

CANADIAN GROCER

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

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

Toronto: 10 Front St. East.

Winnipeg: 511 Union Bank Building
New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, MAY 6, 1910.

NO. 18.

OXFORD

KEEN'S



BLUE

A First Favorite in Every Home!

"Keen's" is so well known and appreciated the world over that every grocer keeps a full stock to supply the regular demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

Canada's Leading Starches

BENSON'S
"Prepared" Corn
STARCH

and

EDWARDSBURG
"Silver Gloss"
STARCH

These are found in every up-to-date grocery store, are pure and easy to handle, and leave an excellent profit margin. Ask your jobber for these brands.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works: Cardinal, Ont.

164 St. James St., Montreal

HALLEY'S
COMET

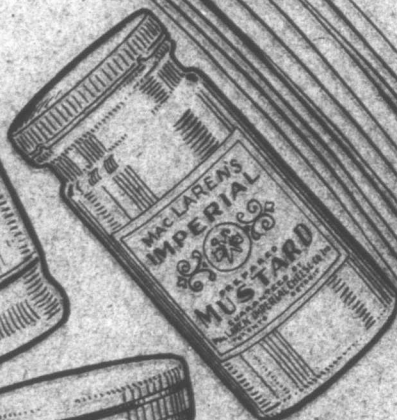
WHAT IS IN THE COMET'S TAIL?

WE, THE WHOLESALE
AND RETAIL GROCERS
OF CANADA, AFTER
CAREFULLY OBSERVING
THE COMET, HAVE DECIDED
THAT AFTER THE EARTH HAS
PASSED THROUGH THE
COMET'S TAIL

IMPERIAL PRODUCTS

WILL BE THE FAVORITES IN EVERY
HOME IN CANADA.

MANUFACTURED AND GUARANTEED
PURE BY THE
MACLAREN IMPERIAL CHEESE CO.,
LIMITED,
RESIDING AT 69 FRONT ST.
EAST, TORONTO, CANADA.
TELEPHONES, M. 5352 AND
5353.



A remedy for—

The high cost of living

GRIFFIN'S

“SEEDLESS”

RAISINS

Seedless

Not
Seeded

Seedless

Not
Seeded

Fruit and nuts furnish lots of nourishment.
The best fruit for general use is the raisin.
The best Raisin you can get is

GRIFFIN'S SEEDLESS

A distinctive variety of the finest quality and flavor—grown only in California and packed by Griffin & Skelley.

No effort is wasted in pushing the sale of a good article, it's like a permanent investment and both grateful and comforting to both seller and buyer.

Be right up to date and sell

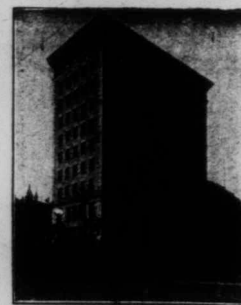
GRIFFIN'S SEEDLESS

For sale by all the best dealers.



Montreal Office

Manufacturers' Agents and Brokers' Directory

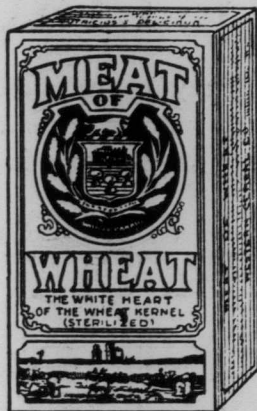


Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>Live Representation ! Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers. E. H. BOWEN, SHERBROOKE, QUE. Manufacturers' Agent and Broker.</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>E. T. BUSINESS. You, Mr. Manufacturer, can do a good deal larger business in the Eastern Townships, if your lines are pushed by a live representative right on the ground. You want someone who thoroughly knows the field and to whom grocery business is not a Chinese puzzle. 15 Years on the Ground S. ROBITAILLE & CO., Sherbrooke</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.</p>	<p>ON SPOT Spanish and French Shelled Peanuts. Two and three Crown Shelled Almonds. Whole, Halves and Broken Shelled Walnuts. Shelled Filberts. Quotations gladly furnished. Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Representing Morris Packing Co. Pork and Lard—Finest Quality</p>	<p>Consignment of genuine Fraser River Sockeye Sal- mon. Ask for prices.</p>	<p>MANUFACTURERS:—Kindly open that other eye and take notice if your Toronto Representative is ener- getic and pushing your goods to the front; if not, communicate with the new firm, who have excel- lent selling facilities. THE HARRY HORNE CO. Wholesale Grocery Brokers and Manufacturers' Agents. 309-311 King St. West, Toronto</p>
<p>WAREHOUSE ACCOMMODATION IN OTTAWA Largest warehouse in Ottawa Valley, Fireproof; low insurance rates; direct connection all railways. Convenient to navigation. Centrally located. Write for rates. Special rates for large quantities Dominion Warehousing Co., Ltd. 52 Nicholas Street, Ottawa J. R. Routh, Manager.</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO</p>	<p>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN. Domestic and Foreign Agencies Solicited.</p>
<p>CLARE, LITTLE & CO., WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manufac- turers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Busi- ness solicited. Our position is your opportunity. SASKATOON, Western Canada</p>	<p>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.</p>	<p>Prout, Simpson & Co. Wholesale Produce Merchants We are open to act as Selling Agents and Distributors for few suitable lines.</p>
<p>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, Provi- sion and General Trades' Journal. 10, Garfield Chambers, Belfast, Ireland</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited.</p>	<p>GROCERS BUTCHERS BAKERS Canvassed Twice Weekly. Splendid Trackage Warehouse. Low In- surance Rates. WINNIPEG MAN.</p>
<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>Face-to-Face Business Are you satisfactorily represented in this dis- trict? If not, write G. WALLACE WEESE Manufacturers' Representative 30-32 Main East HAMILTON</p>

The Leader of All Wheat
Cereals



We have an interesting selling proposition.
Write for particulars.

The Western Milling Co.
Toronto



**BAKING
POWDER**

AN ABSOLUTELY PURE POWDER

Warranted to give perfect satisfaction.
Sold to the consumer at popular prices
and pays you a handsome profit.

4 oz.	Cases 4 doz.	60c. doz.
6 oz.	" 4 "	70c. "
8 oz.	" 3 "	85c. "
12 oz.	" 2 "	1.35 "
16 oz.	" 2 "	1.60 "
5 lbs.	" 1 "	7.20 "

It will pay you to stock "Anchor" brand

EBY-BLAIN, LIMITED
Toronto

We Recommend High-Grade Tea

Because, as an experienced
tea-house, we know that it
gives greater satisfaction.

RAM LAL'S PURE TEA

has all the characteristics
of a high-grade tea . . .

Send to us for samples and particulars.

Ram Lal's Pure Tea Co., Limited
Montreal, Canada



Winnipeg Office

K & CO.
Agents

Toronto

Cheese Co.

MENT
and Wholesale

TROIT, Mich.

ed Peanuts. Two
Almonds. Whole,
elled Walnuts.

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Company
Toronto

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representative is ener-
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ORNE CO.
Brokers and
Agents.
Toronto

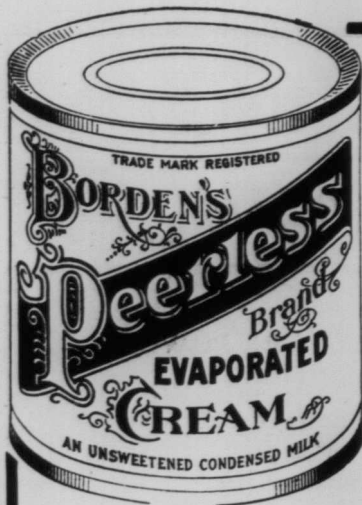
LUESDALE
Watson & Co.)
Brokers and
Agents.
MAN.
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Merchants
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suitable lines.

ERS BAKERS
Weekly.

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MAN.

Business
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write
WEESE
30-32 Main East
ON



UNSWEETENED

Borden's Brands Do Build Trade—

Merchants who follow the policy of reserving the choice locations on shelves and counters, and in their windows, for such standard goods as Borden's are those who win and hold the largest measure of public confidence.

Always keep Borden's Brands to the front.

Borden's Condensed Milk Co.

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

Shallcross, Macauley & Co., Calgary, Edmonton, Vancouver and Victoria, B.C.



PERRIN'S

Our latest delicacy

ORANGE



NECTAR

BISCUITS

LONDON

Ask traveler for sample

CANADA

¶ The present is said to be an age of specialization.

¶ This idea has been applied to the making of "Aylmer" Jams and Marmalades.

¶ They are made by experts. They are toothsome and delicious and at once convince your customers that they are made from pure fruits and by cleanly and sanitary methods.

¶ That is why "Aylmer" Jams and Marmalades are so desirable a stock for retail dealers. They please buyers who know "What's what."

¶ If you have stocked these lines in the past you know; if not, you should try their effect on your trade this season.

¶ Our modern facilities and our determination to use only best materials have enabled "Aylmer" goods to capture the better class of trade.

ORDER FROM YOUR JOBBER.

DOMINION CANNERS

Limited

HAMILTON, - CANADA

SUNNY MONDAY LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin**.

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA

"ENTERPRISE"

Grocers testify that when they install the

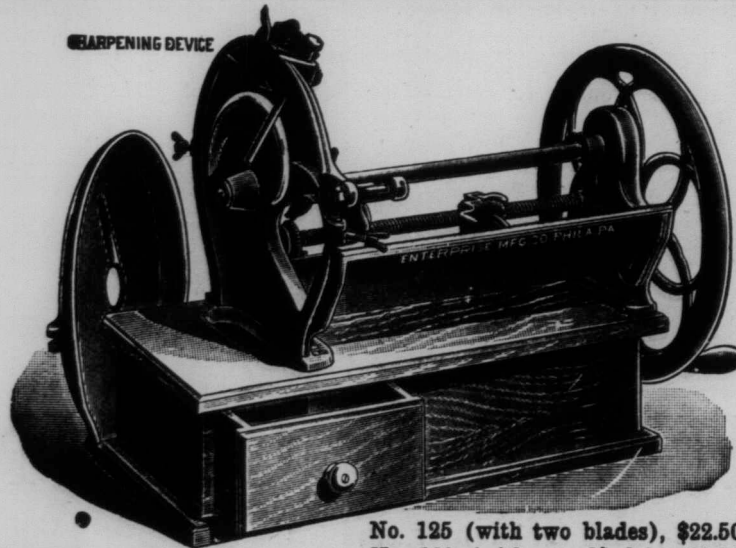
"ENTERPRISE"

Rotary Smoked Beef Shaver

sales of smoked beef showed a marked increase.

Of course they did.

The easier you make selling and buying—the better for business.



SHARPENING DEVICE

Observe the Sharpening Device, the drawer for storing sliced beef; note that the feed is readily regulated to cut from the thinness of tissue paper to 1-8 inch for the No. 125 and from 1-40 to 1-4 inch for the No. 129.

"Enterprise" Smoked Beef Shaver No. 23, Japaned, at \$8.00; cuts evenly with a pendulum stroke.

Write for our latest catalogue of "Enterprise" goods for grocers.

The Enterprise Mfg Co.,
of Pa.
Philadelphia, U.S.A.

New York San Francisco
21 Murray Street 544 Van Ness Ave.

No. 125 (with two blades), \$22.50.
No. 129 (with one blade), 22.50.

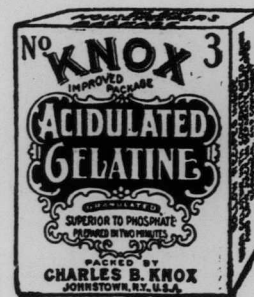
BUILDS BUSINESS

Canada Will Have a Knox Gelatine Factory

Grocers of the Dominion want so much **KNOX GELATINE**—because their customers want it—that we're going to make it in Canada. **YOU MAKE MORE PROFIT**, because by manufacturing in Canada we eliminate the high duty and give you the benefit. The new price you make to the consumer means heavier and increasing sales. **KNOX GELATINE** commands a good profit to you and its quality and economy please your customers.



—
Charles B. Knox Co.
Johnstown, N.Y.



E. & T. PINK

London *o* *o* England

STAND FIRST FOR PURE FOOD PRODUCTS

Jams
Marmalade
Candied Peel
Confectionery
Pickles Pepper Spices

FOR PRICE LISTS APPLY TO THE FOLLOWING AGENTS:

EDGAR J. FRANKLIN care Montreal Star **MONTREAL**

FRED COWARD
1 Grandview Ave.
TORONTO

HERBERT J. CAVE
1220 Alberni St.
VANCOUVER, B.C.

J. W. SNOWDON
413 St. Paul St.
MONTREAL

JAS. H. MYLES
P. O. Box 262, St. John
NEW BRUNSWICK

Hobart Electrical Meat Choppers

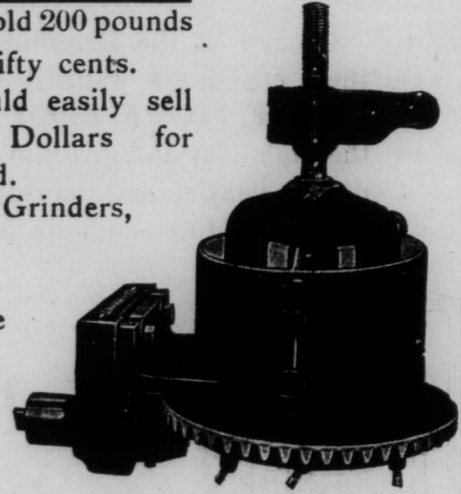


Are the Standard of Quality from
the Atlantic to the Pacific.

Bone Grinder Attachment

You Lost Six Dollars Last
Week if you sold 200 pounds
of bones for fifty cents.

They would easily sell
for Seven Dollars for
Chicken Feed.
Hobart Bone Grinders,
attachable
to Hobart
Choppers, are
making big
money for
Butchers
everywhere.



Please Write
for
Catalogue.

CANADIAN SALES
AGENTS

The W. A. FREEMAN CO., Limited, Hamilton, Ont.

Every time you sell a customer
Chase & Sanborn's High Grade
Coffee, you give her the best the
world produces. The satisfaction
given and the reputation gained
will help your business.

CHASE & SANBORN, Montreal

Increase in Cash Business for 8 Months \$2,320.⁷⁰/₁₀₀

OFFICES OF **PAUL & HOLT**
1086 MAIN ST. WINNIPEG, MAN.

To the B. C. C. Co.

Gentlemen,—Find enclosed sorting order for Premium Dinnerware, and please rush same forward by fast freight.

We have just completed our stock-taking and balance sheet and find that since introducing your Premium Dinnerware System, eight months ago, our CASH BUSINESS has increased \$2,320.70 over any corresponding eight months, and this at a cost of approximately 3%. We are greatly pleased and fully expect a greater percentage increase the coming year.

Yours truly,
PAUL & HOLT

We want to help you to combat the Department Store Mail Order Competition, and to get back to your store a large volume of the business that rightfully belongs to you.

Our proposition is a reasonable, sensible and feasible one, and aims at encouraging QUICK cash sales.

There's no experiment about it, and the expense is a mere trifle compared with the benefit that must accrue to your store.

We have helped hundreds to increase their cash turnover! Read what a leading Winnipeg Merchant says! Will YOU give it a trial?

Drop us a postal card for information.

The British Canadian Grockery Co., Limited
25 Melinda Street, - Toronto

"EDINBURGH'S PRIDE"

EVERY BOTTLE OF



Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.
EDINBURGH

Agents for Ontario—
Messrs. W. B. Bayley & Co., Toronto.
Agents for Quebec—
Messrs. F. L. Benedict & Co., Montreal.

A Beautiful

Lithographed Hanger

SHOWING OUR

Klondike and Jubilee Brooms

will be mailed to any dealer who will indicate by a postal card that he will give it a place in his store. Both the card and the broom will add to the attractiveness of your stock.

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada



Special reduced price
for a few days more:

\$1.35 a dozen

**Diamond
Brand**

Tomato Ketchup

Pint decanters—2 dozen to case

Order to-day!

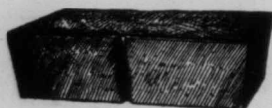
PACKED BY
Sugars & Cannery, Ltd.
MONTREAL
and sold by all leading jobbers

**Twin Block
Pure Maple Sugar**

as reliable as ever,
and selling at

\$3.00 a case

**How much
do you
want?**



Retailers are advised
to place orders with their
jobbers at once, as spring
importations are about to
be received in Canada, and
live grocers will want
prompt deliveries.

PROPRIETORS:

ROWAT & CO.
GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325
Coristine Building, Montreal, Quebec, Ontario, Manitoba
and the North-west; F. K. Warren, Halifax, N.S.; F. H.
Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Van-
couver, B.C.

THE CANADIAN GROCER

HAMILTON STORAGE

Most Centrally Located. Fireproof Warerooms for Merchandise.

BONDED OR FREE

Separate Rooms for Furniture. Insurance Arranged at Lowest Rates.

LIBERAL LOANS

Quickly and Confidentially Advanced on Goods in Store.

GENERAL CARTAGE AGENTS

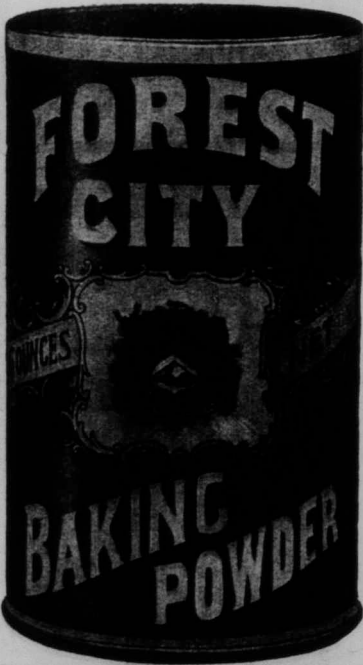
Distributing from Cars a Specialty.

