

**PAGES  
MISSING**

FEATURING RETAIL ADVERTISING IN SUMMER

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII.

PUBLICATION OFFICE: TORONTO, JULY 31, 1914.

No. 31

## ROBIN HOOD PORRIDGE OATS

Packed in sanitary fibre tubes. The latest, most modern cereal package. Contents positively guaranteed against loss from weevil or bugs.

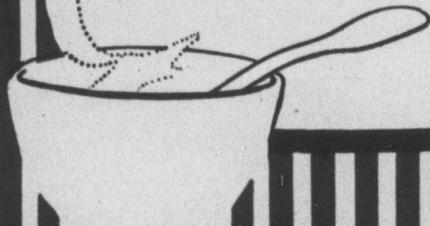
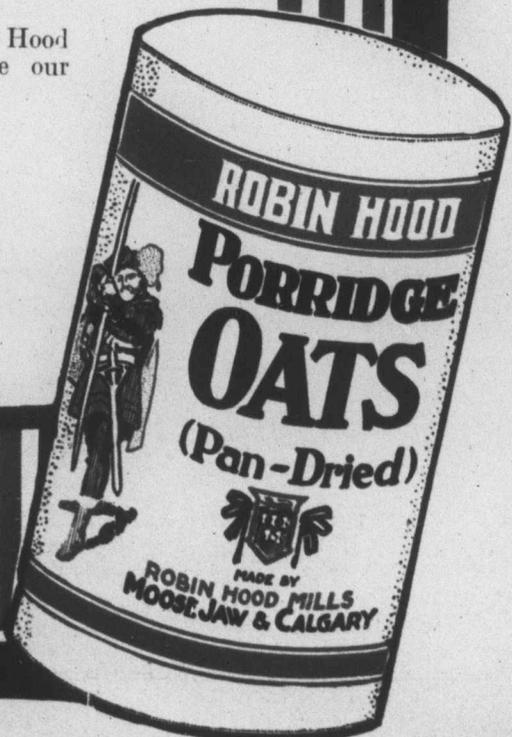
### ROBIN HOOD PORRIDGE OATS

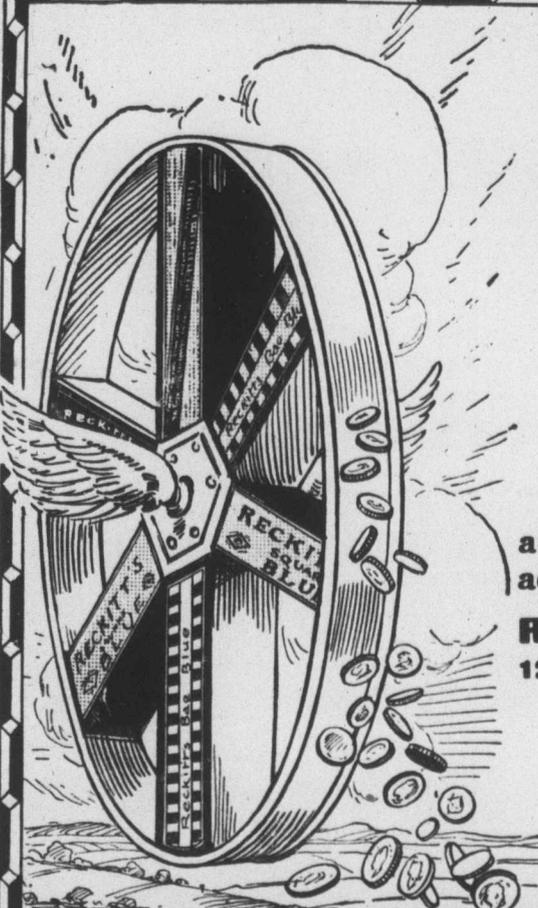
"The Canadian Breakfast"

The finest Porridge Oats ever made. Distinctive character. Rich Scotch Flavor. Milled from Selected Western Canada White Oats, the finest oats in the world.

If your jobber cannot obtain Robin Hood Porridge Oats for you, write or wire our nearest distributor.

Robin Hood Mills, Ltd.,	St. John, N.B.
Dominion Warehousing Co.,	Ottawa, Ont.
Dunn-Hortop, Ltd.,	Toronto, Ont.
Mason & Hickey,	Winnipeg, Man.
Robin Hood Mills, Ltd.,	Moose Jaw, Sask.
Robin Hood Mills, Ltd.,	Calgary, Alta.
Robin Hood Mills, Ltd.,	Vancouver, B.C.





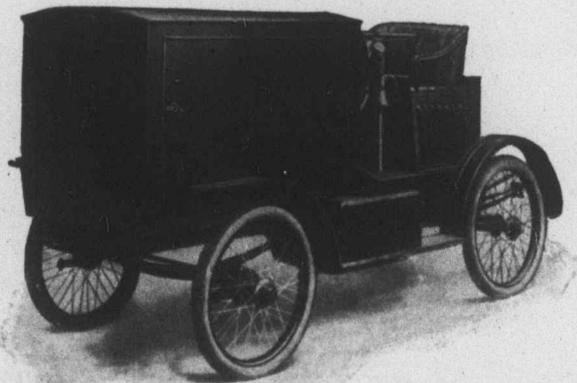
## A Spoke in the Wheel

of your fortune is RECKITT'S BLUE, once your customers know how well Reckitt's does the work, and what a wholesome, snowy cleanliness it imparts to their linen. Stock

# RECKITT'S BLUE

and make your customers a better advertisement for your business.

**RECKITT'S' (Oversea) Ltd.,**  
122, Wellington Street West, TORONTO.



## Modern Delivery

The MOTOKART is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MOTOKART can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to cater to them and give them the best possible service—MOTOKART delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, \$365.00

## THE MOTOKART COMPANY

Factories:—Peekskill and Tarrytown, N.Y.

General Offices:—1790 Broadway, New York City.

Address all correspondence to New York Office.



# Taganrok Russian Wheat

is the finest grain in the world for the manufacture of paste products, and it is for this reason that Felix Codou of Marseilles, France, used it when he first began the manufacture of

## CODOU'S

Vermicelli, Spaghetti,  
Macaroni, Fancy Letters  
and Figures

and also the reason why these same products continue to be manufactured from the grain. It is particularly adapted to this use and produces the very best results. Particular people insist on "Codou's." Why not specialize on this brand and push it as a money-maker? It gives perfect satisfaction.

### Arthur P. Tippet & Co.

AGENTS

MONTREAL, QUEBEC

## Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

### CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

### CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



A starch that is a good thing for your customers to use is a good starch for you to sell.

### CHINESE STARCH

contains properties that enable the housewife to do her ironing quicker and easier, for the iron will not stick. At the same time her linens are given a finish that satisfies the most exacting.

We pay freight on orders for 2 cases or more.

### OCEAN MILLS, Montreal

## "DISTIL" COFFEE ESSENCE

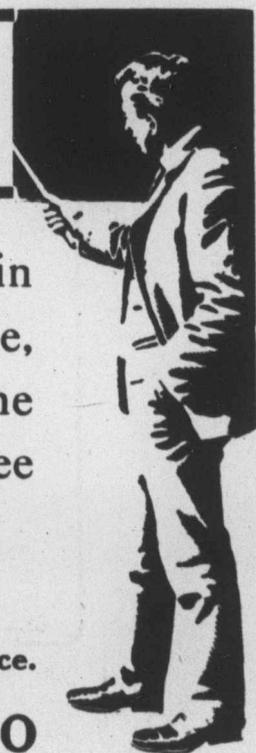


To make a delicious cup of Coffee, in but a moment, use Distil Coffee Essence, with hot water, cream and sugar. The quality never varies and the true coffee flavor is always pronounced.

Summer Time Is Coffee Time.

Order an assortment of sizes from our Agents at once.

### THE HARRY HORNE CO., TORONTO



THE DISTIL MFG. CO., OF LONDON, ENG., Sole Manufacturers

Customers say  
**“That’s It”**

when they see a display or if you show them a jar of E. D. S. Jam or Jelly.

The customers know the popular trade-mark because they have seen it advertised. Thus it is easy to make the first sale of E. D. S. fruit products.

The quality and pure fruit deliciousness brings them back for more. Stock today.



Made only by

**E. D. Smith & Son**  
 Limited

Winona, Ontario

AGENTS:

Newton A. Hill  
 W. H. Dunn  
 Mason & Hickey  
 R. B. Colwell  
 J. Gibbs

Toronto  
 Montreal  
 Winnipeg  
 Halifax, N.S.  
 Hamilton



*Pure and*  
**Natural**

Borden's St. Charles Evaporated Milk is a Steady, Satisfactory Seller at all seasons

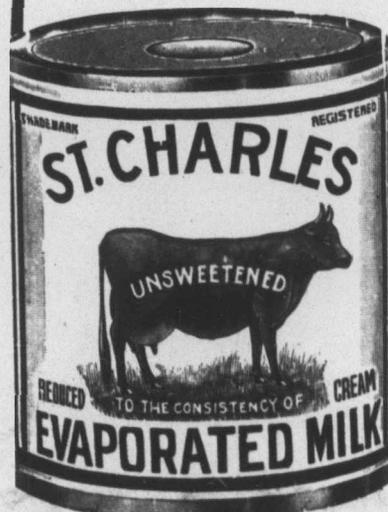
Borden's Evaporated Milks in either "St. Charles," "Peerless," or "Jersey" Brands, will please your customers by their natural milk flavor and rich, smooth creaminess. Only the highest grade pure milk is used in the making. The Borden process removes nothing from the milk except water and positively nothing is added. Borden Evaporated Milk is used for just as many purposes as raw milk, and you can be sure of a large and steady sale. Our sterilizing process insures its keeping qualities. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

**Borden Milk Co., Limited**

"Leaders of Quality"

**MONTREAL**

Branch Office: No. 2 Arcade Building  
 Vancouver, B.C.



# FURUYA & NISHIMURA

## SEE OUR SAMPLES OF JAPAN TEAS

**RENNIES**

PUREST-CLEANEST  
MOST RELIABLE  
GET CATALOGUE  
AT BEST DEALERS  
OR DIRECT  
TORONTO - MONTREAL  
WINNIPEG - VANCOUVER.

**SEEDS**

*A store convenience — costs little — gives big service*



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or  
The O. P. McGregor Paper Co., Limited  
411 Spadina Ave., Toronto

# THE NAME "FAIRBANK"

## MEANS SOAP SURETY

### GOLD DUST



is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power—so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

**"Let the Gold Dust Twins Do Your Work."**

**The N. K. Fairbank Co., Limited**  
**MONTREAL**

Don't Buy "An Electric Coffee Mill"  
Buy a **COLES GUARANTEED  
ELECTRIC MILL**



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

**COLES MANUFACTURING CO.**  
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

**OCEAN  
BLUE**

is stronger than ordinary kinds, better to use and much more economical. It produces the correct effect in the shortest time, and with the least labour, upon Linens, Laces, etc.

Keep good stocks handy; it means more of the trade worth having.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,  
33 FRONT STREET, E. TORONTO.

Western Agents:  
For Man., Sask. & Alta.  
Nicholson & Bain  
Winnipeg,  
Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



*Furnivall's*  
FINE FRUIT  
**PURE JAM**

is making such a decided hit with customers everywhere because of its absolute purity and deliciousness. No expense has been spared to get the very acme of quality. The production of our fruit delicacies are supervised by



a maker who has had nearly 20 years of practical experience in Jam-making in Lancashire, Eng. A trial will prove. Put up in 5-lb. pails and glass jars. Order from your wholesaler.

**Furnivall-  
New Limited**  
Hamilton, Ont.

AGENTS  
Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton.

**CAN-O-WAX**

*a household necessity*

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

**Can-O-Wax** makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

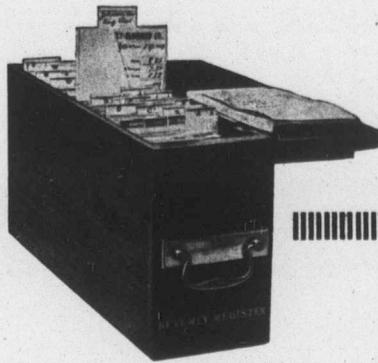
For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.



**CANADIAN OIL COMPANIES, Ltd.**

Toronto, Ont.; Winnipeg, Man.;  
Montreal, Que.; St. John, N.B.;  
Halifax, N. S.; Regina, Sask.;  
Calgary, Alta.; Nelson, B.C.



## Just send us your name

And we will prove conclusively in black and white why the **Beverly Account Register** is the most practical Account Keeping System for the average Grocer. It requires less counter space, very simple and compact—absolutely accurate. It will do anything that any account register will do. In three months a **Beverly** will save you, in time and money, enough to pay for it.

By sending us your name you are under no obligation—it may be the first step toward putting your credit business on a real paying basis.

Write to **Agents Wanted**

**LANCE & CULP**

Canadian Sales Agents, 22 Adelaide St. E., Toronto

Manufactured by  
The Beverly Register Co., Picton, Ontario.

## Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

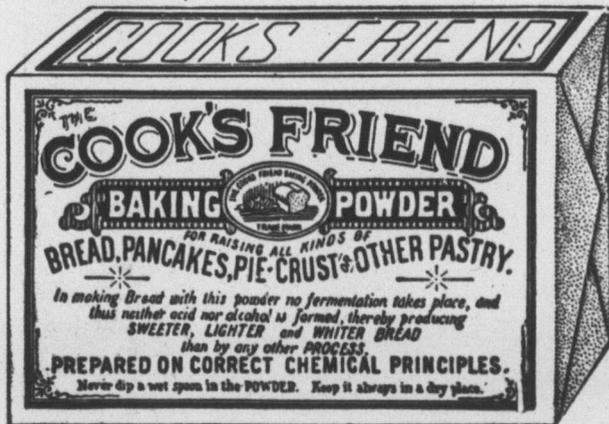
**J. H. Galloway**

11 Market Street

HAMILTON, ONT.



For quality  
without the fancy  
price, sell—



For over half a century this Baking Powder has—and is NOW—recognized as a leader for absolute purity and unsurpassed quality.

It is made from PURE GRAPE CREAM OF TARTAR, and is absolutely free from Alum and other deleterious substances.

MADE IN CANADA

**W. D. McLAREN, Limited, Montreal**

*Richards*  
QUICK NAPTHA  
THE  
WOMAN'S SOAP

A Profitable  
Buy for Both  
The Dealer  
and Consumer

**The Richards Pure Soap Co.**

Limited

Woodstock

Ontario



## Make a larger margin of profit on your Canned Peas

To encourage the consumption of the finer grades of Peas, Dominion Canners have adopted, for the present, the policy of charging only a nominal amount extra for the finer grades.

For instance, their "Early June Peas" only cost you  $2\frac{1}{2}c$  a dozen more than their "Standards"; their "Sweet Wrinkle Peas" only cost you  $2\frac{1}{2}c$  a dozen more than their "Early Junes."

Without any difficulty whatever you can get at least 1c a can more for these finer grades of Peas.

You see at once how your margin of profit is greatly enhanced by pushing the sale of the finer grades.

• Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

**Dominion Canners, Limited**  
HAMILTON

## Gives Your Business Prestige

Shirriff's has by sheer merit won its way into the hearts of housewives everywhere.



When a customer asks you for Shirriff's, it means prestige to your store if you can give her what she wants. Substitutes leave a bad impression.

# Shirriff's True Vanilla

once sold means a steady customer coming into your store—and there is a good profit in Shirriff's, besides.

Shirriff's is fifty per cent. stronger than the Government standard. The finest Mexican Vanilla beans are used. Shirriff's invariably gives complete satisfaction.

If you are not already helping to supply the demand for Shirriff's, write us.

## Imperial Extract Co.

Steiner and Matilda Streets  
Toronto

---

## From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.



The Wm. Cane  
& Sons Co.  
LIMITED  
Newmarket, Ont.

---

"It's All in  
the Shreds"



Some advertising slogans mean something—others merely sound well, but convey no idea regarding the product. In the slogan "It's All in the Shreds," you have the boiled-down story of

## Shredded Wheat

It has survived all the other breakfast cereals because the shredding process is the best process ever devised for making the whole wheat grain digestible. Shredded Wheat is a natural, elemental food not flavored, seasoned or compounded with anything. All the nutritive elements of the whole wheat are in the "shreds," and in a digestible form.

**TRISCUIT** is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

**The Canadian Shredded Wheat Co. Ltd.**

Niagara Falls, Ont.

(60-A)

Toronto Office:—49 Wellington St. East

# "SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA

SOCKEYE.



QUALITY  
IS OUR FIRST  
CONSIDERATION

PACKED BY  
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.  
VANCOUVER, B. C.

HEINZ

## "Yes, Madam, Here It Is"

**T**HAT'S about all you have to say to sell a *Heinz product*, because, our national advertising does the talking for you by teaching your customers the purity and quality of our products.

Our Grocers' Service Department will help you increase your sales.

"What is this department?"

"How can it help?"

Write to us or ask our salesman to explain—it's well worth finding out about.

**H. J. HEINZ COMPANY**  
PURE FOOD PRODUCTS  
PITTSBURGH, U. S. A.

HEINZ

HEINZ

HEINZ

HEINZ

HEINZ

## Quality and Quantity Will Always Win

That's why our new piece

# NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality  
Flexible Licorice.

Order from your  
Wholesale Confectioner.

Manufactured by

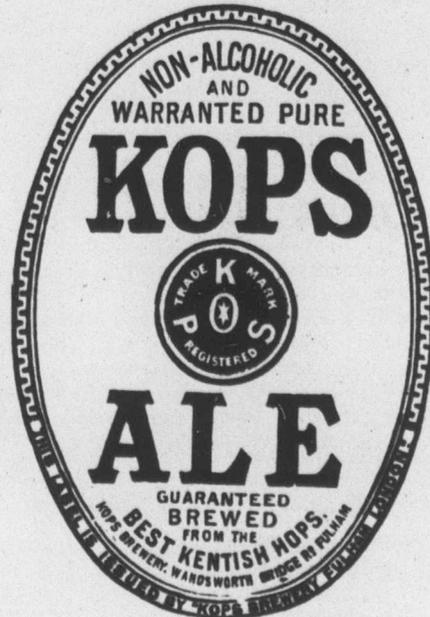
**National Licorice Company**  
Montreal

# English Brewed Ale and Stout

The most healthful drink of old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

## Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. **THEY ARE ABSOLUTELY NON-INTOXICATING.** Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.



CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. John's, Nfld.

## KOPS BREWERIES, London, S.W., England



10 oz. Sweet Mixed



With home-made pickles done and picnic time here the call *for* Sterling increases

This is a good time of the year to show hamper-filling goods—make your window displays bright and attractive with them. Home-made pickles are generally finished before this, and the increased call for a substitute evident. Now is the time to make good and profitable use of your window space. Among good picnic goods, such as jams, jellies, canned meats, condensed milks, etc., show a representative display of *Sterling* pickles, relishes, catsup, chow-chow, sauces, etc. They are popular with picnickers, and are favorites in the home.

*Order from your wholesaler.*

**The T. A. Lytle Co., Limited**  
Sterling Road, Toronto

# CLARK'S Peanut Butter

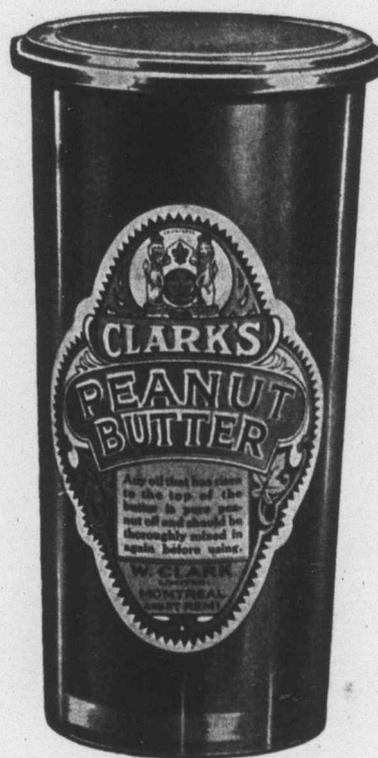
Sizes,  $\frac{1}{4}$ ,  $\frac{1}{2}$ , and 1 and in 24 lb. Pails.



Guaranteed to contain only the finest grade peanuts and salt roasted and ground to perfection.

Has no superior on the market and is a

**SPLENDID SELLER**



**ORDER NOW.**

**The Best Goods Bring You The Best Trade.**

**W. CLARK, LIMITED, MONTREAL**

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

We thank you in anticipation for Mail, Telephone and Telegraph orders sent us during Travellers' Holidays—First to fifteenth August, nineteen fourteen.

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

Phones—462, 3595, 3596, 3597, 3598, 748. Phone at our expense.



**Bee Brand**

Jellies  
Starch  
Borax

*The high quality and moderate price of "Bee" Brand specialties make them big sellers.*

Write for terms and samples—this is the first step towards bigger business.

*Satisfaction Guaranteed*

**FORBES & NADEAU, Montreal, Que.**

**"VIG-NOL"**

—a tablet washing wonder.

One of these little tablets dropped into the weekly wash drives the rub and drudgery out. "Vig-Nol" is a wonderful discovery, non-injurious to finest fabrics and the hands. Sells rapidly and regularly.



Write for Special Introduction Offer.

**H. NAGLE & CO., P.O. Box 2024 Montreal**

Jobbers—Write for Discounts  
Distributors—Young Co., Ltd., Sudbury, Ont.  
Will Hill & Son, Vancouver, B.C.

**Cleave's**  
CELEBRATED  
DEVONSHIRE CREAM  
**Chocolate**

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

**THE CHOCOLATE THE PEOPLE WANT.**

Also other new and attractive  
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.  
TORONTO—Mason's Ltd., 25 Melinda St.  
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.  
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

**JOHN CLEAVE & SON, LIMITED**  
CREDITON, DEVON, ENGLAND

The Profit is Good  
The Demand is Good

and your policy will also be good if you push **Rock City Brands of Tobacco**. There is no question about their popularity. They are enjoyed and give unequalled satisfaction to all tobacco users.

You should get in on this. Write for terms and particulars to-day.

**The Rock City Tobacco Co.**

Winnipeg and Quebec

CANADIAN GROCER

# St. Lawrence

STANDARD GRANULATED

St. Lawrence extra granulated is now sold in three different sizes of crystals; all choicest and purest cane sugar.

**Order the Size You Prefer.**

Every grain, no matter its size, is finest extra granulated pure cane sugar, shown by analysis 99-90/100 to 100% pure.



**Have No Hesitation**

in recommending to your best customer

**'Bluenose' Butter**

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**  
SOLE PACKERS  
Halifax, - N.S.

## Standard Biscuit Case

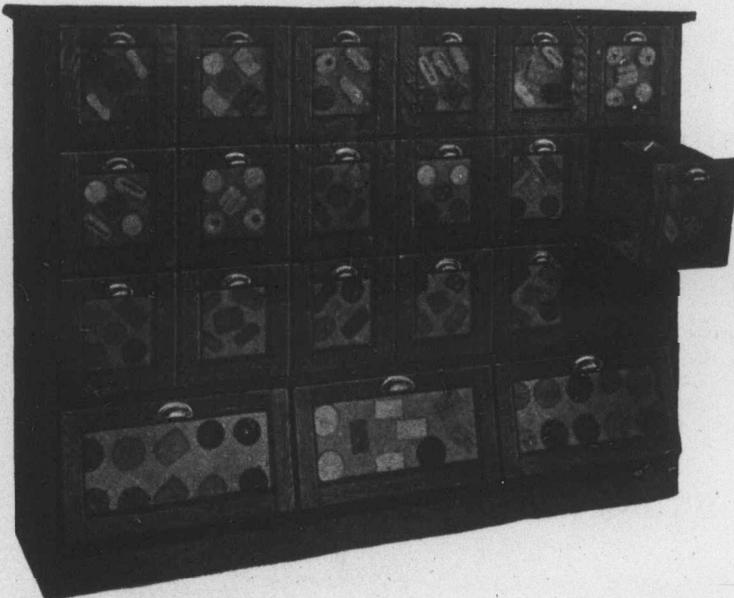
*In Sectional Lengths*

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6' long and 54" high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running,

show your stock of cakes in tins. Every large bin in base adds two feet to length of case.

Stock lengths are 6', 8' and 10', but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.



**Walker Bin & Store Fixture Co.,**

LIMITED

Berlin,

Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1165 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.  
Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

**Our Ads Are Always Worth Reading**

**GAZELLE**



**SALMON**

The best Red Sockeye in the land, put up by the B.C. packers. Out of the Ten Thousand cases we bought last year, we have still Four Thousand on hand.

We quote \$2.00 per dozen, net 30 days, ex-warehouse Montreal. In five-case lots freight paid up to 40c. per 100.

**Hudon, Hebert & Co., Limited**  
**MONTREAL**

**The most liberally managed Firm in Canada**

# JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers  
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand  
**PRE-EMINENT IN QUALITY.**

**TRY MM PICKLE**  
A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

**DAVIDSON-BOWLES, LIMITED**  
86 Wellington Street West, - - TORONTO

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now**—while you think of it.

*Chop—  
yes, actually  
chop your  
ice - kilt  
in two by  
using the  
"Arctic"  
Refrigerator*

Catalog sent on request.

**John Hillock & Co., Limited**  
TORONTO, ONT.

Agents: Western Ontario: J. H. Gallo-  
way & Co., Hamilton. Saskatchewan:  
Western Butchers' Supply Co., Regina,  
Sask. Montreal: W. S. Sticook.

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

**CHARLES H. COLE**

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:  
33 Front Street East - Toronto  
Montreal Office: 501 Reade Bldg.

**MORROW & COMPANY  
CEREALS**

TORONTO, CANADA.  
Rolled Oats, Oatmeal, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

**W. H. Millman  
& Sons**

General Sales Agents  
for Canada

**W. G. PATRICK & CO.  
Limited.**

Manufacturers' Agents  
and Importers.

51-53 Wellington St. W., Toronto

The  
**Condensed Ad.**  
page  
will interest you

**AGENCIES SOLICITED**

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

**M. D. BEARD**

56 Front St. East TORONTO

**W. G. A. LAMBE & CO  
TORONTO**

Established 1885

**SUGARS FRUITS**

**ONTARIO (Continued)**

**HENRI DE LEEUW**

28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS,  
CANNED and FRESH FISH, CHEESE;  
EDAM, STILTON, ROQUEFORT; CON-  
FECTIONERY, ETC.

You can talk across the Continent for  
two cents per word with a want ad.  
in this paper.

**WESTERN PROVINCES.**

**H. P. PENNOCK & CO.,  
Limited**

Wholesale Grocery Brokers  
and Manufacturers' Agents.  
WINNIPEG.

We solicit accounts of large and pro-  
gressive manufacturers wanting live  
representatives.

**G. C. WARREN, REGINA, SASK.**

Importer, Wholesale  
Broker and Manufacturers'  
Agent.

Trade Established, 15 years.  
Domestic and Foreign Agencies Solicited  
Warehouse: 1313 Garnet St.

**LEADLAY LIMITED**

Grocery Brokers  
and Importers

WINNIPEG TORONTO CALGARY  
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

**W. H. Escott Co.,  
LIMITED**

Wholesale  
Grocery Brokers and  
Manufacturers' Agents  
Commission Merchants

WINNIPEG REGINA  
CALGARY EDMONTON

**Hamblin & Brereton  
LIMITED**

Importers and Manufacturers' Agents.  
Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail  
Trade.

