

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.

Winnipeg: 34 Royal Bank Building
New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO JULY 28, 1911

No. 30

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

Juicy Fruit Pies Often Run Over

Rhubarb, Cherry and other fruit pies have a most disconcerting habit of refusing to hang together when they are being served. If in the making a little of

BENSON'S PREPARED CORN

has been added, this difficulty is done away with. Some of your customers who know cornstarch as a basis for blanc-mange, would be surprised and interested to have you tell them little facts like this. Incidentally, you will sell more Benson's Prepared Corn.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

He Profits Most Who Serves Best

Your customers are all vain, more or less, and if you are courteous and obliging to them and make them feel that your business is to serve and please them, they will buy one or two specialties which are profitable to you, whereas their intentions were only to buy a single article which usually pays a small profit.

But if you cannot vouch as to the quality of an article, do not persuade your particular customer to buy it, for if the article proves unsatisfactory, their confidence in you, which is the basis of your trade, is gone, and gone with it your opportunity to reap the profits on future sales.

If you sell them Tootsies to-day for Mothers' Day, you will not have the opportunity to sell them Mothers' Day to-morrow.

Why lose any customer's confidence, lose money, and have yourself advertised as not being reliable, when a little care in selecting your stock would eliminate any possibility of such results.

It is not a matter of how much I can do my customers for, but how much can I do for my customers, and in serving them with Quality products you are insuring their confidence in you and their good-will.

MACONOCHIE'S QUALITY PRODUCTS

Serve Their Purposes. Your Customers Know

MACONOCHIE'S Pickles, Pastry, Pickled Apples, Pickled Onions and Pickle, Worcestershire Sauce, etc.

Your Labels Are Yours. For Your Customers Know

McLaren's Pickles, etc.

A Pleasant
Surprise
When You
Take Stock!

IT would certainly be a task to find a grocer who prefers to list goods on hand rather than money in the bank at stock-taking time — “money talks”—“a bird in the hand is worth two in the bush,” friend!

Standard, trade-marked goods are a bulwark of safety, and as desirable to have on your shelves as money on your pass-book, for they turn themselves quickly—and with absolute certainty. If you write them down as “cash,” you need not discount a penny from their fixed retail selling value. The more you lean on their virtues, the pleasanter your surprise will be when you inventory up at the close of your business year.

Arthur P. Tippet & Co.
Agents
MONTREAL - - TORONTO

THE virtue of absolute cleanliness is firmly linked to that of evenness of quality in the Griffin & Skelley line of Dried Fruits. The standard remains as fixed as the stars—it never varies!

“Griffin” Dried Fruits



LA CALICE Castile Soap rings as honest and true as the matchless steel blades of the old Spanish town from which it takes the name “Castile.” Its purity never has and never will be questioned, friend!

La Calice Soap

NO other canned Asparagus can match the delicate, tender, deliciousness of the Griffin & Skelley brands, because no other is nurtured under such ideal conditions of soil and climate. The Griffin & Skelley Sacramento River Asparagus beds are unrivalled on the Pacific Coast.

“Griffin” Asparagus

Manufacturers' Agents and Brokers' Directory

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

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. Sacrament 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

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

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

J. A. TILTON

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

—MOOSE JAW—

WHITLOCK & MARLATT

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

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

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

Lind Brokerage Co.

73 Front St. East - - - TORONTO

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.

220 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 89

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

WINNIPEG

Tomlinson, Semmens & Co.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

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

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

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St, Calgary; Royal Stores Ltd., St. John's, Nfld

KOPS BREWERIES, London, S.W., England



**BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND**



**Makes
Your
Customers
Satisfied**

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**

By Special
Appointment



Established 1817.

to His Majesty
King George V.

Macfarlane Lang & Co's

"Granola Digestive" Biscuits

(Regd.)

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

SAMPLES AND FULL PARTICULARS FROM

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

An important fact to
remember is that

"Granola Digestive" Biscuits

are quite distinctive
in character, and
must not be confused
with the ordinary
varieties of whole-
meal or digestive
biscuits.

The word "Granola"
—registered as a
trade mark—is
stamped upon each
biscuit, and also
appears upon all
labels and packages.

Macfarlane Lang & Co's

Biscuit Manufacturers,
Glasgow and London.

Peas that Please the Palate!



Instead of selling Foreign Peas to supply the demand for finer grade peas, sell our **Extra Fine Sifted (Petit Pois)**, **Sweet Wrinkle Extra Sifted**, and **Early June Sifted**.

Stock a line that will help increase the demand for the higher grade peas, that will give your customers greater satisfaction, and will yield you a better profit.

The vivid green color which you notice in Foreign Peas is produced by a chemical that is not only injurious to health, but kills the true flavor of the peas.

We never use any chemicals or colorings in the preparation of our products; these peas are the very choicest of the pack, fine, tender and of exquisite flavor.

You can materially increase your profits and reputation by pushing the sale of Dominion Cannery's Brands of Peas of Finer Quality.

Dominion Cannery, Limited
Hamilton **Canada**

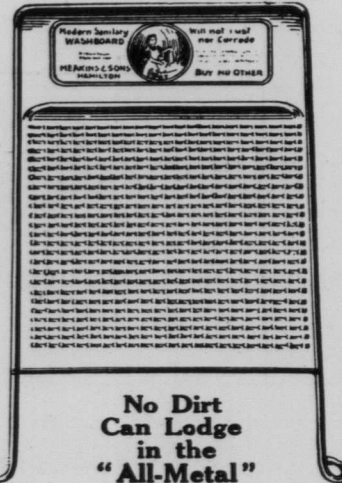
MEAKINS' SANITARY WASHBOARDS

Have the qualities which recommend them to particular buyers.

These washboards are of metal construction throughout and have no wood to warp and no nails to come loose or rough edges of zinc to cut hands. They cannot retain dirt because each board is made in one piece.

Send for Particulars and Prices to

Meakins & Sons, Hamilton, Ont.



St. Vincent

The Best



Arrowroot

Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Ass'n.
KINGSTOWN, ST. VINCENT, B.W.I.

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
Raspberry, Black Currant and all other kinds
Now Ready for Delivery.
All Fruits Are Scarce.***

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON

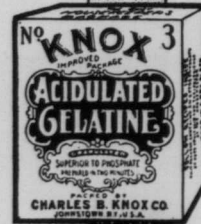
ONTARIO

Advertising & Quality

KNOX GELATINE



is a sure repeater—the customers we send you by our extensive advertising COME BACK FOR MORE. Why? Because KNOX GELATINE makes two full quarts of jelly per package, and its quality and purity always please. Its retail price, 15 cents per package, leaves you a profit that makes it worth while to PUSH.



Chas. B. Knox Co., Johnstown, N.Y.

Branch Factory: Montreal, Canada

The Lines in Constant Demand!

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

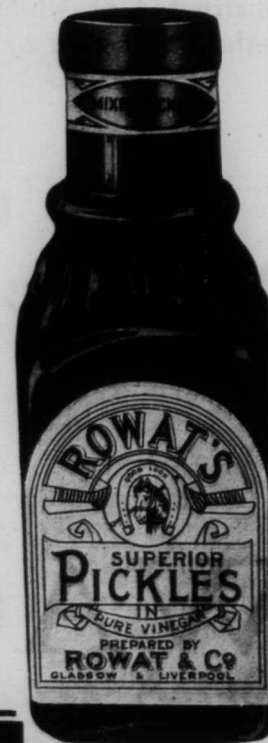
Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

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





A more appropriate name than "PURITY" for a flour, produced entirely from the choicest Western Canada Hard Wheat, and so spotlessly clean, can scarcely be imagined.

But on its unbroken record of satisfactory sales and trade-building feats, it has earned a second name from appreciative merchants—a name which is as appropriate in its particular application as "PURITY."

Curiously enough the initial is the same too—"P."

It spells this way—

P-R-O-F-I-T-A-B-L-E

No need for long explanation why. Actual trial provides more convincing reasons. So try a barrel in your own home and see why "PURITY" flour brings you

"More Trade and Better Trade."

Western Canada Flour Mills Co., Limited

TORONTO
GODERICH

MONTREAL
WINNIPEG

OTTAWA
BRANDON

ST. JOHN
VANCOUVER



Orders Every Day

are reaching us for VERGINE BRAND OLIVE OIL, because the demand is large and because we are making a special reduction of

50 Cents Per Gallon

VERGINE BRAND OLIVE OIL is undoubtedly the best on the market to-day and yet sells at a lower price than competing lines. You can do a big business with it just now if you seize the opportunity.

It's All Right to Hesitate

when you are not sure of your ground, but with Vergine you can't go wrong. WE are behind the offer.

Look! How Reasonable

Gallons, - - \$2.25 per gal.

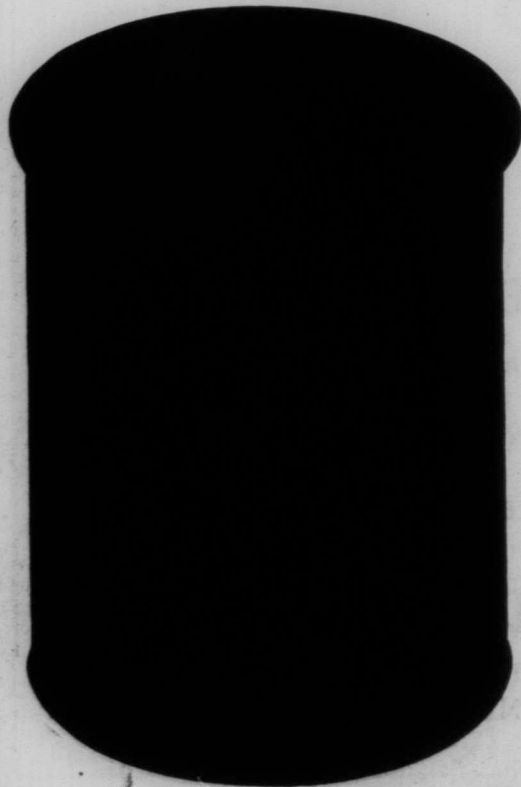
Half Gallons, - - \$2.30 per gal.

Quarter Gallons, - \$2.35 per gal.

F. O. B. Montreal and Toronto.

GET IN TOUCH WITH US IMMEDIATELY

The Charles
Cicero
Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Stimpson Computing Scales

PRICES \$25.00 UP

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

Scales for Grocers, Butchers, Confectioners and
General Stores.

OVER 15 YEARS ON THE MARKET

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

Write for Catalogue and Information to

STIMPSON COMPUTING SCALE COMPANY
DETROIT, MICH.

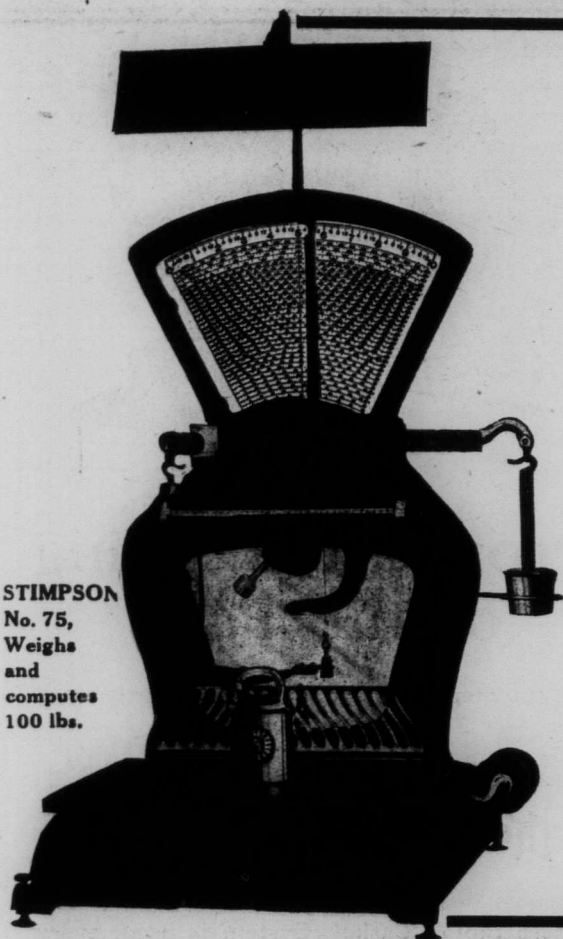
Local Agencies:

MONTREAL
WOODSTOCK

TORONTO
VANCOUVER

ST. JOHN
WINNIPEG

STIMPSON
No. 75,
Weighs
and
computes
100 lbs.



An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the
coffee business right, you should instal a

HOBART Electric Coffee Mill

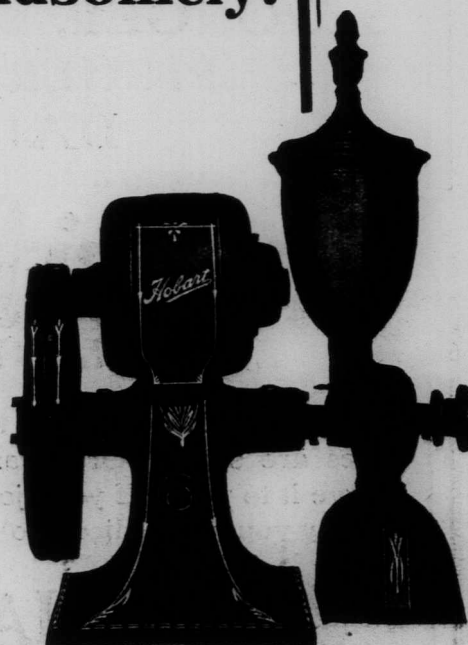
Its handsome exterior, beautifully enameled and nickered, adds
to the appearance of any grocery store, and the motor and grinding
parts are so well arranged and of such excellent workmanship and
materials that the grinding is effected in the quickest and most
thorough manner.

Equipped with the Hobart Automatic Release, an effective protec-
tion against accidental damage to motor, etc.

Get in touch with us right away. We shall be happy to furnish
full details and quote prices.

CANADIAN AGENTS:

The W. A. Freeman Company, Limited
HAMILTON, ONT.



Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's TRUE VANILLA

It is a real purity product, made of finest Vanilla Beans that grow in Mexico and made in such a way that it has far greater strength—and will satisfy your trade far better—than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

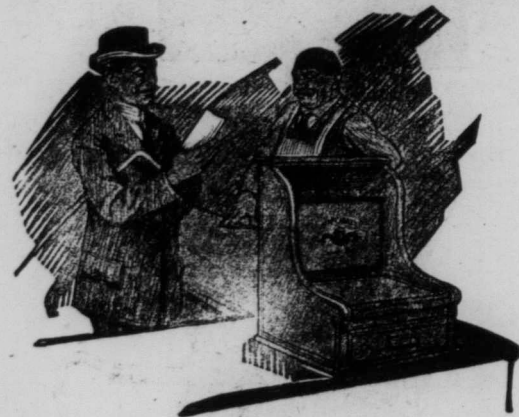
**STRONGER,
RICHER
DAINTIER**

Shirriff's EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

**IMPERIAL
EXTRACT CO.**

8-10-12 Matilda Street, - TORONTO



Errors are a Thing of the Past

where the merchant is one of the seventy thousand users of

*With
Only
One
Writing*

**The McCASKEY
SYSTEM**

*The
End
of
Drudg-
ery*

¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant—and in the same handwriting. The two are made at the same time, **WITH ONE WRITING.**

¶ The McCaskey System is a time, labor and money saver. It draws new trade, it helps collect old accounts. It prevents losses from forgotten charges. It cuts out useless book-keeping.

¶ The McCaskey System pleases profitable customers, because it gives them an opportunity to check each item for delivery and price and tells them what they owe.

¶ The McCaskey System is sold on easy payments if desired. Let us tell you how it pays for itself.

¶ Ask for catalog and do it to-day.

Dominion Register Co.

90-98 Ontario Street Limited
TORONTO ONTARIO

519-521 Corn and Produce Exchange, Manchester, England

Agencies in all Principal Cities.

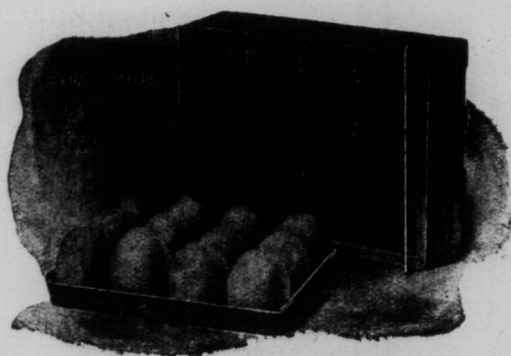
Manufacturers of the famous McCaskey-SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE
WIDE-AWAKE:—USE

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books
"NO BROKEN EGGS" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S

**CHOCOLATE
& COCOA**



Registered,
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are **ABSOLUTELY PURE**—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

MAKE AN END OF THE "BAD ACCOUNTS"

Give every credit customer an Allison Coupon Book, make collections easy, eliminate errors and disputes, stop the costly "leaks," and please the customer better than any other credit plan ever devised.

Allison Coupon Books

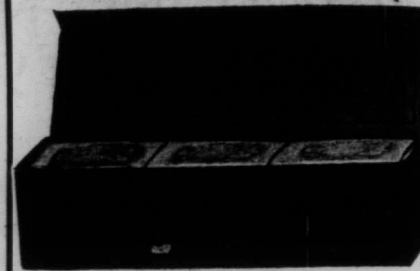
practically put credit business on a cash basis, to the general satisfaction of everyone concerned

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Just give him a \$10 Allison Coupon Book. Have him sign the receipt or note 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 up. 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., U.S.A.



**Testimonies
of Satisfaction**

Montreal, Feb. 19, 1904.

"We must say that we never had a complaint of your Fly Felts, which is a proof of their good quality."

L. Chaput, Fils & Cie.

Montreal, Feb. 27, 1904.

"We have handled your Fly Felts for several years and have always had full satisfaction."

Laporte, Martin & Co.

We are constantly in receipt of letters of satisfaction from customers in all parts of Canada. Our goods are the first and only make to be exported.



**SMITH'S GENUINE
FLY POISON**

kill as many flies, as fast, and last as long as any 10c pad sold. They are handsomely gotten up, lowest in price and the most effective Fly Pad on the market.