THOS. MYLES' SONS, LIMITED

Main and Hughson Sts., Hamilton, Ont.



FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

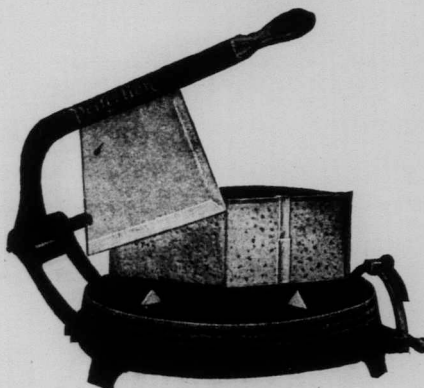
6 oz. tins, 75c. doz.
12 oz. " \$1.25 "
16 oz. " \$1.50 "

Manufactured By
GORMAN ECKERT & C.O., Limited
London & Winnipeg

The Perfection Cheese Cutter

IS THE BEST

(Made in Canada)



The "Perfection"

Because it combines simplicity of operation with perfect accuracy.
No necessity for figuring and consequent mistakes.
Place the cheese in position and the Cutter does the rest.

Manufactured only by
American Computing Co. of Canada
HAMILTON, ONT.

T-E-A-S T-O B-U-R-N

Is not what people want

Our former quotations have attracted a great deal of attention from Independent Buyers.
We have still a large quantity of nice Japan Teas in stock which we are offering at 16½c., 18½c. per lb.
Choice quality Black and Green Teas at the same prices.
Gunpowder Teas in caddies, matted, extra values at 12½c., 14½c., 16½c. per lb.
Young Hyson Teas in half chests, matted, at 12½c., 14½c., 16½c., 18½c. per lb.

R. Simpson & Co. Cor. Gore and Hughson Sts. Hamilton, Ont.

TELEPHONE 3541

FORMERLY OF GUELPH



divided
their
spring
out to
, and
want

CO.
LAND

Ebbitt, 325
, Manitoba
N.S.; F. H.
& Co., Van-

Better Service. No Advance in Price

COUNTER CHECK BOOKS

To Suit Any System



Write for samples, or telephone repeat orders at our expense.

F. N. BURT COMPANY, Limited

TORONTO and MONTREAL

Phone Main 2511

Phone Uptown 5962

Goods of Established Reputation

Sell faster than the unknown kind. Nowadays everybody wants foods that bear the guarantee of a good name.

HEINZ 57 VARIETIES Pure Food Products

(The kind that contain no preservatives)

make new customers and hold the old ones because they are known to be pure, clean-made and of the highest quality. Always sold under the double guarantee to comply with every food law and to satisfy all tastes. Money back to your customer if they fail to please.

Anything that's  is safe to sell.

H. J. HEINZ COMPANY

New York

Pittsburg

Chicago

London

WANTED THE YEAR ROUND

PATERSON'S CAMP COFFEE

Owing to particularly strong demand there will be during the outdoor season, we would suggest to retail grocers the advisability of early placing their orders with wholesalers---to ensure prompt delivery.

We would appreciate wholesale houses---those who have not yet ordered---letting us know their requirements as quickly as possible.

ROSE & LAFLAMME, LIMITED

AGENTS
MONTREAL and TORONTO.

Wanted in Summer for the Home—because it's convenient also for
Fishing, Sailing, Shooting, Camping.

KEEP YOUR STOCK UP.

Beans that are put up
in scientific fashion
by people who know
are bound to be of
superior quality.

That's why **Balaklava**
Brand Baked Beans
always please—even
most exacting customers.

Are you featuring
this line at present?



The Eastern Canning Co.

PORT CANADA, N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.; Martin & Robertson, Vancouver, B.C.

NO SPRINGS

After 9 Years' Test and Its
Adoption by the World's
Greatest Merchants

The Toledo Scale
Is Now the Recognized Standard.

MADE IN CANADA



1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

105 Styles and Sizes
for all kinds of Stores
PRICES \$40 UP.

70,000 Now in Use

The Great Fair Store, Chicago, uses 100
Toledo Scales, and say:

"The 100 Scales you sold us
are very satisfactory. They are
certainly money-savers on over-
weight."
"We satisfied ourselves the
Toledo Scale was superior to all
others."
E. J. Lehmann, Vice Pres.

Scales of all makes taken in exchange
rebuilt and for sale cheap
Send for Catalogue, Free

**Toledo Computing
Scale Co.**
Makers of Honest Scales
TOLEDO OHIO
OFFICES:
Toronto, 335 Yonge St.
Winnipeg, Edmonton, Calgary



MADE IN CANADA

NO SPRINGS

WAGSTAFFE LIMITED, HAMILTON

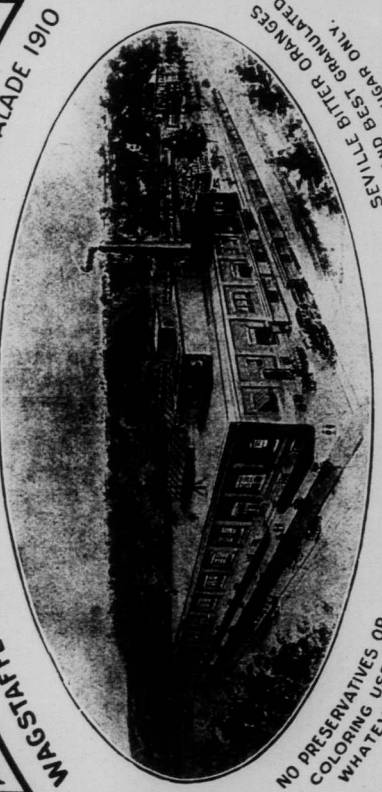
WAGSTAFFE'S FINE OLD ENGLISH NEW SEASON MARMALADE 1910

WAGSTAFFE'S FINE OLD ENGLISH NEW SEASON MARMALADE 1910

NO PRESERVATIVES OR
COLORING USED
WHATEVER

Exact Reproduction of
The Most Modern & Up-to-date Fruit-Preserving Factory in Canada

SEVILLE BITTER ORANGES
AND BEST GRANULATED
SUGAR ONLY.



LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

When Your Boy Delivers

a bag of Purity Salt he is delivering a line that will give unusual satisfaction to the customer.

PURITY SALT

is well named, because it consists exclusively of fine dry, even salt crystals, free from all foreign substances. It is "The Salt That Satisfies."

ASK YOUR JOBBER
FOR
PURITY SALT

The Western
Salt Co., Limited
MOORETOWN,
ONT.



Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining
Company, Limited, Montreal, Que.

PURITY AND STRENGTH

Combined
Have Made

SHIRRIFF'S FLAVORING ESSENCES

prime favorites with the economical housewife! This is a profitable line to handle, and SHIRRIFF'S goods will help you to get and retain the best of the family trade.

Order from your jobber or write us direct.

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto



ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg

Green & Co., 25 Front Street East, Toronto. R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.

J. W. Snowden, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS

TONKA BEANS

GUM TRAGACANTH

GUM ARABIC

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker

141 Bannatyne Ave., East

For every kind of cleaning
in the house

ASEPTO

Soap Powder

"The enemy of dirt"

Stands absolutely alone!

It is wonderfully economical to use, and is a great favorite with the careful housewife! Recommend "Asepto." Its effectiveness will guarantee repeats.

See to your stocks.

ASEPTO MFG. CO

ST. JOHN, N.B.

Agents—
ROSE & LAFLAMME, Ltd.
Montreal



Repeat Orders is the story of all Grocers who handle

Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

THE AYLMEY CONDENSED MILK CO., Limited, - AYLMEY, ONT.

Tartan
BRAND

CANNED GOODS ARE GETTING SCARCE

—And advancing in price. We have a full assortment of finest quality. Get in your orders while they last.

Five free phones at your service.
No. 596 for Out-of-Town Buyers.

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

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



A COD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has been a wonderful success. The testimonials received by the proprietors tell of marvellous cures. Thousands of households are never without it. Its sales have multiplied in every community where it is sold. Dealers never find it a slow seller. During the Fall and Winter seasons large sales are assured. Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Get a Big Slice of Spice Business

This you can do by selling **absolutely pure** spices. **Ewing's Prince of Wales** Brand spices represent highest quality and their purity is undoubted.

Send for Samples and Prices

S. H. EWING & SONS, Montreal and Toronto

EMPRESS BRAND JAMS

20-oz. Glass Jars — 1909 Fruit

The attractive appearance sells them. Their delicious taste brings the customers back for more. TRY THEM. That's all we want. We are sure of your future orders once you have had the

Empress Brand

WRITE US FOR PRICES

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.

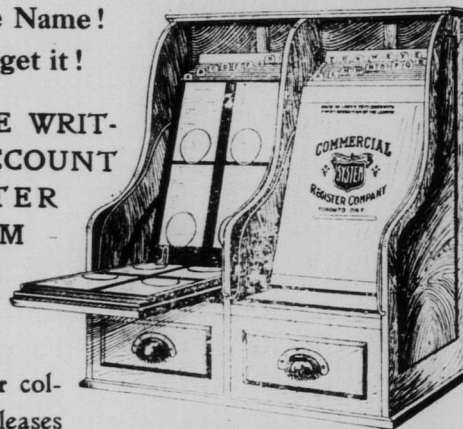
THE COMMERCIAL

That's the Name!
Don't Forget it!

THE ONE WRIT-
ING ACCOUNT
REGISTER
SYSTEM

that cuts
out Book-
keeping,
makes your col-
lections; pleases

your customers and increases your trade. Thou-
sands in use on the American Continent. Send
postal for catalogue and testimonials of Canadian
merchants that YOU KNOW.



COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

If the Merit Wasn't There

We couldn't in a thousand years sell the salmon we have under the QUAKER BRAND. It's because of the undeniable and consistent high quality of the brand that "QUAKER" has stood for THE BEST in salmon for years.

Your own interests demand that you
sell the best Salmon. QUAKER BRAND

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

When taking the weekly grocery order
mention

SNAP

THE MAGIC HAND CLEANER

to the housewife. Once purchased, you can be
sure of repeat orders, because there is nothing
known equal to SNAP for chasing dirt, grease,
tar or paint from soiled hands.

It is antiseptic and beneficial to the skin.

See to your stocks to-day and recommend
SNAP.

SNAP
Company
Limited



Montreal,
Que.

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 and Montreal.
 R. B. Seaton & Co., Halifax, N. S.
 W. H. Escott, Winnipeg, Man.
 The Midland Vinegar Co., Birmingham, Eng.



"Worth Crowing About."

"A Quick Seller."

BAIRD'S SAUCE

SOLE PROPRIETORS
 JOHNSTON, BAIRD & CO., GLASGOW, Scotland.

GINGERBREAD BRAND MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

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

A trial order from your wholesaler will
 convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
 Co., Limited**
 HALIFAX - NOVA SCOTIA

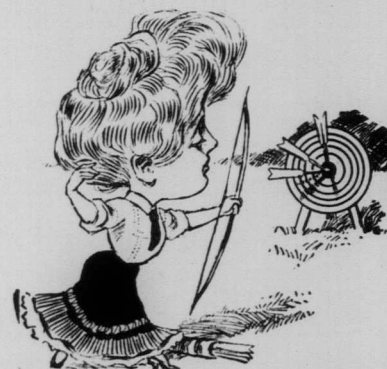
You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made
 it a prime public favorite, and its retailing price of 40c. leaves you a
 "well-worth-while" profit. See to your stocks.

W. H. GILLARD & CO., Hamilton, Ont.
 BRANCH—SAULT STE. MARIE.



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Salt Co.,
Limited**

Manufacturers and
Shippers

Sarnia - Ontario

The Dominion Salt Company, Limited, Sarnia, have acquired the plant formerly operated by the Empire Salt Company, Limited, and will sell and advertise their products under the brand "CENTURY SALT," including Table, Dairy, ordinary Fine and Coarse Salt, etc. If you haven't got revised Price List—get it soon—and send in your order, it will be taken care of quickly and well. We'd like to hear from you to-morrow.

**CENTURY
SALT**

The new
well-ad-
vertised
Salt.

Kandy Kid

The greatest selling confection on the market. "Enjoyed by both young and old." : : : :

We are able to fill orders again. Let us hear from you.

WALL & GUPPY

WHOLESALE GROCERS

WINDSOR, : : ONTARIO



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

**GOODWILLIE'S
PURE
FRUITS**

In Glass



Those particular customers of yours desire something extra fancy in the matter of quality.

When they ask for preserved fruits ensure their satisfaction by giving them Goodwillie's Pure Fruits in glass.

Of delicious natural flavor, quite unequalled anywhere.

AGENTS:

**Rose & Laflamme
Limited**
Montreal and Toronto

McLean's

We originated the line of shredded cocoanut now so popular in Canada. The quality has ever been maintained.

THE CANADIAN COCOANUT COMPANY
MONTREAL



? *But why*
“MELAGAMA”

TEA and COFFEE

For the reason that if you wish to gain the reputation of handling only the very best goods you will need to stock this line of Tea and Coffee. We are leaders in **Bulk Teas and Coffees**. Ask for samples and prices. We know that an order will be the result and repeats will certainly follow.

MINTO BROS. - - - TORONTO

BRANDS
“BANNER” & “PRINCESS”
 CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
 (Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
 ST. GEORGE,
 ONT.



Fresh
 Supplies
 of

Carr's Biscuits

are received frequently by their distributing agents in Canada, and *always in car loads*.

The retailer can therefore rest assured of the absolute freshness and condition of every biscuit he buys. Carr's biscuits reach the grocer in as crisp a condition as when they leave the factory.

Get hold of, and retain the family trade by means of Carr's specialties.

Ask our agents for them

CARR & CO'Y, CARLISLE, ENG.

Order from Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B.C.; T. A. McNab & Co., St. John's, Newfoundland.

Make a Generous Provision

on your shelves for our new brand of sweet pickles.

**O-EAT-A
 PICKLES**

There's a real quality snap about them that's bound to win. Send for samples and try them yourself.

The T. A. Lytle Company Ltd., Toronto

O-EAT-A



Sweet Pickles

URY
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new
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 Salt.

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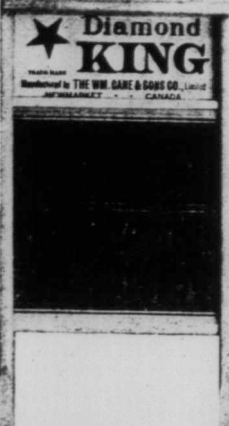
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Diamond KING
Manufactured by THE WM. CANE & SONS CO., Limited
NEWMARKET, CANADA

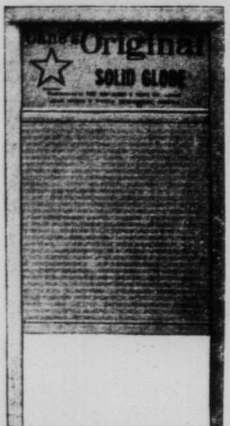
It Pays To Sell Cane's Washboards

because they are the best-made washboards on the market and are as good as washboards can possibly be made.
Made in ten different styles and grades to suit every class of demand.
These goods are rapid and constant sellers everywhere and never fail to please the women.

Ask Your Jobber for Cane's Woodenware.

The Wm. Cane & Sons Co., Ltd.

NEWMARKET, ONT.



Original SOLID GLASS

Tea Lead,

Best Incorrodible

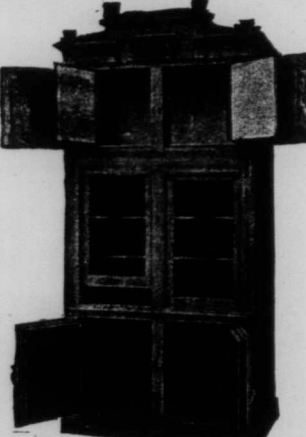
"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

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

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



ARCTIC Refrigerator

It does not matter a great deal what kind of a refrigerator you use. For they don't all refrigerate alike.
There are many good reasons why your refrigerator should be an ARCTIC.
These reasons have to do with the profits you make from butter, eggs and other perishables, and the degree with which you are able to satisfy your customers.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.

Queen and George Sts., TORONTO

Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg



White Mop Wringer

always proves a splendid seller, because it does all we claim for it.
It never disappoints. Wrings drier and easier than any other device.
Each one sold is YOUR advertisement, creating more sales.

Watch for TRADE-MARK below; it stands for excellence.

Write for Details. Made in Canada.

White Mop Wringer Co.,

FULTONVILLE, : N.Y.





Saves time.
Saves money.
Saves you bags.

Should be in every grocer's store.

KILGOUR BROS.

Wellington St. West TORONTO



Get Wise to the Profit Problem

KITCHENER BRAND PORK AND BEANS

are equal in quality and selling at 25 per cent. less than the best packs on the market.
Why not, Mr. Grocer, make this profit?
Our beans are all hand picked and put up in the new sanitary can, in 1, 2 and 3 lb. sizes, plain or tomato sauce. We also have a full line of fruits and vegetables. If your wholesaler cannot supply you, write us direct for prices.

THE OSHAWA CANNING CO., Limited

OSHAWA, ONT.



PRESERVED PURE BUTTER
SMITH & PROCTOR, HALIFAX, N.S.
CANADA
SMITH & PROCTOR'S
"BLUENOSE"
PROVINCE
TABLE BUTTER

Have you a Bluenose

Stock? It is the finest butter in tins on the market. Keeps in any climate for years. Miners, hunters, campers, fishermen use it. Always keep supplied.

SMITH & PROCTOR, Sole Packers

Halifax, N.S.



DOWNEY'S

White Dove Brands

would not be famous
if they were not ab-
solutely the best
made.

