore CHEAPER GOODS, BUT SAME QUALITY, GOOD PROFITS.

L'ETOILE

("Cie Francaise de Pates Alimentaires.")
6-9 Harmony Street, Montreal.

Potatoes Advance Throughout Canada

Advances at Most Centres in Canada—Something Akin to a Famine in Manitoba—New Product Slightly Easier—Big Consumption of Lemons—Pineapples are Higher—Strawberry Crop Ends—Raspberries Commence—Fruit Trade is Good.

Dominion Day combined with the warm weather of the past week has brought a satisfactory demand for fruit covering the list in general, for it is at this time that the consumption of this class of food is large. This is truly lemon weather, especially the first part of the week, and well do dealers, both wholesalers and retailers, know it, for demand has been large. Stocks generally have again been reduced to a rather low basis and a continuance of this weather would soon firm prices up again.

Pineapples this week are higher, shipments have fallen off, while spot stocks are not large. A few Cuban and Florida pines have been arriving on Canadian markets lately, but under present weather conditions do not prove extra good shippers.

While some odd shipments of strawberries came forward this week, the finish of a none too satisfactory season is here. The first portion promised a large yield, but the drought cut the crop shorter than expected. Raspberries have come forward in small quantities and a moderate crop is expected, the rains having helped them, while having longer roots they are not so easily affected by hot weather as the strawberries, but the recent continued hot spell has proved bad for them in many sections. Canadian gooseberries have also made their appearance. Cherries steady and higher.

The situation in potatoes referred to a couple of weeks ago seems to have been well warranted. Since then advances have taken place at nearly all centres. Both Montreal and Toronto have ruled considerably higher, while something akin to a famine exists in Manitoba where sharp advances have taken place. Maritime prices are ruling firm while the same is true in the far west of the Dominion. As pointed out before, a certain amount of relief is obtainable from the new article, depending on how quickly prices on them become reasonable. While they are slightly easier this week, they are still far above the basis of old stock.

MONTREAL.

Green Fruits.—Canadian cherries have been in good demand during the past week. They are from the Niagara peninsula, are in good condition and are selling well. Strawberries are not quite done yet, but they are all but gone. New Raspberries were put on the market this week, they also being from the vicinity of St. Catharines. The demand for lemons has improved since the return

of hot weather. There is only a fair demand for oranges, but taking all the fruits together business is good. Cantaloupes are attracting considerable attention and are going along nicely. The features of the market are really cherries and the incoming raspberries.

Apricots Califor- nia, crate.....	2 50 2 75	Limes, a box	1 50
Apples, Spies, ex- tra fancy.....	9 00	Oranges— Valencia.....	3 50 4 00
Bananas, bunch.	1 65 1 85	Sorrento.....	3 25 3 50
Bananas, crated.	2 00 2 25	Mexican.....	2 75 3 00
Cantaloupes, Cal	4 50 6 00	Peaches, Califor- nia, crate.....	2 00 2 25
Cherries, Cana- dian	1 50 1 60	Pineapples— Havanas, case..	2 50 3 00
Cherries, Califor- nia, crate.....	2 25 3 01	Plums, California crate.....	2 00 2 75
Cocoanuts, case.	4 25 4 75	Raspberries, box	0 15
Grape fruit, Flo.	3 75 4 50	Strawberries, Ca- nadian.....	0 09 0 12
Lemons.....	4 00 4 50		

Vegetables.—The weather of late has been too warm in the sense that it plays havoc with the fruit dealers' stocks. Old potatoes are scarce and are higher in price. Tomatoes are stationary but it is expected that Canadian tomatoes should soon be received. Cabbage are moving fairly well.

Beans, wax, hamper..	2 00	Onions— Egyptian, bag.....	3 00
Beets, doz.....	1 25	Bermuda, crate.....	3 50
Carrots, doz.....	1 25	California potatoes new, per bbl....	5 50 6 00
Cabbage, crate..	3 50 4 50	Potatoes, bag.....	1 50
Cucumbers, bas.	2 50 3 25	Radishes, dozen bunches.....	0 30
Garlic, 2 bunches	0 25	Tomatoes, flats.....	1 50
Green Peppers, small basket	1 25	Turnips, bag.....	1 50
Leeks, doz.....	1 75 2 00		
Lettuce— Canadian lettuce per doz.....	1 50		

TORONTO.

