

THIS IS THE 1,332nd ISSUE OF

# CANADIAN GROCER

ONLY WEEKLY GROCERY PAPER PUBLISHED IN CANADA  
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, JUNE 20, 1913

No. 25

## Mr. Manufacturer

If You Spend One Dollar a Year on "Publicity"

### READ THE TWO CENTRE PAGES

# 34 *and* 35

They deal with a new

## SHORT ROUTE

To the Kitchens of the People

—BY—

THE NATIONAL ADVERTOGRAPH CO. Limited

OWNERS OF

*The*  
**Advertograph**

TORONTO

CANADA



**UPTON'S** JAMS, JELLIES,  
MARMALADES,  
CATSUPS, Etc.



“

We want to tell you about **“UPTON'S”** Canadian pure fruit products—Jams, Jellies, Marmalades, Ketchup, etc. It is a well-known fact that Canadian fruits are second to none, Canadian refined sugar is also of a higher standard than most other makes, and it is these two constituents that are united by a modern and sanitary process in the making of **Upton's Pure Fruit Jams and Jellies.**

Your customers get honest value for their money and your profit is good, sure and steady.

The purity, the deliciousness of these table delicacies together with extensive advertising makes ready buyers—and once a buyer, always one.

Order from your wholesaler.

”

**The T. UPTON COMPANY, Limited**  
**Hamilton, Ontario**

THE CANADIAN GROCER



## “Le Calice” CASTILE SOAP

### For Washing Summer Fabrics

To wash perfectly without the slightest injury to delicate lingeries and summer fabrics a soap must necessarily be produced with skill, experience and honesty, linked with purity—the soap must be clean to wash clean.

### A Good Complexion Soap

“Le Calice” Castile Soap is no tallow soap, it is antiseptic, sanitary, cleanly. Contains no corrupt animal fat, is pure as oil and skill can make it. You can recommend “Le Calice” with perfect confidence.

Substitute no other, Mr. Grocer:—this is what your customers are wanting. Made only by Srs. D. Leca & Co., Marseilles.

*SELL ONLY THE BEST—IT PAYS.*

**ARTHUR P. TIPPET & CO.**

Agents

MONTREAL

TORONTO



**DOG DAYS COMING!**  
**Messina Lemonade Powder**

Warm weather is on its way and a sure demand for our unexcelled Lemonade Powder will set in.

**Messina Lemonade Powder**

is protected by a perpetual Trade Mark entered according to Act of Parliament of Canada in 1874.



**LARGE PROFIT**

Let us have your order now.

Make ready for picnic and party trade.

**Henri Jonas & Co., Montreal**

**SPECIAL PRICES**

ON

**Ceylon Green Teas**

Ask for quotations on and samples of spot goods, also import orders solicited

**John Duncan & Co., Montreal**  
**TEA IMPORTERS**      **Estab. A.D. 1886**

Representing

**GEO. H. MACY & CO.**

Yokohama, Japan; Kobe, Japan; Shanghai, China; Hankow, China; Taipei, Formosa; Colombo, Ceylon; Calcutta, India; London, England.

**BLACK JACK**

**QUICK CLEAN HANDY**

½-lb. tins—  
3 doz. in case



**TRY IT**

**SOLD BY ALL JOBBERS**

**JUST ONE WORD**

Will you buy our **“PRIMUS” Beans?**

**CANADIAN BEANS, PACKED IN CANADA**

You can buy beans perhaps for less money, You can pay more money, too, You will never get better beans for the money than

**“PRIMUS” BAKED BEANS, 3s, talls, Plain and Tomato Sauce.**

**“PRIMUS” BAKED BEANS, 2½s, Family, Plain and Tomato Sauce.**

Every tin guaranteed. Will keep its flavor for any reasonable time. Just ask our prices.

**L. CHAPUT, FILS & CIE., LIMITEE, MONTREAL**  
**Distributors**

**TWO CENTS PER WORD**

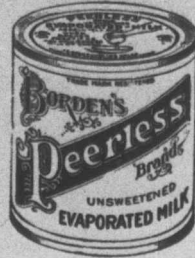
with a Want Ad. in this paper.

You can talk across the continent for two cents per word

THE CANADIAN GROCER



POTATO CROQUETTES



VEAL SOUPS



**The Camping and Picnicking Season  
is the time to put Borden's Milk  
Products to the front.**

The Camper and Picnicker want nutritious foods that take up least room and are always ready and quickly prepared.

Borden's Milk products offer the pleasure-seeker all the advantages and full deliciousness of the fresh fluid milk—the food of foods—in a convenient and compact form. Many delectable dishes can be prepared from these products with little trouble.

Look over the following lines, mark those which you have not in stock and order a supply from your wholesaler.

**BORDEN'S EAGLE BRAND  
(ORIGINAL)**

is the sweetest milk, largely used with coffee, tea or cocoa, also with dishes calling for both milk and sugar.

Peerless, St. Charles, and Jersey Brands are the unsweetened, for cooking purposes, etc.

Reindeer Coffee and Cocoa combined with milk and sugar make excellent drinks by the mere addition of boiling water.

**BORDEN MILK CO.,  
LIMITED**

**"LEADERS OF QUALITY"  
MONTREAL**

Branch Office: No. 2 Arcade Building, Vancouver



CHOCOLATE LAYER CAKE



RAISED DOUGHNUTS



# Warning!!

We have recently discovered that certain retailers, knowing the good name and sound reputation of the

**MAPLE TREE PRODUCERS ASSOCIATION  
Limited, Montreal**

Manufacturers of and Dealers in Maple  
Syrup and Maple Sugar

under

## "Pride of Canada" Brand

have been deceitful enough to put up for sale maple sugar admittedly adulterated, claiming that it was our product, and therefore pure.

We are the pioneers and protectors of the maple industry in Canada, and are determined to put an end to this practice by

**PROSECUTING TO THE FULLEST  
EXTENT OF THE LAW.**

the next offender. We are on the lookout.



# EPPS COCOA

"THE BEST EVER SINCE 1839"

**EPPS COCOA** IS MADE FROM THE FINEST  
SELECTED COCOA BEANS AND  
BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS  
BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS  
MADE SOLUBLE AND EASY FOR DIGESTION.

We have just received a supply of most attractive  
advertising matter and samples.

Write to-day—for YOUR share.

**SAMPLES AND SPECIAL ADVERTISING FREE**

**JAMES EPPS & CO., Limited, LONDON, ENG.**  
25 East Front Street Toronto

## SEASONABLE SUMMER SELLERS

Picnics and outings will be in order for the next few months. What about your stocks in lines which this season calls for?

We have just placed in stock the following lines which are all trade getters:—

For Sandwiches

### Sutton's English Potted Meats in Glass

Anchovy Paste  
Bloater Paste  
Chicken Paste  
Chicken, Ham and Tongue Paste  
Chicken and Ham Paste  
Lobster Paste  
Salmon Paste  
Sardine and Anchovy Paste  
Shrimp Paste  
Tongue Paste  
Turkey and Tongue Paste  
Wild Duck Paste

The above are regular 25 cent lines; per dozen \$1.75. Packed in 1 dozen boxes.

**Fenwick, Hendry & Co.**  
Manufacturing Wholesale Grocers  
Kingston, Ontario

## John Gray & Co., Limited Glasgow Scotland

### 1 lb. Floral Glass

Samples and Prices  
from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.





# “SIMCOE” BAKED BEANS

Plain or with  
Chili Sauce



Clean, hand - picked beans;  
pure, delicately flavored  
sauces. Scientifically pro-  
cessed.

A size to suit every require-  
ment.

1's, 2's, 3's  
(Family)  
and 3's (Tall)

More beans at a smaller price.

A nourishing meal for an en-  
tire family.

**Dominion Cannery Limited**

Hamilten, Canada





## A Guarantee of Purity is the E.D.S. Trade Mark

Purity is the argument that carries most weight when selling a line of foodstuffs, and especially is this true in the sale of fruit products. In the respect of purity

## E.D.S. Jams and Jellies

stand alone! They are absolutely pure, in fact much above the Government standard for purity. They contain no coloring, preservative or glucose and carry no excess of water.

"E.D.S." goods are well known to the consumer by reason of our extensive advertising campaign.

Stock E.D.S. fruit products and drive home the purity argument—the goods will back you up.

Made only by

**E. D. SMITH & SON  
LIMITED**

WINONA, ONTARIO

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



Perfection  
Cheese Cutters  
are made in  
Canada.

## Consider Your Cheese Sales During Summer

A Perfection Cabinet Cheese Cutter (with or without pedestal) will solve the problem of cheese handling in summer. The cheese cutter and cabinet offer a double protection; the glass plate and knife protect the cut portions and the cabinet protects the entire cheese and cutter from the dust and fly nuisance.

The Perfection Cheese Cutter way is the sanitary and economical method of handling cheese. Perfection Cheese Cutters pay for themselves many times over by accurately cutting every slice of cheese. No overweight or pieces left to dry up and waste.

Write for catalog to-day.

## The American Computing Company of Canada

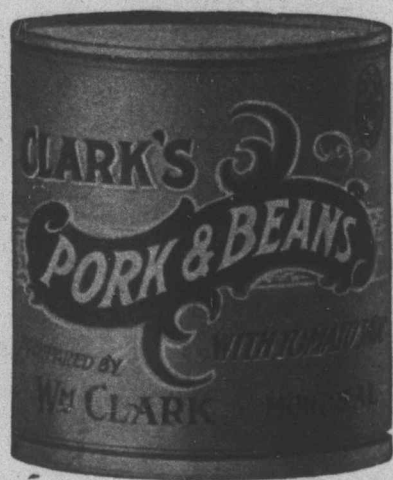
HAMILTON

CANADA

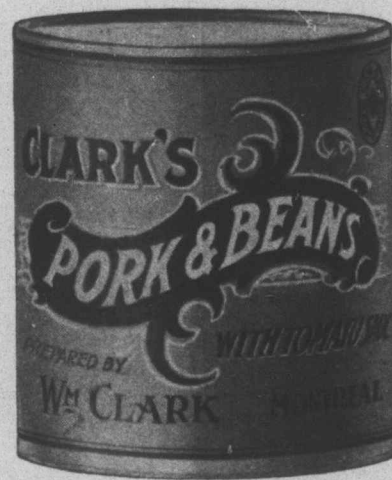


# IS THERE MONEY IN IT? AND HOW MUCH?

Two very important questions for you to ask yourself, Mr. Grocer, when giving your order.



There is  
**MORE  
MONEY**  
in



## CLARK'S PORK and BEANS

than in any other brand you handle

BECAUSE

They are absolutely the highest quality.  
They give satisfaction to your customers.  
They are extensively advertised.  
They sell without effort.

THEY HAVE THE REPUTATION.

# W. CLARK, Montreal

# COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

## The Cowan Company, Limited

TORONTO

ONTARIO

THE CANADIAN GROCER

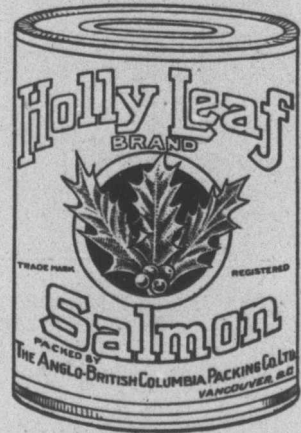
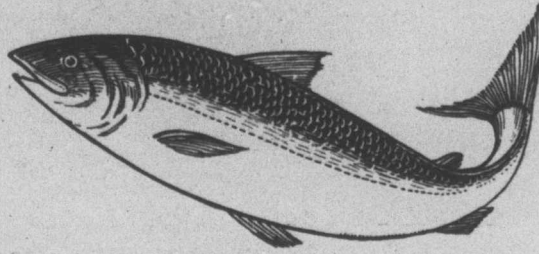
# SALMON

FINEST BRITISH COLUMBIA

**SOVEREIGN**

**SOCKEYE**

**HOLLY LEAF**



**Anglo-B.C. Packing Co., Ltd.**

Caught in Salt Water  
and Canned Immediately.

**H. Bell-Irving & Co., Ltd.**  
VANCOUVER, B.C.

Quality is Our First  
Consideration.

## You touch a Woman's Pride

when you sell her Reckitt's Blue. Her pride is snow white linen, in smart appearance, both in dress and table. Her entire satisfaction lies with you—and Reckitt's Blue—it's certain to be right!



**MODERN GROCERY EQUIPMENT**

Adds an air of distinction to your store  
—and

**ATTRACTS TRADE.**

**The "Walker Bin" System**

will save 25% of your floor space and  
also of your expense for skilled sales-  
men.

Is this worth your consideration?

We manufacture the best in show  
cases and refrigerator counters.

Write now for illustrated catalogue  
and estimates.

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



Berlin,

Ontario



**REPRESENTATIVES:**

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



**TWO CENTS PER WORD**

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

**ROYAL  
SALAD DRESSING**



*The Summer  
time is salad  
time*

Warm weather is the signal  
for people to discontinue  
heavy, hot meals and for them  
to resort to fruit, vegetable,  
and cold meat salads.

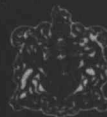
Your best trade will appre-  
ciate Royal Salad Dressing for  
its delightful, appetizing  
flavor, for its keeping quali-  
ties. It's the dressing found  
in the best cafes and homes.

For sale only by

**The Horton-Cato  
Mfg., Company**

**WINDSOR, ONTARIO**

By Royal



Letters Patent

**NELSON'S  
Crystal  
Leaf  
GELATINE**

Unrivalled in the kitchen,  
can be obtained from

**W. G. PATRICK & CO.  
LIMITED**

St. Paul St. Montreal.  
York St. Toronto.

# Your Bad Accounts Shrink Your Bank Account Grows

We want to show you—to prove to you—that we have a system that will positively wipe out a tremendous percentage of those bad outstanding accounts that are a serious drain on your profits. That is all we ask—a chance to *prove* that the

## Barr Account Register

will make your bad accounts disappear and will make your bank account grow.

Among your bad accounts there are many that would never have got into the shape they are if you and your customers had been constantly reminded of their growth as each item was added.

The monthly or semi-monthly statement is to blame; it allows the customers to go on accumulating debts they cannot pay, without realizing it. You are too busy with many things about your store to run to your books every time a purchase is made, and figure out just how the account stands; and as a result, you allow your customers to pile up bills they cannot pay.

The Barr Account Register gives your customers an up-to-the-minute statement of the entire account when each purchase is made; and it does this in a most inoffensive way. It tells you just what each customer owes you as each item is added to the bill.

There are no daybooks and ledgers, nor monthly statements; all your bookkeeping and statement rendering is done in one writing—when the purchase is made.

Think what a saving of money, of time, of work, this means to you. Give us a chance to demonstrate what a Barr Account Register will do for **your** store.

Fill in and send along the coupon. It won't take a minute to do it, and it will mean a lot to you.

**Barr Registers Limited**  
Trenton, Ontario



**Barr Registers Limited, Trenton, Ont. (Can. Groc.)**

GENTLEMEN:—

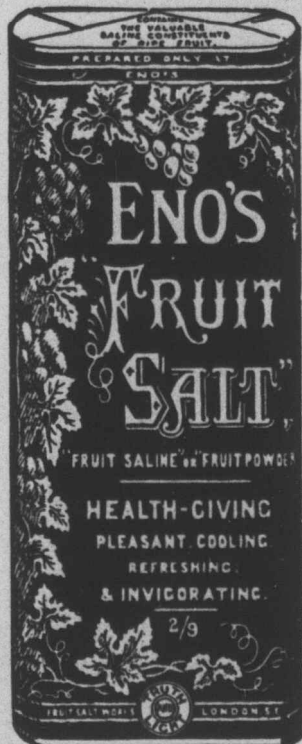
We are open to conviction and will be glad to have you prove to us that a Barr Account Register will do what you claim. This places us under no obligation to buy.

Name .....

Street and Number .....

City..... Province.....

Every Household and Travelling Trunk ought to contain a bottle of  
**ENO'S "FRUIT SALT"**



A gentle natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

**ENO'S "FRUIT SALT"**

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for forty years, and to-day stands unrivalled.

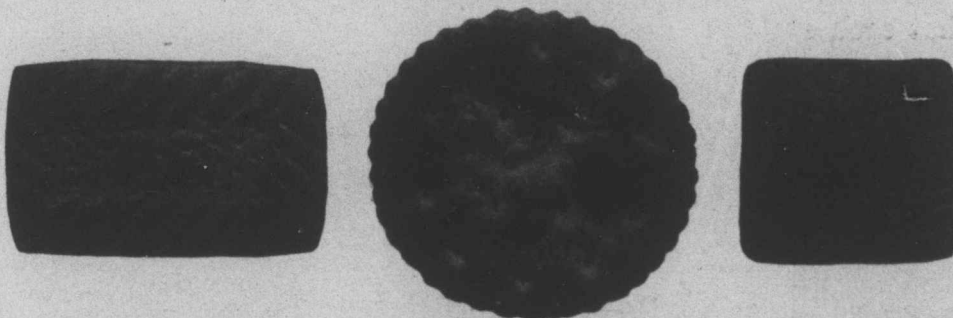
"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

**THREE VERY POPULAR BISCUITS**



**P.F. SHORTCAKE**

Delicious shortbread biscuits.  
 About 32 to pound.  
 About 325,000,000 sold first year.

**GOLDEN PUFF**

Very light and flaky.  
 About 42 to pound.

**PAT-A-CAKE (reg'd)**

Dainty shortbread squares.  
 About 60 to pound.  
 Over 425,000,000 sold in one year.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.  
 Winnipeg—Ruttan & Chipman, Fort Garry Court, Winnipeg.  
 Toronto—The Harry Horne Co., 309 and 311 King St. West, Toronto.  
 Ottawa and Eastern Canada—Frank L. Benedict & Co., Read Building 45 St. Alexander St., Montreal.

**PEEK, FREAN & CO., Limited, Biscuit Manufacturers**  
 LONDON - ENGLAND

# An Explanation

## To Our Wholesale and Retail Friends:

As we have been unable for the past month to fill our orders for Kellogg's Toasted Corn Flakes with our usual promptness, and as we find that considerable misrepresentation has been indulged in, in the effort to supply substitutes for our Corn Flakes, we feel that an explanation to our friends is in order.

Upon moving to our elegant new factory in May, we had every reason to suppose that we would be able to operate our manufacturing department fully without delay, but owing to our inability to secure delivery of a few very important parts of machinery necessary to the completion of our plant, we were thrown greatly behind in our work.

In addition to this, orders from all parts of the country flowed in on us in a most remarkable manner, and we were literally snowed under, and had to ask the indulgence of our friends everywhere for the time.

Our plant is now running perfectly, and we are turning out double the quantity of our Corn Flakes that we have been able heretofore to do and all orders can now be promptly filled.

The insistent call for supplies from all parts of Canada assures us that our Corn Flakes are in ever-increasing demand, and we will continue to do our utmost to deserve the confidence of our friends by keeping our product up to its highest standard.

**Battle Creek Toasted Corn Flake  
Company, Limited**

**London**

**Canada**

# 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.**

Japan Teas on Spot  
Congou Teas on Spot

Ask for samples.

**W. H. MILLMAN & SONS**  
Wholesale Grocery Brokers  
Toronto, Ont.

Import-Export 'Phones { Office 2190  
Residence 1556  
**NORMAN D. McPHIE**  
MERCHANDISE BROKER  
COMMISSION MERCHANT  
MANUFACTURERS' AGENT

Handling General Grocery, Spice and  
Produce Lines

Federal Life Building

**HAMILTON, - Ont., Canada**

**W. G. PATRICK & CO.**  
Limited.  
Manufacturers' Agents  
and Importers  
77 York St. - Toronto

**W. G. A. LAMBE & CO.**  
TORONTO  
Established 1885  
SUGARS FRUITS

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

**CONVENIENT, MODERN,  
WAREHOUSING**  
at Ottawa, tracks at the door, connection  
with steamers. Fireproof. Excise  
Bond Free. Write for low rates.  
**DOMINION WAREHOUSING CO.,**  
46-50 Nicholas Street - Ottawa

**WESTERN PROVINCES.**

**ORR & McLAIN**

Importers, Buyers  
and  
Manufacturers' Agents  
Domestic and Foreign Agencies Solicited  
507 Confederation Life Building, Winnipeg

**H. P. PENNOCK & CO.,  
LTD.**  
Wholesale Grocery Brokers & Manufacturers' Agents,  
WINNIPEG  
We solicit accounts of large and progressive manufacturers wanting live representatives.

**WESTERN DISTRIBUTORS LIMITED**

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

**Eastern Manufacturers Limited**

Manufacturers' Agents,  
Saskatoon, Saskatchewan.  
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

**G. C. WARREN**  
Box 1038, Regina  
**IMPORTER, WHOLESALE  
BROKER and MANUFACTURERS'  
AGENT.**  
Trade Established. 15 Years  
Domestic & Foreign Agencies Solicited

**HOLLOWAY, REID & CO.**  
Cor. Vermillion Ave. and 5th St.  
**EDMONTON - ALBERTA**  
Importers and Manufacturers' Agents  
We specialize in Biscuits and Candles  
We are still open for a few good Agencies

**Woollard & Starratt, Limited**  
Manufacturers' Agents, Wholesale  
Brokers and Importers  
Room 200, Bruner Block, First Street  
West, CALGARY, ALBERTA.  
Domestic and Foreign Agencies Solicited

**NORTH-WEST SPECIALTY CO.**  
Manufacturers' Agents  
Cover Saskatchewan completely. All  
large centres visited monthly. Open for  
agencies for all kinds of Store Fixtures  
and Specialties. Warehousing facilities.  
Suite 109 Willoughby-Sumner Block  
Saskatoon, Saskatchewan.

**WESTERN PROVINCES—Continued.**

Regina Office—1861 Scarth Street—Phone 2022  
Calgary Office—222 North Avenue—Phone M. 6276  
Edmonton Office—656 Third Street—Phone 6858

**W. H. Escott Co., Ltd.**  
Wholesale Grocery Brokers  
181 Bannatyne Ave., Winnipeg  
We Carry Stock  
PHONE US | MAIN 6433  
"We Have It" | " 6434  
AFTER 6 P.M. GARRY 2163  
Van Camp Packing Co.  
Pork and Beans, Soups and Catsup

**JOHN J. GILMOR & CO.**  
Wholesale Manufacturers' Agents and Commission Brokers  
WINNIPEG, MAN.  
Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

**WATSON & TRUESDALE**  
Wholesale Commission Brokers and  
Manufacturers' Agents  
WINNIPEG - MAN.  
Domestic and Foreign Agencies  
Solicited.

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

**The J. J. TOMLINSON CO.**  
WINNIPEG  
Wholesale Grocery Brokers.  
Office and Truck Warehouse,  
93 Alexander St. E.  
Correspondence solicited on domestic  
and foreign lines.

**FRANK H. WILEY**  
WHOLESALE COMMISSION MERCHANT  
and  
GROCERY BROKER  
757-759 Henry Ave., WINNIPEG

**RUTTAN & CHIPMAN**  
WHOLESALE GROCERY BROKERS  
and  
MANUFACTURERS' AGENTS  
Fort Garry Court, Main Street  
Winnipeg - Canada



# Manufacturers' Agents and Brokers' Directory

(Continued.)

Western Provinces—Continued.

**SIMPSON PRODUCE CO. Winnipeg Man.**

Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the dealer or through the Jobbers.  
Dealers in High Class Produce and Provisions.

Simpson Produce Co. 248-252 Princess St. Winnipeg Man.

**LEADLAY LIMITED**

332 Bannatyne Ave.,  
Winnipeg, Man.

Grocery Brokers & Importers.  
"Eiffel Tower Lemonade."  
"Foster-Clarks Cream Custard."

BRITISH COLUMBIA.

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission Agents

385-9 Cambie St., Vancouver, B.C.

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

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

WHOLESALE GROCERY BROKERS  
CANNED GOODS, DRIED FRUITS, ETC.  
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta  
Head Office - - Vancouver, B.C.  
Reference: The Bank of Montreal.

WORLD RENOWNED



**STUHR'S**

**GENUINE CAVIARE,  
ANCHOVIES IN BRINE**

(Salted Sardels).

In Tins and Glasses.

"Please ask for our offer"

C. F. STUHR & CO., HAMBURG.



**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

**SHIP YOUR CARS TO  
FERGUSON'S SIDING**

Cars continually loading for all cities in the West and Northwest.

Inland Revenue and Customs Bonds.

Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland Railway. Cars distributed carefully.

**FERGUSON BROS., Warehousemen,  
123 Bannatyne Ave., WINNIPEG, Can.**

We have records in our vaults covering ten years' satisfactory service.

**C. E. DISHER & CO.**

WHOLESALE GROCERY BROKERS AND  
COMMISSION AGENTS

CANNED AND DRIED FRUITS,  
BEANS, SALMON

Victoria VANCOUVER, B.C. Calgary

**The CAMPBELL BROKERAGE CO.**

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver B. C.

**The CHAMBERLAIN-DOWNEY  
Company, Limited.**

Wholesale Jobbers & Manufacturers' Agents.  
Grocery, Confectionery and Tobacco Specialties.  
Correspondence solicited on Domestic and Foreign Lines.

TRUCKAGE AND WAREHOUSE,  
1214 Homer Street, Vancouver, B. C.

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

The failure to stock some standard commodity may be the  
means of a merchant losing trade.

**Mathieu's Nervine Powders**



are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

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

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....  
With (Name of firm) .....  
Street .....  
City or town .....Prov.....

**Sartan**  
**BRAND**

THE SIGN OF PURITY

**COFFEE**

GROWN, ROASTED AND BLENDED FOR GROCERS WHO  
 VALUE SATISFIED CUSTOMERS

**Royal Stewart**  
 A blend of the  
 highest grade to  
 satisfy particular  
 people.  
 Retails at 45c.

**Gordon**  
 A blend of high  
 grade Coffees, pleas-  
 ant and satisfying.  
 Retails at 40c.

**Highland Lassie.**  
 A blend of good  
 Coffees to retail at  
 35c.

**Rob Roy**  
 Cheap in price but  
 worthy in quality.  
 To retail at 30c.

**BALFOUR, SMYE & CO.,**

Wholesale and  
 Manufacturing Grocers

**HAMILTON**

**LASCELLES DE MERCADO & CO.**

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

**Rideau Hall Coffee**



**PERFECTLY BLENDED AND ROASTED**

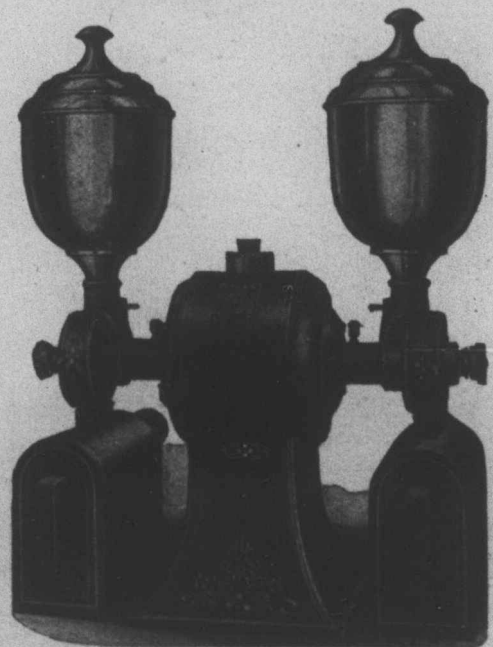
—the coffee that you need not hesitate to stock and recommend to your best coffee-drinking trade. Put up in one pound and 25c tins only. Rideau Hall Coffee is famous for its delicious flavor resulting from the perfect blending and roasting.