**W. P.
DOWNEY**
Maker
MONTREAL



GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey
Wax, Sugar, Rum, etc., etc.

KINGSTON,

JAMAICA

Try a business card in
Canadian Grocer

"Walker Bin" Infringement

IN THE EXCHEQUER COURT OF CANADA

BETWEEN

THE WALKER BIN COMPANY

PLAINTIFFS

AND

JOSEPH FRED BELLEFEUILLE, et al

DEFENDANTS

JUDGMENT HAS BEEN GIVEN AGAINST THE
DEFENDANTS FOR DAMAGES AND COSTS AND
AN INJUNCTION HAS BEEN ISSUED RE-
STRAINING THE DEFENDANTS FROM FUR-
THER INFRINGING CANADIAN PATENT No.
81723, AND FROM USING, MANUFACTURING,
VENDING OR SELLING THE PLAINTIFFS' PAT-
ENTED IMPROVEMENT IN BINS.

In this action judgment is against both manufacturer
and user of the infringing bin.

Messrs Lafleur, MacDougall, Macfarlane & Pope,
Counsel for the Walker Bin Company, have been instruct-
ed to take prompt action against all infringers.

We are sole manufacturers in Canada of Walker Bin
Fixtures, which are sold direct or through our accredited
agents only.

The Walker Bin & Store Fixture Co., Limited
Berlin, Ontario

A REAL LASTING SHINE for every user of



It preserves and softens the leather.
It is waterproof.
It does not clog or stain the clothes.
It is free from acid and turpentine.

2-in-1

THE CONNOISSEUR'S
SHOE POLISH

Keep your shelves well stocked with the polish that sells quickly and never fails to satisfy

The F. F. DALLEY CO., Limited

HAMILTON, CANADA

BUFFALO, N.Y

WHITE SWAN BAKING POWDER

Is a well-known medium-priced Baking Powder which

CONTAINS NO ALUM

and is sold in every Province in Canada

"CONTAINS NO ALUM"

was true of

White Swan Brand BAKING POWDER

Many Years Ago And is True To-day

**IT WAS NEVER
SOLD AT FANCY PRICES**

And costs you much less than other brands

A CARD WILL BRING YOU FULL INFORMATION

**WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO**

In Harmony With The Age

The fact that we are living in the Pure Food Age is a strong reason why you should sell

Minute Tapioca

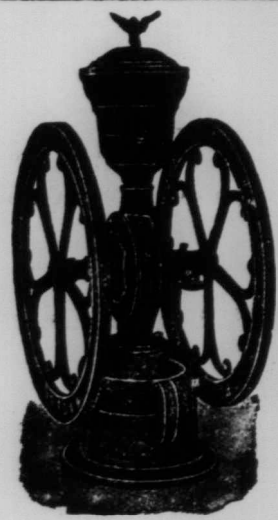
It is absolutely pure—being packed in the world's largest and cleanest Tapioca Factory.

It requires no soaking.

Fifteen minutes suffices to cook MINUTE TAPIOCA, making it ideal for Summer Desserts. One package of MINUTE TAPIOCA makes six full quarts of the most delicious, appetizing, nourishing pudding. Remind your customers of these facts, and be sure to ask your jobber for MINUTE TAPIOCA.

Minute Tapioca Co.

ORANGE - - - MASSACHUSETTS



ELGIN NATIONAL COFFEE MILLS

are made in no less than
40 DIFFERENT STYLES

This favorite mill, in addition to its being the easiest running and fastest grinding on the market, is an ornament to any Grocery, owing to its attractive symmetry and finish.

The ELGIN has steel grinders, can be adjusted while running, and sells at a

LOW COST

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.
- HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glassco & Co.
- TORONTO—Eby, Blain, Ltd.
- LONDON—Gorman, Eckert & Co.
- ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
- REGINA, SASK.—Campbell Bros. & Wilson
- MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

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

CASH or PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 118 HOLBORN LONDON E.C. ENG.

Spices, and How to Know Them

By W. M. GIBBS

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

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
(Technical Book Department)
10 Front Street East - Toronto Canada

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AYS READY
PIOCA
SOAKING

TE TAPIOCA,
One package of
ts of the most
. Remind your
ask your jobber

Co.
SACHUSETTS

ERS



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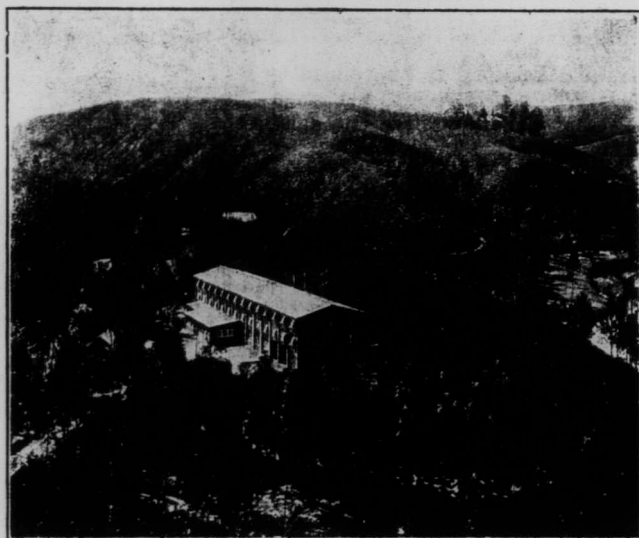
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spices, can com-
get this informa-
h PREPARATION,
ppter devoted to

00 Illustrations.

MPANY

nto Canada



1300 Varieties of Tea

Of the 1300 kinds of tea, some must be better than others. Among these better teas "Salada" towers high as the sunny mountain slopes on which it is grown.

The plantations of "Salada" have the best advantages of soil and climate. The tea plants are the choicest, and only the tender leaves and buds are used. "Salada" comes to you in sealed air-tight packages, preserving its delicacy and excluding all outside taint of dust and dirt.

Instead of carrying a large stock of Bulk Tea, is it not much better to carry a small well-assorted stock of "SALADA"? There is no loss in weighing—no exposure to dust and air. There is no freight to pay—no capital locked up. The tea is always fresh. Selling "SALADA" is convenient and profitable.



Yearly Sales Over
20,000,000 Packages

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Purposes of Secret Commissions Act Explained

The Rights of Manufacturers, Wholesalers and Retailers as Expounded by E. F. B. Johnston, K.C., at Convention of Ontario Wholesale Grocers' Exchange—Evolution of Business Conditions and Why Present Conditions were Brought About—Legal Combines and Those That are Illegal.

There was once in my native country a very old and very rheumatic and very testy Presbyterian minister, and one thing he objected to was draughts in the kirk. One cold, raw day, by some unaccountable means, the officials had left the four doors of the church open. He spoke for half an hour or longer upon the elementary principles and the cardinal points of his discourse, and he suddenly discovered the draught was too much for him. Leaving the academic, he at once imported into his sermon more vigor than usual. Thumping the pulpit, and turning in wrath to the congregation, he said: "Elders and deacons, shut the north door, and see that ye shut the east door; dinna forget to shut the south door and the west door." And, dropping his voice, he went on with his discourse. Two old gossips were coming out when the service was over. One of them said to the other: "Maggie, how did ye like the minister to-day?" "Well," she said, "I didna quite follow him through his cardinal points and his elementary principles, but, my, he was grand on the subject of shutting the doors!"

If I am grand on that subject, if I can help you in any way to shut the doors against the enemy I shall feel that what labor I have spent in regard to what I have done will not have been spent in vain. I do not think I can say much to you on the subject of how to make larger profits—a subject I would like to talk to you about, and give you some information upon if I were qualified. But, you see, my position is the converse of yours; I am for small profits. I am for cheap food: I am, from the personal standpoint, for cutting prices, so as to get my goods cheap; and looking at it from that standpoint I have endeavored to see, being a consumer—not a very large one, it is true—I have looked to see how it would affect the general community and the prosperity of the trade and commerce of this country if I, a consumer, had my way. Therefore, we have to look at it from both sides.

Specific Reasons Desirable.

If, however, you give the consumer the absolute control of the trade and business of this country, you are out of existence. If you give the wholesale dealer, or the manufacturer, the absolute control of the business of this country, and it happens to fall into the hands of men who are not, perhaps, over-scrupulous—occasionally we do get these men—then you destroy the rights of the consumer; and therefore what I have endeavored to see for myself, without knowing the price of sugar, or the price of tea (the only thing I know the price of is tobacco), without knowing any of

these things I do not want to say, as did the old magistrate who was accused of partiality in the disposal of a case. He said: "I resent the imputation, and I deny all allegations of improper conduct. I have been on the Bench for thirty years, and throughout the whole of that time I have invariably taken the middle course between right and wrong!"

Now let me say a few words of a general character. A few ideas will lead up to what I am going to say finally in regard to the matters that I have to deal with to-day. In this rapid age, we all think too generally. We draw too many general conclusions. The man who can sit down and work out concrete principles, who can give the specific reasons for the specific act, is the man whose opinion is worth more than the man who casts the whole thing aside upon a general assumption, and says it is good for this or bad for that. The general principles of all business are manifest to the minds of those who are engaged in them, excepting in my own profession. There you never know where you are at, because judges will say one day that the principle is so and so, and that is reversed next week by another set of judges. I think it would be wise to rather crystallize some ideas that I have upon the subject, and I assume that my invitation to address as large a jury as this is, is due to the fact that myself and my friends, Mr. Armour and Mr. Ambrose, were able to do some service in the interests of a depressed trade, in the interests, I may say of, to some extent, a persecuted trade during the last ten or fifteen years.

In order to understand the exact position of matters, and in order to see just exactly where we are at in dealing with a subject of this kind, it is as well to ascertain what combines mean, what the Secret Commissions Act was intended to prevent, what indeed the criminal law of this country prevents, as I shall show you later on. I hope to your satisfaction. In dealing with that we have to see for a moment (I shall not detain you upon that point) what the origin of just such an organization as is represented here to-day meant.

These bodies were called "guilds," an honest old name, but one which in the minds of some people who did not understand the position, savored somewhat of a combine. But it is exactly what you and every other trade and business and profession are striving for to-day, and what you must strive for if you desire to retain your individuality and your concrete existence. It was founded upon common brotherhood, upon loyalty to each other, it was founded

upon a system of faith and confidence that perhaps the world has never seen or experienced in these later days of trading and barter and exchange; and more than that, it was based upon the highest principles of morality and religion.

Early History of Guilds.

The very first guild that was organized was as far back as the days of King Canute, and that was purely a religious and moral guild. It was for the support and maintenance and assistance of all the infirm members, it was a looking after of those who were unable to look after themselves; it went so far as to provide for the burial of the dead. The first business guild was at Cambridge in England, a guild that to some extent dealt with trade relations. And just let me tell you from an eminent author what the principle underlying that guild was, and let us apply it to the present day concerns:

"If one misdo, let all bear it. Let all share the same lot." That was the motto on the flag of that guild. It was a banding together not for the purpose of injuring a human being, a banding together of men engaged in the same class of business for their self-protection, for the self-existence of their own trade or calling and for the protection of each other. That implied a very high moral rectitude; that implied the greatest amount of loyalty you would expect one human being to exhibit towards another; that implied absolute confidence in each other.

The old German guilds were based upon somewhat of a similar foundation. They were national to some extent, at the same time they were bodies that did deal incidentally with some matters of trade, but it is when we come to the London guilds that we find the ends of the trade and business of the country being taken care of. These guilds were originally formed for the maintenance of peace, for the protection of property, the suppression of violence and matters of that kind, and I am citing now from a well-known author upon the subject. As trade began to change, with various interests cropping up, so did the guilds assume greater control over trade relations until they became actually the municipal government of such towns as Berwick-upon-Tweed, taking charge of the municipal administration, controlling the markets and the police—taking practically the position—well, not quite the position of the Board of Control in the City of Toronto, because they did better than that—they managed things so well that they continued to flourish

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for hundreds of years along exactly the same lines until they became what were called the Crafts Unions—where you had the capital on the one side in the guilds as they originally started, and the craftsmen on the other side looking after the details and doing the work which led to the establishment of the modern day trades unions.

I am not going to take up any further time upon that, excepting to read an extract to show the high character of the guilds in those days. The same foundation ought to underlie any body of men who seek to assume for themselves the rights and privileges which you have a right to assume and seek in protection of your trade.

“The guild stood like a loving mother providing and assisting at the side of her sons in every circumstance of life, and cared for her children even after death; and the ordinances as to this last act breathe the same spirt of equality among her sons on which all her regulations

were founded and which constituted her strength.”

Having given you an outline of that, let us see what the conditions of trade are to-day, and how it is necessary that something—modernized, it is true—something along these lines must take place to-day; not to hurt your fellow man, nor to prevent your fellow tradesman from getting on in the world, not to prevent his buying and selling goods as freely as he can breathe the air of Heaven, but to so regulate and control trade and commerce and business along these lines that instead of being what some of you gentlemen were charged with being—violators of the law—you ought to have been credited with being protectors and defenders of honest law and honest administration.

Evolution of Changed Conditions.

Look at it for a moment. We cannot trade individually; that, of course, is out of the question. We have reached an artificial stage in the history of business,

GETTING AROUND THE SECRET COMMISSIONS ACT.



Incompetent salesmen have unique methods of dodging the law. The above represents a traveler who cannot secure an order at regular prices. He bets the retailer that it is not 11 o'clock when he knows it is nearly one. The surprised retailer takes him up and wins what is virtually a rebate—and the traveler gets the order. This is known by The Grocer to have actually occurred recently in a Canadian town.

not only in this country but in all civilized countries, where the individual trader is out of the question. You start first with the mere exchange of one product for another. You have no division of classes, no division of responsibility; it is simply one man with the other. By and by, as our wants increase—and they are increasing very rapidly all the time—and as the supply becomes larger, you create a totally different condition of things, a complex position. Let me illustrate. I can recollect things that happened over forty years ago, and I can recollect what was the condition of the country longer than that. And what was it? In the original days of Canada the settlement was small, and confined to a very narrow area. I can remember the time when the shoemaker came round and made the boots for the family. He was the producer, the manufacturer. I can remember the time when the woman used to come round and make the dresses for the women-folk of the family. I can also remember the days when it was no uncommon thing for the bagman to come round with his wares, to be followed, as the area increased, by the peddler.

Then you have the origin of the departmental store; the four corners—namely, the blacksmith's shop, the tavern, the general store and the other complement. That was caused by what? The general store was brought about not because the man wanted to take the whole business of the neighborhood, but by necessity, the demands of the people. Then you go on until the merchant came in with his specific line, the grocer, the dry-goods man as the case might be. Thus has the country expanded, and we have to consider not only the expansion, but let us look at it from the closer standpoint. It was not the expansion of the country so much as it was that the demands, the wants, and the tastes of the people were becoming more varied and had to be supplied in some way or another. They could not be supplied by the general store or the man peddling his goods about the country.

Thus you create a different state of affairs. There was thus created a purely artificial condition. In all business, we have an artificial condition; we have an artificial condition at Ottawa. What have we got? We have got the revenue, the system of protection, and various other policies—but take protective principles, free trade principles, anything you like; they may be perfectly good under certain conditions, but when you come to a certain complex, artificial condition in the affairs of any country, to say nothing of the individual community, you have to devise something to meet the requirements of that condition, and that is how you get the wholesaler. Why? Because we have, as I said, a sparsely settled country. You had to reach the consumer through certain media. What was the best? It was not that the wholesaler arrogated to himself the right to charge what he pleased. He did not desire to cut in on the privileges of the re-

tailer. He was the product of his times, and he came through a system of evolution; just as you find in the common life of the country to-day that the man who had his oxen and took his grist to the mill, to-day has his carriages and perhaps an automobile.

The man who had his home-made shoes fifty or sixty years ago, to-day has the finest patent leather the manufacturer can produce. Conditions have changed and in that change has grown up the body of men I see before me. In other words, your body is the result of evolution. It is not the creation of any corporation or any body of men to interfere with trade or commerce at all. The condition of trade has brought you into existence, and if conditions were changed, you would be without a calling.

Getting to the Consumer.

Now you will bear in mind, as I said before—and let us get down to the concrete principles—you always had the producer, whether it was the home-made shoemaker, or the man who made the axe handle does not make any difference. You always had the producer. To reach the consumer in the early days was a very simple matter, but when you come to the condition of things you have in Canada to-day, and have had for the last forty years, the reaching of the consumer becomes a very complicated problem. You cannot compare London, or any of the big English cities, with Canada, because within an area of a few miles they have more consumers than we have in the whole Dominion of Canada. You had to reach the consumer in some way. You did it originally through the retailer. Then came the necessity for the wholesaler. Here is where a misconception has taken place in all the prosecutions that we have had in the courts in this country; an entire misconception.

The object and the very reason why the wholesaler came into existence was not that he should make money and increase the prices or eliminate competition, but to reach the consumer in a more direct and cheaper way than ever had been done before. He was created by the condition of things as they developed and as the process of evolution went on. The result is to-day we are dealing with the three classes. We are dealing with the manufacturer, the wholesaler and the retailer, and I am not going to argue for a moment on what has been declared by the highest court in the province and some of the highest courts in England, and which appeals to our common sense, namely, that our present system has been found to be, as an absolute fact, the best and cheapest method of connecting the bank of the manufacturer with the bank on the other side of the stream, the consumer.

Right of the Manufacturer.