Green Fruits.—Under favorable weather the demand for fruits continues satisfactory on this market. The extremely warm weather has been responsible for a big demand for lemons and stocks are rapidly decreasing. A continuance of the warm weather would soon cut present stocks to a low basis and cause a firm market on this line. Pineapples are higher at \$3.50 to \$4.50 per crate but stocks are such as will not keep for any length of time. Strawberries, while drawing to a close, are still being offered in limited quantities and at changeable prices. Raspberries will be coming along now, some arrivals going out at 13 to 15 cents, while gooseberries are bringing 85c to \$1.00 per basket. California apricots, peaches and plums are finding a satisfactory demand. A few Canadian tomatoes have made their appearance,

Bananas.....	1 00 1 75	Gooseberries, basket.....	0 85 1 00
Cocoanuts, sack	4 75	Tomatoes, 4 box crate.....	1 50 1 75
Florida, per case	4 50 5 00	Rhubarb, doz.....	0 25 0 40
Lemons— Verdelli.....	4 50 5 00	Cherries, 10-lb. boxes.....	2 50
Limes, box.....	1 50	Peaches, 6-dozen boxes.....	2 00 2 25
Oranges— Late valencias..	4 30 4 25	Plums.....	2 75 3 00
Med. sweets.....	3 50 3 50	Apricots, 6-doz boxes.....	2 75 3 00
Pineapples, per crate	3 50 4 50	Cherries, Cana- dian, 11-q. bak	0 85 1 00
Strawberries— Canadian, qt....	0 10 0 12	Watermelons.....	0 50
Raspberries.....	0 13 0 15		

California Fruits

Peaches, Plums,
and Apricots

Cars arriving every few days,
we guarantee the best fruit
shipped from California.

LATE VALENCIA ORANGES
the best in the World.

Messina Lemons,
Cabbage, New Potatoes,
Grape Fruit, Bananas,
Tomatoes, Cucumbers, etc.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST TORONTO
are Largest Receivers

"St. Nicholas"

Lemons will sell in cool
weather.

That'll Do!

says the Fancy Dealer
when you show him a
box of "St. Nicholas"

The Quality
Sells Them

J. J. McCABE

AGENT

TORONTO, : : ONT.

Vegetables.—Potato prices seem to be maintained at the advance of last week and \$1.75 straight is being quoted by most dealers, with stocks continuing low in compass. The new imported product from Virginia are slightly easier with \$5.75 per barrel being asked this week. In regard to the future course of old stocks much depends on how quickly the new article cheapens, as it is upon this and the resulting consumption that the course of old potatoes depends. Wax and green beans are selling at a lower price this week.

Beets, Louisiana doz. 0 75	Onions— Texas, case. 1 75
Canadian beet, bag 0 60 0 75	Egyptian, sack. 2 50
Cabbage, South Carolina. 3 75	Potatoes, Onta- rio, bag. 1 75
Carrots, new, box 3 to 4 doz. 1 75 2 00	Potatoes, new, barrels. 5 75
Cucumbers, hamper. 2 50	Ferley, per doz. 0 75
Wax beans, ham- per 1 50	New turnips, p. r 11-qt. basket. 0 60
Green beans, hamper. 1 25	Asparagus— Canadian, doz. 0 75 1 00
Lettuce, Cana- dian, head. 0 25 0 30	Spinach— Hamper. 0 35 0 50

WINNIPEG.

Fresh Fruit.—There is little new in the fresh fruit market this week, except that

Royal Crest Brand Late Valencia Oranges

The finest Summer Oranges that come from California

Very heavy and juicy, and possessing that genuine orange flavor not found in other Brands.

The following sizes are especially fine:—96's, 112's, 126's, 150's.

Try Them

WHITE & CO., Limited,
Fancy Fruits
TORONTO.

RASPBERRIES

ARE COMING FREELY NOW

CHERRIES

MONTMORENCY SOUR

RED CURRANTS

LARGE CHERRY

GOOSEBERRIES

LARGE ENGLISH

TOMATOES and CUCUMBERS

Canadian Field Grown

Wax Beans, Peas, Cabbages, New Carrots, Beets, &c.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS

HAMILTON, ONT.

PHONES 1990—2700—3200

Domestic Fruits

are now coming quite freely. We have fresh arrivals every day. Send along your orders.

California Fruits

Peaches Plums Apricots Cherries Canteloupes

Oranges Lemons Bananas Watermelons

Pineapples New Potatoes

New Cabbage

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN



WEATHER

is favorable or more favorable according to the temperature. We cannot always have extreme hot weather, but we can always have Buster Brown Lemons on hand ready for the demand. Mention the brand when ordering.

W. B STRINGER, Sales Agent

FRATELLI FOLLINA, Packers
MESSINA, Palermo

Hood River strawberries appear to be in as great demand as ever, in spite of the fact that Bashon Island are being offered at 50 cents to \$1 per 24 quarts cheaper.

