

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, MARCH 29, 1912

No. 13



TRADE WINNERS

Diamond Brand Goods are Leaders
Diamond Brand Goods are Imitated
Do Not Accept Substitutes ∴ ∴
Our Trade Mark is Your Protection



Confectionery Specialties

Maple Cream Hearts
Maple Buttons
Maple Smacks
Maple Cream Blocks
Crystallized Maple Gems
Mint Buttons
Nutty Creams
Fruity Creams
Butter Beans
Assorted Cream Caramels
Minto Creams
No. 1 A.B. Gum Drops
Victoria Chocolate Drops
Dominion Mix
Walnutive



A Few of Our Gross Goods

Maple Walnut Fudge
Maple Ice Cream Drop
Maple Squares
Old-fashioned Chocolates
Cocoa Moss, M. M.
Busters, M. M. Sticks
Peppermint Rock
Swiss Caramels
Barber's Pole
Jumbo Sticks, M. M.
Tricolor M. M. Sticks
Chocolate M. M. Bar
Chocolate M. M. Pigs
Frappe Cream
Aniseed Balls (4 for 1c.)
Cocoa Balls in 3 colors

Mikado Mixed Candy

32 lb. pails 8½c. per lb.



Sugars & Cannons, Ltd.

MONTREAL



Season 1912
Upton's Pure Orange
Marmalade

NOW READY



UPTON'S
Jams and Orange
Marmalade

FINEST QUALITY --- REASONABLE PRICE

Made from Fresh Fruits, in a clean
up-to-date Preserving Factory.

Put up in Wood Pails and Gold Lined Tin Pails and
Glass Jars by

The T. Upton Company Ltd.

Hamilton

- Ontario

Thistle Brand Finnan Haddies

Haddies caught, cleaned, cured and packed at the water's edge, under the "Thistle" trade mark, are as true, staunch and loyal to the highest standard of quality as the old Scotch Thistle itself.

Their cleanliness is always proverbial—their flavor is fine—they are genuine haddies always.

Codou's Macaroni

Other brands of Macaroni can be substituted for Codou's, but when you do it you are not "fair to yourself"—you cheat yourself out of a woman's confidence.

There *is* no Macaroni quite as good as Codou's—quite as white, tender and delicate. Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, always represent the top-notch of quality.

Cox's Gelatine

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth. It never disappoints—folks get what they expect and want when they buy the peer of all—Cox's.

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that dollars and cents and brains and sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality goods!

"Le Calice" Castile Soap

is as pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with "Le Calice" Soap. Antiseptic, sanitary, clean. Not a "tallow soap"—no corrupt animal fat in it.

SRS. D. LECA & CO., Sole Manufacturers, Marseilles.

Arthur P. Tippet & Co.

Agents

MONTREAL

TORONTO

Weston's Fancy Biscuits

To have the Weston Fancy Biscuits stand pre-eminent as the very choicest quality of biscuits that are marketed, has become a hobby with us, amounting almost to a fad.

To achieve this distinction we exercise the greatest care, employ the best skilled labor and use only pure and highest quality ingredients.



Weston's Coconut Macaroons

Fancy Macaroons, King's Mixed and Lady Fingers—these four varieties put up in small glass front tins, as shown in the illustration; also in plain tins and bulk. These are regular trade winners and are unsurpassable in flavor and excellence.

George Weston Ltd. Toronto

Clean-Sweep Your Locality!

We do not mean you to engage in the laborious work of broom sweeping your locality. We would rather it be divided among the housewives of your trade, and if **SOCLEAN** is used the clean part of it is assured. Spring time as a general rule is the sweeping season. To do it well



SOCLEAN The Dustless Sweeping Compound

must be used. It gets all the dirt and lessens the labor over one-half. Put in a stock now and you will make a clean sweep of it all. It is an ideal stock just now—and when once used, steady sales result.

It sells at 25c, 50c, \$1.00, put up in handy-sized pails.

ORDER FROM YOUR JOBBER—OR DIRECT FROM US

SOCLEAN LIMITED, Toronto, Ont.

The originators of the Dustless Sweeping Compound in Canada

**BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND**



Makes
Your
Customers
Satisfied

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

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

**WILLIAM H. DUNN
Montreal, Toronto and Vancouver**

I MAKE THE DEMAND
and retail grocers have only to display

**WILSON'S
FLY PADS**

to sell them largely during
the summer and fall months.

RETAILERS' PROFIT

66²/₃ to 80%

All Wholesale Grocers Sell
WILSON'S FLY PADS

ORDER NOW

ARCHDALE WILSON, Hamilton, Ont.



Growing Boys and Girls Need Nutritious Foods

Your and your customers' children need vigor-producing, wholesome, health-giving foods—the kind that make rich, red blood. One 10c. tin of

“SIMCOE” BAKED BEANS

will give sufficient nutriment for an entire family for one meal. “SIMCOE” Baked Beans are the antidote for the high cost of living—delicious and appetizing, contain as much value in food properties as a pound of beefsteak.

Feature the 3's Family, size “the tin with more beans at a lower price.”

ASK YOUR WHOLESALE FOR PRICES.

DOMINION CANNERS, Limited
HAMILTON, CANADA



RAPID



SALES

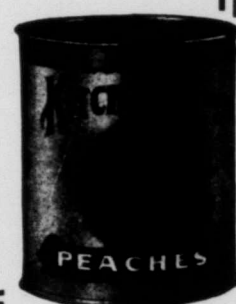
Since the first introduction of Kitchener Brand products sales have been rapid and continuous—due to the excellent quality, moderate price, and the support of live, persistent advertising.

KITCHENER BRAND

goods are prepared and packed in a modern plant of which cleanliness is the feature. The Jams, Pork and Beans and other fruit and vegetable products bearing this brand are creating interest which should be taken advantage of by the aggressive dealer.



OSHAWA CANNING CO., Limited
OSHAWA ONTARIO



SANITARY CANS

FOR

“ Winter Pack ”

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

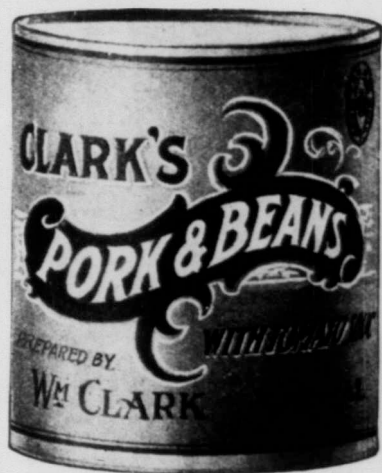
Pork and Beans
sell when they're



CLARK'S

- ☞ Your customers know when they buy Clark's Pork and Beans that they are getting a delightfully nourishing food, properly cooked and easy to digest.
- ☞ The Sauces, either Tomato, Chili or Plain, are inimitable natural flavors, only obtained through years of experience.

DON'T LET YOUR STOCK OF CLARK'S PORK AND BEANS RUN LOW. IT WON'T BENEFIT YOU, BESIDES YOU CAN ALWAYS GET WHAT YOU WANT IF YOU ASK FOR IT.



W. CLARK, Montreal

Manufacturer of High-Grade
Food Delicacies

THERE is no better Magnet to draw
and hold the best trade in your neigh-
borhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL

If You Have Any Doubt

About any class of goods, the best way of satisfying yourself as to whether they are worth stocking or not, is to get a sample free and give it a trial. If it pleases you it will please your customers.

"GOLDEN RAY"
CLEANER

is a line which every housewife in Canada will want sooner or later, and you may as well satisfy yourself on its merits as not.

An Effective Hand Cleaner

as well as a sure remover of stains from any fabric. Cleans canvas shoes, etc., with wonderful results.

WRITE FOR SAMPLE

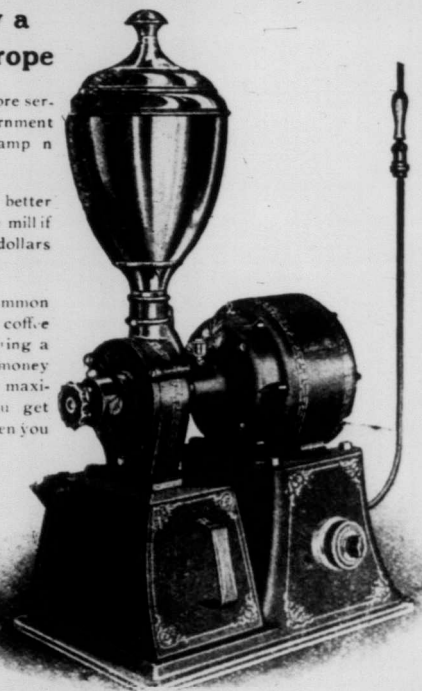
WAITE & FULLER, 4 Union Ave., Montreal

A TWO-CENT STAMP
Will Carry a
Letter to Europe

You couldn't get more service from the government if you put a dollar stamp in the corner.

You couldn't get better service out of a coffee mill if you paid five hundred dollars for it.

Use as much common sense in selecting a coffee mill as you do in selecting a postage stamp. Your money can't buy more than maximum service and you get it at the minimum when you buy a COLES.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



**The Purity of
LENTEN DAYS**
is fairly matched by the Purity
and Quality of Jersey Cream Soda Biscuits—the perfect *Lenten Diet*. Jersey Cream Sodas are equal—if not superior—to bread in nutriment as they contain no moisture and are made from the best ingredients. You buy the purest and the best Lenten Food when you buy

**MCCORMICK'S
JERSEY CREAM
SODA
BISCUITS**



**This is Only ONE
Of The MANY Attractive Ads.**

which are reaching consumers all over the country—telling them about **MCCORMICK'S JERSEY CREAM SODA BISCUITS**.

You owe it to yourself and to your trade to provide for meeting the **BIG** demand this advertising has and is creating.

Stock McCormick's Jersey Cream Soda Biscuits.

Order from nearest shipping point, and get your order in **EARLY**.

MCCORMICKS
FACTORY AT LONDON

Warehouses at:
Montreal, Ottawa,
Hamilton, Kingston,
Winnipeg, Calgary,
and St. John, N.B.

MP

Pa.
per
item.
urne

COWAN'S CAKE ICING



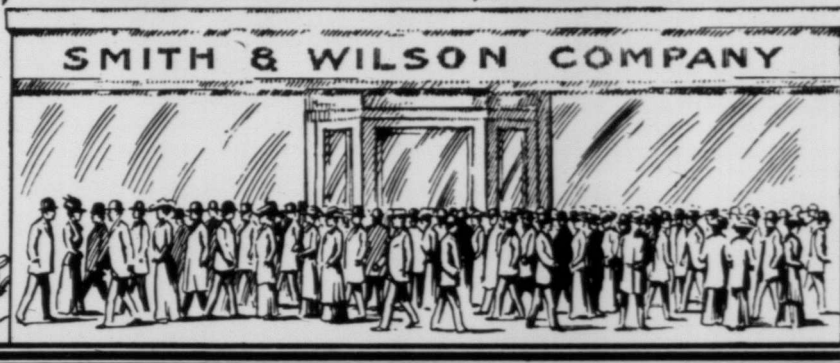
Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO. Limited,

TORONTO,

ONTARIO

I CAN MAKE YOUR SHOW WINDOWS



PAY YOUR RENT-BILL

Just Read What Mr. Setron
of Parkersburg, W.Va.,
Says About

**ONKEN
YOUNITS**

Here's The Letter:

A. H. SETRON
N. W. CORNER MARKET ST. AND COURT SQUARE
Parkersburg, W.Va., Dec. 26, 1911.
The Oscar Onken Co.,
Cincinnati, Ohio.

Gentlemen:—

I take great pleasure in sending you here-
with my check to cover invoice for set of
ONKEN Wood Window YOUNITS shipped
Nov. 27 last.

I feel that every dollar I am sending you
has made me \$10.00 profit during my
Christmas trade.

Our Christmas trade this year was be-
yond my expectations and I contribute a
great deal of it to the fine window displays
made with your Fixtures.

Wishing you a Prosperous New Year,
I remain, Yours respectfully,

A. H. SETRON.



--- Now I positively can do the same thing for
you with either my \$21.00 or \$36.00 set of
Grocery Store Window Fixtures.

--- The price and investment should not be considered
when results of this kind knock at your door.

Besides my Grocery sets, I make another set for the Gen-
eral store dealers. With this set you can make any kind of
window-trims such as Groceries, hardware, furnishings,
haberdashery, wearing apparel, shoes, drugs and any other
kind of merchandise handled by the general store. This
set, No. 4, price \$28.00.

FINISH—Made of select oak in one stock finish—weathered oak— all in a soft mellow
waxed finish.

STORAGE CHEST—Each set is put up in a HARDWOOD HINGED-LID,
STORAGE CHEST (oiled finish). A place to keep the unused
YOUNITS.

BOOK OF DESIGNS—A beautiful book of photographs showing large size
trims made with my YOUNITS sent FREE with each set.

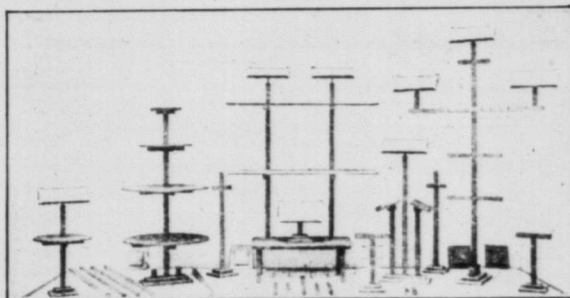
Every Set Guaranteed to Give Satisfaction. Shipments made at once.
Freight and duty allowed to Winnipeg and to all ports of entry east of
Winnipeg on the southern Canadian Border.

THE OSCAR ONKEN CO.

Established 32 Years

No. 788 Fourth Ave.,
Cincinnati,
Ohio,
U.S.A.

Order through your JOBBER or DIRECTLY.
The Oscar Onken Co., 788 Fourth Avenue, Cincinnati, Ohio
Send Me Your Window Fixture Booklet
FIRM CITY BUSINESS



Copyrighted 1911 **The Full Set** Patented 1911
(Patented 1911 in United States and Foreign Countries.)

The above illustration shows entire set of No. 14 Grocery YOUNITS, comprising
125 YOUNITS to the set. There are 17 display slabs made of well-seasoned oak
lumber. 10 of the slabs are fitted with tilting metal adjustments on back for holding
them in different positions. The remaining 108 YOUNITS consist of BASE
BLOCKS, CROSS ARMS and EXTENSION YOUNITS, in assorted lengths
and sizes, which will enable you to make Hundreds and Hundreds of Win-
dow Trims and as many odd and standard fixtures.

YOU NEVER NEED A TOOL.

better
nown.
trade.

ARIO

Candied and Drained PEELS

The kind that keeps its rich,
juicy flavor after cooking.

We make one quality only—
THE VERY BEST.

Samples and prices from:

Maritime Provinces, Quebec, Manitoba,
Saskatchewan and Alberta, W. H.
Dunn, 396 St. Paul Street, Montreal;
Toronto, Lind Brokerage Co., 73 Front
St. East; Ottawa, E. M. Lerner & Sons,
11 York St.; British Columbia and
Yukon, Kirkland & Rose, 312 Water
St., Vancouver.

John Gray & Co., Ltd.
Glasgow

CARTER'S

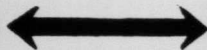


Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

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

**BIG
SALES**



**BIG
PROFIT**

For Every Grocer
Who is Handling

BJELLAND'S Smoked Herrings in Bouillon

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

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON

Canadian Agents



THE ELGIN National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

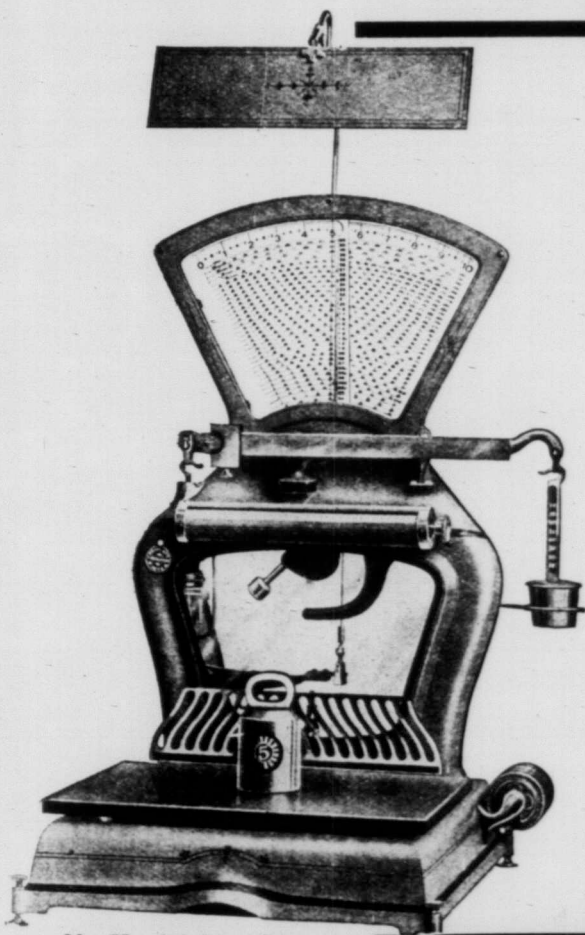
Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

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

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



No. 75.—100 Lbs. Capacity

STIMPSON COMPUTING AUTOMATIC SCALES

Are an absolute check against
giving overweight.

A nice thing about a **STIMPSON** Automatic Scale is that it is not necessary to take anything out of the package you are putting up because when you are pouring merchandise into the package, the weight pointer moves along automatically, showing exactly how much you have put in, and you simply stop when it reaches the correct weight.

Stimpson Computing Scale Co.
DETROIT, MICH.

OFFICES: In leading cities throughout Canada.

THE NAME "FAIRBANK" MEANS SOAP SURETY



"Have You a Little Fairy in Your Home?"
has made the **BEST** toilet soap **EASIEST** to sell.

The big, white, sweet cake of **FAIRY SOAP** that stays white and sweet to the last thin wafer, stands for your opportunity to have big toilet soap trade. It has more real washing power, more real soap virtue, than any other soap for five cents, and every customer you start buying it will be a pleased customer and keep on buying it always.

Made by

THE N. K. FAIRBANK COMPANY, MONTREAL

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM
YOUR WHOLESALER**

White Swan Spices & Cereals,
LIMITED
Sole Distributors - TORONTO



Carr & Co.'s Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

**CARR & CO. CARLISLE
ENGLAND**

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

ADAM & CO.'S Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents:

ALEX. TYTLER..... Temple Building, London, Ont.
J. A. CROOKS..... Bedford, Halifax, N S
KIRKLAND & ROSE..... 312 Water Street, Vancouver, B.C.
G. C. WARREN..... Regina, Sask.

PROPRIETORS:

Kit Coffee Company
Govan, Glasgow, Scotland

By Royal



Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery
department.

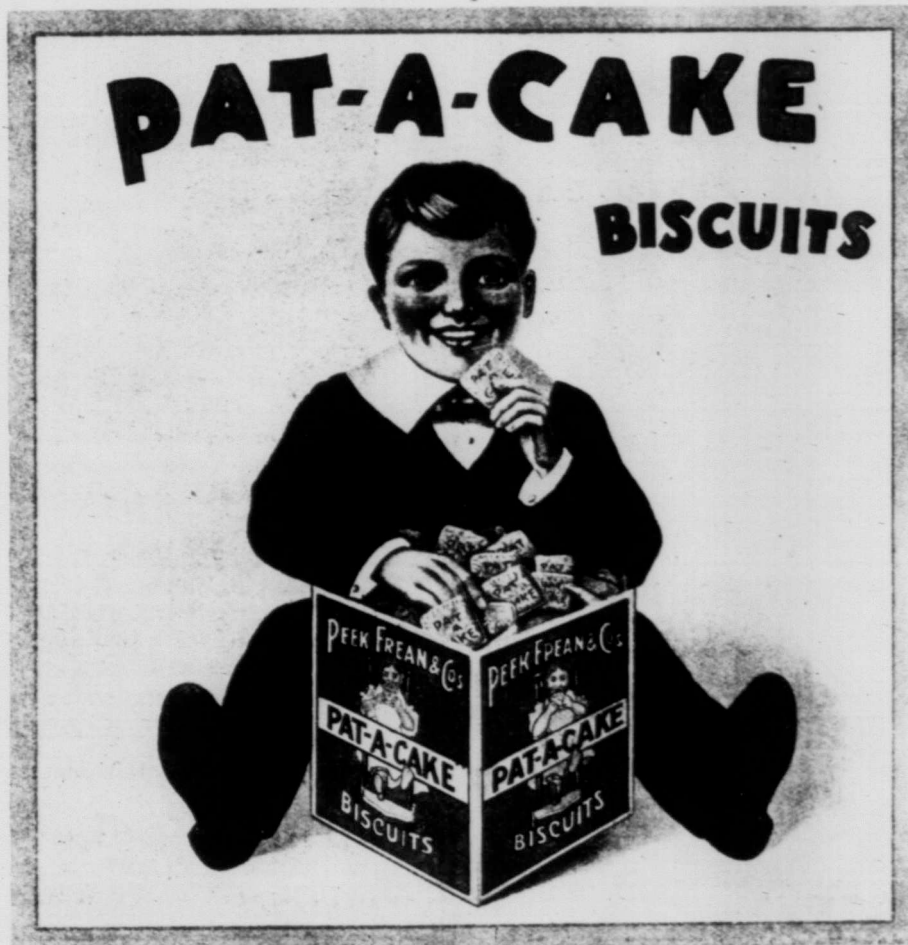
**G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.**

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S



PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: The W. H. Malkin Co., Limited, Vancouver.
Ruttan & Chipman, Fort Garry Court, Winnipeg.
The Harry Horne Co., 309-311 King Street West, Toronto.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers
LONDON, ENGLAND

Sartan
BRAND

THE SIGN OF PURITY

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

'PHONES 3595, 3596, 3597 3598, 748, 462

FISH FOR LENT

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS

ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

Manitoba: Watson & Truesdale, Winnipeg, Man.
Montreal: W. G. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W. Berlin, Ontario



Lest We Forget—Again

THAT WEALTH OF FLAVOR

which is so conspicuous in "RIDEAU HALL"
Coffee can only be obtained by the most careful selections and expert blending and roasting of the Highest Grades of Coffee.

The true value of a coffee is in the cup.
We buy that way and sell that way.

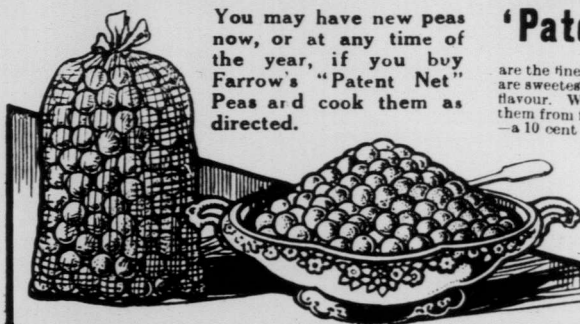
Hence Our Success.

Gorman, Eckert & Co.
LIMITED

LONDON, ONT. WINNIPEG, MAN.

New PEAS (with MINT)

in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 3 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Rustan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Lafamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

Mr. Grocer, Do You Handle

BULL DOG AMMONIA POWDER?

If not, get in touch with
your grocery traveller.

Exceptional Price
Large Profits to You
Positive Satisfaction
to Your Customer

You will increase your
sales by handling this
well-known line.

Our Specialties Sold
from Coast to Coast

The JOHN B. PAINE CO., Limited

TORONTO, ONT.



WE CLEAN UP EVERYTHING

ON

ain

ALL"
careful
ing of

p.

Co.

MAN.

Winnipeg.
hart, Halifax

If you could talk to the clerks

and proprietors in the grocery stores of Canada and tell each one of them just why your goods are the best in the market at the price, fill them with a little of your confidence and enthusiasm, suggest better methods of display and advise a few new methods for inducing a customer to try your lines—if you could, don't you think your sales would show a decided improvement the next month—without a doubt, yes.

Well You Can. You can do it through an advt. in the big spring number of the Grocer. It is devoted from cover to cover to selling interest, and the grocers and clerks appreciate, read and act upon the good information they find therein.

Tell them the why and how of your selling points.

They want to know.

If you are not accustomed to writing advts., consult our advt. writing department.

One full page	- -	\$35.00
One half page	- -	20.00
One quarter page	- -	12.00

The Canadian Grocer

143 University Ave. - - - TORONTO

THE CANADIAN GROCER

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence
Granulated

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec



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.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

JAMES

THE BEST **DOMESTIC**
STOVE POLISH
YOU CAN BUY

SELLS EASILY

PAYS WELL

BLACK

LEAD

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

FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS**. Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.



WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.

Canada First



Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario



Shoe 2^{IN} 1 Polish

POLISHES WET OR OILY SHOES.

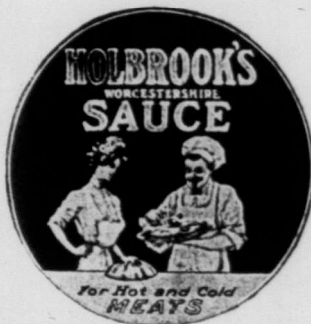
CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

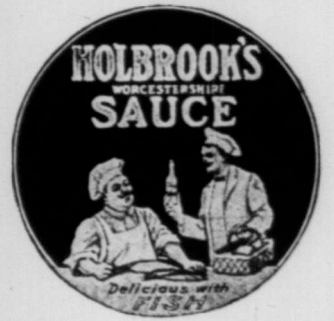
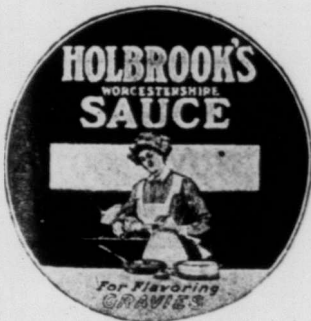
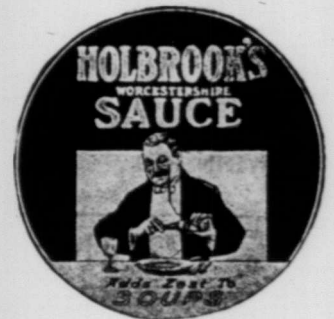
F. F. DALLEY CO., LTD. HAMILTON, ONT.
BUFFALO, ONT.

THE CANADIAN GROCER

HOLBROOK'S SAUCE Window Trim FREE



THIS window trim is lithographed in seven colors and makes a very unique and handsome display. The entire trim is in seven pieces and can be fixed to a window in two minutes and taken down in a few seconds. Everything is ready, no pasting is required, no preparation of any kind. The objectionable features of other window displays have been entirely eliminated by the use of patent adhesive fasteners. A tiny adhesive fastener is placed at the corner of each sheet, merely remove the cotton protector and press it to the window and it is on, and it will remain on. When finished with, simply tear down, and not a single mark or sticky impression will be found on the window.



We are running an extensive advertising campaign in the leading newspapers throughout the Dominion. These window displays will draw the benefit of our publicity into your store.

We mail you the complete outfit free of all charges, distance doesn't matter. Yours for the asking. Send us a post card to-day.

Holbrook's Limited, Toronto, Canada

Canadian and U.S.A. Manager, H. Gilbert Nobbs.

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

The W. H. Escott Co.

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

— WINNIPEG —

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.

270 Chambers of Commerce. P.O. Box 1812

WINNIPEG THE J. J. TOMLINSON CO.

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and
foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs
Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehoused and Forwarded. Warehouse
on Transfer Track. Business solicited. Our posi-
tion is your opportunity.

SASKATOON, - - - WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

— TORONTO —

STEPHENS' PEELS FOR QUALITY

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents

and

Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND
MANUFACTURERS'
REPRESENTATIVES

Toronto, Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co. Limited

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Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

When Wanting

Canned Vegetables or Fruit

[Wire or Write

LIND BROKERAGE CO.

73 Front St. East - - - TORONTO

MONTREAL

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778

BOND 28

— LONDON —

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

— MARITIME PROVINCES —

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX

NOVA SCOTIA

We are open for a few high class specialty
lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and
Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

— NEWFOUNDLAND —

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

Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab" St. John's.

Codes: A, B, C, 5th edition, and private.