The manufacturer—let me say this in order that we may clear the way from a legal standpoint—the manufacturer has the absolute right to fix his price. It was argued in the cases I have referred to that by fixing his own price, and per-

haps enhancing it, he was violating the Act. Not so. For instance, we have seen again and again, the result in argument by taking the case of Sir William Macdonald and his tobacco. He produces a certain article. He is the only man who knows what the cost of that article is to him; he is the only man who knows how much the cost should be to enable him to make a living profit. He fixes that price. If he fixes it too high he has got the American Tobacco Co. coming in with perhaps as good an article at a less rate. He has got other manufacturers coming in in the same way. The same with the sugar refiners and canned-goods people. You may combine, but the moment you increase the price beyond the living profit, that moment instead of destroying competition (and the economic history of this country tells it) that moment you actually increase competition, because you encourage others to go into the business. We had the evidence of Mr. Robertson, who said the fault he had to find with the guild was that it increased competition, and there was a great deal of truth in the suggestion he made.

When you come to work it out, the moment you combine, or do anything that tends to enhance the price at all materially, that moment you find thousands of others ready to come into the market and supply the demand. So there is first of all the interest of the manufacturer, to have his profit; and he alone can tell, if he is an honest man he will tell, what the living profit should be. If he fixes it too high, he is met at once by opposition, and I care not what the merger may be, what the combination may be in even such an important body as the wholesale grocers of this country—controlling as you do a very large amount of the retail trade of this country—even you cannot control a situation so as to prevent competition.

Carrying Out of Agreements.

These things must, however, be worked out in good faith. The manufacturer must depend upon the honesty of his agents. You are his agents. If he makes an agreement with you, he has the right to see that the agreement is carried out. Not only so; he has the right to so carry on his business that he may rely absolutely upon the fact that that agreement will be carried out—because according to the agreements he makes, so he cuts his cloth.

Now it is a matter of you gentlemen acting either individually or in combination. It is a matter of you handling certain products of this country. And to the extent to which you are able to make your trade relations perfectly honest in the observance of the contracts and all the rest of it, to that extent you are not only benefiting yourselves, you are not only benefiting the manufacturer, but you are reaching out towards the benefit of the consumer.

Wholesaler's Position.

The wholesaler, as I said, comes next to the manufacturer in the

ordinary course of proceedings. The wholesale trade has been in existence for years in this country. It is no new thing to control the sale of goods of any particular manufacturer. It is needless for me to say where the wholesale trade is of benefit, because it is apparent to everybody. You save money, you save time, you put your retail customers in a better position, you form local distributing centres, you carry many of these men along from year to year who would otherwise perhaps go into liquidation; and if the wholesale trade is carried out according to the practices and regulations of the Wholesale Grocers' Guild, with which I may say I am familiar, you are not only conferring upon yourselves the dignity of an honest calling, but you are protecting the retailer, and you are also reaching out to protect the consumer.

But, like all other agents, it is necessary we should be honest among ourselves, and in saying that I speak as if I represented to some extent, at any rate, the wholesale people for the time being. When we make our contracts, having regard, as I said, to the complicated economic conditions of to-day, these contracts must be rigidly observed. The moment you break the smallest pin-wheel of a machine, the machine is out of order. The moment you get grit—I don't mean political grit—into the delicate part of your machinery in a factory, that moment your machine becomes more or less affected. So here. The moment you get any misunderstanding, the moment you have any difficulty arising from the non-observance of a contract or otherwise, that moment your machinery is not perfect and something will go wrong. In a guild, or in a body of men such as I see before me, an organization such as you have here—I should say one dishonest man will upset the calculations and the working out of the scheme of all the other members of the institution.

Effect of Retailers Cutting Prices.

Now about the retailers I shall say very little. That is a subject that, I understand, has been dealt with. But I will point out that the same principles should apply in the minds of the retailers to the wholesale man, as should apply in the mind of the wholesale man to the manufacturer. The retailer is everywhere in touch with the consumer. He is the man that has the last stage in the distribution of the goods, from Montreal, Toronto, Hamilton, Winnipeg, or elsewhere, wherever they may be produced, and each one of these men is more or less dependent on the honesty of his fellows. Take two men in the village. What is the result? They begin cutting prices. They begin struggling for trade not upon an open and honest living profit basis. And what is the result? It does not need me to tell you that one and perhaps both of these men will go under.

Now to keep this state of affairs in check, generally, I may say before I go to the legal aspect of the matter, to keep these in check, it is necessary that you

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should have regulations, and I shall tell you later on how far you are entitled to regulate without violating the law. But you have to regulate for several reasons, and I have noted them here in a very simple and itemized manner. You have to regulate this body, and not only this body but trade conditions. First, as I have said, to prevent any dishonesty being carried on, to stop the unfair dealing, to see that your system is carried out in its entirety and in every way to deal fairly and properly, to see that all your contracts are kept, and the contracts of your fellows, and to see after the cutting of prices, which has always been a sore spot with the wholesale man. To see that this is put a stop to, and in order to effect these matters you have a perfect right, as I shall show you in a moment, to pass your regulations and to impose your penalties. If you cannot carry out your system because your rules are not regarded, then you have a perfect right to say, "We will exclude so and so from our exchange," or guild as the case may be.

By reason of many of these violations happening, I am told by some of my friends among the wholesale grocers, the wholesale grocery trade became bad. Profits were reduced below a living price, the whole system was disorganized and demoralized. They were carrying a lot of lines at a loss. Even the manufacturers were selling to the retailers over their heads at the same price as they were selling to you. They were depriving you of your market, the only market that was open to you, just as it would not be right for you to sell to the consumer at the same price as the retailer can buy his goods. In other words, they were selling your customers and wrecking your existence, taking away from you the only means of living you had, and as I put it to the court on more than one occasion, the fight you had to make was not for fair trade, the fight you had to make was not for high profits, the fight you had to make, gentlemen, was for your very existence. Hence the organization. Then you had your Guild, or Exchange, or combination. I like the name Guild, because the meaning of that word is plain. It signifies "payment." If you say "guild" it means your word is as good as your bond; that is the underlying principle of the whole transaction—honest, fair dealing.

Pays Tribute to Wholesalers.

What was the aim, as evidenced by many witnesses at the trial, the aim of the guild? First, it was to stop the cutting of prices; second, it was to try and make men, some men, live up to their agreements, and let me pay you the highest compliment any man in Canada can pay to a body of men. Perhaps it has not occurred to you in this concrete form, but let me say as a truth, and take it home to yourselves as a compliment coming from, I may safely say, one who knows from the best evidence that was given: For twenty years this body of wholesale grocers stood upon their rights, and on that twenty years'

record they were put upon their trial. The old, dusty letter books that were almost obliterated by age, the old letters where the ink had faded out, the documents and papers and books of account, where you could write what you pleased on the covers—all these things were raked up against the Wholesale Grocers' Guild in the case of the King against Beckett and others; and in all the evidence, with all the force the Crown had at its back; with all the money that they could expend, with the assistance of able counsel and I don't know how many detectives besides, with ways that were dark and tricks that were vain, seeking to unearth evidence which had been left by a dead man; with all that in the whole twenty years' record we only found three dishonest men in the wholesale grocery business of this country! And yet they say "We are afraid the wholesale grocers will combine to the injury of the retailer and the injury of the consumer."

You have to build trade up, you are the gentlemen who have a great deal to do in the building of trade in this country. You have an example set you by two governments at Ottawa, by a system of protection, you have the theory of not cutting prices. Protection was passed for the purpose of doing what? To prevent the prices being slaughtered by foreign manufacturers with their surplus stock.

You, in endeavoring to stop the cutting of prices in your own land, are charged with crime. Fortunately the judge did not look at it quite in that light. This is important to know, and I shall briefly notice it. When this organization was formed you took the precaution, and a very wise one, to say "We will not exclude any wholesaler. We shall not determine who shall be members, the trade or business of the man shall determine that. If he is a wholesaler, he shall come with us; if he doesn't choose to come he can stay outside; he shall receive exactly the same benefits as we have, without perhaps any of the responsibility." That was the distinguishing feature of your Wholesale Association. No man was prevented from getting his goods. The only test was this: If you gentleman in Toronto, and Montreal, and elsewhere, you producers, employ us to act as your distributing agents you must not sell to our customers at the same rate as you sell to us.

It doesn't need any argument to convince anybody that that was common-sense and fair play and the honest way of doing business, and whether a wholesaler belongs to the association or not he would be entitled to get his goods at the same rebate, royalty, or otherwise, as you were able to as members of the guild, and he would save his admission fee and his charges for lawyer's fees.

What do we find with all this cry against the wholesale people? We find this singular fact. Not only were you generous enough, not only was the wholesale trade generous enough to say, "We won't exact membership as a test; the

test shall be a wholesaler or not a wholesaler." Men who never saw the inside of the Wholesale Grocers' Association room got their goods, got the same rebate and the same protection as you did. More than that, men like Mr. Eddy, like Sir William Macdonald and others, had old customers who had grown grey in their relations, and as a matter of sentiment you respected that and never objected to their selling to a few men who were old friends of theirs, and they have continued to sell to them as retailers at the same rate as they were selling to you. I ask, where you could find a body of men who were as generous as that? It would be a crying shame if there was a law upon our Statute Book that would hold them responsible for any kind of a reasonable and proper combination such as this was shown to be.

Case of Patented Articles.

There are some things, as I have said, in view of the general conditions of matters, I should like to point out to you as things that would be perfectly legal to do, and I have taken some little care to put them in a shape that cannot be objected to. In the first place, as I pointed out, it is perfectly legal for the manufacturer to fix his own price. If it is a patented article he must place it upon the market at a reasonable price, because he has been given a monopoly by the Crown to manufacture that patented article to the exclusion of everybody else, and the Crown says, having given you a seven year monopoly, with a renewal perhaps for seven years more, you must meet the public requirements. There can be no competition in that patented article, and we will so enact by legislation that you shall not be allowed to charge an extortionate price for that particular article.

But even with the patent you do not destroy competition. Why, look at the condition of things in regard to sewing machines and bicycles. I have never had much use for a sewing machine, but I know something about bicycles. Ten years ago you paid \$125 to \$150 for a bicycle you can get to-day for \$40 or \$50, although it may be in part patented. Thirty years ago, you would give \$30, \$40 or \$50 for a hand sewing-machine that will cost you \$10, \$12 or \$14 to-day. And why? Notwithstanding the protection by patent there was the striving by others to enter the field against the patent, and so successful were they in some cases that the patent was not worth the paper it was written on, commercially speaking.

When Combines are Legal.

But leaving the patent question out, you have the right to say to manufacturers:—"Fix your own price." And if the tobacco man, or the sugar man, or anybody else, charges more than a similar or a little inferior article can be bought for elsewhere, he will soon be out of business. Trade regulates itself. All we want is a good straight, stiff, honest backbone at the back of it. I say manufacturers have the right to fix

the price. I say also the wholesale grocers have the right to combine honestly for self-preservation, and that is the very essence of the King and Beckett.

There is a sort of feeling generally amongst people that a combine is illegal. Nothing of the sort. A combine, as we understand the word ordinarily, is just as legal as anything else; but you must not so combine as to produce the injurious effects mentioned in the Statute. You must not do it for the purpose, bear in mind the expression, for the express purpose or even the incidental purpose, of enhancing prices. You must not do it for the purpose of limiting competition, or to interfere with the cheap and rapid transportation of goods. But for the protection of your own trade, for your self-preservation, a combine of the closest and most vigorous character is just as legal as anything else. This is one thing you can do. Another thing you can do. You can make your arrangements with the producers or the manufacturers to be their exclusive agents, and say to the manufacturer, "If you are going to employ people other than ourselves we won't act as your agents. Take the other people; leave us alone." That is perfectly legal. There is some hazy idea that this is preventing other people from trading. Not at all. I have a perfect right to go to the Massy-Harris people and say, "You appoint me, or myself and the chairman, as agents in the County of York for the sale of your goods exclusively." I have a perfect right to do it. The chairman and myself have a perfect right to say, "If you sell through anybody else, even if you yourselves sell in the County of York, we won't sell your goods." It is perfectly proper and perfectly legal.

The Breaking of Contracts.

Then you have this further right. You have the right to say, "You shall not deal with a man who is a contract-breaker." I am not bound to sell my goods to every man who comes in. I am not bound to produce goods for any man who chooses to come along and say: "I want so many goods, and I am willing to pay for them." I have a right to ascertain the character of the man I am dealing with, and I have a perfect right to say I shall not sell to a man who has red hair or black, as the case may be.

Why should not I? I control my own situation. No reason in the world why I should not. And if you find a man is not keeping up his contracts, if you find he is not an honest man in respect to his contracts, you have a perfect right to say: "We shall not deal with that man." You have a perfect right to see that the agreements upon which you shape and mould your business are kept; a perfect right to say these agreements are a part of the system. When you break any of the agreements you jar the whole system, it affects our business, our trade and our reputation, and you have a perfect right to see that these agreements are not broken. And you have the further right (keeping within the lines I have indicated) to regulate these by pen-

alties. No company could live unless it had some power to impose penalties, either under its charter or under the general law of the land. Take any company, I don't care what it is. In dealing with certain stock—I am speaking of share stock—in that company, a man does something that is wrong. If you had no control over that man your company could not continue to exist. The general law of the land applies to him, but you have just as much right, so long as you keep within the limits I am indicating, to impose your penalties upon that man within your internal organization and your internal powers as you would have if the general law of the land did not apply to the case in point.

Must Act in Good Faith.

You have a further right—and this is perhaps the widest right you have—you have the right to do all things necessary to protect the interests of your business, provided they are done in good faith. Of course, if you once have malice against a man—say there is a man John Smith: "I have got my knife ready for him, and I am going to see he is cut off"—there you are actuated by an unlawful motive, a malicious motive, you have an ulterior object in view. But if you act in good faith, having the grounds for your action that for some reason or other it is necessary in the interests of your business—without exceeding the proper limit, without exceeding any legal rights at all, even if injury may come to a man through your act, that does not make your act illegal if it is done in good faith in the interests of the preservation of your business. I will illustrate what I say by reading an extract. To show you there is law upon the point. We have the law laid down by no less a Judge than Sir Glenholme Falconbridge, Chief Justice of the King's Bench, following the judgment of the late V. C. Strong:

"It would be dangerous to accept as a settled doctrine of political economy or proposition of law, that under any and all conditions, and at all times, every man or corporation should be declared to have an absolute and inalienable right to buy and sell, trade or barter, with any other person or corporation, without restriction as to quantity or price."

We have such a man as Lord Herschell, in England, in the Court of Appeal, saying:

"I do not doubt that everyone has a right to pursue his trade or employment without 'molestation' or 'obstruction' if those terms are used to imply some act in itself wrongful. This is only a branch of a much wider proposition, namely, that everyone has a right to do any lawful act he pleases without molestation or obstruction. If it be intended to as-

sert that an act not otherwise wrongful always becomes so, if it interferes with another's trade or employment, I say that such a proposition in my opinion has no solid foundation in reason to rest upon."

That is the judgment of one of the highest courts in England.

A well known and authoritative author, Eddy on Combinations, says:

"The right of a combination of dealers to advance their own interests by mutually agreeing to decline to deal with any manufacturer or wholesale dealer who should sell directly to their customers has been broadly upheld."

That is what I am contending for. So long as the objective point is the self-preservation of your business, is the interests of the business, although it may wipe other men out of existence, that is a matter of no consequence so long as it is done in good faith and not for any ulterior purpose.

And then we have the language of Chief Justice Falconbridge, who decided the case of the Guild. "The various cases of alleged oppression and 'driving out of trade' of persons who either openly, or by some ingenious device, aim to belong to the wholesale trade, and at the same time sell at retail, are thus easily understood. If this system were to be practised, it would injuriously affect and demoralize the trade, not only of the wholesaler, but of the retailer, and the consumer would certainly not be better off in the long run."

Things That are Illegal.

I have told you the things that you may do. I will tell you now the things you cannot do; and they are very few.

First, it is illegal to combine with manufacturers to fix prices. You leave the manufacturer alone, trusting to the tender mercies of your executive, Mr. Beckett, Mr. Blain, and a few others; their work showed up fairly well at the trial. Let your dealings not be with the manufacturer as to fixing prices, because that is an illegal combination. It is illegal to exclude wholesalers from your organization if they desire to join, because you would have no right to determine who should be members, except by the broad test of qualification. You would be taking upon yourselves to personally discriminate, a thing which is not permitted in law.

Another thing you cannot do primarily, although you may indirectly, or rather, it may be the result of what you have legally done. You cannot enhance prices by combinations or agreements or arrangements. The law positively says that is wrong. As I pointed out, you may do a great many things that may have the effect incidentally of increasing prices, but you cannot devise a scheme for this purpose. It must have the foundation of necessity and the saving merit of being in your own interests and in

the interests of your own self-protection.

Another thing you cannot do. You cannot by any means known to the law, although I am afraid it is sometimes done—you cannot coerce any man into your belief or your system or your method. Every man has the right to his individual opinion, to exercise his individual act; and the moment you attempt anything that shows there is coercion against an individual, that moment you are within the scope of the law.

Expounds Secret Commissions.

Having said that much, perhaps more than I should have said, let me call your attention to an Act that was passed a short time ago, and let us see where that leads us. If I am right, in what I have pointed out in regard to the condition of trade, the necessary incidents of it and the necessity for the present division you have got of your three classes, then we find the law protecting that state of affairs if honestly carried out. There was a great deal of trouble in regard to many commercial matters as between agents and contracting parties, and Parliament passed an Act dealing with that very subject, and that is known as the Secret Commissions Act of 1909.