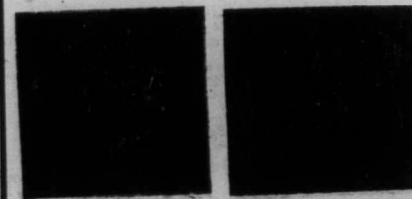
See that you receive Genuine Smith Fly Felts, with our name and address on every case and package. If your jobber cannot supply you, write us direct.

The price is very popular, the demand exceedingly brisk—get in line for your share of this good profit.

Made only by

SMITH BROS.

Beachville, Ont.



By Royal Letters Patent

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

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

Don't Trust to Luck

YOU never yet knew a fatalist who was a success. The man who makes good is not the man who lets things happen but the man who makes things happen.

If you are a man with selling ability and have not full scope for it in your present situation, you can find an outlet by becoming the MacLean representative in your district.

The MacLean Publishing Company are the publishers of MacLean's Magazine, for which new and renewal subscriptions are needed. If you can secure them it will pay you well.

This need not interfere with your other work—unless you find, as many others have done, that it pays you to give your whole time to it.

The MacLean Publishing Company

143-149 University Avenue,

Toronto, Canada

SOAP SUCCESS

Success for the manufacturer, success for the retailer and success for the user come only from a soap of the highest quality. That is the kind of success

"CANADA'S BEST" SOAP

has had right along.

Let us send you a sample case. Your customers will soon leave you in no doubt that you are featuring the right soap. With "Canada's Best," order brings re-order.

UNITED SOAP CO.

OF CANADA, Ltd.

MONTREAL, P. Q.

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.

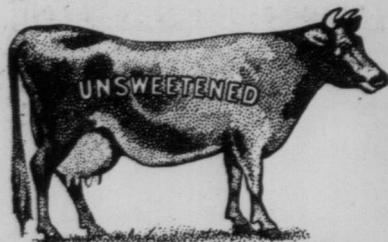
Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

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.



**IF ALL THE
GROGERS
IN CANADA**

ST. CHARLES MILK

WERE LINED UP

you would find the best
of them handling

**ST. CHARLES
EVAPORATED
MILK**

That is because this product
comprises a line that
is a huge seller and al-
ways makes good.

**A PERFECT
SUBSTITUTE**

for milk or cream in their
unmodified form.

Simply pure milk put up
in small tins.



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



GIVE YOUR ORDERS FOR
St. Lawrence Flour

The new flour made by the best
experts in the most modern and
best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY
**"Regal," "National," "Laurentia"
"Daily Bread"**

WE GUARANTEE DELIVERIES

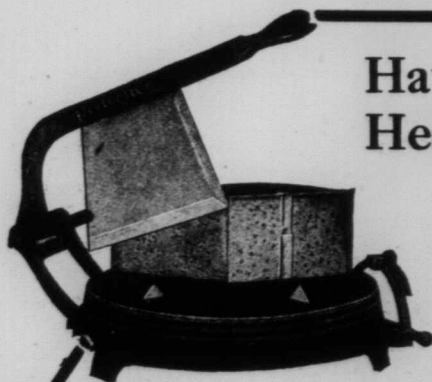
THE

**St. Lawrence Flour Mills
Company, Limited**

TEL. BELL: MAIN 7239

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"



**Have No
Hesitation**

in deciding in favor
of a fixture that
saves its cost by
cutting cheese
ACCURATELY.

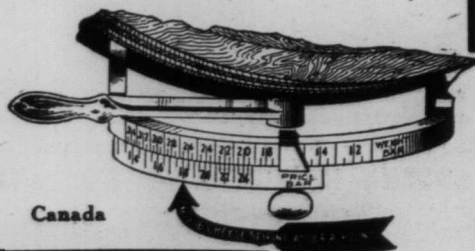
**The
Perfection
Cheese Cutter**

encased in a handsome glass and wood, highly polished
case, prevents the giving of over-weight by its attachment
for exact measuring, doing away with the accumulation of
dried-up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for
this fixture will surprise you.

The
American
Computing
Co.
of Canada

Hamilton, Canada



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¶ You can get Insurance against many losses,
but none to prevent loss of profits.

¶ The best profit insurance is a stock of saleable
goods; most of the losses result from "dead
stock."

¶ HEINZ PURE FOOD PRODUCTS are the
kind of goods that are "Safe to Buy" and "Safe
to Sell," because always saleable.

¶ The 57 Varieties are every one guaranteed Pure
and guaranteed to please, or money back. You
take no chances when stocked with reliable brands
that are advertised and backed by their makers.

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BOOKING ORDERS

For our famous

"GLOBE"



GLOBE

MACARONI and VERMICELLI

Made from hard wheat without maize or rice flour, and absolutely free from any glutinous substances.

The season is now opening for the sale of these goods. Get your share of a good profit.

D. Spinelli Co.,

REGISTERED

MONTREAL, - - QUEBEC

DRIED FRUIT OF QUALITY

This Mark



on every Box
Insures the Best

Place Order Now for
Fall Delivery

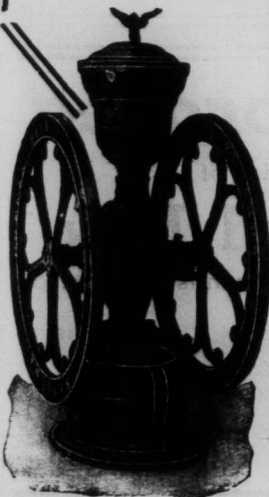
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You are the man we want

—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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CO.
ELGIN, ILL., U.S.A.**

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Meadow - Sweet Cheese

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What We Claim:

- That no 10 cent package beats it.
- That it has a peculiar nip of its own.
- That the attractive package does half the selling
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BRAND

THE SIGN OF PURITY

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

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SPANISH OLIVES



are a superior line that you will be well advised to handle, because of our care in selecting and packing only the very finest Sevilla Olives and the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our absolute guarantee of satisfaction.

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

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

Canada First Evaporated Milk

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

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

Made in Canada by Canadians.

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Extra Granulated Sugar

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Our facilities enable us to turn out the finest sodas in the land—the lightest, flakiest morsels one could desire.

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FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap. —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

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PICKLING SEASON COMING

The best selection of spices obtainable cleaned by our new vacuum system; free from dust and dirt, our famous

Sweetheart Brand Pickling Spices

are the ones that satisfy your customers, leave good margin for yourself and ensure repeat orders—Order now.

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PERFUMED **100** % 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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it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

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

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

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The Dominion Molasses Co.,

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HALIFAX

NOVA SCOTIA

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO.

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Kingston, Ont.

THE CANADIAN GROCER

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This time in Price. Now that you are likely to pay high prices for some time, see that you
GET THE BEST

St. Lawrence Granulated

the CANE Sugar that tests

99 ⁹⁹/₁₀₀ OF PURITY

is the Best Granulated that money can buy.

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This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

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PICKLES

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For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish
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They will be found uniformly pure, sweet, tasty, wholesome and
well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

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**WHITE DOVE
COCOANUT**

cannot be duplicated from the grocer's standpoint or from the point of view of the consumer. It is



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The more it is used the better satisfied they will be and the better recommendation your store will receive.

White Dove Cans will not get shop soiled.

**W. P. Downey,
MONTREAL**



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It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs*
Rats and Mice
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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.

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

**KINGSTON
"GLENER"**

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

A. F. MACLAGAN

409 St. Nicholas Building - Montreal



Hello! Hello!

Why everyone seems to be ordering "CLUB" HEALTH SALTS this weather!

Yes, Mr. Grocer

**"Club" Health
Salts**

are in great demand just now and you should stock them.

**GOOD, SALINE, EFFERVES-
CING BEVERAGE**

**HANDY PACKAGE IN
THE PICNIC HAMPER**

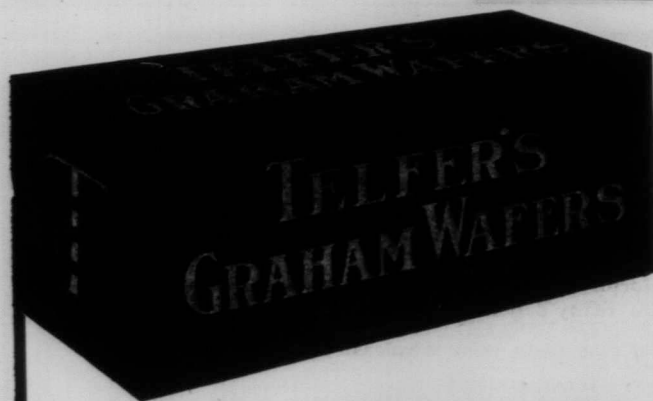
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VALUE.**

10 CENTS RETAIL

S. H. EWING & SONS

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ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

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Branches
Toronto Winnipeg Hamilton Fort William

You Run No Risk in ordering

“Melagama”

TEA and COFFEE

We guarantee the Quality and Flavor to be of the very highest standard, and we also guarantee the sale. Place a trial order. Your customers will appreciate their excellence.

MINTO BROS.

TORONTO

Silent Salesman Refrigerator

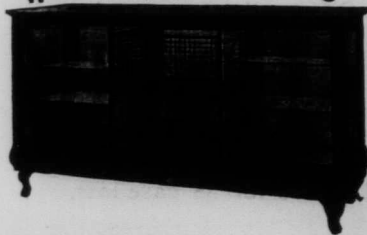
One of the Famous Arctic Line

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

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

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Limited
Toronto, Ontario



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By W. M. GIBBS

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

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Tea Hints For Retailers

By JOHN H. BLAKE

Q 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 :—

The Tea Gardens of the World
Tea from Seed to Leaf
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The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
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Cook's Friend Baking Powder

ASK YOUR JOBBER FOR IT

SPECIAL OFFERS

A CARLOAD OF SALMON

We offer for immediate delivery one carload of White Salmon, quality guaranteed, at \$1.00 a dozen.

SHORT CROP PROSPECTS

The Dominion Cannery anticipate a short crop of vegetables. We are in a position to fill all orders sent without delay, at opening prices. Orders already given may be increased at prices quoted, but without delay.

We specially recommend the "Victoria" Brand.

"SOLEIL" BRAND IMPORTED GOODS

Our new stock is on the way. European markets are all much higher in vegetable canned goods. We will fill orders reaching us promptly, at opening prices. Order all you need for your requirements till the 1912 crop is ready.

SARDINE CATCH IS SHORT

Reports of a small catch of Sardines are confirmed. Our special sale of "Tevillec" Brand at \$7.00, "Victoria" Brand at \$8.50, and "Romain" Brand at \$8, is still going on. Order now. We will sell for a short time only at these prices, and make special prices for 25 case lots, assorted or not.

A RISE IN PEANUTS

Peanuts have increased one cent per pound. We bought 1,500 bags before the increase, and will give our clients the benefit. Order at once.

IMPORTED PASTES, "BLANC & FILS"

Blanc & Fils' Brand is known and preferred the world over. We are selling the last lots of an extra large consignment.

MINERAL WATER FROM THE BASIN OF VICHY

The water which flows from the Spring "La Capitale" is one of the best. At \$5 per case of 50 bottles your order should come forthwith.

"ST. NICHOLAS" VICHY LEMONADE

One of the most delicious, naturally sparkling lemonade, from the renowned Spring of "St. Nicholas." Special price of \$7.50 per case of 50 large bottles is offered.

BARBADOES MOLASSES

We have our new stock of choice and fancy. Ask for samples and prices.

PHONE, WRITE, OR WIRE YOUR ORDERS, OR ASK QUOTATIONS.

LAPORTE, MARTIN & CO., LIMITED

WHOLESALE GROCERIES, WINES AND LIQUORS

568 ST. PAUL STREET, MONTREAL

Telephone Main 3766

The lasting success of any business alone depends upon the reputation it achieves.



"SALADA'S" increase in sales during the past 29 weeks over the corresponding period of last year, was

596,971 POUNDS

This means that 66,901 more families are drinking "Salada" this year than were drinking it in 1910.

Every Grocer's Bank Account must have benefited by this enormous increase.

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Opening Price of 1911 Canned Goods

In Majority of Cases They are the Same as in 1910, But are Higher in Others—Strawberry Pack to Permit of Over 60 Per Cent. Delivery, According to One Canner—Peas About the Same—Opinions of Cannerymen on the Crops—Corn and Tomatoes Promise Well With Favorable Weather and No Early Frost.

News of the present year's pack of canned goods and opening prices have been waited for with a good deal of interest by both retail and wholesale dealers in Canada. The new prices were given out by the canners during the week and will be found herewith as well as opening prices of the 1910 pack.

In comparing these prices it is to be remembered that retailers who purchased before June 1 this year got canned goods at 2½ cents per dozen off the prices.

Delivery of Strawberries Over 60 Per Cent.

The Grocer interviewed a number of manufacturers during the week with a view to getting information on the crops of fruits and vegetables and packs.

"The strawberries packed this season," stated one company, "permit of a percentage delivery of between 60 and 65 per cent. Peas are about the same; other goods we are unable to advise as pack is not completed, in fact, prospects for later crops are very good. Everything looks promising at

the present time, the recent rains having been of great benefit."

Smallest on Record.

An Eastern Ontario company state that during the past 12 years they have never experienced lighter crops so far as canned goods are concerned.

"Our pack will be the smallest on record," they say.

"The extreme heat of two or three weeks ago wilted the fruits to such an extent that there will not be a quarter of a crop, and the quality is poor. In our section there were no strawberries to speak of, this crop practically speaking, being a complete failure, as well as cherries.

"We depended on the Toronto market for our source of supply but what little produce we got in these two lines, was very small and commanded a high price.

"Peas were destroyed by the heat and our pack was reduced fully 75 per cent. There will not be sufficient peas packed, by many thousand cases, to supply the demand, and we are told the United States crop was also a failure. As regards the crop of tomatoes and corn, from present indications they will also

be light, but not in comparison with peas. The rains we have just had will be of great benefit but they have come amongst too late."

Corn and Tomatoes Look Well.

According to a Western Ontario canning firm prospects for a good corn and tomato crop are bright and if visited by frequent rains the yield will be large. Early frosts must also be absent in these two cases.

"The strawberry crop," state this firm, "promised well, but suffered severely for lack of rain and as a consequence it was shortened fully 40 per cent.

"Raspberries are only half a crop. Cherries were a full crop in this locality. While this is not a pea district we understand that for want of rain earlier and also owing to extremely hot weather while the peas were filling, the crop will not run more than 60 per cent."

Using Extra Heavy Syrup.

In preserving their strawberries this year a canner said his firm was putting them up in extra heavy syrup with a view to having them hold their color better and this has added materially to the cost.

He also pointed out in reference to prices of peas in the United States, that California peas were quoted over \$1 per dozen f.o.b. factory to the wholesale trade and in the Central and Eastern States prices range from about 95c. per dozen net f.o.b. factory carload lots.

The early closing by-law in Montreal has been shelved until October.

J. Francis, grocer, 485 Spadina ave., Toronto, has sold his business to S. C. Felgate.

Thomas Foley, grocer, St. John, N. B., has assigned. His liabilities are \$1,200 and his assets, \$800.

Chas. Chaput, senior member of L. Chaput, Fils & Cie., wholesale grocers, Montreal, is spending five weeks' holidays at Old Orchard, Me., with his family.

In keeping with the general demand for a weekly half-holiday throughout New Brunswick, such as is in vogue in Fredericton, St. John, and other places, the merchants of St. Stephen have agreed to close their places of business on Thursday of each week at 1 o'clock. In Fredericton Thursday is also observed as a half holiday, while Saturday is kept in St. John.

	1911 F.O.B. Per Doz.		1910 F.O.B. Per Doz.	
	Group B	Group A	Group B	Group A
2's Asparagus Tips	\$2 52½	\$2 55	\$2 50	\$2 52½
2's Beans, Crystal Wax	97½	1 00	97½	1 00
2's Beans, Golden Wax, Midget	97½	1 30	1 25	1 27½
2's Beans, Golden Wax	97½	1 00	0 90	92½
3's Beans, Golden Wax	1 37½	1 40	1 35	1 37½
Gal. Beans, Golden Wax	4 02½	4 05	4 00	4 02½
2's Beans, Refugee or Valentine (Green)	97½	1 00	90	92½
3's Beans, Refugee (Green)	1 37½	1 40	1 35	1 37½
2's Beans, Refugee Midget	97½	1 30	1 25	1 27½
2's Peas, Extra Fine Sifted, size 1	1 75	1 77½	1 72½	1 75
2's Peas, Sweet Wrinkle, size 2	1 17½	1 20	1 15	1 17½
2's Peas, Early June, size 3	1 12½	1 15	1 10	1 12½
2's Peas, Standard, size 4	97½	1 00	95	97½
2's Spinach, Table	1 27½	1 30	1 25	1 27½
3's Spinach, Table	1 77½	1 80	1 75	1 77½
Gal. Spinach, Table	5 30	5 32½	5 00	5 02½
FRUITS.				
2's Cherries, Black, Pitted, Heavy Syrup	1 92½	1 95	1 90	1 92½
2's Cherries, Black, Not Pitted, Heavy Syrup	1 52½	1 55	1 50	1 52½
2's Cherries, Red, Pitted, Heavy Syrup	1 92½	1 95	1 90	1 92½
2's Cherries, Red, Not Pitted, Heavy Syrup	1 52½	1 55	1 50	1 52½
Gal. Cherries, Red, Pitted	8 52½	8 55	8 50	8 52½
2's Cherries, White, Pitted, Heavy Syr.	2 02½	2 05	2 00	2 02½
2's Cherries, White, Not Pitted, Heavy Syrup	1 62½	1 65	1 60	1 62½
2's Raspberries, Black, Heavy Syrup	2 00	2 02½	1 75	1 77½
Gal. Raspberries, Black, Standard	7 25	7 27½	7 00	7 02½
2's Raspberries, Red, Heavy Syrup	2 00	2 02½	1 75	1 77½
Gal. Raspberries, Red, Standard	7 25	7 27½	7 00	7 02½
Gal. Raspberries, Red, Solid Pack	9 50	9 52½	9 25	9 27½
2's Rhubarb, Preserved	1 52½	1 55	1 50	1 52½
3's Rhubarb, Preserved	2 27½	2 30	2 25	2 27½
Gal. Rhubarb, Standard	3 50	3 52½	3 25	3 27½
2's Strawberries, Heavy Syrup	1 77½	1 80	1 47½	1 50

A Comparison Between Opening Prices of Canned Goods in 1911 and 1910.