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BROKERS' DIRECTORY**
(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
**Fruit Pulp Manufacturers and
Confectioners' Sundriesmen.**
Correspondence invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission
Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried
Evaporated and Canned
Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA

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

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments.
Write us for prices. Phone order at our
expense.
TORONTO SALT WORKS
TORONTO ONT. G.F.O. J. CLIFF, Manager

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

**D. McDougall & Co., Ltd., GLASGOW,
SCOTLAND**



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs
Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for
the reason that it gives general satisfaction and each
customer tells others about same. Write for prices.



The BROWN is the only
convenient Bag Holder

Occupies no counter space.
The bags are held in position
by gravity—no perforation of
bags necessary. Handy. Saves
Time. Will last a lifetime.
For sale by jobbers every-
where. Ask your jobber
or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

DO YOU KNOW ALL OF YOUR "CREDIT
CUSTOMERS" PERSONALLY?
IF NOT, YOU NEED

Allison Coupon Books

Because they will enable you to handle a
vastly greater number of credit accounts
profitably and with SAFETY. You don't
need a high salaried organization either, for
they eliminate a great deal of work, simplify
bookkeeping, prevent errors and disputes,
and—best of all—afford an easy means of
checking close on each customer, who might
otherwise let his account run too long. If
you have a few "slow" but perhaps "good"
credit customers, just try ALLISON COU-
PON BOOKS and then keep your eye on
the cash book. See what a difference it makes.

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 be-
comes then his pro-
missory 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

Manufactured by

Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

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

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

THE PEOPLE OF
JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

Supplied by Appointment to the
House of Lords

**O.K.
SAUCE**

Delicious
Fruity
Appetizing

Highest Award
(Gold Medal) Octo-
ber 1911 Festival
of Empire Exhi-
bition LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

FOR SALE

A Well-established Grocery Business
in the thriving city of Kamloops, B.C.
Sales for 1911 over \$100,000.00. Best
location in the city. This will stand
investigating. Reason for selling on
account of owner's health. Store can
be enlarged for general business and
will give lease on building. Write
owner, P.O. Box 203, Kamloops, B.C.

FOR—

**"Green Mountains,"
"Delawares"**

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
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.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along--

H.P. is no shelf-warmer, it's no sooner on than it's off again--
off again to good purpose, too, to your customers and to you.

Don't TRY to do without

H.P. SAUCE

W. G. Patrick & Co., Toronto, Montreal, Wina-
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R. B. Seeton & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng

BLACK JACK

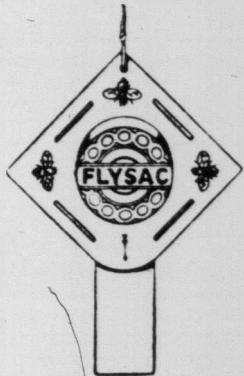
The Best
Family
Polish
Made
TRY IT



SOLD BY
ALL
JOBBERS

3-lb. tins—
3 doz
in case.

FLYSAC
Flycatcher



GET IT NOW. It is the lowest priced catcher on the market, yet it is the best NO EQUAL.

WRITE
Hodgson, Sumner Co., Limited
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Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

EAT—

Purple and Gold Brand
RAISINS

California Raisin Day, April 30th.

PACKED BY
GIFFEN-HOBBS CO., - Fresno, California

ITS POLISH LASTS

That is a distinctive feature that gives VENAUTO Metal Polish the call over similar lines.

It is economical in use and will do its work quickest and last longest.

VENAUTO Metal Polish is put up in small tins, half pints, pints, etc., in cream form.

Stock Now—and get the business

BANNER MFG. CO., Box 35, Station C, Montreal

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.
PICTON, ONT.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto—Canada Life Building, Montreal.

Estab.

VEROX FLUID BEEF.
ALL BEEF & ALL BRITISH!

1865

IN TABLET FORM

Made from Prime Ox Beef and Fresh Vegetables. One Tablet is sufficient to make a large cupful of nourishing, stimulating soup.

"Verox" Tablets should have a prominent place in your store, for they are a profitable and "satisfaction giving" line.

Write for sample and prices

Wholesale Agents Wanted for
Toronto, Montreal, Winnipeg

Tooth's Extract of Meat Co.

12 Duke Street, LONDON, S.E., England

Buy a better Laundry Blue.

Playing a great part at the tail end of the wash, every Blue has to satisfy the searching eye of the critical woman, which means every woman. If it does not satisfy—if in purity, strength, and colour it fails under the microscope of experience—somebody at the counter is going to face a "breeze." "OCEAN" Blue signifies not strength alone, or brilliant colour only, or purity, but all three—as much of them as can be packed into the best 5 cent packets sold. And they never vary, or somebody would have said so.

OCEAN BLUE

Squares in 5 cent. packets.

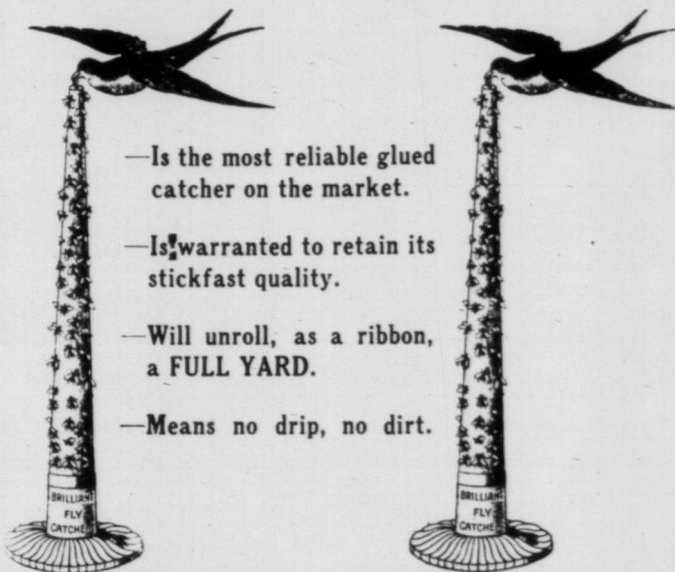
Bags in 5 cent. cartons.

*Cheap enough for the million.
Good enough for the millionaire.*

HARGREAVES BROS. & CO., LTD., HULL,
England.

Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East,
TORONTO.

Brilliant Fly Catcher



- Is the most reliable glued catcher on the market.
- Is warranted to retain its stickfast quality.
- Will unroll, as a ribbon, a FULL YARD.
- Means no drip, no dirt.

\$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE

390 St. Paul Street,

MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG

THE FARMER BUYS Carter's Root Seeds FROM YOU

as readily as he does his Tea—in sealed one-pound bags. Good business is to be done at a fair margin, and there is no expense to you. The name of Carter is a hall-mark in itself, and the sterling excellence of the goods ensures the satisfaction of your customer; furthermore, you sell at a low price.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

The Leading and Most Scientific Seed Producers
in the British Empire.

Isn't it worth sending for details of the proposition?

Address the sole distributors for Canada:

PATTERSON, WYLDE & CO.

P. O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.

MATCH



goes with the match that has always the same uniform perfection. The brand bearing the label **DOMINION Silent Match** is a safe and certain asset for a grocer's stock-in-trade—always noiseless and sure.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.

The A. Macdonald Co., Winnipeg, Man.

Snowdon & Ebbitt, Montreal, Que.

J. B. Renaud & Co., Quebec, Que.

J. A. Tilton, St. John, N.B.

J. W. Gorham & Co., Halifax, N.S.



THE DEMAND FOR



SMOKED MEATS

is increasing all the time, which proves that the public are exacting in their taste and know choice meats.

LARD

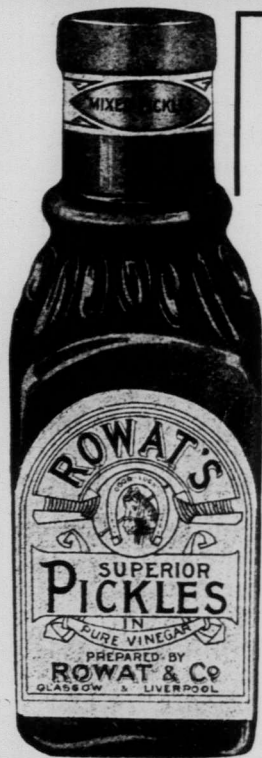
Our Elgin Brand Lard is as pure as lard can be made, and our other grades are Pure Lard, Lard and Beef Shortening and Baker's Friend. We also make a specialty of Yellow Rose Cooking Oil.

The St. Thomas Packing Co., Ltd.

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



Time and Time Again

It has been proven that Rowat's Pickles will produce a decidedly friendly business connection between the dealer and his customer.

ROWAT'S PICKLES

—AND—

PATERSON'S SAUCE

are the kind that have the high quality and exquisite flavor that gets the family trade.

Rowat & Co.
GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

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

Government Analyses Prove its Superiority.

Every Test Proved **ABSOLUTELY PURE** Maple Syrup

Order "Pride of Canada"
New Maple Syrup
At Once



You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

Maple Tree Producers' Assoc.
LIMITED
Montreal

Look Out For Yourself

and see that you are receiving all the advantages there are in putting in a stock that will show you profit as well as give your customers the satisfaction that brings them back.

N.P. BAR SOAP is the only soap that can be bought by you to show you a decent margin of profit. It is honest in manufacture—that means weight, and the quality is up to our standard—"The Best."

Write for prices now.

David Morton & Sons, Limited

Victor Soap Works

HAMILTON, ONT.

Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptible to this trouble, that the most successful and permanent cure is to join the sales force of **MACLEAN'S MAGAZINE**, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning \$10.00, \$12.00 and \$15.00 per week during their spare hours, by taking subscriptions for **MACLEAN'S MAGAZINE**, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for **MACLEAN'S MAGAZINE** is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to

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TORONTO, ONT.

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Ltd.

Cheese

Books



gain by
be un-
our order

G.
ED

A
House
old enough to
have a reputation,
young enough to
be abreast
of the
times

Packer's Celebrated Chocolates

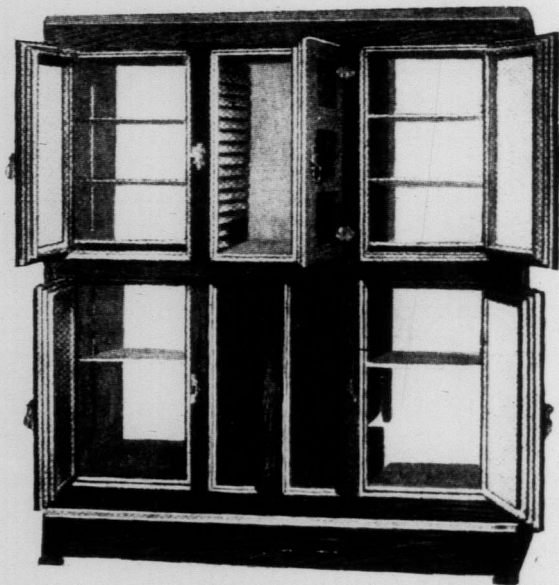
NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright will leave England for
Canada by the "Empress of Ireland,"
sailing from Liverpool April 5th, 1912.

H. J. Packer & Co., Ltd., Chocolate
Manufacturers **Bristol,**
England

The Dry, Clean, Hygienic Refrigerator

We are not conducting a crusade against zinc-lined refrigerators, but we will say that you are not observing the highest health standard by using a zinc-lined refrigerator. It's reasonable—the metal corrodes, and the oxide therefrom is a poison to milk and food.



THE NORTH STAR REFRIGERATOR

is lined with odorless wood or enamel. There's a difference. It is of superior construction and unequalled for economy of the ice. The North star is a scientific refrigerator with dry air circulation. The interior of the ice box is so dry that a match can be lighted inside the door any time when the refrigerator is filled with ice. Every refrigerator is guaranteed.

SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON
OTTAWA, ONTARIO



NEEDED EVERYWHERE

Nutritious foods for the invalid, the convalescent and the robust are wanted in all walks of life—extra nourishment is needed every now and again to keep astride of the strenuous battles of modern life. This need has been supplied for many years' by the Brand & Co. Beef Products.

ESSENCE OF BEEF

consisting solely of the juice of the finest meat, without the addition of water or any other substance, is a rare delicacy for everybody.

BEEF BOUILLON

made expressly for invalids, is used in many hospitals and homes where it is fulfilling its noble mission of strength restoring.

The grocer will find profit and satisfaction in selling his customers these high-grade products.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.
MAYFAIR, - LONDON, ENG.
 NEWTON A. HILL, 25 Front St. East, TORONTO
 H. HUBBARD, 27 Common St., MONTREAL.
 McLEOD & CLARKSON, VANCOUVER,

EWING'S PURE SPICES

This trade mark is your safeguard. No matter where you see it you can always rely upon its significance—Absolute Purity. To be sure of what you are selling and recommending to your customers always carry these goods under the above brand.

- | | |
|--------------|---------------|
| Cream Tartar | Baking Powder |
| Black Pepper | White Pepper |
| Allspice | Gingers |
| Cloves | Nutmegs |

Ask us about

Club Jelly Powder

the dependable kind

S. H. EWING & SONS

MONTREAL

TORONTO

WANTED

Immediately

Immediately

Manufacturer's Agent

whose salesmen call in small towns and country centres surrounded by agricultural districts.

Fast Selling Line

Three Diplomas

Long Profit

{ADDRESS:

AMERICAN PURE FOOD CO.
 69 St. Timothee St., - - MONTREAL

Mr. Retailer, This Is For You

MOLASSES

DA COSTA'S BRANDS of "EXTRA FANCY" and "CHOICE BARBADOS" MOLASSES are the standards of quality. When placing orders with your wholesaler, stipulate for and INSIST upon getting :

Da Costa's "Extra Fancy"

and

Da Costa's "Choice Barbados"

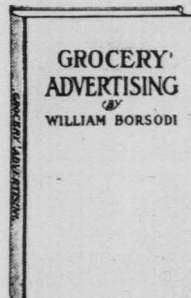
By selling only the BEST, your sales will be INCREASED, your CUSTOMERS SATISFIED and YOU will earn the REPUTATION of selling only HIGH CLASS goods. Don't accept anything said to be "just as good"—get the BEST.

Stocked by all reliable wholesale Grocers and Jobbers.

DA COSTA & CO. - - BARBADOS

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID \$2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

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)

43-149 University Ave.,

TORONTO

The Secret of Making Money

is to sell well-known reliable goods

"MELAGAMA" TEA AND COFFEE

have become household favorites everywhere. Merit is the keynote of their success. You are always sure of a pleased customer when you sell "Melagama." Order a case of each to-day. We guarantee the sale. For prices see quotation page in this issue.

BULK TEAS AND COFFEES. Ask for samples and prices. The values we give will surprise and interest you.

MINTO BROS.

Toronto

Make Every Customer a "Come Back"



Trade Mark of Quality

That's what you want—the steady, satisfied trade.
That's what you get, when you handle our products.

SWEETHEART BRAND BAKING POWDER

OUR SPECIALITY

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed

Sales Assured

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO



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

Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is
the best there is made in Maple Flavor
A good seller and repeat order
producer.

Sold in bottles or in bulk.

Let us quote you prices
and submit sample.

THOS. HENDERSON

Manufacturing Chemist


86-88 Fulton St., - New York

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada

FOR SALE EVERYWHERE





Cane's Washboards

A washboard for every purse and each the best at the price.

IMPROVED GLOBE—Thin back solid zinc washing plate.

DIAMOND KING—Glass washing plate.


ORIGINAL GLOBE—Heavy back zinc washing plate.

WESTERN KING—Enamel washing plate.


Have you seen our new Boards—**BEAVER**, Brass, and **NEPTUNE**, Wavey Zino?

Write for Catalog and full particulars on **CANE'S WASHDAY WOODENWARE.**

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







Small's Standard Maple Leaf Brand, prices delivered east of Soo, are:—

	To case	Mixture	Pure
Quart bottles.....	12	\$2 40	\$3 40
Pint tins.....	Wine 24	2 61	3 91
Quarter gallon.....	" 24	4 70	7 20
Half gal on.....	" 12	4 70	6 95
1 gallon.....	" 6	4 61	6 55
2-2 1/2 gallon.....	Imp. 2	4 10	6 45


"HABITANT" Brand

Pure Maple and Cane Syrup, 20c per case less than SMALL'S Standard Mixture. The above name and Brands have been coupled with Maple Syrup for past 70 years in Canada. Marks, registered in 1891, doing business at same point and under same firm's name from the first. If we do anything wrong you or Food Inspector can find us. (Your firm's name has been recommended to us by Lord Strathcona, H. P. Okies & Co., Ltd., Glasgow, Scot.). Syrup accounts have **STEADILY** grown with all that have stayed with **SMALL'S** Maple Leaf Brand, has larger sales than hundreds of other Brands combined, cost little if any more than imitations. At all Jobbers.

To save correspondence to frequent queries: Why can I not pack quarts **PURE** at \$6.00 per case, as is done by a concern in Toronto? Take the advantage of the medium in behalf of the **CANADA MAPLE EXCHANGE, LIMITED**, to explain. Raw Maple Sugar is worth .09c, and for past seven years has averaged 8 1/2c at point of production, forty pounds is required to make a case of Syrup.

40 lbs. Maple Sugar at 8 1/2c	\$3 50
24 quart tins at \$30 M.	7 20
24 labels at \$2 M.	47
1 case, nails, etc.	99
Fuel, labor (low estimate)	99
Jobber's commission, 15 per cent. ..	91
Freight, average estimate	38
Selling expenses, 3 per cent.	18
\$11	

I cannot pack Maple Syrup Quarts at \$6.00, neither Standard Mixture at \$4.50, without loss, but could that **MARKED PURE**, at a profit by dodging Food Inspector, i.e., by launching new brands under a new Company every year or so. Now, can only repeat, dealers can scarcely mistake by giving wide berth to Mushroom Brands and such glowing attractions, for certain, as law of gravitation, such brands must soon be no more, or quality changed, either result in unsatisfaction or disturbed trade.



MR. SMALL speaks, and along with a few other things, states that he cannot put up a case of Standard Maple Syrup Quarts at \$6.00.

Up to date of this going to press, March 27th, there has been no new Syrup made in Quebec.

CANADIAN MAPLE EXCHANGE LIMITED - MONTREAL

TWO CENTS PER WORD

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

PRUNES

The merchant who sells two pounds of good fat prunes for 25 cents, supplies value not equalled in other such foodstuffs.

The home stock of preserved fruits is just about used up, appetites have been good this winter, and are still good.

Properly cured prunes are readily accepted by rich and poor alike, that they are not only appetising but healthful is now generally recognized.

This assortment consists of "SANTA CLARA" quality, of the true flavor, nothing better to be had, and nicely packed.

30-40 in 25 lb. boxes	-	-	at 12½ cents
40-50 in 25 lb. boxes	-	-	at 11½ cents
50-60 in 25 lb. boxes	-	-	at 11 cents
60-70 in 25 lb. boxes	-	-	at 9¾ cents
70-80 in 50 lb. boxes	-	-	at 9½ cents
80-90 in 50 lb. boxes	-	-	at 8¾ cents
90-100 in 50 lb. boxes	-	-	at 8½ cents

Prompt shipment will be made to your much appreciated order.

H. W. ZEALAND,

Importer

HAMILTON

Inquiries solicited for

KARO SYRUP, NATIONAL STARCH, RAW SUGAR, Etc., Etc.

Sold by me independently, not restricted by fixed prices of GUILD Control.

Literary Competition Three Prizes : \$20, \$15, \$5

W. H. Thompson, M.D., D.S., aided by other dietetic experts at Trinity College, Dublin, made a series of elaborate experiments to ascertain the value of "Bovril." The results proved that "Bovril" is a highly nutritious food, that it stimulates the appetite and also gives valuable help to the system in the work of digestion and the absorption of ordinary food. The "British Medical Journal" of September 16, 1911, devoted six pages to a report of the experiments.

The results may, however, be summarized by the following well-known quotation :

"Now, good digestion wait on appetite, and health on both!"

From what source is this taken?

THREE PRIZES as above will be awarded for correct answers.

Replies must be addressed "Competition," Bovril Limited, 27 St. Peter Street, Montreal, and must state :

- (1) The name of the author, name of play and number of act and scene.
- (2) The full name and address of sender.
- (3) The name of this newspaper.

The letters will be opened at 11 a.m. April 12 next, and the prizes will be awarded to the writers of the first three letters opened containing a correct reply.

The names of the successful competitors will be sent to this paper on April 12 and will appear in our first advertisement inserted after receipt.

The competition is open to all, except employes of the Company, the Company's representatives or their assistants.

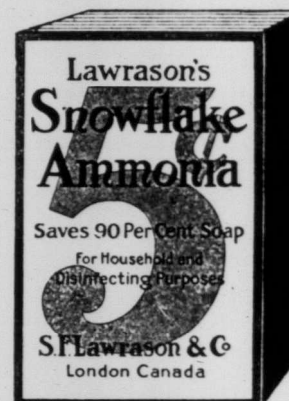
LAWRASON'S SNOWFLAKE AMMONIA

Replaces soap in many of your customers' instances,
and gives you a profit that pays you to handle.

The present day market of soap necessitates the sale of 6 bars for 25c. At that price it becomes another one of those stocks that the grocer must keep for "accommodation." Keep it for that—but push Lawrason's Snowflake Ammonia for profit.

Lawrason's is the largest 5c. package of ammonia on the market. It's easy to sell.

S. F. LAWRASON & CO.
LONDON, ONTARIO



GUARANTEE OF \$500

THAT

LAWRASON'S SNOWFLAKE AMMONIA

EQUALS IN POWER ANY SIMILAR
POWDER ON THE MARKET
SELLING FOR TWICE
ITS PRICE

5c PER GIANT PACKAGE 5c

EVERYTHING about a successful grocery store is usually bright, attractive and reliable. The prominent qualities of

Banner Brand Jams and Jellies

will help to bring out these points. It is the best in Jams and Jellies: only pure fruit and highest quality sugar are used in their manufacture. Packed in sizes for all requirements.

ASK FOR PARTICULARS

Lindner & Benner, - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg



For Spring Housecleaning

MAKE A LEADER ON

“ANCHOR” brand AMMONIA POWDER

The finest quality that it is possible to produce.

We
Have
A
Complete
Line
of
Brushes,
Woodenware, etc.
at
Attractive
Prices.

10c pkgs., cases 3 doz.	-	\$2.25 per case.
5 case lots, prepaid	-	2.00 “ “

The “ANCHOR” coupons will make the sale easy.

A Special Line in Bamboo Handle BROOMS

4 strings—exceptionally fine quality—\$4.00 doz.

EBY-BLAIN, LIMITED, Wholesale Grocers
TORONTO



SUN AMMONIA

(HARVEY'S)

For 25 Years
the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO



There's no disputing the fact that

KEEN'S



OXFORD

BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S---it's always in demand.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA



**Wherever a Syrup Sweetening
is Needed**

you can tell your customers to use

CROWN BRAND CORN SYRUP

for it has a pure, rich flavor that blends naturally with spices and flavoring extracts. It has thousands of friends everywhere, and by many is preferred to all other syrups.

THE EDWARDSBURG STARCH CO.
LIMITED

MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER

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Going Into Business With \$2,000

The Plan of Great Importance—Must Have Logical Development Along Pre-conceived Lines—Make Things Safe—Be Conservative—Work With Might of Brain and of Brawn.

By Henry Johnson, jr.
(Continued from last week.)

The first thing to do is to rent a safety deposit box—small size—cost about \$3 per year. Next, set about buying \$500 worth of good bonds. These should be in denominations of \$100 and should bear interest at 5 per cent. to 6 per cent. If you do not know where or how to get them, I can tell you. Put these bonds and your life insurance policy in the deposit box. Your fire insurance policy will go there, too, as soon as you get it. By the way, note on your calendar the dates when the coupons are to be clipped from the bonds, so that you can clip them and deposit in your bank for collection a few days in advance of due.

Secure Good Location.

You now have \$1,500 ready money on deposit. You have the location of your store-picked out. I understand it is to cost \$30 per month rental. I assume it is a good location. Have it as good as possible, having in mind conservative management. The right location largely takes the place of advertising. I could fill this article with the pros and cons of this one subject; but shall content myself with saying that if you must enter a location less than the best, be strategic enough to go where you can move on to better things without disturbing too greatly the trade you may have built up.

The Problem of Fixtures.

Go slow on fixtures. Be a very snail in this regard. Fine, up-to-date fixtures make an excellent investment for the established business; but they can be bought any time—are the easiest thing in the world to acquire when you actually need them. So go very slow. Remember that the plainest shelving, old counters, etc., with a dollar's worth of paint applied in odd hours will look attractively clean and inviting.

You need a platform floor scale; an even balance counter scale of about 24-pound capacity. You need one counter, preferably with bins in it, and a line of common shelving. The only thing that must be new in this outfit is the counter scale. You could use a showcase, but do not absolutely need it to begin with. You could use a refrigerator, but should get along the first year or so with any sort of "ice box" you can pick up cheaply. Altogether, this outfit should

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

be limited to not more than \$100. By having cash to pay for it and putting up the shelves and painting them, etc., yourself in odd hours, you can get the store very neatly fitted up for that sum, I believe. If you cannot, do it anyway. Play that is all you have for that purpose. Then you will make it do.

Get a horse and second-hand wagon for not to exceed another \$100. A fine delivery turnout is good advertising, but you must build up your business before you can think of expansion through advertising. Go slow. Be sure. Put a bit of paint on the wagon, if you have time; but keep it clean at all times and, if it goes regularly on time to your customers they will overlook its want of appearance until you get so well started that you can afford one better.

The Initial Stock.

Select your opening stock with great care. If you have a local jobber, by all means buy of him. Give him every chance to treat you right. You know the goods and can trust your own judgment, but put it up to him to help you to success. Get variety in your stock, not quantity: Get what you know will be wanted at the beginning; just as little of any one thing as you can procure. Make the jobber break packages for you; buy only just what you need and must have—not a penny's worth more; \$500 should cover this opening purchase, but we shall allow \$700. Pay spot cash and get your discounts. Discounts should equal 1 per cent. on this purchase. But remember that discounts do not come off your costs. Put the goods into cost at full invoice prices. Then credit Discount account with what you derive from that source.

You now have invested in stock, fixtures and delivery equipment \$900. You have \$500 in good bonds in your deposit box. You have \$607 in the bank, the \$7 being derived from Discount. Do not forget that \$7. You will see where it comes in just below. That is the way you stand when ready to open your store.

The Question of Clerks.

I take it that, with your personal acquaintance, you can safely plan to do \$1,000 a month from the beginning. Three people can very readily handle that business, and three must be enough to begin with, and it must also do until you do more business. One trouble you

may have at the beginning—in fact, are all but sure to have. People rush to a new store. It often happens, therefore, that the new merchant is unable to handle his business smoothly and promptly during the first few days—say the first week or ten days. Much depends, therefore, on having the stock well arranged into departments and carefully marked so as to save time in learning prices and locations. Also, it is well to have an extra wagon where it can be hired for a few days and possibly an extra boy, too. Much depends on your first promptness and accuracy. So provide for these things. Do not incur the expense unless you need it, but try to have it where you can get it, temporarily, if you do need it. Then you may do more than \$1,000. Let us assume, however, that you do just \$1,000 the first month. Here is about the way it will figure out:

Goods sold	\$1,000 00
Purchases for month	800 00
	<hr/>
Gross margin	\$200 00
Added to Discount account ...	8 00
	<hr/>
	\$208 00
Rent	\$30 00
Your wages	40 00
One boy, or young man	25 00
One girl	15 00
Interest on \$1,500	7 50
Light and heat	4 00
Telephone	2 00
Barn expense	20 00
Depreciation	3 00
Advertising, opening	
circular	5 00
Insurance	2 00
Sundry expenses	8 50
	<hr/>
	\$162 00
Net margin	\$46 00
Add former Discount	7 00
	<hr/>
Total gain	\$53 00

Remember Bank Account.

Take \$25.00 and put it into a savings bank account. Do that same thing every month. Let it draw interest at 3 per cent., or whatever your bank pays. When you have \$100 to \$150, use it to buy another \$100 bond and proceed as before.

You may do some credit business, or you may not. My advice would be that you handle this question very carefully.

(Continued on page 43)

The Time to Interest Farmers in Seeds

Extra Attention Will Mean Extra Business At Least Later On—Window Displays Will Create Sales—Farmers Should Be Shown Why They Should Sow Just As Much, Even If Grains Are Dear.