Florida grape fruit, box.....	6 50
Bananas, bunch.....	3 75
Navel oranges.....	3 60
California lemons, crate.....	6 00
Messina lemons.....	5 00
Hood River strawberries, 24 qt.....	4 50
Tennessee strawberries, 24 qt.....	4 50
Florida pineapples, case.....	4 50
Cal. black cherries, 10 box.....	3 00
Cal. white cherries, 10 box.....	3 25

Green Vegetables.—An active trade has been taking place in green vegetables during the week, and the demand is reported to have increased considerably. Supplies of native grown lines are finding their way to the market and gradually the southern grown vegetables are giving place to native. Florida beans are off the market, but in their place Minnesota beans are being offered at \$4.25 per basket. Southern green peas have also arrived and are quoted at \$4 per bushel.

Native mint, per doz.....	0 50
Native green onions, doz.....	0 20
Native parsley, per doz.....	0 35
Native lettuce, per doz.....	0 25
Native watercress, doz.....	0 35
Minnesota cucumbers, doz.....	1 25
Texas cucumbers, doz.....	0 90
Mississippi tomatoes, crate.....	1 50
American head lettuce, doz.....	1 25
Native spinach, lb.....	0 34
New cabbage, per lb.....	0 06
Florida celery, per crate.....	4 50
American peppers, basket.....	1 00
Native rhubarb, lb.....	0 02 1/2
Minnesota beans, bushel basket.....	4 25
Southern green peas, per bushel.....	4 00
Mississippi carrots, per lb.....	0 07
Mississippi beets, per lb.....	0 07
Mississippi turnips, per box.....	2 50
Native mushrooms, per lb.....	1 50
Native asparagus, per doz.....	1 40
Native radishes, per doz.....	0 20
Native turnips, per doz.....	0 40

Potatoes.—A regular bull market has been prevailing in potatoes, the price of small lots having jumped 30 cents during the last week. Present quotations are now \$1.50 a bushel in small lots and \$1.25 for 10 and 20 bushel lots. Ontario potatoes in carloads have advanced 15 cents per bus., while Florida new potatoes have also gone up 1 1/2 cents per pound. This last line is costing at present \$2.40 per bushel in Minneapolis. Supplies are extremely small and the demand strong.

TRADE NOTES.

The annual picnic of the grocers' section of the Montreal branch of the R. M.A. will be held at King Edward Park on July 26. That this affair will be a big success is a foregone conclusion. It should be a case of history repeating itself and probably with a little more eclat than in previous years.

The wholesale grocery and provision business of J. H. Harris & Co., of Moncton, N.B., has been purchased by Baird & Peters, of St. John, N.B. The real estate was not included in the deal, it is said, but it is understood the buyers will be given a lease of the buildings.

It is rumored that a sugar factory with a thousand ton capacity will be erected in Chatham, Ont.



Fish - Oysters



Warm Weather Should be Fish Weather

People Prefer Fish Diet in Warm Weather—Should be Fair Demand if Handled Promptly and Properly—Business is Reported Fairly Good—Nova Scotia Mackerel Catch is Larger Than Last Year—Prices are Steady.

The warm weather should be fish weather if the fish is handled promptly and properly. People do not care much about meat when the weather is as warm as the thermometer lately recorded it. Business is reported fairly good this week with halibut, salmon, whitefish and several other lines in good demand.

The unsettled weather in Nova Scotia has interfered with the drying of the new cure bank and shore fish there, Dogfish are plentiful around the shores and are interfering with the fishermen. The catch of mackerel to date in that province has been considerably larger than last year. Newfoundland herring are coming along freely and easing off in price.

QUEBEC.

Montreal.—Halibut remains one of the most popular of present lines and is in good demand. Haddock and cod are also plentiful with the prices low. Gaspe salmon are in good supply with prices firm. Brook trout are now very scarce with few arriving. Fresh eels are coming forward nicely. Mackerel are not so plentiful but they are reported sufficiently plentiful for orders that are likely to be received. Lake trout and whitefish are arriving regularly but dore or pickrel are none too plentiful.

FRESH	
Alewives (shad herring) per 100 fish.....	2 00
Bluefish, per lb.....	0 16
Dressed perch, per lb.....	2 10
Dressed bull-heads, per lb.....	0 10
Eels, fresh, each.....	0 25
Mackerel.....	0 10
Haddock, per lb.....	0 04 1/2
Steak cod headless, per lb.....	0 05
Halibut, express per lb.....	0 09
Salmon, S.C., lb.....	0 18
Salmon, Gaspe.....	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
Pickrel or dore.....	0 12
Whitefish, lb.....	0 11
FROZEN	
Haddock.....	0 08
Halibut, per lb.....	0 09
Pike, round lb.....	0 05
Pike, dressed & headless, cases 150 lbs., per lb.....	0 06
Trout pike.....	0 05
steak cod.....	0 04
Mackerel.....	0 11
Salmon, B.C., red 09.....	0 10
Gaspe salmon.....	0 15
per lb.....	0 15
Qualla salmon.....	0 09
No. 1 Smelts, boxes, 10 and 15 lbs. each.....	0 07
Whitefish, large, lb.....	0 07 1/2
Whitefish, small.....	0 06