Under that Act an agent means any person employed by another. The first section or two does not apply to the case which I understand will happen even in a well-regulated family like the Grocers' Exchange. In the desire for business, and in the effort to make big returns, and sometimes perhaps if the agent is paid by commission, in his self-interest he will go to the retailer and will say, "Here are so many packages; they will cost you \$12." The retail dealer says, "No, I won't buy them. I believe I can get them cheaper from another man." The agent says, "I will allow you a rebate," and he does it in this way. He says, "I will give you a dollar," or fifty cents, as the case may be, which would be a very high percentage upon a twelve-dollar lot of any particular article. He gives him the fifty cents, or the dollar, the man buys the goods, and gets his rebate in that surreptitious way. The agent, if his principal is honest, dare not return it to the principal, because he knows his principal is under a moral, if not a legal, obligation, not to sell at less than a fixed price. He returns it as his expenses, sends in the voucher and adds the fifty cents to the week's account. He has got the order, and thinks he has done an honest transaction. A great deal of wrongdoing may take place in that way, but when we come to the Act, whatever view may be taken of the earlier sections—I have some doubt myself as to how far they apply—but when we come to Section (c) of the Act you will find this, "Being an agent," that is, a person employed by another—"being an agent, knowingly uses, with intent to deceive his principal, any receipt, account or other document in respect of which the principal is interested and which contains

any statement that is false or erroneous or defective in any material part, and which to his knowledge is intended to mislead the principal."

What the Penalties Are.

The man who does that is liable on conviction to two years' imprisonment, or to a fine not exceeding \$2,500, or to both. The agent violates his principal's contract by selling below the fixed price; he is cutting the price. He is not doing it in the interest of his principal, because his principal loses the fifty cents or the dollar, as the case may be—I am only taking this small amount to illustrate. He is using his principal's money for a certain purpose that is not proper, and in addition to that he is returning his voucher to his employer, which is false and intended to mislead his employer, because he wants the employer to believe that the fifty cents was traveling expenses, or traveling allowance, instead of the rebate, which was an unlawful act.

It is well for the wholesale grocers to know this. But apart from that let us see what the statute says. We have a particular statute known as the Criminal Code, and I have summarized a section in order that it may read to you intelligently. Statutes are often passed which are not intended to read intelligently, because if they did and any man could understand them, my occupation would be gone.

This is Section 415 of the Criminal Code, which I have summarized, "Any person being a clerk or servant who falsifies any book, paper or writing, or makes any false entry in any book, paper or writing, belonging to his employer, or that has been received by him on behalf of his employer, or concurs in the same being done, is guilty of an indictable offence," and liable to maintenance, food and clothing at the expense of the state for seven years.

I say that the agent who goes out, without the knowledge of his principal, and does these things for the purpose of cutting prices, will find himself in grave difficulty some day, if not under the Secret Commissions Act, at any rate under Section 415 of the Criminal Code.

Now just a moment with regard to the Secret Commissions Act, and see what was intended to be covered by it. The Secret Commissions Act was intended primarily, no doubt, to prevent violation by agent under contracts of various kinds. The consideration, of course, to the agent that is mentioned in the Act would be the man buying the goods. It is to the personal advantage of the agent that he sell the goods, it is to the personal advantage of the agent that he extend the business of his employer, because so will he be rewarded, not only here, but hereafter. Under that condition of things, to begin with, the account he returns to his employer, is absolutely false; and let me say, if the wholesale grocer stands in with his agent in the deal and knows it, and authorizes it, either expressly or impliedly, the agent is not responsible. But I am tak-

ing a case where the agent does it on his own account, and for the purposes which I have mentioned.

To Bring About Honest Dealing.

The object of this Act was manifestly this: to keep the agents and all persons dealing with them, honest. That is the first proposition. The principal, the wholesaler, is not there; he has to trust his agent, he cannot go round and control every act of his traveler, he cannot see that the law is carried out or if his contracts are carried out; he must trust his agent, and it was important that some safeguard should be given to the employer in regard to the conduct of his agent, so that if he did that which was illegal he might be reached in some summary way.

The second object of the Act was to prevent the rules and contracts and regulations of the employer from being broken. Otherwise there would be no check. An agent could go about and break all the rules and regulations you could put in force. Then the third object was apparently to prevent collusion between the agent and the person he was dealing with, which was one of the most important elements of the Act.

Now you see how readily it could be done in the way I have indicated, and I am told that is the way it is done. I am advised that is the fact, and I am pointing out that that being the fact, such a man is liable under the section; and if he is not liable under that, he is clearly liable under the section of the Code.

I have just a few words to say about the cases which have been decided in our Canadian courts.

Decisions re Combines.

It is a matter I should like to speak to you about just for a moment. There is a great deal of misapprehension with regard to what has been decided by the courts in regard to combines. I am going to tell you briefly what has been decided in this country. In the Elliott case, the Ontario Coal Association, of Brantford, they had a list of members, and they refused to take in more members, although those seeking admission were on the same plane and belonged to the same class as the members who arrogated to themselves the right to control the coal situation. And the reason given on the by-laws was, they called them "eligibles"; and a man was only eligible up to the point when the company could not stand any more competition. In other words, as soon as they reached the high-pressure of competition the eligibles were shut out. They prevented other dealers from joining the association. The wholesaler couldn't get his coal, although he was in the same line of business as the members of the association.

The object was, under their articles and by-laws, to prevent anybody but the gentlemen who formed the combine, to prevent anybody, no matter how well qualified he might be, in the same line of business, and entitled to the same rights—to prevent these men getting the

coal. The test of admission was not, "Is this man a wholesale coal dealer or a coal jobber?" The test of admission was this: if there were enough members to exclude competition nobody else, not even the proverbial Irishman, need apply; because he would be shut out. The whole object was to keep down competition, and therefore the court very properly said: This is the worst kind of combine. It is a combine to make money, pure and simple, and therefore it is illegal.

Take the Clark case; a Manitoba case. There the retail dealers were combining. It was only such retail dealers as the directors of the company determined by ballot or otherwise that could get into the association. Every retailer couldn't get in—only the favored few. A by-law fixed the prices, mark you. They combined to fix the price, combined to determine who shall and who shall not be members of this close corporation. They determined the price themselves, not as where the manufacturer determines it, in your case; or as where any wholesale man coming along with a clean record is welcome to join your association. Not that case at all. There the dealer was not joining as a retail dealer carrying on business. That was not the meaning of the word "dealer." The word "dealer" as declared by the by-laws of that association meant "member," and a man who was not a member was declared not to be a dealer.

These people were dealing directly with the consumer, and the result was immediate. You hadn't to go through two or three channels, the price was at once fixed by these men, and at once myself and the million other consumers, whoever they might be, had to pay that increased price.

In your record of business, matters are entirely different. Strange that with all this talk about combines, you can buy sugar to-day cheaper than you could twenty years ago. Singular thing that you can buy better tobacco to-day and cheaper than you could ten years ago, although I am told some of the producers are compelled to put it up a little lately owing to trade conditions.

Case Against the Plumbers.

You have made no attempt to enhance price. The effect, as I pointed out, might, under certain other conditions, have been to enhance, but the object was not to increase, and, as I say, the Clark case differed upon that particular point. Then there was another case—you will remember the plumbers' case. Well, we have no sympathy with the plumber. I tell you that much to start with. He did what was manifestly a very risky thing, not even the semblance of such a thing as was at any time done by or among the members of the Grocers' Exchange. I have no hesitation in saying of your combination, and I think it is a praiseworthy thing to say, that you have sense and honesty and courage enough to go out and say, "Yes, against all dishonest dealing, against the contract-breakers and the cutting of prices, we will combine."

But in the plumbers' case, when they got up steam, they got to this stage: that the dealers in exactly the same class as the association members could not buy from the producers or the middlemen; could not buy at all from them except at an advance. They could not even buy at the price the men in the association were buying at. But if the master plumbers, not being members (this is your case) had been able to go into the open market, being equally qualified with the members, and buy at the same price, there could have been no case against them. Instead of that, they formed a combination outside of that, and said: "Here is the supply house; you must get everything from that supply house, and at the end of that time nobody but members could get anything; and in the meantime there was this supply house enabling the members of the association to get their goods; and at the end of certain periods of time they would divide up the whole business and make the profits. And so the court properly held that this was an evil combination, and one which ought to be punished by law.

In this matter we find the same principles that governed and were approved of in the Gage case, the Ontario Salt case, Gibbons and Metcalf, and a number of other cases. The same principles as were adopted by the Wholesale Grocers of this country governed in these cases, either here or in England. The courts said: "You have not violated the law, you have acted within not only the letter but the spirit of the law, and you shall not be punished for any of these things; they are not a violation of any statute of the land." And that is the position; that is how the matter stands.

On Business Integrity.

Let me say a few words in conclusion upon the matter of business integrity which is always important. As I pointed out in the beginning, general remarks are sometimes not valuable, general reasoning is not of great value to the people who hear it nor to the man who reasons. We have to get down to something like fixed, concrete principles, and see just where the generalities lead us to.

It is very well to say that the combination, or that the general conditions, or the exchange of trade, or whatever it may be, require certain general things to be done, but we ought to inquire first of all what are the real objects of such a combination or of such an association as this.

As I have worked it out in my own mind there are four things to be sought. Each one laudable, each one praiseworthy, each one something we ought to be proud of if we attain to. The first great object of an association of this kind, or of any guild, call it by what name you will, is to preserve the sanctity of an agreement. I care not what means you employ, I care not how hard it may press upon some people or their business; remember that one of the great things to be sought for by any aggregation of men, whether in trade or commerce, or in the private walks of life, whether publicly, politically or otherwise,—the great thing is to preserve the sanctity of your agreements.

The second is, that in all organizations composed of honest men, doing an honest business, it is necessary to

maintain loyalty to each other—no underhand dealing, no taking advantage in some concealed or surreptitious way, but that open, frank, outspoken loyalty, shown in words and in deeds; the confidence that one man must have in another, and in the loyalty which his fellows show to him and to the objects of the institution to which he belongs.

Considering the condition of matters, do not look upon your business as a mere money-making concern; because the man who spends his life gathering coppers together and storing them away and denying himself any little luxury he might otherwise have, that man is not pursuing the object of his life at all. That man is not living the life of a citizen. I say, therefore, that the third great cardinal principle is to look upon your business as a trust given to you to guard and watch and carefully protect.

In your hands lies the destiny to a great extent of a very large proportion of the trade and business of the Dominion of Canada, and as you carry on that business so you are stamping upon it the sacred character of a trust given into your hands; or by taking another course you will have the demerit of having abused the confidence that has been placed in your power.

The fourth is, that you should seek in all your regulations and all your rules to not only advance your own interests, which is the bounden duty of every man to do, but you should to the utmost extent protect the interests of your fellows in business.

Those four cardinal rules, take them as your charter, take them as the foundation of all proper, honest trade and business, and you won't go far astray no matter what means you adopt to carry out those principles. By accepting these, you at once raise the moral standard of trade and business in this country. You elevate the tone and character not only of your own business, but of the whole business of the community. By so doing, you purify the channels of commerce from one end of the country to the other, and even beyond the limits of this country. In your dealings with the English and German and American markets the same principles will hold good, no matter what the class of people may be you are dealing with. Purify the channels of commerce; you have nothing to dread and nothing to be ashamed of; and by these means you will become in fact as well as in name, the merchant princes of the land. Your own lives will be better and higher in their ideals by pursuing a course such as I have indicated; your citizenship will be loftier in its aims and purer in its objects, and your duty to the State will be more faithfully and more fully discharged. Private life is a reflex of our business dealings. Do not run away with the idea, do not let any of us run away with the idea that we can be pure in private life and impure in our public transactions.

And let me say that as you improve the character of your public calling, so will your political, religious and moral conduct add to the national reputation and integrity of the great Commonwealth under whose broad banner of liberty and fraternity you live in the enjoyment of all the benefits and privileges of free, individual right of thought and action.

To Confer with Manufacturers re Selling Plans

Wholesalers and Retailers Have Committees Selected to Wait on Them—Resolution Naming Travelers' Holidays—No More Christmas Presents—Sugar Arrangement Discussed and By-laws Approved of—Close of the Convention.

Toronto, May 6.—The closing stages of the Ontario Wholesale Grocers' convention last week saw among other things the election of the following officers:

President—F. T. Smye, Balfour, Smye & Co., Hamilton.

1st Vice-President—Jno. Dillon, A. M. Smith & Co., London.

2nd Vice-President—F. F. Telfer, Telfer Bros., Collingwood.

Secretary—H. C. Beckett, W. H. Gillard & Co., Hamilton, (re-elected).

The last day was devoted to adoption of by-laws; appointment of committees, including a committee to interview and confer with manufacturers—particularly those of baking powders, canned goods, laundry soaps and condensed milk—with a view to obtaining better profits, etc.; and resolutions re travelers' holidays and Christmas presents.

It was provided in the by-laws that members should be expected to belong to the local, provincial and Dominion guilds. Membership in the Provincial guild is to be had through the local guild, and the Dominion through the Provincial guild. Any member defaulting or withdrawing from the guild will have all privileges withdrawn, and the other members of the trade are to be informed of the late member's withdrawal.

The by-laws were favorably received and passed on for adoption by the Dominion Wholesale Grocers' Exchange convention, which meets in Montreal on June 22.

Wholesalers Not Prompt.

During the succeeding discussion there were many points touched upon and many important statements made. F. T. Smye referred to the attendance of so many retailers the previous day. They were there in their might with some 90 men, and wholesalers had a big lesson to learn from them in promptness. He deplored the carelessness of some wholesalers in not replying to communications and attending conventions. Manufacturers were being educated to see that wholesalers should have their rights and to see that prices shall be kept.

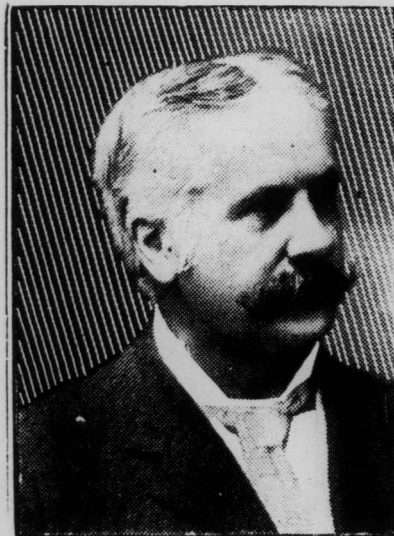
"Are we going to allow two per cent. of the wholesale trade to ruin us?" he asked. "We should grasp the first opportunity for we want a fair deal. The conviction of the retail trade is for a square deal; they came here yesterday with clear-cut resolutions; they do not want secret rebates and underhand work and they do not want to be antagonistic to us. More than one told us the proper plan was to support members of the exchange."

Uniform Travelers' Holiday.

Chas. Parsons, Parsons & Brown, Toronto, was delegated to draft a resolu-

tion regarding travelers' holidays. When this was presented it called forth much discussion, there being a difference of opinion. Some claimed that there should be no set time for these holidays; that travelers wanted them when they wanted them, and not at a certain time specified two months prior to the vacation period. This was the contention of A. H. Pafford, Davidson & Hay, Toronto, who agreed that if this were done his firm would not send out substitutes.

Others claimed that travelers had plenty of holidays—two every week. But



W. G. CRAIG, KINGSTON,

The Retiring President of The Ontario Wholesale Grocers' Exchange.

this point was argued. Some maintained that their travelers worked just as hard on Saturday as on any other day.

H. C. Beckett, W. H. Gillard & Co., Hamilton, said that retailers liked to see travelers get a holiday, and he found that grocers did not support houses who did not give them the usual holiday.

The resolution called for the holidays extending from July 23 to August 6. This does not apply to eastern houses, such as those at Kingston, in view of the competition from Ottawa and Montreal houses who do not belong to the exchange.

Personally, Hugh Blain thought as did Mr. Pafford. But that would render useless all attempts to give travelers holidays. Concerted action was necessary. On general principles, he did not agree with the stand of the Kingston trade, as he believed that retailers could be educated not to purchase from those who did not grant the holidays. If different firms have different terms there would not be concerted action. He did not

propose to stand aside and see a representative of another firm out on a certain district when his traveler for that district was on a holiday. He would have to send a substitute. The following resolution, moved by Chas. Parsons and F. T. Smye, eventually carried:

"That the travelers' holidays as in the past should consist of two weeks, commencing Saturday, July 23, and ending Saturday, August 6, this to apply to travelers within the same territory as last year."

The usual resolution to eliminate Christmas presents also carried. This was found to be the cause of much expense for little value received.

A Manufacturers' Committee.

The selection of a Manufacturers' Committee to confer with manufacturers regarding selling plans of the latter, was the next question considered. This committee is Jno. Dillon and T. B. Escott, London; H. C. Beckett and F. T. Smye, Hamilton; Hugh Blain and A. H. Pafford, Toronto; W. G. Craig, Kingston, and an Ottawa wholesaler to be selected later.

A resolution was then drafted to the effect "that this convention loyally support the Manufacturers' Committee and act in support of any suggestion made or arrangement decided upon."

Geo. E. Bristol wanted a standing vote. One wholesaler declined, maintaining that anything within reason would have his sanction. If the committee boycotted any manufacturer, he would not like to support it, because he thought it would be illegal.

H. C. Beckett—"That's not boycotting. I'll read you the law—we have the right to refuse to handle goods of a manufacturer; we can combine to do that."

He then quoted from the judgment of Justice Falconbridge in support of his claim.

"Manufacturers have always defeated us on account of petty jealousies of the trade," he added.

This satisfied the member who had held out, and the resolution was unanimously carried.

The committee of retailers, recommended by the R. M. A., with which the Manufacturers' Committee will confer, is composed of M. Moyer, (chairman), Toronto; F. W. Forde, Ottawa; Jno. O. Carpenter, Hamilton; T. Nappy, Brockville, and E. M. Trowern, Toronto.

One of the wholesalers asked if there was anything to be done with the suggestion that the Ontario Government reimburse the exchange for the expense in connection with the guild case. This, however, was not considered for a minute.

Changes in Sugar Arrangement.