Practical Methods Used in Retail Stores

Dealer Shows Value of Seasonable Advertisements — Opinion on Displaying Fruits—Fresh Fish a Profitable Line—Window Represents Cities' Manufactured Foodstuffs—Increasing Sales of Flour.

A Timely Newspaper Ad.

Sudbury, Ont., July 27.—Taylor's grocery of this town is featuring those lines which serve as short cuts to summer meals. In a recent issue of a local paper, an advertisement along this line was headed "Don't Do It." Then followed, "Cooking—with an outside temperature of 105 degrees is out of the question—don't attempt it, it isn't necessary. Just make your selections from the following 'good things to eat,' serve with a cool salad and there you are—a dainty meal with no discomfort."

A list of summer foods with prices was then given with a foot note, "The lettuce, cucumbers, etc., we have, and we also have some special vinegars to give the salad character."

Keeps Fruit Free From Dust.

Winnipeg, July 27.—A local dealer maintains that the grocer who wishes to get the best trade in fruit must follow rules of cleanliness in regard to display.

"People do not want the fruit which they buy to eat, covered with dust," he states. "It is the grocer who displays his goods in a sanitary manner who will get the trade. I never display a single line of fruit outside where it will become tainted with dust. During the fruit season I devote one window to the display of fruit, showing both foreign and domestic lines. I impress upon my customers the carefulness with which I handle fruits and they appreciate it."

Makes Fresh Fish Profitable.

Montreal, July 27.—A Montreal dealer has worked up a considerable trade in fresh fish during the summer months despite the fact that many dealers claim they cannot sell this line, once the weather becomes warm. In speaking of this line he said: "As soon as the weather begins to get the least bit warm most dealers stop handling fish, not even trying to push its sale. I see no reason why fish should not sell well in the summer, as people are looking for a light meat diet in the hot weather. Realizing that dealers in this district were neglecting this trade, I made arrangements to secure fresh shipments three times a week. I did not purchase too much at a time but aimed to get and keep them in good condition, and to sell them out as soon as possible. I advised my customers of when I was getting fish and impressed on them that I was giving particular attention to the handling of fish. As a result I have

been able to work up a nice little trade in this line."

A "Made in Hamilton" Window.

Hamilton, Ont., July 27.—During Merchants' Week here the G. W. Robinson Co., had a display of "Hamilton Made Goods" that attracted a great deal of interest and many complimentary remarks. Besides the effective manner in which each line was displayed, an important feature of the window was the large variety of goods manufactured in this city that was shown, the collection being much larger than a person on first thought would imagine could be got together. There was flour, baking powder, jams, jellies, marmalade, catsup, jelly powder, extracts, cereals, coffee, soap, canned goods as well as other lines of foodstuffs, washing apparatus, brooms, etc.

"Hamilton Made Goods for Hamilton People," was a sign that stretched across the window while good use was made of smaller show cards and price tickets. The trimmer of the window was W. G. Moir.

Plan to Increase Flour Sales.

Parry Sound, Ont., July 27.—W. L. Kenney & Co., grocers and flour merch-

ants, as a means of increasing their sale of flour are offering a painted flour tin with a capacity of 100 lbs. to all customers purchasing ten 98-pound sacks of flour. The flour may be purchased as wanted but the ten sacks must be taken within twelve months. This firm carry several different brands of flour and are now advertising them in conjunction with this free offer in the local paper. They term themselves "The Cash Store," and do business strictly on this basis.

STORE HINTS.

Unusual window displays may draw a crowd but the important question is, do they sell goods?

One essential in the grocery business is that you have the goods. If you don't have the goods you can't sell them.

Working full time is a good quality in a man, but something more is required in order to be successful.

Don't wait until your windows have to be washed. Attend to them before the necessity for it becomes apparent to you and also your customers.

Remember you are handling food and act accordingly. Impress this fact on the clerks also.

Don't crowd the front door. Allow plenty of room for customers to easily pass in and out.

Serve customers promptly. Don't allow them to become impatient by having to wait too long before being served.

Use plenty of show cards. They attract attention and help to sell goods.



The particular customer will be difficult to retain unless cleanliness and good manners prevail among the clerks. Licking the fingers when handling butter, etc., is something "that shouldn't be."

Plate No. 1 - Single Brush Stroke Block Capitals ~



A, A, A, B, I, P, P, B, C, C,
 C, C, D, I, D, E, I, C, E, F, I,
 F, F, G, C, C, G, H, I, H, I, J, J, K, I,
 K, L, L, M, I, I, M, N, I, I, N,
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 P, P, R, S, S, S, S, T, T, U, U,
 U, V, V, W, V, W, W, X, X, Y, V,
 Y, z, Z, & C, C, 8, 8, 8, C, C,

THE EDWARDS SYSTEM
 SHORT CUT

Copyright applied for.

Every detail of these block letters is illustrated in this plate, arrows indicating direction of brush stroke. Photo in upper corner shows correct grip of brush.

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Complete Course in Card Writing

LESSON 1.

First of Series of Twenty Articles to be Accompanied by Descriptive Plates and Full Information — The Edwards Short Cut Course — Plate No. 1, Describing Single Brush Stroke Block Capitals—Best Brushes and Outfit to Use.

(By J. C. Edwards)—Copyright applied for.

To introduce this series in as few words as possible, The Canadian Grocer wishes to say that it has, as its object in publishing this complete course, the desire to assist those who, whether connected with stores in the small town or the large city, wish to acquire a thorough working knowledge of this most progressive and direct auxiliary to their window and newspaper advertising.

Show card writing is to-day almost indispensable in any store. It brings goods and prices into prominence in a way no other advertising can, and results in more direct sales.

The great trouble has been, in the past, in smaller places, to get an inexpensive course on show card writing—writing which every lad can grasp in a moment and without the unnecessary score or more pages of unnecessary matter, which is not only confusing, but discouraging to beginners.

The Edwards show card system is the most concise and practical yet published for the beginners—every short-cut method is employed and taught throughout the twenty lessons.

A Warning to the Beginner.

The natural tendency for every person beginning to learn show card writing is to try to do fancy stunts, thinking that the fancier the card the better. This is a very misleading and serious error.

DO NOT ATTEMPT ANY FANCY TOUCHES UNTIL THE LETTERING HAS BEEN THOROUGHLY MASTERED.

Nothing shows up the amateur more

than a poorly lettered card, with a deal of color and attempted illumination.

Practice every letter and every stroke of every letter; practice them a hundred times, then begin again, for it is practice that counts. Master the strokes, then the letters, then the words, then begin to space out the cards.

ALWAYS REMEMBER THAT THE WORDING LOOKS BETTER IN THE CENTRE OF THE CARD—equal space on both sides, also top and bottom, and each letter spaced uniformly.



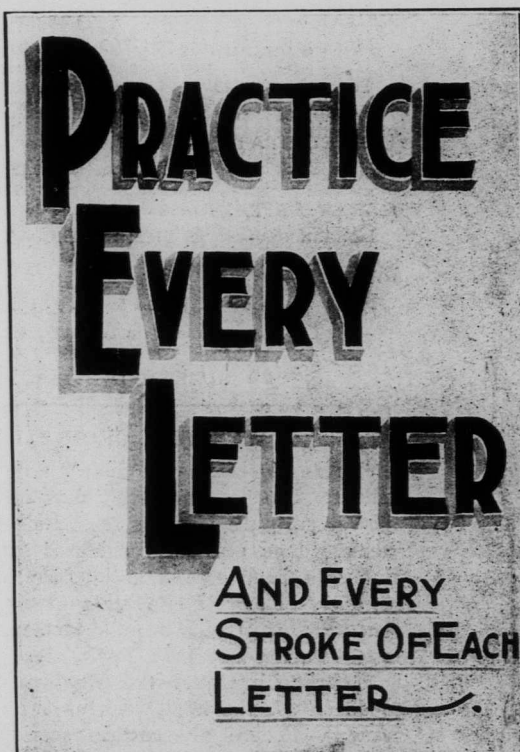
Plate No. 1.—Single Brush Stroke, Block Capitals.

This style of lettering is about the most used and most readable of any used by present day card writers. It is especially good where a word or words need to be emphasized, such as: "PRACTICE EVERY LETTER," in the accompanying card. This card shows the black capitals used in both the large inscription and the reader below, which is done with a pen.

Note the position of the brush — held in the hand, between the thumb and the forefinger, in much the same way you would hold a pen, letting the hand rest lightly on the small finger, which is slightly curved.

The beginner will, with practice, find this very easy, and will soon get a free and easy motion. Do not work the fingers, but allow the hand to have a free movement from the muscles of the forearm with the small finger to steady it. Study the different strokes of each

letter, and the left hand shading of each. Then practice.



In this cut, lettering illustrated on instruction plate is used.—See article.

Best Brushes and Outfit to Use.

In the lower left hand corner photo you will note that the required outfit is very limited—a red sable square point brush in Albata, a T square, a bottle of



The necessary equipment.—See article.



How to draw a straight line with brush and ruler.—See article.

THE CANADIAN GROCER

Established - - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - - President

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

OFFICES

CANADA—

Montreal - Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto - 143-149 University Ave. Telephone Main 7324
Winnipeg - 34 Royal Bank Building. Phone Garry 2313

UNITED STATES—

New York - R. B. Huestis. 115 Broadway, New York
Telephone 2282 Cortlandt

GREAT BRITAIN—

London - 88 Fleet St., E.C. Telephone Central 12960
E. J. Dodd

FRANCE—

Paris - John F. Jones & Co. 31bis Faubourg Montmartre
Subscription, Canada and United States, \$2.00.
Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

WESTERN CROP SITUATION.

The outlook for the year's crop continues to be excellent. During the earlier part of last week a drop in the temperature brought frost in a few sections but the damage done was not considered great. The wheat continues to head out in great form, 50 per cent. already being in bloom. From all quarters come the statement that warm weather is wanted, or harvest will be unusually late. During the past week, this kind of weather has been prevailing over the West and should it continue to do so for the next week or two, an excellent crop is assured. There are certain sections which have been damaged by frost and drought as well as hail and too much moisture, but taken on the whole, the crop continues to be promising.

It has been estimated that just about double the number of harvesters used last year will be required this year. The C.P.R. are endeavoring to bring in 50,000 and of this amount they expect to secure 10,000 below the border, and the remaining quantity in the East. The C. N. R. are also contemplating bringing in 25,000. Should the companies secure these numbers, the problem will be solved, but at the present time it is doubtful whether they can secure all these men for such a short period, consequently much apprehension is prevailing.

EARLY CLOSING IN MONTREAL.

Although the tendency in the grocery business to-day is toward early closing, a movement which makes business a little more congenial, there may be justifiable exceptions. The present agitation in Montreal presents an illustration. There the grocers have closed their shops at an early hour on Wednesday and Thursday nights. A petition has been presented to the council by clerks and a few merchants asking that Tuesday night be included in the by-law.

One argument presented in favor of it is that the clerks are mere slaves and they should be liberated from their long hours. Against this, however, is the consideration of the proprietor. In the eastern section of Montreal and also in the north small proprietors are numerous and the night trade constitutes quite a percentage of

the total business. During that time, with the opposition of the departmental store temporarily removed the smaller grocer has a certain business that he is dependent upon. Closing his store another night means a direct loss to him, so he claims. It is even held that closing shop another night in the week may have serious results here and there.

Legislation should protect not despoil the smaller grocer who has sufficient obstacles in the department stores and their page ads. going into every home. If the clerks really require another night why should there not be a compromise or some understanding between the proprietors and clerks in order that the business of the former may not be affected. Thus might the problem be more easily solved and there would be less feeling between the proprietors and their clerks. In other words they should "pull together" in cases like this, not oppose each other.

If dealers are really going to lose considerable money by closing early an extra night, then there is justification for them in opposing such a movement. In many places, however, money is actually lost in keeping open, when light, heat and the dealer's health are taken into consideration.

STRONG WINDS DAMAGE FRUIT

The high winds of the past week have been playing havoc in Ontario with apples, pears, plums and peaches. Reports from Oxford, Huron, Middlesex, Wentworth and other counties indicate that the damage will be considerable.

P. W. Hodgetts, secretary of the Ontario Fruit Growers' Association, visited the Wentworth district after the storm had subsided and found many plum and apple trees almost stripped of their fruit. While fruit on the peach trees did not suffer so much, yet the trees themselves have been broken in many cases. Protected orchards, of course, escaped the gale to the extent that they were protected.

Eastern Ontario also sustained considerable damage, the result being that the plum and apple crops will be appreciably less than was anticipated from earlier reports.

GOOD PACKING BRINGS REPEAT ORDER.

The value of good service in gaining new customers is well demonstrated by a story which comes from an Ontario town. A customer who annually removes to a summer home some miles from the town, had been in the habit each year of ordering her supplies from different grocers to get the variety she wanted, and in an endeavor to find a dealer who would pack them properly, since the road to their summer house was rough and goods did not always reach their destination in the best condition.

Last year she gave part of her order to a grocer whom she had never patronized before. Instead of doing the goods up in a don't care manner and merely informing the customer that he was out of certain lines, this dealer secured every article asked for and besides packed it all securely in good sound boxes so that it would carry safely.

It caused him considerable trouble to fix the order up properly but it paid him. The customer realized he had endeavored to supply all the order and also that he had packed the goods properly, and as a result this year he received the whole summer order of this particular customer. It amounted to a substantial sum, and he will no doubt continue to receive it as long as he gives the same satisfactory service.

CONDITION OF THE CROPS.

The condition of the field crops of Canada for the month ending June 30, as compiled in the Census and Statistics Office from the reports of a large staff of correspondents, is on the whole quite satisfactory, although on account of uneven rainfall it is not uniform for all the provinces. Even in parts of the same province, as in Ontario, there is a considerable inequality. For the most part in that province excellent reports are made, but there are districts in which the grains and hay have been badly affected for want of rains in May and June.

For the whole of Canada the conditions of winter wheat is only 75.25 per cent., as compared with 100 for a full crop. This is ten per cent. less than last year, two per cent. less than in 1909, and nearly 14 per cent. less than three years ago. In Ontario it is only 73 per cent. of a full crop, as compared with 94.29 last year, 78.60 in 1909, and 88 in 1908. In Alberta, the only other province in which winter wheat is largely grown, the condition this year is 83.22 per cent., compared with 63.62 in 1910, 65.65 in 1909 and 95 in 1908. Spring wheat in all the provinces this year is given the high average condition of 94.78 at the end of June, which is better than in 1910 by 12.62 per cent., better than in 1909 by eight per cent., better than in 1908 by nearly 15 per cent. Ontario and British Columbia are the only provinces in which the conditions are under 90, and in Saskatchewan and Manitoba it is close to 100.

The average for barley is 93, which is six to ten per cent. better than in the preceding three years. It reaches close to 95 in the Northwest Provinces, Prince Edward Island and New Brunswick, and over 90 in Nova Scotia and Quebec, a point below 90 in Ontario and only 84 in British Columbia.

Oats show an average of 94.46 for all provinces, which is higher than any year since 1908, and is 95 or higher in Prince Edward Island, New Brunswick, Quebec and the Northwest Provinces. In Ontario it is close to 90, and over 90 in British Columbia.

Rye, peas and mixed grains are given a condition of about 90 for the Dominion, and are higher than in any year beginning with 1908. Hay and clover and alfalfa are both below last year's condition, and pasture is a point higher. In the three Northwest provinces the condition of pasture is over 100.

The feature of late cereals is the increase of area in flax, which is nearly 300,000 acres more than last year. The largest increase of flax is in Saskatchewan, where this crop in recent years has grown into great favor.

The numbers of live stock do not show much change from last year, but their condition at the end of June is very satisfactory. All classes are within less than two points of 100, and an excellent uniformity is shown throughout all the provinces.

TAKING UP THE DRAFT.

There always have been and probably always will be differences of opinion among retailers as to the best methods of settling up accounts due wholesalers for goods received. Some pin their faith to the cheque, while others believe in settling up on the day a draft reaches them from the wholesalers.

A dealer in Western Ontario told The Grocer recently that he was a believer in the latter method. He said that often a cheque might be issued for a large amount days ahead, and that in consequence of this anxiety to secure the discount, the business itself would be crippled to some extent. He has found that the wholesalers with whom he does business are anxious enough to hold his trade to send him along a draft in good time to secure his own return if he remits promptly.

In this way he has found himself with more ready money, and never yet has he lost discount.

SAVING ON A SMALL SALARY.

Now and then a man earning a small salary will shake his head mournfully when reproached for his extravagant habits and declare that no man can be expected to save any money unless his stipend be larger than his needs. That doesn't necessarily follow. The same man would probably say, were he questioned on the matter, that the tortoise could not be expected to outstrip the hare, and yet the fable tells how on one immortal occasion the lumbering "hardshell" actually outran its vaunted competitor.

Occasionally instances are given where men of comparatively small income have laid the foundation of a modest fortune. No one could really explain why this is so, and probably the man most concerned would not be able to do so satisfactorily. One of these results is now reported from a Georgian Bay town. A grocery clerk, who has been with his present employer for twenty years is the hero. He started in at three dollars a week as a messenger boy. now he draws twelve dollars and a half in salary. But he is worth eight thousand dollars. He had looked about him from time to time during those two decades and invested his modest savings to the best of his ability. That man believes that it isn't so much the size of the salary as the sureness that counts. That is the way he has found it.

EDITORIAL NOTES.

The consumption of confectionery such as chocolates is rapidly on the increase in Canada. So stated the representative of a large firm to The Grocer this week. Are the grocers getting their share of this business?

A telegraphic despatch received just before going to press states that up to the present the catch of sockeye salmon on the Skeena river was not large—in fact much less than last year. This information is from a reliable source.

Reports from Parkdale, Toronto, indicate that promoters are working up a Library Voting Contest there. Merchants should consider twice before contributing money to a proposition of this character—one that may fall flat before five months has passed.

A warning has been issued to Western Ontario merchants against alleged forgers who are said to be manipulating Grand Trunk pay checks. The operators have been in Battle Creek, Detroit and Port Huron and therefore are dangerously close to Ontario.

The city health officer of Edmonton, Alta., is making arrangements to have inspection of all foods offered for sale to the public. More sanitary conditions in stores is the spirit of the times everywhere and dealers who make sure the customer gets what she pays for are making a good will for themselves.