SALTED AND PICKLED	
Labrador sea trout, bbls.....	12 00
Labrador sea trout, half bbls.....	6 50
No. 1 mackerel, half bbl.....	3 00
Scotia herrings, No. 3, bbl.....	6 00
Lake trout, half bbl.....	6 00
Choice mackerel half pail.....	3 00
Salmon, B.C., red, bbl.....	14 00
" " pink, bbl.....	13 00
" " Labrador, bbl.....	16 00
" " " " bbls.....	8 50
" " " " bbls.....	21 00
Salt cod, per lb.....	0 07
Sea trout, 1/2 bbl.....	6 50
Sea trout, bbl.....	12 00
Scotch herring.....	6 00
" " " " keg.....	1 00
Holland herring, 1/2 bbl.....	5 50
" " " " keg.....	0 75

SMOKED	
Smokers, large, per box, 60s.....	1 10
Haddock.....	0 08
Herring, new smoked, per box.....	0 25
Kipper herring, per half box.....	1 00
New filets, per lb.....	0 10

SHELL FISH	
Shell oysters, bbl., choice.....	13 00
XXX Shell Oysters.....	10 00
Leibsters, live, per lb.....	0 25
Oysters, choice, bulk, Imp. gal.....	1 40
" " " " bulk, select.....	1 00
Solid meats—Standards, gal., \$1.75; select, gal., \$2.....	

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	7, 8, 10
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 75

ONTARIO.

Toronto.—Extremely warm weather has been responsible for a marked slackness in the fish trade this week. A falling off in production has caused an upward move in prices of some lines. Most noticeable has been halibut which has advanced to 10 cents per pound, perch to 6, fresh trout to 11 and white fish to 12 cents. The favorite lines in demand at present are trout, white fish and halibut.

FRESH CAUGHT FISH	
Steak cod.....	0 07 1/2
Fresh halibut.....	0 10
Perch.....	0 06
Fresh trout.....	0 11
Fresh caught white.....	0 12
Fresh caught herring.....	0 08
Haddock.....	0 06
Pickrel.....	0 10

FROZEN FISH	
Whitefish, winter caught.....	0 08 1/2
Yellow pickrel.....	0 04 1/2
Mullet.....	0 04
Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH	
Acadia 3-lb. box per crate.....	5 40
Shredded cod.....	2 25
Cod, Imperial, per lb.....	0 06
Filets, per lb.....	0 12
Haddock, Finnan.....	0 08
Pickled lake herring, 100 lb. kegs.....	2 80
Qualla on toast, per lb.....	0 07
Shrimps, per gal.....	1 25

NOVA SCOTIA.

Halifax.—Unfavorable weather the past ten days has seriously impeded the drying of new cure bank and shore fish, and expected arrivals have not yet shown up. However, after a few fine days, four or five cargoes will be along, and in the meantime, exporters are able to fill their requirements ex a 3,000 quintals

THE CANADIAN GROCER

cargo landed here this week from St. John's, Nfld.

Dogfish have made their appearance on these shores and are giving the fishermen much trouble. Spring bankers are now on their summer trips, and while bait in some sections is reported particularly scarce, some can be obtained on the Newfoundland coast. Everything points to a good all-round fishery. Present prices rule very high, and some dealers say that it would be a good thing for the trade generally of prices dropped \$1 to \$1.50 a quintal for cod.

The catch of mackerel to date is considerably better than last year, and as a result the price has eased off \$2 per barrel. Newfoundland herring are coming along freely, and the price is also easing off. The catch of alewives is small, and the price is advancing. Quotations are \$5.25 to \$5.50 per barrel.

MANITOBA.

Winnipeg.—The catch so far this season on Lake Winnipeg has been exceptionally good, many of the wholesalers in town stating that they have never seen it as good before. Trade in fresh fish is fairly active, but it is expected to increase considerably as the summer advances, as at present there is still a lot of frozen fish being offered on the market. Large quantities of fresh fish

are now being shipped to all parts of the prairie provinces.

FISH (FRESH)

Salmon, per lb.....	0 16
Hallbut, per lb.....	0 69½
Fresh lake trout, per lb.....	0 12
Lake Winnipeg white fish, per lb.....	0 08½ 0 09

SMOKED FISH

Kippered herring, per box.....	2 00
Smoked Salmon, per lb.....	0 20
Holland herring, per keg.....	0 68
Fillets of haddock.....	0 12
Smoked cod.....	0 13
Labrador herring, ¼ barrels.....	4 25
Bloaters, per box.....	1 50
Smoked goldeyes, dozen.....	0 50
Finnan haddies.....	0 08

HOLIDAYS OF MONTREAL FIRM.