**WESTERN PROVINCES—Continued.**

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents

WINNIPEG MAN  
Domestic and Foreign Agencies  
Solicited.

**COCKBURN-NOLAN CO.  
Limited**

Importers, Brokers and Commission  
Merchants  
Representing Pugsley-Dingman Co.,  
Limited, Canned Foods, Limited.  
312-314 Ross Avenue Winnipeg

**H. G. SPURGEON  
WINNIPEG**

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

**FRANK H. WILEY**

Wholesale Commission Merchant  
and  
Grocery Broker

757-759 Henry Ave., WINNIPEG

**Ruttan, Alderson & Lound, Ltd.**

Successors to  
RUTTAN & CHIPMAN  
Commission Brokers

WINNIPEG. MAN.

**BRITISH COLUMBIA.**

**The Campbell Brokerage Co.**

Manufacturers' Agents and Commission Brokers.  
We have our own warehouse and truckage.  
Shipments stored and distributed. Can give  
special attention to a few good agencies.  
857 Beatty Street, Vancouver, B.C.

**O'Loane, Kiely & Co., Ltd.**

Wholesale Grocery Brokers and Commission  
Merchants, Canned Goods, Dried Fruits, Cer-  
eals and Grocers' Sundries, Buyers' and Sellers  
Representatives and General Agents. Inspectors  
and Shippers of Canned Salmon. Trackage,  
common and cold storage warehouse facilities.  
RELIABLE ACCOUNTS SOLICITED.  
References: Bank of Montreal, Bradstreet and  
Dun. VANCOUVER, B.C.

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS**

Importers and exporters. Prompt and care-  
ful attention to all business. Highest Cana-  
dian and foreign references. Cable address:  
"Macnab," St. John's.  
Codes: A, B, C, 5th edition, and private.

QUEBEC.

**SPLENDID CONNECTION**  
 Amongst the Jobbers and Retailers  
 I am open for a few more agencies,  
 and can handle them to advantage.  
 Have You a Line of Candy Gross  
 Goods?  
**CLAUDE BEAUCHAMP**  
 223 Commissioners St., Montreal.

NEW BRUNSWICK.

**E. H. BOWMAN**  
 Manufacturers' Agent  
 P.O. Box 241,  
 55 Dock St. - - - St. John, N.B.  
 Covers New Brunswick completely, call-  
 ing on Retail and Wholesale trade  
 throughout the whole province.

**ARE YOU SHARING**

with us the steadily  
 growing popularity of

**MAPLEINE**

ORDER FROM  
 Frederick E. Robson &  
 Co., 25 Front St. E.,  
 Toronto, Ont., Canada,  
 Or  
 Mason & Hickey,  
 287 Stanley St.  
 Winnipeg, Man., Can.  
**CRESCENT MFG. CO.**  
 SEATTLE, WASH.



**Mathieu's Nervine Powders**



are a simple but effective remedy  
 in all forms of headaches—a reme-  
 dy which every merchant can re-  
 commend as a quick and sure  
 cure.

Try *Mathieu's Nervine Powders*  
 yourself at our expense as per cou-  
 pon attached, if you don't know  
 them and are a sufferer from head-  
 aches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of  
 Tar and Cod Liver Oil has become famous and this sister preparation  
 —Nervine Powders—is rapidly winning its way.

The  
**J. L. MATHIEU CO.**  
 Proprietors  
 Sherbrooke, P.Q.

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

BRAND STUHR.

**STUHR'S  
 CAVIARE  
 FILLETED ANCHOVIES**  
 (In Brine).  
**ANCHOVY PASTE**  
 (In Tubes).

Sold by all High-Class Provision Dealers.

**C. F. STUHR & CO., Hamburg.**



**TANGLEFOOT**

The Sanitary Fly Destroyer—Non-Poisonous  
 Gets 50,000,000,000 flies a year—vastly more than all other  
 means combined. Poisons are dangerous.



**Oakey's**

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

**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**  
 Manufacturers of

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

**Wellington Mills, London, England**

**TWO CENTS PER WORD**

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

In our Classified Columns on page 61, there is almost sure to be  
 a proposition which will interest you.

You should use our Condensed Ad. page for making your  
 wants known. Whether it be a partner, clerk or salesman  
 required, or a buyer for your business, or if you have bought a  
 cheese-cutter or a showcase, etc., and want to sell your old one,  
 you will find Canadian Grocer's Classified page most produc-  
 tive of replies.

---This is holiday  
time.

---Our travellers will be off  
the road from August first  
to August fifteenth.

---If you are in need of goods  
please wire or phone at our ex-  
pense.

---We ship same day order is received.  
Addressed post cards, order forms and  
envelopes gladly mailed on request.

SEND US A TRIAL ORDER

---

**EBY-BLAIN, LIMITED**

Wholesale Grocers

TORONTO

CANADA

# MELAGAMA

Stands for QUALITY in both  
**TEA and COFFEE**



The *cup test* is the proof.

Have you tried MELAGAMA in your own home so you can recommend them to your customers?

WE guarantee the sale.

WE prepay freight on 60 lbs. and over.

*Hadn't you better order a case of each to-day?*

**MINTO BROS., Limited, TORONTO**

### WARRANTY

*We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.*

### WARNING

*Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.*

White Swan Spices & Cereals, Limited  
Toronto, Canada

## They're After

The careless buyer as well as the deliberate offender.

Section 32 of the Adulteration Act, Chapter 133 of the Revised Statutes, distinctly says:

"Every person who, by himself or his agent, sells, offers or exposes for sale any article of food or any drug, which is adulterated within the meaning of this act, shall incur a fine or imprisonment, or both, and for subsequent offences a fine of not less than \$50.00 and costs, or imprisonment, or both."

Order from your wholesaler or direct.

**White Swan Spices and Cereals Limited,**  
Toronto, Canada

# The Government is after you hot-foot

## Your Protection

is embodied in

Schedule 3 of the Adulteration Act, chapter 133 of the Revised Statutes, which provides absolute protection for the dealer in the form of warranty as shown above. In demanding this warranty you are safeguarding your financial interests, your reputation, and your future business. Every White Swan package is guaranteed and sealed with this warranty. Protect yourself by buying only White Swan products. Catalog will be sent upon request.

All Over Canada

You Will Find

**Sharp's  
Kreemy  
Toffee**

The Grocers have been deceived by this Toffee. They thought it would melt in the warm summer days. They also thought it would get sticky and lose its Kreemy flavor. BUT it is the reverse.

IT IS TOO GOOD TO GO WRONG.

IT IS TOO GOOD TO STAY LONG IN YOUR STORE, for the customers will take it away very quickly if they know you keep it for sale.

---

THE **5c** BARS OF KREEMY are Grand Value for the Money.

---

THE **10c** BARS have proved to be the Greatest Selling Line that ever came over the Ocean.

---

IF your Grocery Business is quiet—Get your shoulder behind "Kreemy Toffee." The profit on this line alone will pay your rent.

---

Our agents have a good stock on hand, as we are shipping tons of Toffee to them every week or so.

---

MAIL YOUR ORDER DIRECT TO OUR AGENTS.

Made at Kreemy Works, Maidstone, Eng., by

**EDWARD SHARP & COMPANY**

AGENTS

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.

**GREATER and GREATER**

Grows the increase. Again last week public appreciation accorded us the magnificent increase of 32,639 lbs. over the corresponding week of 1913. Thus bringing our total increase to date, this year over last year, to

**700,264 lbs.**

*Your co-operation means greater profit to you in the proportion to which you give it—profit in the abolition of dead stock (for our system guarantees your sales)—profit also in permanency of trade and in the increase of custom.*



Toronto, Montreal, London, Eng.,  
Chicago, Detroit,

**"SALADA"**

New York, Boston, Buffalo,  
Pittsburg and Philadelphia.

**"BERTRAND"**

is synonymous with quality in macaroni. For nearly a century BERTRAND'S MACARONI has enjoyed the confidence of both dealer and consumer. There is a reason. Nothing but the finest Taganrok (Russian) wheat is used. It is manufactured under most sanitary conditions by men who know how.

Three factories in France are running night and day.

Order well ahead.

Manufactured by Bertrand & Cie, France

**Henri Jonas Co. - Montreal**

Agents for Canada and United States

Do you realize that you are paying for a refrigerator by not having one?

Loss in sales and deteriorated, unsaleable stock represent a goodly sum of money that is daily leaving your coffers. In one season alone this loss amounts to more than the price of the most practical and efficient system of refrigeration — The Eureka.



Thousands of Butchers and Grocers testify to its perfect refrigeration and saving merits. 28 years of experience and an absolute guarantee for satisfactory service stands back of every Eureka.

Write for catalog or call at our Show Room.

**Eureka Refrigerator Co.**

LIMITED

31 Brock Ave.,

Toronto

If you try Colman's  
**SAVORA** yourself,  
you'll be sure to stock it.

A DELICIOUS, APPETITE-WHETTING  
CONDIMENT for MEAT, FISH, SALAD, etc.

In introducing "Savora," the new appetizer for meat, fish, soups,  
etc., we put it purely on its own merits—you and your best cus-  
tomers be the judge and jury.

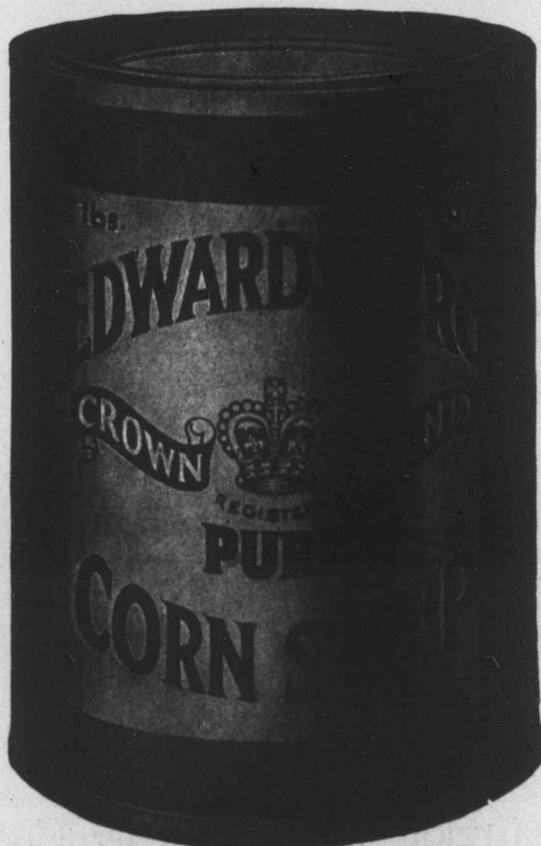
Send to-day for a trial order—one case if you wish, try it and  
have your friends try it—then decide. So far, every grocer has  
stocked "Savora" after giving it a trial. You'll do the same, for  
it has the taste that pulls.



**Magor, Son & Company, Limited**

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., Montreal, 30 Church St., Toronto



## Your Time Is Valuable

When it takes your time to persuade a customer to  
purchase something, you lose a part of your profits.  
This doesn't happen when you sell

## Crown Brand Corn Syrup

Most people ask for it—proven by the fact that about  
twice as much Crown Brand is sold than any other  
Syrups. Why waste time trying to sell something else  
when you can make easy sales with Crown Brand?

We will ship your order promptly

**Canada Starch Co., Ltd.**

Manufacturers of Edward'sburg Brands

Works: Cardinal and Brantford

# CANADIAN GROCER

VOL. XXVIII

JULY 31, 1914

No. 31

## Montreal Grocer Talks Service, Not Prices

Emphasizes Fact That He Has Good, Sanitary Fixtures and Equipment—Operates His Own "Printing Plant" for Circulars—Caters to a Restricted Area—Sends Out Weekly Letter.

Especially prepared for Canadian Grocer

MONTREAL, July 30.—About two years ago a young French-Canadian salesman in Montreal decided to try out an idea that had been buzzing around his head for some time, and he acquired a small grocery store to run as a side line. He was W. A. LaBelle. Before very long he had the satisfaction of seeing the side-line develop until it now is the "main" line, and he has a grocery of which he may well feel proud. His idea is that people today are more interested in "service" than they are in prices. He does not overlook the fact that prices must be fair and reasonable, but he does claim that clean and sanitary fixtures, a well-kept store, and a prompt delivery system are mighty factors in getting and holding trade.

Mr. LaBelle took over his present store at 1116 Rachel street, east, Montreal, about four months ago, after the former lessee had given it up as hopeless. The store had changed hands five times in five years and previous to Mr. LaBelle taking it over had been closed for five weeks. He had looked over the ground, however, and after sizing up the situation decided that a grocery could be made to pay there if it was properly run. So he took hold, modernized the fixtures, and advertised that he would have one of the most scientifically managed grocery stores in Montreal. The first week's business amounted to \$46, not an auspicious beginning, but Mr. LaBelle was undaunted. When the representative of Canadian Grocer called, less than four months after the opening, his books showed a business of about \$400 a week, and he stated that he fully expected the volume of sales would reach \$700 or \$800 before November 1.

"People are saying that times are hard," said Mr. LaBelle, but I find that

times are very good so far as I am concerned. It depends a good deal on the merchant whether times are good or bad with him. If the merchant is cheerful and talks of good times, he will do much to imbue his customers with the same spirit."

### The Fixture Arrangement.

Mr. LaBelle's store, though not as large as some others, presents some features of considerable interest. The wall fixtures are all painted white, shelving above and bins and drawers beneath. The counters are novel in form. They are of oak construction with shallow sample sections all along the front. These sections, two or three inches in depth, are filled with any goods the gro-

cer desires to show. They can be readily taken out and the goods changed as often as wished. The inner side of the counters is fitted with deep drawers for carrying a stock of bulk goods and are easily accessible. These counters keep goods clean and sanitary, save the time of clerks in handling orders and the sampling device helps to sell goods. Other modern fixtures are electric computing scales, coffee grinder, slicing machine for meats, self-measuring oil and molasses pumps and a cash carrier system.

### Does His Own Printing.

With the aid of a multigraph printing machine, Mr. LaBelle prints mostly all his business stationery, prints advertisements for his wrapping paper and bags, gets out handbills and a weekly circular to a mailing list of about 1,400 names.

Mr. LaBelle, in discussing some of his methods for getting business said: "I am a great believer in the value of good advertising. It would not pay me to advertise in the daily papers in a city like Montreal, because I limit my trade to a certain area around the store. For instance, I do not go after any customers who are more than 1,000 yards away from the store. We could not give a good service beyond that distance. There are about 1,400 prospects within that area and I want to get at least 250 good customers out of that number. At present I have about 150 and more are coming all the time. I send out a personal letter or card every week to every name on the list. This does not require much time or expense, as I can set up the matter myself and run it off on the multigraph, and a boy can deliver the whole lot in about an hour. Sometimes, when I get a special lot of eggs or something else, I print a card telling of the spe-

### SOME LABELLE PHRASES.

"The Store That Pays You Dividends."

"The Best Managed Grocery Store in Town."

"The 'One Best Bet' in Montreal."

"A Lightning Delivery Service."

"Cleanliness is next to Godliness."

"The Most Sanitary Grocery."

"No Newspaper Waste Used In This Store."

"Children Served with Care and Attention."

"We Advertise our Service, and We Give What We Advertise."

"Service Counts Nowadays."



Attractive interior of W. A. LaBelle's grocery in Montreal. Mr. LaBelle caters to residents in a circle 1,000 yards in radius.

cial offering and send the boy out with them and the results are usually satisfactory. I find the multigraph is a great help to me.

"I have a cash carrier system and a cash girl to take care of the sales. She is responsible for keeping an accurate record of both cash and credit sales and by keeping a detailed entry I can tell every day just how much the sales are, and what part is cash and what credit. I have an account register for handling the credit end of the business, and all credit slips are first sent to the cash girl for entering and then returned to the clerk to be placed in the register. Every day's business is figured up each night, cash, credit and collection, each in its own column.

"We are not anxious to carry long accounts and would rather go without the business than carry them along for two or three months, whether they are good risks or not."

**Department Store Competition.**

Mr. LaBelle called attention to another idea which he has found works out well in meeting the competition of departmental stores. He cuts the departmental store advertisements out of the paper and pastes them on cardboard, then checks over the items in the grocery list and shows it to customers who state that they can buy goods cheaper at the departmental stores. He shows how his own prices are no higher than the other fellow's.

He figures that the cost of doing a

business of \$300 to \$400 a week, the way he is running it, amounts to about 15 per cent. and he says he can do about

\$600 worth of business for very little more, about the only additional expense being the cost of an extra clerk.

Mr. LaBelle is well pleased with his progress thus far and he has ambitious plans for the future. One of the mottoes from one of his circular letters reads: "Business goes where it is invited, and abides where it is well treated," and it is his endeavor to prove it.

1116 Rachel St. E. Plan 3-Loss 462

IS YOUR GROCER SWEEPING HIS STORE INTO YOUR PLATE?

L'ÉPICIER  
**W. A. LA BELLE**  
THE GROCER

Montreal, May 13th, 1914

Madam:-

Are you positive that your regular supplier does not sweep his store into your plate mostly every morning? In the affirmative, what profits have you?

Tell me, what are to-day, worth all the costly souvenires and premiums of value in your possession that were given you by your Grocer, as an appreciation of your valuable patronage? Surely, not much...

If you are already one of our customers, you know by the kind of service we are giving you, by the treatment you get in our store, by the quality of goods you receive and by the correct prices at which our goods are sold, that you are dealing in one of the most down-to-the-minute stores in every conceivable way, but

If you are not one of our customers, you will eventually come to us for your supplies of daily needs for the following reasons:

- (1) In ours, you have one of the finest stores of its kind in the city.
- (2) It will be the most beautiful by June let, when alterations are completed, and our sanitary display counters are received from Chicago.
- (3) The man at the back of this store has acquired a wide business experience, and has a thorough knowledge of humane nature.
- (4) This store gives you the choice of three ways of earning dividends out of the money you spend at its counters.
- (5) This store is giving away premiums to its many patrons who do not have to pay for them indirectly.

An article worth \$2.50 in service quality, will be given you absolutely FREE if you will present this letter at our store on Friday, May 15th, with your name and address written on the back of same. Please take note that this puts you under no obligation whatever to buy.

We do not advertise our prices, no use doing that as they are guaranteed to be the same as the other fellow's. We advertise our service, and we give what we advertise. SERVICE counts now-a-days.

Yours very truly,  
*W. A. LaBelle*

THE MOST SCIENTIFICALLY MANAGED GROCER'S STORE IN MONTREAL

Sample of the letter Mr. LaBelle sends out to customers. This is, of course, greatly reduced from the original.

**THE ASSET OF CLEANLINESS.**

The importance of cleanliness in the store is self-evident to anyone who understands the trend of the times. The food store that aims to be modern must have the entire surroundings clean—the counter, the goods displayed on the counter; the scales; the shelf goods, and most important of all, yourself. To approach a customer with the expectation of selling goods a man's finger nails, hands and store frock ought to be clean. Not necessarily that your hands or your clothing are coming in direct contact with the articles sold, but the wholesome impression that personal cleanliness makes is most valuable.

A woman instinctively shuns the unshaven, unwashed, unlaundered man. It is a curious thing that the average salesman is apt to consider as extravagant 50 or 75 cents a week for a laundry bill that really proves a most important asset in his business life.

# Some Good Samples of Summer Advertising

Now the Time to Use Strong, Informative Copy on the Lighter Foods—Descriptive Talks Make the Most Appealing Newspaper Advertisements—Give the Reader Definite Reasons Why He Should Purchase.

Especially prepared for Canadian Grocer.

**S**EASONABLE mid-summer advertising campaigns in the daily newspapers are being conducted by a large number of Canadian grocers.

This is as it should be, for during the summer season people naturally discard many of the heavy "filling" goods for the light moist lines that are not noted for their heat-producing qualities. The public is always on the watch for such goods and wherever the retailer can offer appealing suggestions, he is going to be rewarded by good business.

In the cities and large towns the tendency is more and more towards light lunches at midday, and dinner in the evening. The live dealer will take advantage of this and tender as many luncheon suggestions as possible. In times of temporary depression, the desire is more for light lunches than heavy dinners. As an observant business man said to the writer the other day, you will see man men these days look over the bills-of-fare in restaurants and after viewing the list of fresh meats will remark: "Oh, I guess it's too warm for meat to-day; just give me some of that salad, some fruit and a cup of tea." This, he claims, whether rightly or wrongly, is due to the fact that people are anxious to hang onto their money until the few clouds that line the horizon have passed away. Be that as it may, there is a tendency during the hot weather for lighter foods and it is up to the dealer to put forward the best suggestions possible to supply that desire.

## Good Summer Ads.

Accompanying this article are three advertisements selected from a number taken from Canadian newspapers. They all are asking for patronage for summer foods. Their appropriateness is striking. While the headings and wording might be re-arranged to advantage in some, nevertheless the three are good ads and all should bring business during the hot weather.

The advertisement of Ed. Rinker of Kincardine, Ont.,

strikes a happy note when it suggests material for the picnic sandwich. The average housewife or young woman who is preparing food for the picnic thinks for a day or two ahead of just what those sandwiches will be made of. Shall it be salmon or ham? Or shall it be something that nobody else is likely to

have? If the latter, the list of sandwich material will provide the suggestion. The only criticism that might be made is that had a little more information been given regarding the various lines the advertisement would have been still more appealing. For instance, under the sub-head, "Sandwich Material," might

have appeared something like this: "If you would like something new for those picnic sandwiches, let us show you a list of dainty and wholesome lines including jellied tongue, jellied tenderloin, jellied hock, olives, pimento and cream cheese, etc."

The same applies to summer drinks. A little talk about the thirst-quenching qualities of these drinks will attract more attention than simply a list of them. Why not have said, for instance, something like this under the heading "Summer Drinks"—"On a picnic trip you cannot always depend on the water, and anyway there is nothing more refreshing when one is thirsty than a nice, cool drink of raspberry vinegar, lime juice, lemonade or grape juice."

## A Convincing Introduction.

The feature of the advertisement of R. McCall, of Kamloops, B.C., is the strong introduction, and the neat setting. The little talk will have the tendency to get the attention of every reader who is planning a camping trip. Probably the heading itself might have been stronger. "Foods for the Camping Trip" would perhaps have more of an appealing swing to it than simply "Camping Supplies." But the introduction following, written in a free and easy conversational style, should certainly get the attention of the reader.

George Graham, St. Catherine St., Montreal, is getting the reputation of a writer of well-written and attractive newspaper advertisements. A perusal of the one shown here demonstrates the reason. It would be difficult to make a neater or a more convincing piece of copy out of the lines

(Continued on page 31.)

## Picnic and Camp GROCERIES

We are in shape to take care of your requirements for Camping and Picnics to your satisfaction. A few suggestions follow.

### Sandwich Material

Cold Meats, Boiled Ham, Jellied Tongue, Jellied Tender Loin, Jellied Hock, Sandwich Oliver, chopped, ready to use, Ingersoll Cheese, Roquefort Cheese and Potted Meats in Tins.

### Summer Drinks

Raspberry Vinegar, Lime Juice, Lemonade, Orangeade, Grape Juice.

### Relishes

Pickles, bottle sweet and sour, Salad Dressing, French Mustard, Olives, all sizes.

Let us fit you out for that Picnic with Picnic Plates and Picnic Cups.

Ed. Rinker

## CAMPING SUPPLIES

Once more we come round to the Season of the year when everybody wants to get out and enjoy the beauties of nature around them. Camping out—when well provided with reliable supplies—is the ideal way. Here we always have what you need.

### Summer Drinks

Lime Juice  
" " Cordial  
Grape Juice  
Raspberry Vinegar  
Kia-ora (Pure Extract of Lemon)  
Lemonade Powder

### Small Fruits

Peaches  
Plums  
Apricots  
Cherries  
Raspberries  
Strawberries  
Fresh every day

Preserving Cherries are now coming in. Leave your orders early so that you will be sure to get them.

FRESH VEGETABLES. New Cabbage, Green Peas, Beets, Radishes, Green Onions, etc., etc.  
EXTRA CHOICE DAIRY BUTTER 3 lbs. \$1.00

**R. McCALL**

KAMLOOPS LEADING GROCER

Phone 68

Kamloops, B. C.

## Arrabin's Digestive Rusks

"Zwieback"

An excellent food for children and adults. Widely recommended by the medical profession for indigestion. Try them with wine, tea, coffee or chocolate. They are indispensable on a journey, as they keep fresh for quite a long time. Price Seventy-five cents a tin.

### "EDUCATOR" BABY RINGS

are a great improvement on the usual ivory or rubber ring for teething infants. Made of pulverized cereals, baked very hard so that only a little can be taken at a time. They are safe, attractive and nutritious. Price thirty cents a tin.

### English Biscuits

We have always a large assortment of English biscuits in stock. Special assorted tins can be made up containing only your own particular favorites.

### "Crown" Olive Oil

is of the finest quality and absolutely pure. It gives flavor and life—the latter being the most important which prevent any waste of the contents.  
50c per half flask.  
In tin—  
\$1.50 per imp. quart.  
Imp. half gallon \$2.00.  
Imperial gallon \$2.50.

**George Graham**

Cor. St. Catherine & Drummond  
Phones: Up. 3486, 4248, 1347, 1348

Reproductions of three good summer advertisements used by retailers.

# Handling Fresh Fish During Hot Weather

Requests from Readers for Methods—How the Fish Department in a Large Store is Successfully Conducted—A Thousand Pounds Per Week Disposed of—Need of Air-tight Ice Box.

WHEN the mercury in the glass tube is flirting with the nineties and casting eyes at the hundreds, handling fish in the grocery store, and at the same time doing it in a manner that permits the stock to only come to the attention of the customer through sight, becomes a more or less trying problem. At the same time, fresh fish means good business all through the summer months when there is demand for variety for the table. This applies particularly, of course, to the Friday trade, and keeping in touch with this business is necessary when a fish department is a feature of the grocery store.

Canadian Grocer has been asked for some information regarding methods for handling fresh fish in the summer, and the whole secret can be told in one word "cleanliness;" maintaining cleanly conditions is the big problem.

When there is sufficient business done in the fish department, or where there is the prospect of working up sufficient trade, it is advisable that no matter what relation the department bears to the rest of the store in location, in management it should be considered as something entirely apart—that is to the extent of having one or more hands who do practically nothing else. No matter how cleanly a department may be kept, the fact remains that a fish is a fish, and the better it is isolated from the other departments so far as handling is concerned, the better. Of course the grocer who may be handling fish in a smaller way may not have the business to warrant allowing one clerk to look after the department individually and in this event the principle should be applied so far as possible, to avoid having the clerk handle fish with one hand and cheese with the other, as it were.

In the store of R. Higgins & Son, Toronto, the fish department is placed between the vegetables and the provision departments and in close relation to both, without any partitions of any kind, and yet one could be in the store for some time without knowing that fish were handled—everything is kept as clean as it is possible by the application of energetic methods and modern appliances.

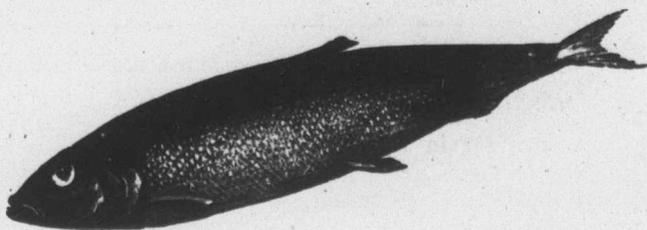
In the Higgins' store an effective display of fish is made in the window—in fact the fish in the window is the only portion of the stock on display; and when a store is handling about a thousand pounds a week, a comparatively heavy stock must be kept on hand at all times. The window has a tiled floor, and a bottomless case of glass is used. The fish are placed on ice under the glass, which keep out stray flies, etc., and the tiling is so arranged that there is a constant draining from the melting ice.