According to the Dominion Fruit Act all Canadian strawberry boxes must have a capacity of four-fifths of an Imperial quart and raspberries two-fifths. There has been considerable talk in Calgary, Alta., recently as to the size of United States fruit boxes and instructions have been received from Ottawa that in future these must be labelled "short" if they are short.

The Markets --- Sugar Advances 20c.

Damage to European Beet Crop Boosts Prices—Market is now Strong—Opening Prices on Canned Goods—Peas are Being Held at Higher Than Opening Prices—Beans Advance in Montreal and Toronto—Supplies are Limited—Peas are Firmer—Trade is Steady—Collections Fair.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

Sugar—Up 20c.
Canned Goods—New Prices Quoted
Evap. Peaches (new)—Advance of 1¢.
Choice Seeded Raisins—Advance of ½c.
Fancy Barbadoes Molasses—Firm.

Montreal, July 27.—One of the features of the local grocery markets during the past week has been the 20c. advance in sugar. While this staple has been firmly held it was hardly expected to soar so rapidly. The recent heavy demand with the conditions in the primary markets have been the principal contributory causes. The European beet crops, according to reports, have suffered heavily, although at the same time it is stated that the market has been advanced to some extent through speculative means. However, local authorities do not pay much attention to this, and believe that advances have been entirely warranted and in their own words they "do not know when the present movement will weaken."

Of course the newly issued prices on canned goods cannot fail but be of interest to retailers throughout the country. Canned goods, to-day, are too big a factor in the grocery business to receive any slight, and there are certain points about the new lists that are interesting. While for a time jobbers may hold to the opening prices, and this is doubtful, there is every reason to believe that it will not be long until the quoted prices are left behind. This remains to be seen, but one house has already put new prices on some lines, peas and strawberries especially, a fact that indicates the direction in which the wind is likely to blow. The heavy consumption of canned goods, and the fact that it is bound to increase steadily, the bareness of the market on to which the new supplies are coming, and the fact that the new pack is not going to be as heavy as expected are at least three good reasons for looking ahead to firmness. There seems to be no other outlook. The new prices appear in another column.

An advance of 1½c. per lb. on new crop peaches one day this week directs attention to the dried fruit market. Short crops and short packs are not the most welcome news to the trade, but still,

when prices go up they deserve attention. There is a feeling that California dried fruits are not going to come on the market at a low price. Peaches now are high and apricots are firm and are certainly not quoted at a low price. When the Spring Number of the Grocer was published, it was then stated that the fruits of the golden state had suffered from the weather. Recent reports and the attitude of brokers based on the reports they receive indicate that the news given in the Spring was correct in detail. Again the market is decidedly bare of prunes, peaches, apricots, etc., and while some wholesalers may be holding to the view that prices may be shaded later, still from the present condition, it is safe to say that the various dried fruits will be held firmly during the coming year. A shortage in one variety will affect those which may be a little more plentiful.

Sugar.—During the past week refined sugar has advanced twenty cents, as the result of a combination of present demand which has suffered under unfavorable weather. If the present price is maintained and the market continues as at present with the European situation showing no improvement, it is thought that sugar will advance still further. The demand is reported good just now with the berry crop and cherries passing on to the larger store fruits. Sugar is certainly firm at the time of writing.

Granulated, bags	4 95
" 30-lb. bags	5 05
" Imperial	4 80
" Beaver	4 8
Paris lump, boxes, 100 lbs.	5 85
" " 50 lbs.	5 85
" " 25 lbs.	5 95
Red Seal, in cartons, each	0 8
Crystal diamonds, bbls.	5 55
" 100 lb. boxes	5 7
" 50 lb.	5 85
" 25 lb.	6 05
" 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 40
" 50-lb. boxes	5 50
" 25-lb. boxes	5 50
Powdered, bbls.	5 20
" 50-lb. boxes	5 40
Phoenix	4 95
Bright coffee	4 90
No. 2 yellow	4 70
No. 1 " bags	4 70
No. 1 " bags	4 55

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—Fancy molasses is good property just now to those who are holding it. The market is firm and prices are steady. The advance in sugar has affected the fancy molasses market. Choice Barbadoes are easier and are regarded as being cheap. Demand for corn syrup is steady and well maintained.

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 28	0 33
" " " barrels	0 31	0 36
" " " half-barrels	0 33	0 38
New Orleans	0 25	0 26
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrup, 100 lb. bbls.	0 02½	0 02½
" 50 lb. bbls.	0 03	0 03
" 25 lb. bbls.	1 70	1 70
35 lb. bbls.	1 30	1 30
Cases, 2-lb. 1 doz. per case	2 25	2 25
" 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.—Prices for new crop evaporated peaches advanced 1½ cents a pound to the wholesale this week, just a little evidence of what the jobbers have been prophesying of late. The present price of peaches to retailers is from 16½ to 17 cents.

This is surely a stiff price, but is rather suggestive of what is expected of dried fruits of the California growth. Choice seeded raisins are quoted ½c. higher this week. There is not much actual business in dried fruits now, currents and raisins being practically the only two in demand.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14	0 16
Evaporated peaches	0 13	0 15
Quarts, fine filastras, per lb., not cleaned	0 07	0 07
" " cleaned	0 07½	0 08
" 1 lb. package, fine filastras, cleaned	0 08	0 08½
" Filastras, per lb.	0 08½	0 09
" Yostizas, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06½	0 07
Date, Hallowec, loose	0 04	0 04
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08½
Figs, 4 crown	0 09	0 09
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14

Prunes—	
30-40	0 17½
40-50	0 15½
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—		
Choice seeded raisins	0 09½	0 10
" fancy seeded, 1-lb. pkgs.	0 09	0 10
" loose muscatels, 3-cr. wn. per lb.	0 08	0 08½
" " 4-crown, per lb.	0 09½	0 10
Select raisins, 7-lb. box, per box	0 52½	0 53
Mulaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07½
" select, per lb.	0 08	0 08½
" 4-crown layers, per lb.	0 08	0 09

Teas.—Arrivals of Japan teas per last "Empress" were principally executions of import orders. They have given general satisfaction, the make and appearance being rather contrary to the unsatisfactory finish which was anticipated in the absence of "color finish." Cup quality, too, is good. The Home market continues very firm and reports are that the recent incessant rains may have some effect on third crop leaf. Further sacle advices are, therefore, looked forward to with interest. The demand both in the United States and Canada continues brisk. In fact, in many instances import orders have been doubled.

THE CANADIAN GROCER

ed prices, while those who booked orders afterwards up to July 20th will get them at listed prices. Future buyers will have to pay whatever conditions warrant. "I am not at all anxious to sell peas, even at \$1.25," said one dealer, "until we find out exactly how we are situated in regard to supplies. We must first take care of orders now booked." Canners will deliver about 60 per cent. of peas, 100 per cent. of cherries, 70 per cent. of rhubarb, 65 per cent. of strawberries and 100 per cent. of currants and gooseberries. Beans are not exactly known nor is raspberries but the delivery will be short. The percentage of delivery of jams is as yet not known.

Tomatoes encountered a serious setback from the dry and hot weather at the first of the month, but recent rains have helped and the weather is now more favorable, although warmer weather is just now needed. Present conditions would indicate a fair production. "Even if conditions from now on keep favorable," said a local jobber, "I do not expect to see tomatoes open under \$1. Last year they opened at \$1.12½ to \$1.15. Heavy winds in the Niagara district have lessened the probable yield of late fruits.

While nothing really definite regarding the general situation in future salmon is known, a reliable report from British Columbia says that up to date the sockeye on the Skeena river is a poor pack, much less than last year.

Imported stocks of tomatoes are about the only kind obtainable, and they are being held as high as \$1.60 per dozen. The general situation in lobsters is strengthening due to limited supplies, the market having been bare of stocks when the new pack arrived.

ONTARIO MARKETS.

POINTERS—

- Sugar—Up 20c.
- Canned Goods—Opening prices named.
- Tomatoes—Higher.
- Peanuts—Firm.
- Beans—Advanced.
- Pot Barley—Higher.

Toronto, July 27.—The wholesale grocery trade is steady but without any particular briskness. Travelers are still holidaying which accounts perhaps for the slight slackness. Collections are reported fair.

Sugar under a higher raw market caused by damage to the growing beet crop in Europe by drought has advanced 20 cents per cwt., making a total advance of 75 cents since Feb. 1st. Of late there has been a sharp upward trend in prices of raws, speculators taking full advantage of adverse crop reports, and the fact that refiners were in need of supplies. Cuban raws are worth around \$4.39 but the amount available is so

small that refiners must soon look elsewhere for supplies. Javas are worth \$4.50 landed in New York and beets \$4.68.

New prices have been issued on early fruits and vegetables.

Sugar.—Since our last report, refined sugar has been advanced 20 cents per cwt., bringing local quotations up to \$5.05. It was pointed out last week that a good strong sugar market could be expected with the movement depending on crop conditions in Europe. Dry weather has been prevalent in Europe and prices have accordingly been boosted. Indeed it is said that not since 1904 has there been such a dry spell as during the past month. Following that dry spell of 1904 refined sugar went to \$5.75, the highest in ten years. A late report says the weight of beets will be 40 per cent. short. The weather is still unfavorable and just at the moment no one seems to know where the upward movement will stop, now that the speculators are taking a hand. New York refiners must get supplies and speculators realize this fact. All depends on the weather in Europe. One wholesale dealer says he looks for a strong and advancing market until new beets are available in October, and probably the strength will continue even then. However, at the present, the market is strong, with the trade generally looking for it to continue so, the movement of prices depending on the weather in European beet districts.

Extra granulated, bags.....	5 05
" " 20 lb. bags.....	5 15
Imperial granulated.....	4 85
Beaver granulated.....	4 85
Yellow, bags.....	4 65
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	5 45
" " 50-lb. boxes.....	5 65
" " 25-lb. boxes.....	5 75
Powdered, bris.....	5 25
" " 50-lb. boxes.....	5 25
" " 25-lb. boxes.....	5 65
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 95
" " in 50-lb. ".....	6 05
" " in 25-lb. ".....	6 25

Dried Fruits.—Spot stocks of Valencia raisins are limited and prices on these are firm. The range of prices is now from 8½ to 9 cents.

The general situation in new crop California fruits is firmer. In prunes especially is the strength noticeable in the larger sizes. Packers of apricots are adhering firmly to their quotations while the undertone in peaches is strong. Interest has been lacking locally in new crop California fruits. Conditions of raisins in Spain are practically unchanged. No opening prices have as yet been named but probably will in a couple of weeks. One estimate from Greece sets the yield of the coming crop of currants at 160,000 tons. "Hence," continues this report, "provided the above estimate is not far off the mark, quotations for new crop fruit would be considered safe."

Beans.—The general scarcity reported in beans referred to in our last issue seems to be well founded and prices on both prime and hand-picked have been advanced. It was thought that dealers in the bean-growing district were holding back supplies but recent enquiries show but few available. "The local market is about bare of beans," remarked dealer, "and holders are higher in their ideas. Beans have been in good demand from construction camps, and this has been increased on account of old potatoes not being available and new ones high in price."

Prime beans, per bushel.....	2 15	2 25
Hand picked beans, per bushel.....	2 25	3 35

Olive Oil.—Prices on olive oil, especially the finer grades are well maintained. So far conditions for the growing olive crop is good but nothing definite will be known until on in August when the frosts in the European producing countries are over. Shipments will begin about the first of December, reaching here the first of the year.

Macaroni.—The market situation on macaroni remains unchanged, prices ruling steady. Some fear has been expressed that delay in shipment of the Italian product may be caused by the cholera epidemic in Italy. Dealers state that this article is showing a big increase in consumption, those dealers who give it the necessary attention reaping an excellent trade.

MANITOBA MARKETS

POINTERS.—

- Sugar—Advanced.
- Syrup—Steady.
- Coffee—Firm.
- Beans—Advanced.

Winnipeg, July 27.—Trade is again being brought back to its natural groove after the break of the holiday. Travelers have all been started on the road again, after a week's visit in the city for the Exhibition, and with the ideal weather that is prevailing for the maturing of the crop, anticipate a hearty reception in each town. The volume of trade transacted during the Exhibition week with visitors to the Fair was encouraging, and considerably more than last year. Several accounts were straightened up and houses feel relieved, as they have been able to get out a large number of late shipments.

A feature of the trade during the past week are two further advances in sugar of 10 cents each per cwt. Starch has been holding steady after the advance of last week, while tea and coffee are in their same old positions. Beans are at the present time following the tactics of sugar, and during the last week have made a further advance, totaling the advances within the last three weeks to 15 cents per bushel.

Sugar.—As mentioned above, sugar continued to advance at the latter end of last week, going up to 10 cents per cwt. on all grades and 10 cents again on Monday. The strength of the Southern markets and the scarcity of supplies in the South are the causes given for the recent advances. Owing to these advances the demand for sugar has been increasing, as it is well known that the stocks at the present time held in the city are none too large, and those retail merchants who are not heavily stocked are securing a fair quantity at the present time. Present quotations are:

Montreal and B.C. granulated, in bbls.	5 45
" " in sacks	5 30
" yellow, in bbls.	5 01
" " in sacks	5 00
Iceing sugar, in bbls.	5 80
" " in boxes (25 lbs.)	6 05
Powdered sugar, in bbls.	5 60
" " in boxes	5 60
" " in small quantities	6 35
Lump, hard, in bbls.	6 30
" " in 4-bbls.	6 40
" " in 100-lb. cases	6 39

Syrup.—No further advance has taken place this week and a strong active demand still continues, but it is the prevailing feeling now that nothing much will be heard of this line until the Fall, when the lumber camps begin to stock up.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per case	2 46
3 70-lb. tins, per case	2 47
Half barrels per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—Dried fruits of all kinds are practically off the market at the present time, one or two odd lines being about the only lines offered for sale, and these are at such prohibitive prices that the average merchant is not handling them at all. Reports from British Columbia continue to confirm the statement published about a month ago regarding various crops, and it is expected on the whole that high prices will prevail at the opening of the new season.

Coffee.—Coffee remains in the same old position, and local wholesalers have given up predicting advances. Continued strength still prevails and the demand is still fair. Stocks are of fair size and prices are firm.

Coffee, standard Rio. 0 14½	Coffee, choice.	0 15½
	Coffee, extra choice.	0 16½

Beans and Peas.—Beans are certainly cutting capers on the market of late, advancing .15 per bush. during the last two weeks. Reports from Ontario indicate that the crop is scarce, and higher prices may be looked for in the near future.

Beans, 3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35
Peas, split, 100 lbs.	2 85

BRITISH COLUMBIA MARKETS.

Vancouver, July 17 (Special).—Dealers on the coast are looking for higher prices in canned goods, for not only has small fruits been a partial failure in the

east, according to reports here, but the local crop of strawberries, raspberries and plums is below the average.

New supplies are coming on the market, and with the advance of the season, potatoes are going down as the new ones keep coming up. New apples are in from California, but they are high priced as yet. Pears are also arriving. Apricots are arriving from Wenatchee in eastern Washington.

DID LAURIER BETRAY US?

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

NEW BRUNSWICK

St. John, July 27.—Sugar has attained a remarkable strength during the past few weeks, and in spite of the fact that the price is quite high, the demand, owing to the preserving season, is brisk. Two more increases of ten cents each in all grades was noted this week, and local dealers are of the opinion that further increases may be looked for. Rolled oats advanced 25 cents this week.

Beans, hand picked, bus	2 20	2 25	Molasses, fcy Barbados, gl	0 28	0 29
Beans, yellow eye, bus	2 40	2 45	Potatoes, bbl.	2 25	2 40
Cheese, new, lb.	0 12½	0 13½	Butter, dairy, lb.	0 19	0 21
Orranta, 1's, lb.	0 08½	0 09	Butter, creamery, lb.	0 22	0 23
Canned goods—			Eggs, hennery	0 17	0 18
Peas, No. 4.	1 20		Eggs, case	0 16	0 16½
" No. 3.	1 27½		Ham	0 16	
" No. 2.	1 32½		Rice, lb.	0 03½	0 03½
" No. 1.	1 80		Lard, compound lb.	0 11	0 11½
Peaches, 2's, dozen	1 95	2 00	Lard, pure, lb.	0 11½	0 12
Peaches, 3's, dozen	3 00	3 05	Bacon	0 16	0 18
Raspberries, dozen	1 85	1 90	Pork, domestic mess.	21 00	21 50
Tomatoes	1 45	1 60	Pork, American clear.	19 25	21 50
Strawberries	1 85	1 90	Salmon, case—		
Flour, Manitoba	6 15	6 20	Red spring.	7 60	7 50
" Ontario	5 10	5 15	Cocoa	6 50	6 75
Fish—			Baked beans, dozen	1 15	1 25
Cod, dry	5 00	5 10	Lemons, Messina, per box	4 50	5 00
Cornmeal, gran.	4 75		Sugar—		
Cornmeal, bags	1 60		Standard gran.	5 00	5 10
" bbls.	3 35		Austrian "	4 90	5 00
Std. oatmeal	5 50	5 55	Bright yellow	4 80	4 90
Rolled oatmeal	5 50		No. 1 yellow	4 50	4 60
Buck wheat, west grey, bag	2 65	2 70	Paris lumps	5 80	5 95
Cal. raisins, seed.	0 10½	0 10½			

OUR BAD MANNERS.

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

NOVA SCOTIA MARKETS.

Halifax, July 27.—The sugar market is strong. All grades of refined sugar were advanced ten cents per hundred pounds with the prospects of still higher prices. The demand is heavy, and the drought in Europe is said to be the cause of the advance in the price of raw sugar.

A large canning firm have issued a circular to their customers that they will only be able to deliver about sixty per cent. of the leading lines in vegetables.

Cheese also has been advanced a half cent per pound by some of the factories. Wholesale grocery jobbers report business good. The travelers on the road continue to send in good orders, particularly from Cape Breton, where all the big industries are in full swing.

WHY JEWS ARE HEALTHIER THAN CHRISTIANS.

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

COURSE IN CARD WRITING.

Continued from Page 29

block lettering and a piece of cardboard to use as a palette to rub the inked brush out on—a procedure which is necessary to bring the point of the brush to a flat edge.