Montreal, July 6.—The city travelers of Chaput Fils & Co., will receive their holidays beginning with the third week in July and the country travelers the 1st week in August. Their routes will be covered by other travelers during their holidays.

ORGANIZING CLERKS.

Wholesale and Retail Clerks in St. John are Active.

St. John, N.B., July 6.—What is expected to prove a strong organization in the Maritime Provinces is now in process of formation. The organization in question will comprise the wholesale and retail clerks of St. John, and their numbers are expected to be about 1,200 or 1,400. They will have as the ob-

jects of their association the betterment of the conditions of the clerks in the different branches of business, and their members will be drawn from all all lines of trade in which clerks are employed. They are expected to prove a strong factor in the business circles of the city if properly organized.

SARNIA HOLIDAYS.

The merchants in Sarnia, Ont., decided unanimously at their last meeting to have a half-holiday on all the Wednesdays in July and August. A co-operative delivery system was also discussed. A deputation from Port Huron, Michigan, challenged the Sarnia men to a baseball series.

DRIED APPLES

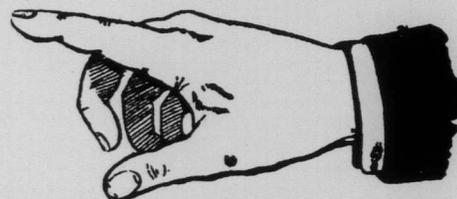
We have a few hundred pounds of Dried Apples for sale.

O. E. ROBINSON & CO.
INGERSOLL - ONTARIO

Would you like our Weekly Circular?

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer



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, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros. Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Lines the Dealer Can Feature in July

Some Suggestions Calculated to Make of an Unusually Dull Month a Profitable Period—The Picnic Trade Possibilities—Selling Confectionery, Chocolates and Fancy Biscuits—The Place of Systematic Display in Developing Business.

While July is generally one of the warmest months of the year, and, for this reason, not particularly attractive for the shopper, the dealer can by exerting energy not only maintain sales at an average, but exceed it, because there are certain things, which, if taken advantage of, will work in his favor.

If this is to be done, an essential is that the store be made attractive for customers that they be put in a buying mood. Good displays, both in windows and on counters, and a clean and cool store will do much towards this object. A resting room, or even chairs, as well as cool drinking water, should also be features of the store during the summer months and especially during July.

The Picnic Business.

This is the season of picnics and this class and summer goods in general will be in good demand this month. So lines of foodstuffs that afford short cuts towards the preparation of meals might be featured to advantage. Do not wait for customers to ask, but keep them constantly before them, for the public is not as well informed as the merchant and so is not always acquainted with the many summer foods carried by the grocer. Soft drinks, lemonade, lemonade powders, lime juice, orangades and other summer drinks are now in full swing, and it might be well to have proper display, both interior and window, made of all these articles. They will by this medium be brought to the attention of every customer who passes or enters your store.

The preserving season is now well under way also and the dealer might urge fruits and other essentials as much as possible during the next month or so. Strawberries may be done, but there are raspberries, and several varieties of wild berries, as well as cherries to make their appearance this month. Each one should be featured in turn by display, advertising, and personal talks. When fruit of any kind is sold to the customers, sugar should be always mentioned, because this is the season of large consumption for that line.

Confectionery and Biscuits.

It should also pay to give particular attention to your confectionery and fancy biscuit trade this month. Candies and chocolates will be in excellent demand and the dealer with the attractive display will get the business. Keep your stock fresh by buying in small quantities and more often. The housewife does not

do as much cooking as usual during

Also the dealer could take some particular line each month and give it special prominence. Take tea, coffee, flour,

July and therefore cakes will be in better demand.

or any other line carried which you wish, and during the month feature it in both advertising and display and it will probably be found to produce good results.

Thus with all the means and methods which the dealer has at hand, instead of being a quiet month, July could be made one of the most profitable for the grocer.

THE SEASON FOR THE SELLING OF FRUIT JARS

Some Reasons Advanced in Favor of the Dealer Urging the Sale of Quality Goods—How Jars Play Important Part in Preserving Season, and in Merchant's Hold on Customer, as Well

The season for the sale of fruit jars has commenced, and if the dealer is to make the most of the opportunities presented no time is to be lost. He can stock up all grades of goods, and can sell all grades but, generally speaking, it is advisable to urge the best quality because of the necessity for maintaining the confidence of his customers and also because it gives him a strong point for his advertising and selling talk. If he talks quality, he must deliver high quality fruit jars. If the housewife's fruit happens to spoil through some defect in the jar, he may be sure that the reaction on his trade will be large for she will probably not only withdraw her fruit jar trade, but she will not place the same confidence in him afterwards.

While most housewives have a supply of fruit jars left from the last year which suffices them for the early portion of the season, the grocer should not allow this to prevent his pushing his jar sales from the very first, for there are many just entering the business of housekeeping, while others are dissatisfied with last year's jars. By putting good arguments to these women in the proper manner, he may be able to sell them a whole new supply.