A marble counter is located near the window with computing scales and the cutting block. The cutting block is not large. It is a slab of hardwood, and two of them are kept so that they can be changed from time to time, and one can be washed and allowed to dry out. The marble counter is washed twice every day, and the window washed before the fish is put in and after it is taken out.

## Use Ice Bins.

Whether fish are handled in a large or small way in the summer time, they should be stored in ice bins and not re-iced in the cases, is the opinion of H. Evans, the manager of the department, and a man with many years' experience in the fish business both in this country and England. For this he advances a number of strong reasons.

In the first place, there is the saving of ice, and this is very important. The bins should be air-tight, or nearly so, for in such cases the ice lasts much longer than when the air can



get at it. Then the fish will keep much better, for Mr. Evans advances the argument that light and thunder are the two big factors in damaging the stock—not to mention the advantage of having air-tight refrigeration where a much lower temperature can be maintained.

## A Serviceable Bin.

The bin capacity will depend largely, of course, upon the volume of trade; but generally speaking, a good, substantial box, built oblong, made air-tight, and lined with lead (which is superior to zinc), with a capacity for about the weekly turnover, will be found satisfactory. In the Higgins' store two bins are used, each with a capacity of five hundred pounds.

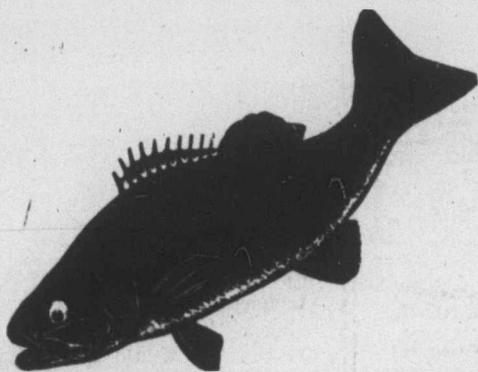
The fish bins should be arranged with false bottoms so as to allow for drainage, and they should be thoroughly cleaned out twice a week.

Mr. Evans takes the stand that lake and sea fish should never be iced together—the former usually having more slime. However, it is not necessary that the different varieties should be placed in different bins; a board placed across the bin will be found to make a satisfactory partition.

## Getting Orders By Phone.

The telephone is an important factor in connection with the fish department. Mr. Evans states that in the department eighty to one hundred orders are secured every Thursday by this method and the deliveries made on Friday; in fact, on Thursday a clerk does practically nothing else but call up the fish patrons of the store and get their orders.

Whether handled in a big or small way, Mr. Evans sees little difference in the methods required, and the main thing to be emphasized is cleanliness and proper refrigeration. Whenever possible the fish store-room should have a cement floor to permit of frequent flushing.



# At the Weekly Conference



A Travelling Salesman Takes Part in This Conference and Talks on the Importance of Selling Fancy Biscuits in Summer.

Conference No. 10.



**"I** TELL you the trouble is that you do not make your customers know that fancy biscuits should be made a staple line of food during the hot weather; they think of a fancy biscuit as something in the way of a confection or a decoration for the table for a party rather than as a change and relief from the usual home baking program." It was Billy Sanderson who spoke and he swung his right fist into his left palm to give emphasis to the remark. That the swinging process rather endangered the proboscis of Henry Lawrence did not seem to bother Billy nor did it worry the grocer, for he was used to the ways of the energetic grip-man who had been on the ground for years and who revised his knowledge of his ever-changing line to keep up with the times.

Representing one of the largest manufacturers of fancy biscuits in the country, and out of the experience of many years on the road handling his line, Billy Sanderson had come to the idea that there is room for development of the biscuit business in the grocery store during the hot weather season when the people are brought to a better knowledge of what a fancy biscuit is. The best method to do this, he believed, was first to get this knowledge to the grocer and the clerks—if they did not have a knowledge of the goods they would have small chance of convincing the customers of the store. He was using some of his new ammunition on Henry Lawrence.

"You come round here in an hour or so and we will have a little talk on this matter," said Lawrence, and he winked across at Frank Hastings. Billy went on his way and the chief went over and explained his wink to Frank—and the explanation of that shuttered optic covers the reason why Billy Sanderson was made a member of the tenth conference at the Lawrence grocery.

## Biscuit Traveler Helps.

"Now, Billy, here is just the kind of chance you were talking about. Here is the staff, the boys who handle your goods over the counter. Unmask your batteries and let us know something

about the biscuit selling game," said the chief when the circle had drawn up on convenient if not beautiful pieces of furniture—and they all looked at Billy.

The traveling man had hardly been looking for an opening of this kind, but it was resourcefulness which had filled Billy Sanderson's order book when there were blank sheets in those of other men on the road, and he was not long in getting into stride.

"My contention is this," he began, "that many housewives have never been properly introduced to a fancy biscuit; they have a sort of other-side-of-the-street acquaintanceship. They never seem to imagine that the biscuit shown in the fancy boxes in the grocery store is a member of the same family that they have been keeping in the home biscuit box for years and turning out with the aid of a large waste of patience and energy before a hot oven when the mercury is trying to knock off the top of the thermometer, after the fashion of the village strong man playing the mallet game at the fall fair.

## Factory and Home the Same.

"If flour is good to make bread, and butter is good to put on bread; if good flour makes good cake, if icing is good to put on cake and if flavoring is good to put in the cake or the icing—then what is the matter with having biscuits manufactured under conditions which are scientifically perfect, sent to the retailer in sanitary wrappings and sold just as fresh as they would be if kept in that time-honored cookie-box which may have been handed down from the time of grandmother. I tell you times are changing and there is no longer need for biscuits to be manufactured in the home."

"That's good talk, Billy," put in the chief, "keep it up."

## Hundred and Fifty Varieties.

"We can give a fancy biscuit to take the place of practically everything that can be made in the home," continued the road man, warming up to the subject and beginning to swing the fist again. "And we can give you a hundred and

fifty more. That is because in the factory we have experts who make a scientific study of the subject. We have jelly cake wafers, cocoanut wafers, jam sandwiches and an endless variety of what we term the fancy lines, and then there are hard sweets in any style, shape or flavor, that will replace anything in the way of cookies that was ever made in any home. People talk about the kind of cookies that mother made, but I will back a line of factory stuff against any of them.

"Some people will throw up their hands when you mention a jam biscuit. Why? What is the matter with good jam? Why should we not place it between biscuits just as well as doing it at home? It is usually the same jam. And so it is with the other lines—and you or anyone else is welcome to come to the factory and see how it is done."

## A Question of Price.

"How about the price?" was a practical question from Hastings.

"That is an important point. Some people cook like the average farmer grows wheat. The latter imagines that because providence grows the grain for him that it costs him nothing; let him figure out the costs and he might probably quit farming when he considers what little profit he is really getting for his labor. Let the housewife figure what her cooking costs; the flour, sugar and other materials, the fuel required and what she would consider her labor worth, and I will bet that she will turn her bake pan to the wall and come down to your grocery and get some biscuits. We can give you a cookie to sell from 15c to 18c a pound that will prove cheaper in the long run than anything she can make.

## This Is the Season.

"Is this a good season for the biscuit business?" put in Arthur Brown.

"This is just THE season," came back the enthusiastic drummer. "The hot weather is the time. Who wants to be smothering over a hot fire these days.

(Continued on page 43.)

# CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

## THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - - President

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

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E. J. Dodd.

Subscription: Canada, \$2.00; United States, \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

**PUBLISHED EVERY FRIDAY.**

TORONTO, JULY 31, 1914

### THE WAR IN EUROPE.

AS WE GO TO PRESS the talk of war is on the lips of everyone. The burning question is as to whether Great Britain and the other big powers of Europe will be drawn into the embroilment. Let us hope that such will not be the case; but with the existence of the Triple Entente and the Triple Alliance it is difficult to foretell just how things will terminate.

On Tuesday, the day of the declaration of war, the stock markets of the world were thrown into a panicky condition when prices of strong securities shot downwards. This, of course, does not indicate any business depression in this country, although some Canadian securities were slaughtered, and if the powers of Europe are not mixed up in the Austria-Servia affair, we need not be very much alarmed. However, in the meantime the trade should proceed cautiously, and it would be just as well to make haste slowly until the war-dogs have again been leashed. This is no time for much speculation, and the man who plays safely will scarcely have to regret his action should the worst come to the worst—which God forbid.

### WARNING AGAIN SOUNDED.

WARNINGS HAVE BEEN issued at frequent intervals in these columns against taking chances with compound or adulterated goods. We know that during the past few years the trade has been more particular in the purity and quality of the goods they have bought and sold and have hearkened unto the cry that the man who sells adulterated goods as pure will be punished.

But there are dealers being fined every week throughout the country simply because they have taken the chance of buying a compound or adulterated article for little money and selling it as pure for the top price. On the other hand, there are merchants starting into the business, unfamiliar with the law regarding selling adulterated foods. It seems a hardship that they should be compelled to pay a fine because of an infraction of the food regulations. However there is no excuse for the man who deliberately misrepresents the goods he sells. No merchant who knows of the existence of the Adulteration Act and

its chief terms need run the gauntlet of chance in so far as a fine is concerned.

The Adulteration Act does not prohibit the manufacture of compound goods, but it plainly stipulates that such goods must be sold as compounds or mixtures and not as pure. This act protects the retailer in that it absolves him from all possibilities of a fine if he takes the simple precaution to get a warranty from the manufacturer or wholesaler that the goods are pure.

Canadian Grocer learns upon good authority that the Dominion government through its food inspectors are during the coming year going to carry on even a more vigorous campaign against the selling of adulterated goods as pure than ever before. It is possible that local analysts will be appointed for each district which would mean that more goods will be inspected and a closer eye will be kept upon the foods the public consume.

No better advice can be given just now than that the retailer protect himself against fines by demanding the official warranty from every firm from whom he buys, if he has any doubt about their goods at all. We would also advise the dealer to sell his goods for what they are. It should be remembered that when a customer asks for an article like black pepper for instance, she is entitled, according to the law to pure black pepper. It is not necessary that she ask for the pure article to get it. If the dealer sells her a compound article it is required by law that he state it is a compound. The government puts the onus on the retailer, whether rightly or wrongly, and it is up to him as the matter now stands to keep out of all trouble.

### RAISINS BY THE COUNT?

ARE YOU IN FAVOR of buying Valencia raisins on the basis of a guaranteed maximum number to the pound? This is a question that is being asked many retail grocers in Ontario at the present time. It is pointed out that there is just as much reason why Valencia raisins should be sold by guaranteed count as for prunes. So far as prunes are concerned the wholesaler and retailer know exactly the number of prunes they are getting in a pound when they make a purchase. If a customer desires large prunes, and is willing to pay for them, the grocer is in a

position to supply her wants. Those who are advocating selling raisins by the count as opposed to the present promiscuous method of a mixture of all sizes, make the claim that the same should be the case with them as with prunes. If the trade is generally in favor of the change, shippers, at least many of them, will be obliged to sieve their raisins for this market. The change of course would mean that more money would have to be paid for a pound of large fruit than for a pound of both large and small as at present, but the prices of the smaller grades would be less, so that the situation would pretty much equalize itself. Whereas prunes run from 30's to 40's up to 90's to 100's to the pound, Valencia raisins run from 350 up to 500 to the pound.

An expression of opinion from any reader would be appreciated.

#### BOOST THE GOOD EGG CAMPAIGN.

THERE IS A CAMPAIGN being waged to dispel the old idea that seems to still be generally prevalent—that eggs is eggs. Many people still sell and buy eggs on the shell basis. That is they buy by appearance. They might just as well buy tea by the look of the package or fish by the wrapper on the can. And there is probably greater opportunity for quality and variety in the contents of an egg shell than in any can ever put out by a packer. This is particularly the case at this season of the year, and is emphatically so of fertile eggs for they are so very easily affected by the temperature that there is no way of grading them except by testing; and it is the importance of testing which the Dominion Department of Agriculture is anxious to bring home to the farmer. Candling devices are being sent out free of charge from the poultry branch of the live stock department, and every farmer or poultry raiser who is selling eggs for the market should not neglect the chance.

It is estimated that during the past ten years there has been a big annual loss suffered by Canadian farmers, owing to there being no distinction in the quality of the eggs. Some years ago, when the price of eggs was very low, there was not the significance attached to the grading that there is at the present time, when the product of the poultry yard is a very important item to the farmer. Under the present conditions we find that as soon as the weather gets warm the packers quit operations and there is a falling off in the price of eggs. This is not so noticeable with eggs which are sold as strictly fresh, but in the hot weather there are a number of additional grades introduced at lower prices. The result is that when eggs are bought indiscriminately from the farmers, the price is on a low basis for the reason that the dealer does not know how these eggs will grade. The farmer, as a rule, who has eggs which are in strictly first-class condition, is losing money, for they all go in on the one basis and the grading is done by the dealers—on the good eggs they make a good profit and on the poor ones little or nothing.

Therefore, the advantage will come to the farmer who can guarantee his eggs and he can give this guarantee if he has a testing device of his own. He will usually find the buyers willing to distinguish between the assuredly good eggs and the mixed lots, for by this discrimination there is a powerful factor in forcing the inferior eggs out of the market.

On the part of the buyers there is increasing popularity for the loss of system of buying eggs in the summer season as compared with the case-count system, and if the farmers will take advantage of the new tendency, the whole business can be put on a much better basis. The candling of all eggs before marketing seems to be the

short-cut to the goal. The retail trade in country districts have a mission to perform in this respect.

#### SELLING FRUIT AT A PROFIT.

THAT MANY IN the trade are not getting a sufficient margin on fruits, and particularly bananas, has been shown by the special articles published in the past month in Canadian Grocer. These same articles told how certain merchants were getting out of fruits with a net profit and they tendered suggestions which every dealer might consider with advantage.

A letter has just come to hand from a Winnipeg grocer who has evidently given the articles much attention. He points out that in one of the letters sent to Canadian Grocer the dealer spoke of making an average gross profit of about 20 per cent. on the cost price, or a margin of 16 2-3 per cent. on the selling price. This, points out the Winnipeg man, bears out my contention in my last communication to you, namely, that we grocers do not in many instances allow sufficient margin on perishable fruits. "Do you suppose," he continues, "that the operating expenses of that firm are taken care of by a margin of 16 2-3 per cent. gross, and have anything left for net profit? I feel sure it would not be in our case."

Here is something that every dealer should seriously consider. In these days of widening expenses there should be no opportunity lost to secure a fair net margin on every line of goods sold. Few can afford to sell fruits or anything else at a loss. More co-operation is required in the grocery trade, and a greater degree of stability, to put things on a better basis. Men are not filled with the proper business qualifications who practice the virtual giving away of goods. Backbone and plenty of it is required in making and maintaining prices. Let everyone lend a hand and the difficulty will soon dissolve.

#### MARKETS FOR WESTERN PRODUCE.

HERE IS FURTHER evidence of what the West is doing in the way of the development of mixed farming and what can be done where the facilities are supplied and the encouragement given the farmers to do something else with their land than merely grow wheat and ship it to the world's market. Less than two years ago there was organized in Saskatoon, Sask., the Saskatoon Pure Milk Company, a concern which went out to organize the territory, even going so far as to grant something like \$4,000 worth of Holstein cows to farmers to be paid out of the returns of the produce. The result—to-day the concern is reported to be paying between \$16,000 and \$18,000 per month to the farmers and to be making butter at the rate of about half a ton per day. The effect—New Zealand and other imported butter has been largely chased out of the market in the district and a carload shipment has been made to compete with the latter at Vancouver.

Canadian Grocer has previously taken the stand that the problem of Western Canada cannot be solved so much by urging the farmers to take up mixed farming, but rather by providing them with markets where they can dispose of their live stock or dairy products. The success of the venture referred to shows what may be expected when the people are provided with marketing facilities.

Advertisements are the marketing guide and the safeguard of the public against inferior merchandise.

# Should All Customers Be Treated Alike?

Writer Maintains Not — Valuable Patron Should Get the Best Service and Any Preference Going—The Cultivation of Those Most Worth While.

Written for Canadian Grocer by Henry Johnson, Jr.

**I**N theory, by precept and mostly in practice we treat all customers the same. Indeed, it is our prideful boast that we do this. But is it right, or sensible, or good business to do that? Is it proper that we work as hard, take as much pains, think up special services and conveniences for each and all? Is it not actually more just and proper for us to consider the value of the customer to us as well as our obligation to her as a class? Let me illustrate and see.

Mrs. Pratt is a widow, living alone. She likes nice things, has always had them. She is also pretty careful of what she pays. She asks our price on an article, decides to take it, then requests us to make careful selection for her. Her order is for a bundle of leaf lettuce, two lemons, ½ lb. butter—seldom more than two or three items, and those in the smallest quantities. Her bill runs to \$4 and \$6 per month and requires about the average number of deliveries. She recognizes no obligation to trade exclusively at Johnson's, but will buy anything anywhere it may suit her fancy to buy, or will purchase anything at another store to save a penny or two. In short, we realize no sort of reward for any special service we render her.

## The Exacting Customer.

Another woman buys more liberally, but only slightly so. Her requirements are the most exacting. She seeks to have us select for her six or eight green peppers of even size and of the same shade of green. Such selection necessitates a skillful search through four or five baskets. Yet she figuratively holds up her hands in horror when we name the prices as four for 25c. No matter if our bacon be sliced most perfectly, we must stop and slice hers specially; nor will she trust us when we tell her that we have just sliced what we show her. She feels that we have had it "exposed to all the odors of the refrigerator" for some unconscionable period and she wants hers "uncontaminated." This Mrs. Perkins also "trades around" wherever she likes. I think she carries fully four steady grocery accounts. Yet not one thing that she buys need she do without should she give us all her orders, though perhaps occasionally she might pay us a fraction more for some things.

We have another customer. This is Mrs. Exton, who has traded with us exclusively for upwards of 20 years. She is exacting in her demands, but she is loyal and has confidence. No little difference of a trifle here or there ever has tempted her to go

elsewhere; and if I tell her that certain market conditions prevail so that a thing is not so choice as I should like to send her, she believes me; she does not think it well to "look around" on the chance that some neighbor of mine may have a better selection of the article.

Another is a peculiar case. A famous doctor has outlived his usefulness and is slowly dying—fading out over years of time. In many ways he is still a strong man, with fixed likes and dislikes. Having always bought whatever he liked, he strolls in as he passes and selects any number of things without thinking of the present condition of his household supplies. Thus there is danger that the home may be stocked up with melons just when he drops in and orders from 6 to 12—yet it will not do to check him, nor make suggestions. So it is understood by everyone of us that when Dr. Pennewell drops in, his order is to be taken and then his home is to be immediately phoned and the order cancelled entirely or modified to suit conditions, so that he may have what he remembers he has ordered without overloading the housekeeper. This is a special, very exacting service, but we have succeeded in doing our part without a hitch for several years. And in turn, we get every cent of the trade of that household—an account of \$60 to \$80 per month—without question, or quibble, or fault-finding.

## Render Unto Caesar.

These three are rather typical accounts. Probably you have similar experiences yourself. And the treatment is as follows:

Mrs. Pratt gets what we know she will want—and she pays just a little premium on nearly everything. The time consumed is out of all proportion to an average price on her supplies as is also the delivery charge; hence, she justly pays a little advance.

We know the weakness of Mrs. Perkins and, while we are most assiduous and courteous to her, we are always prepared with a special figure for her to pay. If asparagus is 15c the pound, we know that she is going to ask us to select specially straight, even-sized stalks; so the price we name to her is 20c.

## Gives Best Service Possible.

Mrs. Exton and Dr. Pennewell's niece who is his housekeeper, get the best prices we can give them for quality desired. They get painstaking attention and every preference we can offer. On holidays it is not uncommon for us to ring up their

phones and ask if anything has been overlooked which we can send by special messenger. Both appreciate this service and gladly pay the messenger charge. Those women and others like them, of whom, I am glad to say, we have an appreciable number, can have anything at any time they may ask for it—at midnight or on Sunday—and such special service will gladly be rendered. I hasten to add that they never have asked for anything very unusual, have always expressed most courteous thanks for special services offered, and are far removed from those whom we think of as "unreasonable."

Assuredly, I consider that these customers get just what is coming to them, and that the strictest equity and justice is dispensed under the system I have outlined. I frankly plead guilty to favoring those whose accounts make favors profitable. I assure you that one or two accounts I have, which run to \$100 or \$150 per month on fair terms, get more rapid and more painstaking deliveries than dozens which amount to \$4 to \$15 monthly. I believe that we are fully justified in taking special care of accounts worth while as distinguished from those which, even in most favorable circumstances, tend to become liabilities instead of assets.

It seems to me that this agitation of "efficiency" and the reduction of needless expense is bearing some good fruit. Only a short time ago I used to remark on the careless, snobbish indifference to good, reasonable sense on the part of auto owners. So many of those have for long stopped at my door with orders for two or three trifles which we have had to deliver, often "in a hurry," while the buyers were directly on their way home. I often used to wish that something might work into the consciousness of those women to lead them to think that they might just as well take their goods with them. To-day I have one good, in fact valuable, customer who still does that thing. Just a few days ago she ordered several things, including a sack of flour, of which she was in great need. We had to open the sack and take out 2 lbs. for her to carry in her commodious car, while we sent the remainder of the flour and the few other items by a later, but still early delivery. This with a husky chauffeur sitting on the seat in front of her!

But many are setting a new example. Dr. Pennewell's niece comes at 9 or 9.30 with her order, and, as a matter of regular practice, asks me to have it ready in twenty minutes and she will return and take it all with her. Maybe you do not think that I bless her every time she does that! Yes, indeed. May her tribe multiply exceedingly—and fast! And nowadays there are others.

Surely this is sound sense and true

### JUST "TOO SWEET."

Written for Canadian Grocer by J. Victor Tobey.

"My what delicious butter you have here and what beautiful fresh eggs, and how prompt you are with your delivery. I shall deal here now and advise my friends to do the same." So spoke a well and fashionably dressed lady as she handed me a bill in payment for an order of groceries. With a sweet smile she bade good-bye and was gone. With great pride and satisfaction, I finished putting up her order, and promptly got it into the hands of my delivery boy.

I had been in business but a short time and I prided myself on my fresh stock, my clean and inviting store and in my prompt and efficient delivery system. Thus the words of approval from a new customer flattered me, and I began to see visions of not only one good customer but numbers of her friends flocking to my store for their daily needs.

Time went on and my new customer continued honoring me with her business, paying cash and ever and anon uttering sundry words and exclamations of praise on the excellency of my goods, the prompt delivery and the splendid appearance of the store. One day, after I had sold her an unusually large bill of goods, she very sweetly asked me for credit, explaining that she would pay every two weeks. I cheerfully granted this and her look and words of appreciation were most gratifying. At the end of two weeks she paid her bill in full and I was more pleased than ever with this new and appreciative customer. The end of the next two weeks came around and found her a little short of cash, and I accommodated her by leaving a balance on my books against her till next pay. In due time next pay day came and her husband, being sick and temporarily out of work, she was unable to give me anything on account, but promised that in another two weeks she could pay me in full. The end of the next two weeks came but my customer, "Oh where was she?" On inquiry I found out three things:—1st, that she was now dealing with a brother grocer; 2nd, that she was practically worthless, and 3rd that I was not the only one who had been won by her sweet and appreciative words.

Fellow grocers take warning, look out for the sweet, sugar-mouthed customer, who by wily words of appreciation will oftentimes hoodwink you into giving her credit, but who will sting you every time. It's alright to sell the sugar, but beware of the kind that comes from the other side of the counter.

logic. Why not? Here are great, big, roomy cars often carrying but two or three people—many times only one. We shall not expect ladies to deliver their own kerosene nor gasoline, nor, if in no great hurry, shall we think they should haul their own flour. But what a great thing it will be—what a day for the grocer—when these same ladies universally see the wisdom of carrying with them their luncheon dainties and hurry orders.

What a day it will be when the buyer at the grocer's realizes that there is nothing unworthy about the grocer's calling and that the service which he renders costs real money, which in the end the buyer must pay.

I do not think that is an idle dream. I do think, too, that this evidence of luxury, the automobile, is bringing about such closer community of interest and disseminating an accurate knowledge of the fitness of things that in the end is going to work out for the benefit of all. This is a result for which none of us have been prepared. Yes, truly; but "it is the unexpected that happens."

### SAMPLES OF ADVERTISING.

(Continued from page 25.)

advertised. Women with children would in many instances surely be induced to try the rusks. It is pointed out that they are widely recommended by the medical profession; that they are nice with wine, tea, coffee, or chocolate; that they keep fresh for a long time and are therefore a good thing for a journey. All this information naturally is what the housewife wants and it will go a long way in getting her to test the line. The talks on biscuits and olive oil are equally as good.

These three grocers with many others are undoubtedly on the right track when they advertise for business during the supposedly dull season. By keeping persistently at it they will, too, get all the more trade when the "dog-days" pass by and when the temporary depression has gone from our midst. "Advertise in dull times and when they pass you will be first to feel prosperity," is the true observation of a man who has been through the mill.



1—Charley Smye signing men for the ball game. 2—George F. Campbell, the new president. 3—Handing out the prizes. 4—Secretary McIntosh and his smile. 5—When Sol Walters gets taken there is no room for anyone else. 6—Vernon Smith, the champion baseball pitcher.

## Drummers Invade Georgetown Once Again

Annual Snack Outing the Same Big Event as of Old—Open-Air Concert, Calithumpian Parade, Ball Game and All Kinds of Sports Feature the Event—Some of the Humorous Happenings.

Reported by Staff Correspondent.

**G** EORGETOWN, Ont., July 29.—Once a year the members of the Drummers' Snack Club dig down to the bottom of the drawer and bring forth a suit of white ducks, a white shirt and the official white cap, and, after getting their wives to see that their white shoes have been purged of last year's Georgetown grass stains, they come to this little hamlet for their annual pilgrimage. On Friday and Saturday last they disported themselves on the green with all their old-time vigor and hilarity, and, together with their Georgetown and vicinity friends, passed a night and a day which will go down into history as being among the record-breakers.

President Charley Smye, of Hamilton, was there with a big retinue of the old guard. All day Friday, on Friday night, and all day Saturday, until the sun was preparing for his final plunge below the horizon, the fun ran high. Drummers and their friends gloried in the fact that the downy couch had soothed their heads but little in forty-eight hours. But who could blame them? Wasn't it their big annual outing, and will they not be a long time dead? So the Goddess of

Pleasure with her sweetest smile opened the fun gates, till the hinges groaned, and joy was unconfined.

### The Outdoor Concert.

The big item of the first day's fun was the concert in the evening, with the sky, the stars and a cloud or two for a canopy. Music of all sorts and varieties floated out over the waves of ether; song, story, comedy and almost every other item in the scale of entertainment was presented to the open-air audience. Among the Drummers themselves are entertainers of renown, such as Billy Dore, Charles Smye, Wm. Pringle, Harry Eckstein; and, while Sol Walters did not appear on the platform, he was in splendid form behind the megaphone the following day. The Drummers' favorite singer, Margaret Park Wilson, of Toronto, was there, also Miss Fellowes and Messrs. Demery, Johnson and Gardner. The usual excuse must again be dragged out for not going fully into the merits of this concert—space at our disposal will not permit it. But suffice it to say, that the concert presented would have gladdened the heart of the most despondent creature on the globe, and particularly

when Fred Mitchell, of Hamilton, "put on" his farmer, fiddle and "director of ceremony" stunt, it would have made even a man with a wooden leg trip the light fantastic.