The picture in the right hand corner shows the proper way to hold a brush when ruling a line. The three finger tips are held easily to the edge of the square, and the corner of the brush is allowed to rest on the card, making a line the required thickness as the hand is drawn from top to bottom (always toward yourself.) The flat edge of the brush can be used when a thick line is required, or in making large letters.

You will also notice in the picture in the upper left hand corner of the accompanying plate, the proper position of the brush in the hand when making the first stroke of the letter "S." This position is retained throughout all the lettering, except when such strokes as No. 3 in letter A, No. 2 and 3 in letter B, etc., when the position is changed to the one shown in the photo of the outfit.

Next issue will contain the lower case of this same alphabet.

Note.—Any further or special information will be given regarding brushes, etc., upon receipt of request by The Canadian Grocer, or J. C. Edwards, care of MacLean Pub. Co., 143 University Ave., Toronto.

THE CANADIAN GROCER

COMFORT SOAP'S LATEST PREMIUM.

The Comfort Soap people are to be congratulated on the success of their latest premium, viz:—The Comfort Soap Sealing Machine now so largely used by up-to-date Toronto grocers. This machine save time and twine, and gives an up-to-date appearance to the counter.

The Comfort Soap people are giving Free this Rapid Sealer to purchasers of 25 cases of Comfort Soap.

The machine is the most modern invention adapted for the wrapping of

packages.

This up-to-date idea is a saver of time, labor, and money. Two inches of tape will do the work of two feet of twine, and do it better, neater, quicker and cheaper. On one roll of tape you may have 4,800 advertisements, and can seal up as many as 2,400 parcels.

These machines will make an attractive addition to any counter, and will not occupy any more space than a twine holder. The idea is simply for your parceller to draw a moistened tape with your advertising on it from the machine

and place it on your packages wherever the paper meets.

Tapes with The Comfort Soap advertisement are supplied absolutely free by The Comfort Soap Company, which fact alone means a great saving of twine expense to the owner of one of these machines. The grocer may have his own advertisement on the tape at less than cost price. Every grocer should secure one of these machines at once before the supply runs out, especially when they can be had absolutely free of cost.—Advt.



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.

Krackley-Nut

Just Dandy-Beats Candy



A SUPERIOR

POPCORN-PEANUT CONFECTION

MANUFACTURED BY

O-Pee-Chee Gum Co., Limited

LONDON

CANADA

NOTICE THE NAME CLARK'S

"Chateau" Brand Concentrated Soups

Chicken, Mulligatawny, Tomato, Julienne, Consomme, Pea, Vegetable, Mock
Turtle, Tomato Vermicelli, Mutton Broth, Scotch Broth, Ox Tail.

12 DISTINCT FLAVORS.

Tomato Soup



The purest Tomato Soup ever sold
to the public.

Nothing but the FINEST of SE-
LECTED CANADIAN
TOMATOES are used.

It is just the PERFECT TOMATO
SOUP.

Vegetable Soup



A delightful, palatable soup.

An examination of the contents will
prove our claim that the VEGE-
TABLES USED in the prepar-
ation of this Soup are the BEST
THAT CAN BE BOUGHT on
the market

Julienne Soup



A very appetising and tasty soup.

The stock for this Soup is made from
the best beef that can be obtained;
the vegetables are shredded.

A pleasing Soup that will be well
liked by your most particular
customers.

Mock Turtle Soup



A highly nutritious Soup perfectly
made from the finest of selected
materials.

This Soup is growing in public favor
every day and we strongly re-
commend your carrying a good
supply.

CLARK'S "CHATEAU" BRAND CONCENTRATED SOUPS ARE UNIQUE,
because they are ABSOLUTELY FREE from all COLORING, FLAVORING
and PRESERVING MATTERS, and are guaranteed by Clark's to please your
customers. 2 SIZES—INDIVIDUAL and No. 1s.

WM. CLARK, Montreal

Manufacturer of the CELEBRATED PORK and BEANS

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade
Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

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

VICTORIA FRUIT GROWERS' ASSOCIATION

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

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 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."

TRY A

Condensed Ad.

IN

Canadian Grocer

The Condensed Ad. in this
Paper will bring good results

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

"Turn Your Spare Time Into Money."

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

We publish other trade papers and
require representatives to push circula-
tion.

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

This work, while affording valu-
able experience in modern business me-
thods, will substantially increase your
income, as our commissions are liberal.

When applying give references and state your qualifica-
tions for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

THE BRAND THAT INCREASES SALES

There is nothing so popular or so
much sought after in these warm
summer days as

"STERLING" BRAND LIME JUICE

It is a cooling, healthful and de-
lightfully invigorating drink. Our
guarantee of purity goes with
every bottle.

Stock "Sterling" Brand—a line
that will give good satisfaction,
and prove a ready profit getter.

THE T. A. LYTTLE CO., Ltd.
Toronto



ROYAL SHIELD BRAND COFFEES

Campbell Bros. & Wilson, Limited WINNIPEG

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

ORDER YOUR REQUIREMENTS NOW.

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

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson, & Smith, Limited
Regina



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

Campbell, Wilson & Adams, Limited
Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

PAPER

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We are headquarters for all kinds of WRAPPING PAPERS

To be up-to-date you must use our

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The finest and yet most economical paper you can use

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TOILET PAPERS---Square or Rolls

WE HANDLE THESE ON A VERY CLOSE MARGIN

YOU CAN SAVE MONEY BUYING TOILET PAPERS FROM US

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

WILL NOT PROSECUTE IN EARLY CLOSING CASES

St. John Magistrate Maintains Council Should Amend the By-Law—Thinks City Has Not Power to Say What "Shops" Shall be Closed—Dealers in a Quandary.

St. John, N.B., July 27 (Special).— "Am I doing my duty as a law-abiding citizen in remaining open after 7 p.m.?" This is a question which is agitating some of the local grocers who are anxious to conform with the law through Anglo-Saxon principles, but who are nonplussed owing to the complications which have arisen in this connection. The common council has decreed that all stores with one or two exceptions, such as drug stores, barber shops, etc., must close at 7 o'clock, while the police magistrate has dismissed the cases of those who were reported by the police for violation of the by-law.

Some dealers have kept open through each week while the law was in discussion and while the cases were pending while others remained closed after 7. Now some of them do not know whether they have to close or not, although the by-law requires them to do so under penalty of a fine.

The magistrate has said that the by-law should be amended, the council seem to think it is satisfactory, some dealers want it repealed, and others desire it to be sustained. The expectations are that the by-law will be enforced hereafter, and that if necessary an amendment will be made so that the early closing movement may be upheld.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

W. J. Wilson of S. H. Ewing & Sons, Montreal, will be visiting Newfoundland

in the near future. Dealers should be on the look out for him as he carries a large number of lines which are in demand throughout Canada and the colonies, etc. They allow a good margin of profit and prove extra fast sellers. S. H. Ewing also begs to advise the trade that they are in a position to give prompt attention to all orders received by mail. Some of their representatives are now on holidays and all orders should be forwarded direct to headquarters.

The Harry Horne Co., of Toronto, received recently another shipment of Eiffel Tower lemonade. This article, manufactured by Foster Clark, Ltd., Maidstone, Eng., has met with a splendid reception from Canadian dealers. The above mentioned shipment was the fourth received this year and another is on the way.

Laporte, Martin & Co., Ltd., wholesale groceries, wines and liquors, have been advised by the Canners that they will not be able to fill more than 60 per cent. of the orders on hand for peas. It would be well for merchants to place their orders at once and avoid disappointment. Prices will surely increase rapidly.

Advices from Europe show that the shortage in vegetable crops have caused a considerable increase in prices. Peanuts have also advanced one cent. Read Laporte, Martin & Co., Ltd., advertisement in this issue and profit thereby.

TRADE NOTES.

MARITIME PROVINCES. — Thomas F. Foley, grocer, St. John, N.B., assigned.

Halley, O'Keefe & Co., wholesale grocers, St. John's, Nfld., dissolved, E. V. O'Keefe retires, Jas. Haw and Wm. J. Halley continuing under style of Halley & Co.

Blackstrap Molasses

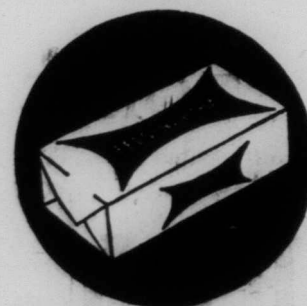
FOR PRICES WRITE

W. S. GOODHUGH & CO.
304 Board of Trade Bldg.
MONTREAL

**One
Difference
Between**

"the Fels-Naptha way" and old-fashioned laundry soaps was just a half day--the latter half of Monday.

It used to be the Monday wash. "The Fels-Naptha Way" made it the Monday morning wash.



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

**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.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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



Cocoanut

THAT SELLS
McLean's
"WHITE MOSS"

sells because of its rich, nutritious flavor, its long fine cut shreds.

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.

BARREL PORK

SHORT CUT
HEAVY MESS

GUNNS PIATE PORK
GUNNS LEAN PORK
PICKLED ROLLS

—
SPECIAL PRICES
—

GUNNS LIMITED

PORK AND BEEF PACKERS
WEST TORONTO

Fearman's English Breakfast Bacon

Unsurpassed for
quality, a little
higher in price, but
well worth the
money.

F. W. Fearman Co.
HAMILTON LIMITED

A CHOICE ARTICLE

FOR THE
Campers and Summer Widowers



REINDEER Condensed Coffee

is made from the best
grade of Coffee, Pure
Granulated Sugar and
full Cream Milk.

It is RICH and al-
ways READY, by simply adding boiling
water; one can making twenty-five cups-
ful. Will keep in same can after opening.
Your Jobber can supply you at factory
prices on all REINDEER BRAND GOODS.



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

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Provisions and Live Hogs are Steady

English Bacon Market Holds Firm—Good Demand for Pork Products—Smoked and Cooked Meats in Good Demand—Butter a Little Steadier—Egg Prices Unchanged—Cheese Unsettled—Rains Should Increase Production.

Live hogs are steady on Canadian markets, even some slight advances being noted at some centres. The English bacon market is apparently holding its own, and there is quite a keen demand for hogs here. Then again, farmers are busy with the harvest and offerings are not as large as they otherwise would be.

Trade both export and domestic is reported quite satisfactory of late. Smoked hams and cooked meats are in good demand in all parts of the country and prices are accordingly firm. A better movement of lard during the past week or so is the report from some centres.

There is something of a firmness to the butter market, the sequel of the decreased production on account of the dry and hot weather and also of the steady demand. Prices across the line are also steady. Recent rains have however helped pastures, and an increased production of butter should be the result.

The egg situation shows little alteration. Receipts on the whole continue quite liberal for the season and demand is steady in character. The shrinkage is still large, thus in many cases making a wide margin between prices existing at country and city points.

The cheese market is rather unsettled. Of late prices have been firming, but the recent rains should greatly improve the output of cheese as far as quantity is concerned.

MONTREAL.

Provisions.—Farmers are busy haying just now and are not bringing in heavy offerings in the form of hogs. However, this is only a temporary condition. It is reported that hams are scarce, especially the medium varieties and the price shows a slight advance this week. There is a steady demand for lard and hams but otherwise no feature presents itself.

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 11
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, 3.5 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 9 1/2
Tubs, 50 lbs. net, per lb.	0 9 1/2
Tierces, 3.5 lbs., per lb.	0 9 1/2
One pound bricks	1 1/2
Pork—	
Heavy Canada short cut mess, 1 lb. 35-45 pieces	22 50
Bean pork	16 50

Canada short cut back pork, bbl. 45-55 pieces	22 50
Clear fat backs	22 50
Heavy flank pork, bbl	22 50
Plate beef, 100 lb bbls.	7 10
" " 200 "	14 50
" " 300 "	21 50
Boiled ham, small, skinned, boneless	0 30

Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09 1/2
Long clear bacon, light, lb	0 11 1/2

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 12 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 12 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 14
Hogs, live, per cwt.	7 50
" dressed, per cwt.	10 25

Butter.—There is something of a firmness to the butter, especially for creamery. The old country is now enduring a hot wave similar to that which passed over Eastern Canada early this month and as a result of the two spells, the butter market shows new strength. Demand is steady.

Creamery	0 24 1/2	0 25
Dairy, tubs, lb.	0 18	0 20

Eggs.—There is a steady demand for eggs with receipts continuing liberal. The price is somewhat firmer, otherwise the market is unchanged.

New laid	0 27	0 28
Selects	0 24	
No. 1	0 24	

Cheese.—Recent rains should greatly improve the output of cheese as far as quantity is concerned. The export demand is steady, the local price is a little easier and it is believed that the present position is higher than it will be in a few weeks. However, that is only an opinion.

Quebec, large	0 12
Western, large	0 12 1/2
" " twins	0 12 1/2
" " small, 20 lbs.	0 12 1/2
Old cheese, large	0 15

TORONTO.

Provisions.—Live hogs are higher by 25 cents this week, bringing quotations at country points up to \$7.35 per cwt. Under the higher hog market of the past two weeks, provisions, especially those lines in greatest demand, exhibit a firmer tendency. Smoked hams of all kinds are 1/2 cent higher, while cooked hams for which there is an exceptionally good demand, are being held at 26 to 28 cents. Long clear bacon is quoted at 11 1/2 to 12 cents, heavy mess pork at \$19 to \$20, and short cut is up to \$22.50 to \$23 per barrel. A quite satisfactory demand is reported for pork products, while a better movement of lard, which was quiet, is reported by some dealers this week.

Smoked meats—	
Light hams, per lb.	0 17 0 17 1/2
Medium hams, per lb.	0 16 1/2 0 17
Large hams, per lb.	0 14 1/2 0 15 1/2
Backs, plain, per lb.	0 19 0 20
" " pea meal	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11 1/2 0 12
Shoulders	0 11 0 11 1/2
Pickled meats—1 cent less than smoke	
Long clear bacon, per lb.	0 11 0 11 1/2
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	22 50 23 00
Cooked hams	0 26 0 28
Lard, tierces, per lb.	0 10 0 1 1/2
" " tubs	0 10 1/2 0 10 1/2
" " pails	0 08 1/2 0 09
" compound ds, per lb.	0 08 1/2 0 09
Live hogs, at (on) dry points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 18 50

Butter.—The best grades of butter are quite steady, but a good deal of uncertain quality is finding its way to the market. No change in prices are made this week. The recent rains helped the pastures and will consequently tend to increase the production of butter.

Fresh creamery print	
Per lb.	0 24 0 25
Creamery solids	0 22 0 23
Farmers' separator butter	0 19 0 21
Dairy prints, choice	0 18 0 20
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs.—No change is made in quotations of eggs this week and the general situation has deviated little. Wholesalers continue to make strenuous complaints in regard to the quality of eggs which country dealers are shipping. "If I paid only 10 cents a dozen for some shipments, I would still be losing money," said one dealer. "Only the other day, we received a case of eggs of which 12 dozen were culls. When will the country dealers learn to be more particular about the quality of eggs?" he added. Strictly new laid, which are scarce, are bringing 22c. to 23 cents per dozen.

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

Cheese.—Under a hardening of prices at country boards and a good export demand, new cheese is higher this week by 1/4 cent per pound, bringing large up to 12 1/4 to 13 cents. There is some small quantities of old cheese still available at 15 to 16 cents.

New cheese—	New twins	0 13	0 13
Large	0 15	0 16	
Old cheese	0 15	0 16	
	Old Stiltons	0 15	0 16 1/2

Poultry.—Prices are steady but unchanged while trade is only normal.

Fowl, live	0 13	0 14
Broilers, live	0 16	0 18
Duckling, live	0 14	0 15

FOR YOUR ADVERTISING.

LUNCHEON TONGUE.—Packed in an establishment where cleanliness prevails. Tender and of fine flavor.

RICE.—Cooks beautifully—rich in nutrition—easily digested—with the richest flavor.

FLAKES.—A palatable, ready-to-eat cereal—no cooking.

Quality Corn Starch makes desserts that are both delicious and wholesome.

BACON.—Cured by a process which produces a most delicious flavor.

Hamilton Grocers Liven Up Niagara Falls

Put on a Variegated Programme at Their 22nd Annual Excursion to the Big Cataract—About 6,000 in Attendance—Free Refreshment Stand Does Big Business—Ball Game, Races and Music in Abundance.

Niagara Falls, Ont., July 27.—“The 22nd annual outing of the Hamilton Retail Grocers’ Association was held here on Wednesday, July 19.” So said the press despatches.

There have been other picnics to Niagara Falls. There have even been other picnics from Hamilton, but the 1911 outing of the Hamilton Retail Grocers will go down in the annals of history as the greatest picnic of the decade both in regard to number and successfulness.

Grocery clerks now in their teens will take their grandchildren upon their knee and in glorious terms describe how the grocers of the Ambitious City, with aid of friends and their friends’ friends, totalling close to the 6,000 mark, descended upon the famed Victoria Park and made it theirs for one long and eventful day. Not one of the 6,000 souls that took the trip to the hamlet by the Falls but was completely satisfied with the day’s fun and enjoyment.

Ten trains on two lines of railway were required to carry the large number of excursionists who took in the event. Those on the T.H. & B. were let down at the ravine opposite the park while passengers on the other railroad enjoyed a trip by trolley along the river’s edge to the appointed place. While a number took advantage of the trip to Buffalo, a good large number betook themselves to Victoria Park to spend the day.

J. O. Carpenter who was in charge of the transportation end of the event is to be congratulated on the excellent arrangement for the handling of the crowd.

And the weather was ideal. All day Old Sol looked down upon the event

with a cheering smile. Only for a few moments around six o’clock in the evening did he disappear from view while gentle drops of rain pattered down upon the fun making. Then he came out bright again as if to bring the people to a realization of the excellent weather he had provided for the day’s sport.

Nobody Married Need Apply.

The fireworks for the day started when the east end “Old Maids” lined up against the west end “Bachelors” in an indoor baseball match held outside in the park. It made the modest girls who

witnessed the game blush with shame to see the “Old Maids” chasing the “Bachelors” but all to no avail, for when the smoke had cleared away, it was found that the “Bachelors” had trotted off with the honors to the tune of 12-9.

The game was somewhat late in getting started because the “Old Maids” had considerable difficulty in arranging their new fangled dresses. But when at last they did appear, they did indeed look natty in their pretty blue harem skirts with latest trouser effect.