**Gorman, Eckert & Co., Ltd.**  
 LONDON, ONTARIO

Western Selling Agents, Mason & Hickey, Winnipeg

**More Than Ever in a Class  
 by Itself**

One of our  
 12 new  
 models.  
 Wouldn't  
 it be a  
 good idea  
 then to  
 look into  
 the Coles?  
 It ranks  
 with the  
 best and  
 meets your  
 price.  
 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. Mewburne & Co., Calgary, Alta.

# Yes You Can

You can sell more 40c. tea than you can 30c. tea by just a little extra effort because the better quality will bring your customers back for "more of that good tea." Forty cent tea means more business, larger profit, better satisfied customers. No other 40c. tea in Canada compares with 40c. RED ROSE TEA in quality—flavor and strength. It is ALWAYS worth the price.

# RED ROSE TEA

"is good tea"

## Won Its Favor Without A Flavor

Next to the fact that it is made of the whole wheat and in biscuit form, the strongest talking point about

### SHREDDED WHEAT BISCUIT

is the fact that it is not flavored, seasoned, treated nor compounded with anything. It is a natural, elemental food, made in such a way that the consumer may flavor it or season it to suit his own taste. Flavored cereals usually deteriorate in the market. Being made of nothing but the whole wheat grain, nothing added, nothing taken away, Shredded Wheat will keep fresh in any climate for any length of time.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.



The Canadian Shredded  
Wheat Co., Ltd.  
Niagara Falls, Ont.

Toronto Office  
49 Wellington Street E.

(S-91)

## on the King's table



Cairns' Scotch Jams, Jellies and Marmalades hold this distinctive position by reason of their superior quality and absolute purity.

Your customers will also give Cairns' products a permanent position on their tables if you introduce them to Cairns' pure fruit delicacies.

By Royal Warrants of Appointment to

HIS MAJESTY  
KING GEORGE V.

HIS MAJESTY  
THE KING of Spain

HER ROYAL  
HIGHNESS THE  
CROWN PRIN-  
CESS of SWEDEN

and for 22 years  
To HER LATE  
MAJESTY QUEEN  
VICTORIA.

ALEXANDER CAIRNS & SONS  
PAISLEY, SCOTLAND

Canadian Agents—SNOWDON & EBBITT, Montreal  
McLEOD & CLARKSON, Vancouver.

# Furuya & Nishimura

are daily receiving cable advices from their Shidzuoka Office concerning **NEW CROP JAPAN TEAS.** Quality and Prices are exceptionally favorable this year.



THE MCGREGGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG  
FROM 1/4 TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:  
**KILGOUR BROS.**  
21-3 Wellington St. W., Toronto

**O. P. MCGREGGOR**  
Patentee and Manufacturer  
411 Spadina Ave., Toronto

## Everybody's Using It

Well, that may be an exaggeration, but beyond doubt there are hands out of number cleaned daily with

### Gilmour's Antiseptic Hand-Cleaner

Get That Yellow Tin,  
Get That Extra Profit,  
Get That Extra Trade,

and  
Get Them All, Buying It at the Popular Price.

**THE GILMOUR CO.,**  
**604 PAPINEAU AVE., MONTREAL**

AGENTS:

Watson & Truesdale, Winnipeg; E. O. Cornish, Vancouver,  
B.C.; Fenwick & Hendry, Kingston; F. E. Roberge, Ottawa;  
G. W. Gorham, Halifax.

“A pound of your best please.”

When a new customer gives an order like that, he is getting ready to judge you by the way you fill it.

If he finds he can depend on you for his coffee you will have his confidence in other things.

Give him our seal Brand Coffee, and he will come back to stay.

**CHASE & SANBORN, Montreal**

# St. Lawrence

## Granulated

Now packed in three different sizes of grain

RED LABEL  
Fine Grain

BLUE LABEL  
Medium Sized Grain

GREEN LABEL  
Coarse Grain



### 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.

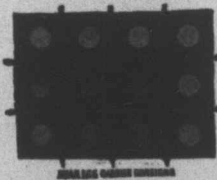
### SMITH AND PROCTOR

SOLE PACKERS

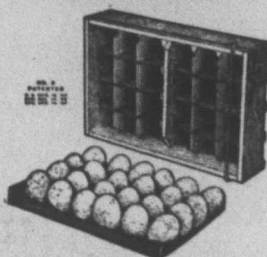
Halifax, - N.S.



ONE DOZEN SIZE



STAR EGG CARRIER



TWO DOZEN SIZE

## MISCOUNTS EITHER WAY COST YOU MONEY

### Do You Give 13 Eggs to the Dozen? or 11?

You will probably say "Why no! Of course not!" But—Are you sure? To be certain, use

## Star Egg Carriers and Trays

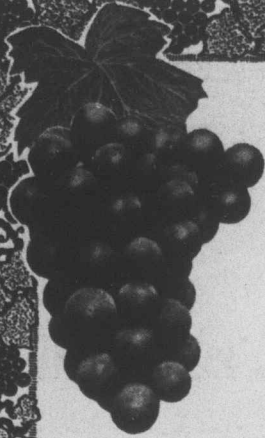
which counts eggs automatically—always the right number—preventing loss and dissatisfied customers. They also eliminate breakage, another foe of EGG PROFITS, and these features soon pay for the installation. Ask your jobber about STAR EGG CARRIERS AND TRAYS, but, still better—ASK A USER.

STAR EGG CARRIER DIVISIONS, renewed occasionally, will make STAR EGG CARRIERS last a lifetime.

IF YOUR JOBBER CANNOT SUPPLY YOU,  
WE WILL.

### Star Egg Carrier and Tray Mfg. Co.

1500 Jay Street, Rochester, N. Y., U. S. A.



Sell your trade  
**Welch's**  
Grape Juice

quick sales---nice profits

We always pay more than the market price for grapes. Others take the "run of vineyard," which means the vineyard picked clean. We secure the best of the Chautaugua Concordes because we pay for the best and take only grapes of first quality.

Canadian grocers find Welch's Grape Juice a profitable business-builder—there is an ever-

increasing tendency on the part of the consumer to buy Welch's by the case.

You can't afford to let your trade go elsewhere—the window and store displays we furnish you free will also attract new customers.

Write to-day for prices and names of Canadian distributors. We furnish attractive display material.



**The Welch Grape Juice Company, Westfield, N.Y., U.S.A.**

**CHARLES BOND Limited**

Manufacturers of Fine Chocolates

BRISTOL,  
England.

LONDON,  
England.

MELBOURNE,  
Australia.

**CARSONS LIMITED.**

Manufacturers of Highest Grade Chocolates, Pastelles  
and Cachous

GLASGOW,  
Scotland.

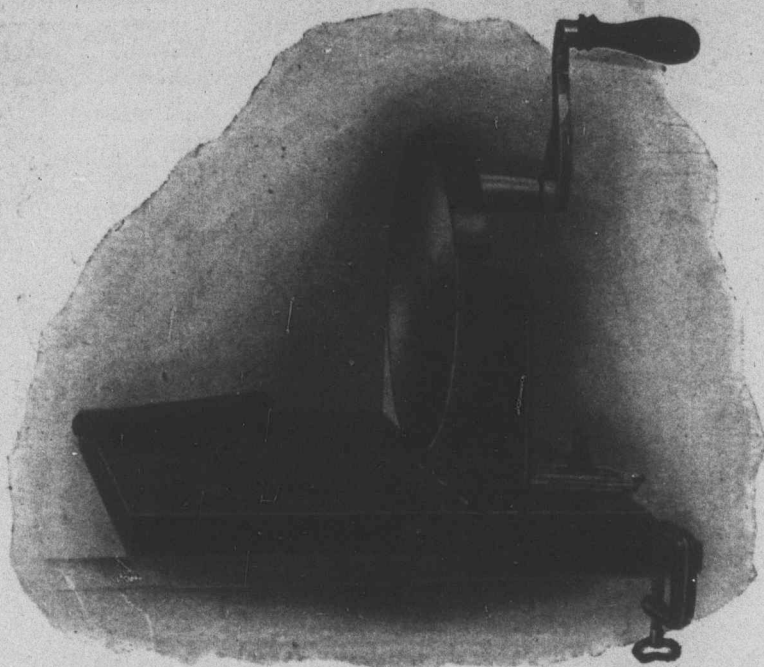
SHORTWOOD,  
(Gloucester) England.

LONDON,  
England.

MELBOURNE,  
Australia

Mr. J. P. Wright is in Canada and will advise our friends  
before calling.

# Will Revolutionize Meat Slicing



## THE LOWEST PRICED MACHINE MADE

Every grocer, large or small, can now have a meat slicing machine; in fact, none should be without one. It saves time, labor, money—the best investment you can have. The

## IMPERIAL Slicing Machine

is the simplest in construction, the lowest in price, neat, easily cleaned, slices uniformly and gives more slices of bacon to the pound. It will do all that the highest-priced machine will do, and more, because it slices the end pieces, is noiseless, slices everything. Send postal to-day and learn the extremely low price of this machine.

It is a wonder. Write now to any of the following:

**W. G. Craig & Co., Ltd.**  
CANADIAN AGENTS  
KINGSTON, ONT.

Eby-Blain Limited  
Toronto, Ont.  
Distributors

W. H. Gillard & Co.  
Hamilton, Ont.  
Distributors

A. M. Smith & Co.  
London, Ont.  
Distributors

## AIM FOR GREATER BUSINESS—

The dealer should aim for greater business to-morrow. On the business done to-day—the quality of the goods sold, the satisfaction given—depends the business of the morrow.

In Jams, Jellies, Marmalades, Maple Syrup, etc., L. & B. Banner Brand will put the business on a sound basis for to-morrow—the quality and price both satisfy.

### Lindners Limited

340 Dufferin St., TORONTO

Phone Park 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto  
Watt, Scott & Goodacre, Montreal

Western Office at Winnipeg

W. L. McKenzie & Co., Grocery  
Brokers, Winnipeg, Regina,  
Calgary and Edmonton.



## Imported Biscuits

There are THREE ESSENTIALS in purchasing imported biscuits;—

**Quality  
Freshness  
Service**

Our quality is the finest.

Our tins are hermetically sealed.

Our agents are progressive and obliging.

### McVitie & Price, Limited

Biscuit Manufacturers  
EDINBURGH (SCOTLAND)

AGENTS:

Manitoba and Saskatchewan.  
RICHARDS & BROWN, James Street, WINNIPEG

Alberta  
CAMPBELL, WILSON & HORNE, Limited, Calgary,  
Edmonton and Lethbridge.

British Columbia and Yukon  
KELLY, DOUGLAS & CO., Ltd., Water St.,  
VANCOUVER.



# KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE is known and appreciated where the cleanest and whitest washing is done, and is to-day the favorite of the modern housewife, as it was the choice of her parents and grandparents.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

**MAGOR, SON & COMPANY, Limited**

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada

## The Grocer on the 'Phone!

"Corn Starch, Madam — yes — BENSON'S, of course—it certainly is useful for lots of dishes —The Best? It has been the leader for over 50 years !! . . .

"STARCH FOR WASH DAY? SILVER GLOSS is the Home Laundering Starch, Madam — yes, it is easily soluble in hot or cold water—it comes in large crystal lumps.

*"I'll send you BENSON'S and SILVER GLOSS, Madam—  
Thank you!"*

**THE CANADA STARCH CO., LIMITED**

Manufacturers of the EDWARDSBURG BRANDS

**Montreal    Cardinal    Toronto    Brantford    Vancouver**





Interior of the Peachey store in Brantford, Ont., showing exhibits of manufacturers. Note also appearance of the patented pivoted bins.

**A Method Used by Brantford, Ont., Grocer to Get New Customers—Co-operates With Manufacturers and Runs a Miniature Pure Food Show—Piano Rented for the Occasion.**

*This article suggests a means whereby more retailers might take advantage of the anniversaries of the opening of the store. Dry goods and millinery stores have their spring and fall openings, special sales, etc., and why should not the grocery trade do the same? An anniversary of a new store makes a splendid reason for something special from a grocery standpoint. In this case the Brantford grocer got manufacturers to exhibit, provided music for three days and gave the people something worth while coming for. The result is he gets new customers and advertises his store generally, not only in his own district but in other parts of the city as well. The Editor.*

With J. Peachey, grocer, Brantford, Ontario, each anniversary of the opening of the new Peachey store is made to serve as a direct advertisement to the business. Located as he is down in the factory district and much removed from the residential and main business sections of the city, it becomes essential to attract attention to his store by every possible means, if he wishes to cater to the up-town trade as well as that of the factory hands living in the district in which he is located. To bring the people down to see his store, then, was the primary reason for which the scheme of celebrating the anniversary was inaugurated.

The above cut shows the Peachey store as it appeared at the last anniversary. Co-operating with the manufacturers, Mr. Peachey arranged for four display booths in which specialty lines of four different manufacturers were shown. These, to begin with, gave the store an attractive, festival appearance. For three days a piano was rented, and

the store turned into an assembly and rest room, as well as a display and order taking department. Through the newspapers special announcement was made and a pressing invitation extended to each and everyone to be present.

**Creates 'Live Wire' Impression.**

"As our anniversary comes towards the end of November," states Mr. Peachey, "and just at a time when people are beginning to look around for some dainty little gift for the Christmas season, we find it an especially good advertisement for our China department. Results are not so marked in the grocery department, but it makes our store better known, gives the impression that we are 'live wires,' always brings in some orders, and makes some customers that we otherwise would not have. Altogether I think it a paying proposition, and one of the best advertisements we could have. Expenses ran heavy, the piano being our biggest drag, but during the three days we more than

made up for it through the increased number of sales made."

**Big Fruit and Vegetable Trade.**

Fresh fruits and vegetables make a big end of the business in the grocery department of the Peachey store. In these only the more staple lines are handled, fancy stuff being left alone altogether. With fruits Mr. Peachey claims the whole secret of success lies in neatness in display and freshness in stocks. The front half of one side of the store, he devotes almost entirely to fruits, and through his window makes a strong bid to passers-by. "To the man who can look after a fruit department properly," he states, "there are good profits, but unless care and good judgment are used, there immediately opens up a splendid opportunity for a heavy and continuous loss."

Mr. Peachey also makes it a point to cater to Old Country folk in his community. Besides handling Canadian jams, etc., he sells Old Country lines, thus ensuring trade from all nationalities.

# Handy Systems Used in Grocery Stores

Ideas Adopted With Success by Canadian Retail Grocers—Sales Book Kept by Benson Bros., of Guelph, Ont., Shows Progress of Every Clerk—Methods Adopted to Keep Track of Cost of All Goods Purchased.

The accompanying illustration shows the form of sales book employed by Benson Bros., Guelph, Ont., for keeping track of every sales clerk's sales, both cash and credit, for every day in the year; also by keeping the total cash and credit sales for each day and totalling all columns at the end of each month, not only the total cash or credit sales

month's total, and also each year's total, so that from this he knows the progress of the business through any specified length of time.

In the second illustration the form of cost book used by J. R. Pears in the store of Geo. Williams, Guelph, Ont., is shown. In it are entered the article and special brand, if any, the

prices recorded, so that at any time he can make comparisons of various articles at various times of making purchases.

In cases where a number of goods, such as jams, bottled or canned goods, are bought from one firm, Mr. Pears makes a separate sheet for that firm, entering the brand of goods, date of pur-

## SALES BOOK

1913	Clerk A		Clerk B		Clerk C		Clerk D		Totals	
	Cash Sales	Credit Sales	Cash Sales	Credit Sales	Cash Sales	Credit Sales	Cash Sales	Credit Sales	Cash Sales	Credit Sales
Apr. 5	20.17	11.25	14.75	15.00	12.48	9.87	11.90	6.85	102.27	42.97

A good form for keeping track of each clerk's sales for every day in the year.

for the month, but also each clerk's total may be obtained. Mr. Benson claims that this is an especially good system, in that it gives every clerk's total for every day in the year, and from it he can judge the progress of every man in the store.

On a separate total sheet in the back of the book Mr. Benson keeps each

wholesale firm from which the article was bought, the date of purchase, cost in the grocer's private mark, and selling price in quantities and small lots in dollars and cents. All entries are made from invoices, so that every price paid for sugar, for example, is recorded. Instead of striking out an old price when change is made, Mr. Pears leaves all

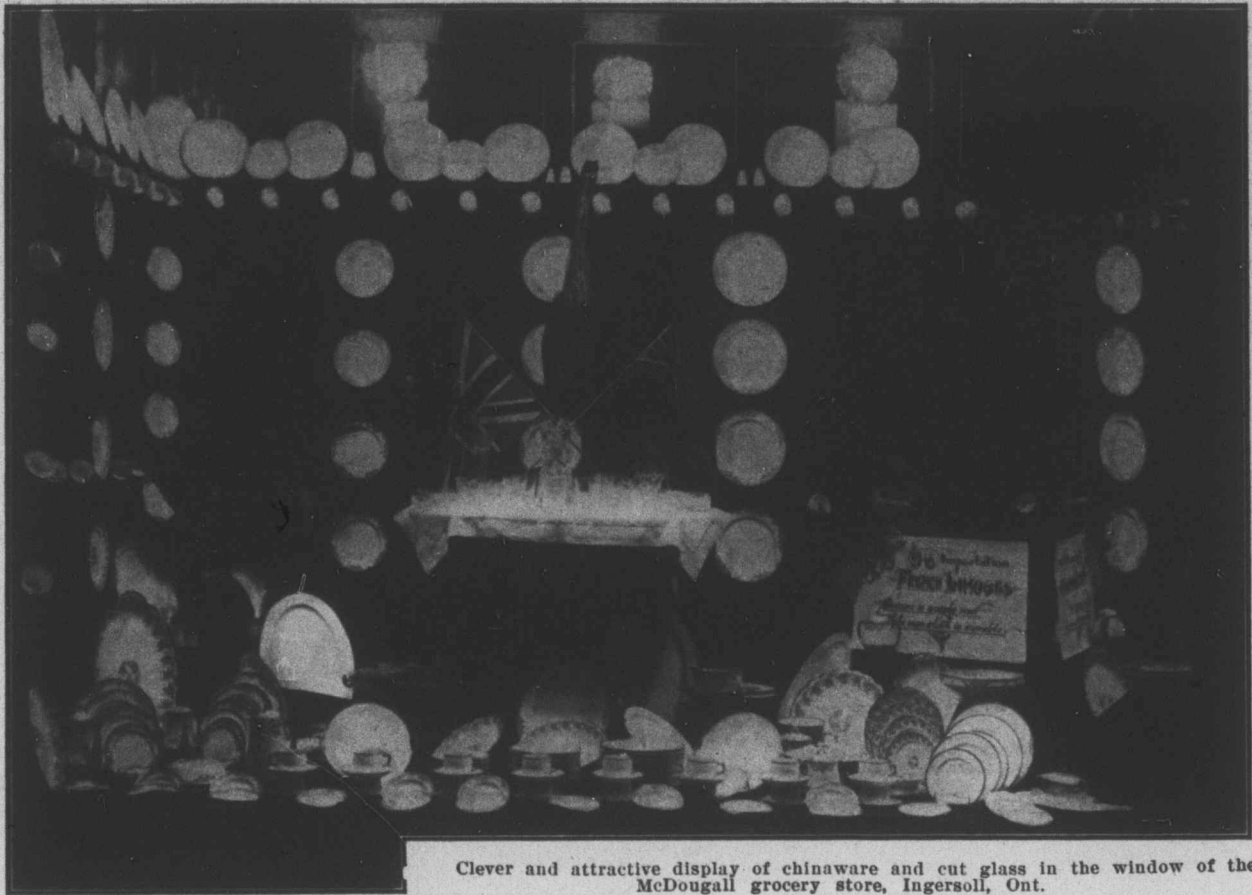
chase, weight, size and cost in private mark, and the retail price.

This book Mr. Pears considers a very valuable one, as it not only keeps track of all prices paid, but is of great service at stocktaking time, when it comes to entering up the value of the goods in the stock book.

## COST BOOK

Name of Article and Brand	Bought From	Date		Cost	Selling Price Per 100 lbs.	S. Price Per lb.
Blank Sugar	Smith Wholesale Co.	Apr. 2	1913	L. B. D.	\$5 00	5½c.

Form of cost book employed in the Geo. Williams store, Guelph, Ont.



Clever and attractive display of chinaware and cut glass in the window of the McDougall grocery store, Ingersoll, Ont.

## Result-Getting China and Cut Glass Trim

Artist Transforms Window Into a Room and Shows the Goods on Plate Railing, Panels, Table, etc.—Two Expensive Sets Sold—Proved to be Good Advertisement.

Written by Bruce McDougall for Canadian Grocer.

On looking at this china and cut-glass window display, you will observe the general plan to be that of the interior of a room. At night the effect was much better than during the day. There is a mirror on the right, and with the lights turned on two rooms presented themselves to the onlooker.

Recently I built a background to our window, which, in my estimation, has improved it considerably. It occasioned a lot of extra work, but I think it not only improves the appearance of the window, but sets off the display to better advantage. The plate railing along the back and left hand side seems appropriate for showing dishes, and it may also be used for displaying other lines. The glass at the top lets sufficient light into the store to overcome any darkness that might be caused by the window background.

*Some time ago a clerk in a Bowmanville, Ont., store asked Canadian Grocer to reproduce a china window display. Herewith is a splendid selling trim made by Bruce McDougall, of Ingersoll, Ont. It has produced good returns on the investment and ought to do the same for others. — The Editor.*

### Sold Some Expensive Sets.

This window, I might say, has been a splendid seller. I have taken an order for the elite Limoge china and another for the white and gold pattern, and several people have been inquiring for the cut-glass. As the expensive sets run upwards to \$75, it will be seen the display was a profitable one.

The retail dealer should, of course, not overlook the permanent advertising

value of good window displays. There are people passing all the time, and attractive trims are sure to have a favorable effect upon them. They may not be desirous of buying at the time, but if they are not customers you have the chance of getting them into the store later on, because they have seen these goods in your window.

### Good Advertising Secured.

While the above display was on several people called to tender their congratulations, all of which means that they are going to advertise our store, more or less. Good window displays keep you before the eyes of the public, and the more advertising you do in this way the better will be the returns.

The putting in of this china window meant an outlay of some \$7, but as the returns were good, the expense really has been a gilt-edged investment.

## THE CANADIAN GROCER

# The 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.

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

### OFFICES:

#### CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston  
Toronto—143-149 University Ave. Telephone Main 7324.  
Winnipeg—34 Royal Bank Building. Phone Garry 2313.  
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

#### UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York, Telephone 8971 Rector  
Chicago—A. H. Byrne, 140 South Dearborn Street. Phone Rand 3234.

#### GREAT BRITAIN—

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

Subscription: Canada, \$2.00; United States, \$2.50;  
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JUNE 20, 1913

### FRUIT CROP PROSPECTS.

Unless the strawberry sections are visited by frequent showers during the next few weeks the crop is not going to show up to advantage. Present reports to The Canadian Grocer indicate that a shortage is to be expected, but, as one large preserving firm stated, there is just as much reason to expect showery weather as hot, dry weather. If the former comes, the estimated shortage may disappear. There is little doubt, however, that the crop will not be above normal, owing to light acreage and the fact that frosts have during the last month did considerable damage to blossoms in different places.

Raspberries so far promise to be a fairly heavy crop. Peaches, plums and cherries also look well and bid fair to be normal. One firm stated to The Grocer that apart from strawberries buyers would not likely have any reason to complain of prices this year.

The outlook in Eastern Ontario is more favorable than a year ago. Indications point to a large pack of peas should the fields be visited by a few more showers. Reports to one canning firm stated that corn in some cases was rotting in the ground, but wherever this was met with, advice was given to replant.

On the whole, therefore, prospects are quite bright.

### GENERAL TRADE CONDITIONS.

Business generally speaking, is fair in grocery circles, but leaning a little to the quiet side. The trade report collections a shade harder to get than usual and attribute this partly to over-investing in real estate.

Large retailers interviewed during week say that the retail trade is not buying as freely as during other years from wholesalers because of being overstocked in many lines. They are making a strong effort to get rid of surplus stock, these including particularly canned fruits, vegetables and salmon. Many are jobbing out their stocks at practically cost prices.

The week has seen advances in flour and rolled oats, due to conditions in the raw market and export trade. General grocery markets are quiet and about same as week ago with a greater call for sugar as preserving season approaches.

Crops are in a splendid condition so far both east and west and with favorable weather promise fair to be normal or above.

### WHERE SUBSTITUTION IS DISHONEST.

If a merchant is asked for a particular brand of sugar, maple syrup or meat extract and hands out a different brand without informing the buyer that he is doing so, he is committing an illegal offence and at same time acts in a most dishonest manner.

Every dealer will agree that the customer is entitled to know what she is buying. If she asks for Jones' maple syrup or sugar and the dealer hasn't got it in stock, he could scarcely be called an honest merchant if he sold her something else without telling her so, even should he know it were just as good. He would not, of course, be considered a good salesman if he did not attempt to sell something else providing he knew that it's quality was as good or better. It is his own store and the goods are his. Therefore as long as he does not sacrifice quality, he has a perfect right to make a sale if he makes known his motive to the customer. If he errs, the consequences are his.

But otherwise the sale would be illegal in the eyes of the law and the seller would be considered dishonest by any tribunal of retailers themselves.

### A WINDOW THAT DREW CROWDS.

Some cats are no respecters of man's ideas of sanitation and others are. This story is about one that is not. It is related by a traveler, the particular incident coming within his observation on a recent trip.

He was on a street car at the time and noticing a large crowd around a grocery window, naturally got off to see what it was all about. There was a fine display of cereals, the object being to show the desirability of buying bulk goods in preference to those in the package. On one side were packages of rolled oats and cereals, with a list printed showing the weight of package and the prices, and on the other barrels of rolled oats, rolled wheat, etc. The rolled oat barrel was tipped so that the goods were allowed to run over on the floor. This was all very well, but the trouble was that an old cat had found its way into the window and had made a snug bed in the rolled oats.

The traveler later called on the merchant when there ensued one of those frequent little controversies on bulk and branded goods. The cat was still sleeping in the rolled oats, and when the dealer's attention was directed to it, one could easily understand that there was trouble ahead for that cat.

The results from that window were diametrically opposite to what had been anticipated.

### GROCERY INVOICE OF 1876.

That prices of many staples have shown great reductions in Canada during the past thirty-seven years is demonstrated by a representative invoice received from a wholesale grocer by a retailer in 1876. This invoice is in the possession of J. C. Sullivan, a Peterboro', Ont., dealer, who showed it to a Canadian Grocer representative recently.

For granulated sugar, Mr. Sullivan paid 8½ cents per pound. This has been reduced almost half. P Yellow sugar was 6½c, with 25 cents extra for the barrel. For 1 bbl. of B Yellow he paid 7¼c, and for No. 8 Yellow 7⅞c.

The invoice also includes a chest of Young Hyson tea at 70c per lb.; a box of corn starch at 9¼c.; a half chest

Japan tea at 50c. For a box of currants he paid 7c—somewhere around price to-day.

A relic of olden times is shown by the inclusion of a box of candles in the invoice. Grocers, too, in those days evidently sold considerable hair oil, as the old piece of paper shows that Mr. Sullivan purchased 3 dozen bottles.

One of the outstanding differences between the conducting of a grocery business forty years ago and to-day, is the increasing tendency to sell goods in package form.

#### ANOTHER CO-OPERATIVE BILL.

Still another bill has been introduced into the House of Commons in aid of co-operative societies. This is known as The Co-operative Credit Societies Act, the father of it being Arthur Meighen, a Western Canada member.

Under this proposed act, societies may be incorporated, with not less than seven incorporators, for the object or purpose of receiving moneys on deposit from members and the making of loans to members with or without security. The notice of the bill and explanations cover 23 pages of parliamentary paper and of course is couched in language of the law books.