Advertising, window display and personal salesmanship are the three methods at hand. As pointed out before the reliability of his jars can be made a feature of his advertising and, when selling fruit or sugar for preserving he possibly should not forget to mention the fruit receptacle. Catchy window display might also do much good.

Fruit jars may be either displayed in conjunction with fruit or alone. In showing, plate glass platforms might be utilized to build them one upon another. By having several pieces of plate glass, differenting in size from large to small, pyramids of the jars may be made making a good looking display. One

show card for the window could be: "Penny wise and pound foolish is the housewife who buys unreliable jars because they cost a little less." Another card might read: "Let us show you the good points of fruit jars."

It might also be well to associate fruit, sugar and fruit jars. When one line is sold be sure to mention the other two for in a large number of cases, the customer who requires one needs the others.

FRUIT NOTES.

Bananas are enjoying a big trade at the present time.

California Cantaloupes are now offered in Canadian markets.

Apples are about a thing of the past on Canadian markets.

Before starting to seed raisins, pour boiling water over them and let them stand ten minutes.

Lamb, whether baked or roasted is improved by being sprinkled with lemon juice.

The superintendent of the New York Fruit Exchanges makes the visible supply of lemons 248,000 boxes, compared with 175,000 boxes at the same time last year, 174,550 boxes at the same date in 1909, and 214,000 in 1908.

One tea report from Ceylon says:—"The shipments for April to the United Kingdom were short of the estimate by about three quarters of a million pounds, while they were over one and one quarter behind the shipments for the corresponding month last year. Quality has been falling off but it is fully up to the average for this season of the year. The quantity of really good tea has been very limited, full prices being paid by Russian buyers for all the best orange pekoes and pekoes, while brokens have been in somewhat poor demand.

By Appointment to



*His Majesty
KING GEORGE V*

Established 1817

Macfarlane Lang & Co's

“
Coronation
”

Biscuits

The Biscuit which should be in every
Loyal Household throughout 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.



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The Grocer's Encyclopedia---Starch

Some Facts About the substance Used in Nearly Every Home in the Country—When it Was First Introduced in the Old Land, and How Its Manufacture has Been Reduced to a Science.

Starch is a white, soft, glistening but insipid vegetable substance, universally present in great or small proportions in all vegetable substances, but the chief commercial sources of supply are rice, maize, wheat and potatoes. In France commercial starch is made from horse chestnuts while in India and China, it is produced from sago. Starch was first introduced into England in 1564.

Rice contains about 84 per cent. of starch; maize, 81; wheat flours, 56 to 72; rye, 70; potatoes, 12 to 18. As found in commerce starches are fine, white, inodorous powders, or in masses of irregular shape which are readily reduced to powder.

It is composed of 43.48 per cent. of carbon, 49.45 of oxygen and 7.06 of hydrogen. Potato starch is easily broken up and is composed of much larger grains than wheat starch; it also forms a jelly with water at a lower temperature. There are of course, several methods of producing starches, the chief object being to remove the gluten.

Wheat and Barley Starch.

Wheat and barley starch used to be made by washing the crushed grain or flour with water until all the white color was removed. This was allowed to settle, the water being poured off, and the sediment dried. It was found, however, that it could be separated by diluted caustic potash, and this, acting equally well on rice and maize, these latter cereals superseded wheat in starch manufacture.

Starch Differences.

Chemically, all starches are alike, but while the microscope shows them to consist of small, round or oval grains, each description is readily distinguishable by its form, size and marking. The granules of the potato are over three times the size of wheat and ten times larger than the grains of rice starch.

Cold water starch is made by boiling the starch under high pressure during manufacture, which renders the starch afterwards soluble in cold water, and this with the heat applied during the process of ironing suffices to produce the stiffness required in ordinary linen.

Perhaps some of these facts have interested you, Mr. Grocer. Do not forget that your customers are also interested in information of goods which they use daily. To arouse their interest you might tell how this, one of their chief ironing essentials, is manufactured, and

it might prove a means of improving the goods used.

THE WEEK'S TRADE CHANGES.

The Happenings of the Grocery Trade From Coast to Coast.

ONTARIO.—A. R. Calcott, grocer, London, has sold to George Porter.

J. E. Ferrier, general merchant, Porcupine, has assigned.

Fanny E. Sweet, Hamilton, has sold her grocery store.

J. G. Gibson, grocer, North Cobalt, has moved to Swastika.

QUEBEC.—The assets of J. O. Leger, general merchant, St. Telesphare, have been sold.

M. Dorion, general merchant, Ste. Scholastique, offering to compromise.

MARITIME PROVINCES.—G. N. Millet, general merchant, Chester, N.S., deceased.