The existing sugar arrangement was under discussion for a time. It was suggested by one member that sugar be sold at "open" prices—that is, at the prices existing when the order arrives at the

office of the wholesale house. The handling of the second grade of granulated sugar also came up, but these questions, as well as alleged violations, were passed on to be discussed at the meeting of the Dominion Wholesale Grocers' Exchange, which will be held in Montreal beginning June 22nd.

Cheers for the retiring president and for the secretary brought the convention to a close about 4.30 on Thursday afternoon, which, in view of the questions discussed and the frankness of speech was a memorable one in the history of the Ontario Wholesale Grocers' Exchange.

and retailers, is to me one of the brightest signs in the commercial horizon. It is one that I have long wished to see materialize, and one that I hope will continue and be the first step towards building up a unity of interest that will not only help the grocery trade of Canada, but will point the way and create in the minds of all those engaged in commerce that they are filling no menial position in society, when they are standing up and declaring that they intend to take their part in operating the great machinery of commerce, and in directing the counsels of the grocery trade of Canada. They thereby co-operate in a practical way with their fellow manufacturers, wholesalers and retailers so that our trade and commerce will be placed upon a higher and better plane, and thus educating public opinion and direct the attention of our Governments to the fact that our motives in meeting together are not for the purpose of extracting unreasonable profits from our customers, the consumers, but to so regulate our trade affairs, through fair and honorable methods, that everyone engaged in it may occupy in the public mind as important a position in society as that accredited to the arts and professions which must of necessity follow, not lead, in any national progress that commerce may make.

Plea for Unity Among the Three Trade Branches

Address in Part of E. M. Trowern Given at the Ontario Wholesale Grocers' Exchange Convention—What Retailers Were Objecting to and Some Remedies Suggested—Manufacturers and Wholesalers Selling to Consumers a Thorn in Retailers' Side.

The Retailers' Position.

The subject which I desire to present to you this morning, if covered completely, is one that cannot possibly be dealt with fully and justly in the very short space of time that has been allotted to me, generous and all as you have been in giving me so much of the valuable time of this convention, as its boundaries cover the entire commercial field and everything pertaining to the trade and commerce, not only of Canada, but of the British Empire, and also all the other nations of the earth.

These three factors, the manufacturers, the wholesalers and the retailers, represent the great commercial highway and its accessories, upon which our trade and commerce travel. They embrace the entire machinery for the transmission of raw product from the time it is taken from the field, the forest or the ocean, until it is placed into the homes of the consumers. In considering the extent of our commerce or the commerce of any country as a whole, the three interests are inseparable, and their relationship is as closely identified one with the other as is the body, soul and spirit of an individual. They represent, in fact, a trinity of interests, one in three and three in one. Before the producer can place his spade into the earth to dig the ground or plant the seed, the spade must be manufactured, and so around this manufacturing process the distribution must take place, either in large quantities or singly one by one. The first step in the great procession of commerce is taken by the manufacturer, the second the wholesaler, the third the retailer. Around all these interests and subsidiary to them, but not before they exist, comes our currency, our vessels, our railroads and our vehicles for transportation; our seats of Government, our educational institutions, our private and public buildings, our insurance, telegraph, cable and telephone systems, etc., all of which have come of necessity out of and been the result of the great advent of our commerce, which has always and will always lead the way to the opening up of the mighty march and advancement of our civilization.

The relationship, therefore, of the three interests, the manufacturers, the

wholesalers and the retailers, has not been forced upon the community against its will. It has not arisen because some official tribunal has so willed it, or because we have become welded to it through custom or habit, and have been afraid to separate ourselves from it. It has come upon us, it has remained with us, and it will always be with us because it is the only natural, orderly, systematic development of a God-ordained natural law, that cannot be departed from without injuring the entire fabric and structure of our civilization. In fact, upon our commerce our entire civilization has been constructed.

"Having in our possession then as merchants and manufacturers, the instruments out of which has been created the fundamental principles upon which our civilization has been built, and upon which it is being built, are we sufficiently conscious of our responsibility? Are we directing and regulating them as we should? Are we using them properly? Are we allowing them to drift and regulate and control us? Are the three interests working in harmony? Or are we allowing the natural channels to be congested and their currents to be dislocated? Is the body, soul and spirit of trade working harmoniously together as one unit, or is the body starved and sick, the soul in anguish, and the spirit depressed and downcast? It is for the purpose of considering this subject, I take it, that we have met here and I trust that in the discussion that will follow, as I believe it is your intention to so do after I have expressed a few thoughts upon it, that you will do so in the most fearless and open-minded manner possible having primarily in view the general welfare of the manufacturing, wholesale and retail grocery trade of Canada, and leaving any individual grievances that you may have, to be taken care of at some future time, and after we have established and agreed upon some common principles, that are apparent to all and only require our confirmation and active and united support to put them into operation.

Brightness on the Horizon.

"As a retail merchant, who has labored for many years and given considerable time and attention to association matters, I can assure you that the present meeting, where we are gathered together as manufacturers, wholesalers

"Having shown then that our relationship is closely allied and dependent one on the other, how can we best become associated so that the greatest welfare of the whole can be accomplished, which when accomplished will result in greater advantages to ourselves as well as to the consumers, who are our customers and friends. I do not intend here to refer to any reasons why what we desire now has not been brought about in the past, further than to say that we are now, I hope, entering upon a new era, and it is my hope and desire that we formulate as a beginning some plan whereby the three trade interests may co-operate more closely than they have done in the past, for their mutual benefit.

"To do so successfully there must be some recognized principles upon which we must all agree—not in the sense of limiting our capacity for business or laying down some hard and fast rules regulating the detail of our business, and in any sense taking away from us the power to develop our individualism, and thus endeavor to set us back into the age of serfdom or force us into the visionary age of modern socialism. If our organizations stand for anything they must stand for the preservation of individualism in trade and commerce, controlled only by rules agreed upon by all and which are for the best interests of all, or in other words "individual freedom under collective control."

Scope of Manufacturer.

"Let us take as an example of what we mean, the question that has often been asked in various conventions: "Should a manufacturer occupy the three-fold position, that of manufacturer, wholesaler and retailer?" or "Should the three interests be isolated, yet devoted, to their various functions?"

"In considering these subjects we must always bear in mind that there is a natural law underlying trade subjects, the same as the natural laws that

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govern and control our conduct, and we are well aware that if we violate them we suffer, or if we depart from them our reward is awaiting us without any possibility of escape. So it is in trade. If we depart from the natural order and do not recognize the natural channels we must pay the price and suffer the penalty.

"General experience, without any demanding edict from the trade, has shown the majority of intelligent manufacturers that if they want their product marketed in the cheapest, most expeditious and safest manner they must use the machinery provided by the wholesale trade, which amounts to several million dollars. They have found in addition to this enormous machinery that they have the good-will of the wholesale houses and the good fellowship of the vast multitude of commercial travelers, whose glad hand means a valuable asset to the manufacturer, to say nothing of the great saving in the expense of marketing an individual article.

"Then again, follow the cost of book-keeping, the freight and express charges, the cost of bank drafts, the loss in failures and numerous other incidental expenses and the question settles itself in its natural order and according to natural law without having to have a hard and fast mandate from the trade. If the manufacturer pursues the field further and attempts to sell directly to the consumer public, his troubles are still further increased and so also are his expenses. Experience, therefore, has proven that the natural order and relationship of trade is from the manufacturer to the wholesaler, from the wholesaler to the retailer and from the retailer to the consumer.

Cutting Heart Out of Prices.

"Admitting however, that the above channels are the natural ones and the ones that are most profitable for the manufacturer to follow, there are some who have strayed away in some particulars from the narrow path that leads to joy and peace, and I am sorry to say they have been following the desires of their own selfish hearts. Perhaps it is because no one has been on the watch tower, no one guarding at the switch. But now those who have been slumbering are commencing to awaken, we hear this question asked: "Do you think it is fair that a manufacturer should load up the wholesale houses at a price and then sell on the same quantity terms to a few select retailers, who use the special discount given to them to cut the heart out of the prices of the legitimate dealers, who sell the same goods in the same locality and who are desirous of doing an honest trade, and being regarded as honest citizens in the eyes of their customers?"

"Our answer to this is: 'No it is not fair either to the wholesale trade or to the retail trade and it will eventually demoralize the manufacturer's goods, and the only difficulty just now is that the machinery of the natural trade law of compensation for violation of trade laws is out of order, and we hope soon that it will be in the hands of skilled experts and when it is made complete it will commence operations after due notice has been given and no mutual and fair understanding can be arrived at. We are quite aware that some man-

ufacturers take the narrow view. They look at the sales of one given retail grocer in some special locality, and because that appears to be large he thinks that that retail grocer should have special discounts or special privileges, forgetting that the reason in ninety-nine cases out of one hundred why this particular retail grocer's sales in this particular line is large, is because he is not only giving away the illegitimate discount given to him by the manufacturer which should go to the wholesaler, but he is using this line of goods as bait to attract customers to buy other lines. By so doing he has discouraged the sale of these goods not only through the wholesale houses, but by all the legitimate retail dealers in his neighborhood, proving again that all laws that are violated carry with them a sure, if not an immediate, penalty. It is the continuation of this system of doing business that has forced hundreds of retailers to discontinue handling some lines of goods altogether, and thereby creating new markets for new goods and adding and multiplying competition in the same line.

"If trade was as it should be and if we had more cohesion between the three branches of the trade, a great many difficulties that now exist could be removed. Instead of the wholesale trade being looked upon by some manufacturers as a necessary evil, they should be welcomed and assisted and regarded as their best friends and as their legitimate distributing and financial agents.

4,500 Grocers in Ontario.

"Take also the retail grocery trade of Ontario. As nearly as I can estimate it we have over four thousand five hundred retail grocers. Estimate that the average investment is one thousand dollars and we have the enormous sum of four million five hundred and sixty-seven thousand dollars (\$4,567,000) represented. Add to this the value of the real estate they occupy, the number of horses they keep, the number of employes they have, the fire insurance and the taxes they pay and you have then only some slight idea of what this enormous selling force represents. Add the wholesale and the retail trade together and imagine for one moment that if the manufactured lines that this great selling force handles, had the real hearty good-will of these distributors behind them, what would this mean to the manufacturers that are now in business?"

"You may ask me as a representative of the retail trade if I think that the retailers have any reason to doubt that they have not now got the hearty goodwill of the manufacturers, and I must frankly confess to you that while you may all express in pleasing words your good fellowship there remains yet a percentage of you who are not showing it, in my opinion, in a practical way. This may seem severe but in conferences of this kind if we want to accomplish anything we must be above all other things openly frank and honest. It may seem unnecessary to remind you that in the affairs of life generally an underpaid servant who is forced to serve long hours and use some of his own money or borrow from others (it may be his wholesale friends) to eke out an existence and keep his family, is not as a rule an alert,

bright and happy advocate of the cause of his master—and so it is with the retailer. When manufacturers think, which I am sorry to say a few of them do, that they can create a public demand for their goods and force the wholesalers and retailers to handle them on a starvation margin of profit, they are endeavoring to force unwilling servants and the said servants are commencing to rise in rebellion, and as long as I am elected to represent them and free to speak, as I am glad to say I am, I must frankly confess that I shall do all I can to encourage them to rebel, and not only rebel but strike, and strike good and hard as well.

"Now I am not saying this in any spirit of anger or idle boasting. I believe more, much more, can be accomplished by reason and negotiation than by warfare and strike, but I would be unfaithful to my duty as secretary and it would be against the inherent principles of my race to allow this subject to pass without telling you what the real feeling is, and how many feel it in their hearts, but do not express it with their tongue, but we have to face it sooner or later, then why not face it now? All this only points us to another reason why our relationship should be more closely welded together and when they are, these misunderstandings, these unpleasant conditions and these aching wounds, that are constantly being re-opened, will and can all be healed; and instead of the retailers wearing a scowl and a frown when certain goods are asked for, his face will reflect the radiance and good-will of the manufacturer, and his hand shake will mean more, much more, than the greedy grasping after earth's riches, it will be the hearty shake of appreciation and of practical good fellowship and good-will.

"It was not my intention to confine my reflections entirely to the manufacturer as he is only one party to my subject, but I cannot close without again reassuring him that the retail trade desire closer relationships and they have just as much confidence as ever in the contract plan of selling goods as they had when they first advocated it seven or eight years ago. We trust that this subject will not be overlooked during the discussion of our relationships, as it is one that not only vitally affects us all, but one that must be initiated primarily by the manufacturer.

Selling Direct to Consumer.

"To our wholesale friends we may say that we have many things to say to them that I hope will be taken up in the future as a result of this meeting, and which time forbids us to enter into now, but among them, however, is that old time subject of their selling direct to the consumers. From the standpoint of the retailer we can see and we know of many other matters that should be mutually adjusted and which I trust will, the result of which will mean more trade-comfort and more prosperity to us all.

"Having therefore, pointed out the need for closer co-operation among us all and pointed out some of the pitfalls that by consultation can be overcome, I would not like you to think for a moment that

while I have been pointing out some of the evils that exist among manufacturers and wholesalers, and which we trust to have remedied very soon, that I am forgetting our own shortcomings and our own faults.

"To do this would be to cover up perhaps the most unsightly view of the picture, and the only regret I have is that space will not allow me to present it so that you will be able to see some of the evils that are being committed, and some say because they are being reflected on those lower down. But be this as it may, no remedy can be effectual until it is agreed upon mutually by all interests. The retail evils, however, like other matters should be taken up in the full consideration of how best to improve the entire grocery trade of Canada, and in it will be found food for thought that will occupy some of your best minds and your most active intellects, but it can only be accomplished by unity of action and unity of purpose and this will mean

the active co-operation of the manufacturers, the wholesalers and the retailers.

"If from among these three great interests you can select men, which I am sure you can, who have the living interest of the trade at heart, who are big enough and broad enough to lay down principles and ethics of trade in which all who desire honest methods of trade to be conducted, can travel in, you have laid the foundation and taken the first step to point out to the other nations of the earth, that if Canada does lie in the north, if it is only a colony of the British Empire, and a thinly populated place at that, that the business population at least are determined that they shall have a voice in the administration of their commercial affairs, so that they can place the trade and commerce of Canada upon such a high plane that they will attract to our shores all those who feel that here at least trade is sustained on a fair, honorable basis, and the name "Canada" will be synonymous with "Fair Trade" and "Fair Commerce" and shine out more prominently than ever as the brightest gem in the British Crown."

Grocers at "Soo" Have Protective Association

Reforms of Vital Interest to the Trade Being Agitated—Want Lower Freight Rates and High Licenses on Peddlers — More Friendly Relations With Wholesalers.

Sault Ste. Marie, Ont., May 5.—The retail grocers of Sault Ste. Marie and Steelton, Ont., have an association, which although organized but three months ago, has already exerted an influence that is proving a benefit to the trade.

It boasts of twenty-five members, apparently a unit in their desire to increase the usefulness of their association, realizing that only by concerted effort can success be gained. Indications of the aggressiveness of the grocers of the "Soo" are found in the reforms that have been, or are being, brought about, and in the programme they have mapped out for future endeavors.

A credit information bureau has been established and the members have found it of real practical value on many occasions during the past three months.

After Lower Freight Rates.

A movement is being planned to secure lower freight rates, and the better handling of produce and goods coming in by freight. More satisfactory relations between the wholesaler and retailer is another item of general concern, and an attempt will be made to have a heavier license placed upon peddlers, whereby their operations within the city shall be restricted.

The association is planning to hold its first annual excursion on Civic Holiday and in various ways the members are

uniting under a friendly spirit, which will be the keynote of their success.

Three months have satisfied them with what can be accomplished by a good association. They recommend it, in fact, to the grocers of any community as an effective method of solving many of the problems of the trade and of improving and rendering more pleasant the business relations between the members.

The president of the Sault Ste. Marie and Steelton association is E. J. Ewing, and W. F. Danskin is the secretary.

HAS LIVED 75 YEARS.

Toronto, May 5.—The oldest grocery establishment in Toronto—Michie & Co.—this week celebrates its 75th anniversary. It is in fact the oldest retail business in this city, having been established May 1, 1835, in the same spot on King street on which it stands to-day. The founder was the late Geo. Michie. After him came his nephew, James Michie, and following him was his nephew, J. F. Michie, who is at present head of Michie & Co.

The firm attribute the great success of their business to quality and service about which something will be said in *The Grocer* in the near future.

A TRAVELER'S DEATH.

After a short illness, Capt. A. F. Holmes, one of the old reliable "Knights of the Grip," passed away at

his home in Napanee. For a number of years Capt. Holmes represented E. W. Gillett Co. Ltd., between Toronto and Montreal, and by his genial personality made a host of friends who will not soon forget him or his many good qualities. The Gillett Company lose a faithful employe, the boys on the road a genial wholesouled companion, and the trade will miss his good-natured face.

INDIGNATION AT PICKEREL LAW.

Montreal, May 5.—An error is said to have caused the law regarding the pickerel close season to read April 15th to May 15th, instead of May 16th to April 14th, one month, instead of eleven.

The Department of Fisheries at Quebec has had its attention called to the matter by J. R. Innes, secretary of the Fish and Game Protective Association. Fishermen are very indignant about the whole matter.

TRADE NOTES.

Charles Gurd has returned to Montreal from Europe.

C. F. Specht, grocer, 885 Dundas St. Toronto, has assigned.

Jas. Showers has opened a grocery store in St. Thomas, Ont.

Robert Heron, Montreal, with W. D. McLaren & Co., is out of the city on a business trip.

G. P. Johnston, manager of the Royal Polishes Company, has returned to Montreal, from Toronto.

John Fullerton, of Rowat & Co., who has been on a trip to the Pacific coast, has returned to Montreal.

Watt, Scott & Goodacre, Montreal, have removed to larger and more commodious quarters at 32 St. Sulpice St.