And what of the night! Who will ever forget it? The orderly serenades, the beacon fire on the main street in the early hours of the morning, the impromptu songs, and the sweet dreams about the fun and frolic of the morrow—these and other things crowded out the cares and worries—if there were any—and so the fleeting minutes passed.

### A Great Ball Game.

A finer sun never shone in the morning. The crowing of the cock found the streets already populated. There were some who had just risen and others who were retiring. Nevertheless, when the annual meeting of the Snack was called at ten of the clock all members looked as if they had rested for a week. The way they shifted in their chairs and twitched this leg and that arm in anticipation of the annual ball game confirmed this opinion. No sooner was the adjournment announced than the ball enthusiasts made a spurt for the park

## CANADIAN GROCER

faster than they ever did after an order. And the ball game! A year ago historians recounted how one named Smith—Vernon was his Christian name—pitched a clean-cut victory for his teammates; and when the sporting editor of this journal observed this same Smith step into the box on Saturday morning last he had no difficulty in inducing his friends to put up a 1,000 to 1 on the contest. And he was right. Captain Charley Smye was, of course, on the same team, together with Michael Malone and Charles Griffith, and so the losers hadn't much of a chance. But Smith deserves the greatest credit for the 13 to 4 victory, and demonstrated that he could come back. To Michael Malone the ball looked like a balloon, and in three times up—so he himself said—he had two homers, a triple and fourteen singles, and into the bargain was presented with six bases. The official scorer lost track of the stolen bases, but no doubt the chief of police will have these statistics for anyone in-

terested. For the losers, Casey—beg pardon, Sol Walters—was a tower of strength. He weighs some two-seventy-five this year, and held down first base with the ease of a Tim Jordan; but he ingloriously struck out, like Casey of old, in a critical inning with five or six men on bases. Had Russell Smith—note the name, please—been on the mound for his team the entire five innings this history might have been upside down. But—yes, there's the rub—But!

The losers lined up as follows:—R. Smith, W. Mills, Mavor, Hyslop, Walters, Groskurth, McAtteer, Huston and Chas. Silver; and the winners: Coffen, Thurston, Vernon Smith, Griffith, McKinley, Creighton, Sharp, R. Silver, C. Smye and M. Malone. "Pop" Somerville was the umpire, and barely escaped unscathed. He was elected vice-president in the morning, and so couldn't really be spared.

You often hear people talk about the big parades of "the world's greatest circus"—of which there are many—but,

gentle reader, they have never seen the calithumpian procession of the Drummers' Snack Club. It stands alone. Headed by a Michael Malone, with a hussar's headgear that came through the Battle of Waterloo and a coat with several score buttons, the procession marched through the streets and back to the park. Words are inadequate to describe the scene. There was a Bay Hill from Constantinople, a Billy Dore and Harry Eckstein on their honeymoon, and a dogcart as well; a Charley Smye as Tony, with the regulation organ and a teddy bear; a Sol Walters in the end of a wagon that had seen better days, and a Charley Griffith as the official clown. Unfortunately, the latter, owing to the heat of the day and the activity required in the part he had designed to play, was overcome just as the grounds were being re-entered. However, later in the day he revived, although he was unable to take any further part in the outing. George F. Campbell, the new president, then had



1—"Drum Major" Michael Malone leading the parade.

2—Wm. Madill and Chas. Silver.

5—Charlotte Hill, daughter of Bay Hill, and twin sons of "Billy" Meen carrying the Snack banner.

6—"Pop" Somerville judging the babies, and Wm. Mills.

7—Two past presidents, Billy Meen and Charley Smye.

3—Boxing in barrels, Capt. Read in background.

4—Chas. Griffith as a clown on the right.

his innings. He sold the tickets and spent a very busy two hours taking in dollar bills. He expressed the opinion that Georgetown people, and those in the surrounding country, must be in affluent circumstances when dollar bills were thrown at one continually for a 15-cent purchase.

#### Baby Show and the Games.

The parade over, the next on the lengthy bill-of-fare was the baby show, and the races in front of the grand stand. To go thoroughly into all these events would require a special shipment of printing paper from the paper mills, so readers will surely be content with the main events. There was a little trouble at the start, as no one could be found sufficiently courageous to judge the babies. Finally "Pop" Somerville relieved the tension and, with a grim face and aided and abetted by J. Gardner, he boldly confronted the babies. The abettor had to be admonished on several occasions to judge the babies instead of the mothers, Sol Walters and his megaphone being responsible for the opportune advice.

The sports included pretty nearly everything on the calendar. There was a broom ball contest open to ladies, kicking the football and a thread-the-needle competition confined to the same gender; races for boys and girls of all ages; contests for travelers; for travelers' wives and daughters; 100 yards dashes, quarter-mile and half-mile sprints, bicycle races, wheelbarrow races, three-legged races, a fat men's race, and a dozen and one others. The megaphone man evidently felt there should have been some horse races, or else his mind was with the ponies at times; for he was announcing "heats" and talking of the "pole horse" in the bicycle contests. Just above it was stated that the broom ball contest was an engagement between two teams of ladies. This is scarcely in accordance with the actual fact, for uninvited and unceremoniously, a farmer's dog took up his stand with the combatants, and despite the efforts of Michael Malone and Capt. Read, armed with whips and other missiles, Mr. Collie continued to be a participant in that broom ball struggle. After the winning goal was scored and the dust had dropped to the race track once more, the dog, as well as the women, marched up to the prize stand for his share of the loot, which Charlie Silver, P. A. Somerville and Wm. Madill were handing out to the winners. Probably he smelled the ham which George Arnold had a few minutes before won in a 100 yards dash, and decided that he might as well have a try for it as not.

There was as usual a race for fat men. Just who the winners were could not

#### THE NEW SNACK OFFICERS.

*At the annual meeting of the Drummers' Snack Club at Georgetown, on Saturday morning last, the following officers were elected:—*

*President.—Geo. F. Campbell.*

*Vice-President. — P. A. Somerville.*

*General Sec. — P. McIntosh.*

*Toronto Sec.—Chas. Silver.*

*Hamilton Sec. — Russell Smith.*

*Home Sec.—J. Willoughby.*

*Toronto Executive. — W. Mills, W. Colville, G. McKenzie, B. Groskurth, S. Walters, and J. McAtteer.*

*Hamilton Executive.—E.*

*Hyslop, W. Dore, H. Eckstein, Geo. Griffith, Jno.*

*Hyslop, and Wm. Pringle.*

*Executive at Large.—T. H.*

*Gemmell, O. Wilder, R. J.*

*Thurston, J. D. Abraham,*

*Col. Stoneman, and Hugh*

*Rennie.*

*Auditors.—Capt. W. G.*

*Read and Robt. Algie.*

well be seen for sure from the judges' stand, but, at any rate, Jim Hill trailed with Sol Walters second last. It was bargain day for the fat men, as the race was marked down from 100 to 75 yards on account of the nature of the day. George Arnold proved to be the fleetest traveler on the grounds, and he carried away sufficient groceries to last the family until the price of gloves goes up again. The drummers, we are sorry to say, showed the white feather when the boxing in barrels was announced. Billy Dore and Michael Malone and the rest were nowhere to be seen, and it remained for two swarthy local swains to propagate this old-time custom.

When the games were over the men engaged in handing out the prizes found that Santa Claus had exceeded their expectations, and they still had boxes of shoe polish, breakfast foods, soap, extracts, grape juice, chocolates, etc., etc., or hand.

Travelers are ever noted for their generosity to the kiddies, and soon a thousand little hands reached up for a portion of the spoils. It reminded one somewhat of birds in a nest, with mouths wide open, waiting the good graces of the mother to drop some food into the cavity. Soap, small boxes of this and that, polish and everything else on hand, was tossed into the air, and the young-

sters tugged with one another to see who would carry home the largest amount of the provender.

#### Silver Cabinet for Secretary.

Secretary P. McIntosh was eulogized at the annual meeting in the morning by Chas. Smye, past president. In presenting Mr. McIntosh with the cabinet of silver he said:—"Your fellow-officers and associates of the Drummers' Snack Club of Commercial Travelers desire to take advantage of this opportunity to express their appreciation of the large part you have played in bringing the club to its position of prosperity and prominence. Since your first association with us, you have given freely of your time, energy and ability to every detail that has come before us, and exemplified such diplomacy that the enthusiasm was catching. Your cheery encouragement has been a help to every member and they esteemed it a pleasure to co-operate with you in their official capacity in carrying out their part of the work.

"It is fitting, therefore, that we who have been associated with you in the work should in some way recognize the sacrifices you have made in carrying it forward and we will ask you to accept this cabinet of silver as a mark of our esteem toward you, confidence in you as our general-secretary-treasurer, and as a man for whom we can only feel the deepest affection and highest respect. May you be enriched with the gift of good health that you may be the better enabled to live long to enjoy all the blessings of this life and continue to occupy the office which you have so diligently fulfilled."

#### On the Side.

George Smye won the set of bowls presented by Chas. Smye in the singles on the Georgetown green. J. Gardner drew a clock for second place and R. Smith a grouse's foot tie-pin for third.

Billy Dore, in giving an illustration of a suffragette speech at one juncture: "We want what the men have—we are going to get—we are going to get—"; then a voice from the audience called out "You'll get — if you don't get home and get the old man's supper."

There are men of verse among the drummers. Here are some contributions one of them has sent to Canadian Grocer:

Just gaze upon President Smye,  
He's three feet and — this much so high;  
But beneath his bald head, it's what everyone said,  
He's the goods, Oh me, Oh me, Oh my.

Jim Hooper, the first president of the Snack, is still to the front and on the job. His aide-de-camp, Dad Read of Hamilton, with his cheery smile, never seems to grow a day older.

# How Other Grocers Do Things



## SOME GOOD REASONS.

S. P. James, a Biggar, Sask., grocer, gives in a recent newspaper advertisement "Some Reasons" why the people should deal at his store. They are:—

"Because our goods that the best quality that money can buy."

"Because we keep everything a customer needs in the grocery line."

"Because our prices are reasonable and the quality high."

"Because we sell good butter, eggs and poultry."

"Because we pay farmers highest prices for their produce."

• • •

## CHINAWARE SELLING METHODS.

That the grocer who is handling a china department and who is carrying a stock of high-class wares, and who has that department located on the second floor, as is the case in the store of J. A. McCrea & Son, Guelph, Ont., can do effective work in securing business by the aid of the telephone is the opinion of Mrs. A. Vass, who has charge of the china sales in the McCrea store and who has secured considerable business by this means. In this store the china department is not placed upstairs because it is considered to be weak as regards profits, but in an establishment where the ground space is limited it must take second position naturally.

This tip about the use of the telephone is a timely one just at this season; good use of it can be made in relation to wedding gifts, if a certain amount of tact is employed. Being well acquainted with the patrons of the department and with the people of the city in general, Mrs. Vass is able to call up people who she knows will be invited to a certain wedding and make some suggestions as to timely gifts. Often this will not only mean a sale, but the suggestion will have the effect of solving the gift problem of the patron. This is only the first step, however. In many cases it has been found that one of such sales leads to others, either on the part of this same patron or through the idea being advanced to others. The principle worked upon is that in many cases the wedding gift problem is a puzzling one, and the suggestion of something new and tasteful is eagerly seized upon.

Considerable business is done in renting china in the McCrea department, and it has been found to bring profits. The rental is in proportion to the value of the dishes, and breakages are charged to the full value; some disputes result from the latter condition, but usually the adjustments are satisfactory. The renting is not confined to the cheaper lines for picnics, socials, etc., but there is also a demand for better class china-ware for private affairs, and one dinner-set valued at \$25 is used for this purpose.

Mr. McCrea explains that they are heavy importers and make purchases of Wedgewood, Colport, Limoges, Royal Doulton, Royal Nippon, etc. A big stock of cut glass is carried, and for this there is a specially lighted display chamber where the showing is made most effective by the aid of electric lights. A line of brass novelties is stocked and a good sale is found for crockery.

• • •

## A WELL-WRITTEN AD.

It is noticed that in many Canadian papers at the present time retail grocers are using considerable advertising space. At the same time it is observed that the quality and lay-out of the copy is of a higher standard than formerly, and, therefore, it can be concluded that better results are being secured.

The accompanying ad of Geo. Graham

is from a Montreal paper reduced from much larger size. It shows a new but neat and attractive lay-out and copy, which should sell considerable cheese, straws, peeled shrimps and pearl onions, and also ready-made soups. The ad is easily read, contains interesting and definite information about each line advertised, and no doubt the results were good.



## DEATH OF J. H. MEIR.

Canadian Grocer regrets to announce the death of J. H. Meir, who has been a member of the circulation staff of this paper for the past couple of years. Mr. Meir was formerly in the grocery business, being well known among the trade of Owen Sound and Sault Ste. Marie, as well as in Welland. His death occurred last week after an operation in Toronto following an illness which seized him the week previous in Hamilton. In view of his connection with the MacLean Publishing Co., Mr. Meir was well known throughout the province. He was a man of sterling character, straightforward, courteous and fair, to which all who knew him will testify. The remains were buried in Owen Sound.



The Western Broom Co. is negotiating with the officials of Regina, Sask., for a site.

## Three German Delicacies

### CHEESE STRAWS

are quite a novelty in Montreal and will be found to be extremely tasty. They are especially good with salads.

### PEELED SHRIMPS

are another dainty importation which is an excellent addition to a salad.

### PEARL ONIONS

are entirely different from the large garden onions. They are a delightful garnish and a tasty addition to a salad.

### "READYMAID" SOUPS

are put up by the makers of the famous "Furnco-American" canned soups to meet the demand for a fifteen cent soup. Tomato, Vegetable, Oxtail, Bouillon, Consomme, Scotch Broth, 15c a tin, 2 for 25c.

### LAKE SHORE DELIVERIES

Every Wednesday to St Anne de Bellevue and Senneville, calling at all places en route. Every Saturday to Dorval and all places on the way.

All orders should be in our hands the previous day.

**George Graham**

Cor. St. Catherine & Drummond  
Phones: Up. 3486, 4246, 1347, 1348

A neatly written and well worded newspaper ad. used by a Montreal dealer.

# Floating Store for Tourist Trade

Midland Firm Has Two Supply Boats for Georgian Bay Summer Trade — Supply Anything From "Fishworms to Second-Hand Coffin"—A Big Turnover and Good Profit on Two Months' Business.

**T**O take the store to the customer when the customer cannot come to the store, is the theory upon which the Playfair, Preston Company have established a supply boat service to take all manner of goods from their big department store at Midland, Ont., to the landing places at the different summer resorts up the shore of Georgian Bay.

"We supply the tourists with everything they want, from a can of fishworms to a second-hand coffin (if such is the order)," said W. E. Preston, the manager of the store, who explained that they even went so far as to supply the cottages in addition to the furnishings, when the tourists so desired. For eight years the steamer Trader has been making her summer trips to the resorts of Honey Harbor, Moose River and other attractive spots along the shore of the bay, and during this period experience has taught what the needs of the summer-resorter are, and how they can best be supplied.

Thousands of tourists visit these northern shores during the summer season; they are in many cases wealthy people, or at least prepared to pay for what they have delivered to their own doors in the semi-wilderness, and supplying their needs is profitable business. When we make the statement on the authority of Mr. Preston that the Trader during the season of about two months last year had a turnover of about \$20,000, it will be understood that running a supply boat is not an advertising feature—although of course the advertising which it indirectly brings to the firm is very important and is fully valued.

## Supply Anything Desired.

By means of the supply boat the tourists are able to get fresh milk, fruit, fish, and also a selection from a full line of provisions and meats, eggs, etc., daily, staple groceries, including cereals and different bulk and proprietary articles. Such supplies are carried as a standard cargo, together with popular summer apparel for bathing and camp life. In addition an order business is conducted, and any article in the store can be delivered on the next trip—and it often needs the stock of a big store to include all of the things which are likely to be asked for.

Carrying fish on a supply boat, going into a district where the fishing would

be difficult to surpass, and where the people have not much to do, would seem like taking coals to Newcastle, but nevertheless the Trader does a big business in this department—tourists want what they want when they want it, and usually without going after it. Fish worms, too, are a good line, and the supply boat nearly always carries a stock; in fact, if fishhooks could be supplied with the worms already on them, the tourist fisherman would usually be very much pleased.

## A Rush Business at the Dock.

The Trader as a usual thing will carry about one thousand dollars stock, mostly in food supplies. Articles of clothing or furniture or furnishings are usually supplied on order, the order being filled on the following trip. She is not a palace in fittings nor an ocean greyhound in size or design, but tourists in the wilderness do not expect a floating department store to serve their needs. The boat makes but short stops and business is done in a hurry. The buyers rush onto the boat, and the idea is to get what is wanted in the quickest possible order; there is no time for trade talks or lectures on quality; the customers take what they can get and take it quick—it is the reputation of the firm that they largely rely upon as to quality.

## A Second Boat Added.

The Playfair, Preston Company think enough of their boat supply business that a second vessel has been secured. During the present summer, the Trader and the City Queen are making regular trips, the former making a daily service to Minnicogenshene via Honey Harbor, and the latter three trips a week as far as Moose River, forty miles up the shore.

In addition to carrying goods for the supply business, these boats will carry independent freight and baggage as well as passengers. Each vessel is about seventy feet long, the Trader having accommodation up to 150 passengers and the City Queen being able to take care of about 160—these, of course, are day trips.

One feature of the supply boat business is the necessity for profits above the normal, as any business man will readily appreciate. There is not only the relative expense of delivery to be

considered, but the fact that the capital represented by the investment in the boat is tied up for the whole year and not for the short season that the boat is operated.

## Letters to the Editor

To the Editor of Canadian Grocer:

Dear Sir,—Will you allow me a space in your valuable Canadian Grocer, which I have read with interest since coming to this country nearly eighteen months ago.

Much has been said in the past about the credit system. Now I would like to turn the tables and give you my opinions re the cash trade. It is to be regretted that so many firms have allowed this business weed to enter into their garden of enterprise and ambition.

Credit trading tends to make us unthrifty citizens—on the other hand, if cash had been the main feature, it would show what the citizens of Canada could do by the exercise of judicious thrifty habits.

The credit system is certainly a great convenience to many people. But to the merchant, the greatest inconvenience that could come into the business life of any ambitious gentleman. Just the other day, I had a conversation across the tea table with a gentleman, who, I could learn has a good insight into business. Our conversation drifted to the credit system practised in retail stores. He said it was a ruination to the community and retailer. He knew of farmers who got farm implements on credit and to-day they are feeling the keen edge of thrift made manifest when it is too late; to their loss they see now; on the other hand, if they had got the goods as they required them and paid cash, it would have saved much time in worrying and fretful days of misery. Hence, the reason to take heed to the true saying, "Creep before you walk." This credit system principle, to my mind, is a money lending scheme from first to last as far as my experience has been both in the Old Country and here.

Very often I heard the remarks passed, "I can't pay my grocery bill this week or month, as I have the rent to pay or I have been on my holidays," or some other barefaced remark. The poor, unfortunate storekeeper has to suffer.

I hope the day will come and I believe it is dawning, that the credit system will be cut down by the knife of common sense and independence of the merchant and that the standard of cash trade will be raised and will be the means of cheap-



A view of the handsome interior of the grocery department of the Hudson Bay Co., Calgary, Alta. Note the circular arrangement of canned goods around the tops of the pillars, the centre counter display of bottles and package goods, and the order department on the left.

er goods—both to the consumer and retailer, and will be the means of making thriftier and more well-to-do citizens.

**JAMES STUART,**  
2052 Carey Street.

Edmonton, Alta., July 7, 1914.

**MARITIME BOARD OF TRADE CONVENTION.**

The Maritime Board of Trade Convention will be held this year at Summerside, P.E.I., on August 17, 18, and 19. In sending out a letter to the various boards connected with the Maritime Board, Secretary Williams points out that on August 18, 19, and 20 the province of Prince Edward Island will celebrate at Charlottetown the semi-centenary of the 1864 convention that resulted in the confederation of the various provinces which now constitute the Dominion of Canada.

Under these circumstances it is proposed by the Summerside Board that the Maritime Board hold its first session on the evening of Monday, 17th August, that the business be concluded on the following day, and that on Wednesday, 19th August, the Summerside Board will provide a special train for the conveyance of the delegates to Charlottetown to take in the proceedings of the semi-centenary celebration, including the Canadian athletic championships, returning in the evening to Summerside.

**BUSINESS MEN MEET.**

Toronto, July 30.—(Special).—A meeting of the business men of Gerrard St. east was held at the Bank of Ottawa, Asdale and Gerrard streets, on Thursday last.

After a chairman and a temporary secretary were named, the meeting decided to form a business men's association to be known as the Roden Business Men's Association. The following officers were then elected:

President—A. E. Gubb.  
Vice-president—M. J. Bird.  
Sec.-treas.—I. D. Ross.

Executive Committee—J. Penrose, F. Campbell, J. A. Gorringer, W. H. Hilton, the latter being convenor.

It was decided to invite a representative of the Riverdale Business Men's Association to give an address. The membership fee was placed at \$1 per year. The new organization will meet every Thursday evening at 8.30 o'clock in the offices of the Bank of Ottawa. Those present were A. E. Gubb, J. Penrose, Mr. Burdett, M. J. Bird, F. Campbell, I. D. Ross, Mr. Ownes, J. A. Gorringer, W. H. Hilton, Mr. Jacks and Mr. Laing.

**MAY CALL THEM SARDINES.**

Word has been received from the Old Country that the British Courts have decided that the Norwegians have the right to brand their fish as Sardines. Litiga-

tion was brought against them by French sardine packers.

**CANADIAN CHEESE EXPORTS.**

**A Heavy Decrease In Shipments to the United Kingdom Is Noted.**

During the year ending the 30th of June, there was a big decrease in the amount of Canadian cheese which found its way to the markets of the United Kingdom a decrease in fact of 5,661 tons. The total for the year which has just ended reached 60,763 tons, which is in marked contrast with a total of 98,306 tons which the United Kingdom took as recently as 1904. In contrast with the falling off in the exports from Canada are the figures showing there was an increase in the amount shipped from New Zealand of 4,367 tons. At the same time the shipments from the latter country showed plenty of opportunity for improvement as to quality as compared with the Canadian make.

The Speers Trading Co., of Speers, Sask., has been incorporated.

Percy Eby, of Eby, Blain, Limited, Toronto, is spending a vacation at Shanty Bay.

The Toronto Butchers' Section of the Retail Merchants' Association held their annual picnic on Wednesday afternoon, July 29, at the Canadian National Exhibition Grounds.

## CURRENT NEWS OF THE WEEK

### Quebec and Maritime Provinces.

Tracy Bros., grocers, Montreal, have registered.

The Westville Co-operative Association, Westville, N.S., has assigned.

J. I. Bent, Amherst, N.S., traveler for Dearborn & Co., spice manufacturers, St. John, N.B., has passed away.

### Ontario.

B. Crýsler, a Hamilton grocer, has sold to Káte Reed.

Robt. Jackson, grocer, Hamilton, Ont., has sold to Arthur Wade.

Chas. S. Norris, president, Norris-Patterson, advertising agents, Toronto, passed away last week.

Arthur Andrew, formerly of Grand Rapids, Mich., will open a grocery store in Chatham, Ont., in the near future.

Ira Moore, Toronto representative of the Quaker Oats Co., is on his vacation. He is spending it around his old home in Peterborough County.

Wm. Grady, grocer, at the corner of Lock and Lansdowne Sts., Peterborough, Ont., is enlarging his store and will install an ice cream parlor.

Wm. Cochrane, representing the Quaker Oats Co., Peterborough, Ont., was in Toronto, Hamilton and London this week on a business trip.

The MacLaren Imperial Cheese Co., Limited, have been appointed agents for the Canada Preserving Co., of Hamilton, and also for Hunt's canned fruits manufactured in California.

The Belleville Retail Merchants' Association will hold their picnic this year on August 5, Belleville's civic holiday. It will be held at 12 o'clock point. The officers of this association are Fred B. Smith, president; H. E. Fairfield, 1st Vice; J. A. McFee, 2nd vice.; M. J. Doyle, treasurer; and H. L. Wallace, secretary.

The William Wrigley, Jr., Co., Ltd., manufacturers of Wrigley's gum have obtained an injunction through the courts of Ontario against the Maple Leaf Gum and Candy Co., of London, Ont. The charge was that the latter was using a label of a somewhat similar character to that in the Wrigley gum and the courts sustained the contention.

### Western Canada.

G. E. Balantyne, has opened a store in Prince Albert, Sask.

M. R. Callander, Edmonton, has disposed of his business.

F. G. Goldworth, Victoria, B.C., has disposed of his business.

T. Chapman has purchased the Star Grocery, Edmonton, Alta.

The Vernon Fruit Co., have opened a branch at Wetaskiwin, Alta.

The Moose Jaw Abattoir, Ltd., have been incorporated in Moose Jaw, Sask.

A. T. Unruh, general merchant, Rosethorn, Sask., is succeeded by Unruh & Co.

Ella M. Young, general merchant, Bremen, Sask., is succeeded by Wm. H. Dierker.

Jas. Pepper is erecting a general store and dwelling at Beanfield, Sask., near Kerrobert.

McRae Bros., general merchants, Margo, Sask., sustained a fire loss recently, insured.

W. G. Murphy and Co., general merchants, Binsearth, Man., have sold to Robt. A. Grosby.

Lyall and Rattenbury, general merchants, Riverside, Sask., have dissolved, T. W. Lyall continuing.

Geo. A. Maybee, president of the R.M.A., Moose Jaw branch has resigned. He is also president of the Saskatchewan branch.

G. McAdams, has added a confectionery department to his grocery business at Battleford, Sask. He recently moved into a new store.

J. Wake, grocer, Saskatoon, Sask., has sold his branch store to Forbes & Co., J. B. Caldwell, general merchant, Sedley, Sask., is succeeded by J. E. McCall.

Thomas B. Jones, formerly assistant sales manager, and manager on the main line, the Souris branch and Manitoba north-western, has been appointed to succeed J. H. Rankin, as manager of the Moose Jaw branch of Codville's, Limited, Mr. Jones received his early training with H. P. Eekardt and Co., Toronto.

The Vancouver, B.C., council has passed an early closing by-law which includes grocers, clothiers, shoe dealers, dry goods men, and hardware dealers. It took effect on July 25. These stores must close at 6 o'clock every evening except Saturday and then at 11 o'clock. The usual exemptions are allowed.

The Retail Merchants' Association of Saskatchewan, intend taking steps to procure legislation which will enforce

the closing of all stores on legal holidays, including Christmas and New Year Days, Good Friday, Dominion Day, Labor Day and Thanksgiving Day. In the past, quite a number of the smaller stores have remained open on such holidays.

### REGINA GROCERS' PICNIC.

Regina, Sask., July 30.—(Special.)—Over 600 Regina citizens took advantage of the Regina retail grocers' picnic to Regina Beach last week, to get away from the city for a half day, and the event was a very enjoyable one in every way, perfect weather and a good programme combining to make the day a memorable one. Prizes to the value of about \$200 were donated by jobbers and manufacturers both in Regina and Winnipeg, everyone responding most generously.