The contest was the more keenly fought because of the gold watch fob presented to each of the winning team. Some one asked before the fray if it was a burlesque affair and when the game was over they were still asking the same

Continued on Page 48



They Wanted Jell-O

Children should not be forced to eat what they actually dislike. Grown-ups wouldn’t stand it. Anything distasteful has a disturbing influence on the digestive processes and is harmful to health. The old notion that the less palatable your dinner might be the better it was for you, no longer exists.

JELL-O

is good for the children, and they all like it.

Every mother recognizes this fact, and the children get Jell-O now instead of heavy desserts that often cause trouble.

Seven delicious Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

KO-KO-BUT

MORE ECONOMICAL
MORE DIGESTIBLE
MORE WHOLESOME
THAN BUTTER

100%
Pure Vegetable Fat

The Best Grocers sell
KO-KO-BUT

DO YOU?

Dominion Coconut Butters
LIMITED
46 University St., - Montreal

THE
PERFECT COOKING BUTTER



Grocers: Your success in business depends largely upon your knowledge of the goods in your stock. If the quality of the goods is right your customers will learn to rely upon your judgment. Gillett's



Goods have long been acknowledged as the Standard of Canada.

Magic Baking Powder

Contains no Alum and conforms to the high standard of Gillett's Goods.



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

Winnipeg

Montreal



There is no brand of matches on the market so uniformly satisfactory as

THE DOMINION MATCH

Has a stem of good quality wood which does not break, and a head that stays on when the match is struck.

It is boxed in attractive form and is no sooner on your shelf than it is off again.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

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

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

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:


Wm. H. Dunn Montreal and Toronto	
Hamblin & Brereto Winnipeg and Vancouver, B.C.	
L. T. Mewburn & Co., Ltd., Calgary	
T. A. McNab & Co., St. John's, Newfoundland	

Brand's

Rolled

Ox

Tongues



In summer time the housewife little thinks of unnecessary cooking, and invariably buys her cooked meats from the grocer.

Here is a line that you can recommend to all of your customers as the finest cooked meats on the market. The greatest care is exercised in every part of the process of preserving. The glass jar enables the buyer to see the excellent quality of the meat. The jar will later be useful for jellies, etc.

The same artistic packing gives you ample opportunity to make an extra good window or shelf display, and the profit is well worth while.

BRAND & CO., LIMITED Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

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

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Flour and Cereal Prices Unchanged

Sales of New Crop Winter Wheat Flour to Britain—Export Spring Wheat Flour is Quiet—Cornmeal is Less Firm—Rains Help United States Corn Crop and Prices Decline — Cereal Trade of Hand to Mouth Character.

Neither flour nor cereal markets show any change in prices this week, nor any special features. Flour is steady as is also rolled oats at last week's advance. The strength in the cornmeal market is not so marked as for the past two weeks. A normal amount of trade is in evidence, although naturally for the season demand is of a hand to mouth character. A despatch from Montreal says there is some demand from foreign buyers for new crop winter wheat flour, and as Ontario millers are selling it ten cents per barrel below old crop wheat flour, sales of several lots were made for August shipment. The export trade in spring wheat flour is quiet, but the local demand continues good.

Fluctuations in wheat have been confined within a small margin, prices going up and down as reports of crop prospects affect them. The future market is in an uncertain condition at the present time, everything depending upon the weather, not only in this country and the United States but also in Russia, whose crop is ready for shipment about the same time as our own.

Rains that meant millions of bushels added to the corn crop eased prices for that cereal on the Chicago market at the beginning of the week and Canadian prices took on a similar tendency.

The estimate of 200,000,000 bushels of wheat as the crop of the Canadian Northwest made two weeks ago is now generally credited, while some recent estimates exceed that quantity.

MONTREAL.

Flour.—Prices remain unchanged. The market is steady and firm. Trade is fairly good; the local demand being healthy. There is no feature to the market.

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

Rolled Oats.—The market continues firm, retaining the strength that has characterized it throughout the summer. Demand is maintained although locally it is not much more than fair. Prices are higher this week, reflecting the strength of the rolled oats situation.

Fine oatmeal, bags.....	2 47½
Standard oatmeal, bags.....	2 47½
Granulated.....	2 47½
Bolled cornmeal, 100-bags.....	1 70
Rolled oats, jute bags, 90 lb.....	2 25
" " cotton bags, 90 lb.....	2 30
" " barrels.....	4 75

TORONTO.

Flour.—With No. 1 Northern Manitoba wheat at \$1, flour is steady but exhibits no particular firmness. The future flour market is an uncertain quality at the present time, everything depending upon the weather not only in Canada and United States, but the world in general. Business in flour is normal.

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

Cereals.—Corn, under a decline on United States markets, eased off this week, going 2½ cents per bushel lower on Monday. Rolled oats maintain their steady position, however, under a similar tendency in the oat market. Trade is normal for the season.

Rolled oats, small lots, 90 lb. sacks.....	2 45
" 25 bags to car lots.....	2 25
Standard and granulated oatmeal, 98 lb. sacks.....	2 70
Rolled wheat, small lots, 100 lb. bris.....	2 90
" " 5 bris. to car lots.....	2 75
Cornmeal, 100-lb. bags.....	1 90
Rolled oats in cotton sacks, 5 cents more.	

TRADE NOTES.

Jacon Goldberg, grocer, Vancouver, B. C., assigned.

Charles Young & Co., grocer, Vancouver, B. C., assigned.

A. Nicholson, grocer, Vancouver, B. C., sold to A. E. Eckardt.

Both Gananoque and Simcoe, Ont., are holding library voting contests.

The West Pacific Canning Company, Vancouver, B. C., incorporated.

Karr & Son, grocer, Collingwood West, B. C., sold to Carter & Bell.

Irvine & Hutchinson, grocers, Kerrisdale, B. C., sold to Jardine & Dickenson.

Mrs. Stratton has purchased a grocery store on Coteau St., Moose Jaw, Sask. She takes possession on Aug. 1st.

The Edmonton, Alta., business men's excursion was held from July 17 to 21. The itinerary included a large number of towns in Alberta. A neat little folder was issued giving the names of those who were going as well as the points touched.

T. R. Bremmer, Macleod, Alta., has sold his interest in the White Hall grocery store to the other partners, Rhodes & Day.

Chas. Williams has erected a large store on Sixth Ave., South Hill, Moose Jaw, Sask. He will deal in groceries and fruit as well as dry goods.



have proved phenomenal sellers right from introduction. Every dealer who has handled our line has sent in repeat order after repeat order.

The reason lies in the distinctive quality and flavor of Perfection Cream Sodas. A little more care in the making and baking results in Mooney's Perfection Sodas being a good deal better than the next line.

Well and attractively packed. A good profit in the selling makes Perfection Cream Sodas a profitable stock for you.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONTARIO
WINNIPEG, MANITOBA

BRANCH WAREHOUSES

SYDNEY, C. B. HALIFAX
OTTAWA HAMILTON
CALGARY VANCOUVER
FORT WILLIAM ST. JOHN'S,
NEWFOUNDLAND

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 C. Robson

& Co., Sales Agents

26 Front St. E., Toronto

Crescent Manufacturing Co.,

Seattle, Wash.



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

Continued from Page 44

question. Those who pleaded guilty to having taken part in the melee were as follows:

East End "Old Maids"—G. Cann, p.; D. Donovan, 3 b.; M. Cummings, r.f.; Eric Jamieson, s.s.; E. F. Henderson, l.f.; M. Burkholder, C. Stroud, c.; C. Sanderson, 2 b.; J. L. Brown, 1 b.

West End "Bachelors"—C. Baxter, c.f.; J. Williamson, 1 b.; Jno. Knox, p.; J. N. Semmens, 3 b.; R. Forman, s.s.; A. Hobson, c.; W. Playter, r.f.; A. Lavis 2 b.; C. Henry, r.f.

Official—Umpire, D. M. Barton. Assistants, all the players and numerous rooters.

And the Band Played.

There was plenty of music during the day. The band of the 91st Highlanders, of Hamilton, under the leadership of bandmaster H. A. Stares provided an excellent programme. The pipers from Hamilton contributed their share while the Rube band, under the leadership of "Aunt Susie," discoursed sweet strains at intervals during the day, providing amusement for young and old alike, their latest accomplishments (?) making a decided hit. Then there was another source of music, unannounced upon the programme. It happened in the baby show when 25 infants in the contest began a chorus more or less musical, but mostly less. Hamilton controllers were the judges in this event and they are "some judges" of beauty—or at least of babies.

Graced by Old Age.

The manner in which this picnic is patronized was shown in the next event. Eighty-nine was the age of the oldest lady excursionist, while the oldest gentleman was of a similar age. Then a Hamilton family of 12 trooped on to the platform and carried off the prize ticket, the mother remarking "and there's three more yet at home."

Then began a series of races and contests headed by the Niagara Falls to Hamilton pigeon race down to the greasy-pig catching competition. Only those who have had experience in catching porkers can imagine how interesting this event is.

D. McEre now has a faithful briar to bring back fond memories of the grocers' picnic. He slid past the tape ahead in the clerks' and drivers' race. J. Baxter gave an example of the way he gets down to work in the morning, and carried off the second trophy, while J. Ewen and L. Christie came third and fourth at such a record speed, that their employers are thinking of dispensing with their horses and allowing them to deliver on foot.

Speed Among the Grocers.

Then there was the Grocers' Association Race. No one was arrested for

loafing in this contest as there were no policeman near. The contestants showed the way they are going to go after those customers who run off without paying their bills. J. M. Semmens went to the tape like the hired man coming in for lunch. E. Henderson and J. Knox came in second and third, respectively.

The "beef trust" also had their innings. The fat men's race was next announced and waiters with refreshments were stationed at intervals along the route. No records were broken except those for broken suspenders. The rube band played "I am coming." They played it over seven times while V. T. Carey, the winner in this stampede, was completing the last 25 yards. J. H. Bates came in 13 minutes later, and received a fancy vest which is a good big donation when you consider this was the fat men's race. D. M. Scott was third and had an excellent excuse for not winning. He didn't give it to the spectators. He didn't need to.

If Hamilton ladies' pitching is a sample of the general run, no man need be afraid of a flat iron from his wife's hand. However, after a great many weird attempts they managed to give a good enough exhibition to carry off the prize tea. Numerous other events from bunny catching contests to the ladies' backward race made the time fly all too fast.

Carry System to Their Picnic.

There is another feature of this picnic full worthy of description. That is the refreshment department, the handling of which the Hamilton grocers now have down to a science. This department supplies all the excursionists with tea, coffee, milk and lemonade free of charge. When one considers the large number in attendance, they realize that this is no easy task, and the committee, of which A. G. Bain is chairman, is to be congratulated on the systematic manner in which it was conducted.

Sixteen hundred and fifty gallons of drinkables consisting of tea, coffee, milk and lemonade were handed out over the refreshment counters. Six thousand paper pails were necessary to accommodate the rush. However, there was no rush, at least nothing like a person would expect when 6,000 people are seeking free refreshments. All was conducted on systematic lines. The people entered at one end of the capacious booth, where at a 30 foot counter they were served with the liquid refreshments, passing out at the farther end and thus avoiding any confusion.

Those in charge of the picnic were as follows:—

Chairman, Ed. Hazell; treasurer, James Main; secretary, M. R. Hill; transportation, J. O. Carpenter; printing, W. Smye; refreshments, A. G. Bain; amusements, M. R. Hill; music,

Harry Taylor; reception, J. A. McIntosh; games, John Forth; John Knox was secretary and John Brown, treasurer of the games committee while D. M. Barton was official starter.

On the Side.

A citizen of Niagara Falls when asked what claim his town had to fame said: "Because it is the holiday ground of the Hamilton grocers' picnic."

Did you see the "Maid of the Mist" go up to the falls? No, but I saw the "Old Maids" go down to defeat.

The "Maid of the Mist" wasn't the only maid to receive attention from Hamilton's youthful "counter hoppers."

Jack Williamson was the heaviest man in the ball game. This does not refer to his batting, however.

The ladies discarded their high heels and raced along in stocking feet.

The 22nd annual—and only one occasion on which they did not have real fine weather.

"What's the difference," asked one member of another, "between a man who has seen the Falls, one who hasn't, and a bottle of mucilage?"

"What is the difference?"

"Well, one has seen the mist, the other has missed the scene."

"And what about the bottle of mucilage?"

"Oh," calmly replied the other, "that's the sticker."

Geo. Hunt, a member of the Hamilton association was the oldest athlete on the field. He is just 80 years old and made a good showing in the race for men 60 years and upward.

If there's anything that attracts a crowd more than a free lunch, it's the grocers' refreshment booth. It has the bargain counter raid backed right into a corner.

A. G. Bain has had charge of the refreshments for the past thirteen years. The first year an ordinary boiler was the only equipment. Now eight big kettles holding 40 gallons apiece, each having its own furnace, is required, while twenty men are necessary to serve the people.

Everything went off like clockwork, as if it had been rehearsed beforehand. Even the pig seemed to know what was required of him.

"The next event" announced the megaphone artist "is for youths, sixty years and over—Let the sprinters come forth."

Important to Grocers and Dealers

A PERPETUAL INJUNCTION

has been issued by the U. S. Circuit Court,
Northern District of Ohio, Western Division

RESTRAINING

THE BOUR COMPANY OF TOLEDO, OHIO

and

B. C. HOLWICK OF CANTON, OHIO

from MAKING OR SELLING coffee mills with cutting plates like
or similar to those used in

"Royal" Electric Coffee Mills

patents on which were granted to the A. J. Deer Co. M'ch 29, 1910.

Infringers Take Notice !

The infringement suit just closed against the Bour Company and B. C. Holwick sustains in every particular the A. J. DEER COMPANY'S bill of complaint as to the infringement of the "ROYAL" ELECTRIC COFFEE MILL patents. Dealers should be very careful in buying electric coffee mills in the future to make sure they are not buying infringing machines. It is our intention to vigorously prosecute all infringers of the patents on our line of coffee mills and food choppers.

We manufacture the largest and most complete line of electric coffee mills in the world. Prices range from \$75.00 up. If interested, we will be pleased to forward our latest 1911 catalog which explains and illustrates our complete line.

All "ROYALS" are fully protected by U. S. and Foreign patents. When you deal with us you get the best mill, a full guarantee and absolute patent protection.

The A. J. Deer Co.

Manufacturers of "ROYAL" ELECTRIC Coffee Mills
(The Mill that cuts the coffee)

Meat Choppers, Drills, Meat Slicing Machines
Coffee Roasters

54 West Street

Hornell, N.Y., U.S.A.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO., Halifax, N.S.

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

WINDSOR SALT

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

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario
ESTABLISHED 1886

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

The Telephone's Business Possibilities

Long Distance Business Likely to Become More and More a Factor in Trade—How Local Business is Changing — The Whims and Moods of Instrument, and its Probable Development in the Next Ten Years.

By C. H. Crysdale, Oshawa, Ont.

The telephone must be considered today of importance almost equal to that of the railway in the conduct of general business. Just as surely as the express train and steamer have made possible the distribution and sale of goods from all parts of the earth so the telephone has made it possible for business to be accomplished which otherwise could not be done except at great personal inconvenience and loss of time.

I calculate making my telephone pay back every dollar that it cost me. I do this by using it every morning to keep my customers informed of the bargain that I may have to offer during that day. I consider it is a great factor in the sale of perishable goods, such as fruit, and do not know how otherwise we would be able to clear out overstocks many and many a day.

Posts Lists of Subscribers.

The policy I have always followed is to keep posted a list of all the telephone customers in town. Every morning I spend an hour or two as occasion offers talking with these folks about the particular bargains for that day, or of new goods that have come in. It is not an easy matter to take an order over the telephone, and, generally speaking, only a reliable salesman should be allowed to have anything to do with the instrument. When a lady calls up, or is called, she does not want to be misunderstood or continually requested to repeat what she has already said. The man at the instrument in the grocery store must have his faculties developed sufficiently to handle that class of business without delay, or inconvenience to the customer at the other end of the wire. Still, telephoning is bound to increase, and although it saves a great deal of time and indirectly means an addition to the business which would not have come under the old conditions, its spread is to be regretted because it tends more and more to a customer doing her ordering without ever coming into the store to find out what improvements have been made since her last visit. She sees the interior of the place, as it was, probably two or three months before. That fact is not conducive to good business, and it doesn't secure for the merchant all the business that might otherwise come his way. Everyone knows it is easier to induce anyone to buy goods

when the hygienic surroundings demanded by the trade conditions of to-day are vividly impressed on her mind.

The Stranger Customers.

The customer is half persuaded by the display of goods within the store in itself before a salesman even commences his selling talk. The telephone is entirely a different proposition. Nowadays accounts are opened by people who probably have never been in the store, but had given it their trade because of the advice of someone else whom the proprietor knew. I remember one case not long ago when a woman came in to order some goods and I had never seen her before, nor did I know anything about her. When she told me her name, however, I recognized a good customer. She had been transacting business with us entirely by telephone and I had not considered that point when racking my brains to reveal her identity. There are any number of cases like that, and also many in which good customers who were accustomed in the old days to visit the store when giving their order when they had not the luxurious, ease-loving telephone, never visit the establishment for months at a time. There are several of my best patrons whom I have not seen for three months at least, and for several reasons I wish this was not the case.

But there is the other side to the telephone, and that must be considered, too. I feel at perfect liberty, when thinking of the telephone, to call up customers of other stores whose names appear on the list I have posted by the instrument and endeavor to sell them special lines, either in fruit or crockery or something else which I know their own grocer does not carry. If I get them interested in that and close a sale over the telephone I usually endeavor to add to it by having them order some good quantity of a regular staple. This, I consider, does not interfere with the general trade of the grocer whom she has always dealt with and if it did I would not do it because I believe in every dealer looking after his own business and leaving that of anyone else seriously alone.

Telephone Whims.