The grocers of West Toronto held their first Wednesday half holiday this week. The majority of the trade have decided to take the half day off.

Allan Clark, for more than three years and a half with D. Simpson & Co., general retail merchants, Pickering, Ont., has joined the selling staff of Wm. W. Brack, West Toronto.

An Ontario charter has been granted Mason's Limited to acquire the business of Mason Miller Co., manufacturing and dealing in sauces, relishes, soups, and similar goods. The company is capitalized at \$40,000 with head offices in Toronto.

E. Tessier, grocer, located at the corner of Colborne and William Sts., Montreal, for many years, has moved to the northern part of the city and is now carrying on business in a newly equipped, modern store, corner St. Urbain street and Laurier avenue.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Halley's Comet—Philosophers and scientists have endeavored to explain to us what the comet's tail is composed of but the grocers of Canada have the correct solution.—Look for it in this issue.

The Canadian Grocer

Established 1886

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JOHN BAYNE MACLEAN PRESIDENT

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CANNED FRUITS ADVANCE.

Two weeks ago The Grocer stated in this column that canned fruits were about to advance. It was expected then that the final announcement would have been made last week, but the canners have just made it public this week.

A rise of from 2½ cents to 5 cents occurred, affecting Ontario, Quebec and Winnipeg markets.

Canned fruits are good holding, but, of course, they should not be held too long, although it is claimed that strong prices will prevail throughout the year.

The same is true of canned vegetables and best salmon.

RETAIL OFFENDERS LIABLE.

Judgment has been entered against Joseph F. Bellefeuille et al, defendants in a suit preferred against them by The Walker Bin Co., for damages and costs, and an injunction has been issued restraining them from further infringing Canadian patent No. 81723, and from using, manufacturing, vending or selling the plaintiffs' patented bins. This action was against both manufacturer and user and the judgment covers both.

This is important to retailers, as some have been led to believe that responsibility for infringement does not rest on the user of the infringed article.

Even if retailers are innocent offenders in such cases, that does not exempt them from incurring the penalties that may be imposed. It is best to know the law.

THE MONTHS OF WEDDINGS.

A home furnishing advertisement detailing a list of articles that could be purchased for \$50 suggests an idea that might be acted upon to advantage by the average grocer.

Both May and June are months marked by many weddings and the grocer should not overlook this opportunity of providing his share of the home equipment. His own wisdom will tell him the list of goods he can furnish for a new home, and he can select the amount as he sees fit.

John Catto & Sons, of Toronto, arranged a good newspaper "ad." in this manner, and the grocer might find it to his advantage to attempt a similar plan.

WATCHING MARKET ADVANCES.

Retailers should profit by a statement made by one of the wholesale grocers in respect to the selling prices of goods.

During the closing day of the big convention last week, the prices of salmon were under discussion, when one of the wholesalers stated that he was basing his selling price on his stock. Salmon was good holding he said, and he purposed selling it for what it was worth at the time of sale.

Why do not retailers do this? There are retailers who on many occasions 'get in right' on some particular market. They know that their speculations will be good, and eventually find them to be. But they do not sell the goods at prices ruling at the time of sale. They do not keep in touch with the markets from jobber to retailer, and do not know when advances occur.

Sometimes they have this knowledge, but do not use it profitably. They sell at a few cents above cost, when their competitors who fared worse in buying would lose money if they sold at the same price—and they might just as well make a better profit.

This illustrates why retail grocers should study carefully the markets in their trade paper. It posts them on price advances and gives them an opportunity to profit where a better profit is made possible.

THE GROCER'S WIFE.

The wife of the grocer who is not prevented by too many home duties can, and often does, aid her husband in many ways connected with his business.

This is particularly the case with grocers doing a small or moderate-sized business. She can, and does, read the trade journals, and keeps herself and

husband in touch with what other grocers are doing.

Her advice and suggestions are often of much value, as she sees things from the point of view of the outsider and possible customer as well as from the inside of the store. Numerous bright plans put into effect by grocers have been introduced at the suggestion of their wives, many of whom do a lot of good thinking.

The grocer's wife is often one of the best cooks in the town and locally famous for "trying all the new things." Her suggestion to her neighbors that they use such a brand is one of the most effective advertisements in the world.

SYSTEM IN THE STORE.

The grocery store that is without system courts disaster. It is like a ship without a compass. It may, for all the grocer knows, be heading straight for a rock. His day is so taken up with worry over his position that he has not time to plan for the future. He cannot leave the bridge to others. He must stay and see everything through himself.

System, like every other good thing, can be carried to excess. It can be made a burden on the clerks, a check to rapid business instead of a hastener, and it can develop into a strangle hold. Too much red tape is nearly as bad as no red tape at all, but a judicious amount is the saving of the store.

No business is so small that it does not need system, and rigid system too. A system that grows up with a business, that becomes improved as the experience of the merchant broadens, until the whole business of the store moves like clockwork, is the system that counts. Theoretical systems of experts cannot be applied to a store with impunity. They may upset things more than they improve them. The best system is the one that has been evolved by the merchant, and suits his trade. There can be no check upon the business, no prevention of leakages, no minimising of mistakes, no correct figuring of cost and selling prices without it.

System in all departments saves labor and therefore time. The rapid handling of orders impresses the customers, and gives the store a good reputation. But best of all, it enables the merchant to tell exactly where he stands. How much profit he has made, the value of the stock in hand and all those pointers which are so necessary in the carrying on of a business with the confidence born of the fact that the merchant knows exactly where he stands.

Practical Methods Used in Retail Grocery Stores

Vegetable Fountains Used By Sherbrooke Retailers—Kingston Merchant Claims Some Wholesalers Sell to Consumer—a Method for Getting the Farmers to Town—Nelson Board of Trade Think Sugar Prices There are Too High—A Vancouver Merchant's Experience.

A Vegetable Fountain.

Sherbrooke, Que., May 5.—Two of Sherbrooke's retailers, May & Houlihan, and the Montreal Street Provision Co. are making use of window fountains for keeping their vegetables fresh.

The structure is simple, being trays of galvanized metal arranged in a pyramid form, and small, upright sprays to furnish the water. The trays are loaded with lettuce, celery, spinach, radishes, and in fact most vegetables are revived by placing them under a spray of this kind.

The entire cost of the affair is slight, and it pays for itself quickly. Spinach, badly wilted, placed in the fountain for a few hours will become as crisp as if freshly picked and other vegetables are benefited correspondingly.

Frank Hovey, of the Montreal Street Provision Co., has been using his for some time. His structure consists of one large bottom tray, which practically fills the window. On four uprights is a tray of about 1-3 the size. There are three sprays, one for the smaller tray and two for the larger.

That in use by May & Houlihan is rather more elaborate. In addition to the two trays mentioned, they have added a round tray on top, which enables better displays to be made. Two additional sprays are provided. They have found by experience that less sprays are needed, however, the single one for the top tray being usually sufficient. The water is drained by a waste pipe in the centre, which is connected with the sewer.

Any grocer, they claim, who likes to sell fresh, crisp looking vegetables should have something of this kind, as in no other way can they be both displayed and revived at one and the same time.

Grocers in Public Service.

St. John, N.B., May 5.—As a result of the civic elections held in St. John last week, two retail grocers and a man closely allied with the grocery trade will sit at the council board for the year commencing May 3. Alderman John W. Vanwart, retail grocer, Charlotte St., was opposed this year, but beat his opponent by a majority of nearly 2,000 votes. Alderman Vanwart has presided over the department of public safety for the past three years, and he will probably continue in charge of that work during the coming term. Harry G. Smith, the west side grocer, who opposed Ald. Belyea in Guy's ward, was successful in downing his opponent by a lead of over 500. Rupert W. Wigmore, manager of the Sussex Milk & Cream Co., was elected

as one of the representatives of the city at large. All three are capable business men.

Hard on Some Wholesalers.

Kingston, Ont., April 28.—In referring to the letter which appeared in *The Grocer* a few weeks ago from the Hamilton retailer on the grocer's profits, one of the Kingston merchants thinks there is a good deal in it.

"The wholesaler goes into the territory of the retailer too often," he declared. "He supplies consumers, caters to hotels, restaurants, boarding houses, directly and indirectly. Employees in wholesale houses often buy in quantities and distribute to their friends and relatives, causing no end of trouble. Many people know wholesale prices better than some retailers.

"The worst enemy of the retail trade is often the wholesale and retail man. He will sell the consumer a bag of sugar as low as he will sell the trade. I am looking at the question from the retail standpoint. No doubt the wholesaler has troubles to point out such as carrying retailers on their backs and against this I might say that wholesalers as a rule establish a bad system of encouraging 'any old fool' to start in business if they see his pockets bulging out with one or two hundred dollars.

"A few years ago wholesalers put a limit on their sales by selling to a few. They wouldn't break packages. This kept the number of stores from increasing and there was a living. But the situation to-day is different. Other injuries received by the trade might be mentioned, such as 5 and 10c stores. A big sale was put on here recently by one firm sell-brooms costing \$3.25 per doz. for 15c each. I think 40 doz. was disposed of making a loss of about \$58, and see the injury to the poor grocers. A branch of a wholesale meat firm cuts price of butter, eggs, cheese, lard, pickles, apples, etc., just to draw trade. They have big sheets on the side of their delivery rigs telling the people of bargains they are offering.

"Yes, it certainly costs a lot to do business now and discounting notes is the order of the day. We hope the big joint meeting will burst some of the clouds, and that the sunshine will pour in upon us and make the bank accounts grow like wild mustard."

Getting the Farmers Into Town.

Salina, Kansas, May 5.—In order to get the farmers into this town as often as possible and to encourage them to deal here the Merchants' Association have hit upon a novel idea.

The association has made arrangements to give a number of prizes to the parties bringing to the city the largest number of eggs during the month of April. A first prize of \$15 will be awarded, a second prize of \$10 and a third prize of \$5.

Parties may sell their eggs to any dealer in the city, who will give them a receipt which must be sent to the secretary of the association. Of course, all eggs sold must come from the poultry yards of those who enter the contest. There has been a great scarcity of eggs the last few months and it is thought that the contest will stimulate more interest in the industry.

Protest Against Sugar Prices.

Nelson, B.C., May 5.—The board of trade of this city is making a protest against the high price of sugar. At the meeting held this week, Mr. Horswill said that the sugar combine charged \$6.20 in Nelson, compared with \$6 in the Crow's Nest Pass district and \$5.80 in Winnipeg. A committee was appointed to take this matter up with the company and, failing redress, with the minister of trade and commerce.

Educating the Consumer.

Vancouver, B. C., May 5.—That a prophet has no honor in his own country is further shown by the remark of a retail grocer. "Look at this spaghetti," he said. "Time was when I could sell very little of it, because the name of the manufacturer was on the package, and it was a local firm. After investigation, it was found where the trouble lay. A new package was got out, leaving out the place and by whom it was manufactured, and labelled 'fine Italian spaghetti.' Now there is no difficulty in selling it, and the same customers who before declared it was inferior are loud in their praises of the quality of the goods. The consumer has to be educated, but it is often far better to adopt this course rather than try to remove a mistaken notion from a person's mind."

Prince Rupert's Business Grocers.

Prince Rupert, B.C., May 4.—Among the candidates who are seeking honors in the first municipal election, which will be held next month are several grocery men. Three are running for aldermen. One of them is H. H. Clarke, Clarke & Ives, wholesale grocers, who was born in Truro, N.S., traveled in Manitoba and British Columbia for years, and established his business in Prince Rupert, with Mr. Ives, last June. He is president of the Publicity Club, on the board of trade council.

Government appointee on the hospital board, and secretary of the Skeena river Conservative Association.

F. H. Mobley, another candidate for alderman, is of Stewart & Mobley, who before conducting a wholesale business here, was in the retail grocery business in Atlin for ten years and still holds his connection with that business. He is a J. P.

Wm. P. Lynch, of Lynch Bros., department stores, is from New Brunswick. For six of the nine years that he was in the Yukon, he conducted a general store. He started in his present business with his brother two years ago.

To Enforce Peddlers' License.

Kingston, Ont., May 6.—Merchants of this city have demanded that the license law affecting peddlars be enforced. It has been given out at the city hall that there has not been a license taken out by a peddler this year and that they have been allowed their own free will on the streets. A deputation from the Retail Merchants' Association complained to the Chief of Police that the by-law was not being carried out and asked that immediate action be taken.

A Convincing Advertisement.

Brampton, Ont., May 7.—A recent newspaper advertisement of the R. F. Dale & Co., was as follows under the display heading "The Star Grocery":

"Every day we have more satisfied customers, who, until they had tried our groceries, fruit, etc., did not know what they had missed both in cash and quality.

"We have some maple syrup left, which we are selling at reduced prices. Guaranteed pure.

"Try a cake of our pure maple sugar.

"We sell the best bread and pastry flour on the market.

"We will pay highest cash prices for any quantities of butter and eggs.

"Orders delivered promptly."

Had prices been used in connection with the various articles the "ad" would possibly have brought even better returns.

Want Early Closing in Lindsay.

Lindsay, Ont., May 5.—Although there is not a local Retail Merchants' Association in Lindsay, nevertheless there is a strong feeling of co-operation and from time to time the grocers hold meetings for the discussion of paramount questions. Much can be accomplished by co-operation and the Lindsay grocers recognize this fact. In fact they recognize that by "pulling" together instead of "cutting prices," is the wise policy to follow.

It is understood that an effort is being made to bring about early closing during the summer months, and a petition is being circulated to this effect. The grocers may also hold a "half-holiday" picnic some time this summer, similar to the one held in London, and in other places. In fact the Lindsay grocers are beginning to awaken to the fact that "All work, no play makes Jack a dull boy." The early closing, and the half holiday would be a boon, not only to the clerks, but also to the

grocers, and would tend to establish an easier feeling and a more confidential feeling between the employer and his clerks.

Lindsay grocers were pleased to hear that the wholesalers had invited the retailers to meet with them in convention to discuss grocery matters. Three town grocers, T. A. Fisher, J. R. O'Neill and Jos. Staples attended. In conversation with some of the grocers they gave it as their opinion that there should be a closer relationship between the retailers and the wholesalers.

Killing Flies in Show Cases.

Ottawa, May 5.—An Ottawa grocer claims to have discovered an easy method of removing flies from a showcase. He uses formaldehyde, which can be procured from any druggist for a few cents and which can be used without any effects to the stock. The formaldehyde is placed in a glass container or even on a saucer and put in the show case in the evening. The grocer states that in the morning all he has to do is to brush out the dead flies with a whisk. The amount of the formaldehyde depends upon the size of the show case, about two ounces being sufficient for a case six feet long. The case must be opened in the morning to let the gas escape. It is claimed that the gas will not damage the goods. The method is said to be simple and cheap and the flies can be killed off during a night without any trouble. This grocer uses formaldehyde in ridding more than a few show cases of flies and has found it to work most satisfactorily.

Sells Brazil Nuts Now.

St. John, N.B., May 3.—In line with the advice contained in a recent issue of The Grocer, one of the retailers is making a special display of new Brazil nuts. A sack of the nuts has been emptied into the window with an attractive price-card attached and an announcement that 'now is the time to buy Brazil nuts to get them good and fresh.' As a result there has been a good demand for them. The stock shown is exceptionally clean and bright, and the dealer expressed the opinion that even if he had to pay three cents more for them they were well worth it, as he had found scarcely any bad ones, whereas in other years the stock had to be thoroughly gone over, and a great deal of waste was found.

Thinks Profits are too Small.

Trenton, Ont., May 5.—It is the opinion of E. T. Marsh that the retail grocery business is not in extra good shape. He states that some manufacturers do not take into consideration the retailer's profits when they fix their prices and cites one case where the grocer makes only a gross profit of 14 per cent.—scarcely more than enough he maintains to cover the expense of doing business.

Something in the line of conferences he thinks should be held with the wholesalers and retailers as he does not see much money in the business at present.

SOME LUCKY EMPLOYEES.

Montreal, May 5.—Employees of the Montreal factory of Chase & Sanborn have each been presented with a cheque for \$200 by the Montreal partners in the firm—Senator D. Gillmor and John Anderson.

The reason for this gift lay in the fact that, under the will of the late Caleb Chase, senior partner of the firm, left bequests to all the Boston employees, varying in amount from \$200 to \$2,000. It is generally considered that he meant these amounts to go to Chicago and Montreal men as well as Boston, but the court held that only Boston was included, according to the strict wording of the will, which read: "Chase & Sanborn, Boston."

As a result of Judge Morton's decision, the local partners decided to open their purses to the extent above stated. fourteen employees benefit by it.

NOT ENOUGH PRODUCED.

Bracebridge, Ont., May 5.—At the Canadian Club dinner held here in honor of Prof. James, Deputy Minister of Agriculture, some reasons for high cost of living were given in his after-dinner speech.

The call of the west to the farmer from Ontario and the increasing activity of our manufacturing centres were, he said, expanding the consumption of the necessities of life, while the number of producers was decreasing. Giving an illustration, he pointed out the value of Canadian hens. Ten years ago eggs in large quantities were shipped from Ontario to the United States cities, and now we are actually importing eggs from China and Russia to supply the home demand. What applies to eggs applies to other products, he stated, and it was time in his opinion that Ontario people took notice of this or prices would soar beyond the ordinary man's reach.

FISH COMPANY'S OFFICERS.

The officers of the newly-organized Maritime Fish Co. are as follows:

President—Lieut.-Col. Chas. A. Smart.

Vice-Pres.—C. E. Archibald.

General Sales Manager—A. H. Brittain.

Directors—Lieut.-Col. Chas. A. Smart, James W. Pyke, C. E. Archibald, L. E. Geoffrion, W. B. Converse, F. C. Whitman, Cano. N.S.; C. W. McLean, Brockville; H. B. Short, Dibby, N.S.