The retail trade should at once begin a campaign against the principle of this bill. There is no need of it. Co-operative societies are nothing but joint stock companies, and they should naturally come under the act relating to such. Why should any limited liability concern without paying a government fee and without coming under the same rules that apply to companies incorporated under the Joint Stock Companies' Act, get special privileges from the government?

Most of these co-operative society bills have been alleged to have been called for by the working men. It is safe to say that there has never yet been a body of seven working men in one community who desired at one time to have such a society, before some "promoter" had worked them up into the feeling that retail merchants were charging excessive prices. It's the "promoters" who are anxious to secure special privileges, not the people.

Let Western merchants at once get after Mr. Meighen by letter or wire and determine why this special legislation is required. Let Eastern merchants see their own representatives immediately.

As joint stock companies, co-operative societies should, justly be subject to the provision of the Joint Stock Companies' Act; they should pay their just incorporation fee and they should be compelled to make the necessary reports to the government.

#### EGGS BY WEIGHT COMING.

With new methods and reforms coming thick and fast upon us, it does not appear to be long before practically all goods will be sold by weight in the grocery store. There is now an agitation to place the selling of eggs on a weight basis and if one looks into the matter, he will readily observe the justice of the proposal. Eggs vary a great deal in size and it is not fair that the producer who brings to market small eggs or eggs of mixed sizes, should get the same price as the man who sells only large-sized eggs.

Again, if a woman comes to the store to buy eggs,—and she is allowed to have her choice from the basket—she naturally selects the largest ones. The result is the last purchaser gets the small eggs and has to pay just as much for them. This may not, of course, be the prevailing

method in all stores, but it is in a great many and everyone will agree that it is unfair.

Changing from count to weight cannot be accomplished in a day. It is all a matter of custom and the people must be educated up to it. But eggs by weight is a natural sequence to the present change in the system of buying and selling this commodity. Whereas now it is only occasional in a few years time it will be general.

#### OUR IMMENSE IMPORTS.

The stupendous volume of our yearly imports is not readily conceived by the ordinary retailer. Looking at his own shelves does the retailer ever wonder where those goods originate?

It is wonderful how much of our groceries are imported. In this connection the following statistics will give an idea of the importance of our import trade: During the year 1912, the total imports of all classes of merchandise were over \$509,000,000. Of this huge sum, \$52,879,248 were groceries, including ales and spirits; the latter totalling some \$40,000. In analyzing the total imports we find the following interesting features:

The imports of confectionery, including molasses, totalled \$1,778,508, of which amount \$1,362,002 worth came from Great Britain. The imports of cocoa and chocolate totalled \$1,088,279. Soap represented \$1,027,360; coffee and chicory totalled \$2,009,302. The imports of canned fruits, jams and fish were \$3,514,293, while dried fruits and nuts were \$4,312,880. Fresh fruit imports were \$3,965,931.

#### EDITORIAL NOTES.

Contrary to the general operation of affairs, this hot weather makes butter run.

Why shouldn't grocery store anniversaries be celebrated as well as grocer's wedding anniversaries?

These grocers who handle chinaware and cut glass should keep an ear to the ground for the tinkle of wedding bells.

"A pound of eggs" sounds peculiar now; so once did "a package of tea." But time and custom change the order of things rapidly.

By demanding a warranty from the manufacturer that the pepper is pure, no grocer need fear a fine for selling the adulterated stuff.

Some of us are 'awful fond' of bills of various kinds, but we draw the line at that hardy annual prefixed by the name 'co-operative.'

Care must be exercised in hot weather to see that provisions are properly handled. One ingenious dealer makes a provision display every dull day.

Parcel Post legislation has run a long race. It is now on the last lap but not as originally drafted. Had it not been for the objections of the retail trade for years, we would have had the flat rate system long ago.

In 1876 sugar and tea were almost twice as dear as to-day. Those of us with a sweet tooth and who are lovers of a cup of good tea, ought to be thankful we didn't live all our lives forty years ago.

# STORE KINKS

*Ideas Helping to Build Up Business.*

*Time Savers and Good Money Makers.*

## CIRCULAR REVOLVING SHELVES.

In the store of J. Forde & Co., Brantford, Ont., revolving round shelves, as shown in the accompanying illustration, are used in some parts of the store in place of the regular wall shelving. Each shelf is about 12 inches in diameter and fitted on the central pole, resting either on a shoulder or on a pin through the pole. Where a pin is used, holes are bored at various places in the pole so that shelves may be moved to suit the height of goods placed on display.

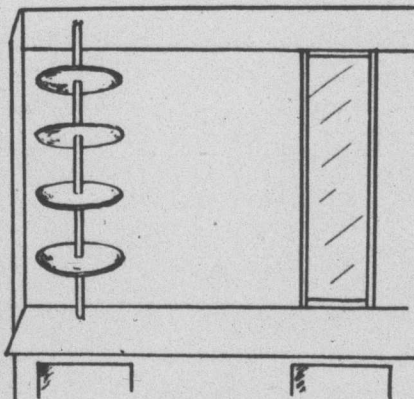


Illustration showing the construction of circular revolving shelves.

Speaking of this style of shelving for display purposes, W. H. Forde, manager of the business, states: "For bottled goods it is particularly attractive, and in my opinion shows up goods better than the straight shelving. As they have been in use for about thirty-five years we at least appear to be well satisfied with them. Regarding quantity, they display as many if not more goods than the common shelving, and through being something rather out of the ordinary are especially attractive."

## PLANNING BUYERS' WEEK.

Merchants in St. John, N.B., are planning on holding what will be known as "buyers' or shoppers' week." Nothing has yet been definitely decided, but the matter will probably be taken up by the board of trade, and details worked out by a committee from that body. The plan has met with much enthusiasm among the merchants, who are willing

to lend whatever assistance is necessary to the project, as they expect a great many from out of town as patrons. Attractive amusements would be arranged especially for the week.

## A CLEVER DISPLAY.

Fraser, Viger & Co., Montreal, recently showed a unique display in their St. James Street store. At the back of the window was a very large hand-painted view of Montreal, showing all the outlying districts. This picture was a real work of art and was gotten up by a real estate firm to aid in selling suburban lots. It was adapted to featuring Fraser, Viger's delivery service by the use of a neatly lettered card worded "Every human habitation shown above is served by Fraser, Viger & Co.'s delivery system." Crowds were attracted by the picture.

## DOLLAR DAY TO DRAW TRADE.

Co-operation between the merchants of Chatham, Ont., and a leading fraternal society was the method employed to draw business to that city one day recently. Arrangements were made to provide a program of sports that would serve to draw people to the city. The program was provided by the fraternal society while the merchants did their part by advertising special Dollar Bargains for the day. This Dollar Day idea was advertised well in advance, through the local papers and otherwise, and practically all the leading merchants featured Dollar Bargains in their Friday advertising.

## TO HAVE A SHOPPING WEEK.

Merchants on Wellington St., Ottawa, Ont., are holding a special shopping week this month. Decorations will be put up in the streets and stores to attract the people. It is anticipated that this will be a good time to get the farmers in as it is a between season with them. Among the grocers interested in the plan are R. E. Powell, Goodall Bros. and Kennedy & Co., all of whom will decorate their stores and agree to refund fares to outside buyers on certain conditions.

## USES BULLETIN BOARD.

The Colonial Grocery Co., Bleury street, Montreal, have a unique method of attracting the customer's attention to the "Special" that is on sale for each day. At the store entrance they have placed a neat bulletin board on which is displayed a hand written card listing the article on which the special price is given. Thus they concentrate the customer's attention when entering the store on this space and the message it carries is driven home very forcibly. As Bleury street is one of the main



Ticket with special for the day is attached to centre of bulletin board.

streets of Montreal this wide-awake store receives a lot of advertising at very little cost. The bulletin is about 2½ feet by 3½ feet.

## KEEPING FLIES FROM WINDOWS.

In the summer a few flies are almost sure to find their way into the most careful of stores. It is then that the window displays should be intently watched, as the window is about the first place a fly makes for if pursued.

The F. McDougall store, Ingersoll, Ont., have put an effective check on the fly nuisance in the window. Recently Bruce McDougall, the trimmer, built up a background to the window to change the style of displays and when the hot weather came, all that was necessary was to run a piece of cheese cloth netting from the top of the background to the ceiling. By this simple operation, he can dress his window with any goods he wishes during the summer months, and will not be troubled with flies.

# Using Newspaper to Get Camp Goods Trade

The Stronger the Invitation the More Goods Will be Sold—Copy That Gets Best Results Must Have Appropriate Heading and Strong Follow Up Introduction—One Suggestion For a Camp Goods Ad.

Trade naturally comes to the store that gives it the strongest invitation. In other words, the most effective advertising brings the greatest number of purchasing customers. Advertising here is used in its broadest sense, including every "drawing card" from the personality of the dealer up to newspaper copy.

With the hot weather with us again, there has opened up the camping season in dead earnest. Schools in the cities have been or will soon be closed, and families are migrating to the resorts. Now is the psychological moment to get after the trade of these people. That this trade is large in every city those grocers who go after it already know.

## Enlisting Newspaper Aid.

In addition to the window display of camp goods, strong, well-written copy in the newspaper will bring business. Care of course must be exercised in writing the advertisements. Attention must be given to the heading, the introduction and the listing of the various lines. The public want informative ads., not simply "loud" displays of black type. Good advertising does not consist of simply naming goods with a signature at the bottom. It must include reasons and suggestions why the goods listed should be bought by the reader, and the stronger the reasons the more effective the advertisement.

Herewith is presented one sample of a camp goods newspaper advertisement for a city or town store, as suggested by an ad-writing critic: Note the heading. This should be catchy enough to attract the eye of any prospective camper. The introduction most likely would hold his attention, and the listing of the goods in a newsy style seems to be attractive enough to produce the necessary results.

## Using a Suggestion List.

For the merchant who operates a summer resort store in cottage and camping districts where no newspaper is available an effective means of acquainting the resort population with the goods carried would be to list them, one below another, on a card or in a circular. If run in alphabetical order the list would be more easily read. A formidable one could be presented. Under the heading: "A Reminder"—"some suggestions for the woman who looks after the table," the following list

## Appetizing Eatables for Camper or Picnicker

When you go camping or picnicking you know you always like to have plenty of good wholesome things to eat that are easily served. Come in and let us show you an array that will give you entire satisfaction. Note this partial list:

<p><b>PRESERVED FRUITS.</b></p> <p>Any fruit you like put up in glass jars—Strawberry, Raspberry, Peach, Plum, Cherry, etc., all guaranteed pure and sound, Per jar ..... 20 to 30c</p>	<p><b>MEATS IN GLASS.</b></p> <p>A delicacy that everybody enjoys. Bacon, tongue, beef, potted ham and bloater, shrimp, game, etc., packed neatly in handy flat glass jars. See our prices.</p>
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## Canned and Package Goods

Goods put up in cans and packages by reputable firms have solved satisfactorily most of the camping difficulties. Choose from this list: Condensed milk, concentrated coffee, tea in packages, breakfast foods, all kinds of canned vegetables, fruits and soups, concentrated soups, canned salmon, herring and sardines, etc. You will also need biscuits, sugar, confectionery, lemon, lime, and grape juice.

*Goods Packed Free With Orders Above \$2.*

## The Henry Roe Grocery

150 Main Street	Phone 75
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A suggestion for a camp goods newspaper advertisement.

of goods might be used: Apples, canned; almonds, shelled; apricots, dried; beans, bacon, beets, canned; biscuits, breakfast foods, bananas, butter, buckwheat flour, cheese, coffee, currants, corn, canned; cornmeal, corn starch, corn syrup, cherries, preserved, carrots, canned; chicken, canned; confectionery, dates, eggs, extracts, flour, flakes, figs, ginger, ham, cooked; horseradish, jelly powder, jams, kippered herring, lard, lemons, lime juice, marmalade, orange and grapefruit, molasses, maple syrup, milk, condensed and evaporated; meats in

glass and tins; meat sauces, oranges, oatmeal, peas, canned; peaches, canned and in glass; pork, potatoes, pork and beans, pickles, pepper, pineapple, canned; plums, canned; raisins, raspberries, canned; rolled oats, rice, sago, sugar, spices, strawberries, canned; salmon, canned; soups, condensed and canned; soft drinks, salad dressing, salt, soap, tea, tapioca, tomatoes, canned; vinegar.

Together with the above list there ought to be a paragraph relating to the store service and quality of the goods.

# The Clerks' Page

By the Cub Reporter

## MANY CLERKS JOIN.

One hundred and sixty-nine clerks joined the Vancouver, B.C. Retail Employees' Association at a meeting held recently. The organization is working hard for a weekly half-holiday.

• • •

## THE MAKING OF CHANGE.

The matter of making change is an important one from the clerk's standpoint so that the following from a clerk in a Toronto store will prove interesting:

"When making a cash sale and a bill is tendered and change is necessary, the clerk should always mention the size of bill to the customer, saying \$1, \$2, or \$5—whatever the case may be. On returning change it should be counted into the customer's hand, starting at the amount of purchase; there are a great many benefits in this custom for both clerk and customer. A clerk, in taking an order from a customer, to be delivered, should call back each article as written down—the quality and amount. If there are different brands, like soap canned goods, etc., it is policy to mark plainly. You may not fill the order yourself and even if you do, it is poor policy to trust your memory when not necessary and you are likely to be very busy."

• • •

## KEEP ABREAST OF THE TIMES.

The other day a grocer who has been in the trade for years, was telling the Cub Reporter about business methods of 40 years ago. One of the things he had to do then as a clerk was to dig out yellow sugar from a hogshead with a crow-bar. Syrup and molasses, too, always came in barrels and whenever a pint or so of molasses was required, it usually took from 10 minutes to an hour or two—according to the weather—to fill it.

To-day, clerks do not have many of the difficulties of 40 years ago. This is

particularly true of the young man who can sell goods, attract and hold trade. His time is considered to be too valuable to spend anywhere but behind the counter. Muscle was a big feature then, whereas to-day, ability to create sales counts most. The clerk of to-day studies the conservation of motion—the serving of the greatest number of customers in the minimum period of time with the least number of movements. Verily, the times are changing and woe to the young man who does not keep abreast of them!

• • •

## HOW GINGER IS PREPARED.

The Cub Reporter.—We sell Chinese preserved ginger. I have often thought I should like to know how this is prepared. Can you tell me?  
Vancouver, B.C.

INQUIRER.

In China, the young green tubers, or "hands" of the plant, are first scalded and then washed in cold water and peeled. They are next covered with a weak syrup (say 1 pound sugar in six pints of water for 12 pounds of ginger) and left for two days. The syrup is then poured off and replaced by stronger syrup, and this is repeated two or three times until the syrup is made very thick (say 12 pounds of sugar in 12 pints of water, boiled and stirred till of the consistency of virgin honey), and the ginger swollen, bright, and nearly transparent. The pieces of ginger thus charged with syrup, are then packed in jars or glass bottles as close as possible, and these are next filled up to the very top with more thick syrup, so as to leave no room for air. The bottles are finally corked and the jars made air-tight by pasting lids and parchment over them. The removed syrups are not lost, but fermented into a pleasant and popular beverage known as "cool drink," very agreeable in hot countries. The preserved ginger is of bright yellow color, almost transparent, consisting of the young and tender tubers only.

## OBSERVATIONS OF THE CUB REPORTER.

Failure is only for those who think failure.

The coming man meets more people than the one who is going.

The only way to keep from worrying about overwork is to work harder.

When in doubt, read a chapter from the essay on Silence and then say it to yourself.

"Did you ever sit by the country roadside and watch the snails go whizzing by?"—a question asked by the laziest man on earth. Don't emulate his characteristics.



## FRUIT IMPORTS FROM U. S.

W. H. Murray, representing the California Fruit Grower, San Francisco, Cal., was in Toronto and Hamilton this week. Mr. Murray states that in 1912 the United States exported to Canada no less than \$9,000,000 of fruits and nuts. In the month of April last the exports from California to Canada alone by sea and rail included the following: Dried apples, 37,500 lbs.; dried apricots, 53,250 lbs.; lemons, 1,923 boxes; dried peaches, 124,275 lbs.; prunes, 37,000 lbs.; canned fruits, \$16,374 worth; canned vegetables, \$2,633 worth, and lima beans 41,820 lbs.



## EXPRESSIONS OF APPRECIATION.

June 12, 1913.

The Canadian Grocer,  
Gentlemen.—Enclosed please find \$2.00 for remitting above, and must say that I look forward with pleasure for every issue of the Canadian Grocer, which has been most instructive to me.

Yours truly,  
A. E. HURD,  
Ayer's Cliff, Que.

382 College St.,  
Toronto, June 9, 1913.

MacLean Pub. Co.  
Dear Sir,—Just a line to thank you for your assistance in my recent request, also the past favors in which you have helped me a whole lot. In fact, it would be next to an impossibility to get along without the valuable Canadian Grocer.  
Enclosed find cheque for payment to March, 1915, and oblige.

FRED. L. GILES.



# Where Weekly Half-Holidays Are Observed

Centres in Ontario With Populations of 1,000 or More in Which Merchants Close For Half-day During the Week—A List Valuable to Traveling Salesmen—The Idea Growing Rapidly.

Below will be found a list of the majority of cities, towns and centres with populations above 1,000, where merchants recognize or otherwise a half holiday during the summer months. This list can be relied on as being correct, as this paper secured the information first hand from the clerks of the various municipalities:—

Arnprior—No half holiday.  
 Barrie—Wednesday afternoon; July and August.  
 Berlin—Wednesday afternoon; June, July and August.  
 Blind River—No half holiday.  
 Brampton—No half holiday.  
 Brantford—Wednesday afternoon.  
 Brockville—Wednesday afternoon; July and August.  
 Bowmanville—Wednesday afternoon; June, July and August.  
 Bracebridge—No half holiday.  
 Carleton Place—No half holiday. Close at 6 p.m. Monday, Wednesday and Friday.  
 Chesley—No half holiday.  
 Cochrane—No half holiday.  
 Cobalt—No half holiday.  
 Collingwood—No half holiday.  
 Cobourg—No half holiday as yet.  
 Cornwall—No half holiday.  
 Dundas—Wednesday afternoon; June, July, August and September.  
 Deseronto—Wednesday afternoon; July and August.  
 Fort William—Wednesday afternoon; June, July and August.  
 Fort Frances—No half holiday.  
 Gananoque—Wednesday afternoon, June 18 to August 27.  
 Goderich—Wednesday afternoon; June, July and August.  
 Galt—Nothing decided yet.  
 Gravenhurst—Tourist town; no half holiday in summer.  
 Guelph—Thursday afternoon; July and August.  
 Hamilton—Wednesday afternoon during summer months.  
 Hawkesbury—No half holiday; early closing at 7, Tuesdays and Thursdays.  
 Harrow—Thursday afternoon; June, July and August.  
 Haileybury—No half holiday.  
 Hespeler—Wednesday afternoon; June 1 to September 17 inclusive.

*Travelers throughout Ontario will find the accompanying list of value in arranging their weekly trips during the summer months. It will be observed that Wednesday and Thursday afternoons have been most selected with Wednesday far in advance as favorite. It will be seen from this that the weekly half-holiday is rapidly growing in favor.*

London—Wednesday afternoon during summer months.  
 Merlin—Friday afternoon; June, July and August.  
 New Liskeard—Wednesday afternoon; July and August.  
 Napanee—Close Wednesday afternoon during July and August.  
 Kenora—Wednesday afternoon; June, July and August.  
 Kincardine—No half holiday.  
 Listowel—No half holiday; early closing at 6 o'clock except Tuesdays and Saturdays.  
 North Bay—Close every Wednesday at 1 o'clock during summer months.  
 Ottawa—Most of merchants close Saturday afternoons, but on no other day.  
 Orangeville—Close Wednesday afternoon during July and August.  
 Otterville—No half holiday.  
 Paris—Close Wednesday afternoon during July and August.  
 Port Elgin—Close every Thursday afternoon during June, July and August; also every evening at 6 o'clock, except Wednesdays and Saturdays.  
 Peterborough—Close Thursday afternoon during July and August.  
 Prescott—No half holiday observed.  
 Preston—No half holiday observed.  
 Picton—Close Thursday afternoon during July and August.  
 Renfrew—No half holiday.  
 Rockland—No half holiday. Stores close at six o'clock Tuesday and Friday of each week.  
 Simcoe—Close Thursday afternoon during July and August.  
 St. Thomas—Merchants generally close Wednesday afternoon during July and August. Grocers close same afternoon in June, July, August, September.  
 St. Catharines—Close Wednesday afternoon during June, July and August.

Sarnia—No half holiday observed.  
 Sudbury—No half holiday. Stores close 6 p.m., except Saturday, from May 1 to September 1, and 8 p.m. balance of year.  
 Tillbury—Thursday afternoon; June, July and August.  
 Teeswater—No half holiday observed.  
 Tavistock—No half holiday.  
 Toronto—Grocers generally close Wednesday afternoons.  
 Thorold—Wednesday afternoon; grocers and barbers.  
 Windsor—Retail grocers close Thursday afternoon during summer months.  
 Wapella, Sask.—Thursday afternoon during summer months.



## COUNTING INCOMING GOODS.

The importance of counting or weighing everything that comes into the store ought to be realized by every dealer.

Not long ago when the writer was in a retail store, a market gardener stopped at the door with a partial load of rhubarb. He wanted the dealer to purchase what he had left and finally when the price had been satisfactorily arranged he decided to do so. The gardener counted out the bunches on a stand in front of the store, stopping at 5 doz. The dealer then decided to count them also. "It isn't necessary for you to count them," stated the gardener, "I would sooner give them all to you than cheat you out of one bunch."

Nevertheless the dealer persisted and found there were 8 bunches short of the 5 dozen. He was selling the rhubarb at 5 cents per bunch and therefore in a couple of minutes prevented a leak of 40 cents. He told of another similar case where there were 2 dozen bunches of lettuce short in a 6 dozen purchase.

Fred. Gill, grocer, Burnhamthorpe, Ont., was in Toronto this week.

ASSOCIATION NEWS

Secretary W. C. Miller of the Ontario Retail Grocers' Association wants to hear from any Ontario grocer or general merchant desiring the services of a clerk. He has several applications from clerks on hand.

The Chatham, Ont., branch of the Retail Merchants' Association has been reorganized during the past two weeks, Secretary E. M. Trowern and Western representative T. J. Maher having visited Chatham for that purpose. At the organization meeting held last week, officers were elected. Mr. Maher also visited Wallaceburg, where a branch of the R.M.A. was organized.

Practically all the finishing touches

were put on the arrangements for the Toronto Retail Grocers' Association excursion, at the regular meeting on Monday night. President D. W. Clark occupied the chair. As announced three weeks ago the excursion will go to Niagara Falls on July 16. One of the features is likely to be a baseball game between Hamilton and Toronto teams. R. W. Davies will captain the latter. Arrangements are also under way to have a series of progressive euchre games with the Hamilton grocers during the summer. During July and August there will be no regular monthly meetings of the association, but the executive will confer regularly as usual.

A note of warning was sounded by one of the members regarding pilfering. Instances were cited where a bottle of grape juice was missing from a case; another where 7 tins of tongue were gone and a third where a jar of jam had disappeared. Looks as if the tight money conditions were tempting the pilferer. Evidently a close watch should be kept on the goods that come to the store. Market conditions were discussed and advice passed around on the egg and canned goods market.

Several branches of the Retail Merchants' Association, Ontario branch, have been formed recently and it is stated by the organizers that in some cases nearly every merchant has been enrolled. Following shows the officers of four associations:—

**NEWMARKET.**—President, C. S. McAuley, grocer; First Vice-President, J. S. Osborne, butcher; Second Vice-President, C. Willis, tailor; Treasurer, W. S. Bosworth, grocer; Secretary, H. B. Marshall, grocer.

**ST. MARY'S.**—President, A. H.

Loft, dry goods; First Vice-President, Mayor W. R. Butcher, grocer; Second Vice-President, J. D. Martin, coal and wood; Treasurer, J. Ready, boots and shoes; Secretary, B. L. Lancaster, gen. store.

**AYLMER.**—President, J. M. Wrong, dry goods; First Vice-President, J. M. Farthing, dry goods; Second Vice-President, J. G. Heitter, grocer; Treasurer, L. T. Young, grocer; Secretary, H. L. Charlton, grocer.

Recently the St. Thomas merchants held a reorganization meeting in the council chamber of the city hall, the board room not being large enough to hold them. Besides the election of officers—which was keenly contested—the merchants discussed picnic plans and it is probable one will be held. The officers are:—

President, B. Brick, of Mickleborough, dry goods; First Vice-President, P. L. M. Egan, grocer; Second Vice-President, G. R. Hill, baker; Treasurer, N. C. Johnston, coal, etc.; Secretary, S. L. Graham, men's wear.



Following are items from Canadian Grocer of June 23 1893:—

“Mr. McIntyre, of Hodgson, Sumner & Co., Montreal, has not yet returned from England. He sailed on the 10th, however, and will be home in the course of a week.”

Editorial Note.—Hodgson, Sumner & Co. is a name familiar to-day among the trade after the lapse of twenty years.

“A fruit market has at last been established in Toronto. It is situated at the foot of Yonge Street, the Grand Trunk having given over a portion of its freight sheds for that purpose. It has been fitted with compartments adapted for the various classes of fruit which will be sold. There will be no auction department connected with the market, and the sales will be wholesale only.”

Editorial Note.—This market we have to-day. It is used in the same capacity as when secured, although there has in the interim been considerable talk of a change.

“All the well-appointed grocery stores in the country are not confined to the eastern portions of the Dominion. A photo to hand of Dixi H. Ross & Co.'s store at Victoria, B.C., demonstrates this. When the photographer took the snapshot of the interior of the store a lady customer was being waited upon by one of the clerks, and other clerks were apparently in the act of filling orders, while the head of the firm or manager was quietly looking on. The thing that strikes one on looking at the photo is the extent and variety of the stock, particularly canned goods and fancy groceries, and the taste displayed in the general arrangement of the store. Everything about the place, even to the tidy and gentlemanly clerks, possesses an attractive and inviting air. Dixi H. Ross & Co. are to be congratulated.”

Editorial Note.—Dixi H. Ross & Co. is to-day known as one of the most progressive British Columbia retail grocery firms. During recent years Canadian Grocer has reproduced several of this firm's window displays, all of which have certainly been of a high-class character.

C.O.D. PARCELS POST.

United States Post Office Department  
Tack on Cash on Delivery System.

Washington, D.C., June 17.—Parcels may be sent through the United States mails C.O.D. beginning July 1.

This announcement by the Post-office Department marked another extension of the parcel-post system. By this means packages may be ordered by the householder at a distance and not paid for until delivered, when collection will be made.

Details of the regulations governing the sending of C.O.D. packages set forth that the sender will purchase a tag having three parts, of which the first is kept by him, the second is placed on file at the mailing office and the third is attached to the parcel. The amount due and name of the sender are written on the tag and on the coupon retained by the mailing office. C.O.D. parcels will be delivered by city and rural carriers and special delivery messengers under the rules governing the delivery of registered mail.

## "Dealer First" Vs. "Consumer First" And Other Matters

By R. R. Shuman in Standard Advertising

This trade paper proposition is so large and so varied that a man scarcely knows where to begin.

But as one has to begin somewhere let us start where they started: with the dealers' publications.

When John Williams, the Irish political refugee, started the Iron Age in 1855, he had no conception of the force he was setting into motion nor the millions of dollars which that paper should handle in years to come. He called it the Iron Age, so it is said, not so much because it should represent the iron industries of America—yes, of the world—but in a spirit of bitterness toward the "Iron Hand" of English politics which had dispossessed, imprisoned and then expatriated him for daring to speak the truth.