The event of the day so far as the sports programme was concerned was the baseball game between the travelers and the grocers. The travelers succeeded in turning the tables this year, and won out by the "modest" score of 19 to 11. The battery for the travelers was composed of Farrow, pitcher, and Woodcock behind the bat, while Dent also did good work at third base. For the grocers the stalwarts were Cain in the box and Spencer as catcher.

J. H. Carson, of Cameron & Heap, was chairman of committees; A. Cranston, of Campbell, Wilson & Strathdee, was secretary, and Geo. Milne was treasurer.

The sports committee was as follows: A. Thompson, S. Johnston, L. Spence, D. B. McColl and C. Biggs.

Such have been the ravages of the pear blight in Washington that the people have been making demands for a special session of the Legislature to take steps to prevent damage to the crop. This blight was first experienced in California, but there is not so much trouble in that state now as a few years ago, although in the meantime several varieties have been wiped out of existence so far as any commercial significance is concerned. The blight now seems to be moving north, and it requires strenuous methods to stop it, the only effective method apparently being to cut out and burn the parts affected.

# European War May Affect Number of Prices

Should the Turmoil Become General Sugar, Nuts, Bosnia Prunes, etc., Would Likely Advance — Speculation as to the Opening Prices on New Canned Peas—Ninety Cents for Standards or More Being Looked for—Good Outlook for Canned Tomatoes.

Office of Publication, Toronto, July 30, 1914.

**T**HE declaration of war on Servia on the part of Austria-Hungary at once raises several factors which should almost immediately have their effect in the grocery markets, and at the same time brings contingencies into sight, the extent of which can only be surmised in proportion to the possibilities of other countries being involved in a conflict which may ravage Europe.

With the war lasting any length of time there is sure to be interference with the prune crop of Bosnia, and also Austrian bean shipments, while in Austria and other countries the call to arms will undoubtedly take from the best fields laborers required in the sugar harvest. Should the conflict not be confined to these two countries, then the whole of the Mediterranean export fruits may suffer as well as nuts, figs, etc.

Then the direct effect of the war is likely to be of less importance than the general world influence in increasing the cost of food products. So closely are the sources of supply related to one another at the present time that there is not only the difficulty of delay in deliveries to be figured on, but the advance over other markets, which will almost instantly take effect. Should Russia step in and the other great powers become involved, there is no foreseeing where the influence may end. The demoralization of the stock markets on the announcement of war may be taken as an indication of what may be looked for later in other markets should the fears of which evidence has already been given prove to have solid foundation. We trust, however, such will not be the case.

Millers are not looking for any important change in the flour situation for the immediate present, although wheat prices are stiffening. Should the powers become seriously involved in the trouble, it would be another matter altogether, and prices could be expected to soar to almost any height. So far as Canada is concerned, the prices would be chiefly influenced if importing countries became concerned in the conflict.

Just now the retail and wholesale trade is awaiting with interest the opening prices of canned peas. Late reports indicate that while considerable damage has been done by drought, the pea fly, the army worm and other troublesome insects, there have been many good fields of peas harvested. It is too common knowledge among the trade that there has been a considerable hold-over on peas, but nevertheless, the opening prices will be higher than a year ago, when the opening price for standards was 82½ cents per dozen. Prospects, however, are for a heavy pack of tomatoes, as the vines are looking quite prosperous. Cannery reports the corn outlook only fair, and since corn has been pretty well sold out, or will be when the new pack arrives, opening prices on it cannot be expected to be any lower than last year.

On the whole, jobbers report business fair. All trust that the disturbing influences in the Old World will be brought to a speedy close.

## QUEBEC MARKETS.

Montreal, July 30.—There is room for considerable speculation as to what influence the war in Europe may have upon market conditions in this country. Should the fracas be confined to Austria and Servia—and nearly all the powers seem to be working in this direction—the direct effect will come upon

Bosnia prunes and certain varieties of beans. But should Russia step in and Germany and France be forced to take a hand, Europe would be a turmoil, which would affect the market supplies of practically everything grown there, and there would undoubtedly be much higher prices for all kinds of Mediterranean fruits and those varieties of nuts

## Markets in Brief

### QUEBEC MARKETS.

#### GENERAL MARKETS—

War likely to influence some prices. Situation of week very quiet. Sugar a little easier in New York.

#### FLOUR AND CEREALS—

War situation and flour prices. Demand for feeds keeps prices up. Wheat has been advancing.

#### FRUITS AND VEGETABLES—

Raspberries continue dear. Potatoes getting cheaper. Nova Scotia strawberries still offered.

#### FISH AND OYSTERS—

Salmon getting scarce now. Halibut firmer in price. Green cod coming in now.

#### PRODUCE AND PROVISIONS—

Breakfast bacon up a cent. Fresh eggs advance 2c. Butter higher on export. Good prices for poultry.

### ONTARIO MARKETS.

#### GENERAL GROCERIES—

Opening prices on peas estimated at between 90c and \$1 for standards. General war would advance sugar. Tomato crop looks good, but corn only fair. Firmer tone to Sultan and Valencia raisins.

#### PRODUCE AND PROVISIONS—

Cooked meats a little firmer. Eggs steady, and present production going into consumption. Further strength may be looked for in butter.

#### FRUITS AND VEGETABLES—

Outlook is for firmness in lemon market. Domestic fruits selling freely. Crop of cherries was large and berries fair. New domestic potatoes force market down.

#### FLOUR AND CEREALS—

Wheat market rising under war news. Flour dull at present, but may develop strength should the European trouble be general. Cereals steady, but dull.

### MANITOBA MARKETS.

#### GENERAL GROCERIES—

Sugar market firm. Advance in evaporated apples. New apricots selling freely. 3-lb. picker beans up. New walnuts and almonds to be cheaper. Tapioca and sago tend down. Coffee market stronger.

#### FLOUR AND CEREALS—

Wheat up, but flour unmoved. Feeding stuffs selling well. Price of shorts considered low.

#### FRUITS AND VEGETABLES—

Eating and preserving cherries in. Few raspberries bring \$3.50 crate. Cal. tomatoes quoted \$1.25 case. New potatoes \$1.50 bushel.

#### PRODUCE AND PROVISIONS—

Meats and lard firmed up. Eggs take firmer tone. Butter prices inflated temporarily.

which are grown in Europe, not to mention figs, dates, etc. War would also be likely to have an immediate effect on the

# CANADIAN GROCER

sugar market on account of the recruiting of armies, which would empty the beet sugar fields of their necessary laborers. These are the markets to be affected directly, but there is no saying where the end would be if Europe became involved in a big war, for the influence would be much wider than over those commodities whose growth and transportation might be directly interfered with. A big war of any great duration would affect the prices of practically all foodstuffs, and this would be particularly true should Great Britain become involved.

The week locally has been without feature, and practically no price changes. In one wholesale house, after considering the situation and the market news, one of the officials made the statement that all he had noted during the week was a scarcity in bird seed—which is not a very important matter for comment.

**SUGAR.**—There is no change in the market, and sales continue quiet, with a little better prospect on account of evidence that stocks in the hands of wholesalers, which were purchased during the advances of some weeks ago, and which have been delivered on order since, are getting rather low. There is not much of interest in the American markets, and there have been no special features since the last advance. It was announced that while the list generally was holding firm, there had been a 5c decline in federal. Consumption is reported as fair, with a tendency for a better demand for preserving raspberries, cherries, etc., on account of the partial failure of the strawberries; preserving, however, is likely to be less extensive than usual.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	.....	4 65
50 lb. bags	.....	4 85
2 and 5-lb. cartons	.....	4 75
Second grade, in 100 lb. bags	.....	4 30
Yellow Sugars—		
No. 3	.....	4 40
No. 2	.....	4 50
No. 1	.....	4 05
Extra Ground Sugars—		
Barrels	.....	4 85
50 lb. boxes	.....	5 15
25 lb. boxes	.....	5 25
Powdered Sugars—		
Barrels	.....	4 85
50 lb. boxes	.....	5 05
25 lb. boxes	.....	5 05
Paris Lump—		
100 lb. boxes	.....	5 20
50 lb. boxes	.....	5 40
25 lb. boxes	.....	5 60
Crystal Diamonds—		
Barrels	.....	5 25
100 lb. boxes	.....	5 40
50 lb. boxes	.....	5 50
Cartons and half cartons	.....	7 05
Crystal Dominoes, cartons	.....	7 15

**DRIED FRUITS.**—Market continues quiet, with strong demand for prunes and apples and short stocks in these lines. There should be interest in primary sources, as this department of the fruit trade is most likely to be first affected in the event of a serious war outbreak, particularly Bosnia prunes and beans, which are grown within the zone, which will be immediately affected by the hostilities. Bosnia prunes had re-

cently receded to a slight degree, having been unusually strong on speculation influenced by the California shortage.

EVAPORATED FRUITS.			Per lb.
Apples, 50-lb. boxes	.....	0 11	0 11 1/2
Nectarines, choice	.....	0 11	0 11
Peaches, choice	.....	0 09	0 09 1/2
Pears, choice	.....	0 14	0 15
Apricots	.....	0 16	0 20
DRIED FRUITS.			
Candied Peels—			
Citron	.....	0 15	0 18
Lemon	.....	0 10 1/2	0 11 1/2
Orange	.....	0 11 1/2	0 11 1/2
Currants—			
Amalans, loose	.....	0 07	0 07
Amalans, 1-lb. pkgs.	.....	0 07 1/2	0 08 1/2
Philatras, fine, loose	.....	0 08 1/2	0 07
Dates—			
Dromedary, package stock, per pkg.	.....	0 06 1/2	0 10
Fards, choicest	.....	0 11	0 11
Hallowee, loose	.....	0 05 1/2	0 05 1/2
Hallowee, 1-lb. pkgs.	.....	0 07 1/2	0 07 1/2
Figs—			
Finest, 6 crown, about 12 lbs.	.....	0 13	0 13 1/2
Same fruit, 5 and 4 crown, 1 and 2 cents less.	.....		
Prunes—			
40 to 50, in 25-lb. boxes, faced	.....	0 12 1/2	0 13
50 to 60, in 25-lb. boxes, faced	.....	0 11 1/2	0 12
70 to 80, in 25-lb. boxes, faced	.....	0 10	0 10 1/2
80 to 90, in 25-lb. boxes, faced	.....	0 09 1/2	0 09 1/2
95 to 180, in 25-lb. boxes, faced	.....	0 06	0 06 1/2
60 to 70, in 25-lb. boxes, faced	.....	0 10 1/2	0 11
Raisins—			
Malaga table, box of 22 lbs., according to quality	.....	2 75	6 00
Muscadels, loose, 3 crown, lb.	.....	0 08 1/2	0 10
Sultana, loose	.....	0 11	0 11
Lower grades Sultana, 1 lb. pkgs.	.....	0 06	0 06 1/2
Valencia, new	.....	0 06 1/2	0 06 1/2
Seeded, fancy	.....	0 10 1/2	0 10 1/2
Seeded, choice	.....	0 10	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

**SPICES.**—Season for spices is now approaching rapidly, and should open in a week or so. Jobbers report a fairly active business, with number of orders equal to a year ago, but volume small, indicating a hand-to-mouth business.

	5 and 10 lb.	1/4 lb.	1/2 lb.
Allepice	14-17	60-70	70-80
Onsida	22-27	72-80	80-90
Cayenne pepper	25-30	72-80	80-1 15
Cloves	35-36	1 05-0 95	1-1 05
Cream tartar	25-35	1 00	1 00
Curry powder	15-20	1 00	1 00
Ginger, Cochina	15-20	1 00	1 00
Ginger, Jamaica	22-27	65-85	75-85
Mace	75-1 00	1 00	1 25
Nutmegs	25-30	80-90	1 00-1 25
Peppers, black	18-20	67-80	80-90
Peppers, white	25-28	85-1 10	1 10-1 20
Pastry spice	25-27	65-85	75-1 10
Pickling spice	14-18	65-80	75-80
Turmeric	15-18	65-80	75-80
Range for pure spices according to grade. Pails or boxes 3 cents per lb. below tins. Barrels 3 cents below tins.			
Cardamom seed, per lb., in bulk	.....	1 80	2 25
Caraway—			
Canadian, per lb.	.....	0 10	0 10
Dutch, per lb.	.....	0 15	0 15
Cinnamon, Ceylon, per lb.	.....	0 80	0 80
Mustard seed, per lb., in bulk	.....	0 15	0 15
Celery seed, per lb., in bulk	.....	0 30	0 35
Cayenne Chiffons	.....	0 25	0 25
Shredded cocoonut, in pails	.....	0 15	0 20

**DRIED VEGETABLES.**—Market is firm, especially for peas, on reports of serious damage to crop in Ontario.

Beans—		
Hand picked, per bush.	.....	2 40
Canadian white, per bush.	.....	2 10
Yellow, per bush.	.....	2 75
Yellow eyes, per bush.	.....	3 25
Lima, per lb.	.....	0 08 1/2
Peas, per bushel	.....	2 25
Peas, Imperial green, per bush.	.....	2 50
Barley, pot. per bag	.....	2 80
Barley, pearl	.....	4 00

**MOLASSES.**—There is not a strong demand in this market at the season, and with importers cleared of stocks. The situation is largely in the hands of jobbers, and will remain there until arrival of new shipments after the first of the year. No general change of prices is looked for in the meantime.

Barbadoes Molasses—	Prices for Island of Montreal.	
	Fancy.	Choice.
Punchons	.....	30
Barrels	.....	35
Half barrels	.....	35

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal. Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

<b>Corn Syrup—</b>		
Barrels, per lb., 3/4c; 1/2 bbls., 3/4c; 1/4 bbls.	.....	0 04
Pails, 30 lb., \$1.25; 25 lb.	.....	1 25
Cases, 5 lb. tins, 3 doz. in case	.....	2 50
Cases, 5 lb. tins, 1 doz. in case	.....	2 85
Cases, 10 lb. tins, 1/2 doz. in case	.....	2 75
Cases, 20 lb. tins, 1/4 doz. in case	.....	2 70
<b>Maple Syrup—</b>		
Pure, per 5/8 lb. tin	.....	0 75
Pure, in 15 gal. bags, 6c per lb., or per gal.	.....	1 00
Maple sugar, pure, per lb.	.....	0 10

**RICE.**—Demand is a little better on cooler weather, but volume passing is not large. Prices are firm, and low level does not indicate likelihood of change.

<b>Rangoon Rices—</b>		Per cwt.
Rangoon "B"	.....	3 00
"C.C."	.....	2 80
India bright	.....	3 15
Lustre	.....	3 25
<b>Fancy Rices—</b>		Per cwt.
Polished	.....	4 40
Pearl	.....	4 60
Imperial Glace	.....	4 90
Sparkle	.....	5 10
Crystal	.....	5 10
Snow	.....	5 30
Ice drips	.....	5 45
Carolina head	.....	7 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

<b>Imported Patna—</b>		Per lb.
Bags, 224 lbs.	.....	0 05 1/2
Half bags, 112 lbs.	.....	0 05 1/2
Quarter bags, 56 lbs.	.....	0 05 1/2
Velvet head Carolina	.....	0 09
Sago, brown	.....	0 04 1/2

**NUTS.**—The market is without feature and strong, considering the volume of business; lower prices are shown for almonds and higher quotations for Brazils.

Shelled walnuts, per lb.	.....	0 40
Shelled almonds, 25-lb. boxes, per lb.	.....	0 45
Finest filberts	.....	0 12 1/2
<b>Pecans—</b>		
3 crown	.....	0 17
Large	.....	0 18
Giants	.....	0 21
Almonds	.....	0 18
Walnuts, Grenoble	.....	0 18
Walnuts, Marbots	.....	0 14
Brazils, new	.....	0 13 1/2
Peanuts, No. 1 1/2; No. 2	.....	0 11
Peanuts, No. 3 1/2; No. 4	.....	0 09

**COFFEE.**—Business is only fair, and there has been some weakness displayed during the week in the big markets, but not sufficient to affect trade here.

<b>Coffee, Roasted—</b>		
Bogotas	.....	0 27
Gautemala	.....	0 26
Jamaica	.....	0 24
Java	.....	0 32
Maricao	.....	0 25
Mexican	.....	0 27
Mocha	.....	0 30
Rio	.....	0 20
Santos	.....	0 22
Chicoory, per lb.	.....	0 05

**TEAS.**—Reports from London indicate the situation for Indians and Ceylons as continuing a little easier, with low basis at 7.3 lb., which means 16c to 20c to the trade here. Japans are higher on the usual basis and stronger with advance in prices over a year ago on the new crop.

<b>Japans—</b>		
Choicest	.....	0 40
Choice	.....	0 35
Fine	.....	0 30
Medium	.....	0 25
Good common	.....	0 15
Common	.....	0 15
<b>Ceylon—</b>		
Broken Orange Pekoe	.....	0 30
Pekoes	.....	0 30
Pekoe Souchongs	.....	0 30
Garden grown	.....	0 75
<b>India—</b>		
Pekoe Souchongs	.....	0 19
<b>Ceylon Greens—</b>		
Young Hysons	.....	0 34
Hyson	.....	0 22
Gunpowders	.....	0 19
<b>China Greens—</b>		
Pingsuey gunpowder, low grade	.....	0 14
Pingsuey gunpowder, pea leaf	.....	0 30
Pingsuey gunpowder, pinhead	.....	0 30

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ONTARIO MARKETS.

Toronto, July 30.—Bad news, they say, travels faster than good, and so it was not surprising to hear the wholesalers and brokers dilate on the many aspects of the Balkan trouble this week. Speculation was rife among many as to the possible effect a general war would have, but many refused to discuss the matter, claiming that the turmoil would be localized between Servia and Austria. Sugar, it was felt, would rise in the event of Germany being drawn into the struggle, as Germany and Austria are large producers of sugar beets. Laborers would practically all be required upholding the honor of their countries on the battlefield, and harvests would not be taken from the farms properly. This would not only affect sugar, but the harvesting of other crops, which would have the tendency to raise the cost of living to a higher degree than ever.

Local wholesalers state that business is keeping up so far as staple groceries are concerned, but that the sale of high-class fancy lines is dropping off.

SUGAR.—Apart from the part that the war in Europe may play on the sugar market, the situation is comparatively easy. There are good growing crops, and if they are properly harvested there seems no reason why sugar should rise very much in price. However, should the trouble spread on the continent there is no question that this line would advance. It is, of course, impossible to say what the extent of this rise would be, but one man hazarded the guess that it would not be more than half a cent a pound, or 50 cents a hundred. The European beet crop is estimated at 8,000,000 tons, and would, therefore, require a large army of laborers. If these are drafted into the army, the harvesting operations would be rendered difficult. Of course, there is always the fact that the women of the Balkan States are strong workers, and they can be depended on to take care of considerable harvest if they are not hampered by armies.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
50 lb. bags	4 51
2 and 5 lb. cartons	4 56
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lump—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11
Barrels granulated and yellow may be had at 5c per cent. above bag prices.	

SYRUPS AND MOLLASSES.— This market remains in much the same con-

dition as during the past month, with sales only fair in view of the hot weather.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, 1/2 doz. in case	2 75
20 lb. tins, 1/4 doz. in case	2 70
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 04
Quarter barrels, lb.	1 85
Pails, 33 1/2 lbs. each	1 30
Pails, 25 lbs. each	1 30
Mollasses, per gallon—	
New Orleans, barrels	0 26 0 26
New Orleans, half-barrels	0 26 0 30
West Indies, barrels	0 22 0 24
West Indies, half barrels	0 24 0 26
Barbadoes, fancy, barrels	0 45 0 48
Barbadoes, fancy, half barrels	0 47 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 4 80
1/2 gals., 12 to case	4 70 5 40
1/4 gals., 24 to case	4 70 5 40
Pints, 24 to case	2 50 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 6 60
Gallons, 6 to case	6 60 8 00
1/2 gallons, 12 to case	6 95 7 25
Quarts, 24 to case, in glass	7 00 7 25
Pints, 24 to case	4 00 5 90
Maple Sugar—	
Pure, per lb.	0 12 1/2
Maple Cream Sugar—	
24 twin bars	1 80
48 and 96 twin bars	3 90
Maple butter, lb. tins, dozen	1 90

DRIED FRUITS.—Movement is comparatively slow in all lines of dried fruits because of the quantities and varieties of fresh goods on the markets. Locally prunes are a shade firm on account of stocks being in rather small compass, although some wholesalers have sufficient quantities. The trade seem to have plenty of peaches to carry them through. Valencia and Sultana raisins are a shade firmer.

Apples, evaporated, per lb.	0 10 1/2	0 11
Apricots—		
Standard, 25 lb. boxes	0 16 1/2	0 18
Choice, 25 lb. boxes	0 18	0 18 1/2
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filistras, per lb.	0 06 1/2	0 07
Amaliss, choicest, per lb.	0 07	0 07
Patras, per lb.	0 07 1/2	0 08
Vostizas, choice	0 09	0 09
Vostizas, shade dried	0 10 1/2	0 11
Cleaned, 1/2 cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 08 1/2	0 09 1/2
Faris, choicest, 60-lb. boxes	0 08	0 08 1/2
Package dates	0 06 1/2	0 09
Hallowees	0 06 1/2	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12 1/2	0 13 1/2
60-70s, 25 lb. boxes	0 10 1/2	0 11
70-80s, 25 lb. boxes	0 10	0 10 1/2
80-90s, 25 lb. boxes	0 09 1/2	0 10
90-100s, 25 lb. boxes	0 08	0 08 1/2
25-lb. boxes, 1/4c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08 1/2
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, 1/4c more.		
Raisins—		
Sultana, choice, new	0 07	0 09
Sultana, fancy, new	0 18	0 12
Valencia	0 07 1/2	0 08
Seedling, fancy, 1 lb. packets	0 10 1/2	0 11
Seedling, choice, 1 lb. packets	0 10	0 10
Seedling, choice, 12 oz. packets	0 10 1/2	0 11 1/2
Seedless, 16 oz. packets	0 10 1/2	0 11
Seedless, 12 oz. packets	0 08 1/2	0 09

TEA.—This market has been easing somewhat now for some time, particularly for common and medium kinds, but the prices of good liquoring varieties have been well maintained. Tea men express the opinion that a general European struggle would have the effect of enhancing prices, and are hoping that this will not come to pass.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 27
Pekoe Souchong	0 20	0 22

India—		
Pekoe Souchong	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pinguey gunpowder, low grade	0 14	0 18
Pinguey gunpowder, pea leaf	0 20	0 30
Pinguey gunpowder, pinhead	0 30	0 60
Moyune, gunpowder, pinhead	0 33	0 45

COFFEE.—The only way a war in Europe could affect the coffee situation in Brazil would be by holding all available money on the continent, and, therefore, not allowing sufficient for the harvesting of the crop. It is, however, too early to speculate on the outcome. In the meantime the market is steady.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricao	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicoory, per lb.	0 10	0 12

SPICES.—The feature of the spice market is the sale to the retail trade of mixed pickling spices. While the quantity moving may not be as large just yet as a year ago, the orders are numerous, and better sales are anticipated later on.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 12-0 15
Allspice, whole		0 12-0 15
Cinnamon, whole		0 20-0 25
Cinnamon, ground	0 17-0 18	0 20-0 25
Cinnamon, Batavia		0 25-0 30
Cloves, whole		0 25-0 30
Cloves, ground	0 15-0 23	0 25-0 30
Cream of tartar	0 15-0 21	0 32-0 34
Curry powder		0 15-0 21
Ginger, Cochinchina	0 15-0 18	0 22-0 25
Ginger, Jamaica, ground	0 15-0 18	0 22-0 25
Ginger, Jamaica, whole		0 22-0 25
Ginger, African, ground		0 15-0 16
Mace		0 75-1 00
Nutmegs, brown, 6s, 50c;		0 45-0 55
8s, 40c; 100s		0 45-0 55
Nutmegs, ground, bulk, 40c;		0 13-0 15
1 lb. tins		0 17-0 20
Pastry spice		0 17-0 20
Peppers, black, ground	0 10-0 14	0 18-0 20
Peppers, black, whole		0 27-0 30
Peppers, white, ground	0 15-0 23	0 25-0 28
Peppers, white, whole		0 25-0 28
Pickling spice		0 25-0 35
Turmeric		0 25-0 35

NUTS.—		
In shell—		Per lb.
Almonds, Tarragona	0 15	0 15 1/2
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 17
Chestnuts, peck	1 75	1 80
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 10 1/2	0 11
Peanuts, fancy, roasted	0 09 1/2	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13 1/2
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	0 27	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

RICE AND TAPIOCA.—Hot weather is naturally having some effect in this market; prices are low, and not likely to change for some time.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05	0 05 1/2
Java, per lb.	0 06	0 07
Carolina, per lb.	0 10	0 11 1/2
Sago—		
Brown, per lb.	0 06	0 05 1/2
White, per lb.	0 06	0 06
Tapioca—		
Bullet, double goat	0 09 1/2	0 09 1/2
Medium pearl	0 04 1/2	0 05
Seed pearl	0 05	0 05 1/2
Flake	0 05 1/2	0 06 1/2

BEANS.—While there is not much doing in the bean market, prices are being well maintained. It is too early yet to forecast with any degree of accuracy the possible outcome of this year's crop.

Beans—	Per bushel.
Canadian primes	2 10
Canadian H. P.	2 25
Canadian, extra H. P.	2 50

# CANADIAN GROCER

Yellow eyes .....	3 00	3 25
Brown .....	0 07½	0 08
Lima .....	2 00	2 25
Peas, blue Canadian, per bush.....	2 00	2 25
Peas, green, imported, bush.....	2 00	2 40
Peas, whole white, per bush.....	1 85	

## CANNED GOODS

MONTREAL. — The canned goods situation has taken a very satisfactory basis through the strong demand which has been noted during the past few months, which has had the effect of reducing the heavy stocks which were being held by wholesalers until the majority now appear to be in a position to pretty well clear up by the time the new goods come in. In some cases there may be some shifting of prices in individual cases where the demand is insistent. Prices remain firm, and for fish they are strong, especially salmon firsts. Canned mackerel is getting scarce, and the price has advanced a dollar.

TORONTO.—It is generally anticipated that canned peas will open higher than a year ago, in view of the damage done the standing crops by so many destructive agencies including drought, the peafly and the army worm. One estimate of a wholesale grocer was \$1 per dozen for standards, while another thought that 90 cents would be closer the mark. There is some holdover in peas on account of the good crop last year and this will be a factor when new prices are made, which will likely be in the next week or so. Outlook for a good yield of tomatoes is good, but indications point to only a fair crop of corn.

## MANITOBA MARKETS.

Winnipeg, July 27.—General business still of the hand-to-mouth variety, declared to be normally good for the time of year. Wholesalers deplore the small amount of business, but with the same breath deprecate a suggestion that retailers buy in larger quantities. Fact is, they would like to see more money coming in. They have little comment to make on report that crop will only be 75 per cent. of average. On the whole, the grocery business seems to be in as good condition as any.

Canned goods are having a big sale, as might be expected. Crop of peas has proved a partial failure, and prices will open on standards, it is said, at \$1.90 per case, making Early June \$1.95 and Sweet Wrinkle \$2. These are considerably above those of last year. The tomato crop is reported extra heavy, and prices will probably remain next year as in the past. In spite of early talk as to partial failure of the strawberry crop, there has apparently been an ordinary amount packed, and prices will be about the same. It is too early yet to predict regarding the crop of corn, the old being about exhausted, and any small lots

being held are commanding higher prices than quoted in early part of the season.