Farm papers are now exhorting farmers to look to their spring supply of seeds. Grocers and general merchants would do well to follow the same advice. Annual sowing is not now far off and it is time the dealer gave some extra attention to interesting the purchasing public in seeds.

It is advisable that the dealer begin his spring seed campaign early. Much is gained by showing these lines even before the snow is off the ground. The prospective buyer knows that some time he must buy and is willing to be interested. It is the dealer's duty to interest him to the extent of selling him his requirements or at least of laying the foundation for future sales.

High Quality Desirable.

Buying is an important part of the seed business. The dealer who wishes to secure a continuance of the trade must handle only quality seeds. Not only does selling of poor seed lose a customer's future seed purchases, but also shatters his confidence in him and his goods.

Window display is one of the good methods a dealer has at hand to arouse interest in seeds. Some attractive and

catchy window trims that are bound to bring business may be arranged with seeds. Some dealers have found it a good plan to show in a window display samples of the growing grains or garden vegetables. This is an argument which drives home the proof of germination of the seeds with force and is often more convincing to the prospective purchaser than a great deal of talk.

A certain amount of advertising is also advisable to bring out the best results in selling seeds. Country dealers can use the local paper to good advantage. Quality should be the key note of advertising talks but must necessarily be backed up by quality goods.

Salesmanship Necessary.

There is no use denying the fact that it is going to require real salesmanship to sell seeds this year because they are high in price. However, the dealer has strong arguments on his side. He can demonstrate plainly to the farmer that it is in his own interest to buy and sow just as much seed as usual this year. The following from a farm journal should be of use to the seed man:—

"Clover seed is too dear to waste this

spring. Sow plenty of it on every acre you seed down, thus doing your utmost to economize in the truest sense, by reducing the chances of failure to a minimum. Of course, first-class soil preparation should accompany the reasonably liberal use of seed. Red clover being so extremely dear, it is worth considering the advisability of substituting some alsike, which, containing so many more seeds to the pound, goes further. A little alfalfa seed may also with advantage be scattered over the high ridges before drilling the grain."

Pointers for Dealers.

Personal talks to customers are of great use in promoting sales.

Teach customers the folly of sowing poor seed.

Glass jars may be used for showing bulk garden seeds. A label on the side should announce the name of the seed.

Point out that it is not economy to be skimpy in sowing. The harvest will warrant the expenditure.

It might be well to have a magnifying glass for customers to examine seeds. Your guarantee should, however, be the best proof of their quality.

Facts for advertising may be secured from seed catalogues.

The accompanying window display of seeds was one that attracted attention and sold goods, and the plan of it might be followed by other dealers to good advantage.



Suggestion for a window display which should be tried by every dealer selling farm and garden seeds.

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A Provincial Retail Grocers' Association

Reply To Recent Letter of M. Moyer Who Criticised The Agitation To Form Such A Body — Change In Conditions In Grocery Trade—Separate Organization Considered Best To Look After Retail Grocers' Needs.

Editor Canadian Grocer.—In your issue of the 15th inst., M. Moyer, chairman of the Grocers' Section, Retail Merchants' Association, criticizes the agitation to form an Ontario Retail Grocers' Association. He seems to think such an organization is unnecessary.—that there is nothing for it to do.

What does Mr. Moyer know about the conditions of the retail grocery trade? It is many years since he was in it and conditions have changed a lot since then. In those days he was buying tapioca for 4 1-2c per lb. and retailing it at three pounds for 25c, where to-day it costs 7c and is retailed at three for 25c. Besides, the grocer is paying \$20 per ton for hay to feed his horses, paying more rent and higher wages, and still the wholesaler thinks 20 per cent. is enough profit for the retailer when he demands 25 per cent. from the manufacturer where he used to get from 12 1-2 to 15 per cent.

Says Confidence Has Been Lost.

But why should I discuss these matters with Mr. Moyer who is sacrificing so much time in the interests of the retailer without any recompense? However, I just mention this as one case. There are dozens of them. Are the retail grocers of Ontario to be guided by Mr. Moyer? Has he got all the wisdom? Let me tell him what I told him personally, that the large majority of the retail grocers of this province have long ago lost confidence in the Retail Merchants' Association. I could tell them an interesting story about one of the officers and his work in London some years ago, and it is no wonder that the grocers have lost confidence in the Retail Merchants' Association. I will admit we were asleep then, as Mr. Moyer states, we were the "Rip Van Winkles," but we have been awake ever since and we know of everything that Association have done and with the R. M. A. authority to appear before. Who gave anyone connected with the R.M.A. authority to appear before the Guild and speak for the retail grocers of this province? Surely not the grocers. Did you ever hear of one of their officers asking the Guild to discontinue selling to consumers? No, because they would tell him to get out, and that would put him in an awkward position. He could not then serve two masters. Such things may "pull the wool" over some grocers' eyes, but they are very few, I am glad to say.

A Distinctive Work To Do.

What has the retail grocer in common with the barber or tailor any more than

a Union painter with the Brotherhood of Railway Trainmen? Then why should grocers belong to Retail Merchants' Associations with barbers and tailors for presidents? I am told that a milk dealer is president of one branch.

Mr. Moyer wants to know if the retail grocers of Hamilton, London, Brantford and Guelph are really in earnest to improve the conditions of the retail trade. Does he think we are wasting our time or energy for fun, or that we like to hear ourselves talk? Doesn't it sound reasonable that the man discussing the conditions existing in his own business is the proper person to fight for his rights? He comes face to face with them every day, therefore, he knows the facts, and it will become any one as a looker-on to try to dictate to any body of men who are carrying on successfully an organization for their own benefit.

The No Discount Problem.

Mr. Moyer also says in his letter: "What better can the grocer expect than what we have secured for them from the wholesale men?" Such generosity as the above should not go unrewarded. How unselfish of these men to labor so consistently for a cause that they have no interest in whatsoever! What have they secured that is such a boon? Our wholesale grocers in London have not yet given us notice of anything, excepting that in future we would get no discounts for cash.

As far as being invited to discuss trade matters with the Wholesale Grocers' Guild, the London association have never yet had an official notification to attend such a meeting, and I was told by the President of the Toronto Retail Grocers' Association that they never had such an invitation, although they were within a few minutes' walk of the scene.

In his last sentence Mr. Moyer says: "If the retail grocers of Ontario desire to improve their conditions they must be united and work in harmony." That is just what we are trying to do and we will take good care to look after our side of the case and not leave it to anyone to work into the hands of the enemy.

I had no intention of entering this controversy, otherwise than putting Mr. Moyer in his right place. When a man not connected with the trade tells hundreds of intelligent grocers of this province that they are "Rip Van Winkles" and they do not know how to act or legislate for themselves, then it is time for

every independent man to put him right.

The organizing of an Ontario Retail Grocers' Association belongs entirely to the men in the business, and they do not have to ask anyone for a patent.

I remain,

E. J. RYAN

Retail Grocer.

London, March 21, 12.

FOX TERRIER GOT THE HAM.

An Effect of Carelessness in Delivery—The Moral.

Vancouver, B. C., March 28 (special):—"Satisfactory delivery is one of the fundamentals of a merchant's success," remarked a dealer to The Grocer. "Once in a while one runs against something that helps out. I was going home to lunch the other day and my attention was drawn to a sportive fox terrier which had a parcel that it was shaking with great gusto, much as if it had been a rat. As we got nearer I saw a store label on it, and on investigating found that it was some cooked ham, which had evidently been ordered for lunch. It must have been left on the door step by some rushed delivery man, and was nosed out by the dog. There is no doubt that store came in for much criticism, and even if the absence of the order could have been explained, the ham was missing and the lunch was delayed.

"I found on inquiry at my own store that sometime when drivers are hurried they leave the goods at the door after rapping to bring the person of the house. It might easily be that no one is in at the time. It is not every time, either, that delicatessen is among the order, but to make absolutely sure I gave instructions to either have the goods left on the kitchen table inside the house or delivered to the housekeeper herself. I don't think I have ever heard of a dog running off with part of an order before, but the fact that I saw it shows what is liable to happen at any time."

POTATOES WERE FROST BITTEN

Potatoes have been arriving rather freely from the Old Country of late, causing slight easiness in the market. A number of cars came along frosted, however, making it difficult for dealers to come out even. This has had a tendency to frighten buyers, and a number of orders which were to come forward have been cancelled. Some dealers fear this may have probable effect of strengthening the situation somewhat in course of few weeks.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

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CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building.

Telephone Main 1255. O. S. Johnston

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York.

Telephone 2282 Cortlandt

Western States Representative—A. H. Byrne. 607 Marquette

Building, Chicago.

Telephone Randolph 3224

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12060.

E. J. Dodd

FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

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

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

PUBLISHED EVERY FRIDAY.

SOAP BACK TO FORMER PRICES.

Since last week's issue there has been another movement in those laundry soaps which declined a few weeks ago. Prices have risen again to the figures that existed prior to the recent change which included the free case offer.

The present prices of these soaps therefore are generally \$4.15 for a single case and less than five; \$4.15 for five cases with freight prepared and \$4.05 for ten cases and upwards, freight prepaid. This means that again we will have the five-cent straight retail price in vogue, in the soaps in question, if dealers desire to make any profit. It means that the grocer who pays \$4.15 per case for his soap and sells, as he ought to, at five cents straight, will make a profit of 17 per cent. on the selling price. If he pays \$4.05 by purchasing in the larger quantities his profit will be 19 per cent. on sales.

This readjustment in prices, when one is acquainted with the existing conditions, is natural as prices of raw materials did not warrant the recent reduction. At the prices prevailing since the decline, the margin of the manufacturer was considerably cut into and this was no doubt the chief reason for the adjustment.

This is no doubt the end to soap fluctuations. The new prices can be counted on as permanent for some time to come. If profits are to be secured on these soaps they must be sold at five cents straight.

The chief difficulty in the soap matter has been experienced in the larger cities where the big stores have cut prices for advertising purposes, and thereby prevented the retail grocers from obtaining their proper share of the trade. Throughout Ontario, conditions are different, retailers being generally able to get five cents straight without fear of loss of trade. In fact, few dealers outside of the larger cities had reduced prices to six-for-a-quarter after the decline, the majority of them having soap on hand purchased at the higher prices. Their trade therefore, will scarcely be affected—except those who were fortunate enough in buying soap at the lower price, and these will be able to make an extra good profit on the amount purchased.

DECLINE IN SUGAR.

In our market report in last week's issue it was pointed out that sugar was easier. This feeling worked into a decline of 10 cents per cwt. on Monday in Canadian re-

fined. Refined on Montreal basis is now \$5.45 which is almost \$1 per cwt. above the price prevailing a year ago.

Several causes are assigned for the change. Raws have been arriving freely at New York and as was stated last week, refined declined there. Cuban raws are fairly active under varying reports. The Old Country strike has also contributed to easier conditions. Besides a decrease in demand, speculators have not been given the financial backing required.

United States refiners are also fearing a coal strike and are calling attention to a particular clause in their contracts about "all contracts and agreements contingent upon strikes, accidents, fire or other delays beyond sellers' control."

Compared to a year ago, the statistical situation is strong, visible supplies of raws now being 2,910,671 tons as against 3,571,502 a year ago.

ESTABLISHING A GROCERY BUSINESS.

The article in this week's issue written by Henry Johnson, Jr., will bear considerable study not only on the part of those thinking of entering the grocery business, but also of many who are now in it.

Mr. Johnson answers a correspondent on how a grocery business ought to be established, the dealer to be having \$2,000 to begin with. His advice is the advice of a man who has been through the mill and who has met with more than the ordinary success during his thirty years or so in the retail trade.

Any clerk who is contemplating such a move should certainly study the article. If necessary, cut it from the paper and preserve it for further use. Some, at least, of the pointers will undoubtedly come in useful.

DEFEAT THE PARCELS POST.

"What are the merchants going to do about this Parcel Post legislation?" was a question asked The Grocer during the week.

What ARE they going to do? There is a possibility that this question may be brought up at any time in the House of Commons and if nothing has been done to offset it, the probabilities are it will go through.

That Parcels Post is going to benefit the large mail order houses at the expense of the merchants of the country seems to be a fact beyond a doubt. Not only will the country merchants lose but country communities will not prosper to the extent they otherwise would, and some of them are bound to recede in standing, importance, wealth and population.

Parcels Post will drain money from country districts and bring it into the big cities to help enrich a few large mail order houses. This means money that should be spent at home will leave the rural and country town districts where it is most needed.

This is not in the general interests of the country. No wonder the last census shows decrease in the population of many rural districts. They are not being looked after well enough. The big cities are getting wealthy at the expense of the country and it ought to be the aim of our legislators to have the wealth produced by labor spread as much as possible where that labor is expended. As a matter of fact we hear little of Parcels Post from anybody but a few members of Parliament. They deem it a popular move to attract votes, forgetting to reason out the consequences.

It is up to every retail merchant in Canada to oppose, and oppose strongly, this measure. See that the member

for your constituency is acquainted with the reasons why this legislation should be defeated. Write him, or wire him if necessary, and at the same time put it up to the Postmaster-General.

Do it now.

RUST ON CANNED GOODS.

At this season of the year special attention should be given by retailers to canned goods in cellars. Canned goods are liable to rust if they are not properly looked after, and it is, therefore, in every dealer's interests to give them proper attention.

In the spring season cellars are usually damp and foods in cans should be removed and placed where the tins will dry out rapidly. Some cellars, too, are likely to be flooded this year and if all goods are not removed beforehand much loss will result in such cases.

The ideal storage for canned goods is a dry, even temperature, between 40 degs. and 50 degs., F., with a free circulation of air. Cases should be piled clear of the walls, and as much as possible off the floors, to permit of the circulation of air over, through and around them. Cases should also be piled on their sides, so that in the event of a tin bursting the contents will drain off, rather than into and through the cases underneath. Canned goods cases should also be examined at intervals, and where there is apparent trouble inside of the cases, the cause of the trouble should be at once removed.

Tin plate, it should be remembered, is almost universally used. In fact, there is hardly a kitchen utensil that is not made of tin, and every one knows that all tins are susceptible to rust, especially when exposed to damp, and the greatest trouble experienced with canned goods is their tendency to rust.

Rust on the outside of cans does not affect the contents, but if there is any noticeable the cans should be scoured and fresh labels asked for from the manufacturers. Rust in a short time may eat through the tins. Manufacturers generally do not accept responsibility for rusty cans as the tins are free from rust, at least in the great majority of cases, when leaving the factories.

If special attention is given to this matter the dealer may save himself considerable loss.

TAKE ADVANTAGE OF EASTER.

There is only one more week left before Easter. Every dealer should make use of this coming festive season to sell as much Easter goods as possible. It marks the finish of Lent so that next week will be a splendid fish week. As much impetus as possible should therefore be put behind the fish-department particularly if there are some stickers left.

Easter novelties will also have a big week. Special attention should be given them now as after the passing of the holiday season there will be little sale for them.

Confectionery is another good line to specialize on. If any has been marked "Easter, 1912," it can be readily seen why this should be gotten rid of.

In the provision line, ham will be a good line to feature. After the usual Lenten restrictions it will be particularly acceptable and will sell well. It is not necessary to make more than a passing reference to eggs. Display them, fresh and clean, and little trouble will be experienced in disposing of quantities.

This Easter season is an important one and every consideration possible should be given to the extra opportunities to make an extra profit.

PLAN TO ESTABLISH TIPLESS HOTELS.

The death blow to the "tipping evil," which the Commercial Travelers' National League of the United States has been directing its energies to abolish, may be struck if the latest plan formulated by that body is carried into effect. At a recent meeting of the officers of the organization, W. E. Adams, of Philadelphia, vice-president, offered a resolution calling for the formation of a stock company which will operate a chain of "tipless" hotels in more than one hundred leading cities of the country.

To accomplish this he suggested that each traveling man invest \$10 and all houses employing commercial travelers \$100 each, thereby providing a capital stock in excess of \$10,000,000, which would be sufficient to operate a number of hotels to which traveling men could resort and escape the "tipping" nuisance.

EDITORIAL NOTES.

A week from to-day is Good Friday. Nuff said.

• • •

The way butter is clinging to the high spots reminds one of the staying powers of the 1912 winter.

• • •

Fish with the phone. It will take but a minute to catch a bunch almost as fresh as if you were at the waters.

• • •

April presents splendid opportunities for increasing sales. But don't 'April-Fool' customers with poor quality goods.

• • •

With the passing of Robert Barron, there is removed from the Canadian grocery trade one of its most prominent figures.

• • •

Seed time is almost here. If retail dealers want to reap a good harvest in seeds they should begin to sell them at once.

• • •

In starting a grocery business on \$2,000 at the present time one could not well afford to lay in a very large stock of butter and cheese.

• • •

The interview with J. F. Holloway in this issue on clerks being placed on a profit-sharing basis ought to elicit some remarks from the salesmen behind the counter. Let us hear your views, Mr. Clerk.

* * *

Children have a habit of carrying parcels by the string. The result is they are likely to reach home with the string untied and the parcel half unwrapped. The clerk, in the first place, would do well to tie the string as tightly as possible. In addition to that, he might show the child how to carry the parcel. Both the child and parents will appreciate this.

• • •

A number of manufacturers claim that railways are not handling their goods satisfactorily. One firm states that for two days last week it was not able to get a freight wagon from one of the railways to call for freight which, according to promise, was to have been sent at the time. Other firms complain of delays so that if retailers are not getting goods promptly it may be the fault of the transportation companies.

Our Messages to the Trade

THE GROCER would like to impress upon its readers that our Letter Box is open for their use at all times. Every week we are receiving requests from manufacturers and jobbers of certain goods, and in view of our national connection with the wholesale and manufacturing trades we are in a position to obtain information on almost any question of this character. Every reader of the paper is entitled to ask as many questions as he desires on trade matters, and he may be sure that we will give our best efforts in collecting authoritative information.

The spirit of co-operation existing between THE GROCER and its readers is exemplified in a recent letter from a South Hill, British Columbia, grocer. In response to our request for photographs of good window displays he has forwarded one with a description which will be of service to other Canadian dealers. "I might say in writing," he says, "that we greatly appreciate your views of interiors of stores published from time to time in THE GROCER, as it gives one the ideas of the best merchants in the trade, and I think if we all try to help our trade paper, the contents would be better and give us more interest in it ourselves."

This grocer has the right idea. We are anxious at all times to hear from retailers and the more information they can give us regarding their methods of operation, of interior and window displays, etc., the more valuable will the paper be to our thousands of readers.

THE CANADIAN GROCER of April 19th will be our big Annual Spring number. The central feature will be "Creative Salesmanship." A large number of the articles of this number will be devoted to methods of Canadian retail dealers for introducing new goods to their customers, increasing the sales of staple goods and raising the standard of quality of goods sold. The editors have made it a point to get in touch with retailers in all parts of Canada to get from them actual instances, showing how they accomplished one or more of the above mentioned results.

In addition to that, this number will contain views of some of Canada's best stores, showing interior arrangement of goods, arrangement of fixtures and store equipment installed. For our window dressing department we have secured illustrations of some high grade grocery windows, which will be described in detail, and which will be good examples for any retailer to follow.

As well as the above, special attention will be given to articles on retail, advertising, showing good and bad copy, delivery systems, bookkeeping, handling of provision, fish, fruit, cereal and confectionery departments, store architecture, retailers' views on trade questions, etc.

Illustrations will be profusely used, to bring out the strong points of the different articles, and on the whole this spring number will undoubtedly be one of the best we have ever placed in the hands of the Canadian retail grocery trade.

The editorial and news sections of the big Spring Number by no means monopolizes the interest of this number. Indeed every year the advertising sections are gaining in interest and effectiveness as the advertisement writers are growing to see more clearly the meaning and purpose of trade paper advertising.

The card announcement and dry-as-dust advertiser have been almost completely displayed by the advertiser who has something worth while to tell and who tells it like a man.

The retailer and the clerk want to know.

When the advertiser makes his claims boldly and openly in the face of his competitors, through the columns of The Grocer, the reader is inclined to be impressed as he is by any example of straight forward and open frankness.

Each advertiser and prospective advertiser has been advised of the keynote of this number "Creative Salesmanship," and will frame his advertisement in view of this.

The reader will find the advertising sections bristling with valuable news and information, as the editorial section will be with seasonable hints and suggestions.

JORDAN MERCHANTS TO ADOPT CASH SYSTEM

Claim That Wholesalers and Manufacturers Cutting Out Discounts and Limiting Terms of Credit are the Reasons—The Circular Sent Out.

Jordan, Ont., March 28.—Six of the retail merchants of this place have decided that after July 1, they shall do business on a strictly cash basis. The following circular announcing their decision and the reasons for it has been sent out to the public:—

"This is to certify that we, the undersigned, have duly considered the action on the part of all the manufacturers and wholesale dealers in limitation of terms and conditions of sales to the retailers, and that we find it necessary to take action to protect ourselves against losses that will accrue therefrom in our various lines of business.

"We have therefore decided that in view of the above we shall deem it necessary to conclude all book accounts within a reasonably short time, and that we have set a date which shall not be later than July 1st, 1912, when we shall expect a favorable adjustment of all accounts, and thereafter all of our business dealings will be conducted on a cash basis.

"All accounts must be settled on a 30-day basis.

"We respectfully invite your attention to this arrangement and ask you to provide accordingly.

"Consult your dealer regarding the cash plan proposed.

"We respectfully submit the above.

"Signed by local dealers as follows:—
E. C. Snure, J. C. Fluhrer, Moyer Bros., M. P. Werner, C. H. Bolton, C. B. Reece."

HANGING BANANA BUNCHES.

London, Ont., March 28—(Special). — There are more awkward ways in vogue in regard to hanging up a bunch of bananas, than anything else in the grocery business, with the possible exception of displaying codfish, but Harry Coates, corner of Stanley street and Thorncliffe road, South London, has a first-class plan. On a large pillar in the centre of his store he has placed four curved hooks of the kind hardware dealers sell for extra heavy hanging flower pots. Each hook accommodates a bunch of bananas of any size without interfering with any other goods. The fruit is as conspicuous as it could be anywhere but in the window, and during cold weather is in a better place. One feature is the convenience with which the clerk can get at the bunches. The room take up is of little use for any purpose.

Arthur Thornton, grocer, Victoria, B. C., has sold to Ball & Young.

Profit Sharing Proposition With Clerks

Retailer Believes this is the Only Solution for Getting and Keeping Bright Young Men in Grocery Trade—Profits in the Business do Not Warrant Salary Increases He Claims—An Interesting Question.

Many retail dealers are wondering how far up expenses of operating their businesses are going. Horse feed is high, deliverymen want better wages and good clerks are not attracted because of better wages and better hours obtainable elsewhere.

"What are we going to do in the matter?" asked J. F. Holloway, King Street West, Toronto, when referring to the situation, which he claims is real serious.

"Why," he said, "we cannot expect a clerk to do his best work or take much interest in the business on \$11 or \$12 a week. Clerks, or many of them, have a house and family to maintain and \$12 is not enough for them to live on. How can they think about selling profitable goods or selling goods not actually asked for, if they are thinking of how they will be able to get the next ton of coal or meet the rent bill?"

"But we cannot increase their salaries. Our profits are certainly not getting any larger and our operating expenses are advancing and I don't see how we can afford to pay anything more. What are we going to do to get efficient help and to give efficient service to our customers?"

Profit Sharing Plan.

Mr. Holloway has given this matter much consideration and claims that the only solution is to place clerks on a profit-sharing basis.

"If our clerks knew that at the end of the year they would receive a percentage of the net profits, they certainly should be willing to increase their sales, and not only that but would endeavor to sell the most profitable goods.

"A share in the profits would tend to do away with all indolence on the part of clerks. They would be anxious to gain as many new customers as possible and if the proprietor is not around, they would endeavor to show the same interest in increasing sales as if he were on the spot watching their movements.

Percentage on the Net Profits.

"As it is now," declared Mr. Holloway, "we cannot always get clerks who will do their best to increase sales of profitable goods. It would not be wise to allow them a percentage of turnover or increase in the business over the previous year. That would not prove them to be good business men. If sugar sales were doubled that would mean a big increase in turnover but not much profit.

"But if the profit-sharing were based on the net profits, there would be an in-

centive to sell the most profitable goods. For instance, I purchase three or four brands of a certain article. One costs me 40 cents a pound, another 38 and another 32; they are all standard brands with little if any difference in quality. Now all a dealer should have to do would be to point out these facts and a clerk should know what line to display and push if all sell at 25 cents the half-pound tin.

Mean More to the Dealer.

"It seems to me that if this system were adopted clerks would become much more efficient, our profits at the end of the year would be greater, we could afford to pay our clerks a percentage of the profits and still be in pocket. If a clerk came to me with such a proposition, I certainly would be pleased to go into it with him."

The Grocer would be pleased to hear expressions of opinion from clerks as well as dealers on this question. It seems to be worth consideration.

GOING INTO BUSINESS WITH \$2,000.

(Continued from page 37)

You know the town well. Use your knowledge to guide you here. Take on good accounts, very carefully, slowly, handling the question of prompt payment without gloves, though, of course, always diplomatically. Make no bones about the absolute necessity that you get your money every 30 days. Carry nothing like a "balance" on any account. Do your part and make the buyer do hers.

If you have a slight loss occasionally, as you will, take it and close the account. Make the rule for yourself more than for your customer. Note that carefully; the rule is for yourself primarily. Never depart from it. In this way you can sleep nights and will gradually get the accounts only of the most substantial, conscientious and reliable people.

Hint on Life Insurance.

Note a few things by way of analysis. Your own pay is 4 per cent. expense. This is too high, but you cannot live on less just now. Later on your business will run to \$3,000 monthly. Then \$60 per month will only be 2 per cent., which is better. Your total wages expense to begin with is 8 per cent., and that is not bad. You will not be apt to get it

any lower at any time, though 7 per cent. would be nearer right. If you have life insurance now, O.K., if not, take out \$1,000, simple protection; add to that as you get on, say \$1,000 annually until you have \$5,000. You do not need endowment insurance as you have shown that you are capable of saving your own money. But always pay your insurance bills out of your own wages. Pay your own wages on account of Expense, same as you pay anybody else. If you can save out of that, add the savings to your bank account.

Depreciation is 10 per cent. on fixtures and 20 per cent. on delivery equipment. It is only \$2.50 per month, but I have called it \$3 to allow for a little more fixtures as you get them. But always remember that depreciation goes on and must be reckoned with. All coupon returns to savings account. Always keep up the savings and bond buying. You can hypothecate the bonds on emergencies, if pressed; and that fact will enable you to borrow if you must, from time to time; though I urge you to grow only as your accumulations will allow you to do. Keep piling up the money. Keep buying bonds. Then use them to buy real estate when a bargain is to be had.

Write Him Again.

Go slowly, cautiously along these lines, with your eye peeled for solid enterprises, but no "flyers," and you will prosper so that in a few years you will be a "substantial citizen" to whom men will look for guidance and advice. You will grow steadily with your town. You will attain that without which life is only a mockery and a failure.

Write me freely at any time. You are the kind I want to know about.

UNITED STATES MAPLE SYRUP.

Anything branded maple sugar or maple sprup is the genuine article if it is sold outside of the State in which it is made, according to statements made recently before the Congressional Committee on Agriculture by Dr. Harvey W. Wiley, until recently chief food expert of the United States Government.

"If an article marked 'maple sugar' or 'maple syrup' has crossed a State line it is certain to be pure," said Dr. Wiley. "We cannot go into the State where it is made and insure its purity, but we can when it is found outside the State of its origin."

The U. S. Government is keeping a close watch on interstate shipments of maple products and making frequent analyses of samples taken by inspectors. As a result of a searching study into the methods of making maple syrup and sugar the experts can now detect any adulteration amounting to 5 per cent.

Canadian Grocery News Done In Brief

Recent Changes in the Trade—Death of London and Toronto Grocers—No More Late Deliveries on Saturday Night in Port Elgin—New Companies in Montreal — Brantford Grocers' Banquet.

Quebec and Maritime.

T. T. Cartwright, representative of the E. W. Gillett Co., Ltd., Toronto, is in Newfoundland on his annual visit.

The Soyer Kookera Bag, Limited, with a capital of \$50,000 has been incorporated with head offices in Montreal. Maurice Alexander and Rene Chenevert are among the incorporators.

The Etna Biscuit Co., Limited, has been incorporated with a capital stock of \$400,000. The head office is in Montreal and provisional directors are Raphael Dufresne and Alphonse Fournier, Jean-Baptiste Jodoin, Joseph Courtoes and Onesime Champagne.