It was a political pamphlet, not a trade newspaper, and had as one feature Philadelphia quotations on nails and iron, printed not so much as a matter of news as for the purpose of leading the New York hardware merchants to buy their nails and iron from the Philadelphia makers rather than from his enemies, the English.

Printed on a hand press and distributed by himself and his young son, David, whom it afterwards made rich, the little four-page sheet grew apace and in time became a power.

Advertisements were not solicited, but were voluntarily offered, and they too grew in numbers, though but little in size, as they were simply cards announcing receipt of this or that cargo, or modestly displaying the name, address and business of the advertiser.

Earlier still the Dry Goods Economist was launched in 1847. It was a modest little sheet that sought to give authentic quotations on dry goods and fabrics.

Other journals in other lines of merchandise followed, each with its modest array of small card announcements. A full page ad. was unknown.

For a generation trade newspapers followed the style set by these pioneers. Their market quotations were their *raison d'être*, their editorial and descriptive matter incidental, and their advertising accidental, and largely in the nature of more or less voluntary contributions of manufacturers and jobbers who wished to have the editor on their side.

Advertising had not yet been discovered, in the sense that we now think

of advertising, but the journals paid a profit to their owners, and grew with the years.

The success of the few pioneers, after years of struggle, fired the imaginations of a horde of followers who were not willing to wait for earned success, but chose rather to force it. Mushroom circulations were secured through premiums so alluring that the subscription to the publication was merely a necessary incident in the transaction by some of these, while others did not even take the trouble to get the circulation, but took rather the short cut to outrageous lying about circulation.

Then, on the basis of the mushroom circulation or the inflated claims, or both, clever solicitors armed with laconic instructions to "Get the business" were turned loose on the long-suffering manufacturers—and they did get the business.

Legalized highway robbery or a semi-respectable mendicancy characterized their methods, and as a result of the sins of these pirates, all trade journals advertising in all journals—honest or dishonest—was classed with such savory hold-up as tickets to the switchmen's ball or a card in the dance programme of the Bartenders' Union.

### Trade Newspapers of Real Merit Had to Fight For Their Lives.

But while this was going on, the worthy trade papers, with a courage and singleness of purpose which was little short of heroic, earnestly and patiently built up their influence upon the sure foundation of service—service to the retail merchants first, and through them and their confidence, service to the manufacturers who used their advertising columns in the hope of winning the friendship of the retailers.

And as this confidence grew the size and character of the advertisements grew also. And as the size and character of the advertisements grew the merchants fell more and more into the habit of reading the ads.; and in due time to relying on those ads. as guides in the selection of their goods.

Little by little the grafting trade journal and the mendicant trade paper went the way of the unjust or reformed and saw and followed the new light.

Post office rulings against the abuse of premiums and sample copies; an awakened intelligence among space-

buyers as to the importance of knowing the quantity, quality and geographical distribution of the circulation they were buying and, very recently, the theretofore-unheard-of practice of devoting study, time and effort to the preparation of trade journal copy, all played their part in ushering in a new era in trade papers advertising, and giving it a place in the well-rounded campaign.

Say there are four dry goods stores of any consequence in a city of 45,000 population, and that all four subscribe for the leading dry goods trade journal.

Then let us say that the now leading popular weekly has 2,000 subscribers in that city; (giving it its ratio to the whole population of the country)—who has the largest buying power for a ready-made garment, let us say, the four merchants, or the 2,000 citizens?

Then remember that even if the 2,000 readers of the popular weekly did become converts to the desirability of possessing the garment as advertised, that desire cannot be converted into a sale unless and until the garments have first been sold to the merchants.

### The Buying Impulse.

And remember another vital fact: the best merchants nowadays read the advertising pages of their trade papers for the purpose of deciding what they shall buy. Their impulse at the time of reading is a buying impulse, and they read these advertising pages, not listlessly, but critically, as a business duty.

On the other hand, the citizen buys or subscribes for the weekly story paper or the penny daily for the purpose of reading the text; and his interest in the advertising is accidental and incidental—passive rather than active.

Trade-newspaper advertising is actually harder to write than consumer advertising, because the consumer is a child, short of memory, pleased with pictures, lacking logic, easily beguiled with a pretty story, without much regard for the accuracy of it; while the merchant who reads ads. is very likely to know more about the goods than the man who writes the ads., and even though he does not, he thinks he does; is wary of fiction and critical of every statement made. A thousand dollars worth of consumer advertising at \$8.00 a line may bring a thousand inquiries for a \$5.00 garment. And fifty dollars worth of trade journal advertising may bring only five inquiries. These five little letters look ridiculous beside the armfuls of stuff the popular advertisement brings; but one inquiry from a merchant who buys hundreds of dollars worth and perhaps develops into a thousand dollar customer, is worth a hundred from consumers' inquiries. Espe-

(Continued on page 40)

# To the Manufacturer

Mr. Manufacturer:

The Pennsylvania Railway tunnelled the Hudson at a cost of One Hundred and Ten Million dollars to secure a **direct** entrance to the heart of New York. Such is the value of "DIRECTNESS."

Your Advertisement delivered to the kitchen—via the Grocery Store—reaches not only the housewife and the grocer, but leaves a lasting impression upon the minds of the daughters and servants of the household, and the clerks of the Store. Thus **Standardising** your Product to the **Purchasers** of tomorrow and the **Grocers** of the future.

You spend thousands of dollars a year on Advertising and Publicity. Your object is to make and keep the public familiar with the merits of your product. To have to-day's sales exceed yesterday's. To reach a point where the demand is greater than capacity, and then to increase your facilities to meet that demand. This is the goal, the terminal, which every

manufacturer is striving to reach.

**THE NATIONAL ADVERTOGRAPH COMPANY** have *developed, perfected and tested* the **MOST DIRECT METHOD OF ADVERTISING** ever offered to manufacturers of grocery products.

The Advertograph is the most **persistent** form of Advertising ever formulated. Week in and week out the merits of your Product are brought home to the Housewife. **NO OTHER BRANDS** can reach her by the same route.

That is a broad statement but a true one.

The Advertograph ensures the endorsement of the retail grocer and secures his co-operation. **ABSOLUTELY and POSITIVELY 100 PER CENT.** of the people who read our advertisements are *actual purchasers* of grocery products.

Our Service extends from Coast to Coast and is **Entirely Under Our Own daily Supervision.** Its efficiency depends on no one beyond our control.

WRITE, WIRE OR

## The National Advertog

195 Victoria Street,

TELEPHON

# of Grocery Products

The Advertograph Service is Exclusive To One Manufacturer of Each Product, that is one brand of Cocoa, one make of Biscuits, one Cereal, one Soap, one Starch, etc., etc. This means **exclusiveness**, the added value of which is beyond question.

Now, Mr. Manufacturer, we want an opportunity to tell you about this "New Route" to the kitchens and the tables of the people; to show you a direct road to the terminal of *full capacity*.

Our proposition is straight to the point. You pay *only* for what you get and you get exactly what you pay for-- RESULTS. It is one of the few forms of publicity where actual *Results* can be *traced and recorded*.

Our Service Is Limited To Twenty-five Different Grocery Products. We shall be glad to explain our system to you in detail which will enable you to judge its efficiency for yourself.

If you realize the *value of directness*, waste no time, remember we can contract with only one manufacturer of your product. As a purchaser of Advertising you will at least be interested in this new and different form of obtaining positive results.

Write, wire or telephone an appointment. We will reserve space in the order of enquiries received until you have had time to learn more about the Advertograph System of Direct Advertising.

TELEPHONE NOW.

## graph Company, Limited

Toronto, Canada

AD. 2308

The strength of the chain is the strength of its weakest link. No matter how much you talk to the housewife, you must still refer her to the Retail Store as the place to buy your Product. The Advertograph ensures "no switching" at this junction of delivery.

IT ENSURES THE ENDORSATION OF THE GROCER.

Our service is **POSITIVELY LIMITED** to twenty-five Manufacturers of Different Grocery Products. It is absolutely under our own control and daily supervision. This guarantees **Exclusiveness and Efficiency** — **THE PARENTS OF RESULTS.**

# Current News of the Week

## Quebec and Maritime Provinces.

Wilfrid Laporte, general merchant, Kildare, Que., died last week.

J. J. Ross has purchased the general store business of R. B. Jameson, Oxford, N.S.

Bauld Bros., wholesale grocers, Halifax, N.S., sustained a small fire loss recently.

The C. H. Catelli Co., of Montreal, have now completed their building operations after their fire to such an extent that they have again commenced manufacturing.

## Ontario.

J. A. Powell, grocer, Toronto, has sold to F. J. Virgin.

D. L. Myles, grocer, Hamilton, Ont., has sold to A. C. Beckley.

H. G. Doyle, a grocer for many years in Toronto, died last week.

Harold Scott, grocer, Tilsonberg, Ont., returned last Friday after a honeymoon of two weeks.

Chas. Rishor, wholesale grocer, Peterboro, Ont., has purchased an automobile for delivery purposes.

John Appleyard, grocer, Milton Heights, Milton, Ont., is building a new store and enlarging his present premises.

The Toronto City Council are calling for tenders for 100 tons of cane molasses for the feed of the city's horses.

Schell Bros., grocers, Berlin, Ont., had a barn destroyed by fire recently, including two horses and two delivery wagons.

A fire, believed to have been caused by a spark from a passing engine, caused a small loss to the soap factory of Pugsley, Dingman Co., West Toronto, last week.

R. Matthews, grocer, Yonge Street, Toronto, intends going on a four or five days' fishing expedition next week to Bobeaygeon.

J. M. Courtney, general merchant, Tottenham, Ont., is selling out, and leaving for Saskatchewan, where he intends opening up two new stores.

R. J. Wales, of Napanee, Ont., claims to be in the lead in the sale of maple syrup this season. He has already disposed of over 300 gallons of 13 lbs. each.

W. Linder, traveller for Red Rose Tea, Toronto, while driving out of Aylmer last week, was thrown out of the rig, but was lucky in getting off with little more than a strained side. The driver accompanying him sustained in-

juries to the extent of several crushed ribs.

John McDermit, grocer, Georgetown, Ont., has left for the West where he intends taking a three months' trip.

Thos. Naylor, grocer, on the Barrie Road, Orillia, Ont., has sold to J. S. Church. Mr. Naylor will return to Michigan.

A slight blaze occurred recently in J. A. Sneath's grocery store, Thorold, Ont. Some coal oil had been spilled on the floor near the front door, and when a match was dropped on the oil some time later, fire resulted, burning the floor and scorching the door and woodwork. The blaze was put out before reaching serious proportions.

McDowell & Morris is the name of the new wholesale grocery firm starting into business, with headquarters at Oshawa, Ont. Mr. McDowell has conducted a retail grocery business in Oshawa for some fifteen years. Mr. Morris is also well known, having formerly belonged to the outside staff of T. Kinnear & Co., Toronto.

W. L. MacFarlane, grocer, Markdale, Ont., is selling out owing to ill-health. The MacFarlane business has been in operation continuously for forty-six years, latterly under the management of W. L. MacFarlane, but originally under that of his father, and is recognized as one of the large pioneer businesses in Ontario. Mr. MacFarlane intends to retire shortly.

J. H. Hare, of the Live Stock Branch of the Department of Agriculture, Ottawa, was in Toronto and Guelph on Tuesday. Mr. Hare is in charge of the egg trade investigation, and is quite enthusiastic over working out a new sys-

## DEATH OF WM. GRIFFIN.

W. M. Griffin, senior member of Griffin & Skelley Co., California exporters of dried fruits, died recently. Mr. Griffin had not been in good health for the last year or two and, therefore, had not been taking as active a part in the administration of business, having enjoyed a well earned rest. He seldom however, missed spending a short time in his office daily. His mantle has fallen upon his two sons. While past the age of 70, Mr. Griffin was a man of singular activity for his age. The management of the business now rests on the shoulders of C. W. Griffin and Andrew Griffin.

tem, which will put the egg trade on footing which will be fair from every standpoint.

Bishop Bros., Niagara-on-the-Lake, Ont., have sold their grocery and meat business to Vernon Davey, of Toronto, who took possession last week. Mr. Davey has also bought the building from Mrs. Avery, of Toronto, in which the store is located; he is an old Niagara boy. Bishop Bros. will in future devote their time to the development of the Union Jack Canning Co., of which they are the founders.

## Western Canada.

D. W. MacLean, grocer, Winnipeg, Ont., has sold to Alex. Douglas.

J. S. Fry & Son, cocoa and chocolate manufacturers, will establish a distributing plant at Edmonton, Alta.

M. Hogue, of the Athabasca grocery, Athabasca, Alta., has sold his interest in the business to F. Dubor, who will conduct the business himself.

Kenneth McKenzie, formerly of the Pioneer Fruit Co., of Brandon, Man., has joined the staff of the Camrose Grocery Co., Camrose, Alta., and will have charge of the fruit department.

The window of J. H. English, grocer, North Vancouver, B.C., won first prize of \$20 in a competition put on by the Knights of Pythias during their convention there. Thos. Fairgreaves and W. McNeill, two of the salesmen, dressed the window.

Winnipeg grocers swept the day in the light delivery class at the horse show held there recently. "Peggy," a horse belonging to W. H. Stone & Co., and which has belonged to that retail firm for two years, working regularly in their delivery service, came out ahead of the eleven horses competing, greatly to the joy of Norman Ritchie, who was driving it. W. H. Stone & Co. will have to win in this class again next year to retain possession of the Hudson Bay Cup, which goes with a silver medal to the winner of this class. Not only did W. H. Stone & Co. take first place in this class, but Jobin Marrin & Co., whose horse won out last year, finished a close second.

Ottawa, June 6th, 1913.

The Canadian Grocer.  
Dear Sirs,—Enclosed my cheque for \$2.00 in settlement of enclosed bill.  
I did not know whether I should get the cheque marked payable at par or not. However, if there is any difference I am willing to pay it, as your "Canadian Grocer" is worth much more than the subscription price.  
Yours truly,  
F. ROBERGE,  
131 Water Street.

# Canned Goods Prices Expected to Open Low

Some Think Many Will Afterwards Advance—Orders Now in Will Receive Full Benefit of Low Rate—Sugar Market Still Needs Closest Attention—Prunes and Apricots Likely to be Higher Next Season—Famine Prices Expected in Nuts.

## QUEBEC MARKETS.

### POINTERS—

- Sugar—Steady.
- Molasses—Decline in price.
- Raisins—Lower.
- Currants—Lower.

Montreal, June 17.—Grocery trading is quiet this week as there have been few developments during past week as regards important changes in prices. The only changes going into effect this week were the decline in the price from ex-store of molasses for open territory; also the ex-wharf price, and declines in California raisins, evaporated apricots and peaches.

It is expected that the opening prices on canned goods will be lower this year and some are predicting \$1 to \$1.10 for tomatoes and 85c for peas, beans and corn, but as yet, there is nothing definite. These prices, in fact, may be on the low side if weather is unfavorable.

In wholesale circles the main topic of interest is the coming convention of wholesalers in Quebec City on July 14.

**SUGAR.**—Market locally is a shade stronger this week owing to heavier consumption which is having effect of bolstering up a weak market. Buyers have held off as long as they dared, but with arrival of strawberries this week stocks had to be replenished. New York market on raw sugar is weak under quiet trading and it is not at all unlikely that a decline might be registered as the disturbance in the financial markets will affect sugar trading to some extent. The local sugar market is steady and with a heavy demand prices will likely remain where they are for time being, but lower prices eventually are a possibility. The price to-day is still \$4.30.

Granulated, bags	4 30
Granulated, 25-lb. bags	4 40
Granulated, 5-lb. cartons	4 60
Granulated, 2-lb. cartons, per cwt.	4 60
Granulated, Imperial	4 15
Granulated, Beaver	4 15
Paris lumps, boxes 100 lbs.	5 05
Paris lumps, boxes 50 lbs.	5 15
Paris lumps, boxes 25 lbs.	5 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
Crystal diamonds, 100-lb. boxes	5 25
Crystal diamonds, 50-lb. boxes	5 35
Crystal diamonds, 5-lb. cartons	6 20
Crystal diamonds, Dominoes, cartons	7 00
Extra ground, bbls.	4 70
Extra ground, 50-lb. boxes	4 90
Extra ground, 25-lb. boxes	5 10
Powdered, bbls.	4 50
Powdered, 50-lb. boxes	4 70
Powdered, 25-lb. boxes	4 90
Phoenix	4 80
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 yellow	4 25
No. 1 yellow	3 95
Bbls. granulated and yellow may be had at 5c above bag prices.	

**MOLASSES.**—Molasses market is dull and uninteresting this week owing to fact that buyers are well stocked for present needs and are rather indifferent regarding the future. Wholesalers are

complaining that orders are not coming forward freely. The ex-store price is weak and with any further decline in the ex-wharf price it is likely that the ex-store price will follow suite.

The price on molasses from ex-store for open territory declined this week and is quoted as follows:

Punchons	Fancy per gal.	Choice.
Barrels	36	35
Half Barrels	39	38
	41	40

The price for the Island of Montreal and for the combined territory is unchanged but prices are inclined to be weak owing to decline in the ex-wharf price which has further declined to 33c this week.

For Island of		Combined Territories.		
Barbadoes molasses in Montreal.	Fancy	Choice	Fancy	Choice
Punchons	0 41	0 39	0 39	0 37
Barrels	0 44	0 42	0 42	0 40
Half barrels	0 45	0 44	0 44	0 42

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.

Antigua	0 32	0 33
Corn syrups, bbls.	0 63 1/2	0 63 1/2
Corn syrups, half-barrels	0 63 1/2	0 63 1/2
Corn syrups, quarter-barrels	0 63 1/2	0 63 1/2
Corn syrups, 3 1/4-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75	2 75
Cases, 10-lb. tins, 1/2 doz. per case	2 65	2 65
Cases, 20-lb. tins, 1/4 doz. per case	2 60	2 60
Pure maple syrup, in 5 1/2 lb. tins	0 75	0 75
Pure maple syrup, in 15-gal. kegs, 5c per lb., or per gallon	1 00	1 00
Pure maple sugar	0 10	0 11

**DRIED FRUITS.**—Sultana raisins took a sharp tumble this week owing to quotations on new crop to arrive being lower than ex-store price. Seedless raisins are 1/4c lower than opening prices. Sultana raisins in bulk are selling at 8 to 10c per pound, while the carton price is one cent higher at 9 to 11c per pound package. Malaga table raisins are in fair demand, but loose muscatels are getting scarce. A report just received from Denia, Spain, says that flowering season is just terminating and that the prospects for this year's crop are good and it is estimated that yield will be up to average unless weather conditions turn out unfavorable between now and housing time. Currants are 1/4c lower at 6 1/2 to 7c for loose filiatras, while other grades remain as before. Figs are pretty well cleaned up and only a few of the better grades still remain in store. The larger sizes of prunes are scarce, but smaller sizes are still plentiful with prices unchanged. New apricots are lower and evaporated peaches are 1/2c lower.

Raisins—		
Choice fancy seeded, 1-lb. pkgs.	0 07 1/2	0 08
Choice loose muscatels, 2-crown, per lb.	0 05 1/2	0 06
Choice loose muscatels, 3-crown, lb.	0 06 1/2	0 07
Choice loose muscatels, 4-crown, per lb.	0 07 1/2	0 08 1/2
Seedless, new, in packages, 12 oz.	0 07	0 08 1/2
Seedless raisins, new 16 oz. pkgs.	0 08	0 09
Select raisins, 7-lb. box, per lb.	0 07	0 08
Sultana raisins, loose, per lb.	0 08	0 10
Sultana raisins, 1 lb. cartons	0 09	0 11
Malaga table raisins, 2-crown, lb.	2 50	2 50
Malaga table raisins, 3-crown, lb.	3 40	3 40
Malaga table raisins, 4-crown, lb.	4 40	4 40
Malaga table raisins, 5-crown, lb.	5 20	5 20

Malaga table raisins, 7-crown, lb.	5 80
Malaga table raisins, clusters, per 1/4 box	1 25
Valencia, fine, off stalk, per lb.	0 75
Valencia, select, per lb.	0 05 1/2
Valencia, 4-crown layers, per lb.	0 07
Evaporated apricots	0 08
Evaporated apricots	0 14 1/2
Evaporated apples	0 15
Evaporated peaches	0 06 1/2
Evaporated pears	0 09 1/2
Currants, fine filiatras, per lb., cleaned	0 12 1/2
Currants, 1-lb. pkgs. fine filiatras, cleaned	0 06 1/2
Currants, Patras, per lb.	0 07 1/2
Currants, Vostizsas, per lb.	0 08 1/2
Dates, 1-lb. packages	0 09 1/2
Dates, Hallowee, loose	0 05 1/2
Figs	0 06 1/2
Figs, 3 crown	0 11
Figs, 4 crown	0 10 1/2
Figs, 5 crown	0 11 1/2
Figs, 6 crown	0 12 1/2
Figs, 7 crown	0 13 1/2
Figs, 8 crown	0 14 1/2
Comadre figs, about 33-lb. mala.	1 30
Glove boxes, 16-oz., per box	1 40
Glove boxes, 18-oz., per box	0 10 1/2
Glove boxes, 18-oz., per box	0 07 1/2

Prunes—		
20-30	0 12	0 12
30-40	0 11	0 12
40-50	0 09 1/2	0 09 1/2
50-60	0 08 1/2	0 08 1/2
60-70	0 07 1/2	0 07 1/2
70-80	0 07	0 07 1/2
80-90	0 06 1/2	0 06 1/2
90-100	0 06	0 06
Bosnia prunes	0 07	0 08

**COFFEE.**—Like everything else, the coffee market has reflected the slump in the financial market, but in the case of coffee, the decline has only been a few points and is hardly enough to make it worth while to revise prices. In any event no revision will take place until it is apparent that the market will not recover. Otherwise there is nothing of interest to report in the coffee markets.

Mocha	0 28	0 29
Rio	0 19 1/2	0 21 1/2
Mexican	0 25	0 28
Santos	0 21 1/2	0 23 1/2
Maracaibo	0 22 1/2	0 24 1/2
Javas	0 30	0 40

**TEA.**—The prices on the new crop of Japans and Chinas are a little firmer and while opening prices were about two cents per pound lower all round this is not the case to-day as some grades have advanced a point or two. Business is brisk and everything points to firmer prices in the event of a more stable money market.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 20	0 25
Common	0 18	0 20
Yamashiro	0 75	1 00

Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 30	0 22
Pekoe Souchongs	0 30	0 22

India—		
Pekoe Souchongs	0 19	0 20

Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
Spanish No. 1	0 12 1/2	0 12 1/2
Virginia No. 1	0 13 1/2	0 13 1/2
Gunpowders	0 19	0 35

China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

**SPICES.**—"Lots of business but nothing that will affect prices," is the way one wholesaler summed up the situation to-day. Prices are steady at the last quotations and the primary markets are quiet.

Allspice	0 13	0 18
Cinnamon, whole	0 18	0 20
Cinnamon, ground	0 15	0 20
Caraway seed	0 08	0 09
Ratavija cinnamon	0 25	0 30
Cloves, whole	0 27	0 35

THE CANADIAN GROCER

Cloves, ground	0 24	0 35
Cream of tartar	0 25	0 32
Ginger, Cochina	0 17	0 20
Ginger, Jamaica	0 20	0 25
Ginger, Jamaica, whole	0 17	0 20
Mace	0 15	0 18
Nutmegs	0 25	0 30
Peppers, black	0 18	0 18
Peppers, white	0 27 1/2	0 30
Peppers, white, whole	0 25	0 27
Pepper, black, whole	0 15	0 17
Pimento	0 15	0 17

RICE AND TAPIOCA.—This market is devoid of interesting features as the demand is steady and the primary markets are dull and quiet. There are no indications of any change in prices for the present at least.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 35	
Rice, grade B, bags 100 lbs.	3 35	
Rice, grade B, bags 50 lbs.	3 35	
Rice, grade B, pockets 25 lbs.	3 45	
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 55	
Rice, grade C.C., bags 250 lbs.	3 25	
Rice, grade C.C., bags 100 lbs.	3 25	
Rice, grade C.C., bags 50 lbs.	3 25	
Rice, grade C.C., pockets 25 lbs.	3 35	
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 45	
India bright, 250 lb. bags	3 50	
Lustre, loose, 250 lb. bags	3 50	
Patna, polished	4 40	
Finest imported Patna, 224 lb. bags	5 37 1/2	
Finest imported Patna, 112 lb. bags, bag	5 50	
Finest imported Patna, 56 lb. bags	5 52 1/2	
Pearl		
Sparkle	4 50	
Crystal	5 10	
Snow	5 30	
Imperial Glace	4 90	
Ice Dips	5 45	
Canadian Caroline rice	7 10	
Imported Caroline rice, hand picked	9 00	
Imported Caroline rice, fancy	8 00	
Brown sago, lb.	0 04 1/2	0 05 1/2
Tapioca, medium, lb.	0 05 1/2	0 06 1/2
Seed, lb.	0 05	0 06

NUTS.—There is little of interest to report in nuts this week other than good demand for peanuts which are holding firm at advance reports two weeks ago.

In shell—		
Brazils	0 19	0 20
Filberts, Sicily, per lb.	0 12 1/2	0 13
Filberts, Barcelona, per lb.	0 11	0 13
Tarragona Almonds, per lb.	0 16	0 16 1/2
Walnuts, Myette Grenoble, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 13 1/2	0 14 1/2
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 12 1/2	0 15
Shelled—		
Almonds, 4 crown, selected, per lb.	0 42	0 50
Almonds, 3 crown, selected, per lb.	0 35	0 37 1/2
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags), standards, lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08 1/2	
Coon, roasted	0 08 1/2	
Diamond G, roasted	0 09 1/2	
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 12
Peanut, jumbo	0 18	0 20
Pistachios, per lb.	0 15	0 16
Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 28

ONTARIO MARKETS.

POINTERS:—

Sugar—Market unsettled.  
Prunes and Apricots—Advancing.  
Coffee—Weaker.  
Cream Tartar—Up 1/2 cent.  
Nuts—All advancing.  
Canned Goods—Some expected to open low and advance later.

Toronto, June 18.—Business has been picking up somewhat better this week. Shipping departments of some firms state they are quite busy, and all have a fair amount of work to do. With fuller assurance of what the wheat crop is to be it is thought that business will take on more activity. Tightness of money is having effect of keeping down all markets. Speculation has not this year formed a feature such as is usual in other years, and thus with more marked dullness ordering has not been so heavy.

A number of firms report collections well up to standard; some complain that things are none too good; but all admit that that end of the business has to be watched closely. Fact that greater effort is being made and at greater cost is itself responsible for outstanding accounts being rounded up so successfully.

SUGAR.—Market on raws in New York showed tendency to advance during past week, both for beet and cane. Beet advanced from 9s 2 1/4d to 9s 5 1/4, and cane moved up 1 1/2d. Since this advanced movement market has remained quiet and firm on this basis. It remains to be seen, with natural increase in consumption owing to preserving season, whether this increase will be maintained and held or whether market will react again. Should the advance hold and consumption increase, there might be an advance, but such a thing as decline is also conceivable. Thus market needs close watching.

Stocks are light on jobbers' hands the world over, as speculation is forming no feature on market. Brokers consider this a safe time to stay out, and buy only according to actual requirements.

Year ago granulated in bags sold in Toronto at \$5.25, following a decline of 10 cents. Present prices show a decrease of 85 cents from year ago.