Apparently the crop of broom corn is going to be short of last year, and present prices, although fairly high, may probably be advanced if crop predictions are correct.

Features this week are tendency for tapioca and sago to decline, as new stock is costing less. There is a slight advance in the price of 3 lb. picker beans. There was also a sharp advance in the price of evaporated apples. Sugar market is steady.

SUGAR AND SYRUPS.—The market is just hanging on, and wholesalers here believe there is no chance of decline, and apparently no chance of an advance. Demand is very big.

	Per cwt.	in sacks.
<b>Sugar, Eastern—</b>		
Extra standard granulated .....	4 90	
Extra ground or icing .....	5 40	
Powdered .....	5 20	
Lumps, hard .....	5 85	
Montreal, yellow .....	4 50	
<b>Sugar, B.C.—</b>		
Extra standard granulated .....	4 90	
Yellow sugar .....	4 25	
Bar sugar .....	5 05	
Icing sugar .....	5 25	
Powdered sugar .....	5 05	
H. P. lumps .....	5 75	
Sugar packed in barrels, 5c per cwt. more.		
<b>Sugar, Western Ontario—</b>		
Sacks, per 100 lbs. ....	4 80	
Barrels, per cwt. ....	4 75	
Halves, 50 lbs., per cwt. ....	4 80	
Halves, 20 lbs., per cwt. ....	4 85	
Powdered, barrels .....	5 10	
Powdered, 5's .....	5 45	
Powdered, 2's .....	5 75	
Icing, barrels .....	5 40	
Icing, 50s .....	5 65	
Icing, 25s .....	5 80	
Icing, pails .....	5 70	
Cut loaf, barrels .....	5 50	
Cut loaf, 5's .....	5 75	
Cut loaf, 25s .....	6 00	
<b>Corn Syrups—</b>		
Barrels, per 100 lbs. ....	4 25	
Cases, 20-lb. tins, ¼ doz. in case .....	2 77	
Cases, 10-lb. tins, ½ doz. in case .....	2 75	
Cases, 5-lb. tins, ¼ doz. in case .....	2 88	
Cases, 2-lb. tins, 2 doz. in case .....	2 48	
American, 2-lb. tins, 24 tins case, per case .....	2 40	
American, 5-lb. tins, 12 tins case, per case .....	2 75	
American, 10-lb. tins, 6 tins case, per case .....	2 65	
American, 20-lb. tins, 3 tins case, per case .....	2 65	
<b>B. C. Cane Syrups—</b>		
2-lb. tins, 2 doz. to case, per case .....	2 85	
5-lb. tins, 1 doz. to case, per case .....	3 00	
10-lb. tins, ½ doz. to case, per case .....	3 00	
20-lb. tins, 3 tins to case, per case .....	2 85	
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
<b>Molasses—</b>		
	Per gal.	
Barbadoes .....	0 49	
New Orleans .....	0 31	
<b>Maple Syrups—</b>		
	Per case.	
Imperial quart, case, 2 doz. ....	5 40	
Imperial ½ gal., 1 doz. ....	5 55	
New, pure, ¼ gal., case .....	9 00	
New, pure, ¼ gal., case, 2 doz. ....	9 70	
New, pure, quart bottles, case 2 doz. ....	9 75	

DRIED FRUITS.—During the hot season, stocks of evaporated fruits are kept low. New apricots have arrived and are selling freely. Peaches, currants and dates are all in normal demand. Past week was notable for a sharp advance in price of evaporated apples, now selling good white quality, 50 lb. boxes 12½c to 13c. Rumor says some California grown evaporated apples are coming on to this market, which will sell at practically these prices.

Apples, evaporated, new, 25s .....	0 13	0 13½
Apricots, choice, 25's .....	0 16½	
Apricots, choice, 10's .....	0 16½	
Apricots, standard, 25's .....	0 14	
<b>Currants—</b>		
Dry, clean .....	0 07½	
Washed .....	0 07½	
1 lb. package .....	0 08	
2 lb. package .....	0 16	
Vostizzas, 1 lb. ....	0 11	

<b>Dates—</b>		
Hallowi, loose, per lb. ....	0 06½	
Hallowi, 1 lb. pkgs. ....	0 07	
Fard dates, 12-lb. boxes .....	1 00	
<b>Peaches—</b>		
Standard, 25-lb. boxes .....	0 07½	
Choice, 25-lb. boxes .....	0 07½	
Extra choice, 25-lb. boxes .....	0 08½	
<b>Prunes, in 25-lb. boxes—</b>		
80 to 100 .....	0 07½	
80 to 90 .....	0 08½	
70 to 80 .....	0 10½	
60 to 70 .....	0 11½	
50 to 60 .....	0 12½	
40 to 50 .....	0 13½	
<b>Raisins, Valencias—</b>		
Extra select Valencias, 28's, box ....	2 15	
<b>Raisins, Sultanas—</b>		
California .....	0 09½	
Smyrnas .....	0 08	0 12½
<b>Raisins, Muscatels—</b>		
3 crown, loose, 50's .....	0 08½	
3 crown, loose, 25's .....	0 09	
Choice seeded, lb. ....	0 09½	
Extra fancy seeded, lb. ....	0 10	
<b>Raisins, Australians—</b>		
Lexias, 56-lb. boxes .....	0 08½	

TEAS AND COFFEES.—Coffee market stronger, due largely to shortage of crop. Old crop Santos becoming hard to secure of desirable description, and new crop is being offered for delivery Sept. or October. Tea market is firm. Prices have not changed materially lately, though they are 4c higher than last year.

Rio, No. 5, green .....	0 13	0 13½
Rio, roasted .....	0 16	
Santos, green, No. 4 .....	0 15	
Santos, roasted .....	0 21½	0 22½
Chicory, per lb. ....	0 07	0 08
<b>Teas—</b>		
<b>Japans—</b>		
Extra fine basket, fired .....	0 40	
Fancy .....	0 31	0 35
Choice .....	0 29	0 32
Choice or medium .....	0 25	0 29
Common .....	0 20	0 23
<b>India and Ceylon—</b>		
Broken Orange Pekoe .....	0 28	0 40
Pekoe .....	0 25	0 30
Pekoe Souchong .....	0 23	0 26
Souchong .....	0 21	0 23
<b>China—</b>		
Common Moning .....	0 15	0 18
Good Paklum .....	0 35	
Keemun .....	0 80	

BEANS.—There is an advance in 3lb. picker, now selling at \$2.15. Beans are becoming scarce in Ontario, and cannot be laid down in Winnipeg at less than \$2.05, which should demand a larger selling price than receiving. This increase can be looked for. No change in peas or barley.

<b>Beans—</b>		
Austrian, hand picked .....	2 35	2 40
3 lb. picker .....	2 15	
Cal. Lima, per lb. ....	0 06½	
<b>Barley—</b>		
Pot, per sack, 98 lbs. ....	3 10	
Pearl, per sack, 98 lbs. ....	4 60	
<b>Peas—</b>		
Split peas, sack, 98 lbs. ....	3 30	3 40
Whole peas, bushel .....	2 00	

RICE AND TAPIOCA. — Tendency for tapioca and sago is down, as stock arriving is costing considerably less. Rice is holding firm, and no change is looked for, as practically all wholesalers have contracted on present basis until new crop arrives in November or December.

NUTS.—Demand is small. Both new walnuts and almonds will be lower when they come on to the market, or at least shortly after.

Almonds, Tarragona .....	0 18½	
Brazils .....	0 12½	
Filberts, Sicily .....	0 13½	
Peanuts, Jumbos, roasted .....	0 11½	0 14
Peanuts, choice, roasted .....	0 10½	
Peanuts, fancy, roasted .....	0 11½	
Pecans .....	0 20½	
Walnuts, Grenoble .....	0 17	
Walnuts, Marbot .....	0 14	
<b>Shelled—</b>		
Almonds .....	0 44	
Walnuts .....	0 44	

# Saskatchewan Crops and Market Situation

Regina, Sask., July 29.—(Special by Wire).—As harvest time grows nearer speculation as to the outcome of Saskatchewan's wheat crop increases. The latest predictions are that taking the province as a whole, the wheat yield in Saskatchewan will not be more than 14 bushels to the acre. The weather is still a considerable factor, however, and a little cool weather during the next week or two might materially increase the yield. Barley cutting will commence in the Regina district in 6 or 7 days' time, and wheat cutting will follow soon after. In some sections of the Regina district it is predicted that the wheat yield will run 40 bushels to the acre.

Hon. George Langley, Minister of Municipal Affairs, has just returned from a tour of the province. While the crop in the south-east section along the C.P.R. and the Soo Line was much above the average, in the western portion of the province, at Maple Creek and Gull Lake and running up into the Kindersley district he thought the crop might be called a total failure. In the central portions of the province both east and west of Saskatoon, it was one of the most uneven crops he had seen for years.

There is every likelihood of an early harvest, and the grain sample will probably be a good one. Oats and barley are said to be light and it is possible that not more than one-half an average crop of these grains will be harvested. Wheat cutting will probably be general the middle of August. Oats will be cut about August 20, while the harvesting of flax will commence about the first week of September. In the Wilcox district several farmers have been hailed out during the past week and a severe storm is reported to have passed over the district about Stalwart, up north, which did considerable damage to property but not to the crops. The weather continues hot, and while showers are occurring locally every few days they are not as general as might be desired.

Business continues to pick up. A tone of optimism prevails, despite the fact that outlook for a bumper crop is not as bright as was hoped earlier. One feature this week is the decline in eggs, which have dropped two cents per dozen. This commodity is coming in more plentifully, and the drop in price is largely due to the poor condition in which they are received. Evaporated apples are up to twelve and a half cents, and the prospects are that they will go still higher.

A record has been made by a Regina citizen in producing a well-developed, fully ripened tomato, on July 22. The

specimen was grown in the open air. The vines are also well loaded with green tomatoes. New potatoes (Ontario) are quoted at from \$1.50 to \$1.75. Ontario tomatoes are much lower being quoted this week at \$1.75 per 11 qts. as against \$2.75 last week. California pears are also reduced, and are selling at \$4.25 to \$4.50.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 15 1/2	0 15 1/2
Eggs, fresh, per doz.	0 15	0 15
Lard, 3's, per case	7 30	7 30
Lard, 5's, per case	7 25	7 25
Lard, 10's, per case	7 20	7 20
Lard, 20's, each	2 35	2 35
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian, per 2 dozen	2 65	2 65
Coffee, whole roasted, Rio	0 17	0 17
Potatoes, per bushel	1 00	1 00
Rolled oats, 20's	0 53	0 53
" " ball	2 36	2 36
Flour, 90's, \$2.75; rolled oats, 80's	1 00	1 00
Rice, per cwt.	3 90	3 90
Sugar, standard, gran., per cwt.	5 77	5 77
Sugar, yellow, per cwt.	4 87	4 87
Canned Goods—		
Apples, cal., case, \$1.67-\$1.91, doz.	3 82	3 82
Corn, standard, per 2 dozen	2 21	2 21
Prjs, standard, per 2 dozen	2 00	2 06
Plms, Lombard	2 10	2 21
Peaches	2 91	2 91
Strawberries and raspberries	4 20	4 20
Tomatoes, standard, per dozen	2 65	2 65
Salmon, Mockeye, 4 doz. case, ls.	9 80	9 85
Pt d springs, ls	7 75	7 75
Shoes, 1's, \$5.50; hump back, 1's	3 60	3 60

## NEW BRUNSWICK MARKETS

By Wire.

St. John, July 30.—Dealers are greatly interested in the outcome of the European trouble as to its effect on markets. Already sugar is influenced. Ontario flour is lower by 15 cents, but Manitoba is yet unchanged. Advices say it will be higher if anything. One miller in the city this week says expectations for Manitoba are higher. Provision market is firm. American pork is higher at \$25 to \$27. Domestic is unchanged. Red spring salmon is higher at \$7.85 to \$8.10. Dealers look for advances on other grades. New cheese is dropping, price now being 13 1/2c to 14c. Butter and eggs are about the same, supplies lessening in butter with haying season on. Native vegetables are improving. There are better supplies in all except potatoes. It is said there are not two dozen barrels of old potatoes in St. John. Price is up to \$3, while new stock is \$1.50 a bushel.

Produce and Provisions—		
Bacon, breakfast per lb.	0 20	0 20
Bacon, mill, per lb.	0 17	0 17
Beef, barrel	28 00	28 00
Beef, corned, 1 lb.	9 00	9 00
Beef, corned, 2 lb.	4 00	4 00
Pork, American clear, per bbl.	25 00	27 00
Pork, domestic, per bbl.	29 00	29 00
Butter, dair., per lb.	0 01	0 01
Butter, creamery, per lb.	0 06	0 06
Cheese, new, lb.	0 13 1/2	0 14
Eggs	0 20	0 24
Lard compound, per lb.	0 11 1/2	0 11 1/2
Lard, pure, per lb.	0 13 1/2	0 14 1/2
Flour and Cereals—		
Commeal, gran.	5 80	5 80
Commeal, ordinary, bags	1 00	1 00
Flour, Manitoba, per bbl.	4 00	4 00
Flour, Ontario, per bbl.	4 00	4 00
Roll'd oats, per bbl.	5 40	5 40
Oatmeal, standard, per bbl.	5 00	5 00
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 80	4 00
Oranges, Val., case	4 00	5 50

Potatoes, barrel, old	3 00	3 00
Potatoes, new, bushel	1 50	1 50
Sugar—		
Standard granulated	4 80	4 70
United Empire	4 80	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Salmon—		
Red Spring, per case	7 85	8 10

## WEEKLY CONFERENCE.

(Continued from page 27)

Then think how attractive nice biscuits look on the table when the appetite is not very active; when meats and heavy foods are not wanted at every meal of the day.

"What is nicer for picnics than some good biscuits? What helps better in serving ice cream or cooling drinks after a game of tennis or a round on the links? I tell you there is a big business to be done in fancy biscuits during the summer if the people are properly educated.

"Then where there are children there is nothing better to give them than a biscuit. The kids when they are playing all day long want to eat when they are hungry and often they have not yet been trained to meal times. The best way is to give them a bite when they are hungry and they will appreciate a good biscuit."

## Keep Stocks Fresh.

Tom Pepper had said nothing, but he was turning over in his mind the question of displays and when he got a chance he passed a question over to Sanderson which gave him a new line to talk upon.

"This brings up the whole question of taking care of the stock," he said. "The factory supplies sanitary tin boxes with glass fronts which can be used to make an attractive display, but even in these boxes the stocks should not be kept too long. Purchases should not be made too heavily and a change in stock should be made as often as convenient; this is to keep the stocks fresh. I would never advise placing the tins in the window when there would be a chance of the sun reaching them there; the stock should be kept at an even temperature so far as possible, but the tins can be piled so as to make an attractive display inside and then some of the houses have sample cases of the harder biscuits which could be placed in the window if necessary.

"We can always help out with advertising material of an attractive nature in hangers, etc., to be placed in the stores."

Billy Sanderson left the conference feeling that he had made an impression—and he had. After he left the members of the staff talked over what he had given them and generally agreed that they had gained a lot of valuable information—and information of which they could make use.

# FLOUR and CEREALS

## European War May Have Effect on Flour and Cereals

Should Hostilities Become General Prices Would Be Forced Up—Apart From This, Flour and Cereals Are Quiet—Mill Feeds Continue in Strength.

### MONTREAL.

FLOUR.—There is considerable speculation as to what effect the European situation and the war may have upon the flour market where already the price of wheat has advanced. Opinions of millers are that the influence is not likely to be more than a general one unless countries are drawn into the mix-up which import directly from Canada or unless there should be a conflict of the proportions to seriously affect the world flour situation. Just at present the fact remains that a much more important influence in the Canadian flour market than the war talk is the scarcity of mill feeds which is likely to offset any slight action in the price of wheat. Mills are having their troubles to fill orders for feeds and prices remain very firm although there has been a slightly easier tendency with regard to bran.

Manitoba Wheat Flour—	Per bbl.
First patents .....	5 60
Second patents .....	5 10
Strong bakers .....	4 90
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents .....	5 25	5 50
90 per cent. ....	4 90	5 10
Straight roller .....	4 70	4 90
Blended flour .....	4 85	5 25

CEREALS.—Week has seen no change in this market. Volume of business is only fair but prices may be expected to remain firm while there is trouble brewing in Europe.

Cornmeal—	Per 95-lb. sack
Kilm dried .....	2 10
Softer grades .....	1 85

Rolled Oats—	90's in jute
Small lots .....	2 25
25 bags or more .....	2 15
Rolled oats in cotton sacks, 5 cents more.	

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	100-lb. bbls.
Rolled wheat—	
Small lots .....	2 85
Hominy, per 95-lb. sack .....	2 00

MILL FEEDS.—Situation remains firm although some small stocks of bran have been accumulating; prices are very strong and promise to continue so.

Mill Feeds—	Car lots, per ton
Bran .....	23 00
Shorts .....	25 00
Middlings .....	25 00
Wheat monies .....	25 00
Feed Flour .....	30 00
Mixed chop, ton ..	30 00
Crushed oats, ton ..	30 00
Barley, pot. 95 lbs. ....	1 75
Oat chop, ton .....	30 00
Barley chop, ton .....	30 00

### TORONTO.

FLOUR.—This market does not indicate any more strength than a week ago.

While wheat has taken an advance, but later declined again in Winnipeg, flour seems out of line for export and thus the easiness in the market. Late reports from the West do not augur well for a big yield although in many places it will be large, yet there is the fact that the United States crops are splendid. However, should the war zone be extended outside of Austria and Serbia, it is difficult to say just what would happen to both flour and wheat.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patent .....	5 70	5 50
Second patent .....	5 20	5 00
Strong bakers .....	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots.	Car lots.
Fancy patents .....	5 20	5 00
90 per cent. ....	4 80	4 60
Straight roller .....	4 70	4 50
Blended flour .....	5 05	4 65

ROLLED OATS.—Apart from some price-cutting in the rolled oat market there is no change. The situation is steady but not extra firm. However, the breaking out of war in Europe on any extensive scale would see an upward trend of prices.

Barley, pearl, 95 lbs. ....	4 80
Barley, Dutch pearl, 95 lbs. ....	4 75
Buckwheat grits, 95 lbs. ....	4 75
Corn flour, 95 lbs. ....	2 60
Cornmeal, yellow, 95 lbs. ....	2 45
Graham flour, 95 lbs. ....	2 70
Hominy, granulated, 95 lbs. ....	2 50
Hominy, pearl, 95 lbs. ....	2 50
Oatmeal, standard, 95 lbs. ....	2 50
Oatmeal, granulated, 95 lbs. ....	2 50
Pesa, Canadian, boiling, bush .....	2 00
Pesa, split, 95 lbs. ....	3 35
Rolled oats, 90-lb. bags .....	2 30
Rolled wheat, 100-lb. bbl. ....	3 15
Rye flour, 95 lbs. ....	3 00
Wheatlets, 95 lbs. ....	2 90
Whole wheat flour, 95 lbs. ....	2 80

MILL FEEDS.—The heavy demand for mill feeds is maintaining the strength of this market. Millers are kept on the jump filling orders for certain feeds, the prices of which have been well maintained all season.

Mill Feeds—	Mixed cars, per ton
Bran .....	23 00
Shorts .....	25 00
Middlings .....	25 00
Wheat monies .....	25 00
Feed flour, per bag .....	1 55

### WINNIPEG.

FLOUR AND CEREALS.—Recent advance in price of wheat should affect flour market, but so far there is no talk of it. Cereal market rather slow just

now. Advance in price of flour would, no doubt, stimulate flour sales. Manufacturers declare retailers have been waiting for months for change, and this has affected business worse than in any previous year.

## THE CIGAR CORNER

No. 4.

### Keeping Cigars Moist.

When it is remembered that the tobacco leaf hankers after water, and that the cigar is made from this leaf, it only requires a little thought to appreciate why moisture is necessary for its preservation. The tobacco manufacturer takes great pains to see that his cigars are in good condition before leaving his plant, and goes to the expense of a humidor, to maintain a certain degree of moisture.

When cigars reach the store of the grocer he should see that they are properly kept until they have reached the consumer. Dealers' views vary as to the best method of doing this. There is, however, no doubt that a silent salesman or a showcase is one of the first requirements. To keep the cigars moist in this is then the question. Some use a sponge soaked in water for this purpose, but others claim that this is unsatisfactory because of the fact that a sponge soon dries out, and, if it is not attended to regularly, the case is apt to be very dry just when you think it is in the proper condition. It is held, too, that when a wet sponge goes into the case it makes the interior too moist at first and gradually throws off all the moisture.

Students in the handling of this line advise the use of a brick which has been well soaked in water and placed in moistened sand. This they claim will hold the moisture a long time and will dispense it throughout the case with a much greater degree of regularity than the wet sponge.

Dealers should, therefore, take these two things into consideration if the best satisfaction is to be secured. First, see that the cigars are kept where a draft will not strike them, and, secondly, use a brick moistened in sand placed in the case to prevent them from drying out. Service is what is chiefly required, and if the grocer can give his patrons as good a cigar as the tobacconist and in just as good condition, he is going to get more of the cigar business.

# FRUIT & VEGETABLES

## New Potato Prices Dropping; Lemon Market Promises Firmness

Canadian Potatoes Arriving By Car Load From Some Places—Big Tomato and Cucumber Yield Looked for—Cherries Have Been an Abundant Crop.

### MONTREAL.

**GREEN FRUITS.**—Market is not so brisk as might be looked for and prices are not low enough to offer encouragement to heavy consumption. The strawberry season is just about over, although some nice stock is still being received from Nova Scotia for the fancy trade. The raspberry season continues but there is not an over plentiful crop and the prices are continuing high. A reduction is noted in lemons, but oranges are inclined to be somewhat firmer at higher prices. Canadian cherries are still coming plentifully; there has been a good demand for cherries at the reasonable prices prevailing.

<b>Apples—</b>	
No. 1 Winesaps, box	3 00
California, basket	1 75
Bananas, crate	2 00
Grapefruit, 54-64-80-96 size, case	5 00
<b>Cocoanuts—</b>	
100 to 150 size	4 25
<b>Lemons, Messina—</b>	
Extra fancy, 300 size	4 50
Fancy, 300 size	4 25
Choice, 300 size, bags	4 00
Limes, small boxes	1 15
<b>Oranges—</b>	
California, late Valencia, 175-200-216-250	4 00
California, 125-150 size, box	3 75
California, 80 and 96 size, box	3 50
<b>Pineapples—</b>	
24 size	4 75
30 size	4 25
Canadian strawberries, per box (qts)	0 16
Raspberries, per box	0 15
Blueberries, 22 qt. boxes	2 50
California cantaloupes, per crate of about 45	5 00
Watermelons, each	0 80
Peaches, per box	1 50
Plums, per crate	2 50
Apricots, per crate	2 00
Cherries, California, box	3 00
Pears, California, half box	2 75
Pears, Cal., box	3 00
Canadian cherries, per basket	0 90

**VEGETABLES.**—There has been less change in the prices in this market during the past week, although local grown supplies have been a little more free. Some old potatoes are still being quoted at \$1.75 the bag and new Canadian varieties are going at \$2 and \$2.25; there are easier quotations for imported stocks, which are now going as low as \$4 the barrel. Jersey tomatoes have taken a drop in price, but for the Ontario grown there is no reduction and if anything the prices are firmer.

Asparagus, Canadian, basket	1 75
Beans, wax, hamper, Canadian	2 75
Beans, green, hamper, Canadian	2 50
Beans, native, bushel, 17-20 lbs.	1 50
New beets, doz.	0 75
Cabbage, per dozen	1 00
Cabbage, new, per bbl.	2 00
Carrots, new, doz.	0 40
Cauliflower, native, doz.	1 50
Wash. celery, per doz.	3 00
Cucumbers, baskets	1 50
Cucumbers, dozen	2 00
Celery, bunch	1 25
Egg plant, per dozen	2 50
Lettuce, head, per doz.	0 50
Onion lettuce, per box, 3 to 4 doz.	0 30
Mushrooms, basket, 4 lbs.	2 00

<b>Onions—</b>	
Spanish, per case	5 00
New Egyptian, per lb.	0 05 1/2
Native, per doz. bunches	0 30
Parasits, new, per doz. bunches	3 00
Parsley, Canadian, per doz. bunches	0 50
Peas, native, bushel, 17-20 lbs.	1 00
Peppers, green, 3/4 qt. basket	0 75
<b>Potatoes—</b>	
New potatoes, Virginia, barrel	4 00
Canadian, old, bag	1 50
" new, bag	2 25
Potatoes, new, sweet, Jersey, hpr.	2 50
Radishes, per doz. bunches	0 25
Rhubarb, dozen	0 15
Spinach, Montreal, in boxes	0 50
Sour grass, per box	1 00
Turnips, Quebec, bag	1 50
Turnips, Canadian, bag	1 00
Tomatoes, Mississippi (4-bkt. crate)	1 50
Tomatoes Jersey, bushel crates	1 50
Tomatoes, Ontario, basket	1 25

### TORONTO.

**FRUITS.**—It is pretty difficult to give any uniform price on domestic fruits and vegetables these days, or prices that will last from one week's end to another. With supplies varying from day to day and even during the day, the changes cannot be followed rapidly enough. Red raspberries sold at the beginning of the week from 11 to 13 and black at from 8 to 12. They have been fairly plentiful. Cherries have been a big crop and the prices comparatively low, red, a basket, being around 35 to 40 cents. Currants, gooseberries, cantaloupes, blueberries, watermelons have also occupied their share of the stage. The lemon market holds firm, supplies being none too heavy, and the weather in Italy none too favorable. The demand too has been good. Practically all the lemons of the present season are on the way and after they have been taken up there will be no more until November.

Apricots	1 75	2 00
Bananas, per bunch	1 50	2 00
Blueberries	1 00	1 40
Cantaloupes, crates	5 00	5 00
Cocoanuts, sack	3 75	3 75
Grapefruit, Florida, case	4 00	4 50
<b>Oranges—</b>		
California late Valencia	3 50	3 50
Oranges, M. sweets	3 00	3 00
Lemons, Verdilla	4 50	5 00
Limes, per 100	1 25	1 25
Lawtonberries, per box	0 13	0 15
Pineapples, Cuba, case	3 50	3 75
Plums, box	1 50	2 00
Pears, California, box	4 00	4 00
Peaches, crate	1 50	1 75
Peaches, Georgia, 6-basket crate	2 50	2 50

**VEGETABLES.**—Domestic vegetables are arriving in such varying quantities that they too change the complexion of the market over-night. New Canadian potatoes are arriving in car load quantities from around Sarnia and a few other Western Ontario points and have practically crowded out the imported.

Old New Brunswick are also off the wholesale market. During the past six weeks some 250 car loads of new potatoes came in from Virginia and Maryland to satisfy the demand on this market. Tomatoes are arriving more freely and from now on we may expect some lower prices. Both tomatoes and cucumbers are a good crop this year.