Ontario.

M. N. Anderson, Ottawa, Ont., has purchased the grocery business of E. O'Malley.

The Brantford Retail Grocers' Association held their annual banquet on Wednesday evening, March 27. A report of this will appear in next week's Grocer.

In London, Ont., some of the retail grocers are winning fame in the roarin' game. Thos. Shaw, Harry Ranahan, Joe. McGuffin and Jack Trebilcock have been in most of the curling tournaments this winter. The last two distinguishing themselves on several occasions by carrying off the prizes. This rink is called the Grocers' Quartette.

Merchants of Port Elgin, Ont., have adopted the plan that there shall be no deliveries of goods made after 8 o'clock on Saturday night.

Robert Barron, founder of the retail grocery firm of R. Barron & Co., Toronto, passed away last Monday at the age of 70. He had been in business in Toronto for 30 years, and was considered one of Canada's most successful retail grocers. His sons who have been with him in the business will continue to carry it on.

Jas. Falkner, one of the most prominent of East London grocers, died last week. Mr. Falkner for many years conducted a business at the corner of Lorne Ave. and Ontario St. He and his son Orlie, were members of the Retail Grocers' Association. President Diprose, on behalf of the association sent a wreath, also a letter of condolence to the family. The mother and son will still carry on the business.

Western Canada.

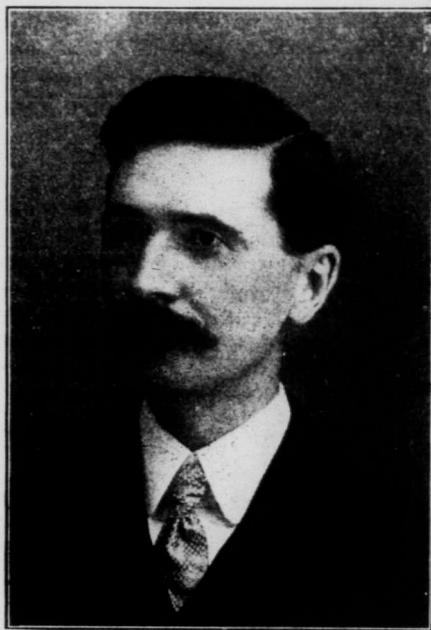
K. F. Oxley, who has been in the grocery business in Kelowna, B.C.,

about two years, has moved into new premises in the Crowley-Buckland building.

The estate of Robt. Rutherford, general merchant, Balmoral, Man., has been succeeded by A. T. Searle.

H. Collins & Co., general merchants, Miami, Man., are succeeded by Ronkin, Botting & Garnett.

H. J. Smith, grocer, Regina, Sask., is succeeded by Peacock & Merton.



JOHN DIPROSE

Who at the annual meeting was elected president of the London, Ont., Retail Grocers' Association.

Jacob Janzen, general merchant, Rosthern, Sask., is succeeded by Robert Burns.

T. H. Whale, Winnipegosis, Man., has sold his general store to Whale & Cunliffe.

OUR NEWFOUNDLAND LETTER.

Items of Interest About the Trade in Our Sister Country.

St. John's, N.B., March 25—(Special).—Trade has been exceptionally dull this winter, owing to tie-up of the railroads, leaving us practically without any trade outside the city. Things are beginning to brighten and with the clearing of the railway difficulty, considerable business is looked for. Some places along the line haven't been able to order goods for over a month. The railway and all the branches are expected to be cleared by the first of April, and from

then will begin a trade that will continue briskly at least till the middle of June.

Interest has recently been centred in the sealing voyage. Twenty-three steamers have sailed for the frozen pans, and it is believed the voyage will be a good one. A wireless message just received gives promise that the ships are on the track and some definite news is expected in a few days. It is unfortunate that one steamer, the Erna, a new purchase, by one of our mercantile firms, has not yet arrived from the other side. As she takes a crew of 270 men, it means a big loss for both owners and men.

The Lenten season has brightened up the trade in fish, salmon and herring, and most of our grocers display large quantities in their stores. Fresh halibut is scarce this winter, the fishery on the west coast being away below last year. Fish still keeps up in price, and the coming season good prices for our salt fish are looked for.

Below are the general quotations for our produce:—

L. M. and small merchantable, per qtl.	6 80
L. M. and small Maderia	6 70
L. and small W. India	3 50
Labrador, per qtl.	4 30
Haddock, per qtl.	3 50
Herring, per bbl., No. 1 Lar.	3 00
Herring, No. 1 Lar., per tierce	2 80
Salmon, No. 1 Lar., per tierce	18 00
Salmon, No. 1 Sml., per tierce	14 00
Lobster, per case, 4 doz.	17 50
Coal oil, per tierce	115 00

THE PEDDLER QUESTION.

Toronto, March 28.—The Legislative Committee of the Toronto Retail Grocers' Association, at a session on Thursday last, at which Wm. C. Miller was elected chairman, dealt with the peddler question. Following instructions from the association, it was decided to take up the matter of hucksters calling out their wares on the street, with the city council to attempt to have a by-law passed stopping this nuisance.

It was also resolved that a letter be sent to the Medical Health Officer asking him to see that the by-law relating to exposure of goods by hucksters be now put in force, as this is only justice to retail grocers, who are compelled to live up to law.

This committee learned from the city council on Monday that according to the present law, every man on a peddler's wagon, no matter whether he is a helper or not, must possess a license.

The desired amendments to the peddlers' law will be presented to city council in the near future.

The last Canada Gazette announces the incorporation in Canada of four condensed milk companies. They are the Truro Condensed Milk Co., Limited; Reindeer Limited; Borden Milk Company, Limited, and the St. Charles Condensing Co., Limited.

Soap Up Again; Sugar Takes a Slump

Laundry Soap Prices Didn't Last Long—Raw Sugars Weaker — New Maple Syrup on Market—Prunes Show a Weaker Tendency — Breaking of Country Roads Disturbing Trade.

QUEBEC MARKETS.

POINTERS—

Sugar—Down 10c.
Grenoble Walnuts—Decreased 1c.
Prunes—Slightly easier.

Montreal, March 28.—Business for week has been brisk, with dealers preparing for spring trade. Milder weather has permitted shipments to run easy and as a result all lines have reached the average mark.

Sugar dropped 10c, accounted for by heavy exports of raws from Cuba to New York market.

An easier tendency is noted in peas, at least by some firms. Certain houses are quoting prices somewhat more favorable to purchasers.

SUGAR—Sugar is again exciting, and prices this week are quoted 10c lower. Decline is in sympathy with New York market, which declined considerably of late.

Cuban crop still continues uncertain, reports from day to day varying considerable. While a long season may allow original estimates to be reached, there is still the danger that end of season may turn out unfavorably.

Granulated, bags	5 45
Granulated, 20-lb. bags	5 55
Granulated, 5-lb. cartons	5 75
Granulated, Imperial	5 30
Granulated, Beaver	5 30
Paris lump, boxes, 100 lbs.	6 20
Paris lump, boxes, 50 lbs.	6 30
Paris lump, boxes, 25 lbs.	6 50
Red Seal in cartons, each	0 35
Crystal diamonds, bbls.	6 10
Crystal diamonds, 100-lb. boxes	6 20
Crystal diamonds, 50-lb. boxes	6 30
Crystal diamonds, 25-lb. boxes	6 50
Crystal diamonds, 5-lb. cartons	7 10
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
Extra ground, bbls.	5 65
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 50-lb. boxes	5 85
Powdered, 25-lb. boxes	6 05
Phoenix	5 45
Bright coffee	5 40
No. 3 yellow	5 30
No. 2 yellow	5 20
No. 1 yellow, bags	5 05
Bbls. granulated and yellow may be had at 5c above bag prices.	

SYRUP AND MOLASSES—Market for syrup is strong just now. Demand is heavy for consumers' requirements, with prices on last week's level. There is no market activity in molasses, demand being steady.

Fancy Barbados molasses, puncheons	\$0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 36	0 38
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Portio Rico	0 40	0 40
Corn syrups, bbls.	0 05	0 05
Corn syrups, half-barrels	0 03½	0 03½
Corn syrups, quarter barrels	0 34	0 34
Corn syrups, 3¾-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 75	2 75
Cases, 5-lb. tins, 1 doz. per case	3 10	3 10
Cases, 16-lb. tins, ¼ doz. per case	3 00	3 00
Cases, 20-lb. tins, ¼ doz. per case	2 95	2 95

DRIED FRUITS—Dried fruits are quiet at present. Demand is steady and

with exception of prunes prices remain the same. Prune prices have eased off a little and under conditions the demand has increased.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 15	0 19
Evaporated pears	0 15	0 19
Currants, fine filiatras, per lb., not cleaned	0 05½	0 05½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 05½	0 05½
Dates, Hallowee, loose	0 11	0 11
Figs, 3 crown	0 07½	0 10½
Figs, 4 crown	0 08	0 10½
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 11½	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove figs, 16-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes—		
20-30	0 15	0 17
30-40	0 14	0 15
40-50	0 13	0 14
50-60	0 12	0 13½
60-70	0 11½	0 12
70-80	0 11	0 11½
80-90	0 10½	0 11
90-100	0 10	0 11
100-120	0 08	0 08
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09	0 09
Choice fancy seeded, 1-lb. pkgs.	0 09½	0 09½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63½	0 63½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75½
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS—There is no change in tea situation reported. Local trade is finding a fair demand for current needs. All higher grades are good demand and still holding high.

Japans—		
Choiceest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashino	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
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

COFFEE—Coffee market offers a strong tone, and there is a firmer feeling. The consumptive demand, which has been much curtailed owing to high prices, now seems to have broadened out, and business is exceptionally good.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Naracalibo	0 23	0 26½

SPICES—Spice market for the week was quiet, with prices steady, buying being for present requirements. No special features will move the market until spring demand arrives. Orders are beginning to come in and dealers expect a lively season.

Allspice	0 13	0 15
Cinnamon, whole	0 14	0 15
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 30
Cloves, ground	0 23	0 30
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 30
Mace	0 25	0 30
Nutmegs	0 25	0 30
Peppers, black	0 15	0 18
Peppers, white	0 22	0 27

RICE AND TAPIOCA—Rice still holds firm. No further changes in price has been experienced. There is a routine enquiry for tapioca, with prices as quoted last week.

Rangeons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ¼ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ¼ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00

Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

NUTS—There is no marked activity in market this week. Demand is still favorable. Brazils offer a considerable decrease, with Grenoble Mayette walnuts down again. They are now quoted at 14c to 15c.

In shell—		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14½	0 15½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 15½	0 15

Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08½	0 09½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon, Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 13	0 14
Virginia, No. 1	0 13	0 14
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 18	0 19
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Brokens	0 28	0 30

CANNED GOODS.

Toronto.—Spring demand for canned goods is taking its time about getting under way. Routine orders for small lots comprise bulk of present business.

Raspberries, strawberries and blueberries appear to be the canned fruits in scantiest supply. Cherries and plums are apparently the more plentiful lines.

Some dealers say that gallon apples have not taken on any marked activity as green apples are still fairly plentiful. There are still quotations on gal-

THE CANADIAN GROCER

lon apples at \$3.05 and on 3's at \$1.07 1/2, although some jobbers are asking above that figure.

Manufacturers are still behind in orders for canned milk, demand for which still continues brisk.

Canned lobsters are in small compass, 1/4s being about unobtainable.

FRUITS.		Group A.
3's-Apples, preserved	1 82 1/2	
Gal-Apples, standard	1 10	
Gal-Apples, standard	3 22 1/2	
2's-Blueberries, (duckleberries), standard	1 50	
Gal-Blueberries, (duckleberries), standard	6 00	
2's-Gooseberries, preserved	2 02 1/2	
Gal-Gooseberries, solid pack	8 82 1/2	
2's-Grapes, white, Niagara, preserved	1 37 1/2	
Gal-Grapes, white, Niagara, standard	3 37 1/2	
2's-Peaches, white, heavy syrup	1 92 1/2	
3's-Peaches, white, heavy syrup	2 22 1/2	
1 1/2's-Peaches, yellow, flats, heavy syrup	1 57 1/2	
2's-Peaches, yellow, flats, heavy syrup	1 92 1/2	
3's-Peaches, yellow, flats, heavy syrup	2 02 1/2	
3's-Peaches, whole, yellow, heavy syrup	2 12 1/2	
3's-Peaches, pie, not peeled	1 72 1/2	
3's-Peaches, pie, peeled	4 42 1/2	
Gal-Peaches, pie, not peeled	5 57 1/2	
Gal-Peaches, pie, peeled	1 82 1/2	
2's-Pears, heavy syrup	3 42 1/2	
3's-Pears, heavy syrup	1 77 1/2	
2's-Pears, light syrup, globe	1 42 1/2	
3's-Pears, light syrup, globe	1 77 1/2	
3's-Pears, pie, not peeled	1 42 1/2	
3's-Pears, pie, peeled	4 77 1/2	
Gal-Pears, pie, not peeled	4 12 1/2	
Gal-Pears, pie, not peeled	4 12 1/2	
2's-Plums, light syrup	0 92 1/2	
3's-Plums, light syrup	1 27 1/2	
2's-Plums, heavy syrup	1 47 1/2	
3's-Plums, heavy syrup	1 47 1/2	
Gal-Plums, standard	3 57 1/2	
2's-Plums, egg, heavy syrup	1 47 1/2	
2's-Plums, egg, heavy syrup	1 72 1/2	
3's-Plums, egg, heavy syrup	2 22 1/2	
2's-Plums, Green Gage, light syrup	1 02 1/2	
2's-Plums, Green Gage, heavy syrup	1 32 1/2	
3's-Plums, Green Gage, standard	1 62 1/2	
Gal-Plums, Green Gage, standard	4 77 1/2	
2's-Cherries, black, pitted, heavy syrup	1 97 1/2	
2's-Cherries, black, not pitted, heavy syrup	1 57 1/2	
2's-Cherries, red, pitted, heavy syrup	1 97 1/2	
2's-Cherries, red, not pitted, heavy syrup	1 57 1/2	
Gal-Cherries, red, pitted	8 57 1/2	
2's-Cherries, white, pitted, heavy syrup	2 67 1/2	
2's-Cherries, white, not pitted, heavy syrup	1 67 1/2	
2's-Currants, black, heavy syrup	2 22 1/2	
2's-Currants, black, preserved	5 32 1/2	
Gal-Currants, black, standard	8 32 1/2	
Gal-Currants, black, solid pack	2 02 1/2	
2's-Currants, red, heavy syrup	2 32 1/2	
2's-Currants, red, preserved	2 32 1/2	
Gal-Currants, red, standard	5 32 1/2	
Gal-Currants, red, solid pack	8 32 1/2	
2's-Gooseberries, heavy syrup	2 50	
Gal-Gooseberries, standard	1 35	
2's-Lawtonberries (blackberries), hy. sy.	1 35	
2's-Lawtonberries, preserved	2 32 1/2	
Gal-Lawtonberries, standard	7 07 1/2	
2's-Pineapple, sliced, heavy syrup	2 27 1/2	
2's-Pineapple, grated, heavy syrup	2 27 1/2	
2's-Pineapple, whole, heavy syrup	2 27 1/2	
3's-Pineapple, whole, heavy syrup	2 27 1/2	
2's-Raspberries, black, heavy syrup	2 40	
2's-Raspberries, black, preserved	2 40	
Gal-Raspberries, black, standard	7 40	
Gal-Raspberries, black, solid pack	9 55	
2's-Raspberries, red, heavy syrup	2 40	
2's-Raspberries, red, preserved	2 40	
Gal-Raspberries, red, standard	7 30	
Gal-Raspberries, red, solid pack	9 55	
2's-Rhubarb, preserved	1 57 1/2	
3's-Rhubarb, preserved	2 32 1/2	
Gal-Rhubarb, standard	3 57 1/2	
2's-Strawberries, heavy syrup	2 40	
2's-Strawberries, preserved	2 40	
Gal-Strawberries, standard	7 30	
Gal-Strawberries, solid pack	9 55	

Group B. is 2 1/2c lower than above.

VEGETABLES.		Group A.
2's-Beans, red kidney	1 17 1/2	
2's-Beans, blood red, Simcoe	1 02 1/2	
2's-Beans, whole, blood red Rosebud	1 32 1/2	
3's-Beans, sliced, blood red Simcoe	1 37 1/2	
3's-Beans, whole, blood red Simcoe	1 42 1/2	
3's-Beans, whole, blood red Rosebud	1 57 1/2	
3's-Cabbage	1 02 1/2	
2's-Carrots	1 02 1/2	
3's-Carrots	1 32 1/2	
2's-Cauliflower	1 70	
3's-Cauliflower	2 12 1/2	
2's-Corn	1 15	
Gal-Corn on cob	4 82 1/2	
3's-Corn on cob, golden dwarf	1 82 1/2	
2's-Parsnips	1 17 1/2	
3's-Parsnips	1 32 1/2	
3's-Pumpkins	1 02 1/2	
Gal-Pumpkins	3 15	
3's-Squash	1 17 1/2	
Gal-Squash	3 37 1/2	
2's-Succotash	1 17 1/2	
3's-Tomatoes	1 65	
Gal-Tomatoes	4 82 1/2	
3's-Turnips	1 17 1/2	
2's-Asparagus Tips	2 57 1/2	
3's-Beans, golden wax	1 42 1/2	
3's-Beans, golden wax, midget, Auto brand	1 30	
2's-Beans, golden wax	1 25	
3's-Beans, golden wax	1 42 1/2	
Gal-Beans, golden wax	4 27 1/2	
2's-Beans, refugee or valentine (green)	1 15	
3's-Beans, refugee (green)	1 42 1/2	
2's-Beans, refugee, midget, Auto brand	1 32 1/2	
2's-Peas, extra fine sifted, size 1	1 80	
2's-Peas, sweet wrinkle, size 2	1 40	
2's-Peas, early June, size 3	1 35	
2's-Peas, standard, size 4	1 30	

2's-Spinach, table	1 62 1/2
3's-Spinach, table	2 27 1/2
Gal-Spinach, table	6 02 1/2
Group B is 2 1/2c lower than above.	
Clover Leaf and Horseshoe brands salmon-	
1-lb. talls, dozen	2 50
1/2-lb. flats, dozen	1 60
1-lb. flats, dozen	2 50
Other salmon prices are-	
Humpbacks, dozen	1 35
Pinks	1 35
Cohoos, per dozen	1 90
Red Spring, per dozen	2 10
Northern River Sockeye	2 45
Lobsters, halves, per dozen	3 00
Lobsters, quarters, per dozen	1 75

CANNED POULTRY AND SOUP.	
Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

ONTARIO MARKETS.

POINTERS—
Sugar—Down 10c.

Laundry Soaps—Another change.

Maple Syrup—New make on market

Coffee—Firm.

Brazil Nuts—15 to 16c this month.

Toronto, March 28.—Following easier feeling in raws and in United States refined announced last week, Canadian refined declined 10 cents per cwt. this week. This brings refined on Toronto basis to \$5.55 as compared with \$4.60 one year ago. Reports regarding out-turn of Cuban crop continue to vary from day to day. Barbados sugar is about three weeks later than usual in coming forward but is now on the way. With other sugar high, handlers of this line are anticipating a larger demand than usual.

Business is still inclined to quietness. Breaking up of country roads is perhaps partly accountable. "I think you will find this is the explanation of present quietness," said one wholesaler. "Retailers purchased heavily last fall on many lines under advancing tendency. November and December were good months, and even January and February showed marked briskness. The result is that the retailer is now getting the goods out of his own cellar instead of from wholesalers."

Naturally quiet periods can be expected. Opening of spring with accompanying activity as well as approach of Easter should help business.

Another re-adjustment of prices on those laundry soaps which were changed about a month ago has taken place. Prices have been returned to former level. This will make it necessary for the retailer who wishes to make a profit to sell these soaps at five cents straight.

SUGAR.—Refined sugar declined 10c per cwt. this week, bringing local quotations in bags down to \$5.55. It will be remembered that in last week's report we noted an easier feeling in raws and a decline in New York refined. The Canadian market followed this trend. Conditions in Europe have depressed market there, while heavier arrivals of Cuban raws in New York than could be reasonably cared for eased market on

this side of water. Outlook of market is as yet doubtful. Much depends on Cuba which sends out varying reports from day to day. Business conditions are also a factor, for with sugar considerably above normal, much depends on backing speculators receive.

Extra granulated, bags	5 55
Extra granulated, 20-lb. bags	5 65
Extra granulated, 5-lb. cartons	5 85
Imperial granulated	5 40
Beaver, granulated	5 40
Yellow, bags	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 25-lb. boxes	6 15
Powdered, 50-lb. boxes	5 95
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	1 50
Paris lumps, in 100-lb. boxes	6 30
Paris lumps, in 50-lb. boxes	6 40
Paris lumps, in 25-lb. boxes	6 60

SYRUPS AND MOLASSES.— New make maple syrup made its debut on Toronto market this week, the first arrival coming from Eastern Townships, Quebec. Eight-pound tins containing around 2 1/2 quarts brought \$1. The new article has also been offered in limited quantities at several provincial points. As supply increases, prices will accordingly ease. This is syrup time and retailers should give prominence to their stocks.

Corn syrups continue to move quite freely. For same reason as starch advanced last week, corn syrups are regarded as holding a fairly strong position. Manufacturers are making some little headway now in catching up with orders which have been behind for some time.

There are no new features to molasses.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	1 40
5-lb. tins, 1 doz. in case	1 75
10-lb. tins, 1/2 doz. in case	1 60
20-lb. tins, 1/4 doz. in case	1 60
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 03 1/2
Quarter barrels, lb.	0 03 1/2
Pails, 3 1/2 lbs. each	1 75
Pails, 2 1/2 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
1/2 gals. 12 to case	5 40
1/4 gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
1/2 gallons, 12 to case	7 20
Quarts, 24 in case	7 20
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 60
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45 0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—Dried fruit quotations show no alteration during week. Dealers are still waiting for briskness to develop in dried fruits. "None too frisky," was the way one jobber described the movement. "Quiet," was the terse reply of another.

New York papers this week announced a slight break in coast prices on prunes. Holders there have had slightly bearish ideas for some time now. Local dealers are apparently well supplied with prunes, especially large sizes which looked like a scarcity last fall and which local jobbers bought heavily. It is generally believed that large sizes sell best when prunes are high as customers do not like to pay high prices for

small prunes. It seems otherwise this year, however.

"Unless business begins to improve pretty soon," said one wholesaler, "I expect to see a scramble among dealers to unload as both jobbers and brokers are carrying big stocks." Here's hoping, however, that trade will become more active.

"The future course of the market," says a report from Greece, on currants, "will depend upon demand from abroad and later on in summer months, also on prospects for new crop. An improvement in demand, such as can be reasonably looked for sooner or later, no doubt should lead to a firmer market again." A late cable notes a slightly firmer feeling with strong statistical position. Local stocks are said to be on a fair scale.

Prunes—			
30 to 40, in 25-lb. boxes	0 15	0 16	
40 to 50, in 25-lb. boxes	0 14	0 14 1/2	
50 to 60, in 25-lb. boxes	0 13	0 14	
60 to 70, in 25-lb. boxes	0 12	0 12	
70 to 80, in 25-lb. boxes	0 10 1/2	0 11	
80 to 90, in 25-lb. boxes	0 10 1/4	0 10 1/2	
90 to 100, in 25-lb. boxes	0 09 1/2	0 10	
Same fruit in 50-lb. boxes, 1/4 cent less.			
Bosnia prunes	0 08 1/4	0 09	
Apricots—			
Choice, 25-lb. boxes	0 22	0 23	
Fancy, 25-lb. boxes	0 25		
Candied Peels—			
Lemon	0 10	0 11	
Orange	0 10	0 12 1/2	
Citron	0 15	0 17	
Figs, 2 to 2 1/2 inches, per lb.	0 09	0 13	
Tapnets	0 04	0 04 1/2	
Bag figs	0 04 1/2	0 07	
Evaporated peaches	0 15	0 17	
Dried apples	0 08 1/2	0 10	
Evaporated apples	0 10 1/2	0 11 1/2	
Currants—			
Fine Filiatras	0 07 1/2	0 08	
Patras	0 08	0 08 1/2	
Vostizzas	0 10	0 12	
Uncleaned, 1/4c less.			
Raisins—			
Sultana	0 11	0 12	
Sultana, fancy	0 14	0 14 1/2	
Sultana, extra fancy	0 16	0 17	
Valencia, selected	0 08	0 08 1/2	
Seedling, 1 lb. packets, fancy	0 09		
Seedling, 16-oz. packets, choice	0 08 1/2		
New Dates—			
Halloweens—			
Full boxes	0 06		
Package dates, per 1 lb.	0 07		
Farris, choicest, 12-lb. boxes	0 08 1/2	0 10 1/2	
Farris, choicest, 60-lb. boxes	0 08 1/2	0 07	

TEA.—No material change in local situation. London tea market reports that competition for Ceylon growths during last month was fairly good. High grown teas were in request at full rates, particularly in case of invoices where quality showed improvement. For common and medium kinds, bidding was somewhat irregular; these grades were in full supply, hence in sympathy with other growths, prices tended downward. Market for Indian teas during month sagged for all teas without character. There was an over-supply of ordinary unattractive grades, but choice teas were quite scarce and firm prices were realized.

COFFEE.—Tone of coffee market continues strong. Values to local grinders and wholesalers are firmer, naturally reflecting a similar tendency in prices to retailers. Trade is of a routine character.

Chickory maintains a continued steady position.

Rio, roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25

Maricao, roasted	0 24	0 25
Bogotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemalo	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—Routine trade still continues to be done in spices. Brighter prospects are apparently ahead. About same features as pointed out during past few weeks continue to exist in market conditions. Cream tartar still fluctuates but without altering local situation to any quotable extent.

	Tins.	1/2-lb. pkgs.	1/4-lb. tins doz.
Allspice	15-18	60-0 70	70-0 80
Cassia	30-30	85-1 15	95-1 25
Cayenne pepper	22-28	90-1 05	90-1 15
Cloves	22-28	75-0 95	85-1 10
Cream tartar	27-00	90-0 00	
Curry powder	25-00		
Ginger	22-27	65-0 85	75-0 95
Mace	50-85		0-2 75
Nutmegs	30-45	90-0 00	1 60-2 25
Peppers, black	18-22	67-0 75	80-0 90
Peppers, white	22-28	90-1 05	1 05-1 15
Papry spice	20-27	65-0 95	75-1 10
Pickling spice	15-20	75-0 00	75-0 00
Turmeric	15-00		

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

RICE AND TAPIOCA.—Considerable business has been done in rice at lower prices for Rangoon which came into force last week. Advices from dealers would denote a steady position in this commodity at the decline.

Fancy varieties all hold a firm position. This applies to both eastern and United States rices. "This is likely to continue until on in August," said one jobber, "when advent of new Texas may exert some influence."

Standard B. from mills, 500 lbs. or over, f.o.b. Montreal	3 45
Rice, standard B. f.o.b. Toronto	3 55
	Per lb.
Rangoon	0 03 1/2
Fancy rangoon	0 05
Patna	0 05 1/2
Java	0 06
Carolina	0 08
Sago, medium brown	0 06 1/2
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06 1/2
Flake	0 08
Seed	0 06 1/2

NUTS.—There has been only a normal movement for season in face of fact that nuts should be in better demand around Easter holidays. Sale of peanuts should shortly improve.

New Brazil nuts are quoted at 15 to 17 cents. It will be remembered that market was well cleaned up on this line for a time.

"We are quoting Brazils at 15 cents for this month's delivery," said one wholesaler. "May delivery will be worth 12 cents and after that 1/2 cent higher per month."

Almonds, Formigetta	0 15	0 15 1/2
Almonds, Tarragona	0 16 1/2	0 17
Almonds, shelled	0 35	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 13	0 13
Walnuts, Marbets	0 13	0 14
Walnuts, shelled, new	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08 1/2	
Peanuts, green, jumbo	0 10	

BEANS.—No new developments are at hand in beans but market holds its firm position especially for good quality.

Opening up of construction camps will maintain a good demand.

Prime beans, per bushel	1 00
Hand picked beans, per bushel	1 00
California Lima beans, lb.	0 08

NEW BRUNSWICK MARKETS.

St. John, March 28.—There has been no feature of especial interest on local markets during past weeks other than that general steadiness in business is reported from all sections by retailers, and wholesalers claim there is an increased activity in spring buying throughout both city and province.