Extra granulated, bags	4 40
Extra granulated, 25-lb. bags	4 50
Extra granulated, 5-lb. cartons	4 70
Extra granulated, 2-lb. cartons	4 70
Second grade granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	4 80
Extra ground, 50-lb. boxes	5 00
Extra ground, 25-lb. boxes	5 20
Powdered, bbls.	4 60
Powdered, 25-lb. boxes	5 00
Powdered, 50-lb. boxes	4 80
Crystal diamonds, 5 lb. boxes	7 10
Crystal diamonds, 5 lb. boxes	7 20
Paris lumps, in 100-lb. boxes	5 15
Paris lumps, in 50-lb. boxes	5 25
Paris lumps, in 25-lb. boxes	5 45
Paris lumps, cartons, 25 to case	0 35

SYRUP AND MOLASSES.—Just what exact situation in molasses is at present is difficult to state. Barbadoes has turned practically whole crop into molasses, finding profits more profitable, but whether increase in supplies is to cause a change in market is doubtful. Up to present Toronto houses continue to book orders only to end of June, at which time a movement in some direction is expected.

Syrups—		
2 lb. tins, 2 doz. in case	2 40	
5 lb. tins, 1 doz. in case	2 75	
10 lb. tins, 1/2 doz. in case	2 65	
20 lb. tins, 1/4 doz. in case	2 60	
Barrels, per lb.	0 05 1/2	
Half barrels, lb.	0 05 1/2	
Quarter barrels, lb.	0 05 1/2	
5 gals, 30 1/2 lbs, each	1 75	
5 gals, 25 lbs, each	1 25	
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 25	0 26
West Indies, half barrels	0 26	0 27
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 5 to case	4 80	
1/2 gals, 12 to case	5 40	
1/4 gals, 24 to case	4 80	
Pints, 24 to case	3 70	3 80
Maple Syrup—Pure—		
5 gallon cans, 1 to case	1 25	
Gallons, 6 to case	5 00	
1/2 gallons, 12 to case	7 25	
Pints, 24 to case	4 40	
Maple Sugar—		
Pure, per lb.	0 14	0 15

Maple Cream Sugar—	
24 twin bars	1 00
40 and 48 twin bars	3 00
Maple butter, lb. tins, dozen	1 90

DRIED FRUITS.—On local market stocks of prunes are well cleaned up. From primary market comes report that crop is likely to be exceedingly short. Call so far has been for larger sizes, but 30-40, 40-50, and even 50-60 are almost unobtainable. Growers are not at all anxious to sell except at high prices, and are in no way keen about taking orders for futures.

Apricot crop is said to be only half that of last year, so that decidedly higher prices are expected.

California growers are aiming to ship all peaches possible when green rather than dry them and accept prices such as have ruled during past season. Easy prices are still expected to rule.

Apricots—		
Standard, 25-lb. boxes	0 14	
Choice, 25-lb. boxes	0 15	
Fancy	0 18	0 23
Candied Peels—		
Lemon	0 11	0 12 1/2
Orange	0 12	0 13
Citron	0 15	0 19
Currants—		
Fine Filiatras, per lb.	0 07	
Choice Amalas, per lb.	0 07 1/2	
Patras, per lb.	0 07 1/2	
Choice Vostizas	0 10	
Shade dried Vostizas	0 10 1/2	0 11
Dates—		
Farda, choicest, 12-lb. boxes	0 08 1/2	0 09 1/2
Farda, choicest, 60-lb. boxes	0 07	0 07 1/2
Package dates, per pkg.	0 05 1/2	0 07 1/2
Evaporated apples	0 05 1/2	0 07
Figs—		
Natural figs, in bags, lb.	0 05	0 07
Comrade figs, in tins, per lb.	0 04	0 04 1/2
Eleme figs, in boxes, according to size, lb.	0 05 1/2	0 15
Peaches—		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 11	0 12 1/2
Choice, 50-lb. boxes	0 07 1/2	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 13 1/2	0 13 1/2
40 to 50, in 25-lb. boxes, faced	0 11 1/2	0 11 1/2
50 to 60, in 25-lb. boxes, faced	0 09	0 09
60 to 70, in 25-lb. boxes, faced	0 07 1/2	0 07 1/2
70 to 80, in 25-lb. boxes, faced	0 07	0 07
80 to 90, in 25-lb. boxes, faced	0 06 1/2	0 06 1/2
90 to 100, in 25-lb. boxes, faced	0 06	0 06
Same fruit in 50-lb. boxes, unfaced, 1/2 less.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, selected, new	0 08	0 09 1/2
Valencia, old stock	0 07 1/2	0 08
Seeded, 1 lb. packets, fancy	0 08	
Seeded, 1 lb. packets, choice	0 06 1/2	0 07

TEA.—Quality offered in London is rather poorer even than last week, and is expected to get steadily poorer for some weeks yet. Thus, from buying standpoint trade is uninteresting and dull.

COFFEE.—Tightness of money is having such an effect on coffee speculation that market is again weaker this week. Change so far has not been great enough, however, to warrant a change in price at which wholesaler sells out again.

Bagotas	0 27	0 28
Chicory	0 11	0 13
Gautemala	0 28	0 29
Jamaica	0 24	0 25
Java, roasted	0 22	0 23
Moroccan, roasted	0 25	0 26
Mexican	0 27	0 28
Mocha, roasted	0 29	0 30
Rio, green	1 18	0 20
Rio, roasted	0 18 1/2	0 21
Santos, roasted	0 23	0 25

SPICES.—Practically only change in spice market this week is advance of 1/2 cent in cream of tartar. As range according to quantity is so great, however, no change in quotable prices has been made, 30 to 31 still ruling.



# THE CANADIAN GROCER

	5 and 10 lb. Tins.	1/2 lb. pkgs.	1/4 lb. tins doz.
Allspice	14-17	85-0 70	75-0 80
Anise	22-27	72-0 80	80-0 80
Cayenne pepper	23-28	72-0 80	80-1 15
Cloves	30-35	1 08-0 85	1-1 08
Cream tartar	30-31		
Curry powder	22-27	65-0 85	75-0 85
Ginger	22-27	65-0 85	75-0 85
Mace	25-30	80-0 90	1 00-2 80
Nutmegs	25-30	80-0 90	1 00-2 80
Peppers, black	19-22	67-0 75	80-0 80
Peppers, white	27-29	80-1 05	1 05-1 15
Pastry spice	20-27	65-0 85	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	16-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

**RICE AND TAPIOCA.**—Rice holds just about where it was last week on primary markets. Tapioca is if anything a shade firmer, having moved up about 20c per 100 lbs.

	Per lb.
Rice—	
Rangoon, per lb.	0 03% 0 04
Rangoon, fancy, per lb.	0 05% 0 05%
Patna, per lb.	0 05% 0 05%
Japan, per lb.	0 05% 0 08
Java, per lb.	0 05% 0 07
Carolina, per lb.	0 08 0 10
Sago—	
Brown, per lb.	0 05 0 05%
White, per lb.	0 05%
Tapioca—	
Bullet, double goat	0 08%
Medium pearl	0 05
Seed pearl	0 05%
Flake	0 08%

**NUTS.**—On primary market prices on all lines save walnuts are firming up. A wire received at time of going to press states:

“Shelled almond Spanish crop, no change in conditions. Italian and French crop failure. Spanish market excited almost to panic. Markets in producing countries bare of stock. Active buying from other countries at steady increasing prices.”

Nuts in shell are expected to reach famine prices this fall. One dealer stated that whereas in former years two pounds of mixed nuts could be bought for 25c, this year prices will be 25c per lb. straight.

	Per lb.
In shell—	
Almonds, Formigetta	0 15 0 16
Almonds, Tarragona	0 17
Brazils	0 15
Filberts, Sicily	0 10
Filberts, Barcelona	0 09%
Peanuts, green, per lb.	0 10 0 10%
Peanuts, roasted	0 12 0 14
Pecans	0 18 0 20
Walnuts, Bordeaux	0 13 0 13%
Walnuts, Grenoble	0 16 0 16%
Walnuts, Marbots	0 14 0 15
Walnuts, Cornes	0 13 0 14
Shelled—	
Almonds	0 40
Filberts	0 27
Peanuts	0 09 0 10
Pecans	0 15 0 15
Walnuts, new	0 30 0 32

**BEANS.**—Prices range greatly according to quality as follows:

Beans, Canadian, H.P., per bus.	2 25
Beans, Canadian, cheaper grades	1 80 2 00
Austrian pea beans, H.P.	2 75 2 85

## CANNED GOODS.

Toronto, June 18.—For orders that have been booked already, that is, all taken before May 1, prices on canned goods are expected to be low. One wholesaler states: “We believe that opening prices are to be low, and orders now in will receive a distinct advantage should prices later go up.”

Market for jams is temporarily in none too good shape. Owing to heavy buying last year it will take some time

before stocks are reduced. One firm is reported as selling now at a price below that at which jams were contracted for. Prospects for future are good, however, decrease in consumption during past season having been due solely to large quantities of fresh fruit and vegetables on market.

## MANITOBA MARKETS.

Winnipeg, June 17.—Business is good but not up to anticipations. This, in a nutshell, describes conditions here. Perhaps we all built a little too many castles in Spain on 1913 prospects and it is not doing any harm to bring us back to realities.

The fact that money has been and is a little tight has engendered a spirit of caution into transactions. Perhaps caution has been carried to extremes.

The general crop outlook on which all Western prosperity depends is on the whole, encouraging. Wheat and summer fallow and fall ploughed land is looking splendid. Wheat sowed on stubble is none too good and needs rain and lots of it. Oats and flax also need more rain. The weather just now is full of interest and the nervousness apparent on the grain exchange shows plainly the anxiety felt as to meteorological conditions.

Canned goods are active; sugar is in good demand. Summer and hot weather specialties, lime juice, fruit syrups, etc., are in good demand and are the display features of many retail stores.

**SUGAR.**—There is good call for this commodity just now and the market has a steady undertone.

Extra standard granulated, per bbl.	4 85
Montreal yellow, per bbl.	4 45
B.C. yellow, per barrel	4 45
Icing sugar, per barrel	5 45
Powdered, per barrel	5 25
Lumps, hard, per barrel	5 75
Sugar in sacks, 5 cents less.	

**SYRUPS.**—There is no change since the last report. The butter market is weak and syrup in correspondingly poor demand.

	Per case
Corn Syrup—	
2 lb. tins, per case	2 25
10 lb. tins, per case	2 65
20 lb. tins, per case	2 81
Barrels, per 100 lbs.	3 82
Molasses, New Orleans, gal.	0 33 0 35
Molasses, Barbados, gal.	0 45 0 50
Maple syrup, quart, per case	6 20
Maple syrup, 1/2 gal.	5 85

**DRIED FRUITS.**—With green fruits increasing in variety and abundance, backed by a hot weather demand, there is but a dull market in dried fruits.

	Per lb.
Prunes—	
Prunes, 90 to 100, 25 lbs.	0 05%
Prunes, 80 to 90, 25 lbs.	0 06
Prunes, 70 to 80, 25 lbs.	0 06%
Prunes, 60 to 70, 25 lbs.	0 06%
Prunes, 50 to 60, 25 lbs.	0 08
Prunes, 40 to 50, 25 lbs.	0 10
Apricots—	
Choice	0 15%
Standard	0 13%
Slab	0 11%
Nectarines	0 11%
Cooking Figs—	
Choice boxes	0 06%
Half boxes	0 05%
Half boxes	0 05%
Valencia Raisins—	
Pine, f.o.s., 25s, s.p., per box	2 75
Pine, selected, 25s, s.p., per box	2 70
4-crown layers, 25s, s.p., per box	2 65
4-crown layers, 17s, s.p., per box	1 35
4-crown layers, 17s, s.p., per box	0 75
Ne plus ultra, 82s, s.p., per box	2 70

Sultanas—	
California	0 09%
Smyrna	0 14 0 14
Currants—	
Dry clean, per lb.	0 07%
Washed, per lb.	0 07%
1-lb. package	0 08%
2-lb. package	0 17%

**TEAS AND COFFEES.**—A good demand at retail for hot weather drinks is cause for slower sales of coffees and teas. Prices are steady.

Coffee—		
Green Rio, No. 5	0 16%	
Roasted Rio	0 21	
Green Santos	0 17	
Roasted Santos	0 23	
Chicory	0 11%	
Teas—		
China blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 40
Japans, May picking	0 35	0 50
Japans, choice	0 35	0 45

**NUTS.**—Trade is a little more active and promises well with the opening of the picnic season.

Brazil	0 18	0 19
Tarragona almonds	0 16%	
Peanuts, roasted, Jumbos	0 13	
Peanuts, choice	0 11	
Pecans	0 22	
Marbot walnuts	0 13%	
Grenoble walnuts	0 18	
Sicily filberts	0 11%	
Shelled almonds	0 33	0 34
Shelled walnuts	0 31	

**BEANS AND PEAS.**—Trade in these lines is featureless with a strictly summer demand.

Beans—	
Hand picked	2 35
3 lb. picker	1 95
Peas—	
Split peas, sack, 98 lbs.	3 85
Whole peas, bushel	2 75 2 85
Barley—	
Pot barley, per sack 98 lbs.	4 75
Pearl barley, per sack 98 lbs.	3 65
Wheat granules, bale of 16.	

## WINNIPEG.

**FLOUR AND CEREALS.**—A feature this week is a further advance in rolled oats and oatmeal of 5 cents per sack. Other lines are steady and somewhat dull.

Flour—	
First grade patents	5 40
Second grade patents	4 90
First clears	4 00
Prices are for cotton bags jute 10 cents off.	
Rolled oats, 80 lbs.	1 65
Standard granulated, 98 lbs.	1 65
Corn meal, 98 lbs.	1 90
Wheat granules, 16-165	3 06

**FISH.**—Fresh Lake Winnipeg white-fish are plentiful with an excellent consumptive demand. The extremely hot weather of past week was favorable to fish sales.

Fish—	
Fresh salmon	0 18
Fresh halibut	0 10
Lake Winnipeg white fish, lb.	0 09
Fresh pickerel, lb.	0 06
Steak, cod, lb.	0 12%
Haddock	0 08
Market cod	0 08
Finnan haddock	0 09
Fresh gold eyes, per doz.	2 00
Kippers, per box	2 80
Lake trout, per lb.	0 12
Bloaters, per box	1 50
Holland herring, keg	0 70
Labrador herring, half barrel	4 20
Salt mackerel, kit	2 75

**FRUITS AND VEGETABLES.**—Several new lines and some changes in prices are to be found in the list. There is an excellent demand. Lemons and oranges are scarce and dear.

Vegetables—	
American leaf lettuce	0 50
New beets, box	2 00
Cabbage, new, per lb.	0 04
Carrots, lb.	0 04
Florida tomatoes, case	4 50
Green onions	0 35
Cucumbers, dozen	2 50
Cauliflowers, dozen	2 50
Florida celery	2 00
Imported mushrooms, lb.	0 90
Man. rhubarb	0 03
British Columbia rhubarb	1 25

# THE CANADIAN GROCER

Fresh Fruit—	
Apricots	2 75
Plums	2 75
Peaches	2 75
Cherries, 10 lb. box	2 75
Strawberries, case 24 qts, Hood River	5 00
Pines	3 75
Bananas, per bunch	2 50
California lemons, crate	10 00
Florida grape fruit	7 00
Navel oranges, case	6 00
Messina lemons	8 00
Valencia oranges	7 00
Florida tomatoes	5 00
Watermelons, dozen	7 00
Apples, box	2 75

## NEW BRUNSWICK MARKETS.

By Wire.

St. John, June 17.—Except for flour market, there are few changes of interest to report. Manitoba and Ontario patents are higher with market reported much firmer. Manitoba advanced twenty cents, followed by advance in Ontario of twenty cents. Former is now quoted at \$6.45; Ontario at \$5.95. Dealers here have advice saying that wheat is scarcer than expected, and that market is likely to be strong until new crop arrives.

Cornmeal is firmer; granulated being now quoted at \$4.85, and barrels at \$3.15. Eggs, hennery, are scarcer causing an advance to 22 and 24 cents. Owing to more plentiful supply of butter, prices have been somewhat reduced.

Bacon, roll	0 15	0 16
Bacon, breakfast	0 18	0 20
Beans, Austrian, bushel	2 30	2 65
Beans, yellow eye, bushel	3 45	3 50
Butter, dairy, per lb.	0 28	0 30
Butter, creamery, per lb.	0 27	0 32
Buckwheat, W., grey, bag	2 75	2 85
Cheese, lb.	0 13	0 13 1/2
Cheese, new, lb.	0 13 1/2	0 14
Currants, 1 1/2, lb.	0 07 1/2	0 08
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	1 02 1/2	1 05
Corn, doz.	1 10	1 15
Peas, No. 4	1 40	1 45
Peas, No. 3	1 43 1/2	1 45
Peas, No. 2	1 45	1 50
Peas, No. 1	1 80	1 85
Peaches, 2 1/2, doz.	1 55	1 60
Peaches, 3 1/2, doz.	2 35	2 40
Raspberries, doz.	2 20	2 25
Strawberries	2 20	2 25
Tomatoes	1 65	1 70
Commmeal, gran.	4 85	
Commmeal, bags	1 50	
Commmeal, bbls.	3 15	
Eggs, hennery	0 22	0 24
Flour, Manitoba	6 45	
Flour, Ontario	5 95	
Lard, compound, lb.	0 11 1/2	0 12 1/2
Lard, pure, lb.	0 15 1/2	0 15 1/2
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 25	
Oatmeal, std.	5 80	
Pork, domestic mess	29 00	
Pork, American clear, bbl.	27 00	
Potatoes, barrel	1 40	
Raisins, California, seeded	0 08	0 09
Rice, per cwt.	3 85	3 95
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
Sugar—		
Standard granulated	4 50	
United Empire	4 40	
Bright yellow	4 30	
No. 1 yellow	4 00	
Paris lumps	5 50	

## NOVA SCOTIA MARKETS.

By Wire.

Halifax, June 17.—There is marked improvement in receipts of butter on local market and prices are easier, dairy being down about two cents per pound. Deliveries of eggs are slackening and price is a little firmer. There is more demand for canned goods and though it is late in the season many of the local dealers have good supplies on hand. All dried fruits are firm and in some cases the price is high. Oranges are scarce, Mediterraneans being quoted at \$6 to

\$6.50. Flour prices are also firmer. Hams are selling at 20 to 21 cents per pound.

Apples, No. 1, per bbl.	4 00
Bacon, side, per lb.	0 19 1/2
Bananas, per lb.	0 03 1/2
Butter, creamery, per lb.	0 31
Cheese, per lb.	0 15 1/2
Cranberries, Cape Cod, per barrel	14 00
Currants, Vostizzas, per lb.	0 08 1/2
Canned Goods—	
Corn, 2's, per doz.	1 20
Peas, 2's, per doz.	1 47 1/2
Raspberries, 2's, per doz.	2 37 1/2
Strawberries, 2's, per doz.	2 37 1/2
Tomatoes, 2's	1 40
Commmeal, per bag	1 50
Eggs, fresh, per dozen	0 17
Flour, Ontario, 90 per cent	5 25
Flour, Manitoba best, per bbl.	6 15
Grapefruit, per case	3 50
Hams, per lb.	0 20
Lemons, per case	5 00
Oatmeal, std., per sack	2 65
Onions, Egyptian, per lb.	0 02 1/2
Oranges, Florida, per case	5 50
Oranges, Mediterranean, per case	6 00
Oranges, navel, per case	5 25
Pork, American clear, per bbl.	27 00
Potatoes, per bag	1 50
Raisins, Cal. fancy, per lb.	0 06
Rolled oats, per bbl.	5 25
Salmon, Sockeye, per case	10 25
Sweet potatoes, per hamper	2 00

## "DEALER FIRST" VS. "CONSUMER FIRST."

(Continued from page 33.)

cially—let me say it again—because the goods must first be on the merchant's shelves before the consumer inquiries have any real money value.

Furthermore, the consumer bludgeon has been so greatly abused and so many merchants led to over-buy because of a stimulated temporary demand which fell flat as soon as the advertising stimulant was withdrawn, that the pendulum in many retail merchants' associations has swung against all advertised goods. This is especially true in the drug and grocery fields in which the retail merchant has been most grievously exploited.

But deeper than these general conditions lies the indisputable fundamental fact that the merchant must have the goods before the people can buy them from him, and that the phrase, "For sale by all dealers" before distribution has been secured is an imposition on the public, and an insult to the merchant and a lie on the face of it.

If your product has not enough merit in itself to enable you to win the good will and the trade of the retail merchant, then it is cheating both him and his customers to force it onto and off his shelves by consumer advertising. If it has such merit, then the logical, the direct, the commercial, and the permanent way to secure distribution is by displaying your product before the merchant in such a way as to make him buy because he believes in it. Once in his stocks, that belief and confidence will be reflected in his salesmanship, and re-echo in his re-orders.

Your salesmen, your circulars and your samples must do their share in this convincing presentation; and a force equalling any and helping all of the three, is the trade paper—the

modern merchant's weekly market place and guide to safe buying.

There are the honest-but-inefficient, the rising but not-yet-risen, and, I am sorry to say, in some lines there are the positively dishonest and unworthy journals.

The task of separating the sheep from the goats; of capitalizing the value of the worthy without wasting your money on the unfit is one that calls for a wide knowledge of the field and the power to analyze values.

A gold mine is only a shaft till pay dirt is struck and if gold is never struck it is a sink hole.

The "gold" is in the right kind of copy in the right kind of trade newspaper at the right time of year.

Consumer advertising has a grand part to play in the modern scheme of business; but its place is after, not before, the goods are on the merchants' shelves. Then it lessens the burden that the goods must bear by shortening the route to the consumer instead of rendering the burden heavier, loading it with the cost of creating a local demand for which there is no local supply.

## GERMAN BUSINESS MEN'S TRIP POSTPONED.

The proposed trip of the German business men, which was to have been made this year, has been postponed. The chief reason given by the Leipzig Illustrierte Zeitung, which paper was behind the movement, is that the economic conditions of the world are unfavorable just now. The trip will be made next year.

382 College St.,  
Toronto, June 9, 1913.

MacLean Pub. Co.,  
Dear Sirs:—Just a line to thank you for your assistance in my recent request, also the past favors in which you have helped me a whole lot. In fact, it would be next to an impossibility to get along without the valuable Canadian Grocer.

Enclosed find cheque for payment to March, 1915, and oblige,

FRED. L. GILES.

Berlin, Ont., June 7, 1913.

MacLean Pub. Co., Ltd.  
Dear Sirs,—Enclosed please find the sum of two dollars, being the amount for one year's subscription to the Canadian Grocer.

The suggestions and ideas that are given from time to time are worth more than a year's subscription to any live enterprising merchant, and I feel confident if the Canadian Grocer was in every retail grocery store, and its advices lived up to, the trade would be benefited greatly in general.

Wishing you every success, and with best of wishes,

JACK REID,  
Victoria Park Grocery,  
Berlin, Ont.

Petrie's Bay of Islands, Nfld.  
May 29, 1913.

MacLean Publishing Co., Ltd.  
Dear Sirs,—Enclosed please find express order \$2.00 my subscription to the "Canadian Grocer" I appreciate immensely this paper. No live business man should be without it. The amount of information, and excellent ideas that one gets, pays a hundred fold.

Yours truly,  
J. H. BAGGS,  
Importer and General Dealer.

# FLOUR & CEREAL DEPARTMENT



## All Grades of Flour Move Up 20 Cents

**Hard Wheat Advances 20 Cents, Softer Grades 30 Cents, Due Directly to Situation in Wheat Market—Rolled Oats Higher and Cornmeal Also Moves Up 10 to 15 Cents in Toronto—Mill Feeds Firm—Dry Weather and Scarcity of Supplies Would Indicate Advance in Bran.**

An advance of twenty cents all round seems to have been quite general during past week. Market holds firm at new level, so much so that there are some who anticipate even further advances, now that the ice has been broken, claiming that this advance has simply brought prices up to cost of production.

Wheat market appears to be easing off again, now that flour has advanced. On Monday it reached highest point in year, July wheat in Winnipeg selling at 100½. Tuesday it dropped 1½ cents to 99.

"In States, new Kansas crop is now coming in. That wheat makes as good flour as our Western wheat and is selling at 14 cents lower, which simply means that our export business is now done." This is the opinion of one broker who feels that there is now no likelihood of any further advance in flour, owing to condition of wheat market.

Oat market has been quite firm, and though soaring at end of week, has since fallen back, so that on Tuesday it was at same level as same day of week previous. Market still continues firm, and caused corresponding firmness in rolled oat market resulting in an advance at end of week.

Receipts of flour on Montreal Market for week were 79,625 sacks as compared with 68,933 sacks for corresponding week, year ago. Exports for week were 93,683 sacks as against 44,358 sacks for same week last year. Stocks of flour in store on spot in Montreal on June 14, were 219,060 sacks. June 7, 182,276, as compared with 151,106 sacks on June 15, year ago.

### MONTREAL.

**FLOUR.**—Flour advanced 20 cents all round on Monday. This advance is reflection of advance in wheat markets and was more or less unexpected. Present advance in spring wheat grades is

first in many months, and while wheat has been steadily advancing, flour has not followed. During this time the price of wheat has advanced 16½c per bushel, which, millers say, is equivalent to at least 65c in flour. The advance is attributed directly to advancing price of wheat which has made it imperative for millers to get more money for their flour owing to low prices of bran and other mill feeds. Improved demand for both domestic and export reported last week has been maintained and orders are coming forward quite freely. Buyers are expecting another advance as wheat markets are strong and stocks in hand on spot low. Winter wheat prices remain unchanged.

Winter wheat, fancy patents, in bags ..	4 50	4 75
Straight rollers, in bags ..	5 25	5 50
Manitoba 1st Spring wheat patents, bags ..	5 60	5 85
Manitoba straight patents, in bags ..	5 10	5 35
Manitoba strong bakers, in bags ..	4 90	5 15
Manitoba second, in bags ..	4 70	4 95

**CEREALS.**—Rolled oats market will likely advance 10 cents at end of week as market is firm. Demand, locally, for rolled oats is dull but with export trade is of sufficient volume to warrant making a higher price should oats go higher.

Receipts of rolled oats for week were 1,350 sacks as compared with 5,480 sacks for corresponding period of last year. Exports for week were 1,970 sacks and 4,347 cases as against 5,620 sacks and 1,100 cases for same week last year.

Rolled oats, in 25 sack lots ..	2 10	2 30
Rolled oats, in single bag lots ..	2 25	2 45
Rolled oats, in bbls. ....	4 45	4 65
Standard oatmeal, in single bag lots ..	2 31	2 51
Granulated oatmeal, in single bag lots ..	2 31	2 51
Fine oatmeal, in single bag lots ..	2 31	2 51
(In 25 bag lots the price of the above is 10c lower.)		
Rolled wheat, in barrels ..	2 70	2 90
Hominy, in 95 lb. sacks ..	2 00	2 20
Cornmeal, in 95 lb. sacks ..	1 65	1 85
Rolled oats, in cotton sacks, 5c more.		

**MILL FEEDS.**—Demand from U. S. points still continues to be feature of mill feed market, and this demand is rapidly bringing stocks down to normal size. Market has firmed up a little during past week and middlings have advanced to \$22, while bran is firm at \$17.

Bran, in car lots, per ton ..	16 00	17 00
Shorts, in car lots, per ton ..	19 00	20 00

Middlings, in car lots, per ton ..	22 00	23 00
Wheat moulee, per ton ..	23 00	25 00

### TORONTO.

**FLOUR.**—At last flour has advanced, hard wheat moving up 20 cents per barrel and Ontario grades 30 cents on same quantity. "This advance should have taken three weeks ago," states one dealer. "Present prices represent only cost of production so that even higher prices may still be anticipated." "This advance is here to stay for this crop," stated another dealer, "but with wheat market already weaker as result of flour advancing, there is not likely to be another change until September unless wheat should fall very rapidly. But this is not likely as we need all the wheat in the country for domestic purposes."