Beets, Canadian, new, doz. bunches	0 15	0 15
Beans, Canadian, basket	0 15	0 30
Cabbage, Canadian, crates	1 00	1 50
Cabbage, Canadian, bush	0 40	0 60
Carrots, Canadian, new, doz. bunches	0 25	0 25
Cauliflower, crate	1 50	1 50
Cucumbers, Canadian hothouse, bkt.	0 40	0 60
Celery, doz.	0 35	0 35
Lettuce, doz.	0 15	0 30
Mushrooms, per lb.	0 60	0 75
<b>Onions—</b>		
Green, doz.	0 10	0 15
Green, long, box	1 50	1 50
Texas onions, 50-lb. crate	3 50	3 50
Spanish, big, crate	5 00	5 00
Green peppers, basket	0 30	0 30
Potatoes, new bbl.	3 50	3 50
New, Canadian, per bag	1 50	1 50
Peas, Canadian, basket	0 25	0 50
Parsley, basket	0 25	0 50
Rhubarb, per dozen	0 50	0 50
Spinach, Canadian, bush	0 40	0 50
Tomatoes, hothouse, basket	0 40	0 50
Tomatoes, Canadian, basket	0 40	0 50
Radishes, Can., per doz.	0 25	0 25
Watermelons	0 40	0 60

### WINNIPEG.

**GREEN FRUITS.**—Early grapes are expected in shortly from Ontario. Cherries for preserving are available at 60c basket. Fancy eating cherries are selling at \$2 for 10 lb. cases. Preserving plums are expected in a week or so. Hood River strawberries off the market, so are wine saps and grape fruit. Fresh California peaches bring \$1.40, plums \$2. Raspberries, practically over, are selling \$3.50 per crate. Business is only fair, and not as good as other years.

<b>Apples—</b>	
Fresh Cal.	2 50
Bananas, lb.	0 04 1/2
Cherries, preserving, basket	0 50
Cherries, fancy, 10-lb. cases	2 00
Grapefruit, 54-64-80 size, case	5 00
<b>Lemons—</b>	
California	7 00
Messina	6 00
Melons, per dozen	7 00
<b>Oranges—</b>	
California Valencia	3 75
Peaches, fresh, Cal.	1 40
Plums, fresh, Cal.	2 00
Raspberries, per crate	3 50

**VEGETABLES.**—Little new on the market, and experiencing good steady demand. New potatoes selling \$1.50 bushel, cucumbers \$1.20 per doz. Michigan celery is bringing \$1.75 case. Old Southern potatoes and Florida tomatoes off the market. California tomatoes are quoted at \$1.25 per case. Turnips per cwt. are bringing \$2.50. California onions, 100 lb. sacks, selling \$5.50.

Asparagus, doz.	1 50
Beets, new, bag	3 00
Cabbage, Minnesota, hampers	3 00
Carrots, new, lb.	0 04
Celery, Mich., case	1 75
Cucumbers, extra fancy, hothouse, doz.	1 20
Green peas, lb.	0 12 1/2
Green pepper, crate	5 00
Head lettuce, Minnesota, hampers	3 50
Head lettuce, Cal., crate	4 50
Leaf lettuce, doz.	0 25
<b>Onions—</b>	
Cal., 100-lb. sacks	5 50
Parsley, per doz. bunches	0 40
New potatoes, per bush.	1 50
Potatoes, old, Southern, bush	1 50
Radishes, doz.	0 25
Tomatoes, Cal., case	1 25
Turnips, new, cwt.	2 50
Shallots, per doz.	0 80

# PRODUCE & PROVISIONS

## Stiffer Butter Market Likely; Cooked Meats Remain Firm

Price of Butter Firming Up in Country—Pure Lard on the Weak Side, but Compound is Strong Owing to Firmness in Oils—All Eggs Being Produced Going Into Consumption.

### MONTREAL.

PROVISIONS.—Some improvement in demand for provisions has been noted, and this applies particularly to prepared meats where business has been stimulated by hot weather. Prices for breakfast bacon are firmer, and have gone up a cent at top of range. Demand for lard continues weak, and this is particularly true with regard to the supplies of pure.

Hams—		Per lb.
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	0 21	
Light, per lb.	0 19	
Boneless	0 25	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 18	0 19
Itall	0 17	0 18
Shoulders, bone in	0 15	
Shoulders, boneless	0 16½	
Cooked Meats—		
Hams, boiled, per lb.	0 27	
Hams, roast, per lb.	0 28	0 27
Shoulders, boiled	0 28	
Shoulders, roasted	0 27	
Dry Salt Meats—		
Long clear bacon, 60-70 lbs.	0 18½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 19½	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 50	
Heavy short cut clear	27 50	
Clear fat pork	27 00	
Clear pork	26 50	
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	0 12	
Tubs, 50 lbs. net	0 12½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. net	0 12½	
Pails, tin, 20 lbs. gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12½	
Cases, 3 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb. each	0 13½	
Lard, Compound—		
Tierces, 375 lbs. net	0 10½	
Tubs, 50 lbs. net	0 10½	
Boxes, 50 lbs. net	0 10½	
Pails, wood, 20 lbs. net	0 10½	
Pails, tin, 20 lbs. gross	0 10½	
Cases, 10-lb. tins, 60 in case	0 11½	
Cases, 3 and 5-lb. tins, 60 in case	0 11½	
Bricks, 1 lb. each	0 12	
Hogs—		Per cwt.
Dressed, abattoir killed	12 75	13 00

BUTTER.—Prices for butter have advanced ½ to ¾ cent on better demand and some purchases for export. After easing off for some time, quotations finally got to the place where shipments could be made to Bristol, and where the West was beginning to take interest, but so soon as exporting commenced the higher prices put things out of line again, and situation is very unsettled.

Butter—	
Finest creamery, new milk	0 25 0 26½
Dairy butter	0 20

CHEESE.—Market seems to be pretty much in hands of bulls and bears, and future is a matter of speculation. On one hand, while there are those who claim that situation is very weak and that exporters have covered themselves fully, the fact remains that on the primary markets old prices hold. The out-

look, however, would indicate a downward trend for new make. Old cheese is being rapidly closed out, and the prices are fractionally higher, with the top of the range moved up a cent.

Cheese—	
New make	0 14½ 0 15
Old specials, per lb.	0 16 0 17
Sutton	0 17

EGGS.—Reduced receipts of eggs and a shortage of strictly fresh supplies have put additional strength into market, and result has been that prices have advanced 2c for strictly new-laid and 1c each for selects and No. 1's.

Eggs, case lots—		Per dozen.
New laid	0 29	
Selects	0 26	
No. 1s	0 24	
Splits	0 20 0 22	

HONEY.—Arrival of new stock appears to be about only thing of interest in sight in the honey market, and this should take place in a week or so. Little interest is displayed in the reported shortage of clover honey, for reason that it is felt that there is plenty of stock now on hand to meet demand without new crop at all.

		White Clover	Buckwheat
Honey—		per lb.	per lb.
Barrels	0 11½	0 08	
Tins, 60 lbs.	0 12	0 09	
Tins, 30 lbs.	0 12½	0 10	
Tins, 5 and 10 lbs.	0 12½	0 10	
Comb, 13-14 oz. section	0 20	0 15-0 16	

POULTRY.—Shipments being received are light, and prices continue high and firm. Of course, the volume of business is small compared with the cold weather season, and this applies particularly to the retail trade, but in the specialty lines there is found a demand quite up to the supply.

		POULTRY.	
Fresh stock—		Live.	Dressed.
Broilers, per lb.	0 20-0 22	0 23	0 23
Ducks, milk fed	0 16-0 18	0 18-0 19	0 18-0 19
Fowl	0 15-0 17	0 16-0 18	0 15-0 16
Geese	0 15-0 16	0 15-0 16	0 15-0 16
Turkeys, spring	0 20-0 22	0 20-0 22	0 20-0 22
Turkeys, old Tom	0 20-0 22	0 20-0 22	0 20-0 22
Milk fed chickens, lb.	0 20-0 22	0 20-0 22	0 20-0 22
Milk fed broilers, lb.	0 25-0 28	0 25-0 28	0 25-0 28

### TORONTO.

PROVISIONS.—Local provision men are selling considerable quantities of cooked meats these days in view of the warm weather. While prices do not show much change, there is a tinge of firmness attached to the market when compared with the situation of a week ago. This applies particularly to hams and cooked meats. Pure lard is a shade easier, but compound holds firm. One of the reasons for the latter is the fact

that the oils used for manufacturing are rather high in price.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18	0 18½
Large, per lb.	0 16	0 16½
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11½
Tubs, 60 lbs.	0 11½	0 12
Pails, 20 lbs., per lb.	0 12½	0 12½
Tins, 3 and 5 lbs., per lb.	0 12½	0 13
Bricks, 1 lb., per lb.	0 13½	0 14
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09½	0 10½
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11
Hogs—		
F.O.B., live, per cwt.	8 80	8 80
Live, fed and watered, per cwt.	8 85	8 90
Dressed, per cwt.	11 75	12 25

BUTTER.—The butter market is a shade firmer this week, although at the time of going to press there is no higher quotable change. However, there seems to be every possibility that before next week butter will be quoted at least a cent higher to the retail trade—that is, if present indications hold good. One dealer showed Canadian Grocer a letter from a shipper in the country stating that he would have to charge him a cent more for the next shipment. Butter, too, is firmer in Quebec on the Cowansville market.

Butter—	
Creamery prints, fresh made	0 24 0 26
Separator prints	0 22 0 23
Dairy prints, choice	0 20 0 21
Dairy, solids	0 19 0 20

EGGS.—Here the egg situation is about the same as a week ago. Practically all eggs being produced are going into consumption, and there seems to be sufficient to go around. Wholesalers are enforcing the loss off system and paying for eggs according to quality. This means that a considerable premium is being paid for strictly new-laid guaranteed stock. Unfertile eggs are also being sought for, and dealers seem willing to pay even a little extra for them. Retail merchants would be doing their farmer customers a favor to advise them of this, as it would certainly mean more money for them. The price of "trade" eggs varies more than what the following quotations would indicate. Some have this variety and would take even 17 cents for them. Almost anything at all would carry away "splits," as it is found to be rather difficult to sell them at any price.

Eggs, case lots—		Per dozen.
Strictly new laid, in cartons	0 27	0 28
Selects	0 25	0 26
Straights	0 23	0 24
Trade eggs	0 19	0 20

**HONEY.**—Trade in old honey remains quiet, and apparently there are large quantities being held. The new stuff is commencing to arrive on the market, but it is not creating much of a flurry in view of the heavy hold-over.

Honey—		
Clover, bbla., per lb. ....	0 09%	0 09½
60 30-lb. tins, per lb. ....	0 09%	0 10%
10 6-lb. tins, per lb. ....	0 10%	0 11
Buckwheat, bbla. ....	0 06½	0 07
Buckwheat, tins ....	0 07	0 07½
Comb ....	1 75	2 00

**CHEESE.**—Apart from a shade easiness, there is no change in the cheese market. Although Canadians are consuming more cheese than ever, we are not sending so much to the Old Country in view of the competition from New Zealand and other countries. This has the tendency to put Canadian prices above an export basis.

Cheese—		
Old, large ....	0 16%	0 17
Old, twins ....	0 16%	0 16½
New, large ....	0 13%	0 14½
New, twins ....	0 14	0 14%

**POULTRY.**—It is a little early yet for things to be moving lively in poultry, but next month, when chickens begin arriving more rapidly, business will pick up. Prices are holding firmly.

Fresh Stock—		
	Live.	Dressed.
Fowl ....	0 13	0 14
Spring chicken, lb. ....	0 22	0 25
Turkeys, young ....	0 15	0 15
Turkeys, old Tom ....	0 13	0 15
Ducklings ....	0 13	0 15

**WINNIPEG.**

**PROVISIONS.**—Past two weeks showed considerably firming up, smoked and cooked meats experiencing a good sale. Look for steady increase in prices quoted until probably November 1. Lard firmed up, and as cooler weather approaches, the demand will be heavier.

Cured Meats—		
Hams, per lb. ....	0 21	
Shoulders, per lb. ....	0 13	
Bacon, per lb. ....	0 25	
Long clear, D.S., per lb. ....	0 14	
Mess pork, bbl. ....	25 00	

Lard—		
Tierces ....	0 10½	
Tubs, 60s ....	5 37	
Pails, 20s ....	2 22	
Cases, 5s ....	6 82	
Cases, 3s ....	6 90	

**BUTTER.**—Last week showed considerable firming up in price of creamery butter and considerable buying in dairy. Prices are somewhat inflated temporarily.

Butter—		
Creamery, Manitoba ....	0 27	
Dairy ....	0 19	0 24
Cooking ....	0 12	0 16

**CHEESE.**—Prices about the same; market firm. Merely a gamble to predict future prices.

Cheese—		
New, large ....	0 15%	0 16
New, twins ....	0 15%	0 16

**EGGS.**—Firm tone due to receipts dropping off, and a big percentage of checks and rots. From now on look for gradual increase in price.

Eggs—		
Extra first ....	0 24	
Checks ....	0 17	
Extras, in cartons ....	0 27	

**The Bad Egg Question Again**

Montreal, July 30.—(Special).—A meeting of the egg dealers at Montreal was held in the Board of Trade recently to further the movement for better eggs. They are co-operating to fight the stand taken by a number of country dealers and producers who maintain that the old 'case count' in which good and bad eggs are indiscriminately loaded on the city dealer, should prevail.

Frequent reference was made at the meeting to the annual meeting of the Canadian Produce Association, held in Toronto last April, with dealers from all parts of Canada present. The meeting here was even more enthusiastic than the Toronto gathering, and after several speakers had been heard the following agreement was signed by all present:—

"We the undersigned egg dealers of the city of Montreal, pledge and agree among ourselves that commencing July 13th we will not buy any eggs, either direct or through buyers, except on a 'loss off' basis. It is understood that 'loss off' means black and red rots, spots, and all eggs unfit for food."

The following dealers, representing every important house in the egg business in Montreal, were present and signed the agreement: Gunn, Langlois & Co., Ltd.; James Dalrymple & Sons, The Whyte Packing Company, Ltd.; Swift Canadian Company, Ltd.; William Davies Company, Ltd.; Standard Dairy Company, J. A. Villancourt, W. Champagne, Lunham & Graham, Matthews, Ltd.; C. Lapiere, Ingersoll Packing Co., Ltd.; James Alexander, Ltd.; A. Ledue & Co., Ltd.; Bell, Simpson & Co., E. E. Wallace, Z. Limoges, and Brand Farmer New Laid Egg Company.

John S. Porter and J. W. Marelaus, representatives of the live stock branch of the Dominion Government, were present and addressed the meeting. Mr. Porter explained to the meeting the experiences which he had met with at different points in his travels between Prince Edward Island and Windsor, and how the bad egg problem could be solved if the buyers in the large distributing centers would simply put their foot down and refuse to buy eggs except with the rotten and bad eggs eliminated.

This system has proven decidedly unfair to the farmers and other producers who have taken pains to market good, clean, fresh eggs, they receiving very little encouragement, by way of premium, for the interest and care they are taking in their effort to raise the standards of Canadian food products.

**THE PRESERVATION OF EGGS.**

The extension department of the University of Saskatchewan has issued the results of a series of experiments in egg preservation carried on by Professor Shutt, of the Central Experimental Farm, Ottawa. This work, extending over a period of seven years and involving as it did the trial of twenty-five different preparations, has convinced him of the superiority of lime water over all the preservatives tested.

Concerning the preparation of lime water, Professor Shutt says:—"The solubility of lime at ordinary temperatures is 1 part in 700 parts of water. Such a solution would be termed 'saturated lime-water.' Translated into pounds and gallons this means 1 lb. of lime is sufficient to saturate 70 gallons of water. However, owing to the impurities in commercial lime it is well to use more than is called for in this statement. If freshly burnt quick lime can be obtained, 1 pound to 5 gallons (50 pounds) of water will be ample, and the resulting lime water will be thoroughly saturated. The method of preparation is simply to slake the lime with a small quantity of water and then stir the 'milk of lime' so formed into 5 gallons

of water. After the mixture has been kept well stirred for a few hours it is allowed to settle. The clear liquid above which is now 'saturated lime-water' is drawn off and poured over the eggs which have previously been placed in a crock, butter tub, candy pail or other suitable container.

"As exposure to air tends to precipitate the lime (as carbonate) and thus to weaken the solution, the vessel containing the eggs should be kept covered. The air may be excluded by a covering of sweet oil, or by sacking upon which a paste of lime is spread. If after a time there is any noticeable precipitation of the lime, the water should be drawn or siphoned off and replaced with a further quantity newly papered.

"If many eggs are to be preserved, a large quantity of lime-water may be prepared at one time in a tub or barrel and used as required, provided it be not kept exposed for too long a period. Since lime is very cheap, and there is no danger of making the lime-water too strong, one could safely use twice or three times as much lime as is indicated above, if there is any question as to its strength or freshness."

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In Cartons—	
No. 1 (25c size), 4 doz.....	\$ 2 25
No. 1 (25c size), 2 doz.....	2 25
No. 2 (10c size), 6 doz.....	0 80
No. 2 (10c size), 3 doz.....	0 80
No. 3 (5c size), 4 doz.....	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.....	3 00
No. 14, 8-oz., 3 doz.....	1 75
No. 15, 4-oz., 4 doz.....	1 10
No. 16, 2½ lbs.....	7 25
No. 17, 5 lbs.....	14 00

#### ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime .....	\$ 0 95
" ¼-lb. ....	1 40
" 6-oz. ....	1 95
" ½-lb. ....	2 55
" 12-oz. ....	3 85
" 1-lb. ....	4 90
" 3-lb. ....	13 60
" 5-lb. ....	22 35

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

#### WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, \$1.20 per doz.; 12-oz. tin, \$1.60 per doz.; 16-oz. tin, \$2.25 per doz.; 3-lb. tin, \$5 per doz.; 5-lb. tin, \$9.50 per doz.

#### FOREST CITY BAKING POWDER.

6-oz. tins .....	\$ 0 75
12-oz. tins .....	1 25
16-oz. tins .....	1 75

#### BLUE.

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

#### COUPON BOOKS—ALLISON'S.

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

#### UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books, each	0 03

For numbering cover and each coupon, extra per book, ¼ cent.

### CEREALS.

#### WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.80.
White Swan Barley Crisps, per doz., \$1.
White Swan Self-rising Buckwheat Flour, per doz., \$1.
White Swan Self-rising Pancake Flour, per doz., \$1.
White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

#### DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack....	\$2 15
Raspberry, red heavy syrup .....	2 15
Black Currant .....	2 00
Red Currant .....	1 85
Peach, white, heavy syrup .....	1 50
Pear, Bart., heavy syrup	1 77½

#### Jellies.

Red Currant .....	2 00
Black Currant .....	2 20
Crabapple .....	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam .....	1 55
Green Gage plum, stoneless	1 55
Gooseberry .....	1 85
Grape .....	1 55

#### Marmalade.

Orange jelly .....	1 55
Green fig .....	2 25
Lemon .....	1 60
Pineapple .....	2 00
Ginger .....	2 20

#### Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry .....	0 69	0 95
Black currant ....	0 69	0 95
Raspberry .....	0 69	0 95

#### 14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry .....	0 69	0 95
Black currant .....	0 69	0 13
Raspberry .....	0 69	0 13

#### COCOA AND CHOCOLATE.

##### THE COWAN CO., LTD.

#### Cocoa—

Perfection, 1-lb. tins, doz...	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb....	0 20
Soluble, bulk, No. 2, lb..	0 18
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.

# YOU CAN REACH SUCCESS



*Grasp* the opportunity now—as the Western Market is readjusting itself. Manufacturers and Shippers can place their lines before the trade to most excellent advantage.

We offer you an unexcelled service for the handling and disposing of your lines. Our thorough knowledge of West-

ern trade conditions, gained through years of experience, enables us to give you a superior service at lowest cost.

Our large staff of travellers are on the job daily—they sell your goods. Seven large track warehouses offer ample storage and shipping facilities. Let us tell you more about our service.

**NICHOLSON & BAIN** Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina Saskatoon Edmonton Calgary Lethbridge Vancouver

## A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

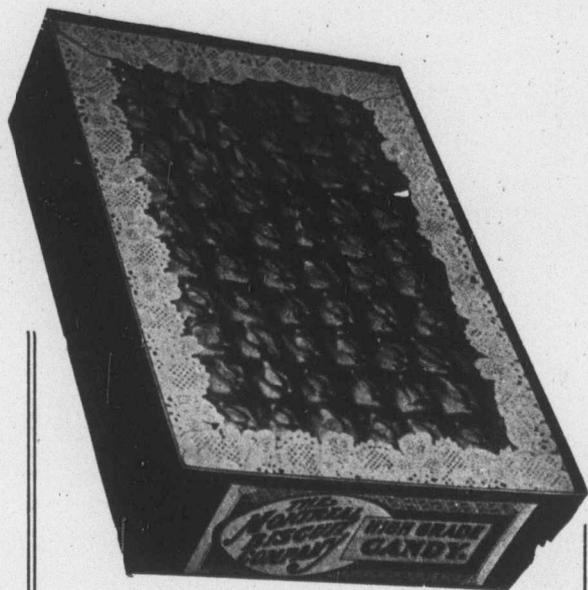
St. George Brand Coffee, 2 doz. in case .....	\$4.80
St. George Evaporated Milk, 4 doz. in case .....	3.60
Banner Condensed Milk, 4 doz. in case .....	5.25
Princess Condensed Milk, 4 doz. in case .....	4.50
Premier Machine Skimmed, 4 doz. in case .....	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

**Malcolm's Condensing Co.**

St. George, Ontario





# "BORDO" Chocolates

The Pulling Flavor  
The Good Profit

When you are offered a confection that has the pull that "Bordo" has and with it a good round 60% profit, then you are wise to look into it—wise, not alone from the profit standpoint but from the standpoint of customer satisfaction and continued demand.

"Bordo" represents only one confection, a chocolate with the distinctly different flavor, rich and creamy.

Liberal sample sent on request.  
Write to-day.

THE  
**Montreal Biscuit Co.**

"Makers of Sweets That Satisfy"

Montreal

Unsweetened Chocolate.	
Supreme chocolate, 1/2's, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ....	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes. ....	0 40
Queen's Dessert, 6's, 12-lb. boxes. ....	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes. ....	0 35
Diamond, 8's, 6 and 12-lb. boxes. ....	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes. ....	0 25
Diamond, 1/4's, 6 and 12-lb. boxes. ....	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2 lb. packages, 2 doz. in box, per doz. ....	0 90
Chocolate confections Per lb.	
Maple buds, 5-lb. boxes. ....	0 37
Milk medallions, 5-lb. boxes. ....	0 37
Chocolate wafers, No. 1, 5-lb. boxes. ....	0 31
Chocolate wafers, No. 2, 5-lb. boxes. ....	0 26
Nonpareil wafers, No. 1, 5-lb. boxes. ....	0 31
Nonpareil wafers, No. 2, 5-lb. boxes. ....	0 28
Chocolate ginger, 5-lb. boxes. ....	0 31
Milk chocolate wafers, 5-lb. boxes. ....	0 37
Coffee drops, 5-lb. boxes. ....	0 37
Lunch bars, 5-lb. boxes. ....	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box. ....	0 85
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 5c bars, 24 bars, per box. ....	0 85
Almond nut bars, 4 bars per box. ....	0 85

EPP'S.	
Agents—F. S. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.	
In 1/4, 1/2, and 1-lb. tins, 14-lb. boxes, per lb. ....	0 35
10c tins, 3 doz. in box, doz. ....	0 90

JOHN P. MOTT & CO.'S.	
G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perase, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite, 10c size (for cooking) doz. ....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box. ....	0 80
Nut milk breakfast cocoa, 1/4's and 1/2's. ....	0 36
Nut milk, No. 1 chocolate. ....	0 30
Nut milk Navy chocolate, 1/2's. ....	0 26
Nut milk vanilla sticks, per gr. ....	1 00
Nut milk Diamond chocolate, 1/2's. ....	0 24
Nut milk plain choice chocolate liquors. ....	20 30
Nut milk sweet chocolate coatings. ....	0 20

WALTER BAKER & CO., LTD.	
Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins. ....	
German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 25c lb.; Cinqieme sweet chocolate, 1-5-lb.	

cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, 1/4-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o. b. Montreal.

CONDENSED AND EVAPORATED MILK.	
BORDEN MILK CO., LTD.	
East of Fort William, Ont.	
Preserved— Per case.	
Eagle Brand, each 4 doz. ....	\$ 6 00
Reindeer Brand, each 4 doz. ....	6 00
Silver Cow Brand, each 4 doz. ....	5 40
Gold Seal Brand, each 4 doz. ....	5 25
Mayflower Brand, each 4 doz. ....	5 25
Purity Brand, each 4 doz. ....	5 25
Challenge Brand, each 4 doz. ....	4 50
Clover Brand, each 4 doz. ....	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz. ....	2 00
Peerless Brand, small, each 4 doz. ....	2 00
St. Charles Brand, Family, each 4 doz. ....	3 90
Peerless Brand, Family, each 4 doz. ....	3 90
Jersey Brand, Family, each 4 doz. ....	3 90
St. Charles Brand, tall, each 4 doz. ....	4 50
Peerless Brand, tall, each 4 doz. ....	4 50
Jersey Brand, tall, each 4 doz. ....	4 50
St. Charles Brand, Hotel, each 2 doz. ....	4 25
Peerless Brand, Hotel, each 2 doz. ....	4 25
Jersey Brand, Hotel, each 2 doz. ....	4 25
St. Charles Brand, gallons, each 1/2 doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz. ....	5 50
"Regal" Coffee and Milk, each 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each 2 doz. ....	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.	
1-lb. decorated tins, lb. ....	0 35
Mo-Ja, 1/2-lb. tins, lb. ....	0 32
Mo-Ja, 1-lb. tins, lb. ....	0 30
Mo-Ja, 2-lb. tins, lb. ....	0 30
Presentation (with tumblers) 28c per lb.	

MINTO BROS.	
MELAGAMA BLEND.	
Ground or bean— W.S.P. R.P.	
1 and 1/4 ..... 0 25	0 30
1 and 1/2 ..... 0 32	0 40
1 and 3/4 ..... 0 37	0 38
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

FLAVORING EXTRACTS.	
SHIRRIFF'S.	
Quintessential.	
1 oz. (all flavors), doz. ....	1 05
2 oz. (all flavors), doz. ....	2 00
2 1/2 oz. (all flavors), doz. ....	2 30
4 oz. (all flavors), doz. ....	3 50
6 oz. (all flavors), doz. ....	4 50
8 oz. (all flavors), doz. ....	6 50
16 oz. (all flavors), doz. ....	12 00
32 oz. (all flavors), doz. ....	22 00
Discount on application.	

CRESCENT MFG. CO.	
Mapeleine— Per doz.	
2-oz. bottles (retail at 50c) ....	4 50
4-oz. bottles (retail at 90c) ....	8 80
8-oz. bottle (retail at \$1.50) ....	12 50
16-oz. bottles (retail at \$3) ....	24 00
Gal. bottles (retail at \$30) ....	15 00

# RICE

WE SHIP DIRECT

*From mill to retailer*

NO MIDDLE HANDLING  
NO LOSS FROM WASTE  
RAT NUISANCE AVOIDED  
RICE ALWAYS FRESH

*Through Wholesaler*

It is very evident the great benefit derived from our plan of co-operation, which assists both retailer and wholesaler, in the end means more satisfactory sales for us.