A telephone is full of whims and moods and for that reason needs to be treated with indulgence. Some mornings the receiver is as clear and full-

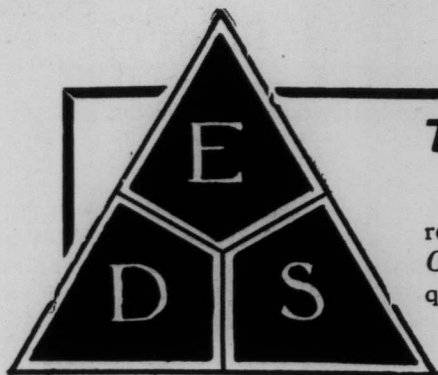
toned as a bell, while at other times it seems almost impossible to hear a single word that is being transmitted into the ear. That is its principle trouble. A customer calls up, knowing nothing about this or apparently being ignorant of it, and the man at the grocery phone must be particularly sharp if he is going to catch the drift of her conversation sufficiently to act upon it without having her repeat it over and over again.

So it is generally good policy to have one man look after that end of the business. At least that is the way I view it. He will thus become familiar with the names and voices and tricks of expression of all his customers and so will be able to call them by name almost as soon as the receiver is to his ear. It's a wonderful aid in carrying on conversation of this sort in being able to interject the personal element at the outset rather than being compelled to have the voice at the other end of the wire reveal its identity and all that sort of thing.

It also makes it a great deal easier to secure a larger order than the speaker had intended when first going to the phone. Because of his knowledge of the fact that she has not visited the establishment in the past few weeks or months he is able to tell her of a good many things which he otherwise would have feared to mention.

New Ways Crowding the Old.

Probably the day is not far distant when every grocer will be depending to a more or less great extent upon this telephone business. When that day comes there will be, on doubt, a separate department set off in the store with every modern equipment there to simplify the work and render the possibility of misunderstanding as remote as possible. Personally I am sorry to see the old customs become less and less important, and the long-distance business creeping more and more to the fore. The business possibly is just as good and, generally speaking, anyone who is able to afford the telephone is sufficiently favorably treated financially as to have ample funds to pay her grocery account, but the collection enters into the new arrangement and makes extra work for the office. That is the feature of it that is hardly viewed with complacency. But the march of progress will not be stopped by that, and it is quite possible, nay, probable, that the growth of this class of business will be most pronounced during the next decade. So for that reason it would be unwise on the part of any grocer to seriously attempt to stem the tide. The trade is subject largely to inclination now, and this tendency will be even more pronounced in the future.



The Standard of Purity!

No reputation is so valuable to manufacturer or retailer as that for the making or handling of *Honest Goods*—goods of guaranteed purity, unimpeachable quality.

**“E.D.S.” Brand
Jams and Jellies**

bear the trade mark stamp of honesty. The Department of Inland Revenue has certified them to be *100% Pure*. Send for Government Bulletin 194 and be convinced that no line you can handle will so add to your reputation as “E.D.S.” brand. See that your shelves are liberally stocked with these satisfaction givers.

But one trial of “E.D.S.” brand goods is sufficient to guarantee repeat orders—and your profit is assured.

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

NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton, Agents.



CURRANTS

We are proprietors of
“AFRODITE” brand, the best AMALIAS
currant on the market.

“NAUSICAA,” fine FILIATRA dry,
cleaned carton currants

“VICTORY,” fine FILIATRA dry, cleaned
carton currants.

and importers and distributors of
**Highest-grade PATRAS and VOSTIZZA
currants.**

We aim to give the trade the best grades
of currants obtainable from season to season.

We solicit the opportunity to quote on
your CURRANT needs at all times.

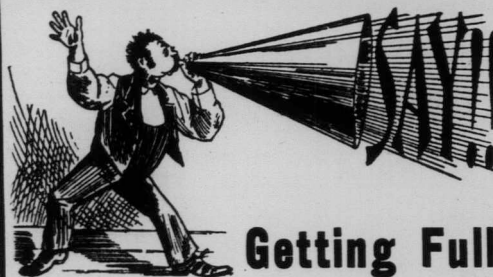
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GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



Are
You

Getting Full Value

for your money in the goods you purchase? If
you let the cents slip away, you'll soon be
minus a number of dollars.

L'Etoile (Star)

Macaroni, Vermicelli, Spaghetti

give you an opportunity to get full value and
make big money.

MADE IN CANADA

No Customs Duty to Pay and Superior to
Imported Goods.

OUR MOTTO—RIGHT GOODS
AT THE RIGHT PRICES.

L'ETOILE

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

LEMONS

This weather you are looking for good stock at right price, send us your orders. Have also full lines of

Oranges, Bananas, Water Melons, California Peaches, Plums and Apricots, Tomatoes,

in fact, anything wanted in our line.



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.

Lemon Supplies are Not Plentiful

Some Difficulty in Getting Supplies—Hot Weather Will Boost Prices Again—Oranges are Firm — California Fruits Going Out Well—Spanish Onions Arrive—Canadian Cucumbers on Market—Tomatoes Under Scarcity are Firmer.

Supply and demand evidently regulates prices of lemons on the different markets. This week prices in Montreal have been maintained at \$5 to \$5.50, while in Toronto prices have eased slightly, putting both these markets on the same basis. However, supplies are not at all plentiful and the opinion rules that a few days of real hot weather would put a firm tendency on the market again. Some difficulty is being experienced in getting shipments to this side, on account of the cholera in the Mediterranean district, many of the steamers are held under quarantine for 10 days, being a great inconvenience to lemon importers. This hold-up has made it unprofitable for some steamers and sailings have been cancelled.

California late Valencias are about the only orange being offered and they are quite firm in price, due to the highness of fruits in general, a better demand than usual being experienced. It is also claimed that shipments are being curtailed to some extent, although the supplies going out of California are larger than a year ago. For instance, on the 19th of July, the California orange shipments were 88 cars, compared with 42 on the same date last year. Late Valencias will continue to be shipped until late in September. Jamaica will begin in the same month while Florida will come forward around Oct. 1.

California late Valencias are about the plums and pears, are being taken up well, while watermelons are also enjoying a good trade. While the cool weather has slackened the demand for the latter on some markets, the general trade is brisk and prices are holding steady.

New crop Spanish onions are now being offered on Canadian markets. Canadian cucumbers are cheaper in price, while tomatoes, on a temporary scarcity, are firm.

MONTREAL.

Green Fruits.—There is a good demand for California fruits. Plums, peaches, pears, etc., are moving steadily. Cantaloupes are also going freely. The supply of Canadian blueberries has been liberal this week. Altogether, there has been a heavy business reported with the weather favorable. Lemons are still at their high mark, and it is thought they may go higher before fresh supplies are received. Just now they are something of a scarcity, and prices are likely to go higher if the present demand is main-

tained. Raspberries are going well and the general tone of the fruit market is harmonious.

Apricots, Calif.	nia, box	2 25	2 50
Apples, Spies, extra fancy		9 00	9 50
Bananas, bunch		1 50	2 00
Bananas, crated		2 00	2 50
Blueberries, Can.	box 22 qts.		2 75
Cantaloupes, Cal		5 00	6 00
Cherries, Canadian		1 50	1 60
Cherries, Calif.	n's, box		2 75
Cocanuts, bags		4 50	5 00
Currants, red,	basket	1 00	1 25
Currants, black,	basket	1 25	1 75
Grape fruit, Flo.		3 75	4 50

Lemons	5 00	5 50
Limes, s box	1 25	1 50
Oranges—		
Valencia	4 00	5 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, Calif.		
nia, crate	2 50	3 00
Pears, Cal., crate	3 50	4 00
Pineapples—		
Floridas, case	3 75	4 00
Plums, California	box	2 50
Raspberries, box		0 15
Strawberries, Canadian		0 15
Watermelons	each	0 50

Vegetables.—The market is much the same as last week. Prices have not changed much. The demand continues good and business is quite satisfactory.

Beans, wax, hamper	2 00	Onions—	
Beets, doz	1 25	Egyptian, bag	3 00
Carrots, doz	1 25	Bermuda, crate	3 50
Cabbage, crate	3 00	California potatoes	
Corn, per crate	2 50	new, per bbl	4 50
Cucumbers, bas.	2 50	Potatoes, bag	1 60
Garlic, 2 bunches	0 25	Radishes, dozen	
Green Peppers,	bushel basket	bunches	0 30
Leeks, doz	1 75	Tomatoes, Jer-	
Lettuce—	Canadian lettuce	seys	1 50
per doz	1 45	Tomatoes, bus.	2 50
		Turnips, bag	1 50

TORONTO.

Green Fruits.—As can be expected with the continuance of cool weather, especially as compared with that ruling at the first of the month, the demand for lemons has slackened, and prices are slightly easier now, ranging from \$5 to \$5.50 per case. Local dealers say that supplies are not large and that they look for little or no further reduction in prices, one dealer remarking, "a day or two of hot weather would put them back to firmness again." Oranges are firm, another 25 cents having been added to prices this week. Prices of other fruits are high and this has created a similar tendency in oranges, while shipments out of California are being curtailed. Grape fruit is done and pineapples are on the verge of exhaustion. Under scarcity, Canadian tomatoes last Saturday went as high as \$2 per basket, but at the beginning of the week receded to \$1.75. Watermelons are enjoying a good steady demand.

Bananas	1 00	1 75	Red currants,	
Cocanuts, sack		4 75	basket	1 50
Lemons—			Gooseberries,	
Verdell	5 00	5 50	basket	1 50
Limes, box	1 25	1 50	Can. tomatoes,	
Oranges—			11-qt. baskets	1 65
Late valencias		4 75	Rhubarb, doz.	0 25
Pineapples crate	3 50	4 50	Peaches, box	1 75
Raspberries	0 13	0 15	Plums	2 00
Blk. raspberries	0 13	0 13	Pears	4 00
Black currants,	basket	2 25	Apricots, box	1 75
			Cherries, Cana-	
			dian, 11-q. bsk	1 25
			Watermelons	0 40

Vegetables.—New potatoes are quoted lower this week at \$5 to \$5.50 per bar-

rel, both Virginia and Jersey sending supplies with the latter slightly cheaper, although they were firmer at the first of the week. The Canadian product is becoming more plentiful, although nothing like large enough to supply the whole demand. The country districts have used nearly all their own production as yet. Spanish onions have arrived on the market, and are quoted at \$3 to \$3.50 per large case. Canadian cucumbers are more plentiful and have been reduced to 60 to 75 cents per basket.

Canadian beet, basket....	0 30 0 40	Canadian beans, 11 qt. basket..	0 60 0 75
Cabbage, Canadian, crate....	2 50 2 75	Onions—	
Ca rote, new, doz.....	0 40 0 50	American cooking, 70 lb. bag.	1 40
Cucumbers, hamper.....	1 75	Texas, case.....	1 50
Canadian, bak..	0 60 0 75	Spanish.....	3 00 3 50
Letuce, Canadian, head....	0 25 0 30	Potatoes, new, barrels.....	5 00 5 50
		Parsley, per doz	0 75
		New turnips, per 11-qt. basket.	0 25 0 35

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

Lawton Berries
OR
Thimbleberries
ARE NOW AT THEIR BEST
Raspberries

PLUMS }
PEACHES } HARVEST APPLES

Canadian Grown
Tomatoes, Cucumbers, Etc.

Wire, phone, or mail your orders to
STEVENS & SOLOMAN
GROWERS AND SHIPPERS
OF CANADIAN FRUITS
HAMILTON, ONT.
PHONES 1990—2700—3200

FRESH FISH

Our Fish Department is very busy these days with Fresh Fish.

HALIBUT, TROUT, WHITE COD, HADDOCK

and many of the other tempting lines.

We want your fish orders. Our Prices are Right—
and the Quality Superior.

TRY US

WHITE & CO., LTD.

WHOLESALE FRUIT AND FISH
TORONTO

SEASONABLE FRUITS

PEACHES PEARS PLUMS
CANTALOUPE WATER MELONS
TOMATOES CUCUMBERS POTATOES
ORANGES LEMONS BANANAS

Place a standing order to be filled from fresh arrivals each morning.

The House of Quality

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



BUSTER BROWN

QUALITY

IS THE STANDARD OF QUALITY,

the Standard by which others are Judged. In your order for Lemons mention our Brands or name of Packers to insure the most satisfactory results!



W. B STRINGER, Sales Agent

FOLLINA, BROS. Packers



Fish - Oysters



Halibut Plentiful and Selling Well

Coming Forward Freely Under Direct Shipment—A Favorite in Regard to Demand—A Satisfactory Summer Trade in Fish—East Coast Fishermen Hampered by Lack of Bait—Good Total Catch Expected on Coast, However.

The usual summer demand in fish is in evidence. Wholesale dealers state that those retailers who are giving the necessary attention are doing a nice business in this line. Halibut is in plentiful supply and a large proportion of the trade is being done in this line. Gaspé salmon is scarce while B.C. salmon is coming forward more freely.

The bankers on the eastern coast have been hampered to a considerable extent by the lack of bait, but, however, have lately been able to get a supply of caplin at Newfoundland ports. While as yet fish on the banks are reported scarce, the season is early and there is every prospect that the total catch on the eastern coast of Canada will be a good one. Newfoundland herring are gradually easing off in price.

QUEBEC.

Montreal.—B.C. salmon is in better supply this week and has responded with prices a little lower. Gaspé salmon is scarce. Halibut is coming forward freely and under direct shipment.

FRESH		FROZEN	
Alewives (shad herring) per 100 fish.....	2 00	Halibut, express per lb.....	0 10
Bluefish, per lb.....	0 12	Salmon, B.C., lb.....	0 15
Dressed perch, per lb.....	3 10	Salmon, Gaspé.....	0 16
Dressed bull-heads, per lb.....	0 10	Shad, buck, each.....	0 30
Eels, fresh, each.....	0 25	Shad, roe, each.....	0 60
Mackerel.....	0 12	Sea trout.....	0 10
Haddock, per lb.....	0 04½	Sea bass, per lb.....	0 10
Steak cod headless, per lb.....	0 05	Trout, brook.....	0 25
		Lake trout, lb.....	0 11
		Pike, per lb.....	0 08
		Pickeral or dore.....	0 14
		Whitefish, lb.....	0 11 0 12
SALTED AND PICKLED		FROZEN FISH	
Labrador sea trout, bbls.....	12 00	Gold eyes.....	0 05
Labrador sea trout, half bbls.....	6 00	Pike.....	0 05
No. 1 mackerel, pail.....	2 00	Pink sea salmon.....	0 08 0 09
No. 1 mackerel, bbls.....	8 00	Round red salmon.....	0 09
Scotia herring, No. 2, bbl.....	6 00		
Lake trout, half bbl.....	6 00	White fish, winter caught.....	0 08
Choice mackerel, half pail.....	2 00	Yellow pickeral.....	0 08½
Salmon, B.C., red, bbl.....	14 00	Mulletts.....	0 04
Salmon, B.C., pink, bl.....	12 00	Bluefish.....	0 12
SMOKED			
Bloaters, large, per box, 60s.....	1 10		
Haddies.....	0 08		
Herring, new smoked, per box.....	0 25		
Kipperd herring, per half box.....	1 00		
New filets, per lb.....	0 10		

SHELL FISH	
Shell oysters, choice, barrel.....	12 00 13 00
XXX shell oysters.....	10 00
Lobsters, live per lb.....	0 35
Oysters, choice, bulk, Imp. gallon.....	1 40
Oysters, bulk, selects.....	1 60
Solid meats—Standards, gal., \$1.75; selects, gal., \$3.....	

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	7, 9, 10
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 75

ONTARIO.

Toronto.—A satisfactory summer trade in the various lines of fish is being transacted. Firmness is noticeable in such lines as trout and white fish due to smaller supplies, while herring and halibut are quite plentiful, the latter proving a good seller.

FRESH CAUGHT FISH			
Steak cod.....	0 07½	Fresh caught white.....	0 12
Fresh halibut.....	0 10	Fresh caught herring.....	0 06
Ferch.....	0 06	Haddock.....	0 08 0 07
Fresh trout.....	0 11	Pickeral.....	0 10

FROZEN FISH	
White fish, winter caught.....	0 08
Yellow pickeral.....	0 08½
Mulletts.....	0 04
Bluefish.....	0 12

SPRING SALMON PLENTIFUL—SOCKEYES ARE SCARCE

So Says Report From the Pacific Coast — Young Fish Meet Death From Trout and Chubb—This Said to be One Cause For Sockeye Shortage.

Vancouver, B.C., July 27 (Special).—The pack of sockeye salmon in British Columbia so far this season has not been large. In the north it is behind that of last year, and on the Fraser the run has been small. Those connected with the fishing industry on the Fraser River state that the salmon is falling off, for one reason because so many young fish are killed by trout and chubb suckers which are found in great numbers near the hatcheries. Fishermen are given 35 cents each for sockeyes, which is a large price, but even this is not bringing in many. When fish are scarce, American canneries do all they can by offering high prices to get the fishermen to market over there.

While sockeyes are scarce, spring salmon are plentiful, and the run in the north has been the largest in history. The quality is good, too. The general manager of a packing concern suggests that the reason for the increasingly large run of springs is that for many years the hatcheries on the Columbia have been turning out spring salmon and that British Columbia is benefiting by this work. With a large run of springs on the Skeena, the average pack may hardly be termed large, though a good start has been made. On the Naas, the sockeyes have not been running as well as last year. Conditions, however, are improving in the north, with the advent of warm weather.

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

NOVA SCOTIA.

Halifax.—Dealers report the fresh fish trade a little slow at present. The receipts of fish are fairly good, but the demand is light, which is usual at this season. The exports of fresh fish are also light, but this is due mainly to the warm weather. The bankers which have been hampered to a considerable extent by the lack of bait are now able to get a supply of caplin at Newfoundland ports where the fish have commenced to strike on the shores in abundance. The fish are so plentiful that the fishermen are working night and day in handling them.

While fish on the banks are reported scarce, the season is as yet a little early, but there is every prospect that the total catch of the Newfoundland, Labrador and Nova Scotia fishermen will be a record one.

Local bank codfish are now selling around \$6.40 per quintal. Small lots of shore fish are coming in and are selling at \$6 for small, and \$6.50 for large. The prevailing hot weather of late has stopped curing operations at most of the fishing centres on the Nova Scotia coast.

The situation regarding pickled fish is somewhat disappointing, the total catch of spring mackerel is small, and high prices are ruling. Newfoundland herring are gradually easing off in price. It now looks as if before many years alewives and salmon will follow shad and become an article no longer obtainable for export.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

CONNORS BROS., Limited
Black's Harbor, N.B.

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



THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

QUAKER BRAND

LOBSTERS

In Pounds and Halves, Flats.