#### Manitoba Wheat.

1st patent, in car lots, bags ..	5 50	5 75
2nd patents, in car lots, per bbl. ....	5 60	5 85
Strong bakers, in car lots, per bbl. ....	4 55	4 80
Flour, in cotton sacks, 10c per barrel more.		

#### Winter Wheat.

Fancy patents, domestic consumption ..	4 90	5 10
Patents, 90 p.c. domestic consumption ..	4 75	4 95
Straight roller, domestic consumption ..	4 55	4 75
Blended, domestic consumption ..	5 05	5 25

**CEREALS.**—Canadian Grocer has been advised that rolled oats would advance 10 cents per barrel at end of the week. This is in line with the report in last week's issue where reasons for this advance were given.

Cornmeal market this week shows an advance of from 10 to 15 cents owing to firmness in primary market and to surplus stocks getting well worked off. Market holds firm at advanced level.

Rolled oats, small lots, 90 lb. sacs. ....	2 25	2 30
Rolled oats, 25 bags to car lots ..	2 15	2 20
Standard and granulated oatmeal 10 per cent. over rolled oats in 90's in jute.		
Rolled wheat, 50 lb. boxes ..	1 50	1 60
Rolled wheat, small lots, 100-lb. bbls. ....	2 25	2 35
Rolled wheat, 5 barrel to car lots ..	3 70	3 80
Cornmeal, 95 lb. bags, 25 bag lots, best quality ..	1 85	1 90
Cornmeal, 95 lb. bags, 25 bag lots, coarser grades ..	1 70	1 75
Rolled oats in cotton sacks 5 cents more.		

**MILL FEEDS.**—Bran is scarce and with demand for both bran and shorts increasing with dry weather an advance would seem possible if not quite probable. One miller states: "Smaller millers are now writing in asking for bran from us, which shows they must be over-sold. I have had to turn many of them down, desiring to keep bran for our mixed cars."

Bran, in car lots, per ton ..	17 00	18 00
Shorts, in car lots, per ton ..	19 00	20 00
Middlings, in car lots, per ton ..	21 00	22 00
Wheat moulee, in car lots, per ton ..	23 00	25 00
Feed flour, in car lots, per ton ..	25 00	26 00



## Lemons, Oranges and Pines Soaring Up

Advance Also Looked for in Price of Bananas—Potatoes Falling as Rapidly as Other Lines Advance — Ontario Berries a Feature on Market.

### MONTREAL.

**GREEN FRUITS.**—Apples are scarce but there are still a few being offered and quality of these is remarkable for season. Price is ranging around \$5 to \$7 according to quality and size.

Lemons are firm and should warm weather continue, price will advance in proportion to demand. Grape fruit is higher and scarce, selling at \$6.50 per case. Pineapples are still high. Prices quoted are firm. Limes are in good demand. Plums, peaches, cantaloupes, and apricots are arriving this week and commanding ready sale at good prices.

Bananas are expected to advance next week as price is firm and demand quite heavy. It is quite probable that advance may go into effect this week but this depends upon demand.

<b>Apples—</b>	
Spies, first grade, per barrel.....	6 50
Spies, second grade, per barrel.....	5 50
Apricots, per 4 basket crate.....	1 85
Bananas, crated.....	1 25
Cantaloupes, California, per crate.....	8 00
Cherries, California, 7-lb. box.....	2 50
Cocoanuts, per bag.....	5 00
Grape fruit, Florida, case.....	4 25
Grape fruit, Florida, case.....	6 50
Lemons.....	4 50
Limes, Florida, per box.....	6 00
Oranges, late Californias.....	6 00
Oranges, late Valencias.....	5 50
Oranges, Valencias.....	6 00
Peaches, California, Alexanders, box.....	2 75
Pineapples, Havana.....	2 50
Pineapples, Florida—	
30s, per case.....	3 50
24s, per case.....	3 75
36s, per case.....	3 25
Plums, California, per box.....	2 25
Strawberries, per quart.....	0 12½
Watermelons, each.....	0 40

**VEGETABLES.**—Warm weather has started a boom in vegetables and trading is brisk. Stocks of vegetables are quite heavy, and ample to take care of increased demand. New cabbage is higher at \$2.90 per crate. Cauliflower is 50c higher at \$4.50 per dozen. Corn is scarce and poor in quality. Cantaloupes are coming in goodly numbers and selling quite freely at \$8 per crate. New potatoes are 50c lower at \$4 per barrel owing to heavy receipts, while sweet potatoes are higher at \$3 per basket owing to winding up of season and scarcity of supplies. Egyptian onions are cheaper, selling at 2c per

pound instead of 2¼c last week. Cukes are cheaper at \$3 per basket. Mushrooms are nearly done. American asparagus is practically over as there are only a few cases coming forward. Ontario strawberries are expected in quantity this week and estimated price is 17c; imported berries are selling at 17 to 18c.

Asparagus, Canadian, 11-qt. basket.....	1 25
Beans, wax, per hamper.....	3 00
Beans, green, per hamper.....	3 00
Beets, old, per bag.....	2 50
Cabbage, new, crate of 4 to 5 doz.....	2 50
Carrots, new, per doz. bunches.....	2 50
Carrots, old, per bag.....	0 75
Cantaloupes, Florida, per crate of 45.....	5 50
Cauliflower, hothouse, per dozen.....	4 50
Celery, Bermuda, small crate.....	4 50
Celery, Bermuda, large crate.....	10 00
Corn, green, per doz. ears.....	1 00
Cucumbers, per dozen.....	0 90
Cucumbers, per basket.....	3 50
Egg plant, doz.....	2 50
Garlic, per bunch.....	0 15
Horse radish, per lb.....	0 20
Indive, French, per lb.....	0 30
Leeks, per bunch.....	0 75
Lettuce, Boston, crate of 2 doz.....	1 60
Lettuce, curly, per doz. heads.....	0 40
Mushrooms, basket of 4 lbs.....	3 00
Onions—	
Egyptian, per lb.....	0 02
New, green, per doz. bunches.....	1 25
Oyster plant, Canadian.....	0 75
Peppers, green, small basket.....	0 50
Peas, green, per hamper.....	3 50
Potatoes—	
Bermuda, new, per bbl.....	4 00
Green Mountain, car lots, bag.....	0 80
Quebec grades, car lots, bag.....	0 75
Sweet grades, small lots, bag.....	1 10
Sweet potatoes, basket.....	3 00
Radishes, per doz.....	0 30
Rhubarb, per doz. bunches.....	0 15
Spinach, per bbl.....	3 00
Tomatoes, Florida, fancy, case.....	3 00
Tomatoes, Florida, choice, case.....	3 00
Turnips, per bag.....	2 50
Water cress, per doz. bunches.....	1 00

### TORONTO.

**GREEN FRUITS.**—Prices on lemons are soaring upward with warmer weather. Demand has increased greatly and this week new Verdelli are quoted at \$5.50 to 6. Messina, though unchanged, are quite firm.

Oranges are trending upward. Late Valencias sold in New York early in week at average price of over \$7. Further advances are expected here.

Florida pineapples are scarce and high. Dealers look for no easing off for at least week or ten days.

Grapefruit is almost off. While an odd case may be found, it is doubtful if orders sent in could be filled.

Canadian berries are arriving freely this week, but so far have reached here in poor condition. Prices run according to quality from 10 to 17 cents per qt. American berries are practically done for season.

California peaches and Canadian gooseberries appeared also this week.

Apricots, per box of 4 bkts.....	2 25
Bananas, per bunch.....	1 75
Cantaloupes, 45s, per crate.....	6 00
Cherries, California—	
9 rowed boxes.....	2 75
10 rowed boxes.....	2 50
11 rowed boxes.....	2 25
Cocoanuts, per sack of 80.....	5 00
Lemons, Messina, old.....	4 50
Lemons, Verdelli, new.....	5 50
Oranges, California Valencias.....	6 25
Oranges, Messina, oval ¼ box.....	2 50
Limes, per bag of 100.....	1 50
Peaches, California, Alexanders, box of 8-10 dozen.....	2 25
Pineapples, Florida—	
42s, per case.....	3 00
36s, per case.....	3 25
30s, per case.....	3 75
24s, per case.....	4 00
Plums, 4 basket carriers.....	2 50
Strawberries, Canadian, quart.....	0 10
Watermelons, 27 to 30 lbs., each.....	0 40

**VEGETABLES.**—“Potatoes are the only thing that is going down,” states one broker, “and they are falling as rapidly as other stuff is advancing.” Virginia is shipping heavily so that decline of even another 25 cents is expected.

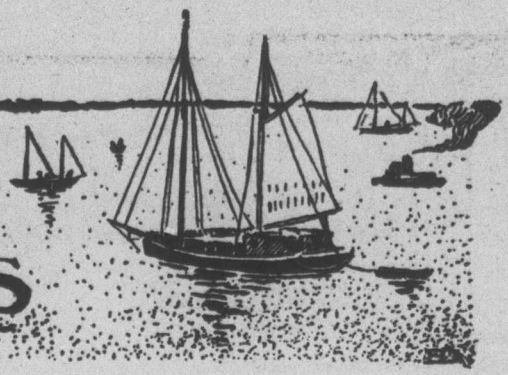
Canadian hot-house tomatoes have also made their way on to market, coming from Aldershot. Prices range from \$2.50 to \$3.00 per 11 quart basket. Quality is fine. Mississippi has also begun to ship, goods arriving in 4 basket carriers and selling at \$1.25 to \$1.40.

Domestic beets and carrots are also appearing, causing easier prices. Cabbage is exceptionally scarce, causing an advance of 50 to 75 cents.

Asparagus, domestic, 11 qt. basket.....	1 75
Beans, green, hamper.....	2 50
Beans, wax, hamper.....	3 00
Beets, Canadian, new, doz. bchs.....	0 40
Beets, imported, per box.....	1 50
Carrots, Canadian, new, doz. bchs.....	0 40
Carrots, imported, per box.....	2 00
Cabbage, Virginia, new, crate of 4-5 doz.....	3 25
Cucumbers, Florida, hamper.....	2 75
Lettuce, domestic heads, doz.....	0 30
Mushrooms, per lb.....	0 75
Onions—	
Egyptian, sack of 112 lbs.....	2 00
Texas, Bermudas, 50-lb. crate.....	1 50
Bermudas, 50-lb. crate.....	1 50
Green, imported, per doz.....	0 10
Peppers, green, basket.....	0 50
Peppers, green, hamper of 6 boxes.....	2 25
Parsley, large bunches, doz.....	0 75
Peas, green, hamper.....	3 50
Potatoes—	
New, per barrel.....	3 50
New Brunswick, per bag.....	1 00
Ontario, per bag.....	0 75
Radishes, doz. bunches, domestic.....	0 30
Rhubarb, domestic, doz. bunches.....	0 25
Spinach, Canadian, bushel.....	3 50
Tomatoes, Florida, case.....	3 00
Tomatoes, Mississippi, 4-bkt. carriers.....	1 25
Water cress, domestic, 11-qt. basket.....	0 50



# FISH & OYSTERS



## Season for Mackerel Draws to a Close

Easier Prices Expected on Frozen Halibut Next Season Owing to Heavy Supplies Now Being Laid Away—Lobster Pack Only About Two-thirds That of Last Season.

### MONTREAL.

FISH.—Feature of fish market is fact that no shad have been found in river so far this season. This is something unprecedented, for every year, as far back as there are any records, shad have always come up the river at this season and usually in great schools. The reason given for their non-appearance this year is that this variety of fish was caught in such large numbers in past year that there are not many to come up. Practically all the shad received here this year have been obtained from United States points and from St. John's.

Quantity of North Shore salmon arriving is not as great as expected, and, as demand is quite heavy, prices are firm and advancing. It is expected that next week will see much higher prices ruling for this fish. Halibut is plentiful this week, and prospects are good for future supplies. Shortage advised some weeks ago has been fully overcome, and it is expected that price for coming season's frozen halibut will be lower than last year owing to large stocks now on hand in storage.

Lobsters are higher in price this week owing to more fisheries being affected by closed season, which will be general in about two weeks' time.

Lake fish are more plentiful, but brook trout are still scarce and price rather exorbitant. Haddock and cod are coming in freely. Doree is scarce, but pike, lake trout and whitefish are in good supply.

### FRESH FISH.

Barbotte (dressed), bullheads, per lb.	0 00	0 10
Bluefish, fancy, per lb.	0 15	0 15
Buck shad, each	0 30	0 30
Carp, per lb.	0 07	0 07
Doree, per lb.	0 11	0 12
Market cod, cases, 250 lbs., per lb.	0 05	0 05
Flounders, per lb.	0 06	0 07
Haddock, fresh, per lb., by express.	0 04	0 05
Salmon, B.C., red, per lb.	0 15	0 14
Salmon, Gaspe, per lb.	0 15	0 15
Steak cod, per lb.	0 15	0 15
Trout, brook, per lb.	0 05	0 05
Trout, lake, per lb.	0 11	0 12
Frog's legs, large, per lb.	0 10	0 10
Halibut, fresh, per lb.	0 00	0 10
Herring, per 100 fish	1 00	1 00
Mullet, per lb.	0 07	0 07
Mackerel, per lb.	0 10	0 12
Pike, dressed	0 07	0 05
Perch, dressed	0 09	0 10
Whitefish, per lb.	0 11	0 12

### FROZEN FISH.

Herring, per 100 fish, medium	1 00	1 00
Haddock, per lb.	0 04	0 05

Smelts, fancy	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07 1/2	0 08
Whitefish, large, per lb.	0 10	0 10
Whitefish, small, per lb.	0 07	0 07

### PREPARED FISH.

Boneless fish, in blocks, 20 lb. boxes, per lb.	0 06	0 06
Dry Pollock, 100 lb. bundle, per bundle.	6 00	6 00
Pure cod tablets, 20 lb. boxes, per lb.	0 10 1/2	0 10 1/2
Pure cod, 3 lb. box, per lb.	0 15	0 15
Shredded cod, 2 doz. in box, per box.	1 80	1 80
Boneless strip cod, 30 lb. box, per lb.	0 10	0 10
Pure skinless cod, 100 lb. boxes, per lb.	6 50	6 50

### SALTED AND PICKLED.

Green cod, per bbl., 200 lbs., No. 1.	7 00	7 00
Labrador herring, per bbl.	5 00	5 00
Labrador herring, per half bbl.	2 75	2 75
No. 1 mackerel, 20 lb. kits	1 75	1 75
No. 1 mackerel, half bbls.	7 00	7 00
Lake trout, kegs	7 00	7 00
No. 1 green haddock, per 200 lbs.	5 00	5 00
Salt eels, per lb.	0 06	0 06 1/2
Salt sardines, bbls., 200 lbs.	5 00	5 00
Salt sardines, half bbls.	3 00	3 00
Scotch herring	7 00	7 00
Holland herring, bbl.	9 00	9 00
Holland herring, half bbl.	5 00	6 00
Holland herring, keg	0 70	0 75
Labrador salmon, bbls.	15 00	16 00
Labrador salmon, half bbls.	8 00	9 00
Sea trout, half bbls.	6 50	6 50
Eels, per lb.	0 08	0 08

### SMOKED.

Bloaters, box	1 00	1 10
Eels, per lb.	0 12	0 12
Haddies, fancy, fresh cured	0 08	0 08
Haddies, regular	0 06	0 07
Fillets, fancy, fresh cured, lb.	0 12	0 12
Fillets, regular, lb.	0 10	0 10
Herring, boneless, 10 lb. boxes, lb.	0 10	0 12
Herring, new, smoked, per box.	0 13	0 15
Kippers (small), per box of 50 fish.	1 00	1 25
Smoked salmon, per lb.	0 22	0 22

### CRUSTACEANS.

Crab meats, per gal.	2 00	2 00
Lobsters, live, per lb.	0 20	0 20
Lobsters, boiled, per lb.	0 22	0 22
Shrimps, per gal.	2 00	2 00
Periwinkles, per bus.	2 50	2 50
Prawns, per gal.	2 00	2 00

### SHELL FISH.

Scallops, per gal.	2 75	2 75
Solid meats—Standard, gal., \$1.30; select, gal.	2 00	2 00
Bulk standard, gal., \$1.50; select	1 50	1 50
Clams, per bbls.	7 00	7 00
Cape Cod shell oysters	12 00	12 00

### TORONTO.

FISH.— Though now plentiful, mackerel supply will likely be at an end in a few weeks. Run is coming to an end, so that few more will be coming forward. Restiguse salmon are weak. Prices this week have dropped to 22c to 28c, and are likely to fall during next couple of weeks to an 18c basis. Judging from present abundant supply of halibut it is expected that there will be no scarcity of this in frozen stocks next winter, and that lower prices will prevail. Salmon now offering show excellent quality, and are selling well. Supplies are plentiful, but not so great as to cause reduced prices. Whitefish are coming on in larger quantities, and trout falling off somewhat. Herring and perch are both inclined to be scarce.

Halibut, trout, whitefish and yellow pickerel still continue to hold foremost place so far as bulk in sales go.

### FROZEN FISH.

Roe shad, each	1 00	1 25
Whitefish, per lb., straight	0 09	0 10

### FRESH CAUGHT FISH.

Eels, live, per lb.	0 10	0 10
Flounders, per lb.	0 07	0 07
Haddock	0 06 1/2	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	0 06	0 08
Lobsters, live, per lb.	0 25	0 40
Mackerel, weight from 1 1/2 to 3 lbs. each	0 15	0 25
Perch, per lb.	0 10	0 10
Pickerel, blue, per lb.	0 09	0 09
Pickerel, yellow, per lb.	1 00	1 50
Salmon, Restiguse, lb.	0 23	0 23
Salmon, B.C., per lb.	0 23	0 23
Steak cod	0 07	0 08
Trout, per lb.	0 12	0 14
Whitefish, per lb.	0 13	0 13

### SMOKED.

Finnan haddie	0 07 1/2	0 50
Kippers	1 10	1 20
Bloaters, 60s	1 25	1 25
Fillets	0 13	0 13

### PREPARED.

Cod, 2-lb. boxes, 12 to crate.	2 00	2 00
Acadia cod, 2-lb. boxes, 12 to crate.	2 00	2 00
Cod in loose strips, 25-lb. to box, lb.	0 06 1/2	0 06 1/2
Shredded cod, 2 doz. pkgs. to box.	2 25	2 25
Skinless, cwt. (100 lb. boxes)	7 00	7 00

### SALTED AND PICKLED.

Holland herring, per keg	0 80	0 85
Shrimps—		
Pike, per lb.	0 06	0 07
1 gallon cans	1 25	1 25
2 gallon cans	2 40	2 40
3 gallon cans	4 00	4 00
Extra, per lb.	0 16	0 16

### ST. JOHN.

FISH.—Dealers are disappointed with the catch of shad thus far. Supply has been below average. Wholesalers have been unable to meet demand, and there have been few shipments to outside markets, as the local trade could handle all that came. Usually New England market takes a large number of both shad and salmon. Latter are being received in slightly improved supply, but the price is still high. There is little sale for smoked or pickled stocks, but all lines of fresh fish are selling well.

### HALIFAX.

FISH.—Activity continues in local fish market. Almost daily vessels are arriving here with good fares of mackerel. The run of fish has been unusually good, and there is a ready market for all that are landed. Most lobster canning factories are now closed down for season. Total pack is only about two-thirds that of last season. Prices continue at high mark.

Market is well supplied with cod, haddock and halibut, but with only a fair demand. Salmon are more plentiful, and price a little easier. There has been a fair catch of cod to date. Herring are fairly plentiful.



# Produce & Provisions



## Packers are Bearish on Live Hog Question

Attempts to Hammer Down Prices Have So Far Failed—Butter Shows Tendency Towards Weakness—Egg Dealers Begin to Sell on Quality Basis and Advocate Complete Adoption of System.

Firmness continues to prevail in market for all pork products even though market for raw material is a little easier. Packers are doing their best to hammer down prices to the producer, claiming that prices on meats are now as high as consumer will stand and that prices on raw material are too high in proportion.

Following up buying by the "loss-off" system, some dealers are attempting to divide eggs up into three different classes and charge directly according to quality. Though this is being introduced only by some, those who have adopted it claim it is only fair way and that it should become universal until a better method comes into vogue.

Butter holds steady, but with heavy receipts, there is a tendency towards weakness. Dairy is coming plentifully, but it is stated that total receipts are below those of former years at corresponding periods. Hot weather is now beginning to have its effect on market.

Following table shows receipts of butter, cheese and eggs on Montreal market for past week, with comparisons:—

	Butter.	Cheese.	Eggs.
Week end, June 14, 1913.....	22,338	60,809	11,468
Week end, June 15, 1912.....	22,278	72,908	10,598
Season May 1 to June 14, 1913.	99,658	210,747	94,675
Season May 1 to June 15, 1912..	98,913	250,781	98,443

### MONTREAL.

**PROVISIONS.**—As predicted last week, price of barreled pork has advanced. Heavy mess pork, heavy short cut, heavy clear backs, advanced to \$30 per barrel, which is a gain of \$2.50 per barrel. Other than this there are no outstanding features in either cured meat market or live hog market. Trading is quiet and of good volume. American market is quiet and featureless. Lower price of live hogs has caused price of dressed pork to decline to \$14.50 which is more in keeping with live weight price.

Cottage rolls are steady at 20c under a heavy demand. Picnic hams are high-

er at 16c. Several packers state that high prices are tending to curtail consumption as average man cannot afford to pay present high prices for cured meats.

<b>HAMS—</b>	
Extra large sizes, 28 to 40 lbs., per lb. ....	0 17
Large sizes, 20 to 28 lbs., per lb. ....	0 18
Medium sizes, selected weights, 12 to 20 lbs., per lb. ....	0 20
Extra small sizes, under 12 lbs., lb. ....	0 20
Boned and rolled, large, 16 to 25 lbs., per lb. ....	0 20
Boned and rolled, small, under 12 lbs., per lb. ....	0 21
Picnic hams, 6 to 12 lbs., per lb. ....	0 16
<b>BACON—</b>	
Breakfast bacon, heavy, 14 to 20 lb. sides ....	0 19
Fancy breakfast bacon, boneless, lb. ....	0 23
Windsor bacon, skinned, backs, lb. ....	0 22
Windsor bacon, skinned, backs, boneless, per lb. ....	0 24
Spiced roll bacon, boneless, short, lb. ....	0 17
Wiltshire bacon, 50 lb. sides, lb. ....	0 18
<b>SHOULDERS—</b>	
Square shoulders, boneless, per lb. ....	0 16 1/2
Square shoulders, bone in, per lb. ....	0 15
Cottage rolls, small, 4 lbs., per lb. ....	0 20
<b>COOKED MEATS—</b>	
Rolled ham, small, skinless, boned, lb. ....	0 29
Jellied tongue, 10 lb., open tins, lb. ....	0 29
Headcheese, per lb. ....	0 08
English brawn, per lb. ....	0 11
Jellied hock, 6 lb. tins, per tin. ....	0 75
Cooked pickled pig's feet (in vinegar, 25 lb. kits), per lb. ....	0 07
<b>DRY SALT MEATS—</b>	
Long clear bacon, 50-70s, lb. ....	0 15 1/2
Long clear bacon, 80-100s, lb. ....	0 14 1/2
Flanks, bone in, not smoked, lb. ....	0 15 1/2
<b>PURE LARD—</b>	
Tierces, 375 lbs., per lb. ....	0 14 1/2
Tubs, 50 lbs., net, lb. ....	0 14 1/2
Boxes, 50 lbs., net, per lb. ....	0 14 1/2
Pails, wood, 20 lbs., net, lb. ....	0 14 1/2
Pails, tin, 20 lbs., gross, lb. ....	0 14 1/2
Cases, tins, 10 lbs., each, lb. ....	0 15
Cases, 3 and 5 lb. tins, per lb. ....	0 15 1/2
One pound bricks, 60 in case ....	0 15 1/2
<b>COMPOUND LARD—</b>	
Tierces, 375 lbs., per lb. ....	0 09 1/2
Tubs, 50 lbs., net, lb. ....	0 10
Boxes, 50 lbs., per lb. ....	0 09 1/2
Pails, wooden, 20 lbs., net ....	0 10 1/2
Pails, tin, 20 lbs., gross ....	0 09 1/2
Cases, 10 lb. tins, 60 lbs. in case ....	0 10 1/2
Cases, 3 and 5 lb. tins, 60 lbs. in case ....	0 10 1/2
One pound bricks, 60 lb. cases ....	0 11 1/2
<b>BARRELED PORK.</b>	
Heavy Canada short cut mess, bbl. 35-45 pcs. ....	\$30 00
Canada short cut back pork, 45-55 pcs., bbl. ....	28 00
Heavy short cut clear pork, bbl. ....	30 00
Heavy clear fat backs, 40-50 pcs., bbl. ....	28 00
Heavy clear fat backs, 40-50 pcs., bbl. ....	30 00
Flank fat pork, bbl. ....	28 00
Pickled pigs feet, short, 200 lb. bbls., bbl. ....	6 00
<b>SUNDRIES.</b>	
Bologna, beef bungs, per lb. ....	0 08
New England ham, per lb. ....	0 14
Blood pudding, per lb. ....	0 08
White pudding, per lb. ....	0 08
Sausage, farmer's, per lb. ....	0 08 1/2
Pure pork sausage, little pig casings, lb. ....	0 18
Tripe, in kits, 25 lbs., per lb. ....	0 08
<b>HOGS.</b>	
Live weight, per 100 lbs. ....	10 00
Dressed pork, per 100 lbs. ....	14 50

not been affected by decline on Saturday last. However, it is quite probable that price may decline when this butter arrives. This is rather uncertain, however, owing to heavy demand and present low levels.

**EGGS.**—Prices advanced quite sharply on eggs during past week. New laids show an advance of 3c per dozen. With warm weather continuing it is expected that price of new laid eggs will advance further and that price of storage eggs will decline. It is stated that the "loss off" system of buying is working satisfactorily, although there are a few smaller firms who are reported as not sticking closely to new method and catering to shippers by accepting eggs on old basis. However, this element is being gradually won over to new plan and it is expected that within a short time everyone will be working in unison for common good.

Fresh creamery print .....	0 28	0 27 1/2
Creamery solids .....	0 27	0 27
Farmers' separator butter .....	0 24	0 24
Dairy prints, choice .....	0 24	0 24
Dairy solids .....	0 24	0 24

**CHEESE.**—Only new development in cheese market during past week was a better export demand, although sales were not plentiful owing to fact that price offered did not give sellers a fair margin of profit. Locally, prices remain same as last week under a steady demand. June cheese will be coming forward next week, it is expected.

	New.	Old.
New laid, in 30 doz. case, doz. ....	0 29	0 30
New laid, in cartons .....	0 30	0 27
Selects, in case, per doz. ....	0 27	0 24
No. 1, in case, per doz. ....	0 24	0 24

**POULTRY.**—There is nothing new in poultry market this week. Prices are firm and supplies are coming forward slowly, which is giving storage men ample time to clear up stocks before rush comes. More broilers are coming forward this week but prices remain same, as there is a good demand for

<b>Cheese—</b>		
Large .....	0 13	0 14 1/2
Twin .....	0 13	0 15
1/2 Twin .....	0 15	0 15
Stilton .....	0 17	0 17

Butter.—Local market is steady at last week's quotations although country boards are lower, but as this butter has not yet arrived on local market it has

# THE CANADIAN GROCER

these and market could easily absorb more than are being offered at present.