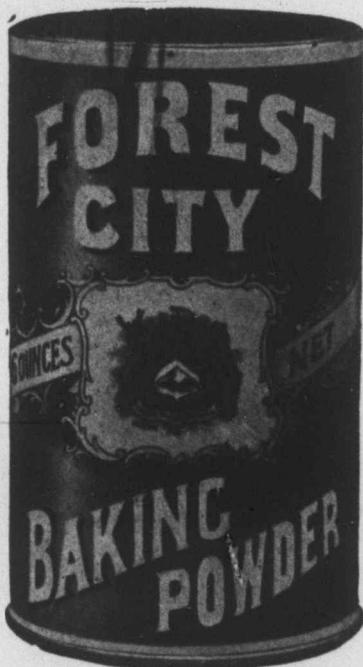
Our plan is to ship the fresh rice, ordered through the wholesaler, direct to the retail grocer. This avoids extra handling by the wholesaler, gives him the use of extra space in his warehouse and

gives the retailer his rice in good condition, fresh and clean and shipped promptly. Rice is an economical substitute for meat, and with the cost of meat going up, it will fill a big demand for a highly nutritious staple food to help lower the cost of living.

*Push Mount Royal Rice and increase your volume of profitable business.*

## Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents, MONTREAL



—makes the  
baking good

When the housewife uses Forest City Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

### Gorman, Eckert & Company

LIMITED

London

Ontario

Western Selling Agents  
Mason & Hickey, Winnipeg

## Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

### F. W. FEARMAN CO., Limited

Hamilton, Ont.

We put quality in the soap,  
not in premiums.

# Wonderful Soap Crystal Soap Chips

These are steady-selling, customer-creating, trade-building lines that every dealer should handle. In efficiency, strength and purity, they are unsurpassed.

Wonderful Soap and Soap Chips are thorough, rapid and easy in their operation. The quality is in the Soap.

We pay freight on five-case lots.

Let us send you quotations.

The Guelph Soap Company  
GUELPH, ONTARIO

## SUMMER FRUITS

Cantaloupes

Genuine Sweet Deckers

California Pears

Plums

Finest Georgia Peaches

In 6-Basket Crates

Watermelons New Potatoes

Lemons Oranges Limes

and a full assortment of local Fruits  
and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

### BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 1 1/4
Tubs, 60 lbs.	0 13 1/2
Pails, 20 lbs.	0 2 0/4
Tins, 20 lbs.	0 10 1/4
Cases, 3 lbs., 20 to case	0 11 1/4
Cases, 5 lbs., 12 to case	0 11 1/2
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

### MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	\$1 90	\$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (1/2 doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	\$1 60	\$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (1/2 doz. case)	7 75	7 50

### MUSTARD.

COLMAN'S OR KEEN'S.

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

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

1 lb. pkgs. Loose.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7 6 1/2
Egg noodles, case 10 lbs., loose; cases 60 pkgs., 1/2 lb. each	7 1/2 7

Marguerite Brand.

Same assortment as above	6 1/2 6
--------------------------	---------

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5 1/2
30 lb. cases, 1 lb. pkgs.	5 1/2

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07 1/2
1 lb. pkg., less than 25 case lots	.07 1/4
5 lb. box, loose, per lb.	.05 1/2
10 lb. box, loose, per lb.	.05 1/2
21 lb., loose, long, per box	1 50

Terms net 30 days.

### JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange contains 2 doz	1 80
Strawberry, contains 2 doz	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

### SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	65 90
Five cases or more	4 95

### STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes. Cents.

Laundry Starches—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06 1/2
200 lbs., bbls., No. 1 white	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 1/2
45 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 1/2
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07 1/2
40 lbs. Canada pure corn starch (120-lb. boxes 1/4c higher.)	.06
Casco Potato Flour, 20-lb. boxes, per lb.	.10

### BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06 1/2
First Quality White Laundry—	
3-lb. canisters, ca. of 48 lbs.	.07
Barrels, 200 lbs.	.06 1/2
Kegs, 100 lbs.	.06 1/2
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07 1/2
8 in case	.07 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/2
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes 1/4c higher than 40's.)	.07 1/2

## Our Billboard advertising is turning housewives' business to the dealer who sells "Lawrason's" Snowflake

The large, colored, impressive "Lawrason" Snowflake Billboard posters are delivering their silent message to housewives from Ontario to the Western Provinces.

Automatically, these conspicuous, attention-drawing posters are inducing housewives to use this great labor and money-saving cleansing medium in their houses.

One trial puts it in strong with the housewife. The quick and easy cleansing and superior disinfecting qualities are immediately appreciated, and with the regular call for **Lawrason's Snowflake Ammonia** comes the call for other lines.

Put a display in your window or on your counter to-day, and link up with the big billboard campaign.

It is a money-making proposition for you. Ask your wholesaler for prices.

**S. F. Lawrason  
& Company  
London, Canada**

*For Bath luxury  
there is nothing like  
"Lawrason's"  
Snowflake (Antiseptic)  
Bath Powder and Water Softener.  
A moderate-priced,  
quick-selling line.*

**Lawrason's  
Snowflake**  
A World  
Of Cleanliness

Lawrason's  
**Snowflake  
Ammonia**  
Saves 90 Per Cent Soap  
For Household and  
Disinfecting Purposes  
S.F. Lawrason & Co.  
London, Canada.

**Ammonia**  
MADE IN CANADA  
Cleanses and sterilizes  
Saves the average family  
\$5 to \$10 a year

# Fish—the most wholesome summer food



Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to cooperate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

- 1/4 Oil Sardines,
- 3/4 Mustard Sardines,
- Kippered Herring,
- Herring in Tomato Sauce,
- Finnan Haddies  
(Oval and round tins)
- Clams,
- Scallops.

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

**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$8.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$8.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20.

**SOUPS—CONCENTRATED**

**CHATEAU BRAND.**

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

No. 1's, 95c per dozen.  
Individuals, 45c per dozen.  
Packed 4 dozen in a case.

**COW BRAND BAKING SODA.**

In boxes only.  
Packed as follows:  
5c packages (96) ..... \$3 20  
1 lb. packages (60) ..... 3 20  
1/2 lb. packages (120) ..... 3 40  
1 lb. 30 } Packages, Mixed. 3.30  
1/2 lb. 60 }

**SYRUP.**

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.**

2-lb. tins, 2 doz. in case ... 2 50  
5-lb. tins, 1 doz. in case ... 2 85  
10-lb. tins, 1/2 doz. in case .. 2 75  
20-lb. tins, 1/4 doz. in case .. 2 70  
Barrels, 700 lbs. .... 3 1/4  
Half barrels, 350 lbs. .... 3 1/4  
Quarter barrels, 175 lbs. .... 4  
Pails, 38 1/2 lbs. .... 1 95  
Pails, 25 lbs. each .... 1 35

**LILY WHITE CORN SYRUP.**

2-lb. tins, 2 doz. in case ... 2 05  
5-lb. tins, 1 doz. in case .. 3 20  
10-lb. tins, 1/2 doz. in case.. 3 10  
20-lb. tins, 1/4 doz. in case.. 3 05

(5, 10 and 20-lb. tins have wire handles.)

**BEAVER BRAND CORN AND MAPLE SYRUP.**

Quart tins (wine measure),  
2 doz. in case, per case . 4 70

**MOLASSES.**

**THE DOMINION MOLASSES COMPANY, LTD.**

**Gingerbread Brand.**

2s, Tins, 2 doz. to case.  
Quebec, per case ..... \$1 35  
Ontario, per case ..... 1 50  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ... 2 60  
Alberta, per case ..... 2 70  
British Columbia, per case. 2 40

**DOMOLCO BRAND.**

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case 2 95  
Manitoba, per case ..... 3 40  
Saskatchewan, per case ... 3 65  
Alberta, per case ..... 3 75  
British Columbia, per case. 3 55

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

1/2-pint bottles 3 and 6 doz.  
cases, doz. .... 0 90  
Pint bottles, 3 doz., cases,  
doz. .... 1 75

**H. P.**

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... 1 90  
H. P. Pickles—  
Cases of 2 doz. pints ... 3 25  
Cases of 3 doz. 1/4-pints. 2 20

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**

2a size, gross .... 2 50  
6a size, gross ..... 2 40

**NUGGET POLISHES.**

Doz.  
Polish, Black and Tan ... 0 35  
Metal Outfits, Black and Tan 3 65  
Card Outfits, Black and Tan 3 25  
Creams and White Cleanser 1 15

**TOBACCO.**

**IMPERIAL TOBACCO COMPANY.**

(Empire Branch)

Black Watch, 6s 1/2 butts,  
9 lbs., boxes 5 lbs. .... 0 45  
Bobs, 5s, 1/2 cads, 12 lbs.,  
1/4 cads., 6 lbs. .... 0 39  
Bobs, 10s, 1/2 butts, 12 lbs.,  
1/4 cads., 6 lbs. .... 0 39  
Currency, 5s, 1/2 butts, 9 lbs.,  
boxes 6 lbs. .... 0 39  
Currency Navy, 10s, 1/2 cads,  
12 lbs., boxes 6 lbs. .... 0 39  
Stag Bars, 5 1-3s, 1/2 butts,  
12 lbs., boxes 6 lbs. .... 0 39  
Old Fox, 10s, 1/2 butts, 12  
lbs., boxes 6 lbs. .... 0 40  
Pay Roll, thick, 7 1/2s, 1/2  
butts, 10 lbs., boxes 5 1/2  
lbs. .... 0 59  
Pay Roll, thin, 7 1/2s, 1/2 butts,  
10 lbs., boxes 6 lbs. .... 0 59  
Pay Roll, 7 1/2s, 1/2 cads, 12  
lbs., 1/4 cads, boxes 6 1/2  
lbs. .... 0 59  
Shamrock bars, 6 2-3s, 1/2  
butts, 12 lbs., boxes 6 lbs. 0 50  
Empire, 6s, cads 15 lbs., 1/4  
cads, boxes 6 lbs. .... 0 44  
Empire, 12s, cads 15 lbs.,  
1/4 cads, boxes 6 lbs. .... 0 44  
Ivy, 7s, butts, 17 lbs., 1/2  
butts, 8 1/2 lbs. .... 0 50  
Great West, 8s .... 0 59  
Regal, 9s, .... 0 70  
Starlight, 7s, 1/2 butts, 8 1/2  
lbs. .... 0 50

**TEAS.**

**THE SALADA TEA CO.**

East of Winnipeg.

Whole-sale. R't'l.  
Brown Label 1s and 1/2s .25 .30  
Green Label, 1s and 1/2s .27 .35  
Blue Label, 1s, 1/2s, 1/4s,  
and 1/8s ..... 30 .40  
Red Label, 1s and 1/2s . 36 .50  
Gold Label, 1/2s .... 44 .60  
Red-Gold Label, 1/2s ... 55 .80

**LUDELLA.**

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label 1/2s .... 0 21  
Blue Label, 1s .. 0 20  
Orange Label, 1s ..... 0 23  
Orange Label, 1/2s ..... 0 24  
Brown Label 1s and 1/2s ... 0 23  
Brown Label, 1/2s ..... 0 30  
Green Label 1s and 1/2s ... 0 35  
Red Label, 1/2s ..... 0 40

# UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

## THE T. UPTON CO.

Limited

Factory at Hamilton,  
Sales Dept. at St. Catharines.

# Fresh Arrivals

Every morning of all seasonable varieties of

## Domestic Fruits and Vegetables

Full assortment also of all Imported Fruits.

Georgia Peaches, California Pears,  
Cantaloupes—Crates and Deckers,  
Oranges, Lemons, Bananas,  
Watermelons.

THE HOUSE OF QUALITY

## HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

Retails at 10 Cents per Cake.

## JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

## Hot Weather Special

on

# Brooms

only while they last.

4 String, No. 100, \$3.00 line at \$2.40

4 " " 200, \$3.20 " \$2.60

4 " " 300, \$3.60 " \$3.00

Regular goods.

Walter Woods & Co.  
Hamilton

**For cold meat dishes**

Nothing makes cold meat more appetizing than the piquant, delicious

(Paterson's)

**Worcestershire Sauce**

Your customers want just such an appetizer and you can best fill their needs with the high - quality "Paterson's."

You should stock and display now.

**ROWAT & CO.**  
GLASGOW, SCOTLAND

**CANADIAN DISTRIBUTORS:**

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



**ORANGE MARMALADE.**

**BANNER BRAND.**

	Price	Shipping Weight
	Doz.	Lbs.
12-oz. Glass Jars, 2 doz. to case	\$1.00	33
Special Tumbler, 2 doz. to case	0.95	30½
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

**MELAGAMA TEA.**

**MINTO BROS., LIMITED.**  
45 Front St. East.  
We pack in 60 and 100-lb. cases.  
All delivered prices.

**Wholesale Retail**

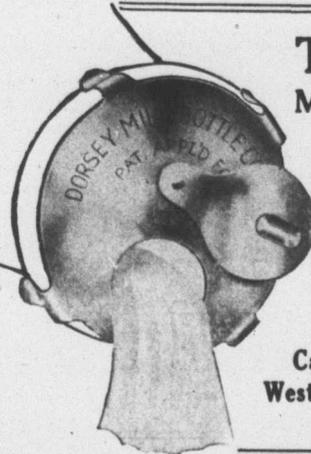
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

**JELLY POWDERS.**

**WHITE SWAN SPICE AND CEREALS, LTD.**  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0.90  
List Price.  
"Shirriff's" (all flavors), per doz. 0 90  
Discounts on application.

**YEAST.**

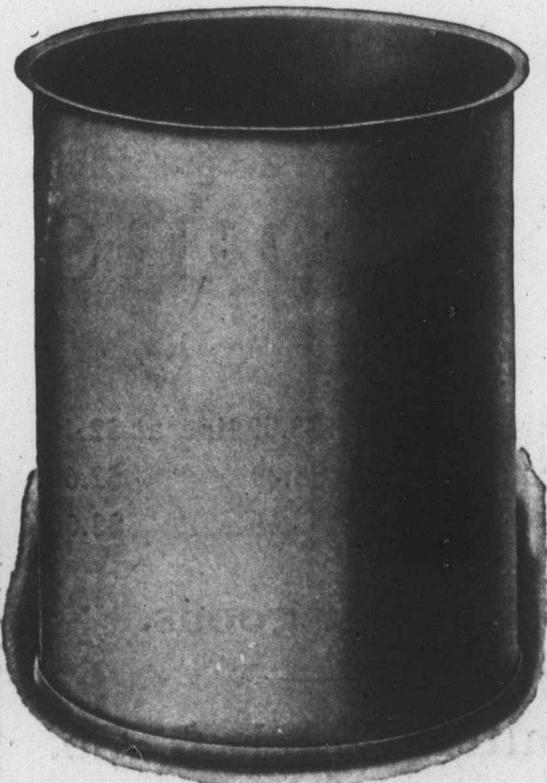
White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15



**The Dorsey Milk Bottle Cover**

Instantly converts any milk bottle into a covered milk pitcher. This cover is adjustable to any size milk bottle and entirely eliminates the constant removing and replacing of paper cover. No flies, dirt or odors can enter the milk. Dorsey covers retail at 10c. Send for sample and prices.

**Canadian Sales Agency**  
**Westmount Commercial Bdg.**  
**Montreal**



**Sanitary Cans**

**"The Can of Quality"**

Baked Beans,  
Soups,  
Meats and Milk.

**Sanitary Can Co., Ltd.,**

**NIAGARA FALLS, ONT.**

## Are You Interested?

In Buying a Business,  
In Selling a Business,  
In Engaging a Clerk,  
In Securing a Position,  
In Securing a Partner,  
In Disposing of Second-hand  
Fixtures,

Then you should use  
Canadian Grocer's Classified Ad.  
Columns.

It should find for you among the  
progressive Grocers of Canada at  
least one individual who is on the  
lookout for just such a proposition  
that you have to offer.

CANADIAN GROCER reaches the  
retailer, the wholesaler, the manu-  
facturer, the clerk and the travel-  
ler, just the men to whom you  
wish to sell or from whom you  
would buy.

No Other Paper Reaches  
All These Men.

**RATES:**

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies  
are to be addressed c/o Canadian  
Grocer.

**Canadian Grocer**

143-153 University Ave., Toronto

# Early Vegetables

*Tomatoes, Celery,  
Lettuce, Radishes,  
Etc.*

Fresh shipments ar-  
riving daily. Our prices  
are exceptional—let us  
quote. Prompt shipment  
assured.

Write, phone or wire.

**LEMON BROS.**

Owen Sound, Ontario

Ain't this great  
weather for

**"St. Nicholas"**

**"The utmost in Lemons"**

**J. J. McCabe**

AGENT

TORONTO, ONT.

## Make every credit customer a "good-pay"

By introducing the **McCaskey Account System** into your business you convert the slow, irregular-paying credit customers into the "good-pay" class.

Without realizing it, your patrons are automatically induced to keep their payments regular. At each purchase the customer receives his "bill" showing the amount of his account in full. He knows and you know what is owing, and he is gently urged to payment before it runs to "more than he expected."

Credit business is profitable if controlled with a McCaskey. Only one writing is required — no trouble with monthly statements (which are frequently neglected or forgotten till after "pay day") The accounts are always totalled to the minute—payments can be made any time. In short, you have your entire credit business at your finger ends.

The McCaskey System is a marvel for simplicity, speed and accuracy—"First and still the best."

Why not investigate? A card will bring full information.

**Dominion Register Co.**

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON-COATED SALES BOOKS  
IN THE WORLD



Showing Electric Recorder

# Buyers' Guide

## Write us for New Price List of WINDSOR SALT

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

You Want This  
Taylor's Prepared Mustard  
IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted  
H. P. Taylor, 14 Place Royale, Montreal

## COMTE'S

Satisfaction and profits with every sale.  
We want more agents. Write

**Augustin Comte & Co.,  
Limited, P. O. Box 2963, MONTREAL  
COFFEES**

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

**FRANK L. BENEDICT & CO.**  
Agents Montreal

## WRITE TO

10 Garfield Chambers, Belfast, Ireland,  
for Sample Copy of the

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

If you are interested in Irish trade.

**GRATTAN & CO., LIMITED**  
ESTD. 1825

The Original Makers of  
**BELFAST GINGER ALE**

Agents in Western Canada  
**EMERSON, BAMFORD CO.**  
842 Cambie Street VANCOUVER, B.C.

## COMBINE BARRAL

Preparation for preserving freshness of eggs.  
A very simple process for preserving eggs  
from one laying season to another without  
losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavie Rolland, P.O. Box 2363, Montreal

## HOLLAND RUSK

The common verdict of your customers after they have  
tried it: "There's only one thing just as good—More."  
Order a case from your jobber to-day.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.



## KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant  
touch with all sections of this country and foreign markets, we are in the best possible  
position to keep you posted by mail and wire of any actual or contemplated changes  
and general gossip of the markets. Some of the largest concerns are subscribers, and  
we should like to place our proposition before you. For further information write

**SMITH & SCHIPPER CO., 138 Front Street, New York**

## 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 ad-  
vertising copy. A collection  
of short talks, advertising  
ideas and selling phrases  
used by the most success-  
ful grocery advertisers.

PRICE, \$2.00.

ALL ORDERS PAYABLE  
IN ADVANCE

**MacLean Publishing Co.**  
145-149 University Ave., Toronto

When they ask for credit  
give them

## ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the  
credit customers  
put you out of  
business, as they  
have done many  
a man. Control  
the situation  
yourself—when a  
man wants credit  
give him an All-  
ison Coupon Book,  
and have him  
sign form at the  
front, which be-  
comes then his  
promissory note  
to you. As he  
buys you tear out  
coupons, and  
when his book is  
exhausted you can collect your note or  
extend his credit for another book, as  
you deem wise. No pass books, no  
charging, no time wasted, no errors, no  
disputes.

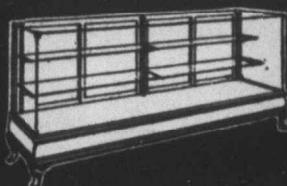


For sale by the jobbing trade everywhere.  
Manufactured by

**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.

Before  
placing  
YOUR ORDER  
for

**SHOW CASES,  
STORE FRONTS  
ETC.**



Write us for full  
particulars  
and  
estimates

**KENT, SON  
& CO.**  
261 King St. West  
TORONTO

## This Page Is The Clearing House for Grocers' Wants WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, BECAUSE it goes into the hands and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

# Talk across Canada for two cents a word

### 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.

### COLLECTIONS

COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

### MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto, Arthur, Ont.

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

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

### WANTED

A MAN WITH 15 YEARS' EXPERIENCE blending and tasting tea is open for engagement. Box 55, Canadian Grocer. 8|7|14

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs. Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoulin, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (717)

FIRM OF MANUFACTURER'S AGENTS with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

The Condensed Ads. in this Paper will bring good results

### FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

### BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over \$90,000.00. Long lease. Good reasons for selling. Apply to Box 88, North Bay, Ont.

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of \$19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

## THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

## A Powerful Canadian Story

A new serial story has been started in the August issue of MacLean's Magazine that YOU will want to read. It is not often that you find a story that appeals to you in every way. This one will. It is strong, readable, clean—and Canadian.

There are three elements that are needed to make a good story—Adventure, Mystery, Love. "Twisting Trails" has them all. It has the convincing appeal of realism; it has plenty of action—not too much—a thrilling mystery that is not cleared up until the finish; a heroine who steps right out of the printed page and becomes to the reader a real, flesh-and-blood person. There is nothing of the taint of modern day fiction about this tale of Northern Ontario. Not complex in theme or doubtful in treatment. Just a strong narrative of a stirring series of adventures, told with all the charm and graphic power of this well-known young Canadian writer.

In fact, just the very type of story YOU like to read.



Rea Straine,  
the central figure of  
Pinkerton story,  
"Twisting Trails."

## "Twisting Trails" The story of a fight for a gold mine

Robert E. Pinkerton's new story, "Twisting Trails," centers around a struggle for the possession of a valuable mine. Two pretty girls are introduced into the story and both become lost on the trail to the mine. Enter the villain, a detective, a college student; and the stage is set for a story that has the unusual attraction of being new—quite distinctly original, not an old theme rearranged and rewritten.

## He writes of the life he knows

There's another reason why this story grips the interest from start to finish. The author is writing of the country and the life that he knows. Robert E. Pinkerton and his wife live in a six-room cabin, built entirely by himself, in the bush eight miles from Atikokan, Ontario. Their only means of communication with the outside world is by canoe in summer and dog-team in winter. There they work—for Mrs. Pinkerton is a successful writer and collaborates with her husband in all he does—free from the distractions of modern life, aided to true standards by close communion with Nature and their life in the open. They expect to live in the woods for the rest of their lives.

Mr. Pinkerton has out-Londoned Jack London. Newspaper reporter, editor, press agent, bull cook, Indian trader, trapper, guide, farmer, fisherman; he has been them all. All of which explains why Robert E. Pinkerton writes stories that are full of human interest, that breathe familiarity with life in all its phases. And which explains also why no one can afford to miss the opening installment of "Twisting Trails"—for the new serial is one of Mr. Pinkerton's very best pieces of work.

Send for a free copy of the August issue to-day. Clip out this coupon and address to MacLean Publishing Co., 143-153 University Ave., Toronto, Department F.

Send free copy of August Magazine to **COUPON**  
Name .....  
Address .....  
C G

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This rice is an unusually fine quality imported direct from the English Possessions.

Four Grades

"Princess," 100-lb. bag .....	\$5.00
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"Empress," 224-lb. bag .....	5.65
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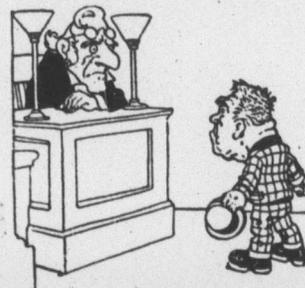
We recommend "Victoria" Brand Rice as special value.

SINGAPORE TAPIOCA AND WHITE SAGO

We are booking orders for delivery before October.

The quality is very good and prices are moderate.

Ask for samples and prices.



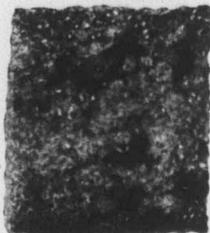
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Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.



Ye. Billekin.



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Royal Lemon Sandwich.

## These light P.F. Dainties are exceptional sellers

Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, air-tight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

**PEEK, FREAN & CO., Limited**  
Biscuit Manufacturers  
LONDON, ENG.

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THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia;  
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Sask.  
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F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.



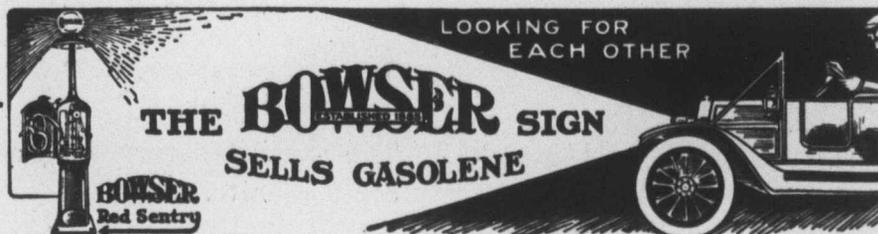
Registered Design.



Bourbon Choc. Sandwich.



The Connaught.



The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

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Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured*; it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel; it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price; it shows how much to give for "five cents' worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

**S. F. BOWSER & COMPANY, Inc.**  
66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.  
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

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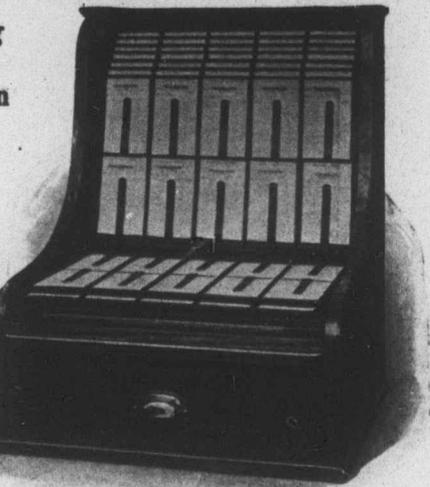
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An expert COLLECTOR, competent to collect outstanding accounts quickly and to keep accounts from running too high.

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COMMERCIAL ACCOUNT REGISTERS LIMITED

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Every account in its proper alphabetical position and located immediately

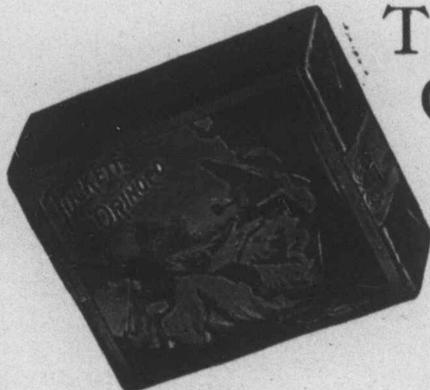
ONE SYSTEM

TORONTO, CANADA

# Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal". With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

*Your Wholesaler Carries Tuckett's.*



## Tuckett's Orinoco



### Tucketts Limited

Hamilton, Ont.



EVERY BARREL & HALF BARREL  
BEARS THIS STENCIL ON THE  
BARREL HEAD IN RED AND  
BLUE, OR IT IS NOT FIVE ROSES  
FLOUR THE FULL-SIZE BARREL  
CONTAINS 196 POUNDS, THE  
HALF BARREL CONTAINS 98  
POUNDS - ALSO PACKED IN  
BAGS OF VARIOUS SIZES