The market in May wheat according to local dealers is steady, and has no indication of a change in price, but it has been easing off a little of late, so that Ontario millers have not followed the advance made some days ago.

Beans are scarcer and decidedly firm but without change in quotation. New stocks of Fancy Barbados Molasses are selling well, and it is believed that this commodity will not be greatly lowered from its present rating. The quality with local dealers, they say, is exceptionally good. One reason advanced for the belief that there will be practically no change in Barbados stock is that sugar is fairly steady, although a weak foreign market declined the price of refined sugar 10 cents a week ago. In fact dealers are looking for firmer markets due to conditions in growing regions.

In country market eggs have come in in quantities which have surprised many and receipts have greatly broken the high prices prevailing for some time past, with prospects bright for a further decline. Eggs are now selling cheaply and will be quoted lower, very likely, for Easter market. Butter remains steady and there seems little hope that it will be greatly reduced in price if at all for some little time. The supply of roll butter is fair and brings from 27 to 30 cents per pound, while creamery stock is more plentiful.

Beans, hand picked, bus.	2 55	2 60
Beans, yellow eye, bus.	2 65	2 70
Butter, dairy, per lb.	0 25	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 17	0 17 1/2
Currants, 1 1/2 lb.	0 08	0 08 1/2
Canned Goods—		
Beans, baked	\$1 15	\$1 25
Beans, string	1 02 1/2	1 06
Corn, doz.	1 90	1 06
Peas, No. 4	1 25	
Peas, No. 3	1 25	
Peas, No. 1	1 25	
Peas, No. 2	1 25	
Peaches, 3's, doz.	1 95	3 00
Peaches, 3's doz.	3 00	3 00
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 90	4 35
Cornmeal, gran.	1 75	
Cornmeal, bags	1 75	
Cornmeal, bbl.	3 65	
Eggs, henery	0 30	
Eggs, case	0 21	0 23
Pinnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 55	6 60
Flour, Ontario	6 50	6 55
Lard, compound, lb.	0 10 1/2	0 10 1/2
Lard, pure, lb.	0 10 1/2	0 10 1/2
Lemons, Messina, per box	3 00	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	5 70	
Oatmeal, std.	6 30	
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	22 00
Potatoes, barrel	1 50	1 75

Raisine, California, seeded	0 09%	0 10
Rice, per lb.	0 03%	0 04
Salmon, Case—		
Red Spring	\$7 75	\$8 00
Cohoos	7 25	7 50
Sugar—		
Standard granulated	5 70	5 80
Austrian granulated	5 60	5 70
Bright yellow	5 50	5 60
No. 1 yellow	5 20	5 30
Paris lumps	6 75	7 00

NOVA SCOTIA MARKETS.

Halifax, Mar. 28.—With improvement in weather conditions during past week, business brightened up to some extent. It will be some weeks yet, however, before outports are all open, and then it is expected that business will boom.

Good butter is remarkably scarce, and prices continue to soar. Choice creamery sold here this week at 34 cents per pound wholesale, and some fair stock was offered at 32 and 33 cents. There was practically no fresh dairy butter offering. Some held-over butter of poor quality was offered at 30 cents. Dealers state that consumers complained strenuously when they were asked 39 to 40 cents by the retailer for choice butter. Eggs are coming on market in good supply, and price is dropping. Fresh laid stock sold this week at 25 cents per dozen.

There is better demand for hams and bacon, and price holds very firm. No important change has been made, but dealers say that there will probably be an advance at an early date. Lard is in good demand and prices firm.

There is a better demand for canned goods and jams in glass, this season than last.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—Will you please let me have some names of potato dealers in Toronto?

O. Moreau.

Montreal, Que., March 22, 1912.

Editorial Note.—Among the Toronto potato dealers are: White & Co., McWilliam & Everist, J. J. Ryan, H. J. Ash, A. A. McKinnon, and Cleghorn & Co.

Collection Agency.

Editor Canadian Grocer,—Will you kindly give us the name of a good collection agency operating in the western States? A couple of our accounts have wandered over there and we wish to jog their memory slightly.

Begg Bros.

Acme, Alta.

Editorial Note.—The Credit Clearing House, 205 W. Monroe St., Chicago, Ill., has been recommended to us.

Ice Cream Equipment.

Editor Canadian Grocer,—Kindly let me have names of firms manufacturing equipment for ice cream and lunch parlors, and also names of manufacturers of ice cream.

G. H. Luery.

Stirling, Ont.

Editorial Note.—The Fletcher Mfg. Co., and J. J. McLaughlin, Limited, Toronto, manufacture all kinds of machinery and apparatus for freezing ice cream as well as soda water fountains, marble counters, etc. Nasmiths Limited, 42 Duchess St.; Harry Webb Co., 23-35 Buchanan St., and the City Dairy Co., Ltd., Spadina Crescent, all of Toronto, are large manufacturers of ice cream.

Yeatman's Preserves.

Editor Canadian Grocer.—Kindly inform me through your Grocers' Letter Box, a wholesale firm from whom I could buy Yeatman's preserved fruits in jelly manufactured by Yeatman & Co., Ltd., London, Eng.

Nortlaeh, Sask. D. P. DAVIES.

Editorial Note.—There doesn't appear to be any firm in Canada handling these goods. If there is The Grocer would like to be placed in touch with it.

LETTERS TO THE EDITOR.

Editor Canadian Grocer.—In talking to a customer of mine the other day in reference to some articles on petty thefts appearing on The Canadian Grocer, he told me that he had his suspicions aroused by his bread delivery man, about whom he had suspected something was wrong for some time. He decided to watch and one morning he caught him robbing him of four loaves of bread. He owned up at once but the grocer had no idea of how long he had been carrying on these thefts.

In talking to another customer in reference to the same thing, he said, "Why it is not petty thefts alone that are committed but wholesale thefts."

"Of what use are some of our inspectors?" said he.

"Why I heard the other day of a certain commission house who got in a number of barrels of sweet potatoes of which a few were bad. The bad were sprinkled among the good ones and when the inspector came around he was asked to give a dumping paper. He did so and when he went away the bad were separated from the good and the good ones sold, the shipper losing the lot."

A certain grocer not being able to make out how it was his bills for certain commodities were so large, decided to keep tab. He did so and wound up by making the delivery man hand over one hundred and thirty dollars or go to

jail. He got the money in several instalments.

TRAVELER.

Editor Canadian Grocer.—A few weeks ago I pointed out that certain things the "Grocers' Association" contemplated doing had already been attended to by the grocers' section of the Retail Merchants' Association of Canada, and now since they are making an effort to prevent the wholesaler from selling direct to the consumer, it may be interesting to them to know what had been done by our association in reference to this matter.

The question of wholesalers selling direct to the consumer came up for discussion at the Provincial Guild convention last summer, when it was decided that it should come before the Dominion Guild convention. When that took place last February, the representation which was expected from Quebec could not attend and the matter was not taken up. A few retailers being present, they took it up among themselves, and came to the conclusion that the merchants of each city or town must draw the lines themselves and through the legal right we have make the wholesale houses live up to them. If they are sincere in this effort we can be of great assistance to them.

M. MOYER.

AND ALL FROM AN EIGHTH PAGE.

The following letter from an advertiser using eighth page space in The Canadian Grocer speaks for itself:

Manager Canadian Grocer,
Toronto, Ont.

Dear Sir,—In reply to your favor of the 20th inst., please continue our advertisement in The Canadian Grocer as suggested.

May say that we have had more inquiries mentioning your paper than any other in which we advertise.

Yours truly,
CLEMENTS & CO., LTD.
Rodney St. West,
St. John, N. B.

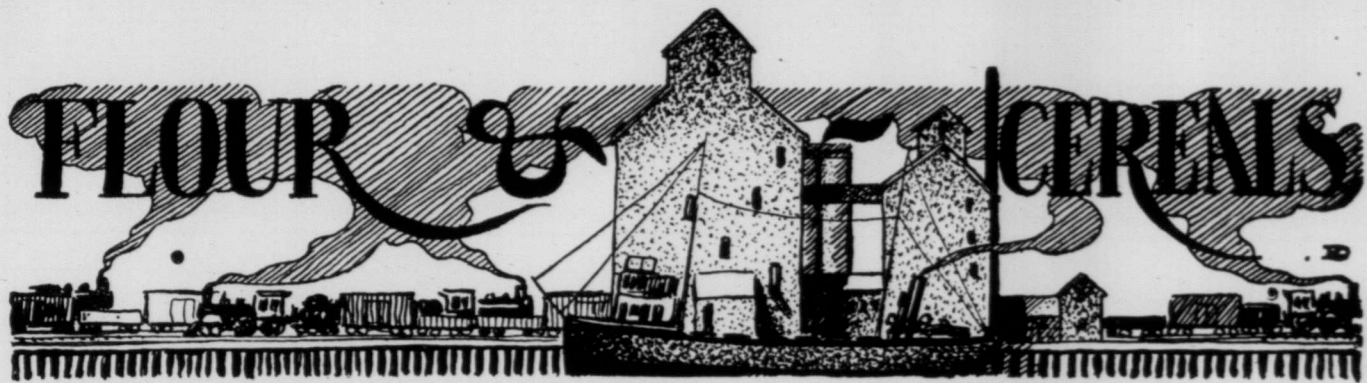
H. J. Packer & Co., chocolate manufacturers, Bristol, England, have acquired controlling interest in Carson's Ltd., Glasgow, Scotland. Packer's introduced their goods in Canada last year.

The Graham evaporator at Windsor, N.S., was destroyed by fire during the week, together with 3,000 barrels of apples and hundreds of boxes of evaporated apples ready for shipment to Upper Canada. The loss is \$22,000.

W. G. Patrick, of W. G. Patrick & Co., Toronto, has returned home after a couple of months' business trip to the large European market centres.

Few men, unless they start at the bottom of the business and work up, realize the responsibility that rests on those they employ.

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Freight Congestion Hampers Business

Unable to Get Supplies of Raw Material to Eastern Mills—
Flour Shipments From Western Points Delayed—Opening of
Navigation Will Bring Relief—Consumptive Demand for Flour
and Cereals Reported Good.

Those retailers who are pushing flour and cereals report that trade at present time is on good scale for season. Weather has been favorable and even arrival of spring should not affect trade to any great extent, especially if retailers continue to give deserved attention to these lines.

Flour continues with rather firm undertone. Retail trade are pretty well stocked at present time as there was considerable purchasing previous to last advance. Besides dealers who needed feed have been purchasing flour in order to get it, as most mills for sometime now have required that a certain percentage of flour be taken with feed.

Congestion on railways has certainly caused a great deal of trouble for flour men this year. At present time eastern millers are short on both wheat and oats and freight situation seems no better. Fort William is the point of congestion for while there are three railroads to carry grain to that point there is only one line to bring it on eastward. Stocks of grain in elevators on eastern side of lakes are practically cleaned up. Of course opening of navigation will relieve this situation, but that will at least be well on in April this year. Difficulty is also met with in getting shipments of flour eastward from western points. Exporters of flour have contracts made for goods that they are unable to get to seaboard.

Confectionery for Easter trade has been moving freely. Of course, most dealers order their requirements some little time ahead, but there are always certain dealers who hold off in purchases until the last moment. For this reason wholesalers are receiving a considerable amount of belated business this week.

MONTREAL.

FLOUR.—The week has been quiet for flour, offering no change in either price or demand. Supplies are up to the mark.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, bags..	5 70
Manitoba straight patents, in bags	5 20
Manitoba strong bakers, in bags	5 00
Manitoba second, in bags	4 80

CEREALS.—No interest is shown in cereals. The demand is normal at previous figures. The present attitude is likely to be maintained for some time.

Fine oatmeal, single bag lots	75
Standard oatmeal, single bag lots	75
Granulated oatmeal, single bag lots	75
Rolls cornmeal, 100 bags	99
Rolls oats, jute bags, 90-lb., single bag lots..	50
do cotton bags, 90-lb., single bag lots	55
Rolls oats, barrels	25
Rolls wheat, bbl.	25

TORONTO.

FLOUR.—Flour continues with quite a firm undertone. Business is only normal. Retailers are stocked fairly heavy, having purchased rather heavily previous to advance in price while country dealers have been taking their full capacity in order to get supplies of feed.

On account of tardiness in arrival of raw material, many mills have to be a little wary for fear they should get more business booked than the arrival of wheat would allow them to care for.

Millers of winter wheat flour are not pressing for sales at present. Prices on this line remain steady.

Those dealers who are pushing flour are finding a good consumptive demand.

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

Winter Wheat.	
Straight roller	4 00
Blended	4 80

CEREALS.—Rolled oats hold fairly firm position outlined last week, raw material holding up well. Mills are still experiencing considerable difficulty in getting sufficient supply of raw material to mills.

New business is not extra brisk but there is a good movement of goods which have already been contracted for. Consumptive demand is reported on a fair scale by retail trade.

Rolled oats, small lots, 90-lb. sacks	1 80
Rolled oats, 25 bags to car lots	1 40
Standard and granulated oatmeal, 90-lb. sk	1 75

Rolled wheat, small lots, 100-lb. bbls.	1 80
Rolled wheat, 5 barrel to car lots	1 80
Cornmeal, 100-lb. bags	1 00
Rolled oats in cotton sacks, 5 cents more.	1 15

FEED.—Offerings of shorts and bran are somewhat freer. While for some time mills would only sell feed on condition that certain amount of flour be taken, now a limited number of cars of straight feed are being offered. Bran in car lots is quoted at \$25 to \$26 per ton and shorts at \$27 to \$28.

IRISH POTATOES SOLD WELL.

Toronto, March 28.—Since the arrival of Irish potatoes on the market, a good many grocers have sold large quantities of the "spuds from the Emerald Isle."

Grocers who before sold little or no potatoes have been able to work up a big trade for this line in a short time.

E. C. Matthews, grocer of Parliament St., was among the first to show the Irish potato. He placed a display in his store, combined with a show card appropriately bearing the shamrock. Mr. Matthews reports they have sold readily, people coming from other districts of the city to purchase.

"It is not so much the quality of the potato that has brought about the big demand," declares Mr. Matthew, "but the novelty of it. Anything new attracts public attention."

This statement is indeed true and gives the dealer a cue which if followed whenever possible will mean dollars and cents to him. The fact that anything new or novel arouses attention may be turned to good advantage by the dealer by taking hold of and pushing any good lines which may appear from time to time on the market.

EARLY CLOSING AT NEW HAMBURG.

New Hamburg, Ont., March 28.—The merchants of this place have united in an early closing agreement, which goes into effect at the end of March. Under this agreement all stores will close at 6 p.m., with the exception of Saturdays and evenings before holidays. A further exception is made in regard to July and August, in which months the stores will be kept open on Wednesday evenings to accommodate the farmers.

How To Arrive at the Selling Price

A Simple Problem Which Caused Many Retailers to Arrive at an Erroneous Conclusion—An Interesting Question Introduced by F. C. Lariviere at the Guelph Hardware Convention.

At the recent Guelph convention of hardwaremen, an interesting paper was read by Fred. C. Lariviere, of Montreal, on the results of an investigation into the methods of retailers in figuring profits. It provoked a lengthy discussion, involving as it did a number of vital points. The paper is reproduced in part.

A manufacturer of store equipment recently caused a question to be printed in a few of the national magazines, business, trade and newspaper publications, designed to find out what percentage of retailers figure their profit right.

The question had to be printed, of course, as an advertisement, even though it was not advertising in itself. Under the question was an offer to send a "48 page book for retailers" to any retailer, who told how he figured the profit problem. Each retailer who answered the problem was also given another little book on the "Right Way to Figure Profits."

The publications used had a very wide circulation and of course went to a large number of retailers in every part of the United States and Canada.

The answers aggregated about 1,000, of which 750 were wrong.

It is hardly believable that 75 per cent. of all retailers do not know how to figure profits. Some of the readers of this publication will doubt the possibility of such a condition.

Here is the question: A certain article costs \$1 wholesale. What will it have to be sold for to allow a profit of 10 per cent., after allowing 22 per cent. for cost of doing business?

It is a very simple question—one that every retailer has to answer in his own business—every day. But 750 out of 1,000 retailers answered it wrong.

The answers ranged all the way from \$1.10 to \$1.60. The majority gave the selling price as \$1.32 or \$1.34, allowing a profit of one cent or less, notwithstanding an explanation at the bottom of the question that the answer was not \$1.32.

A retailer in Dallas, Texas, answered like this:

"In answering your question in the Saturday Evening Post, will say that if you had not stated that \$1.32 was not correct, I would have put that price on the article, for I do not charge any profit on overhead expenses. But if you do, I cannot see any other way of figuring but to charge \$1.34 on selling price. Will you please send me your book and

please tell me what your selling price is, and oblige."

Is there any wonder that this man was not making money? He was on the straight road to bankruptcy and going fast. But he has slowed up now, and will soon be going in the right direction.

Perhaps some of the readers of this publication will think that there would be a profit in the article at \$1.34, and to make sure that they will understand this Texas merchant's state of progress, it is well to explain why and how he was losing money instead of making ten per cent. profit as he thought.

If the wholesale price is \$1.00 and the cost of doing business 22 per cent., \$1.34 does not allow 10 per cent., but only 1.4 per cent. profit. On a gross annual business of \$15,000, he will clear \$150 a year, or a little better than \$12 a month.

He said that if the ad. had not stated that \$1.32 was not correct, he would have put that price on the article.

Selling the article at \$1.32 he would lose almost 1 per cent. instead of making 10 per cent.

His trouble was that he figured his profit and the amount which he wanted to take out for the cost of doing business, or his percentages, on the cost price instead of on the selling price.

Instead of adding 32 per cent. of the wholesale cost to the wholesale cost he should have added 32 per cent. of the selling price to the wholesale cost.

The wholesale cost is not something to be added to, but a portion of the selling price in this instance, 68 per cent. of the selling price.

If the wholesale cost is 68 per cent. of the selling price, then the selling price is evidently \$1.47, instead of \$1.34, or \$1.32.

If the cost of doing business is figured on the selling price, that is, 22 per cent. on the gross amount of business done during the year, the cost of selling the article is not 22 cents but 32 1-3 cents.

If 10 per cent. profit is desired on the selling price, it is not sufficient to add 10 cents to the cost price. Instead, 14.7 cents, nearly 15 cents must be added.

To prove this, take 22 per cent. of \$1.47, which is 32.34 cents, and 10 per cent. of \$1.47, which is 14.7 cents. Add these to \$1.00 and you have \$1.47.

A dealer in Alabama said: "If my cost of doing business is 22 per cent. and I wish to make a sale to

bear 10 per cent. profit, I should figure it this way:

Cost and cash	\$ 1.22
Profit at 10 p.c.	12.02

Selling price	\$ 1.34
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"I would, therefore, sell for \$1.34 all articles invoiced at \$1.00 for 10 per cent. profit. Am I correct?"

He is incorrect. As stated before, instead of making 10 per cent. profit he would make a fraction over 1 per cent.

A Canton, Ohio, dealer in clothing and furnishing goods figured the problem in exactly the same way with the same result. So did a boot and shoe house at Goshen, Indiana.

A lumber, hardware and furniture dealer in a little town in Illinois gave a little different solution, getting very near to the correct method. He deducted 22 from 100, leaving 78. This 78 he construed as being 78 per cent. of the selling price, less his profit.

If \$1.00 is 78 per cent. of the selling price, the latter, of course, would be \$1.28, which he labelled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labelled \$1.28 as 90 per cent. of the selling price to cover profit. \$1.28, of course, is 90 per cent. of \$1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of one sum and his profit out of another. He should have taken both percentages at the same time.

He went on to prove his figures, and undoubtedly did prove them, so far as his way of figuring is concerned. But proving that a wrong answer is correct by using a wrong method is like trying to prove that a horse is a horse by pointing out a pig.

This man's letterhead showed that he has a capital stock of \$10,000, and that he is treasurer of the company.

But he has the wrong job, for he was figuring himself out of 5 cents on every dollar's worth of goods he bought. He isn't doing it now.

A druggist out in Iowa figured his \$1.00 wholesale cost to give him a selling price of \$1.43. He went about it in the right way but figured wrong. First, he subtracted 32 (both percentages) from 100, giving 68; then he multiplied \$1.00 by 100 and divided by 68, giving him "\$1.43."

His method is very much better than his arithmetic. While he goes about it in the right way, he gets the wrong answer by 4 cents. Multiplying \$1.00 by 100 and dividing by 68 should give \$1.47—does if the calculation is performed correctly.



Fruit Trade Awaits Favorable Weather

Needed to Start Spring Business Off in Earnest—Frosted Oranges Cut Dry—Florida Celery Eases Off—Tomatoes Also Cheaper—New Cabbage From California—Egyptian Onions to Arrive Shortly.

Fruit men were just beginning to wear a satisfied smile last week by reason of brighter prospects on account of warm weather, when the temperature took a downward slide and put a rather bad crimp in their elated feelings. Trade has been worrying along at a fair level under the less favorable conditions but warmer and brighter weather is needed to start the spring trade off in earnest.

Next week should, however, see a good volume of business. The touch of the festive season which surrounds Easter and the holiday which is connected with it should work for an improvement during the coming week, which will be much more marked if the weather man lends his assistance.

Feature of orange trade is the fact that considerable frosted fruit which cuts dry is arriving at many centres. It seems impossible to guard against the packing of some fruit which has been frosted. This undoubtedly affects the orange trade to some extent as the customer who gets some of this fruit will not be so inclined to purchase so much. Somewhat more interest has been taken in pineapples, but last week's lower prices were followed this week by an upward reaction. Florida strawberries, however, tend downward, although rather tardy is moving to lower levels.

Florida celery is also pointing downward. Under increased offerings values since last week have eased off about \$1 per crate at primary points. Lower prices will be welcomed by both dealer and consumer and will mean an increased consumption. California article has not eased to same extent as Florida.

Canadian cabbage is about cleaned up and California new cabbage is now coming along to many points. Onions are also getting to end of their tether, season of Spanish being about over. First shipment of Egyptian onions will be arriving shortly. First shipment will rule fairly high but the crop is said to be quite large, and prices are expected to be reasonable.

Large arrival of English and Irish po-

tatoes has eased prices slightly at some centres. There would appear to be steadiness ahead, however, as the quantity to come forward from Old Country is decidedly limited. Some stock which came forward in rather bad condition caused cancellation of orders which were to be sent forward.

MONTREAL.

GREEN FRUITS.—Green fruits are still steady. Demand shows signs of enlargement with nearing of spring trade and dealers are confident of an active season. The shipments are now free, bringing supplies up to the mark. Florida pineapples are a repeated feature. Last week they offered a decrease but have advanced suddenly. They are now quoted at \$5.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
McIntosh Reds	4 00	6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Box cranberries, N.S., bbls.	10 00	11 00
Grape fruit, Florida, case	7 00	
Jamaica, case	3 50	
Grapes, Malaga, per keg	6 00	6 50
Lemons	3 50	4 00
Oranges—		
Florida	3 50	
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Florida, cases of 24		5 00
Strawberries, per quart	0 50	0 65
Tangerines, per strap	6 00	6 50

VEGETABLES.—Vegetable demand still continues good, with prices in same position as last week. Imports are satisfactory and will most likely lead to a decrease in price before long. Florida tomatoes are appearing in plenty on the market and meeting with favorable demand.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.		0 30
Carrots, bag	2 00	2 25
Cabbage, dozen		1 00
Florida celery	6 00	6 50
Cauliflower, dozen		3 50
Garlic, 2 bunches		0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate		4 00
Half crate		2 25
Canadian reds, 100 lbs., per lb.		0 05
American reds, dozen		0 50
Sweet potatoes, per basket		3 00
Montreal potatoes, new, bag		2 00
New potatoes, \$9 bbl.; 6c lb.		
Spinage, per bbl.	5 00	6 00

Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice		4 25
Fancy		4 75
Tressez		0 30
Turnips, per bag		1 00

TORONTO.

GREEN FRUITS.—Conditions were promising for fruits during the early part of last week but a dip back into winter weather put a kink in trade. Warmer weather is now needed to improve business.

Orange trade is on a fair scale but a considerable amount of frosted fruit which cuts dry has a tendency to turn the public against this line. Grapefruit sells fairly well considering high prices.

There is somewhat more activity in apples. Real good fruit such as Northern Spys is not plentiful but there are fair supplies of lower quality goods. No. 1 Spys are quoted at \$5 per barrel, and No. 2 at \$1.25. Box apples are moving out quite well.

Almeria grapes are nearing a clean up. There is more interest in pineapples. Florida strawberries are slightly easier.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Florida		3 00
California navels		3 00
Tangerines, strap of 2 boxes		6 00
Grapefruit—		
Florida, case	4 00	4 50
Jamaica, case	4 00	4 50
Cuban, case		5 50
Grapes, Almeria, per keg	4 00	4 00
Cranberries, bbl.		13 00
Cranberries, per box		4 50
Apples, bbl.	2 25	4 00
Pineapples, cases of 24		5 00
Pineapples, cases of 30		5 00
Florida strawberries, box	0 65	0 70

VEGETABLES.—A new line on market this week is new cabbage from California which is worth \$5.50 per crate. Canadian stock is about a thing of the past. Florida tomatoes are easier at \$1 to \$4.50, and are selling well.

Prospects are for easier prices on Florida celery by reason of increased offerings. One dealer stated that offers were about \$1 per case below those of a week ago. Spanish onions are getting well to an end. First shipment of Egyptians expected in about a week. One firm quotes \$3.50 for 112-lb. bags. Later shipments will be at a lower figure as crop is said to be a good one.

There has been a lot of Irish potatoes come to this market resulting in slightly easier prices during past couple of weeks. Opinion seems to be that steadiness will set in again shortly as ship-

ments from Old Country, have about stopped.

Asparagus and Boston head lettuce are easier in price.

Asparagus, large	0 65
Asparagus, small, doz.	2 00
Cabbage, new, per crate	5 50
Canadian beet, per bag	1 80
Carrots, bag	1 75
Cauliflower, Cal., case	3 50
Celery, Cal., per case, 6 1/2 to 10 doz.	8 50
Celery, Fla., per case, 5 to 8 doz.	5 50
Turnips, bag	0 80 0 80

Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	1 25	1 25
New radish, per dozen	0 40	0 50
New lettuce, per dozen	0 50	0 50
Mushrooms, 1-lb. boxes	0 75	0 75
Onions—		
Green onions, dozen	0 25	0 25
Spanish, case	4 00	4 50
Spanish, half cases	2 25	2 25
Canadian, 75-lb. bags	3 00	3 00
Parsnips, per bag	1 75	1 75
Potatoes, N. B.	1 80	1 80
Potatoes, Ontario, bag	1 70	1 70
Potatoes, Irish	1 65	1 65
Potatoes, Florida, crate	4 00	4 50
Sweet potatoes, hamper	2 00	2 25

placed a row of pineapples. Beneath this are boxes of oranges tilted so that they can be seen. In the centre of the floor is a pile of grape fruit built up carefully in pyramid style and on either side is a triangle of vegetables lying flat on the floor. The interior of the triangle is made of tomatoes. Surrounding these is a row of lettuce, tipped on each corner by a bunch of radish.

Consider Color Scheme.

In designing this window the artist had in mind the color arrangement which cannot be shown here. The red tomatoes fringed by green lettuce and tipped by red radish makes a pleasing effect on the eye. There is also contrast among the grapefruit, oranges and pineapples.

The floor of the window might be covered with a green cloth or fine shreds of green paper to imitate grass. It would give the idea of the approach of spring and add a little to the effectiveness of the display.

That fruit and vegetable displays bring extra business should be realized at once by every dealer. It should also be realized that the better the display the better the business.

Fruit and Vegetable Displays Sell Goods

Example of What Successful Window Trims Will do to Make Money—The Present is Good Time to Show These Goods—A Display Idea That Can be Easily Arranged.

To be sold readily fruit and vegetables must be seen. Now that pineapples, grapefruit as well as oranges and new vegetables are coming freely on to the Canadian market, good opportunities are offered for displaying lines that will readily sell. If it is not possible to have a fruit window all the time, at least there should be one good display every week.