Broilers, spring, 3 lb. pair	1 50
Broilers, milk fed, frozen	0 29 0 32
Chickens, per lb.	0 20 0 21
Ducks, per lb.	0 22
Fowl, per lb.	0 17
Geese, per lb.	0 14 0 15
Turkeys, per lb.	0 25

## TORONTO.

**PROVISIONS.**—Though buyers are looking anxiously for lower prices on hogs, as yet they have been unable to pull them down. So long as hogs remain up, prices on meats will hold firm, or even advance slightly above present levels. But until some marked reduction is made in cost of raw material, packers are not at all likely to ease off from their present level.

Lard is steady, but with tendency towards easing off owing, it is stated, to big dealers feeling inclined to reduce their stocks somewhat.

<b>HAMS—</b>	
Light, per lb.	0 20
Medium, per lb.	0 20
Large, per lb.	0 18 0 18½
<b>BACKS—</b>	
Plain, per lb.	0 23 0 24
Boneless, per lb.	0 25 0 26
Pea meal, per lb.	0 24 0 25
<b>BACON—</b>	
Breakfast, per lb.	0 20 0 21
Roll, per lb.	0 15½ 0 16
Shoulders, per lb.	0 13½ 0 14½
Pickled meats—1c less than smoked.	
<b>DRY SALT MEATS—</b>	
Long clear bacon, light	0 15½ 0 16
Long clear bacon, heavy	0 15 0 15½
<b>COOKED MEATS—</b>	
Hams, boiled, per lb.	0 28 0 29
Hams, roast, per lb.	0 25 0 26
Shoulders, boiled, per lb.	0 21½ 0 22½
Shoulders, roast, per lb.	0 22½ 0 23½
<b>BARRELLED PORK—</b>	
Heavy mess pork, per bbl.	24 00 25 00
Short cut, per bbl.	23 50 24 00
<b>LARD PURE—</b>	
Tierces, 400 lbs., per lb.	0 14½ 0 14½
Tubs, 60 lbs., per lb.	0 14½ 0 14½
Pails, 20 lbs., per lb.	0 15 0 15
Pails, 3 and 5 lbs., per lb.	0 15½ 0 15½
Bricks, 1 lb., per lb.	0 15 0 15
<b>LARD COMPOUND—</b>	
Tierces, 400 lbs., per lb.	0 09½ 0 10
Tubs, 60 lbs., per lb.	0 10½ 0 10½
Pails, 20 lbs., per lb.	0 11 0 11
<b>HOGS—</b>	
Live, f.o.b., per cwt.	9 50
Live, fed and watered, per cwt.	9 85
Dressed, per cwt.	14 50

**BUTTER.**—"Judging from amount offering," states one dealer, "butter should be easier. We are now past the middle of June, however, and thus past the period for heaviest making, but should rain come and improve the pastures we would likely have heavy supplies for some time yet, which would tend to cause lower prices."

"Western provinces are going into more mixed farming. Report states that the cow population there has more than doubled in the last 4 or 5 years. This would indicate that the West will soon be in a position to produce enough to meet its own requirements, and thus draw less heavily on Ontario." This opens up a new feature which in future will bear upon Eastern markets.

At present butter is steady with a slightly weaker tendency.

<b>Butter—</b>	
Creamery prints, fresh	0 26 0 28
Creamery solids	0 25 0 26
Dairy prints, choice	0 20 0 22
Dairy solids	0 18 0 19
Farmers' separator, prints	0 23 0 24

**EGGS.**—Eggs are still coming forward in large quantities. At present though prices are high and firm, opinion

has it "that prices are too high, and it looks as if they would have to come down for the summer." Some dealers, anticipating heavy supplies of eggs in the fall owing to hens laying earlier than usual this spring, and setting earlier than in other years, predict low prices to rule in August and September. Others claim that prices are now as low as they will go, and so are taking a chance and storing heavily now.

Following up the loss-off system of buying we quote:

<b>Eggs, case lots—</b>	
Selected new laid	0 26 0 27
Fresh gathered	0 24
No. 2's	0 19 0 20

**CHEESE.**—Owing to market getting pretty well cleaned up, old cheese is this week firmer, selling at 15c. New is starting to move a little. On country boards it was easier at end of last week but has since firmed up. It is now selling at 1½ cents lower than last year at corresponding period, but is firmer than at that time.

<b>Cheese—</b>	
Old, large	0 14½ 0 15
Old, twins	0 15½ 0 15½
New, large	0 13½ 0 14
New, twins	0 14 0 14½

**POULTRY.**—A lot of live poultry was offered at close of last week, and is coming along pretty well this week so far. Some broilers too are offering but demand for these has not yet be-

come general. Frozen stocks still move freely.

<b>Frozen—</b>	
Chicks, milk fed, lb.	0 25 0 25
Chickens, dressed, lb.	0 20 0 22
Ducks, dressed, lb.	0 19 0 20
Fowl, dressed	0 17 0 18
Turkeys, dressed	0 24 0 25
Broilers, per lb.	0 22 0 25
<b>Fresh—</b>	
Fowl, dressed, per lb.	0 18 0 20
Fowl, live	0 14 0 16
Spring broilers, 1½ lbs. and over	0 40 0 50
Turkeys, Old Tom, per lb.	0 18 0 20

## WINNIPEG.

**PRODUCE AND PROVISIONS.**—A feature of week is decline of some seven cents in creamery butter due to heavy supplies of cream and sharp competition. Dairy butter and eggs are weaker. Lard and cured meats are easy. There is some activity in seneea root as the new crop is now coming in.

<b>Butter—</b>	
Creamery	0 26 0 24
Dairy, best	0 21
Dairy, No. 1	0 19 0 20
Dairy, No. 2	0 17 0 19
Cooking	0 16 0 17
Eggs, per doz.	0 18 0 19
<b>Cheese—</b>	
Ontario, large	0 15½
Ontario twins	0 15½
Manitoba large	0 14½
Manitoba twins	0 15
<b>Lard—</b>	
Tierces, per lb.	0 13½
50 lb. tubs	7 00
20 lb. pails	2 85
3 lb. tins, cases	8 85
5 lb. tins, cases	8 83
10 lb. tins, cases	8 70
<b>Cured Meats—</b>	
Hams	0 17 0 20½
Bacon	0 20½ 0 24
Long clear D.S.	0 15½
Shoulders	0 15½
Mess pork	28 00
Seneea root, new crop, per lb.	0 40 0 50

## Shows Provision Window Every Dull Day

Hot Sunny Days Not Conducive to Displaying Perishable Goods, But Toronto Grocer Takes Advantage of Dark and Rainy Weather—Uses Price Tickets and Display Cards—Good Trade in Provisions Worked Up.

As the weather is now too warm to leave meats in the window continually, A. T. Swift, grocer, Roncevalles Ave., Toronto, has followed out the practice of arranging a window display of meats every dull day. Mr. Swift states, "My window is the best advertisement I ever had. Everybody knows a grocery store when they see it, but everybody does not know whether a grocer carries a full line of meats or not. A simple, clean arrangement of hams, bacons, etc., in the window makes such a difference to the amount of business done that it sometimes would seem worthless to try to sell without a window."

### Use The Price Ticket.

Mr. Swift is a firm believer in ticketing of all kinds. Sometimes he puts on the meats nothing but a price; sometimes a ticket reading "mild cured," "rich flavor," etc., and sometimes a motto such as "Good goods make good customers—We keep that kind" or

"You've tried the rest, now try the best." But no matter what the ticket, the arrangement of meats always comes first, and the ticket is added as a further argument. Choicest cuts are shown, and always with the cut toward the street so that passers-by can get an idea of the quality to be had.

### Nothing But The Truth.

Following up the window display Mr. Swift continually talks quality to his customers. And in warm weather when goods have to be kept in the refrigerator even greater salesmanship efforts are made. To tell exactly what the goods are is a strict policy of the store. "If goods are A.1, say so; if of indifferent quality, tell the purchaser that also. I would sooner throw stuff in the garbage than sell it as first-class goods when it is not strictly up to the mark."

On principles such as this Mr. Swift has built up his trade until the provision department is one of the main ends of his business.

# QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

## BAKING POWDER.

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

### BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins .....	1 35
Borwick's ½-lb. tins .....	2 35
Borwick's 1-lb. tins .....	4 65

### COOK'S FRIEND BAKING POWDER.

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

### In Tin Boxes—

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

### FOREST CITY BAKING POWDER.

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

### BLUE.

Keen's Oxford, per lb. ....	0 17
In 10-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.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

## CEREALS.

### WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.

The King's Food, 2 doz. in case, per case, \$4.80.

White Swan Barley Crisps, per doz., \$1.

White Swan Self-rising Buckwheat Flour, per dozen, \$1.

White Swan Self-rising Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

## DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack .....	\$ 2 15
Raspberry, red, h'vy 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 65
Gooseberry .....	1 85
Grape .....	1 55

### Marmalade.

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

### Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry .....	0 60	0 95
Black currant .....	0 60	0 95
Raspberry .....	0 60	0 95

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

Strawberry .....	0 13
Black currant .....	0 13
Raspberry .....	0 13

Freight allowed up to 25c per 100 lbs.

## 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.

### Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. ....	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes. ....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes .....	0 35
Diamond, 8's 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 25
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 26

### Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz..	0 90
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### Chocolate Confections—per lb.

Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	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 26
Chocolate ginger, 5-lb. bxs.	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, ½'s, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, ¼'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

## EPPS'S.

Agents—F. E. Rebson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. ....	0 35
Smaller quantities .....	0 37

## JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen .....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 80
" breakfast cocoa, ¼'s and ½'s .....	0 36
" No. 1 chocolate .....	0 30
" Navy chocolate, ½'s. ....	0 26
" Vanilla sticks, per grs. ....	1 00
" Diamond chocolate, ¼'s. ....	0 24
" Plain choice chocolate liquors .....	20 30
" Sweet chocolate coatings .....	0 20

## WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 26c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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



An Expression of Thanks—

We take this opportunity of extending our deepfelt appreciation to the trade for their kind, courteous co-operation in extending the sales of

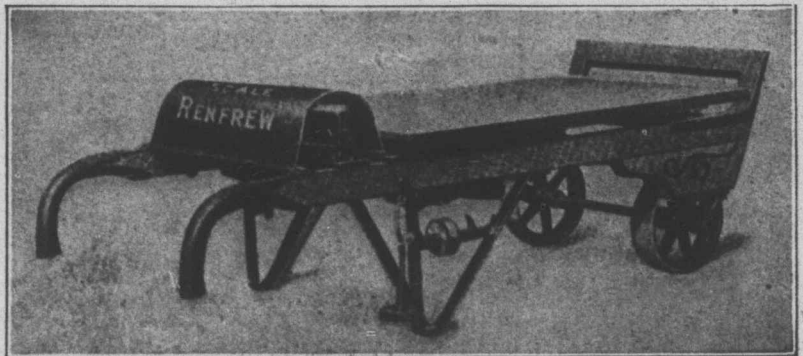
**Melagama Tea**

It is this hearty co-operation on the part of our dealers that made the week ending June 14th, 1913, a record-breaking week in the sale of package teas by this house.

**Minto Bros.  
Toronto**

**Avoid that Heavy  
Lifting**

Equip your store with this practical labor, time and money saver—the RENFREW SCALE TRUCK. You can truck in all those big bags, barrels and boxes in shortest time and saving yourself unnecessary exertion. Moreover, you can weigh the goods as they come in and catch any shortages. This is just what you need. Write for fuller particulars.



**RENFREW SCALE COMPANY, Renfrew, Ontario**

**COOK'S FRIEND BAKING POWDER**

**Has a Pedigree but Has No Alum**

On the market for over 50 years  
Not suffering any with age, either.

**Ask Your Wholesaler**

**W. D. McLaren Limited, Montreal**

# THE CANADIAN GROCER

## CONDENSED AND EVAPORATED MILK.

### BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	\$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

### Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

## WHITE SWAN SPICES AND CEREALS, LTD.

### WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-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 BRANDS.

### MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ¼	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. 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
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50

5 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.

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

## GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

## CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

## LAPORTE, MARTIN & CIE., LTD., MONTREAL AGENCIES, BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
St. Nicolas, 50 qts.	7 00
St. Nicolas, 50 pts.	9 00
La Neptune, 50 qts.	6 00
La Sanitas Sparkling, 50 quarts	8 00
Claret, qts., Crown, 50s	7 50
Claret, pts., Crown, 50s	5 10
Claret, qts., Cork, 50s.	7 50
Claret, pts., Cork, 50s.	5 00
Champanoise, qts., Cork, 50s.	8 00
Champanoise, pts., Cork, 50s.	5 50
Champanoise, sp., Cork, 120s	9 50
Lemonade Savoureuse, 50 qts.	8 00
Lemonade, St. Nicolas, 50 qts.	7 50
Lemonade, St. Nicolas, 50 pts.	5 50
Lemonade, St. Nicholas, 100 pts.	10 00
Lemonade, St. Nicolas, 100 Splits	7 50

## CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil	
Cs. 200 7-oz. pieces, cs.	7 50
Cs. 200 10-oz. pieces, cs.	12 00
Cs. 100 10-oz. pieces, cs.	6 50
Cs. 50 ½ lb. pieces, cs.	3 75
Cs. 50 1lb. pieces, cs.	4 50
Cs. 12 3-lb. bars, lb.	0 09
Cs. 25 11-lb. bars, lb.	0 08
Cs. "Le Lune," 65 p.c. olive oil.	
Cs. 50 ¾-lb. pieces, cs.	3 35
Cs. 12 3-lb. Bars, lb.	0 08½
Cs. 25 11-lb. Bars, lb.	0 08

## ALIMENTARY PASTES. BLANC ½ FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

## DUFFY ½ CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75

Apple Juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90
Motts Golden Russett—	
Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

## Imported Peas "Soleil"

	Per case
Tres Fins, ½ kilo, 100 tins	13 50
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 50
Moyens No. 1, tins, ½ kilo, 100 tins	10 50
Moyens No. 2, tins, ½ kilo, 100 tins	10 00
Moyens No. 2	9 00
Frs. "Petit" Peas.	
Fins, tins, ½ kilo, 100.	10 00
Moyens, tins ½ kilo, 100.	7 50
Asparagus, Hericots, etc.	

## MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ½ gal.	2 60

## CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.	
Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

## INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
--	--

## BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 10½
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10½
Tins, 20 lbs.	0 10½
Cases, 8 lbs., 20 to case.	0 11½
Cases, 5 lbs., 12 to case.	0 11½
Cases, 10 lbs., 6 to case.	0 11

F.O.B. Montreal.

## MARMALADE.

### SHIRRIFF BRAND. "SHREDDED."

1 lb. glass (2 dz case)	\$1.90 \$1.80
2 lb. glass (1 dz case)	3.20 3.00
4 lb. tin (1 dz case)	5.50 5.35
7 lb. tin (½ dz case)	8.60 8.35

### "IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	\$1.60 \$1.55
2 lb. glass (1 dz case)	2.80 2.70
4 lb. tin (1 dz case)	4.80 4.65
7 lb. tin (½ dz case)	7.75 7.50

## MUSTARD.

### COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 45
F. D., ½-lb.	1 45

## Per jar

Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

## VERMICELLI AND MACARONI D. SPINELLI C'Y., MONTREAL

### Fine.

4-lb. box "Special," box.	0 22
8-lb. box "Special," box.	0 44
5-lb. box "Standard," box	0 27½
10-lb box "Standard," box	0 55
60-lb. cases or 75-lb. bbls, per lb	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli), lb.	0 06

### Globe Brand.

5-lb. box "Standard," box	0 30
10-lb box "Standard," box	0 60
25-lb. cases (loose), lb.	0 06
25-lb. cs. 1-lb. pkgs., lb.	0 06½

## JELLY POWDERS.

### JELL-O.

Assorted case, contains 2 doz.	1 90
--------------------------------	------

### Straight.

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

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

## JELL-O ICE CREAM POWDER

Assorted case, contains 2 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.....\$ 5.00 Five cases or more..... 4 95

## SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	\$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 50
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

## Sit In Your Office and get your Western business through us



With five large warehouses and a staff of live representatives in daily touch with all parts of the vast Western territory, we are in a position to do better justice to your line than you are, even by sending your travellers out to call on the trade direct. We are well known and handle only reliable lines, covering the territory often. We want to handle accounts in Western Canada for manufacturers of Europe, United States and Eastern Canada. We guarantee sales.

*Do not overlook this market—WRITE US TO-DAY.*

## NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches: LETHBRIDGE, REGINA, SASKATOON, EDMONTON, CALGARY

## "Star" Brand LARD

For hot weather use we put up lard in one pound cartons. This insures cleanliness and promptness in filling orders for your customers.

For Camp and Summer Cottage trade we put up 3, 5 and 10 pound tin pails with sealed tops. Prices are reasonable and goods right.

Made under Government inspection.

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## Upton's PURE FRUIT JAMS

contain the last—and  
best—word in jams.

Price and quality  
equally attractive.

Ask your jobber or  
write us.

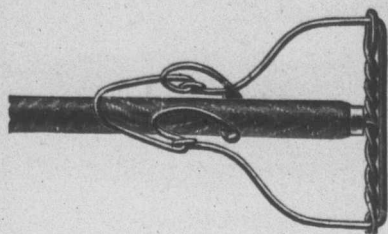
**T. UPTON CO., LIMITED**

Sales Dept.:

Factory at:

St. Catharines, Ont. Hamilton, Ont.

## ELY'S No. 23



¶ This is an All Wire Mop Head. The head and Slide made of No. 9 Tinned Wire. The Head twisted to make it stiff and stronger than even any cast iron head. Lever and spring of No. 10 tinned, spring, tempered wire, making the Mop Head practically rustless and unbreakable. No sharp corners to mar baseboards or furniture.

¶ Try a sample gross. If your jobber does not carry them in stock write us.

*Theo. J. Ely Mfg Co.*  
Manufacturers of 23 styles of Mop Heads  
25th and Ash Streets  
Erie, - Pennsylvania

## TOMATOES, CELERY, PINEAPPLES, ORANGES, BANANAS.

Shipments of Fruits and  
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

**LEMON BROS.**  
Owen Sound, Ontario

## Tracuzzi's

Verdellis first to arrive

They're fine

Ask your Jobber for price  
now before the real  
demand starts.

"St. Nicholas"

"Puck"

"Home Guard"

"Queen City"

**J. J. McCABE**

Agent

Toronto, Ont.

## Hirondelle (Swallow)

### Macaroni, Etc.

stands out pre-eminently as the leader amongst alimentary pastes. You cannot get any better, so why bother with imported lines on which your profit is not so good?

The extreme care taken in its manufacture and the cleanliness of the factory both go hand-in-hand in bringing **Hirondelle Brand** to the top of the ladder.

**C. H. Catelli**  
LIMITED  
MONTREAL

## Safeguard Yourself Against Complaints

by stocking goods beyond criticism. We do not mean to boast, but positively in

**RED ROSE** Baking Powder  
Jellies  
Extracts

we have something which cannot fail to please.

Prepared by a chemist who has hitherto won a name for himself in Great Britain, etc.

Ask your wholesaler or write

**A. W. HUGMAN, LIMITED**  
MONTREAL

# Pineapples Down to Rock Bottom

The quality is now at its best  
and prices are low.

Get your preserving orders  
together and send to us.

We guarantee the best pine-  
apples leaving Toronto.

LARGE GRADE FINE COLOR  
RIGHT PRICE

WHITE & CO., LIMITED  
TORONTO and HAMILTON

# Extra Fancy Florida Pineapples

We have been fortunate in secur-  
ing two cars of **Large Sizes**. These  
pines are the very finest grown,  
and have a most delicious flavor.

STRAWBERRIES will be scarce  
and high in price. Sell your people  
these pines in their place.

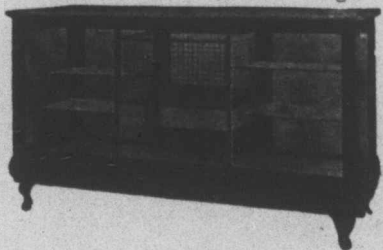
LARGE — SWEET — JUICY.

The House of Quality.

## HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



*The Arctic Silent-Salesman*  
the sanitary way of displaying perishable goods

There's a limit to everything—fresh  
goods won't stay fresh for ever, and  
people are not going to ask for them  
if they do not know you have them  
in stock. The best way is to show  
your perishable goods in the Arctic  
Silent Salesman Refrigerator. It  
keeps them in perfect condition and  
promotes quick sales. You'll save its  
price in a short time. Write for  
catalog.

**JOHN HILLOCK & CO., LIMITED**  
TORONTO, ONTARIO

Agents in West: J. UPRICHARD - - Regina, Sask.  
Quebec and Maritime Provinces: WOLF, SAYER & HELLER



## SMOKED MEATS

—they're as appetizing  
as ever cured meat was

The curing of meats require years of prac-  
tical experience to perfect. This is the  
reason why Elgin Brand Smoked and  
Cooked Meats have no equal in the trade.

We handle only the best grade of dairy  
products and selected eggs.

Try our Old Canadian Cheese.

Send for Post Card Order Book.

We solicit your Cold Storage consignments.

## The St. Thomas Packing Co.

LIMITED

Pork Packers and Provision Merchants, Pork, Pork  
Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.  
Let us send you one of our Post Card Order Books.

Those Who Know  
**Cane's Washboards**  
 Always Specify Them

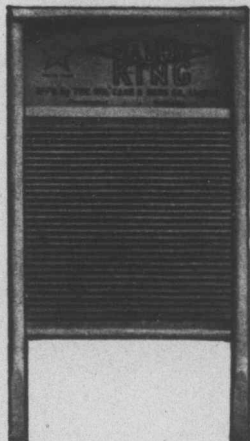
Because They are Right in Price and  
 Give the Best Service

Cane's Washboards stand in a class by themselves for neat construction, quality and durability, and pay an attractive profit.

Among the 13 different styles and grades you will have one to meet every demand.

If you haven't our catalog on "Cane's" Wash-day woodenware, we will be pleased to send you one.

**WM. CANE & SONS CO.**  
 LIMITED  
 NEWMARKET, ONT.



A Better Knowledge of  
**SNAP**

will mean bigger sales, and more sales mean more profit.



**SNAP**  
**HAND**  
**CLEANER**

leads, being anti-septic and non-injurious to the most delicate skin.

Snap Used in the Bath

is an ideal refresher! Imparts that cleanly feeling which no soap can produce.

LEAVES THE SKIN SMOOTH AND SOFT

**SNAP COMPANY, Limited**  
 MONTREAL, QUEBEC

**ROSE QUESNEL**

A Pure Canadian Smoking Tobacco

specially selected and perfect in every respect. Delightfully cool and sweet in its natural fragranc

and

**KING GEORGE**  
**NAVY PLUG**  
 A Chewing Tobacco

surpassing all others in quality and flavor. Deliciously sweet and non-irritating.

QUALITY backed up with extensive advertising make them profitable to handle.

**Rock City Tobacco Co., Limited**  
 Quebec

How much of your stock goes to waste every summer?

Avoid this waste and unnecessary loss by installing the perfect refrigerator—The Eureka. In one or two seasons the saving alone will pay for the original cost of the refrigerator.



The Eureka is built on the most modern principles of cold, dry air circulation. No zinc or galvanized iron lining to rust and corrode.

Every Eureka Refrigerator is built on the experience and perfection of over 27 years.

Get our catalog and prices before buying.

**Eureka Refrigerator Co., Ltd.**

54 Noble Street, Toronto

Montreal Representative:

JAMES RUTLEDGE Telephone St. Louis 3076  
 Distributing Agents, WALTER WOODS & CO., Winnipeg.  
 Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon.



WHEN SHE SEES ONE  
SHE WANTS BOTH

We are advertising both packages of KNOX GELATINE and your customers want to be able to buy both from you. KNOX GELATINE is a splendid seller because a package makes two full quarts of jelly, and because it is wholesome and EASY TO PREPARE.

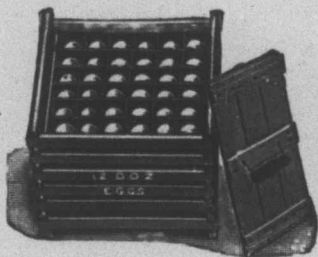
Tell your customers about KNOX ACIDULATED GELATINE No. 3, which sells for the same price as KNOX SPARKLING GELATINE No. 1, but contains an extra envelope of lemon flavor, and saves them the trouble of squeezing lemons.

KNOX GELATINE pays you a splendid profit out of the retail price of 15 cents a package and the sales come so often it will pay you to—

*"Make KNOX your gelatine leader."*

**CHARLES B. KNOX COMPANY**  
Johnstown, N.Y.

Branch Factory - Montreal, Canada.



Humpty  
Dumpty  
**EGG  
CRATES**

Carload just received  
from the Patentee --- the  
Wholesale trade Supplied  
(and protected on price.)

**Walter Woods & Co.**  
HAMILTON and WINNIPEG



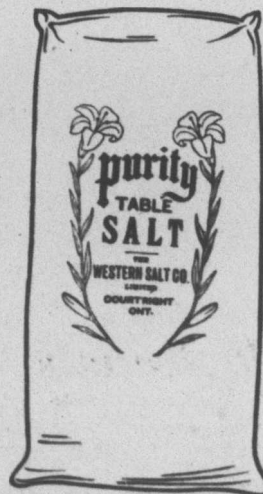
**The Busy  
Housewife**

very often relies on the integrity of the dealer to supply her with the best brand of salt. Every aggressive dealer knows that "Purity Salt" will receive a hearty welcome and approval. The quality is always the same—it lives up to the name.

Specify "Purity" when you send in your next order.

**The  
Western Salt Co.**  
Limited

Courtright, Ontario



## Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits*. They are *known* for quality, and carry the best trade with them.

Packed for export in air tight tins. Send an order to the nearest agent.



AGENTS:  
 Wm. H. Dunn  
 Montreal and  
 Toronto  
  
 Hamblin &  
 Brereton  
 Winnipeg and  
 Vancouver,  
 B.C.  
  
 T. A. MacNab  
 & Co.,  
 St. John's,  
 Newfoundland.

**CARR & CO. CARLISLE ENGLAND**



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

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA

## Sweep Your Store The Easy and Pleasant Way

By enabling you to sweep without raising dust it saves much time in dusting, adds greatly to the appearance of the store and gives it a pleasant odor.



Sold in barrels for merchants' use.

While "Soclean" is a splendid Dustless Sweeping Compound for your own use, it is a good year-round seller. It is sold in a pail (as illustrated) to the householder. Kills moths, makes rugs and floors bright and clean. Housewives always come back for more.

**PRICES TO DEALER:**

25c Pail, 2 doz. in case (4½ lbs.), enlarged size..... \$4.50  
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.)..... 7.20  
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.)... 6.75

**SOCLEAN LIMITED, Toronto**

The originators of the Dustless Sweeping Compound in Canada Agents for Western Canada—J. J. GILMOR & CO., Winnipeg. Agents for Montreal, SUCKLING & CO. Agents for Ottawa—W. R. BARNARD & CO.

## MATCHLESS LIQUID GLOSS

### A Ready Seller

wherever a good polish can be used.

Makes dusting easy because it collects the dust instead of scattering it.

Tell your customers to try Matchless Liquid Gloss on linoleums and oil-cloths, too. It removes dirt and grease and brings back the original brightness.

Put up in attractive lithographed tins, half-pint to five gallons; also in half-barrels and barrels. Write to any of our agencies.



**The Imperial Oil Co., Limited**

Toronto    Winnipeg    Montreal  
 St. John    Halifax





EVERY POUND OF  
**ANCHOR BRAND FLOUR**

**Satisfies Every Consumer**

because of the fineness of texture, flavor, and the fact that it does not cost any more than inferior brands, some of which are heavily advertised as the acme of perfection. There is absolutely no guesswork in Anchor Brand Flours, because they are manufactured on a basis consistent with the available high grade wheat harvested here West.