WESTERN CANADA.—R. H. Pedlar, grocer, Winnipeg, Man., has sold to D. Price.

J. D. Score, grocer, Winnipeg, suffered loss by fire.

Geo. Gilmour, general merchant, Disley, Sask., sold to People's Supply Co.

Irving & Hutchinson, grocers, Kerrisdale, B.C., sold to Jardine & Dickinson.

McFadden & Hayes, general merchant, Carnduff, Sask., succeeded by R. E. A. Stinson.

A. Abramovich, general merchant, Bladworth, Sask., succeeded by Chiterman & Abramovich.

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

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD
IN QUALITY.
ALL OTHERS ARE IMITATIONS

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

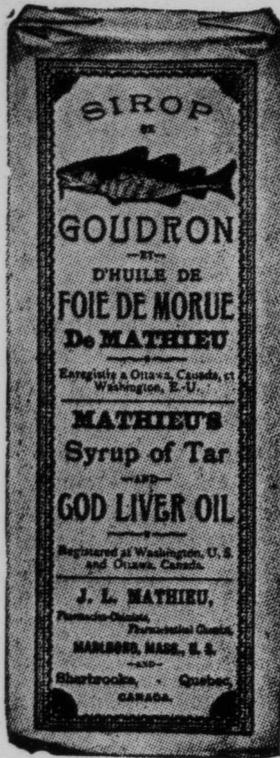
Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade





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

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.



ALWAYS RIGHT. SUN PASTE

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.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof. "2 in 1" is a popular favorite and sells all the time.

See to Your Stocks

The F. F. Dalley Co., Ltd.
HAMILTON, ONT. and BUFFALO, N.Y.

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBERS**

½-lb tins—
3 doz. in case.

"Flies Kill More Than Bullets"



This is no flight of fancy but a sober statement of fact. In the Boer War 1,924 deaths out of 2,197 resulted from typhoid fever communicated by flies.

Help your customers to ward off every kind of infectious disease by selling them

WONDER FLY KILLER

The Most Effective Fly-Destroyer on the Market.

Dominion Agents:

Crystal Sealing Co.

204 Stair Building, Toronto

Phone Adelaide 199

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**

The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating—absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.

"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS



for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton
Winnipeg

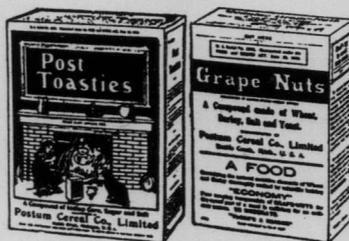
CLARK'S PORK AND BEANS in Tomato Sauce	
Per doz	
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 4, 1 doz. in case	4 00
No. 12, 1 doz. in case	6 50

Japan Teas—	
Victoria, half case, 90 lbs.	0 27
Princess Louise, half case, 80 lbs.	0 20
Ceylon Green Teas—Japan style—	
Duchess, cases 60 lbs.	0 24



3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate. 4

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



F.O.B. Montreal

GUNNS "EASTFIRST" LARD COMPOUND.



Tierces... 0 09
Tubs... 0 09
20-lb. pails... 0 10
20-lb. tins... 0 08
10-lb. " " 0 10
5-lb. " " 0 11
3-lb. " " 0 10
1-lb. cartons 10 1/2

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"	
Sur Extra Fins, 40 Bou.	10 50
Extra Fins, 100 tins	15 00
Tres Fins, 100 "	15 00
Fins, 100 "	13 00
Mi-Fins, 100 "	12 00
Moyens No. 2, 100 "	10 00
Moyens No. 3, 100 "	8 75
Asparagus, Haricots, etc.	

MINERVA PURE OLIVE OIL.	
Case—	Case—
12 litres..... 6 50	24 pints..... 6 25
12 quarts..... 6 75	24 1/2-pints..... 4 25
Tins—	Tins—
6 gals., 2s..... 23 00	3 gals., 20s..... 13 50
2 gals., 4s..... 23 00	1 gal., 48s Sq..... 17 00
1 gal., 10s..... 25 00	1 gal., 48s Rd..... 18 50
1/2 gal., 20s..... 26 00	

VICHY WATERS.	
St. Nicolas, 60 qts.	7 00
La Neptune, 60 qts.	6 00
La Capitale, 60 qts.	5 00
La Sanitas Sparkling, 50 qts.	3 00
" " 100 pts.	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's.	7 50

CASTILLE SOAP	
Le Soleil, 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 24 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3/4 oz.	3 75 case
" La Luna, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 24 lb. bars	0 08 lb.
" 50 lbs., 1 lb. bars	3 25 case
" 100 lbs., 3/4 oz. bars	1 80 case
" 200 lbs., 3/4 oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.	
Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splits	4 75
Apple Juice, 12 qts.	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" 24 pts.	5 50
Matte Golden Russett—Sparkling Cider, 12 qts.	5 00
" 24 pts.	5 80
Apple Vinegar, 12 qts.	2 50

RICH STARCH "REMY."	
Case 50 lbs., 2 lbs.	0 08
" 50 lbs., 1 lb.	0 08
" 100 lbs., 1 lb.	0 08
" 200 lbs., 1 lb.	0 08
Bri. 240 lbs.	0 07
Keg 120 lbs.	0 07

CHLORIDE OF LIME.