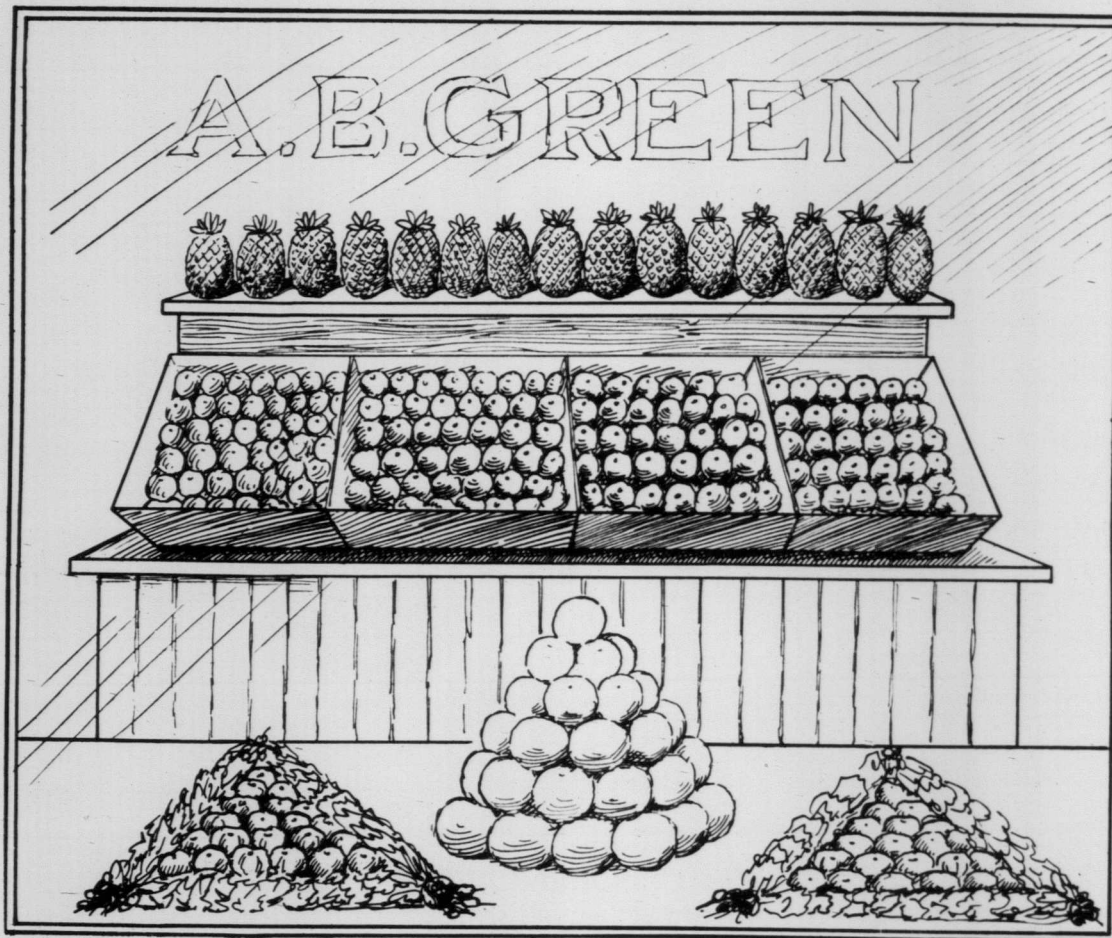
Recently in one of Canada's largest cities a high class fruit dealer went out of business—not forced but retired. He made his money in selling fruit and

frequently expressed himself to the writer that his window was his best selling asset. It was dressed a couple of times every week in an exceedingly attractive manner and the goods that were displayed were sold.

An easily arranged display.

Every retail dealer can make his own window a good fruit seller. Herewith is a suggestion for a display of fruits and vegetables which will require but a short time to arrange.

On a raised platform at the rear is



Suggestion for a Fruit and Vegetable Window Display.



Fish

The fish for fish paring rush sales. has always, a that his year. bright forts s day.

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MON week h mand l broader Friday out, b sulting vanced

Market e Less than Smelts, f Haddock Halibut. Herring. Mullett. Pike, dre Pike, dre Steak, co Mackerel Dressed R. C. ref Ganso sa Onalla No. 1



Fish Preparation for Last Week of Lent

Is Expected to be Busy One—Good Friday Always Big Day in Fish—Weather Has Been Kind to Fish Trade—Stocks Well Cleaned up and Prices Rule Steady.

The last week of big Lenten demand for fish is at hand and dealers are preparing to make the last round of the rush season a record one in point of sales. Last week of Lent in past years has always seen a big volume of business, and there is no reason to believe that history will not repeat itself this year. Good Friday is of course the bright spot in the week, and special efforts should be given to trade on this day.

Weather man has indeed been kind to the trade of late, considering the season, conditions being fairly favorable for sale of this line.

Close of Lent is expected to find stocks at most centres well cleaned up, much better in fact than at this time last year. Certain lines are getting into smaller compass and others completely cleaned up. Prices continue to hold a steady position.

Markets on eastern coast note fresh fish in fair supply. Halibut is rather scarce. As season advances, trade will turn more to fresh caught.

Herrings have already put in an appearance on Nova Scotia coast. Smelts are about done, this year's catch having been an average one.

QUEBEC.

MONTREAL.—Fish situation for the week has been rather quiet. The demand has greatly decreased but will broaden out next week to fill the "Good Friday" week trade. Supplies still hold out, but on a much modified scale resulting in a considerable number of advanced prices.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04 1/2
Smelts, fancy	0 10
Haddock	0 04 1/2 0 05
Halibut, per lb.	0 09 0 10
Herring, frozen, per 100 fish	1 20 2 00
Mulletts	0 04 1/2 0 05
Pike, dressed and headless, lb.	0 06 0 06 1/2
Pike, dressed and headless, lb.	0 06 1/2
Steak, cod	0 07
Mackerel	0 10
Dressed perch	0 10
B. C. red salmon	0 10 0 11
Gaspé salmon, per lb.	0 10 0 11
Onalla salmon	0 07 1/2 0 08
No. 1 smelts per lb.	0 08 0 09

Lake trout, per lb.	0 10
Whitefish, large, per lb.	0 09 0 10
Whitefish, small, lb.	0 08 0 08 1/2

PREPARED FISH.

Boneless cod, in blocks or packages, lb., 8, 10, 12	1 10
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, half bbls.	2 00
Lake trout, kegs	8 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	0 06
Salt sardines, half bbls.	3 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 15 1/2

SMOKED.

Blosters, box	1 10
Yarmouth blosters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 12
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 25
Smoked salmon, per lb.	0 25

SHELL FISH.

Oysters, choice, bulk, imp. gallon	1 40
Oysters, bulk, selecta	1 50
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standarda, gal., \$1.75; selecta, gal., \$2.50	
Boiled lobsters, per lb.	9 50

ONTARIO.

TORONTO.—Demand for fish has been on fair scale during week and is now developing signs of greater activity as dealers are preparing for an expected good trade during last week of big rush period. Weather of late considering the season has been really kind to fish trade and with fairly favorable conditions during next week, a good volume of business should be done. Good Friday is the day on which dealers make their last big bid for business, and sales generally run into a good figure.

"How are stocks going to be at end of Lent?" one fish man was asked.

"Clean as a whistle," was his reply.

Apparently stocks are cleaning up well, and the end of Lent should find them smaller than is generally the case at this time. Prices continue to hold steady.

FROZEN FISH.

Gold eyes	0 05
Pike	0 05
New pink sea salmon	0 09 0 10
Whitefish	0 09 0 10
Halibut	0 09 0 10
Smelts, extra, per lb.	0 15
Red salmon, headless and dressed	0 11 0 12

Mulletts	0 04
Bluefish	0 11 0 12
Steak, cod, per lb.	0 06 1/2
Flounders, per lb.	0 05
Tullitues, per lb.	0 05

FRESH CAUGHT FISH.

Steak, cod	0 08 0 09
Haddock	0 07 0 09

SMOKED.

Kippers, per box	1 15
Blosters, per box	1 00 1 15
Finnan Haddie, per lb.	0 08 0 09
Digby herring, per bundle	0 45
Fillets of haddie	0 13
Ciscoes, basket	0 30 1 00
Ciscoes, per lb.	0 09 0 10
Scotch haddies, per box	1 50
Kippers, per box	1 05

PICKLED.

Oysters, selecta, per gallon	1 75
Oysters, standarda, per gallon	1 50
Pickled trout, per half bbl.	7 75
Labrador herring, half bbls.	3 40
Shrimps, 1 gallon cans	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2 lb. boxes, 12 to crate	2 30
Cod in loose strips, 25-lb. to box, lb.	0 06 1/2
Pure cod tablets, 20 1-lb. tablets	2 30

NOVA SCOTIA.

HALIFAX.—Demand for dried and pickled fish shows decided falling off during past week. Business, however, has been good this Lent. Most dealers stocked up pretty heavily earlier in season, and it is presumed they have sufficient stock on hand to carry them over into April. There is no change in the lobster situation, and smelts are about done. Catch was about an average one, and prices were good.

Fresh fish is in fair supply on the local market, with exception of halibut which is becoming scarcer. The price quoted is 17 cents per pound. Receipts of fish at Digby continue heavy. One vessel that arrived there this week landed 116,000 pounds, nearly all of which were haddock. This heavy run of fish has kept the smoke houses in full operation.

There is a much better demand for oysters, both in bulk and in the shell. Dealers say that this is due to falling off in the lobster catch. Clams in cans and in bulk are also selling quite freely.

George McCormick, president of the McCormick Manufacturing Co., London, Ont., underwent an operation for appendicitis last week. He is doing nicely, and expects to be about in a few weeks.

Frank Moore, of the Moore Fruit Co., London, Ont., and Mrs. Moore, have left on a trip to Florida. They expect to be gone six weeks.

Some Good Sellers During Month of April

Attention Should be Devoted to Fish Sales and Easter Goods During First Week—A Month When House Cleaning Articles Will Move Readily—Preserved Fruits and Canned Fruits and Vegetables Require Special Notice.

The month of April is rich in opportunities for the live retail grocer. Unfortunately in past years there have been some merchants who have not regarded April as presenting any great possibilities in the way of trade. They argued that the housewife was busy at spring housecleaning, that the farmer was busy with his spring work and that condition of country roads and town streets was not conducive to trade.

In short they came to the conclusion before carefully weighing both sides of the problem that April was a quiet month. They accordingly failed to grasp the opportunities that were presented and trade with them was probably really quiet. Here and there, however, are merchants who are not ready to give up the fight before it had started.

The Last Lap of Lent.

The first week of April marks the closing week of the Lenten season. Before this season has once more passed into history, it behooves the grocer to put forth every effort to corral all the trade possible that the season may induce. Fish of all kinds will sell well, Good Friday especially being a stellar day in this regard. Dealers should endeavor to clean frozen and pickled stocks up to a safe point that week, as after Easter trade will return to a more even and regular level. Canned fish, such as salmon, lobsters, sardines and smelts should be given all due prominence.

The Time for Easter Goods.

This first week will be particularly marked, however, by the pushing of Easter goods. Shackles are about to be removed from healthy appetites, which for six weeks have been restricted to certain diets. It behooves the dealer to arise to the opportunities presented by pushing those goods which will appeal to the public palate. Hams and bacon, fruits and green vegetables, confectionery and all other kindred appetizing lines displayed in proper manner are sure to arrest the attention of the passing fastee.

Easter is somewhat of a festive season and delicacies are in demand. Fruits and confectionery will sell freely while retailers should not forget to push nuts at this season. Those dealers who handle Easter novelties should do their best to clean stocks up closely during that week. Herein lies the profit, for if

unsold at this time, it means a dealer will have them left on his hands.

Sell Housecleaning Articles.

Spring is now appearing in real earnest and in homes throughout the land housecleaning is the order of the day. April is the housecleaning month and accordingly during this month all those lines which the housewife needs to call into action in this work should be brought to the front.

Soaps, lyes, cleansers, ammonias, brushes and brooms are among the lines which need to be kept prominently before the housewife. Wherever possible a window display should be devoted to these combined lines, while a counter should be given over to them during the entire season. It is well to get started early.

Get Behind Seeds.

This is also the month for the sale of seeds. Garden and flower seeds will about complete the list shown by city dealers but in the smaller towns and villages, field seeds are also sold by the grocer. Taken for granted that the dealer has made sure he has purchased the best quality of seed obtainable, the next thing of importance is to get the public interested in them. Here again the window may be used to good advantage. Inside the store they should be shown prominently and no opportunity should be lost to talk about them to customers. Quality should be the keynote of the talks.

The Depleted Shelf of Preserves.

If one were afforded the privilege of a peep at most any housewife's shelf of preserves these days it would require no more than a peep to convince him that the family supply is getting into mighty small compass. Fruit is a necessity of the daily diet, and with the housewife attempting to be easy on what little "home-made" is left, it is natural that she turn to the grocer for a solution of the problem. Here the grocer has his opportunity to promote sales of canned, preserved and dried fruits, which from now on will be in good demand. The dealer should not, however, wait for customers to inquire regarding these lines, but should suggest them himself by personal talks, advertising as well as counter and window display.

Canned Vegetables Will Sell.

The grocer has good reason indeed to push canned vegetables at this time. It is a well known fact that dried vege-

tables this spring are conspicuous by their absence, while green vegetables are at a fancy figure. The latter line should not however be forgotten for there are a certain class of customers whose purse can well stand the strain of these high-priced delicacies.

Advertising during month of April should prove profitable, because there are so many lines which may be advertised to good advantage during this month. Besides the closing of Lent and arrival of Easter, the advent of housecleaning and seed season all provide good material for special advertising.

Truly indeed when the dealer reviews the situation it becomes quite evident that April is not lacking in opportunities for promoting business.

WOULD THIS BE LUCK?

Traveler Tells Story of Grocer and His Wife who Made Some Money.

"You ask me," remarked a Montreal traveller recently, "for a story of grocers I have met. Well, you may have seen a notice in the daily press a few weeks ago about a grocer who was offered \$85,000 for some property on Sherbrooke street. I knew that man when he had but a very ordinary business quite a few years ago. He was so uneducated that he could scarcely sign his name to bills, but to-day his money and land is said to total into six figures.

"Just how he did it is more than I can tell. There are exceptions to the general rule, you know, and this man handicapped as he was by the lack of education put his money, what little he made, into real estate with the result that it was not long until he began to have something to show for his first years in the business.

"Great opportunities were presented here in land deals in those days and that is really how he made his money, but he remained in the grocery business 33 years. It serves him well. It gave him the necessary start and helped him considerably afterwards.

"I do not know whether you would account him much of a grocer or not, but there are very few of them who can show a more substantial grounding than he, to-day. It just shows how a man handicapped in one direction seems to have other faculties keener than those of the ordinary man. It is necessary that he should be equipped in this way. Some may call it luck and say he "got in right," but call it what you will this man began thirty-three years ago as a grocer with no prospects and to-day he is worth something around two hundred thousand dollars."



Produce & Provisions



Firmer Feeling Noted in Pork Products

Live Hogs Higher Under Stinted Supplies and Keen Demand—Provisions Selling Briskly for Easter Trade—Lard Holds Firmly—Eggs Have Held Steady at Last Week's Level—Pinch in Butter at Some Points—Brighter Prospects Ahead.

The approach of Easter has worked for a brisker demand for pork products at most centres. Smoked hams and bacon have been moving quite freely, while the next week will bring a good volume of business, as there are always dealers who hold off in purchases until last moment.

It was pointed out in these columns some time ago that nothing was to be gained by holding off with orders. The firmer prices on smoked meats at many centres proves correctness of this statement. Lard continues in good demand under the high butter prices and with stocks closely cleaned up at most centres, prices rule steady to firm.

Trend of live hog prices for past two weeks has been upward. Not only has English bacon market ruled firm but deliveries have been stinted and on account of approach of Easter and larger consumption of provisions, demand for porkers has been keen. Higher prices for porkers naturally gives a firmer tendency to provisions.

Egg prices at the larger centres have remained at about the same level as noted last week, although there has been some easing at certain country points. Lower prices for new laid eggs have made them a popular food and consumption has been large. Bad roads in country districts have hampered deliveries and there is little hope of them improving in the near future. Next week in anticipation of big Easter consumption there will be a large demand for eggs but on other hand farmers will be making every effort to get their supplies to market before the passing of Easter, so that receipts will be on a large scale also.

It was pointed out last week that there might still be a pinch in butter at certain points before prices turned downward. Such has proved the case at Montreal, where values have moved upward during the week. At other centres however there is a tinge of easiness on

account of increase in new milk goods. It is not marked however and even when easiness sets in, it can be expected to be gradual. Demand for this commodity in face of high prices is mostly for small lots. Dealers should watch market closely for turning point.

MONTREAL.

PROVISIONS.—Provisions have offered no feature this week, prices remaining at previous levels. Consumptive demand is still limited at high quotations, but Easter trade should improve business during next week.

Long clear bacon, heavy, lb.	0 10 1/4
Long clear bacon, light, lb.	0 11 1/4
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14 1/4
Extra small sizes, 10 to 13 lbs., per lb.	0 14 1/4
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15 1/4
Breakfast bacon, English, boneless, per lb.	0 14 1/4
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 11 1/4
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 50
Hogs, dressed, per cwt.	10 25
Pure Lard—	
Boxes, 50 lbs., per lb.	0 12 1/2
Cases, tins, each 10 lbs., per lb.	0 12 1/2
Cases, tins, each 5 lbs., per lb.	0 12 1/2
Cases, tins, each 3 lbs., per lb.	0 13
Pails, wood, 20 lbs. net, per lb.	0 12 1/2
Pails, tin, 20 lbs. gross, per lb.	0 12 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 375 lbs., per lb.	0 12 1/2
One pound bricks	0 13 1/4
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09 1/4
Cases, 5-lb. tins, 50 lbs. to case, per lb.	0 09 1/4
Cases, 3-lb. tins, 50 lbs. to case, per lb.	0 09 1/4
Pails, wood, 20 lbs. net, per lb.	0 08 1/2
Pails, tin, 20 lbs. gross, per lb.	0 08 1/2
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 375 lbs., per lb.	0 08 1/2
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	22 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	5 00
Plate beef, 200 lb. bbls.	15 50
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Butter is again beyond the usual level. Prices have advanced considerably this week and tend to go higher. Stocks are barely large enough to last two weeks and unless the production increases there is likely to be a slight famine. Old Country and United States markets are inclined in the same direction and will not be able to render any assistance for about three weeks

and the season is pretty much advanced. Old Country butter is laid down at 32 cents; but would take considerable time to reach Canada. Butter should be followed with care.

Creamery	0 28	0 28 1/2
Dairy, tubs, lb.	0 30	0 32
Fresh, dairy rolls	0 34	

EGGS.—Towards latter part of last week eggs dropped one cent, as a result of mild weather, but owing to the cold touch later experienced prices have again advanced and are again quoted at 28 and 30 cents. The demand has greatly increased with decline in price and will be greatly enlarged with the nearing of Easter.

New laid	0 28	0 30
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CHEESE.—Cheese market is firm with no advanced prices. Stocks are light and considering prices the demand is favorable. Under grades of cheese are scarce and selling at proportionately high prices.

Quebec, large	0 17	0 17 1/2
Western, large	0 17	0 17 1/2
Western, twins	0 17	0 17 1/2
Western, small, 20 lbs.	0 17	0 17 1/2
Old cheese, large	0 18	0 18 1/2

POULTRY.—Greater inquiry is noted in poultry. This movement can be accounted for by the approach of navigation which is expected to liven market. Prices remain unchanged.

Fowl	0 12	0 14
Chickens	0 15	0 16
Geese	0 15	0 16
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—Consumptive demand is still steady. Prices are unchanged.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08 1/2

TORONTO.

PROVISIONS.—In anticipation of Easter trade, pork products have been moving quite freely. Hams and bacon have been favorite lines in demand. The next week will see considerable business as there are always those dealers who hold off in their purchases to the last moment.

Stronger feeling noted last week has made itself felt in increased prices for

smoked hams, bacon and backs. Long clear is also higher, while lard prices have been marked up another 1/4 cent. Live hogs during the week have continued to come forward slowly and under keen demand have advanced 35 cents per cwt. during week.

Smoked Meats—		
Light hams, per lb.	0 15 1/2	0 16
Medium hams, per lb.	0 15	0 15 1/2
Large hams, per lb.	0 14 1/2	0 15
Backs, plain, per lb.	0 18	0 19
Backs, pea meal	0 19	0 20
Breakfast bacon, per lb.	0 16	0 17
Roll bacon, per lb.	0 11 1/2	0 12
Shoulders	0 10 1/2	0 11
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 12	0 12 1/2
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 12 1/4	0 12 1/2
Lard, tubs, per lb.	0 12 1/2	0 12 3/4
Lard, pails, per lb.	0 12 1/4	0 13
Lard, compounds, per lb.	0 09	0 09 1/2
Live hogs, at country points	7 45	
Live hogs, local	7 75	
Dressed hogs	9 50	

BUTTER.—Butter situation has shown no particular change during past week, and quotations remain unaltered. As pointed out last week there is a slight tendency to easiness by reason of increase in offerings of new make, but this is not marked. With roads apt to break up at any time there are those dealers who fear that there may yet be a pinch before values turn downward, but even if such should prove the case, it is expected to be only temporary. It looks like easiness ahead, however, whenever new make begins to show a substantial enough increase.

	Per lb.	
Fresh creamery print	0 35	0 38
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—Egg prices have remained at just about last week's prices, demand for the new laid having measured up well with receipts. The lower prices as well as comparatively high figure for meats has made eggs a very popular food and consumption in past few weeks has shown a wonderful increase. Bad roads have held up receipts somewhat but warm weather may make the situation even worse. Prices in country districts under increased yield are easing. Next week the Easter consumption will mean a big demand.

New laid eggs 0 24 0 25

CHEESE.—With stocks in small compass market remains steady and firm. Some new fodder cheese is finding its way to market but quantity is decidedly limited. High price for butter will influence values somewhat. "One hundred pounds of milk will make 4 pounds of butter or 9 pounds of cheese," said one dealer, "so you can figure out yourself what new cheese is worth at present price of butter."

Cheese—		
Large	0 16 1/2	0 17
Twin	0 17	0 17 1/2
Stiltons	0 18	0 18 1/2

HONEY.—Only a routine trade is being done in honey. The advent of maple syrup season will not be likely to help

demand either. However values hold steady at present figures.

Honey—strained—		
White clover, 60-lb. tins, per lb.	0 13	
White clover, 10-lb. tins, per lb.	0 13 1/2	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 12	
Amber honey, 60-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	
Comb white clover, per doz.	1 25	3 00

POULTRY.—Normal receipts for season well balanced by demand sums up the present poultry situation.

Poultry—alive—		
Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese	0 13	0 15
Turkeys	0 17	0 19
Dressed, 3 cents per lb. more.		

Review of the Past Year's Cheese Market

How Values Gradually Began to Creep Up Following Hot Spell of Last July—Record Season in High Prices—Falling Off in Exports—Prospects for Coming Season Depend Greatly on Weather.

One might say that the past year has seen extremely high prices for cheese and feel quite safe in his statement. He might even go so far as to state it has been the highest in many years without fear of contradiction, for such has been the case. It has been a record year in this regard.

If you go to a wholesale dealer in Montreal to-day to buy cheese, you will be asked 17 1/2 cents per pound or thereabouts—that is for large Quebec make. One year ago this self same article might have been purchased for 11 cents. The phenomenal advance during the year is no greater in Montreal than elsewhere either for Toronto values are now 17 cents for large cheese compared with 13 1/4 cents one year ago.

Considered High a Year Ago.

Even the prices quoted one year ago were considered rather high, or at least they were by no means considered low, because stocks were small and values in the Old Country were firm. In April, factories began turning out the new product in limited quantities, but new cheese is not especially appealing to most cheese-eating people, so that seasoned cheese held high. If we examine cheese values on June 30 we find that 12 1/4 cents were being asked in Toronto.

The weather that then began to prevail in Canada is still fresh in the minds of readers. Those hot dry July days are not soon to be forgotten. They dried and withered up the meadows, the flow of milk was shortened and cheese values in consequence began to ascend.

Nor did those conditions fall off in a short time but prevailed steady during the entire season. Couple with this the drought was also cutting down the production of cheese in England and elsewhere, and all combined to make a continued steady market. On September 29, we find values in Montreal at 14 1/2 and in Toronto at 15 1/2. The end of October found 16 cents the prevailing price in Montreal.

England Short of Supplies.

Thus had the winter commenced with values on a good start to record level. Not alone were stocks small in Canada,

but England was short on her winter's supply and was purchasing the Canadian article rather freely. Conditions thus gave the expectancy of a strong and advancing market as stocks got into smaller compass, and prices to-day show just how true the market has followed predictions. To-day Toronto prices are at 17 cents and Montreal at 17 1/2 cents. Here is the trend of values since June 30 last:—

	Toronto.	Montreal.
June 30	12 1/4	13
July 28	13	12 1/2
Sept. 1	14	13
Sept. 29	15 1/2	14 1/2
Oct. 27	15 1/2	16
Dec. 1	16	16 1/2
Feb. 2	16 1/2	17 1/2
Mar 23	17	17 1/2

How Exports Fell Off.

The short production in Canada last year is shown by the fact that up to Mar. 16 from May 1 last, exports from Montreal, Quebec, St. John and Portland amounted to 1,963,146 boxes compared with 2,081,248 boxes for corresponding period the previous year.

Cheese production for this year is commencing, but the volume will be limited for some time. Some new fodder cheese that arrived in Montreal last week sold for 14 to 14 1/4 as against 11 1/2 to 11 3/4 one year ago. The scarcity of feed is somewhat against a good flow of milk, but notwithstanding the adverse conditions, cows in general have wintered fairly well. While butter continues high it will also have the tendency to keep cheese strong as high butter means less milk available for cheese production.

Future Market Prospects.

Cheese stocks are, however, on a small scale both here and abroad, and for that reason old cheese may be expected to hold firm. To predict how new cheese will range during the year is however, mostly a gamble. There are so many conditions, such as weather and conditions of pastures during the summer, as well as conditions abroad, that any opinion would be little more than a guess.



BOUTILIER'S Smoked Fillets

Here, Mr. Grocer, is a line you can do a good trade in ALL THE TIME, and we would advise you to consider it. You can easily start a good fish department and work it successfully. Make a selection from our lines. Instruct the driver or delivery clerk to tell your customers that you are open to handle their fish orders; or get out a neat circular (a few dollars will cover the expense) and send it round. The results will be good, because the housewife likes to give her order for everything to one store and dislikes having to go here for her groceries and there for her fish.

BOUTILIER'S SMOKED FILLETS

1. LARGE
2. PLUMP
3. FLESHY

OCEAN BRAND

HADDIES KIPPERS BLOATERS

Three more good lines with three strong points in their favor.

"Canada" Brand Pure Boneless Cod Fish

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Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1/2-dozen	2 1/2-lb.	10 50
1/2-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2 1/2-lb.	5 00
1/2-dozen	5-lb.	9 60

2-dozen 6-oz. Per case
1-dozen 12-oz. case
1-dozen 16-oz. case \$6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

MAGIC SODA.

Case No.	Per Case.
1, 60 1-lb. packages, 1 case \$2.85; 5 cases	\$2 75
2, 120 1/2-lb. packages, 1 case \$2.85; 5 cases	\$2 75
3, 30 1-lb., 60 1/2-lb. packages, 1 case \$2.85; 5 cases	2 75
5, 100 10-oz. packages, 1 case \$2.90; 5 cases	2 80

GILLETT'S CREAM TARTAR.

	Per doz.
1/4-lb. paper pkgs., 4 doz. in case	\$1 00
1/2-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. 1/4-lb. paper pkgs.	\$8 00
2 doz. 1/2-lb. paper pkgs.	
	Per doz.
1/2-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb.
5-lb. sq. canisters, 1/2 doz. in case	33
10-lb. wooden boxes	30 1/2
25-lb. wooden pallets	30 1/2
100-lb. kegs.	28 1/2
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

	Per case
4 doz. in Case.	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

	Per box
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.	
1-lb. tins, 2 doz. in case	\$2 00
1/2-lb. tins, 3 doz. in case	1 25
1/4-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal-Dime	0 95
1/4-lb.	1 40
6-oz.	1 95
1/2-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 1/4-lb. tins	1 35
Borwick's 1/2-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, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2 1/2-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, 2 1/2-lb.	7 25
No. 17, 5-lb.	14 00

FOREST CITY BAKING POWDER.