Test your trade with our free 3-lb. samples and then make your purchases....merit wins.

**Leitch Brothers' Flour Mills, Ltd.**

"ANCHOR BRAND FLOURS"

Oak Lake, - - - - - Manitoba



**People will buy—**

In hot weather personal comfort is the first thought. Especially is this true in the matter of drinks—those cooling thirst-quenching kind

**"Sterling" Brand**

Raspberry Vinegar  
Lime Fruit Juice  
Grape Juice  
Orangeade, etc.

They satisfy in hot weather, the demand is big. Keep stocking up.

THE  
**T. A. Lytle Co.,**  
Limited

Sterling Road, Toronto

**MASON'S**  
**'O.K.'**  
**SAUCE**

THE ORIGINAL



As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION—No connection with any firm or company trading in a similar name.



THE MARK OF QUALITY

An introductory size and a certain leader to the larger size. Price

**10cts.**

Sole Manufacturers:  
**GEORGE MASON & CO. LIMITED,**  
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington St. E., Toronto.  
G. H. Gillespie, 437 Richmond Street, London, Ont.  
J. T. McBride, 62 Canadian Life Chambers, Montreal.  
Nelson Shakespeare Watkins, Limited, 860-864 Cambie Street, Vancouver.  
David Brown, 328 Smith St., Winnipeg, Man.  
W. C. Mullins & Co., 25 King St., St. John, N.B.  
Fenwick Hendry & Co., Wholesale Distributors, Kingston and District.

**D. & J. McCALLUM**  
**PERFECTION**  
**SCOTCH**

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

**Wm. E. McIntyre, Limited**

23 Water Street,

General Agent

St. John, N.B.

## The Hall-Mark of Sardine Superiority



By Special Royal Permission.

The sardine lover is one of the most particular customers you have. This is a demonstrated fact, and the sale of a poor quality article will have the effect of driving such a customer from your store.

"KING OSCAR" on your sardines is a real insurance against dissatisfied patrons.

You can't afford to take chances — stock "King Oscar" Sardines and you are sure of the finest, uniform sardines, carefully packed in pure olive oil. Get them from your wholesaler.

INSIST ON "KING OSCAR" BRAND.

CANADIAN AGENTS

**J. W. BICKLE & GREENING**

(J. A. Henderson)

HAMILTON,

CANADA

## THE British Columbian Fisheries, Limited

### Salmon Packers

**SALMON BRANDS:—**  
"Location"  
"Dreadnaught"  
"Aliford Bay"

**FRESH FISH**

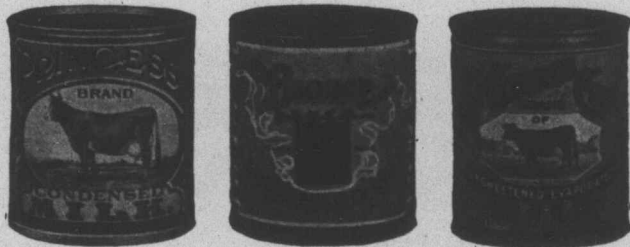
**FISHING STATIONS:—**  
Skidegate  
Aliford Bay  
Cumshewa

Manufacturers of  
**FISHMEAL, FERTILIZER, and SKIDEGATE DOG FISH OIL and RAT FISH OILS**

**OFFICES—**  
Bank of Ottawa Building  
VANCOUVER

25 Victoria St.  
LONDON, ENG.

Telegrams "Fishfoods" Vancouver



## Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 dozen in case	- \$3.60
Princess Condensed Milk, 4 dozen in case	- \$4.50
Banner Condensed Milk, 4 dozen in case	- \$5.25

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

**J. MALCOLM & SON**

St. George

Ontario



## BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

## ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

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

MADE BY

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

# Pacific Coast Fish

Order your requirements from the most progressive fish concern on the continent.

**The Canadian Fishing Company, Limited**  
VANCOUVER, BRITISH COLUMBIA

Producers and shippers of all varieties of fish — fresh, frozen, smoked, salted and kippered.

Write us for prices and information.

**Quality and Service Unequaled**

## Delightful With Cold Meat

In summer weather cold meat provides the major portion of a meal, especially in the household; to make it as tasteful as possible, some relish must be added.

### Paterson's Worcestershire Sauce

has that snap and good flavor to make an ordinary lunch into a delicious delight for the appetite.

Made in Scotland, under the best factory conditions.

**ROWAT & CO.**  
GLASGOW, SCOTLAND

#### CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325-Coristine Building, Montreal, Québec, 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.



## Goods With An Appearance —Goods With A Reputation —Goods With A Profit

CONNOR'S High Class Sea Foods, Brunswick Brand, are prepared in the most modern factories on the Atlantic coast; employ the most skilled help; secure the pick of the fishermen's catches; pack the goods scientifically in the most sanitary tins obtainable, and in consequence have the goods with good appearance, reputation for quality and good payers of profit.

Our aim has always been to co-operate with the wholesale and the retail grocer and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Connors'" lines you are short. Then order, of the following list:

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



## CONNORS BROS., LIMITED

Black's Harbor, N.B.

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

## MEADOW CREAM SODAS

**Delicious and Crisp**

The value to the merchant and the satisfaction to the customer depends very largely on the length of time sodas stay fresh. Then, too, the ready sale of the sodas ensures quick turnover, and incidentally no stale stock.

Meadow Cream Sodas retain their crisp deliciousness indefinitely, and therefore sell readily. Have you tried them out? If not, introduce them to your patrons now. Send to-day.

**The  
W. J. Crothers Co.**

**Kingston - - Ontario**

**THE BEST OF THEM ALL.**



## Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

**Litster Pure Food Co.,**  
Limited

**TORONTO**

## A Large Mouth



This is one of the features of the QUEEN SQUARE FRUIT JAR. Made in clear white flint glass, with seamless rubber base and smooth polished top with adjustable fastener. The biggest selling Lightning style Jar in the United States or Canada. This Jar is much superior and should not be confused with the ordinary type of jar.

Sell the Quality Jar during 1913—the "QUEEN."

Manufactured by

**SMALLEY, KIVLAN & ONTHANK**

**BOSTON, U. S. A.**

For sale by all first-class dealers in Canada and United States.

## A SLIGHT DIFFERENCE

in price on a cheap article like

## SAL SODA

should not count when quality is considered

**BRUNNER, MOND & CO.'S**

**ENGLISH SAL SODA**

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

**WINN & HOLLAND, LIMITED**

SOLE AGENTS  
**MONTREAL**

# THE NAME "FAIRBANK" MEANS SOAP SURETY



## FAIRY SOAP

When we tell you that you can depend on FAIRY SOAP as a lively steady seller, sure to satisfy your customers, it's because we know positively that the white, sweet, floating oval cake is the BEST soap a nickel ever bought, and because YOUR CUSTOMERS know it.

We've advertised FAIRY SOAP so extensively that the slogan "Have you a little 'Fairy' in your home?" stands for the "BEST SOAP I CAN BUY" in the minds of women everywhere.

Be sure FAIRY SOAP is prominently displayed—it sells on sight.

"HAVE YOU A LITTLE FAIRY IN YOUR HOME?"

**The N. K. Fairbank Company,**  
LIMITED, MONTREAL

When you introduce to your customers a line that really does lighten labor you win the favor and patronage of that customer. This is one reason why so many live grocers are putting to the front

## "Young-Tom" Washing Powder

"Young-Tom" has no smell, contains no harmful ingredients and will not injure the finest fabrics or the tenderest skin. It washes perfectly all summer lingerie with minimum effort.

Put in a supply as soon as possible.

We also make "Glycerine Pumice," and "Tar" Toilet Soaps, Laundry Soaps, etc.

**Young-Thomas Soap Co., Limited**  
Regina, Canada



You Can't  
Put  
the Clock  
Back

no matter how you try. The hands move on. Just as surely do the sales of Anti-Dust advance, and you should remember that it is now high

## "Anti-Dust" Time

Anti-Dust has made a wonderful leap into popularity. Try it on your own floors and you'll realize why.

Our Agents for Ontario:

**MacLaren Imperial Cheese Co.**  
Limited

Fenwick, Hendry & Co. Kingston, Ont.,

**The Sapho Mfg. Co., Montreal**  
LIMITED

# Perfection

(BRAND)

## Barbados Golden Molasses

Another shipment has just arrived. Going rapidly. Quality so superior that demand is heavy. You need some for your higher class trade.

Ask your wholesaler for

The Very Highest Grade of Molasses  
Imported.

**West India Co., Limited**  
MONTREAL

## Tea Hints for Retailers

By John H. Blake

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

The Tea Gardens of the World  
Tea from Seed to Leaf  
Tea from Leaf to Cup  
The Tea Marts of the Orient  
How to Test Teas  
Where to Buy Teas  
Is it Wise to Place an Importation Order?  
Bulk versus Package Teas  
HOW TO ESTABLISH A TEA TRADE  
Tea Blending

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00

**MacLean Publishing Company**

(Technical Book Department)

143-149 University Ave.,

TORONTO

## PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

# PACKARD'S BLACK "O" Shoe Polish

One of the best 10c. lines on the market

**EASY** { TO APPLY  
TO GET A SHINE  
TO SELL

The HUSTLER'S FRIEND



A pleased customer calls again.

Have you one of our Dressing Price Lists? If not, write us.

**L. H. Packard & Co. Ltd.**  
MONTREAL



## "SHELL" BRAND Castile Soap

("La Coquille")

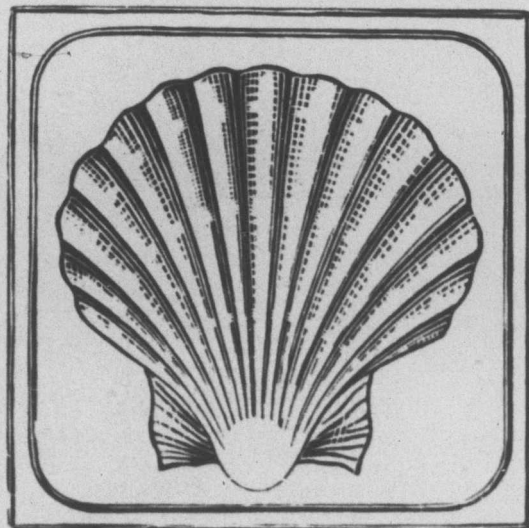
*The Standard of Purity*  
*A Pure Oil Soap*

Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

*For sale by all wholesale houses.*

GENERAL AGENTS:

**P. L. MASON & CO.**  
TORONTO



### Are You Getting Your Women Customers Directed to Buying Wonderful Soap?

It will pay you to put forth an effort to make the first sale. When this sale is made your work is over with that customer. The quality of the soap brings her back when more is needed. Thus building up a steady trade and good profits.

We quote the following prices for Wonderful Soap and other standard lines:

	Per case.
WONDERFUL SOAP (100 cakes) .....	\$4.15
ROYAL CITY BAR (24 bar) .....	2.85
PEERLESS BAR (30 bar) .....	2.45
STANDARD SOAP (100 cakes) .....	2.30
CRYSTAL SOAP CHIPS (100 pkg.) .....	3.75

FREIGHT PAID 5 CASE LOTS.

Crystal Soap Chips (200 lb. bbls.) 5/16c. Freight paid.

YOURS FOR QUALITY.

**GUELPH SOAP CO.**  
GUELPH, ONTARIO

**CLASSIFIED ADVERTISING**

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

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

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

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

**FOR SALE**

NEW ARCTIC REFRIGERATOR, SIZE 7 ft. x 9 ft. x 10 ft. high (up-to-date), bargain for quick sale. Also new Toledo Scale. Apply Box 322, Simcoe, Ont.

**SITUATION WANTED**

GROCER, AS MANAGER OR HEAD CLERK in a "good" grocery store. Has good experience in Nova Scotia and Saskatchewan. Last two years head clerk and assistant buyer in a large Saskatchewan house. Position desired in Nova Scotia or British Columbia. Apply Box 22A, Canadian Grocer, 143-149 University Ave., Toronto, Can.

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MERCHANTS—OUR SYSTEM WILL COLLECT your unsavory accounts, no matter where located. Seldom fails. Stamp for particulars. Brown & Co., Hamilton, Ont.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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

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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.

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

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



**TANGLE-FOOT**

Gets 50,000,000,000 flies a year—vastly more than all other means combined.

The Sanitary Fly Destroyer, Non-Poisonous.

**A POSSIBLE CUSTOMER**



is often made by having just the particular thing he or she wants.

**MAPLEINE**

is a popular flavoring. Be sure and have it in stock.

Order from your jobber, or

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont. Mason & Hickey, 287 Stanley St. Winnipeg, Man. The Crescent Mfg. Co. SEATTLE, WASH.

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

**Put Credit Business on a "Business Basis"**

There is a way of making the credit customer feel his responsibility—a method that gives you a check on him and impresses him with the fact that he is expected to settle at the proper time.



**ALLISON Coupon Books**

enable you to get the money, and help you to get it promptly. The Allison Coupon Book system really puts your credit accounts on a cash basis. Allison Coupon Books have saved the day for many a merchant.

**HERE'S HOW THEY WORK**

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, 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 Everywhere by Jobbers.

Manufactured by

Allison Coupon Co., Indianapolis, Ind., U.S.A.



# Buyers' Guide

**Pure Canadian Tobacco**  
 We can supply any quantity at right price.  
 Give Your Customers The Best.  
 Pipes and All Accessories.  
**J. A. FOREST**  
 189 Amherst St. MONTREAL

**The Canadian Milling Agency**  
 FLOUR, GRAIN and Fertilizers of all kinds.  
 VICTORIAVILLE, QUEBEC  
 We have:— The Highest Quality  
 The Greatest Quantity The Lowest Price  
 17,500 Barrels per day. Correspondence Solicited

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

**A CARD WILL BRING PRICES**  
**Our PAPER BAGS**  
 and  
**WRAPPING PAPER**  
 may please you more than what you are using now. If so, you want it.  
 Write To-day.  
**COUVRETTE & SAURIOL, Montreal**

**PICKLES**  
**TOMATO CATSUP**  
 Our local trade has increased beyond all expectation. The reason of course is big value goods at remarkably reasonable prices.  
**H. Bourque & Son, Montreal**

**SHOW CASES**  
**Store Equipment in General**  
 We have originated some of the best display devices in Canada. Can produce the most elaborate showcase, if necessary, at a little lower figure than anybody else.  
**S. Meunier & Son, Maisonneuve, P.Q.**


**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.

**CIGARS MEAN PROFIT**  
 Especially when you handle such ready sellers as  
 Olympia and Ben Bey.  
**ED. YOUNGHEART & CO., Limited MONTREAL**

**Biscuits and Confectionery**  
 Big range from which to choose your Christmas stock. Only the highest grade goods made. Prompt attention given all orders.  
 See Our Travelers.  
**THE AETNA BISCUIT CO., LTD., MONTREAL.**

**Coffee Agents Wanted**  
 We want manufacturer's agents in all parts of Canada to investigate our proposition.  
 Package More than attractive  
 Quality. We act second to none.  
**Augustin Conte & Co., Montreal**

**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.

**BAKE OVENS**  
  
 Baking Decks of Scotch Fire Brick, Sectional Steel Ovens that can be placed anywhere.  
 Bread Racks, Proof Boxes, Pans and every necessity for the Bake Shop.  
 Write for General Catalog.  
**The BRANTFORD OVEN AND RACK CO., LTD., Brantford, Canada**

**Importers and Brokers Wanted**  
 THROUGHOUT THE DOMINION FOR  
 WELL KNOWN OLD COUNTRY  
 TOFFEES PRESERVES  
 BOOT POLISHES HEALTH SALINE  
 FLY-CATCHERS, ETC.  
 Apply **EDWARD KIDD & CO.**  
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**SUCHARD'S COCOA**  
 The Highest Quality  
 Most Reasonably Priced  
 "Quality" Cocoa.  
 On Sale Anywhere.  
**FRANK L. BENEDICT & CO.**  
 Agents Montreal

**Write us for New Price List of**  
**WINDSOR SALT**  
**TORONTO SALT WORKS**  
 TORONTO, ONT. **GEO. J. CLIFF, Manager**

**Apply the brake to your bad accounts**




by giving them to us to collect. We collect accounts anywhere in Canada and the United States.  
 No collection—no fee.  
 Special forms sent on request.  
 Write To-day.  
**The Nagle Mercantile Agency**  
 Westmount, Montreal, Que.

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

**CLEAN FLOORS EASILY**  
 without dust, by using the best disinfectant sweeping powder on the market.  
**"NO-DUST"**  
 Sold in bulk only.  
**NO-DUST MFG. CO.**  
 8 Market Sq. St. John, N.B.

**HOLLAND RUSK**

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you.  
 Order a case from jobber to-day.  
**HOLLAND RUSK COMPANY, Holland, Mich.**





# Teas and Coffees

"Royal Shield" Brand Teas and Coffees have a very wide connection in Western Canada. Being of a uniform quality and of an exceptionally high grade they have had unbounded success with the best Western trade.

We have six central distributing points which facilitate prompt service. Try Royal Shield service and get the right goods, the right attention, and the right treatment.



## Campbell Bros. & Wilson, Limited, Winnipeg

Campbell, Wilson & Horne, Limited, Calgary,  
Edmonton and Lethbridge

Campbell, Wilson & Strathdee, Limited, Regina  
Campbell, Wilson & Adams, Limited, Saskatoon

*"Commercial Service"*

# Brantford

## MOTOR TRUCKS

### *Horse Haulage is Expensive*

What is your cost of doing business—the overhead expenses you find necessary to keep your service in the pink of condition? Is your delivery service the best in your vicinity? Do you realize the importance of making and keeping it the best?

When you have answered these questions satisfactorily to yourself and your patrons—write for the Brantford Trucks catalogue, and learn about the way other live Canadian merchants are reducing delivery expenses, and at the same time increasing their service.



*Brantford Motor Truck Co., Limited*  
*Brantford, Canada*

# CANNED GOODS

are now in the limelight

We have some interesting prices to quote you, just as on every other line, and we once more repeat that by keeping in close touch with us, you will save money throughout the year.

## LE SOLEIL BRAND

Quality superb. Full assortment, as follows:

**Petits Pois, Asparagus, Artichokes, Spinach, Haricots, Flageolets, Brussels Sprouts, Concentrated Tomatoes.**

**PETITS POIS MOYENS (Imported).**  
"Frs. Petit & Cie."  
10c a tin retail.

## "SOLEIL" Soups.

**Julienne, Nouvelle ou Printaniere, Chervil.**

## CANADIAN CANNED GOODS.

**VEGETABLES** — Tomatoes, Corn, Peas, Haricots, Beets, Asparagus, etc.

**FISH**—Salmon, Sardines Lobsters, Herrings, Oysters, Cod Fish, etc.

**FRUITS**—Apples, Raspberries, Strawberries, Pears, Peaches, Plums, etc.

## THE BEST IMPORTED CASTILE SOAP.

From Marseille

These prices all allow you a good margin of profit.

### Le SOLEIL Brand.

In cases of	200 Pieces, 7 oz.	\$ 7.50 cs.
"	200 " 10 oz.	12.00 "
"	50 " ¾ lb.	3.75 "
"	50 " 1 lb.	4.50 "
"	12 Bars, 3 lbs.	.09 lb.
"	25 " 11 lbs.	.08 lb.

### "La LUNE" Brand.

In cases of	50 Pieces, ¾ lb.	\$ 3.35 cs.
"	12 Bars, 3 lbs.	.08½ lb.
"	25 " 11 lbs.	.08½ "

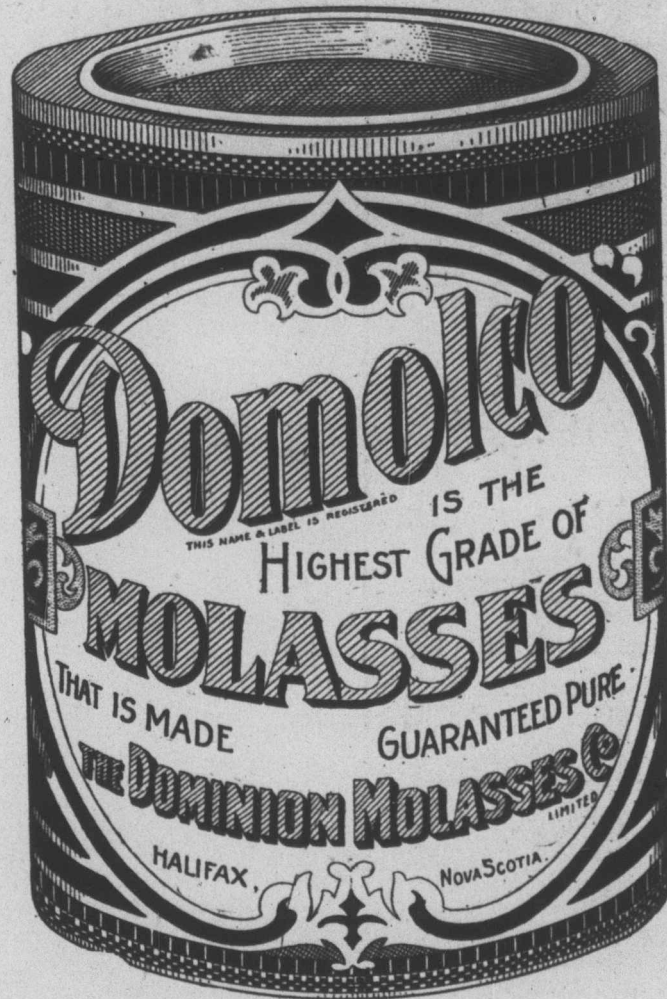
Write, 'Phone, Wire.

**Laporte, Martin, Limitee**  
568 St. Paul St., - Montreal

Telephone Main 3766

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		Youngheart, Ed., & Co., Ltd. .... 65



More "DOMOLCO," Please—

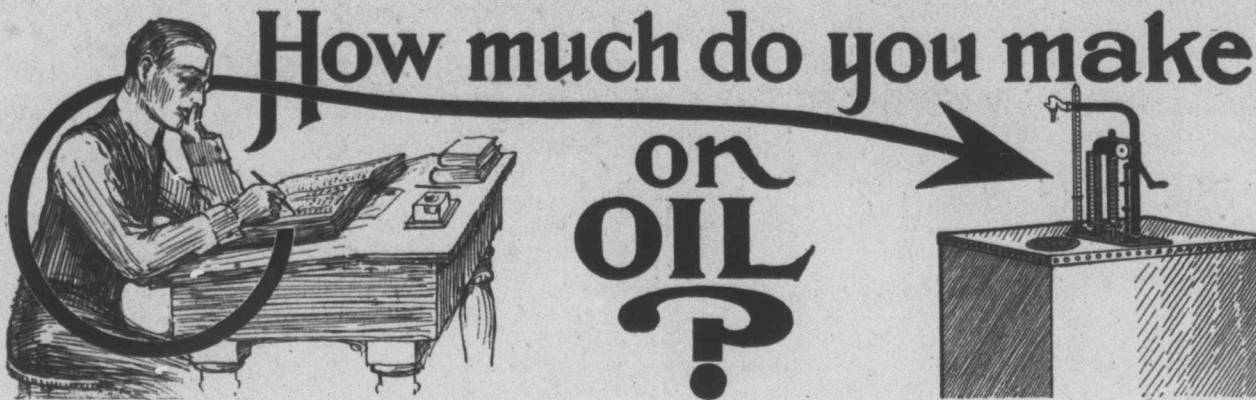
That's the molasses call that is heard from every side. It's the call at the family table, it's the call at grocery store (where handled). This demand for "Domolco" is "profit music" to the dealer's ear.

# DOMOLCO

is the highest grade sugar-cane molasses that is made and is guaranteed PURE. Every package bearing this registered label contains the acme of molasses perfection.

Domolco is the table delicacy of the masses—every progressive dealer should handle.

THE Dominion Molasses Co., Ltd.  
HALIFAX, N.S.



There's a good margin of profit in oil. It's a steady staple and you sell a lot of it. How much do you make? You can't tell unless you have a BOWSER SELF-MEASURING OIL TANK. The old style wastes oil by dripping, and that reduces your profits. The BOWSER has an automatic cut-off that prevents dripping and waste, and PROTECTS YOUR PROFIT. It pays for itself in a few months' savings. It not only saves oil, but it saves other goods from being damaged by it. With a BOWSER you hang the customer's can on the nozzle and pump. There's no oily measure and funnel to bother with. When the can is full the BOWSER Computer shows at a glance how much to charge, just like your computing scales—no guesswork! Find out about it. Write for our catalogue and full information. Let us show you how to MAKE MONEY on oil.

## S. F. BOWSER & COMPANY, Inc.

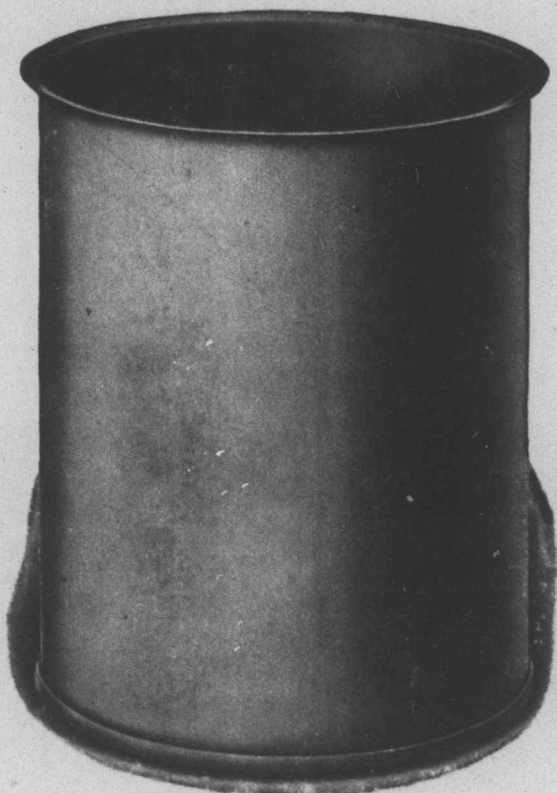
66-68 Frazer Avenue

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, gasoline and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.  
Established 1885.



# Sanitary Cans

*"The Can of Quality"*

Tomatoes, Peaches, Pears,  
Plums, Apples.

Enamel Lined Cans for Straw-  
berries, Raspberries, Beets.

## Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

# Five Roses Flour

Not Bleached



Not Blended



*Base your selling success on flour facts not on fine phrases.*

If you have been working brain and body to build up a consistent flour trade and feel discouraged to-day for lack of support, should you abandon a line that others have made profitable?

Or should you concentrate that splendid selling ability and industry upon FIVE ROSES Flour?

Why should you work for a flour that doesn't work for you, Brother Grocer, when you can sell FIVE ROSES?

Every repeat customer should bring you new reasons, new selling points, new causes for enthusiasm to convince new patronage.

It is a splendid flour indeed that not only stays sold upon introduction but radiates selling force wherever it goes, that intensifies the salesmanship of whomever handles it, either as buyer or seller.

Neither you, Brother Grocer, nor ourselves alone could ever have carried FIVE ROSES sales from 800 barrels a day to 11,500 unless the flour itself took firm root in the esteem of the housewife and there sowed the seed of future sales.

WRITE NEAREST OFFICE

Montreal	Toronto
Ottawa	London
St. John	Quebec
Sudbury	Keewatin
Winnipeg	Vancouver
Portage la Prairie	

Daily capacity—11,500 barrels

**LAKE OF THE WOODS MILLING CO.**

"The House of Character"

Limited

**MONTREAL**