(Moody's Royal)

Per doz.	
1 lb. Carbonized Fibre packages	0 85
1/2 lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs .1b.	0 05
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

Large size, 1 1/2 lbs.	0 80
Small size, 10 oz.	0 45
Packed 3 doz. in wood box	

Jam Per lb.

30-lb. wood pails..... 0 08
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75

Jelly Powders



Assorted Case, Contains 2 doz.	\$1 80
Lemon (Straight) Contains 2 doz.	1 80
Orange (Straight) Contains 2 doz.	1 80
Raspberry (Straight) Contains 2 doz.	1 80
Strawberry (Straight) Contains 2 doz.	1 80
Chocolate (Straight) Contains 2 doz.	1 80
Cherry (Straight) Contains 2 doz.	1 80
Peach (Straight) Contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2d class.	
Assorted case, contains 4 doz.	\$3 60



Assorted Case, Contains 2 doz.	\$2 50
Chocolate (Straight) Contains 2 doz.	2 50
Vanilla (Straight) Contains 2 doz.	2 50
Strawberry (Straight) Contains 2 doz.	2 50
Lemon (Straight) Contains 2 doz.	2 50
Unflavored (Straight) Contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	

IMPERIAL JELLY DESSERT



TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

Per doz.	
D.S.F., 1/2-lb. tins 1 40	F.D., 1/2-lb. tins. 1 45
" 1-lb. tins 2 50	Per jar
" 1-lb. tins 5 00	Durham, 4-lb. jar 0 75
F.D., 1/2-lb. tins. 0 85	1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen.....	0 45 dozen
Medium, cases 3 dozen.....	0 80
Large, cases 1 dozen.....	1 35

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	\$0 40
Fancy boxes (36 or 50 sticks), per box.	1 25
" Ringed" 5-lb. boxes, per lb.	0 40
" Acme" pellets, 5-lb. cans, per can.	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can.	2 00
Licorice lozenges, 1-lb. glass jars.	1 75
" " 20 5-lb. cans	1 60
" Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box

Lye (Concentrated).



GILLETT'S PERFUMED LYE Ontario and Quebec Prices.

Per case	
1 case of 4 doz	\$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.



SHIRRIFF BRAND "Imperial Scotch"	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

SNAP



SELLS

SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like **SNAP** for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

Snap Co., Limited, MONTREAL
Canada

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

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Fish-
ford and Black steamer
leaves Halifax for Ber-
muda, The British West
Indies and Demerara, and
is away thirty-eight days,
& a delightful trip for
moderate cost. Write us.

FISHPORD & BLACK

HALIFAX



OAKEY'S

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

'WELLINGTON'

KNIFE POLISH

JOHN OAKLEY & SONS, Limited

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

Wellington Works, London, England

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada

FOR SALE EVERYWHERE

THE CANADIAN GROCER



Behold the Smooth Talker with the Laurier-like pose---
Risking his Reputation for the sake of a Sale.

For a *One-time Sale* losing a Customer's *influence*.

Think, Brother Grocer.

Flour is only her *Raw Material*.

It *isn't* food like Bread is.

It is Bread that *you* are selling *indirectly*.

So sell her flour to make the *Best Bread* she knows how.

Flour that saves her money—giving *more loaves* to each mixing.

Bread that is big and white.

That is light, porous, moist.

Bread that *feeds*, so that your trade may be *healthy*.

And you get the money the *doctor* otherwise gets.

Bread she is proud of, that she can *display* to the neighbors and tell them the name of her grocer.

FIVE ROSES can do it for YOU.

That and *more*, Brother Grocer.

Makes your customers *Quality Buyers*.

Weaning them away from the Price Cutter, destroyer of profits.

And all the FIVE ROSES advertising gives the housewife *your* selling advantages.

And the flour dispenses *Uniform Satisfaction*.

It has taken FIVE ROSES twenty-three years to become the *best liked* and *best sold* flour in Canada.

Its reputation is too *valuable* to risk for a few cents extra profit.

So your Quality is *secure*.

Why don't YOU insure your profits?

Why don't YOU make each patron a *permanent* asset?

Make her better pleased with herself—make her a better baker—make her demand *quality* in all things you sell.

Sell her FIVE ROSES.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

MONTREAL.

Five Roses Flour

Not Bleached



Not Blended