Doz.	Per doz.
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-box 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 03 1/2
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book 1/2 cent.

CEREALS.

WHITE SWAN SPICES & 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	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 65
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 65
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs. 7 lbs.
Strawberry	0 59 0 82
Black currant	0 59 0 82
Raspberry	0 59 0 82

14's and 30's per lb.
Strawberry 0 10 1/2
Black currant 0 10 1/2
Raspberry 0 10 1/2

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, 1/2-lb. tins, doz.	2 35
Perfection, 1/4-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, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/4's, 6 and 12-lb. boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36

Chocolate wafers, No. 1.

5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars 24 bars, per box	0 90

EPP'S.

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

In 1/4, 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; 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, 1/4's and 1/2's	0 36
" No. 1 chocolate	0 30
" Navy chocolate, 1/2's	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, 1/2's	0 24
" Plain choice chocolate liquors	20-30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquemine sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 29c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

COCOANUT.

CANADIAN COCOANUT CO.,
Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb pkgs, White Moss 0 26

LARD LOGIC

—Gunns Quality holds trade and brings new business—



Standards of Excellence

Maple Leaf Brand
Pure Lard

Our Quality Brand
Kettle Rendered
Pure Leaf

Easifirst
Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers

WEST TORONTO

H A M S

are already advancing in price and will undoubtedly be higher before Easter. We expect a keen demand for them at that time. Place your orders early.

We have cheaper cuts of Sugar-cured Smoked Meats, such as Shoulders and Rolls, both very acceptable and attractive in the present high run of prices.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of
WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

1/2-lb pkgs, White Moss .. 0 27
 1/4-lb pkgs, White Moss ... 0 28
 1 and 1/2-lb. pkgs., assorted 0 26 1/2
 1/4 and 1/2-lb. pkgs. asstd. 0 27 1/2
 1/2-lb. pkgs. asstd., in 5-lb. boxes 0 28
 1/4-lb. pkgs., asstd., in 5-lb. boxes 0 29
 1/4-lb. pkgs., asstd., 5, 10, 15-lb. cases 0 30
 Bulk—
 In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.
 Pails Tins Bbls.
 White Moss, fine
 strip ... 0 12 0 21 0 17
 Best shredded... 0 18 ... 0 17
 Special shred... 0 17 ... 0 16
 Ribbon ... 0 19 ... 0 15
 Macaroon ... 0 17 ... 0 17
 Desiccated ... 0 16 ... 0 16
 White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK
 Wm. H. Dunn, Agent, Montreal and Toronto Per Case
 Eagle Brand, each 4 doz. \$6 00
 Gold Seal Brand, each 4 dz. 5 25
 Challenge Brand, each 4 dz. 4 50
 Peerless Brand, "Hotel," each 2 doz. 4 00
 Peerless Brand, "Tall," each 4 doz. 4 50
 Peerless Brand, "Family," each 4 doz. 3 75
 Peerless Brand, "Small," each 4 doz. 2 00

CANADA FIRST BRAND.
 The Aylmer Condensed Milk Co. Per case.
 Canada First Baby Evaporated Milk 2 00
 Canada First Family Evaporated Milk 3 65
 Canada First Medium (20 oz.) Evaporated Milk ... 4 40
 Canada First Hotel Evaporated Milk 3 90
 Canada First Condensed Milk (sweetened) 5 05
 Rose Bud Condensed Milk (sweetened) 4 90
 Beaver Condensed Milk (sweetened) 4 15

REINDEER LIMITED.

"Jersey" brand evaporated milk, family size, per case (4 doz.) \$3 75
 "Reindeer" brand, case (4 doz.) 5 50
 "Reindeer" Condensed Coffee, case 5 00
 "Reindeer" Condensed Cocoa, case 4 80
 "Reindeer" Condensed Coffee, in glass jars, case.. 6 20
 ST. CHARLES CONDENSING CO.
 Prices—
 St. Charles Milk, family size, per case 3 65
 Baby size, per case 2 00
 Ditto, hotel 3 90
 Silver Cow Milk 5 05
 Purity Milk 4 90
 Good Luck 4 15

COFFEES.

EBY-BLAIN, LIMITED.
 Standard Coffees
 Roasted whole or ground, packed in damp-proof bags.
 King Edward 0 34
 Club House 0 33
 Nectar 0 32
 Royal Java and Mocha.. 0 32
 Empress 0 30
 Duchess 0 29
 Ambrosia 0 28
 Plantation 0 26 1/2
 Fancy Bourbon 0 26

Crushed Java and Mocha 0 19
 Package Coffee.
 Gold Medal, 2-lb. tins, whole or ground 0 31
 Gold Medal, 1-lb. tins, do. 0 32
 Gold Medal, 1/2-lb. tins, do. 0 33
 Anchor Brand, 2-lb. tins, do. 0 31
 German Dandelion, 1-lb. tins, ground 0 26
 German Dandelion, 1/2-lb. tins, ground 0 28
 English Breakfast, 1-lb. tins, ground 0 19
 Grand Prix, 1 and 2-lb. tins, ground 0 30
 Demi-Tasse, 1 and 2-lb. tins, ground 0 30
 Flower Pot, 1-lb. pots, ground 0 23

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.
 1-lb. decorated tins, lb. 0 32
 Mo-Ja, 1/2-lb. tins, lb. 0 30
 Mo-Ja, 1-lb. tins, lb. 0 28
 Mo-Ja, 2-lb. tins, lb. 0 28
 Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.
 Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.
 Presentation (with tumblers) \$3 per doz.

MINTO BROS.

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

BRANSON'S SHEPHEP COFFEE.

AGENT: F. COWARD.
 402 Spadina Avenue, Toronto.
 Small size..... \$1.45 per doz., net
 Large size..... \$2.85 per doz., net
 In 3 dozen free cases. Freight paid on 1/2 gross order.

CONFECTIONS.

PEANUT BUTTER.
 Ontario Prices.
 MacLaren's Imperial— Per doz.
 Small, 2 doz. 0 95
 Medium, 2 doz. 1 80
 Large, 1 doz. 2 75
 Tumblers, 2 doz. 1 35
 Pails, 24 lbs., per lb. 0 15

CHEESE.

MACLAREN'S IMPERIAL
 Ontario Prices
 per doz.
 Individual (each 2 doz.) .. 1 00
 Small (each 2 doz.) 2 40
 Medium (each 1 doz.) 4 50
 Large (each 1/2 doz.) 8 25
 MacLaren's Roquefort—
 Small (each 2 doz.) 1 40
 Large (each 1 doz.) 2 40
 MacLaren's Canada Cream—
 Small (each 1 doz.) 0 90
 Medium (each 2 doz.) ... 1 30
 Large (each 1 doz.) 2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.
 "Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, \$7.00.
 "Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, \$11.50.

INFANTS' FOOD.

Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

FLAVORING EXTRACTS.

SHIRRIFF'S.
 1 oz. (all flavors) doz. 1 00

2 oz. (all flavors) doz. 1 75
 2 1/2 oz., (all flavors) doz. ... 2 00
 4 oz. (all flavors) doz. 3 00
 5 oz. (all flavors) doz. ... 3 75
 8 oz. (all flavors) doz. 5 50
 16 oz. (all flavors) doz. ... 10 00
 32 oz. (all flavors) doz. ... 18 00
 Discount on application.

CRESCENT MFG. CO.

Mapleine— Per doz.
 2 oz. bottles (retail at 50c) 4 50
 4 oz. bottles (retail at 90c) 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
 CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.

No. 1, 4 doz. in case 0 50
 No. 2, 2 doz. in case 0 90
 No. 3, flats, 2 doz. in case 1 00
 No. 3, talls, 2 doz. in case 1 25
 No. 6, 1 doz. in case ... 4 00
 No. 12, 1/2 doz. in case ... 6 50
 LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.
 These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case

Sur Extra Fins, 1/2 facons.
 40 bou. 11 00
 Sur Extra Fins, tins, 1/2 kilo, 100 tins ... 15 50
 Extra Fins, tins, 1/2 kilo, 100 tins 15 00
 Tres Fins, 1/2 kilo, 100 tns 14 00
 Fins, tins, 1/2 kilo, 100 tins 12 50
 Hi-Fins, tins, 1/2 kilo, 100 tins 11 00
 Moyens No. 1, tins, 1/2 kilo, 100 tins 10 00
 Moyens No. 2, tins, 1/2 kilo, 100 tins 9 50
 Moyens No. 3 8 75
 Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—
 12 litres 6 50
 12 quarts 5 75
 24 pints 6 25
 24 1/2-pints 4 25

Tins—

5 gals, 2s 23 00
 2 gals, 6s 29 00
 1 gal., 10s 25 00
 1/2-gal., 20s 26 00
 1/4-gals., 20s 13 50
 1/4-gal., 48s sq. 17 00
 1/4-gal., 48s rd. 15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts. 5 00
 La Neptune, 50 qts. 6 00
 St. Nicholas, 50 qts. 7 00
 La Sanitas Sparkling, 50 quarts 8 00
 La Sanitas Sparkling, 100 pints 9 00
 La Sanitas Sparkling, 100 splits 4 00
 Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
 Case 25 lbs., 11-lb bars, lb 0 07 1/2
 Case, 12 lbs, 2 1/2-lb. bars, lb 0 08 1/2
 Case 50 lbs, 1/4-lb bars case 3 50
 Case 200 lbs. 3 1/2-oz., case 3 75
 "La Lune," 65 p.c. olive oil.
 Case 25 lbs, 11-lb bars, lb. 0 07
 Case 12 lbs. 2 1/2 lb. bars, lb. 0 08
 Case 50 lbs, 1/4-lb. bars, case 3 25
 Case 100 lbs. 3 1/2-oz. bars, case 1 80
 Case 200 lbs., 3 1/2-oz. bars, case 3 40

ALIMENTARY PASTES.

BLANC & FILS.
 Macaroni, Vermicelli, Animals, Small Pastes, etc.
 Box, 25 lbs., 1 lb. 0 07 1/2

Box, 25 lbs., loose 0 97

DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
 Grape Juice, 24 pts. 5 15
 Grape Juice, 36 splits 4 75
 Apple Juice, 12 qts 4 50
 Apple Juice, 24 qts. 4 75
 Champagne de Pomme, 12 q. 5 00
 Champagne de Pomme, 24 p. 5 50
 Matts Golden Russett—
 Sparkling Cider, 12 qts.... 5 00
 Sparkling Cider, 24 pts. 5 50
 Apple Vinegar, 12 qts. 2 50

CEREALS.

Grape Nuts—No. 22, \$3; No. 23 \$4.50.
 Post Toasties—No. T3, \$3.85.
 Postum Cereal—No. 9, \$2.85; No. 1, \$2.70.
 Force, 36's 4 50
 Gusto, 36's 3 85

MUSTARD.

COLMAN'S OR KEEN'S

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

Per jar

Durham, 4-lb jar 0 75
 Durham, 1-lb jar 0 25
 IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small, case 4 doz., per doz. 0 45
 Medium, cases 2 doz, doz. 0 90
 Large, cases 1 doz., doz... 1 35

CANNED HADDIES "THIS-TLE" BRAND.

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

LARD.

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

Tierces 09 1/2
 Tubs 09 1/2
 Pails, 20 lbs. 09 1/2
 Tins, 20 lbs. 09 1/2
 Cases, 3 lbs., 20 to case.. 10 1/2
 Cases, 5 lbs., 12 to case.. 10 1/2
 Cases, 10 lbs., 6 to case.. 10 1/2
 F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORT-ENING.

Tierces 0 08 1/2
 Tubs 0 09
 20-lb. pails 0 09 1/2
 20-lb. tins 0 08 1/2
 10-lb. tins 0 09 1/2
 5-lb. tins 0 06 1/2
 3-lb. tins 0 09 1/2
 1-lb. cartons 0 10 1/2

MARMALADE.

SHIRRIFF BRAND.

"Imperial Scotch"—
 1-lb. glass, doz. 1 55
 2-lb. glass, doz. 3 90
 4-lb. tins, doz. 4 65
 7-lb. tins, doz. 7 35

"Shredded"—

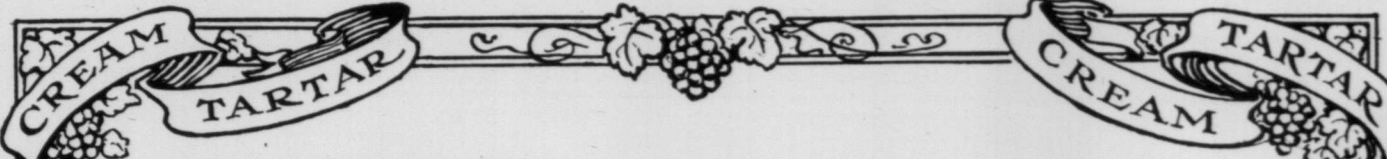
1-lb. glass, doz. 1 90
 2-lb. glass, doz. 3 10
 7-lb. tins, doz. 3 25

VERMICELLI AND MACARONI

D. SPINELLI CY., MONTREAL FINE.

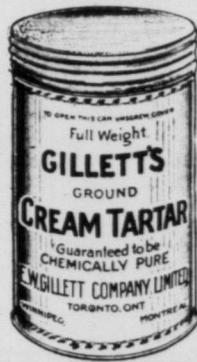
4-lb. box "Special" per box 0 32
 8-lb. box "Special" box . 0 44
 5-lb. box "Standard" box 0 27 1/2
 10-lb. box "Standard," box 0 55
 60-lb. cases or 75-lb bbls. per lb. 0 05
 25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06
 Globe Brand.
 5-lb. box "Standard," box 0 30

... 0 07
RAND.
... 4 75
... 5 15
... 4 75
... 4 50
... 4 75
12 q. 5 00
24 p. 5 50
... 5 00
... 5 50
... 2 50
No. 23
\$2.85.
12.25; No
... 4 50
... 2 85
EN'S
dos. tins
... 1 40
... 2 50
... 5 00
... 0 85
... 1 45
Per jar
... 0 75
... 0 25
MUN-
... 0 45
... 0 90
... 1 35
"THIS-
Agents.
... 5 40
... 5 40
BOAR'S
UND.
... 09%
... 09%
... 09%
... 10%
... 10%
... 10%
HORT-
0 08%
0 09
0 09%
0 08%
0 09%
0 06%
0 09%
0 10%
1 55
2 80
4 05
7 35
1 90
8 10
8 25
RONI
REAL
0 22
0 44
0 27%
0 55
0 05
0 06
x 0 30



Grocers: Every dealer that has any regard for the quality of the goods that he offers to his customers should study the Government Analyst's report on Cream of Tartar. There are many brands of Cream of Tartar on the market that are claimed to be pure, but which are shown by Chemical Analysis to be of low grade and adulterated.

GILLETT'S CREAM TARTAR




GILLETT'S GOODS ARE THE BEST AND PUREST

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG



CHEMICALLY PURE



GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG,
CANADA

61

THE CANADIAN GROCER

16-lb. box "Standard," box 0 60
 25-lb cases (loose) per lb. 0 06
 25-lb. cases, 1-lb pkgs., lb. 0 06½
JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
 Lemon (straight) contains 2 dozen 1 80
 Orange (straight) contains 2 dozen 1 80
 Raspberry (straight) contains 2 doz. 1 80
 Strawberry (straight) contains 2 doz. 1 80
 Chocolate (straight) contains 2 doz. 1 80
 Cherry (straight) contains 2 doz. 1 80
 Peach (straight) contains 2 doz. 1 80
 Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 dozen 2 50
 Chocolate (straight) contains 2 doz. 2 50
 Vanilla (straight) contains 2 dozen 2 50
 Strawberry (straight) contains 2 doz. 2 50
 Lemon (straight) contains 2 dozen 2 50
 Unflavored (straight) contains 2 doz. 2 50
 Weight 11 lbs. to case. Freight rate 2nd class.

IMPERIAL DESSERT JELLY.
 Ontario Prices.

Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.
 Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

A. P. TIPPET & CO., AGENTS
 Cricle soap, per gross .. \$10 20
 Floriola soap, per gross .. 12 00
 Straw hat polish, per gross 18 20
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 80
 1 gall. 19 20
 1-16 gall. gross lot 20 00

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. \$1 50
 No. 2, 1 and 2 doz. crates, per doz. \$3 80
 Liquid Bluing, 90c per doz.
 Liquid Ammonia, 90c per doz.
 Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.
 Boxes Cents
 Contain per lb.

Laundry Starches—
 40 lbs., Canada Laundry .05½
 40 lbs., Canada white gloss, 1 lb. pkgs.06½
 48 lbs., No. 1 white or blue, 4 lb. cartons07
 48 lbs., No. 1, white or blue, 3 lb. cartons,07
 100 lbs., kegs, No. 1, white .06½
 200 lbs. bbls., No. 1, white .06½
 30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages07½
 48 lbs. silver gloss, in 6-lb. tin canisters08
 36 lbs. silver gloss, 6-lb. draw lid boxes08
 100 lbs. kegs, silver gloss, large crystals07
 28 lbs. Benson's satin, 1-lb. cartons, chromo label .. .07½
 40 lbs. Benson's Enamel (cold water) per case .. 3 00
 20 lbs. Benson's enamel (cold water) per case .. 1 50
Celluloid—boxes containing
 45 cartons, per case 3 60
Culinary Starch
 40 lbs. W. T. Benson & Co.'s celebrated prepared corn07½
 40 lbs. Canada pure corn starch05½
 (20-lb. boxes ¼c. higher.

BRANTFORD STARCH WORKS
 Ontario and Quebec.

Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.05½
Ame Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06½
 First Quality White Laundry—
 3lb. canisters, cases of 48 lbs.07¼
 Barrels, 200 lbs.06½
 Kegs, 100 lbs.06½
Lily White Gloss—
 1 lb. fancy cartons, cases 30 lbs.07¼
 6 lb. toy trunks, lock and key, 8 in case.08¼
 6 lb. toy drums, with drumsticks, 8 in case.08
 Kegs, extra large crystals, 100 lbs.07¼
Canadian Electric Starch—
 Boxes containing 40 fancy pkgs., per case 3 00

Celluloid Starch—
 Boxes containing 45 cartons, per case 3 75

Culinary Starches—
 Challenge Prepared Corn—
 1 lb. packets, boxes of 40 lbs.06
 Brantford Prepared Corn—
 1 lb. packets, boxes of 40 lbs.07¼
 "Crystal Maize" Corn Starch—
 1 lb. packets, boxes of 40 lbs.07¼
 (20 lb. boxes ¼c. higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per case \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50;

1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4; Ocean borax, 48 8-oz. \$1.60; Ocean cough syrup, 36 6-oz. \$6.00; 36 8-oz. \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.
 No. 1's. 95c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties. doz. 0 90
 Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
 Case of ½-lb., containing 120 packages, per box, \$3.00.
 Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.,

Crown Brand Corn Syrup
 2-lb. tins, 2 doz. in case, per case \$2 40
 5-lb. tins, 1 doz. in case, per case 2 75
 10-lb. tins, ½ doz. in case, per case 2 65
 20-lb. tins, ¼ doz. in case, per case 2 60
 Barrels, 700 lbs. \$0 03½
 Half barrels, 350 lbs. 0 03½
 Quarter barrels, 175 lbs. 0 03½
 Pails, 38½ 1 75
 Pails, 25 lbs., each 1 25

Lily White Corn Syrup.
 Plain tins, with label—

Per Case.
 2-lb. tins, 2 doz. in case. \$2 75
 5-lb. tins, 1 doz. in case. 3 10
 10-lb. ins, ½ doz. in case. 3 00
 20-lb. tins, ¼ doz. in case 2 95
 5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

Case
 2-lb. tins, 2 doz. in case \$3 50
 5-lb. tins, 1 doz. in case 4 00
 10-lb. tins, ½ doz. in case 3 95
 20-lb. tins, ¼ doz. in case 3 90
 5, 10 and 20-lb. tins have wire handles.

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)
 2's—2 doz. to case, per doz. 93
 3's—2 doz. to case 1 45
 Winnipeg.
 2's—Tins, 2 doz. cases, per doz. 1 20
 3's—Tins, 2 doz. cases, per doz 1 75
 5's—Tins, 1 doz. cases, per doz. 3 20
 10's—Tins, ½ doz. cases, per doz. 5 30
 20's—Tins, ¼ doz. cases, per doz. 19 40
 Pails—1's each 0 65
 Pails—2's, each 1 12
 Pails—5's, each 2 65

DOMOLCO BRAND

Maritime Provinces and Ontario:
 2's. 2 doz. case, per doz ... \$1 35

3's. 2 doz. case, per doz. ... 1 95
 5's. 1 doz. case, per doz. ... 3 75
 10's. ½ doz. case, per case. ... 3 40
 20's. ¼ doz. case, per case. ... 3 05
 Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz. ... 1 60
 3's, 2 doz. case, per doz. ... 3 35
 5's, 1 doz. case, per doz. ... 4 00
 10's, ½ doz. case, per case 4 15
 20's, ¼ doz. case, per case 3 80

SAUCES.
PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz \$0 90
 Pint bottles, 3 doz. cases, doz. 1 75
 H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 90

H. P. Pickles—
 Cases of 2 doz. pints ... \$3 35
 Cases of 3 doz. ¼-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
 Large, packed in 3-doz. case \$2 25
 Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per doz.
 Rep. ½ pints, packed in 6-doz. case \$3 25
 Imp. ½ pints, packed in 4-doz. case 3 15
 Rep. qts. packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD..
 6a size, gross \$2 40
 2a size, gross 2 50

NUGGET POLISHES.

Dozen.
 Polish, Black and Tan ... 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Black and Tan 3 25
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s .. 44
 Black Watch, 12s 45
 Bobs, 6s and 12s 46
 Bully, 6s 44
 Currency, 6½s and 12s ... 46
 Stag, 5-1-3 to lb. 38
 Old Fox, 12s 44
 Pay Roll Bars, 7½s 56
 Pay Roll, 7s 56
 War Horse, 6s 42
 Plug Smoking—Shamrock, 6s, plug or bar 54
 Rosebud Bars, 6s 54
 Empire, 6s and 12s 44
 Ivy, 7s 50
 Starlight, 7s 50
 Cut Smoking—Great West
 Pouches, 8s 59
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.
 Wholesale R't'l.

Brown Label, 1's and ½'s .25 .30
 Green Label, 1's and ½'s .27 .35
 Blue Label, 1's, ½'s, ¼'s and ⅛'s30 .40
 Red Label, 1's and ½'s .36 .50
 Gold Label, ½'s 44 .60
 Red-Gold Label, ½'s55 .80

LUDELLA CEYLON TEA.

Orange Label, ½'s 24 30

TAKE NOTICE

After such a siege of Winter as we have been having, stocks of goods that could not be shipped during the cold snap must be getting low. The weatherman has promised some days free from hard frost. How about your stock of Pickles, Catsup and other table delicacies? When you think of these goods don't you naturally think of "Heinz." Send us an order for some of the 57. You will please your present customers and make new ones by giving this line attention.

French Sardines

A line that is scarce and hard to get. We have the genuine article in "Yacht Club" Brand, quality extra fine. Why not hook on to some of this fish while the fishing is good.

Yacht Club Sardines, 1/4s, 13c. Tin

If any of the following interest you we will be glad to make prompt shipment:

Glebe, Pure Cane Syrup, 2 lb. Tins,	=	\$1.45 1/2 Doz.
Loggie's Blueberries, 2s,	= -	1.35 "
Purple Circle California Seedless Raisins, 10 oz. packages,	= = =	8c. Package
Camel Brand 5 Crown Eleme Figs, 10s,		9 1/2c. Lb.
Barataria Shrimps, 1s,	= =	\$1.40 Doz.
California Asparagus, 1s, tall,	-	1.40 "
Ludella Tea.		Diamond Crystal Salt.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

THE CANADIAN GROCER

Orange Label, 1's	23	30
Brown Label, 1/2's & 1's	28	40
Brown Label, 1/4's	30	40
Green Label, 1/2's & 1's	35	50
Red Label, 1/2's	40	60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

Wholesale R't'l.

Brown Label, 1-lb. or 1/2	.25	.30
Red Label, 1-lb. or 1/2	.27	.35
Green Label, 1's, 1/2 or 1/4	.30	.40
Blue Label, 1's, 1/2 or 1/4	.35	.50
Yellow Label, 1's, 1/2 or 1/4	.40	.60
Purple Label, 1/4 only	.55	.80
Gold Label, 1/4 only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at	
25c	.20
Black Label, 1/2-lb. retail at	
25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails

in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2 doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.;

No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c. per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90

List Price.

"Shirriff's" (all flavors), per doz. \$0 90
Discounts on application.

YEAST

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

Easter Holidays

Will have full supply of Florida Tomatoes, Celery, Cabbage, Egg Plant, Green Peppers, Strawberries, etc.

ALSO

California Asparagus, New Beets, Carrots, Spring Onions, Radish, Rhubarb, both Leaf and Head Lettuce, Cucumbers, etc.

Navel Oranges, Lemons, Bananas, Grape Fruit, Nuts, Figs, Dates.

Let us have your orders early.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

Butter, Eggs

AND

Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

"ST. NICHOLAS"

are always

VERY FINE

It will pay you to insist on this Brand.

J. J. McCABE

AGENT

TORONTO, : : ONT.

TANGLEFOOT



THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.

20 William Street, Montreal

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.

Wholesale Potato Exporters

48 MAY STREET

BELFAST, - IRELAND.

Cables—"Paradox" Belfast.

For Easter

The largest assortment of high-class
Fruits for the Holiday

Pineapples, Bananas, Tomatoes, Grape
Fruit, New Cabbage, Spinach,
Asparagus, Celery, etc.

For Good Friday

Fresh Halibut, Fresh Haddock, Fresh
Cod, Fresh Haddies and
Fillets by Express

Everything the very best money
can procure

WHITE & CO., LIMITED
FANCY DEALERS
TORONTO and HAMILTON

FANCY FROM FRUIT FLORIDA

TOMATOES AND CELERY

Fancy Ripe Tomatoes Crisp, well-bleached Celery

Strawberries Pineapples

Full Line of fresh Greens arriving every day,
both Southern and Hot-house.

**WE HAVE A NICE LOT OF DOMESTIC
ONIONS (RED GLOBES)**

Put up in 100 lb. sacks. They are dry and
well cured. Try some.

THE HOUSE OF QUALITY

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN LEMONS

ALWAYS PACKED UP
TO A STANDARD
NEVER
DOWN TO A PRICE.

PROTECT YOURSELF BY ORDERING
FROM YOUR WHOLESALER

FOLLINA'S FANCY LEMONS

W. B. STRINGER

Gen. Can. Agent

Toronto



A MODERN METHOD

NO WASTE SPACE—every inch of
shelf room available where our system
of **PATENT ADJUSTABLE
BRACKETS** is installed.

Adjustable Shelving is adaptable to
any line of goods, from the most
delicate to heavy merchandise. It is
the modern method of store shelving.
Each shelf may be of a width and
distance to accommodate the goods it
carries.

**NO OBSTRUCTIONS—EASILY
ADJUSTED**

THE PIQUA BRACKET CO.

PIQUA

SOLE MANUFACTURERS
OHIO



The Every-Day Demand

Nothing is plainer than this proposition: The nearer an article approaches the point of every-day demand the greater becomes its importance as a business asset of the producer or seller.

Housewives, housekeepers, cooks—all who keep house—are learning that

JELL-O

can be used in a hundred different ways for desserts and for table jellies.

It is all so free from trouble and work that it is becoming an every-day habit. Here is a subject that vitally interests every grocer.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
BRIDGEBURG, CAN.

The name Jell-O is on every package in big red letters. — If it isn't there, it isn't Jell-O.

AGAIN

we draw your attention to the fact that Mooney's Perfection Cream Sodas have proven phenomenal sellers with good profit. They are distinguished by their superior degree of lightness and crispness, making them a most delectable table delicacy.

The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

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



FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.

WORLD RENOWNED



Stuhr's DELICACIES.

Genuine Caviare,
Anchovies in Brine,

IN TINS AND CLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Are You Prepared
To Meet The Demand
that is being created daily for

MAPLEINE

(The Flavor de Luxe)

For Cakes, Cake Fillings,
Candies, Ice Cream, Etc.,
and for a Table Syrup
better than Maple.

Order from your jobber, or
Fraser & Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, W.N.