Quality
Superlative

Write for Quotations

or

Ask our Travelers.

MATHEWSON'S SONS,
MONTREAL

The Dealer's Possibilities in August

The Last Month of Summer—Farmers are Busy With the Harvest and Merchants Must Make Extra Efforts — A Good Fruit and Sugar Month—Canned Goods and Picnic Supplies Can Still be Featured.

"Don't wait for something to turn up. Start right in and turn something up yourself."

August is close at hand and for this month the above is excellent advice for the grocer to observe. During this month the farmer is busy at his harvest and in order to maintain business at a standard in country districts, it is all the more essential that the grocer devise some plans calculated to help his business out during this month. Give more attention to the dressing of the window and the writing of advertisements, and if necessary do a little extra advertising. Your expenses are nearly the same no matter whether business is quiet or brisk so that it is to your advantage to do something that will keep the cash-drawer on the swing during the whole month.

Sell Canned Goods and Drinks.

Just because the family almanac announces that August is the last month of summer is no reason why any dealer should allow his stocks of picnic and summer goods to run too low. Canned goods, drinks and other lines which the summer and picnic season create a demand for, will be salable for close on a couple of months. Do not load up with these lines the same as at the beginning of the season but carry sufficient stock to supply all demands. Do not wait for customers to ask for them either, but suggest them in personal talks and advertising. If there are any lines which have been dragging, now is the time to devise some plan to get them off the shelf before the season for their sale closes.

Fruit should also be given attention during this month. While small Canadian fruits are about at an end, there are different lines now being imported, while later in the month Canadian peaches and plums will be coming on the market. Push sugar in conjunction with preserving fruits as well as sealers. Make quality the strong point in talks on fruit jars and use plenty of display.

Watch the Pickling Season.

Preparation for the pickling season would also be well during this month. Look over last year's figures and form an estimate of the amount you will require for this season. Positively air tight receptacles are needed for your spices in order to preserve their strength, and some thought should be given to providing these. Tins are all right in this respect while glass jars with glass

jars with glass stoppers keep the strength and also show the spices up well.

The provision counter could also be featured to good advantage during August. Most particularly can a good trade be worked up in smoked and cooked meats. Display of these lines in a cleanly and tasteful manner will do much to boost sales.

Feature One Line.

An idea followed by many dealers and

one which has proved beneficial to trade is to specialize on some one line or article each month, giving extra prominence in many ways to that particular line. Any line carried in the store may be featured in this manner. Even such a thing as a fly destroyer might be all right for the month of August, as the fly harvest is just now in full swing. By giving some window and counter space to it, as well as a little advertising and personal talk, sales during the month should amount to an appreciable figure.

With all these means at hand, and by following the advice set down in the opening paragraph, dealers in all sections should be able to make the August sales sheets talk for themselves.

WANT EARLY CLOSING THREE NIGHTS EACH WEEK

Montreal Clerks and Some Dealers Present Petition to Council, Which is Strongly Opposed by R. M. A. Officials—Hope of Smaller Dealer is Claimed to be Dependent Upon Stores Being Kept Open.

Montreal, July 27.—(Special)—There is a by-law in force in Montreal requiring the early closing of dry goods, grocery, boots and shoes and such stores on two nights each week, Wednesday and Thursday. Recently a petition has been presented to the council asking that proprietors be also compelled to close on Tuesday nights and as a result these proprietors are up in arms against the movement.

It must be understood that in cities like Montreal the big department stores with their page ads. and 8 a.m. bargains lure the people away from the smaller stores, but after six o'clock the latter are freed from this opposition, and women who have been kept at home with their families during the day get a chance to make necessary purchases when their husbands are at home. Thus there is quite a trade after six o'clock and the proprietors of the small stores realize this fact.

The petition for closing is said to have had the signatures of 1,500 retail merchants of one kind or another but it was also said in opposition that there were 15,000 or more who did not sign it. Naturally the clerks or the majority of them welcome this petition as it gives them another night off.

At the meeting of the Legislation Committee of the council when the bill was presented, J. A. Beaudry, secretary of the R.M.A., strongly opposed the movement to close the stores three nights a week. J. D. Boileau, president of the Grocers' Section, also spoke in opposition to it. Another speaker said that the smaller stores were in spite of obstacles holding their own. There was

a night trade peculiar to Montreal and the small stores catered to it. Three hours were spent in discussion when an adjournment was called.

THE WEEK'S TRADE CHANGES.

Interesting Happenings in the Grocery Trade Throughout Canada.

ONTARIO.—Tremblay Bros., general merchants, Sellwood, suffered loss * by fire.

John McKenzie, grocer, Ormsby, sold. Fedesco Dominico, grocer, Guelph, assigned.

Jas. Spurr, general merchant, L'Amble, sold.

J. B. Conlin, general merchant, Detlor, succeeded by H. F. Conlin.

W. J. McTavish & Co., general merchants, Lavallee, have assigned.

F. X. Charland, general merchant, St. Gertrude, Que., voluntary assignment.

QUEBEC.—Eugene Gauron, general merchant, Ville St. Pierre, Que., assigned.

Wm. Page, dealer in groceries and hardware, Fingal, Ont., sold to Alb. Culver.

A. P. Blue (Reg.) general merchants, Capleton, dissolved, A. P. & J. R. Blue continuing under same style.

WESTERN CANADA.—N. Katz, grocer, Winnipeg, Man., sold to J. Stobie.

Stephen Garland, general merchant, Carberry, Man., sold to M. Craig.

W. H. Thompson, general merchant, Garson, Man., sold to J. F. Fitzwater.

Brownlee & Bressard, grocers, Brandon, Man., succeeded by J. B. Loggie & Co.

OPPORTUNITY FOR AN ENERGETIC YOUTH

of about 18 or 20 years of age, for position offering splendid prospects for advancement, must be accurate and prepared to apply himself to work which will be connected with THE CANADIAN GROCER.

QUALIFICATIONS WANTED

1. Some Knowledge of the Grocery Business, applicant to state fully nature of work he has done in this connection.
2. Typewriting and Stenography—Only a small part of time taken up by this work, but ability to operate a typewriter would make a young man more valuable to us.
3. Good General Education—This will not only enable him to do better work at the start, but will facilitate his advancement.
4. Accuracy—Show in application in some way that you have been accurate in connection with work which has been entrusted to you by former employers.

APPLY BY LETTER, GIVING INFORMATION ALONG ABOVE LINES AND STATE SALARY EXPECTED.

THE CANADIAN GROCER
143--149 UNIVERSITY AVENUE, TORONTO.

Give Correct Weight; No More, No Less

How Many Clerks Prevent Many Employers From Making Profits They Should From Carelessness in Weighing?—Honesty That Works Both Ways—In Interest of Clerks to Train Themselves—How it Works Out in Measuring Sugar.

Clerks should remember that honesty is a two-handed sword, and that it cuts both ways.

Many clerks in grocery establishments, in their zeal to give full weight to customers, overdo it, thereby cheating their employers out of a certain amount of profit that rightly belongs to them.

Recently a merchant, in speaking of this side of the question, said: "From his first day in the store the clerk has had the fact impressed upon him that honesty is necessary. When he enters a store as clerk he is generally filled with the fear that he will short-weight customers, and in his determination to guard against it, he generally gives the customers more than rightly belongs to them. I have watched a great many clerks and I have found that in weighing, in the great majority of cases, the customers are given the benefit. That is, if the clerk is in any doubt as to whether the exact weight is in the parcel, he will generally add a little so that there will be no chance of his cheating. He does not remember that it is just as bad to cheat the employer. I believe that over-weight is given in more cases than under-weight."

Weight Should be Correct.

It would be well for clerks to give consideration to the opinion expressed by this merchant, for he, no doubt, sounds the same note as others who, at times, feel themselves aggrieved. Most clerks wish both to give honest weight and also to make as large a profit as possible for their employer, but, as expressed by this merchant, they generally give the customer the benefit of the doubt.

Now, clerks may argue that it is in the best interests of the merchant to give the customer the benefit of the doubt, but at present, according to general opinion, there is more over-weight than under-weight given in grocery stores. But what the merchant wants, the customer wants, and what the clerk should aim at is to give exact weight, no more and no less. It is possible within a close fraction and is what the clerk should attempt.

"I may be putting it a little high, but I believe that five out of six clerks in grocery stores do not weigh correctly," said a broker who at one time was in the retail grocery business and who, the majority of cases, although lack of therefore, takes a great deal of interest in it. "Carelessness is the reason in

proper training may be responsible to a certain extent. But the chief aim of the clerk seems to be to complete the process. They do not safeguard their employer's profit by giving correct weight and no more. They seem to think that as long as they give the customer good weight that it is all right."

Practice to Eliminate.

"It would be to the interest of clerks," he continued, "to train themselves in the correct principles of weighing. They should remember that every time the scale swings past the correct weight, they are making themselves so much less valuable to their employers. Practice would do a great deal to eliminate the giving of over-weight by clerks."

As this broker states, practice would do a great deal to eliminate the giving of over-weight. Take sugar, for instance. Does the clerk know just about how full a bag should be for a certain amount? This may be gained by giving strict attention while weighing. Attention is also necessary for another reason. You are weighing sugar. You know that you have nearly the correct amount. Therefore, do not put it into the bag by the scoopful. Watch the scale and as it comes near to a balance let the sugar run from the scoop more slowly and give the scales your attention, so that as soon as the scale is exactly balanced you will be able to stop the flow of sugar. The trouble with many clerks is that they do not give thorough attention. Before they know it, there is just a little too much. If they take any out they think that the customer might ap-

ply the term "close" or "stingy" to them. Accordingly, the extra amount is given to the customer, and so much more is taken off the profit of the store.

Over-weight Mounts up.

If we consider, just as an example to show how this over-weight amounts up, that 200 weighs are made in a store in a day, and that the average price of the goods sold is 16 cents per pound. The clerk gives 1/2 ounce over-weight each time, which in itself does not seem very much. However, it amounts to 100 ounces in a day, which, as an average of 16 cents, amounts to \$1 per day. Thus in a year, by that amount of over-weight, the profits would be cut down by over \$300.

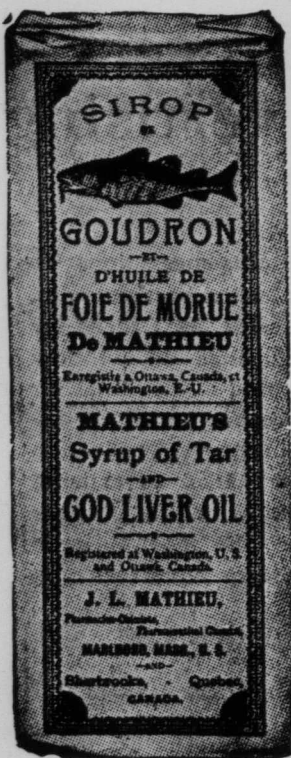
Therefore, the clerk who considers the question will see what that small amount totals up to in a year, and so as to make himself more valuable to his employer, he will endeavor at all times to give correct weight, no more and no less.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his
groceries where he buys
his SHAMROCK tobacco

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

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.



CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE.

FOR SALE—Grocery and bakery business. Turn-over of about \$16,000 per annum. In thriving town of 1,100. Good cash business. Apply Box 392, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

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

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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

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

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

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

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (17)

SITUATIONS WANTED.

A YOUNG MAN of 20 desires position as assistant book-keeper, clerk or travelling salesman. English and French education. Two years' experience in a grocery, flour, feed and hay business. Apply Box 13, Sturgeon Falls, Ont.

A YOUNG MAN, ambitious, speaking French and English, would like to represent a reliable firm for Quebec City as side line. Address Box 394, CANADIAN GROCER, Toronto.

HOLLANDER, perfect butterline maker after the latest methods by milk-ripening with cultures, etc., etc., just now finishing his contract in America, wants situation. First class references, educated and able to take position as technical manager. Apply Box 393, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HART-FORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

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

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

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

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

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (17)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (17)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

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

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

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto



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.



The Polish
OF
Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.

The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.



BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

HERB BEER

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

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

Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

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

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Br
HAN
LAPORTE, M
AGENCIE
F.
IMPOE
Sur Extra Fins
Extra Fins
Tres Fins
Fins
Mi-Fins
Moyens No. 2
Moyens No. 3
Asp
MINEI
Case—
12 litres
12 quarts
Tins—
8 gals., 2s....
2 gals., 4s....
1 gal., 10s..
gals., 20s..
St. Nicolas, F
La Neptune,
La Capitale,
La Sentas S;
Vichy Lemon
Le Soleil,
Case 25 lbs.,
" 12 lbs.,
" 50 lbs.,
" 100 lbs.,
" La Lune,"
Case 25 lbs.,
" 12 lbs.,
" 50 lbs.,
" 100 lbs.,
" 100 lbs.,
Alimentary
Vermicelli
Box, 25 lbs.,
" 25 lbs.,
D
Grape Juice
" Apple Juice
Champagne
Matts Golde
Sparkling C
Apple Vine

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

LARK'S PORK AND BEANS
Tomato Sauce

Per doz	
No. 1, 4 doz.	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. 6, 1 doz.	in case.... 4 00
No. 12, 1 doz.	in case.... 50

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

IMPORTED PEAS "SOLEIL"

Per case	
Sur Extra Fins.....	10 50
Extra Fins.....	15 00
Tras Fins.....	15 00
Fins.....	13 00
Mi-Fins.....	12 00
Moyens No. 2.....	10 00
Moyens No. 3.....	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	
12 litres.....	6 50
12 quarts.....	5 75
Tins—	
4 gals., 2s.....	23 00
2 gals., 4s.....	29 00
1 gal., 10s.....	25 00
gals., 90s.....	26 00

VICHY WATERS.

St. Nicolas, 70 qts.....	7 00
La Neptune, 80 qts.....	6 00
La Capitale, 80 qts.....	5 00
Les Sinites Sparkling, 50 qts.....	3 00
" " " 100 pta.....	9 00
" " " 100 splits.....	4 00
Vichy Lemonade Savoureuse, 50's.....	7 50

CASTILLE SOAP

Le Soleil, 73 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars.....	0 08 1/2 lb.
" 80 lbs., 4 lb. bars.....	2 50 case
" 100 lbs., 3 1/2 oz. bars.....	3 75 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.....	0 07 1/2
" 25 lbs., loose.....	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.....	4 75
" 24 pta.....	5 15
" 36 splits.....	4 75
Apple Juice, 12 qts.....	4 50
" 24 pta.....	4 75
Champagne de Pomme, 12 qts.....	5 00
" 24 pta.....	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts.....	5 00
" 24 pta.....	5 50
Apple Vinegar, 12 qts.....	2 50

MOODY'S ROYAL BLUE

BLUE, LAUNDRY (Moody's Royal)

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

MOODY'S ROYAL CHLORIDE OF LIME

(Moody's Royal)

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

MOODY'S ANTY EXTRA FINE DRUDGE

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs... 1 lb. 0 05 1/2
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

KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

Large size, 1 1/2 lbs.. 0 90
Small size, 10 oz... 0 45
Packed 3 doz. in wood box

Jam Per lb.

30-lb. wood pails..... 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75

Cereals.

Post Toasties
Postum Cereal Co., Limited

Grape Nuts
A Compound made of Wheat, Turkey, Salt and Yeast.
Postum Cereal Co., Limited

FORCE

Force 36's..... 4 50
Gusto, 36's..... 2 85

JELLY POWDERS

JELL-Q
The Dainty Dessert

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.

JELL-O ICE CREAM POWDER
FOR MAKING ICE CREAM
PAYS 50¢ PROFIT

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

PURE AND DELICIOUS
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

Per doz. Per doz.

D.S.F., 1-lb. tins 1 40 F.D., 1-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-lb. tins. 0 85 " 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 90 "
Large, cases 1 dozen..... 1 35 "

Lard

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

Tierces.... \$0 10 1/2
1-bbls.... 0 10 1/2
Tubs, 50 lbs 0 10 1/2
20-lb. Pails 2 15
20-lb. tins.. 2 05
Cases 31-b 0 11 1/2
" 5-lb. 0 11 1/2
" 10-lb 0 11

F.O.B. Montreal

GUMMS "BASIFIRST" LARD COMPOUND.

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

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 box, 40), per box 1 50
Tar licorice and tolu w..... 5-lb. cans.
per can..... 2 00
Licorice lozenges, 1-lb. glass jars..... 1 75
" " " 5-lb. cans..... 1 50
" Purity" licorice, 10 sticks..... 1 45
" " " 100 sticks..... 0 73
Dulc, 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

THE CANADIAN GROCER

SYMINGTON'S COFFEE ESSENCE

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

Thos. Symington & Co., Edinburgh and London

AGENTS:—Ottawa—Messrs. W. B. Bayler & Co., Toronto, Quebec—Messrs. F. L. Boucher & Co., Montreal, Vancouver and Winnipeg—Messrs. Shillgrove, McLean & Co.



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BRUSHES

NEW LINES

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hopner Co., Limited
PORT ELGIN ONTARIO

Your guarantee of profit lies in
"COW BRAND"
Baking Soda



because of its popularity with the housewife!

Order from your jobber.

J. CHURCH & DWIGHT

Manufacturers

LIMITED

Uniformity

MONTRÉAL

Reliability

CHINESE STARON

HAVE YOU A STOCK?
GREAT SELLEN ALL THE TIME.

our price

CHINESE STARON

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SALT FOR
TABLE
DAIRY
MEATS
HIDES

Verret, Stewart & Co., Limited

SALT SELLERS

: : : :

MONTREAL

**Personal Salesmanship of the Dealer is Necessary
If the Manufacturer is to Get the Best Results**

A manufacturer may advertise a table delicacy extensively to the general public; and every dealer may stock that article; yet every dealer would have dozens of customers who would not ask for it; they would possibly consider it an extravagance — something beyond their means.

In order to get the widest distribution of his product the manufacturer must bring the **salesmanship of the dealer** to bear on the situation. This alone can overcome any prejudice in the mind of the consumer.

This **Personal Salesmanship** of the dealer has practically alone built up the business of many manufacturers. It is the most powerful agent the manufacturer can enlist in his service.

The dealer's attention can best be secured through the business paper he reads every week. That is why advertising in The Canadian Grocer has proved a splendid **business-builder** for so many large firms.