Pe

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J

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CAM
CAM
CAM
CAM



Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson
Limited
WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

The Pinnacle of Good Value



Is pure and hard and will do more work to the bar than any other make. Its purity allows it to be used in the washing of the most delicate fabrics without harming them.

It is the kind of soap that makes your customers think yours is the only store for good value. Stock Wonderful Soap and be a successful merchant through the big trade it brings.

WRITE FOR PRICES.

THE GUELPH SOAP CO.
GUELPH, ONTARIO



YOUR PATRONS WANT QUALITY

in pickles, catsup, relishes, fruit flavors, jams, etc., more than quantity. The Sterling Brand gives both at a moderate price. Let us send you a sample of our lines if you do not already carry them in stock. They win trade.

THE T. A. LYTTLE CO
Limited
Sterling Road, P. Downey
MONTREAL, QUE.

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY. OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY, BAKING AND CONFECTIONERY business for sale. Owner going west. Apply W. C. Britton, Newcastle, Ontario.

GROCERY FOR SALE, RAILROAD TOWN. Population 1,500; stock \$1,200; monthly sales over \$600. Good reasons for selling. Apply, D. MacLennan, 293 Lansdowne, Toronto.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

AGENTS WANTED

AGENTS WANTED. DESICCATED YEAST. New Invention. Three times stronger than fresh yeast. Indispensable for bakers and householders. Supplied to H.B.M. Navy. Triumph Yeast Co., Distillers, 41 Weston Street, Bermondsey, London, England.

MANAGER WANTED

EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital. Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.

SITUATION WANTED

WANTED. SITUATION AS MANAGER OR Assistant, 6 years manager in present occupation. Available May, 1912. Box 82, Canadian Grocer, 88 Fleet Street, London, England.

SALESMEN WANTED

WANTED—SALESMAN. TO CARRY SIDE- line to general stores, hardware and harness stores. Samples small and light. Write at once for information. Give territory covered, present occupation, references. Box No. 418, Canadian Grocer.

STORAGE

STORAGE, VANCOUVER, B.C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding, two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE. ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 114 Stair Building, Toronto.

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

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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

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

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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 "R." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

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

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

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

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

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

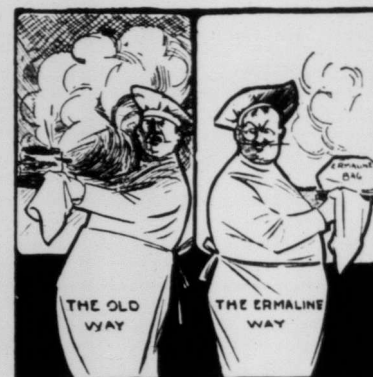
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

**Be Ready
For Every Demand**

It's a mighty bad thing, Mr. Grocer, to have a customer ask two or three times for an article and not be able to get it. Your failure to supply the goods proves conclusively that your sign board which says "Everything for the Household in Stock" is a little bit off!

THE
**Ermaline
Cooking
Bags**



are as valuable in the household as any other kitchen utensil, in fact many housewives have found them indispensable.

Do You Want a Set Free?

All you have to do is, send us a card. We'll do the rest.

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal

BRUNSWICK BRAND SEA FOODS

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

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

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

THE "QUALITY" BRAND

CONNORS BROS., Limited

Black's Harbor, N.B.



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



An Iron Clerk

Who never tires nor makes an error

Who keeps your store neat and clean

Who prevents fire and lost profit

Whose services cost less than a cent a day

That is the

Bowser Self-measuring System

You should know more about this system. Thousands and thousands of your fellow merchants are using them and increasing their profits. Follow "suit."

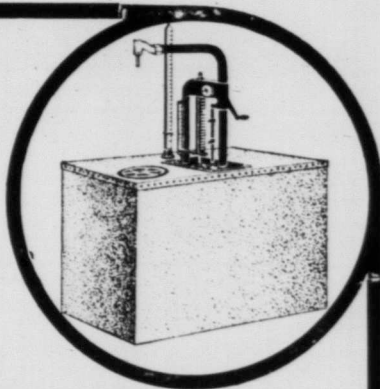
There are 750,000 Bowser Tanks in use to-day.

The Bowser has been on the market for twenty-seven years. It was the first and is the best. It will cost you only one cent to find out what this system will do for you and see the outfits illustrated.

Stop NOW and send the card. The minute you buy a BOWSER you increase your profits. *Send the card.*

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.



HOUSEWIVES' FAVORITE



WHITE DOVE Coconut

The White Dove, symbolic of purity, is the proper brand for this popular coconut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

**W. P. Downey
MONTREAL, QUE.**



The sale of
REINDEER
Condensed
Coffee

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

REINDEER LIMITED

TRURO, N.S. and HUNTINGDON, P.Q.

Western Agents:

W. L. McKenzie & Co., Winnipeg, Man.
Dominion Brokerage Co., Limited, Edmonton, Alta.
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

CANADA:
No better
Country



MOTT'S
No better
Chocolate

"Elite"

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

Diamond

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

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

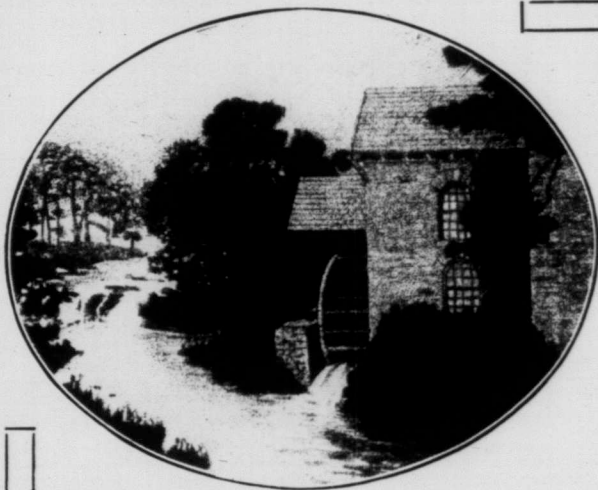
W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG



Steady Sales Depend on Quality

and especially is this so of canned goods. You can lose reputation and custom quicker by selling inferior canned goods than in any other way. Make sure of steady sales and satisfied custom by selling

THE "OLD MILL" TOMATOES AND FRUITS

Purity marks the process of manufacture, and natural surrounding conditions have blessed us to an even greater extent. The celebrated St. David's Spring of pure water supplies the Old Mill Factory and the unequalled quality of Tomatoes and Fruits grown in the Niagara Peninsula district are added, giving "Old Mill" Tomatoes and Fruits that fresh flavor of quality goodness that speaks volumes of advertising for your store. We are now booking orders for fall delivery.

PUT IN A STOCK NOW, THE PROFIT IS WORTH IT, TOO.

The W. H. Merriman Co., St. Catharines, Ont.

FACTORY AT ST. DAVID'S

5⁰⁰
A DAY

If you were to sell a little extra Jam, Mr. Grocer, every day, you would soon build up a trade which would give you this much profit and perhaps more.

"KING BRAND" JAM

is recognized by those who know to be about as good a Jam as there is on the market and the

Profit Is Large

We would like to prove these statements. We would like to get in touch with you.

Will you write?

Labrecque & Pellerin

111 St. Timothee St., - Montreal

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

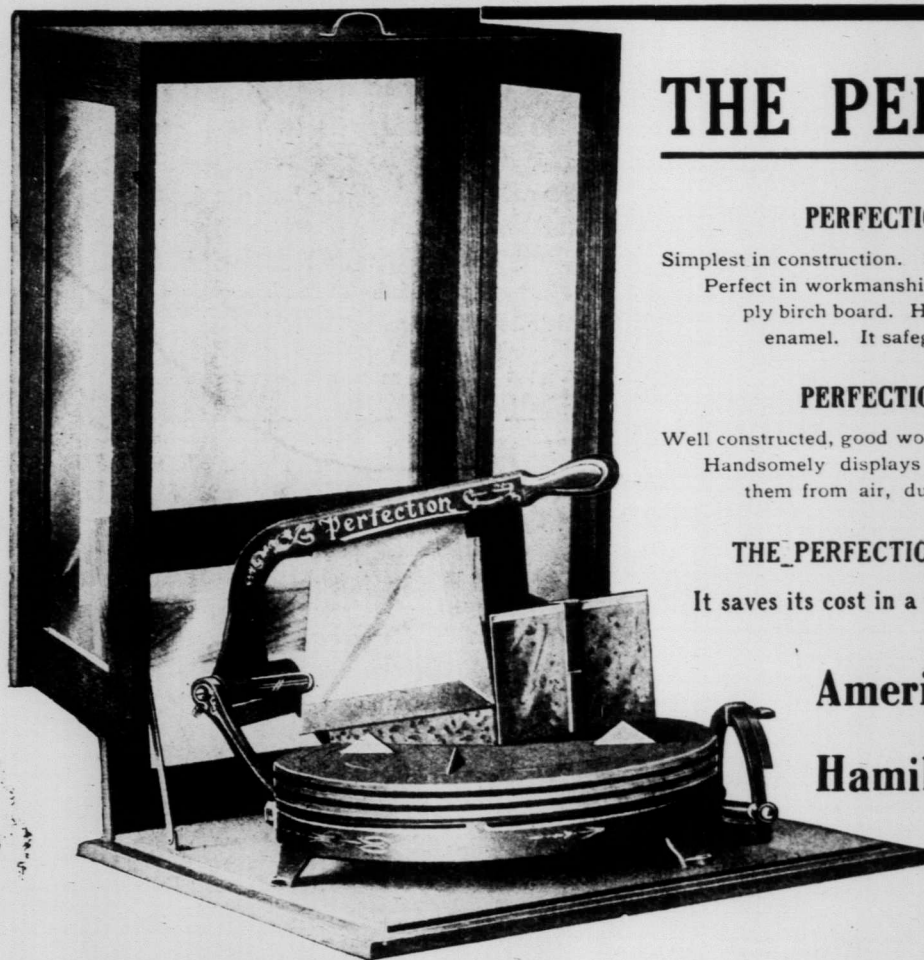
Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

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, Moosejaw, Saskatoon



THE PERFECT WAY

PERFECTION & HEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work. Perfect in workmanship. A bevelled-edged knife. A five-ply birch board. Handsomely finished in scale blue enamel. It safeguards your profits in cheese.

PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish. Handsomely displays the cheese and cutter. Protects them from air, dust and insects. SANITARY.

THE PERFECT WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.
OF CANADA
Hamilton, Ont.

EVERY DAY

and every
hour of
every day
there is
call for
the use of



SNAP HAND CLEANER

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited
MONTREAL, QUE.

CHINESE STARCH

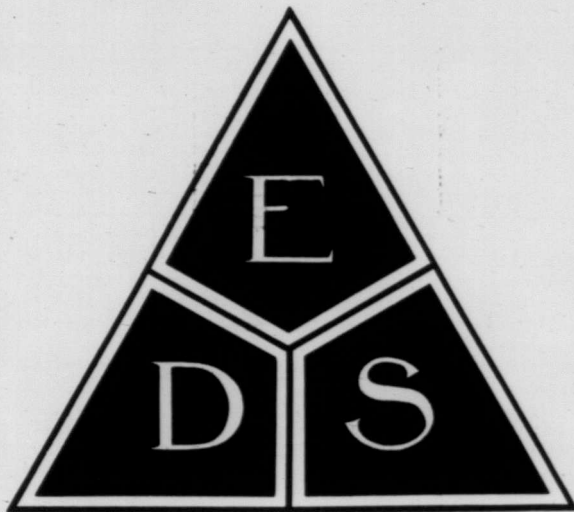
THE first packet of Chinese Starch proves its quality every time and the customer comes back for another and then continues to return for more. It is the best proof that it is the starch that meets the needs of your most particular buyers.

AGENTS

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Harry Horne Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS
O. Lefebvre, Prop. MONTREAL





The Popularity Of Your Preserves

is assured if you stock the best, and you cannot do better than stock and make prominent the E.D.S. Brand Jams and Jellies.

There can be no stronger "talking point" than the government approval for purity, this is what commends them to everyone.

Made only by

E. D. SMITH, WINONA ONT.

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

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

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

**J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.**

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chapat, Fils & Cie., Montreal, Que.
Foley Bros. & Larson, Winnipeg, Man.

**INTRODUCE
"GLOBE"
MACARONI and VERMICELLI**

MADE
OF HARD
WHEAT



MADE BY
SKILLED
LABOR

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

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

D. SPINELLI & CO.

REGISTERED

MONTREAL, - - QUEBEC



**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 doz. in case, \$3.35
Princess Condensed Milk, 4 doz. in case, \$3.90
Banner Condensed Milk, 4 doz. in case, \$4.40

Order from your wholesaler or direct from the factory.
Delivered in 5 case lots to any point in Ontario or East to
Halifax.

J. MALCOLM & SON

ST. GEORGE,

ONTARIO

American Cans

IN SELECTING your FRUIT and VEGETABLE Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis, we will take a chance on securing and holding your business.

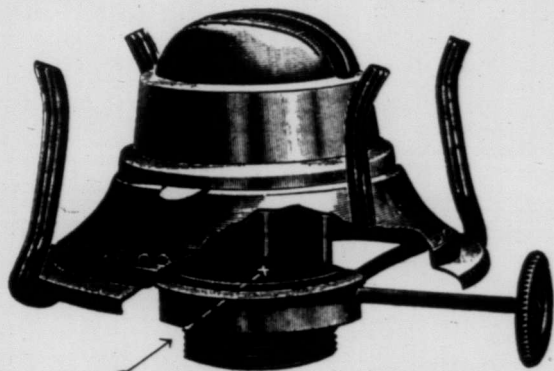
American Can Company

Montreal, Que.

Hamilton, Ont.

Banner All Brass Lamp Burners

MADE WITH
COVERED BASE



It is put in the **BANNER** for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER

Master Mason

Does the name strike you? Perhaps yes, perhaps no, but the goods will certainly appeal to the men who deal with you. Why not announce the fact that you are open to fill their tobacco wants by making a tobacco display, the most effective announcement of all?

Master Mason Smoking Tobacco
Maple Sugar Chewing Tobacco
King George's Navy Chewing "

are all lines of sustained profit.

Write for Price List.

The Rock City Tobacco Co.

Quebec

Winnipeg

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.



THE MCGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

TEA LEAD

(Best Inorroddible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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

THE WILLIS DISPLAY STAND



will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96



WHITE MOSS

That's the name of McLean's Cocoanut. Absolute purity has made it popular with all classes. Do you stock it?

McLEAN is the name.

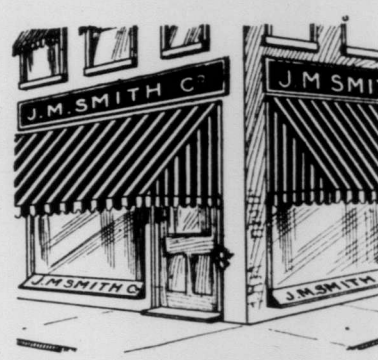
McLean THE CANADIAN COCOANUT COMPANY, - MONTREAL **McLean**

Hold Your Trade by Selling Good Salt

The grocer who values his trade will make sure of his salt. Nothing can take the place of good salt. It is the grocer's staple. ONTARIO PEOPLE'S SALT is absolutely pure and fills the popular demand for a GOOD salt.

SEND FOR PRICES.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE AWNING NECESSITY

for the ensuing spring and summer season is a question that it will pay you to settle NOW. Don't let the strong rays of the sun get at your stock and so depreciate it in value that you must sell it at a loss.

We are at your service. Ask us to quote on your requirements.

Raymond Bros., - London, Ont.

WESTERN Incorporated 1851
ASSURANCE COMPANY

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$ 3,570,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary



THE SOLUTION FOUND

After much research for the solution of procuring pure, wholesome milk and cream it has been found by the producers of

Laurentia Milk and Cream

through a new mechanical process called Homogenization, and its subjection to heat pressure thoroughly sterilized milk and cream are procurable. It will keep indefinitely when sealed, and fraud of skimming is an impossibility.

*Send for a stock to-day—
Excellent profits.*

LAURENTIA MILK & CREAM CO.
Limited

371 Queen St. West, - TORONTO

**GET THE FIRST SALE
—THE REST ARE EASY**

You may expect at any time now to be visited with the household pest—the fly; are you prepared to meet the demand your trade will give you?

**Wonder
Fly
Killer**



is the real household destroyer of flies. With it in stock you can make the first request a sale and its wonderful destructive powers will spread like wildfire in your neighborhood, making a brisk sale and showing you good profit.

WRITE FOR QUOTATIONS

Dominion Agent: **Joseph R. Wilson**, 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K. & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Toronto, N.S.



**What are you doing
in the Cheese Line?**

“MEADOW-SWEET”

will surely build up a good name for you. Its quality is guaranteed, and it has a most peculiarly refreshing nip, customers always come back for more.

WE ARE NOW READY

to fill all orders which should be sent in early to ensure prompt delivery. There'll be a big rush.

10 CENTS RETAIL.

Reasonable Price. Big Profits. Dainty Shelf Packages.

SARATOGA CHIPS

Here is a fast selling specialty, and one which you can place on your counter at a low figure but sell it at a much higher. Grocers already stocking are finding it worth while.

Write

The Meadow-Sweet Cheese Mfg. Co., Limited
21 Bonsecours St., : : Montreal

Accounting Worries are Over

Retail bookkeeping is probably the greatest thief of time the grocer has to contend with; and unless you have the only modern device of retail bookkeeping you can expect it to ever worry you.

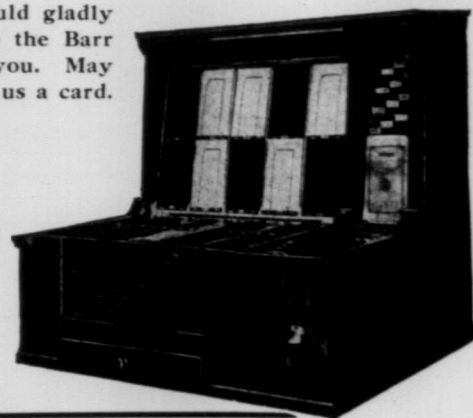
The “BARR” ACCOUNT REGISTER

is the system for you. With one writing you have every customer's account balanced, entirely eliminating any chance of error or misunderstanding between you and your account customer.

It is such system that inspires the confidence of all who trade with you, a fact insuring your success.

We would gladly demonstrate the Barr system to you. May we? Drop us a card.

**Barr
Registers,
Limited,
TRENTON,
ONTARIO**



BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell McVITIE & PRICE'S Biscuits you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, **TORONTO**
 Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, **WINNIPEG**
 British Columbia and Yukon
KELLY, DOJGLAS & CO., Ltd., Water St. **VANCOUVER**

Quaker Soap

PURE SOAP

Neither Prize

Nor Premium

Just Soap

Mathewson's Sons

Wholesale Grocers
MONTREAL

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

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

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

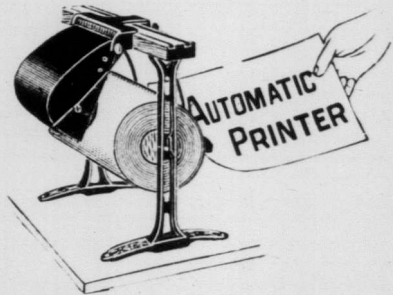
Montreal, Can. Dorchester, Mass.

TRY A
Condensed Ad.
 IN
 This Paper

IF

You want to advertise your store
 You want to advertise your service
 You want to stamp your name on paper
 You want to stamp your name on bags
 You want to save 90% on your advertising bill

Ask us about the



It's a wonder, and does everything we claim for it.

PAYMENT LIGHT.

SATISFACTION HEAVY.

Send your name into every home every day.

UTILITIES LIMITED
MONTREAL

Listen!

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

**SPANISH PEPPERS,
 PEELED TOMATOES,
 OLIVE OIL,
 ROMAN CHEESE,
 HARICOT VERT,**

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

It's delicious.

H. E. VIPOND & CO.

MONTREAL

Sapho Anti-Dust

The green sweeping powder that smells of the pine, keeps carpets bright, and the dust down, kills moths and microbes and lightens labor.

SELLS ON SIGHT

Place a trial order. Display the goods and watch them go. Once your customers use Anti-Dust, they always buy it.

SAPHO METAL POLISH

Keeps brass brighter longer than any other.

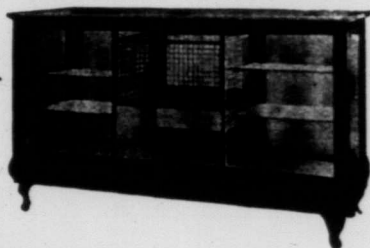
Write Dept. G.

SAPHO MFG. CO., LIMITED

586-588 Sanguinet St., Montreal

Toronto

Winnipeg



Add to Your Selling Force!

Here is a store fixture that is every inch a salesman—a business bringer—a profit earner.

The Silent Salesman Refrigerator

gives tone and character to your store and does not deceive customers when it gives the appearance of cleanliness and sanitation. It is specially adapted for grocery stock—it constantly displays them, sells them and earns profit on them.

Learn more about the additional selling force.

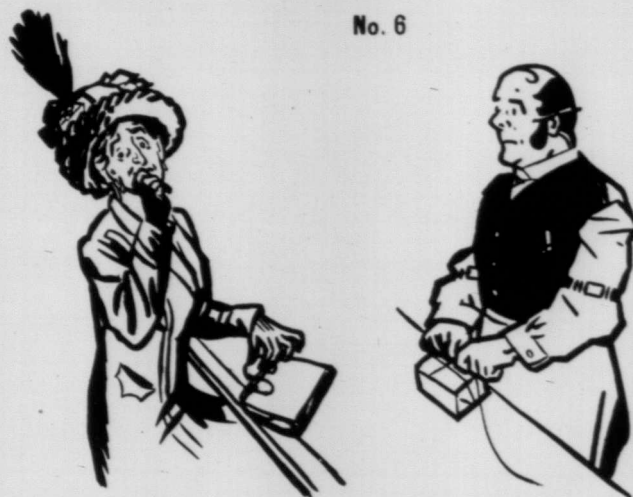
Send for catalogue.

Representatives in West: Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., Limited
TORONTO, - - - - - ONT.

IS SHE A CUSTOMER OF YOURS ?

No. 6



Mrs. Worry—"These are strenuous days for housekeepers—why the prices of vegetables almost worry one to distraction."

Mr. Businessgetter—"Madam, may I suggest that you use SYMINGTON'S pure vegetable SOUPS; they are very economical and so easily prepared.

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
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peri

S

lies

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BR

THE CANADIAN GROCER
INDEX TO ADVERTISERS

A	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
Abbott, Grant & Co. 81	Fairbank Co. N. K. 15	Genesee Pure Food Co. 66	Halifax Cold Storage Co. 57	Irish Grocer. 21	James Dome Black Lead. 19	Kessel Co., F. 21	Labroque & Pellerin. 71	MacLaren Imperial Cheese Co. 20	Nelson, Dale & Co. 14	Ocean Mills. 72	Paine Co., John. 17	Ramsays. inside back cover	Queen City Oil Co. 21	St. Lawrence Sugar Refining Co. 19	Sanitary Can Co. 4	Upton Co., Ltd. T. inside front cover	Vipond, H. P. 78	Waite & Fuller. 8	Zealand, H. W. 33
Adamson & Co., J. T. 20	Farrow & Co., Jos. 16	Giffin-Hobbs Co. 24	Hargreaves Bros. 25	Island Lead Mills Co. 76	Kilgour Bros. 76	Kilgour Bros. 76	Lacelles de Mercado & Co. 19	MacLure & Langley. 20	Nicholson & Bain. 57	Onken Co., Oscar. 11	Parker Broom Co. 80	Raymond Bros. 76	St. Thomas Packing Co. 29	Sapho Mfg. Co. 79	Tiger Mfg. Co. 20	Utilities Limited. 78	Walker Bin and Store Fixture Co. 16		
Alison Coupon Co. 21	Fearman, F. W., Co. 59	Gillard, W. H., & Co. 70	Henderson, Thos. 31	IXL Spice and Cereal Co. 31	Kit Coffee Co. 14	Kit Coffee Co. 14	Lambe, W. G. A. 20		Nickel Plate Stove Polish Co. 24	Ontario Lantern and Lamp Co. 73	Patterson Wyde & Co. 25	Richardson, Ltd., George. 2		Smith, E. D. 73	Tilton, J. A. 20		Walker, Hugh, & Son. 65		
American Can Co. 74	Furuya & Nishimura. 20	Gorman, Eckert & Co. 18	Hillock, J. 78				Laporte, Martin & Cie. 80			Ontario Peoples Salt & Soda Co. 74	Patrick, W. G. & Co. 30	Wethey, J. H. 59		Smith & Proctor. 19	Tomlinson Co., The J. J. 30		Warren, G. C. 20		
American Comp Co. 72		Golden Ray Co. 8	Holbrook, J. 24				Lau entia Milk. 77			Oshawa Canning Co. 6	Peck, Free Co. 15	White & Co. 66		Snap Co., Ltd. 72	Tooths Extract of Beef Co. 25		Watson & Truesdale. 20		
American Pure Food Co. 29		Gorman, J. W., & Co. 28	Holbrook, Ltd. 21				Lawraon, S. F. & Co. 34				Ferrin, D. S. 82	White Swan Spice & Cereals, Ltd. 14		Silver, H. R. 20	Toronto Salt Works. 21		Wilson, Archdale. 4		
Aylmer Condensed Milk Co. 20		Graham, Eckert & Co. 18	Hotel Directory. 24				Lemon Bros. 64				Pickford & Black. 66	White & Co. 66		So-clean Mfg. Co. 3	Tuckett, Geo. E., & Son Co. 75		Wilson, Jos. R. 77		
		Granger Freres. 35					Lind Brokerage Co. 20				Piqua Bracket Co. 65	Winn & Holland. 73		Spinelli, & Co., D. 14	Turnbull, J. B. 23		Woods & Co., Walter. 12		
		Gorman, Eckert & Co. 18					Lindner & Benner. 35				Ramsay's. inside back cover	Woodruff & Edwards. 12		Spurgeon, H. G. 74			Woodruff & Edwards. 12		
		Granger Freres. 35					Lloyd, Ltd., Edward. 68				Raymond Bros. 76			Stewart, I. C. 14					
		Graham, J. W., & Co. 28					Lytle Co., T. A. 67				Reindeer, Ltd. 70			Stimpson Computing Scale. 14					
		Graham, Eckert & Co. 18									Richards & Brown. 61			Stringer, W. B. 65					
		Golden Ray Co. 8									Robinson & Co., O. E. 21			Stuart, Foster Co. 35					
		Gorman, J. W., & Co. 28									Rock City Tobacco Co. 75			Sugars & Cannery. outside front cover					
		Gorman, Eckert & Co. 18									Rovat & Co. 26			Stuhr, C. F. 66					
		Granger Freres. 35												Symington Soup Co. 78					
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
		Graham, Eckert & Co. 18																	
		Golden Ray Co. 8																	
		Gorman, J. W., & Co. 28																	
		Gorman, Eckert & Co. 18																	
		Granger Freres. 35																	
		Graham, J. W., & Co. 28																	
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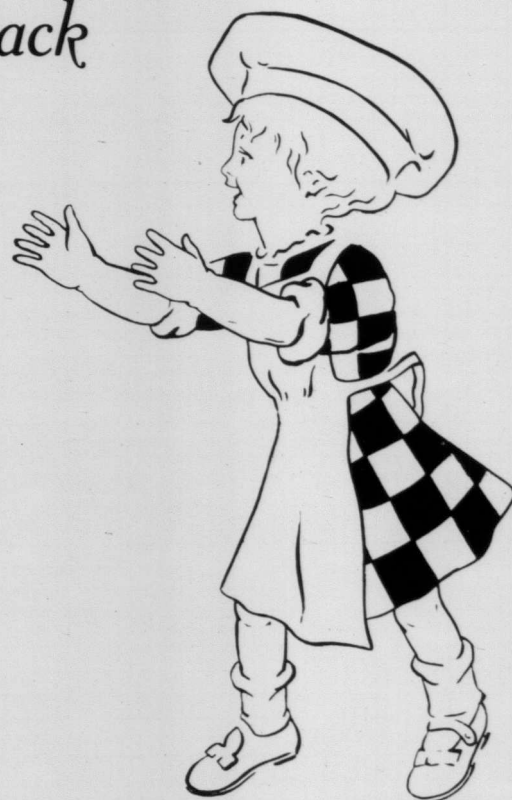
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