The company is capitalized at \$1,000,000.

ANOTHER OUT OF BUSINESS.

Geo. R. Ashwell & Son, wholesale and retail merchants, Chilliwack, B.C., have purchased the business of the Chilliwack Co-operative store. The purchasers intend reducing the stock and to close the store in a week or ten days.

THE KINGSTON CONVENTION.

Kingston, Ont., May 5.—The retail merchants of Kingston are making preparations for the convention of the Retail Merchants' Association of Canada, to be held here on June 16, 17 and 18. They are sending out their invitations through the wholesale houses, and they expect to make it one of the best conventions ever held by the association.

A WHOLESALER'S DEATH.

Lieut.-Col. John I. Davidson, Davidson & Hay, Toronto, Passes Away.

Toronto, May 5.—The death of Lieut.-Col. John Irvine Davidson, which occurred on Thursday night, April 28, removed from the grocery trade of Canada an outstanding figure. He had been in poor health for many months and recently underwent an operation for a serious internal trouble. Following the operation he temporarily recovered, but last week suffered a relapse and passed away on Thursday night.

Col. Davidson was born on November 17, 1854, at the village of Wartle, Aberdeenshire. He was educated at Aberdeen, and as a young man began his business career in London, Eng. Coming to Canada at the age of eighteen, he rose rapidly in business, obtaining a position with Geo. Michie & Co. Subsequently he went to Montreal, where he obtained additional experience in the grocery business with James Jack & Co. Returning to Toronto, he entered the employment of J. C. Fitch and was later taken into partnership, the business thereafter being conducted under the name of Fitch & Davidson for some years. Then he bought the interest of Mr. Fitch and took his brother-in-law, Major John D. Hay, as a partner. The firm has continued under the name of Davidson & Hay.

Col. Davidson took an active part among the wholesale grocers before and since the formation of the Guild. The older members of the trade will recollect the fight which he and Hugh Blain—as representatives of the Toronto wholesalers—waged in Montreal as far back as 1883 when they induced the Montreal wholesale trade to conform to the old tobacco agreement which is still in force.

There was cutting in those days as well as at the present time; and Col. Davidson and Hugh Blain went down to Montreal to confer with the trade there regarding fixed prices on tobacco to the retail trade. The conference was held in the office of Tees, Costigan & Wilson. Col. Davidson having worked in Montreal before was well acquainted with the trade while Hugh Blain was a comparative stranger. The meeting began at 10 o'clock in the morning but it was no easy task for the visitors, despite the strong personality of Col. Davidson and the logic of his colleague, to convince the eastern men that such a step to prevent price cutting was legal. However, at one o'clock, or shortly after, an agreement was arrived at and an adjournment made for luncheon. But in the meantime the Montreal men held a conference among themselves and decided not to abide by the decision reached earlier in the day. This fact was communicated to the visitors and during the afternoon another meeting was held. The question

was again thoroughly discussed and again was an agreement arrived at.

After dinner in the evening Col. Davidson and Mr. Blain were entertained by one of the sugar refiners to a drive around the mountain before they were to leave again for Toronto.

But in the midst of this, word reached them that for a second time the Montreal trade had changed their minds. For a third time the visitors had to get down to business and a third time did they convince their eastern competitors.

The train left shortly after for Toronto with Col. Davidson and Hugh Blain—glad that they had been able to get away before another change of mind occurred.

It is interesting to note that that tobacco agreement made in Montreal, in 1883, is still in effect, although now it is according to the tobacco manufacturers' contract price list.

Col. Davidson was also one of the founders of the Guild. Old records show



LT.-COL. JOHN IRVINE DAVIDSON.
Whose Death Occurred Last Week After
a Lingered Illness.

that he attended the meeting on Aug. 31, 1883, in the Board of Trade building, Toronto, when the wholesalers first talked over the proposition and decided to organize.

He was a past president of the Dominion Wholesale Grocers' Guild, prior to which time he was vice-president. He also held the position of chairman of the Toronto Guild.

The funeral took place on Saturday afternoon, when his remains were laid to rest with military honors. Among the floral tributes was a wreath of red Richmond roses—The Colonel's favorite flower—presented by the Hamilton wholesale trade which was represented by Alex. Turner and G. E. Bristol. Among the other outside houses represented was Hudon, Hebert & Co., Montreal, G. W. Prescott being present.

A TRIBUTE TO THE LATE LT.-COL. DAVIDSON.

By C. L. Marshall.

Though other and more able writers have paid their tributes to the late Lt.-Col. John I. Davidson, and have in a small measure expressed all he was in social and military circles, I feel that it devolves on some one who knew him intimately in business life to add a few words that will, however faintly, express the sentiment of his business associates in the grocery trade.

It was my very great privilege, and never were privilege and pleasure more closely knit together, to work under Colonel Davidson in the Western Brokerage Co., and in consequence I had the opportunity of knowing him perhaps more intimately than any one not actually connected with his company, The Davidson & Hay Limited.

It is often written of business men, that in private life they were beloved; in business circles, respected—of Colonel Davidson it can truly be said that he was beloved by all who came in contact with him. There were no two sides to his nature, no artificiality, he was ever the man and natural. The same genial smile, the same courtesy and chivalry which won for him such a warm affection from friends in his private life, were carried into his every day business and dispensed to all alike from his humblest employe up.

The Colonel was no Napoleon of finance—he was the ideal man of business. Himself the soul of honor, he abhorred double dealing, and the turning of sharp corners. Always a busy man he was never too busy to sacrifice his time to others, and in this, as in all other things, he showed the largeness of his heart. In granting a favor—and he was forever granting favors—it was always "with pleasure." I attribute the loyal devotion of his employes to the fact that he made them feel the responsibility of their positions—made them stand on their own feet. He ever encouraged, rarely found fault, and was rewarded by getting the best out of his men. His advice when asked for was always "if you are sure you are right, go ahead, I will stand by you," and how much these last words meant none but those who needed his support can appreciate.

He was quick in forming decisions; he did not waste words in giving an opinion. The Colonel carried an atmosphere to his office full of life and brightness and a visit to it dispelled worry and care. No man was ever more cheerful, and his cheerfulness was infectious—an optimist, he made optimists of those around him.

Little wonder that he had hosts of friends; in business, some few failed him; when they did, he was deeply grieved, but his nature was too fine to feel any resentment. To no man was he an enemy, it is doubtful if any man was his enemy.

John I. Davidson has passed to the Beyond. Our loss is beyond mere calculation; some mourn him as they would a father, or an older brother, or a very dear friend; to all of us it is a personal loss; to the grocery business an irreparable loss and yet we have not lost all that was gained, for his memory will live, and his influence, as a great, a good and a true man, will ever be felt.

The Markets—Uncertainty in the Price of Sugar

Increase Reported by Various Houses—Sockeye Salmon Has Also a Stronger Tone—Sugar is Expected to go Up Ten Cents at Almost any Time—Prunes in Large and Small Sizes Are in Good Demand — Healthy Aspect to General Market.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Tarragona Almonds— $\frac{1}{2}c$ higher.
 Filberts— $\frac{1}{2}c$ lower.
 Tapioca—Firm at the advance.
 Canned Fruits— $5c$ higher.

Montreal, May 5, 1910.

The feature of this week's market is the advance in the price of canned fruits and some of the principal vegetables. This change has been looked for during the past few days, as a strong and increasing demand had been the order of the day for some time past. The recent consolidation of canning interests is claimed to have had its effect, and for some time, at least, higher prices in most lines of canned goods may be looked for.

Sugar seems to show few signs of retreating from present high quotations, and buyers are beginning to fill their immediate requirements.

Spices are still in heavy demand—a somewhat unusual demand for this time of year.

May 1st saw the water back in the canal again as usual, and navigation season is now on in earnest. Already two fruit boats from European ports have landed cargoes here.

Roads are improving rapidly, enabling country buyers to come in more freely. Collections are very good, considering the time of year, and prospects seem good for a summer trade of larger proportions than usual.

Sugar—The situation in sugar is much the same as last week except that an increased demand is reported. It is probably only temporary at present prices, though the situation looks strong on account of the falling off of the Cuban crop from what was expected.

Granulated, bags	5 05
30-lb. bags	5 15
Imperial	4 80
Beaver	4 80
Paris lump, boxes, 100 lbs.	5 85
50 lbs.	5 95
25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
100 lb. boxes	5 85
50 lb.	5 95
25 lb.	6 15
5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	5 50
50-lb. boxes	5 70
25-lb. boxes	5 90
Powdered, bbls.	5 30
50-lb. boxes	5 50
Phoenix	5 00
Bright coffee	4 90
No. 3 yellow	4 80
No. 2 "	4 80
No. 1 "	4 65
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrup and Molasses—The opening of navigation and better roads has had a healthy effect on the molasses market. Still importers report jobbers slow in laying in stocks at present prices. A further improvement in demand will un-

doubtedly cause a better first hand demand and it does not seem to be far off. Syrups are having a fair sale at former prices.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " half-barrels	0 41	0 43
" " "	0 43	0 45
Choice Barbadoes molasses, puncheons	0 33	0 35
" " barrels	0 36	0 38
" " half-barrels	0 38	0 40
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls	0 03	
1-bbls.	0 03	
2-bbls.	0 03	
25-lb. pails	1 30	
Cases, 2-lb. tins, 2 doz. per case	2 50	
5-lb. " 1 doz.	2 85	
10-lb. " 1 doz.	2 75	
20-lb. " 1 doz.	2 70	

Tea—The Japan season opens this week and advices regarding the new crop are looked for soon. At present the market is quiet, waiting for some definite information.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 32	0 37
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
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 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
pea leaf	0 20	0 30
pinhead	0 30	0 50

Coffee—Coffees are firm at last quotations, and importers report a good demand for all lines.

Mocha	0 18	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—Spice men continue to do a good business at current quotations, with a firmer condition in some lines, particularly in ginger and nutmegs. A slight rise would not be a surprise in some of the best selling lines.

Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	Cochin	0 17	0 20
ground	0 15	0 19	Mace	0 30	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	white	0 20	0 25

Evaporated Apples—There is practically a dead market for this commodity. As one man expressed it, "the market is dead, deader, deader," which expression, grammatically correct or not, describes the situation well.

Evaporated apples, prime	0 08
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Dried Fruits—All lines of raisins are being pushed and show a fair amount of activity as a result. Prunes are somewhat of a dead weight at present. The current outlook depends largely on what action the Greek growers take with regard to their government's offer to compensate for the uprooting of 25 per cent. of the vines. At present prices are firm and demand fair.

Currants, fine filistras, per lb., not cleaned	0 05
cleaned	0 06
Patras, per lb.	0 07
Vostizzas, per lb.	0 08

Prunes—		
40-50	0 09	
50-60	0 08	
60-70	0 07	
70-80	0 06	
80-90	0 06	
90-100	0 05	
Raisins—		
Australian, per lb., (to arrive)	0 08	0 09
Old seeded raisins	0 06	
California, choice seeded, 1-lb. pkgs.	0 07	
fancy seeded, 1-lb. pkgs.	0 09	
loose muscatels, 3-crown, per lb.	0 07	0 08
4-crown, per lb.	0 08	0 09
sultana, per lb.	0 07	0 10
Malaga table raisins, Rideau clusters, per box	2 25	
Valencia, fine off stalk, per lb.	0 05	
select, per lb.	0 06	
4-crown layers, per lb.	0 06	0 06

Nuts—A good increase in demand has been noted, owing probably to the passing of the Jewish holiday. Walnuts and filberts have felt the effect most. In spite of increased demand for Sicily filberts, the price has weakened slightly, showing that the recent reports of a damaged crop were probably exaggerated. Brazils have improved in recent demand.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 11	0 13
Barcelona, per lb.	0 13	0 14
Tarragona Almonds, per lb.	0 13	0 14
Walnuts, Grenoble, per lb.	0 13	0 14
Marbots, per lb.	0 12	
Cornes, per lb.	0 11	
Shelled—		
Almonds, 4-crown selected, per lb.	0 32	0 35
3-crown	0 31	0 33
2-crown	0 30	
(in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	
Pistachios, per lb.	0 75	
Walnuts—		
Bordeaux halves	0 23	0 30
Broken	0 23	0 27

Beans and Peas—New York advices quote beans $5c$ higher. This has not affected local conditions, but has had a tendency toward firming the current quotations. The cause is said to be a considerable increase in demand. Peas are somewhat dull at former quotations.

Ontario prime pea beans, bushel	2 15	2 20
Peas, boiling, bag	2 50	

Rice and Tapioca—Tapioca is firming up every day, and European prices are slightly higher. There seems to be little chance for any immediate weakening. Rice is in rather better demand than last week, at current quotations.

Rice, grade B, bags, 250 pounds	2 75	
100 "	2 75	
50 "	2 75	
pockets 25 pounds	2 85	
pockets 12 1/2 pounds	2 95	
grade c.c., 250 pounds	2 65	
100 "	2 65	
50 "	2 65	
pockets, 25 pounds	2 75	
pockets, 12 1/2 pounds	2 85	
Tapioca, medium pearl	0 05	0 06

CANNED GOODS

MONTREAL—The continued strong demand for fruits and vegetables has finally had its effect on prices. A rise of

ONTARIO MARKETS

POINTERS—

Canned Fruit—Advanced.
Sugar—Higher prices expected.
Teas—Very firm.

Toronto, May 6th, 1910.

Some departments of the wholesale grocery trade have felt the dampening effect of the recent weather.

General reports indicate encouraging conditions. As far as it could be learned there have been no disappointing features in connection with the markets which should be healthy at this season.

Sugar—The sugar market in the United States received quite a bolstering at the middle of the week by a general increase of 10 cents a cwt. The result was that local jobbers added to their holdings with the expectation of an immediate influence on the home prices. The market is firm and an advance is looked for at any time. The period is approaching when consumption of sugar reaches a maximum and added to this is the fact that production has fallen off to a certain extent. Brokers and wholesalers look for an advance.

St. Lawrence "Crystal Diamonds," barrels.....	5 85
" " " " " " " " " " " "	5 95
" " " " " " " " " " " "	6 05
" " " " " " " " " " " "	6 15
" " " " " " " " " " " "	6 35
" " " " " " " " " " " "	7 60
" " " " " " " " " " " "	7 60
Paris jumps, in 100-lb. boxes.....	6 65
" " " " " " " " " " " "	6 15
" " " " " " " " " " " "	6 35
Red Seal.....	7 10
St. Lawrence granulated, barrels.....	5 20
Beaver granulated, bags only.....	4 90
Redpath extra granulated.....	5 20
Imperial granulated.....	4 90
Agadia granulated (bags and barrels).....	5 17
Wallaceburg.....	5 10
St. Lawrence golden, bbls.....	4 80
Bright coffee.....	5 10
No. 3 yellow.....	5 00
No. 2 ".....	4 90
No. 1 ".....	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrups and Molasses—Good business is being enjoyed in these lines with no changes in the price lists.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz.	2 85	" " 12 "	5 40
10 lb. tins, 1 doz.	2 75	Quarts, 24 "	5 40
in case.....	2 75	Pints, 24 "	3 00
20 lb. tins, 1 doz.	2 70	Molasses—	
in case.....	2 70	New Orleans,	
Barrels, per lb.....	0 03½	medium.....	0 31 0 33
Half barrels, lb.....	0 03½	New Orleans,	
Quarter.....	0 03½	bbls.....	0 29 0 31
Falls, 35½ lbs. ea.....	1 80	Barbadoes, extra	
" " 25 ".....	1 30	fancy.....	0 45
		Porto Rico.....	0 45 0 62
		Muscovada.....	0 30

Dried Fruits—There is a good demand for new apricots with slightly higher prices expected by some of the dealers. The demand for large and small prunes has become firmer. Raisins are a quiescent.

Prunes—		Per lb	
30 to 40, in 25-lb. boxes.....		0 11½	
40 to 50 " ".....		0 09	
50 to 60 " ".....		0 07½	
60 to 70 " ".....		0 07	
70 to 80 " ".....		0 07	
80 to 90 " ".....		0 06	
90 to 100 " ".....		0 05½	
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard.....		0 15	
Choice, 25 lb boxes.....		0 15	
Fancy.....		0 17	
Candied and Drained Peels—			
Lemon.....	0 09 0 11	Citron.....	14 17
Orange.....	0 11½ 0 12½		
Figs—			
Elemes, per lb.....		0 08 0 10	
Tapnets, ".....		0 03 0 04	
Bag figs.....		0 03 0 04	
Dried peaches.....		0 08 0 08½	
Dried apples.....		0 07	
Currants—			
Fine Filistras.....	0 06 0 07	Vostzizas.....	0 08½ 0 09
Patras.....	0 07½ 0 08		
Uncleaned to le s			

2½-5c is reported in most of the standard lines. Peas and corn have not so far been affected. Meats are steady, with a good sale. Fish are quiet.

Peas, standard, dozen.....	0 87½
Peas, early June, dozen.....	1 07½
Peas, sweet wrinkled, dozen.....	1 10 1 12½
Peas, extra sifted, dozen.....	1 52½ 1 60
Peas, gallons.....	3 87½ 3 92½
Pumpkins—3 lb., \$1.00; gallon, \$3.60	
Beans, dozen.....	0 87½
Corn, dozen.....	0 80 0 82½
Tomatoes, dozen (Ontario and Quebec).....	0 85 0 90
Strawberries, dozen.....	1 60
Raspberries, 2s, dozen.....	1 80
Peaches, 2s, dozen.....	1 70
Pears, 3s, dozen.....	2 65
Pears, 2s, dozen.....	1 65
Pears, 3s, dozen.....	2 40
Plums, Greengage, dozen.....	1 60
Plums, Lombard, dozen.....	1 00
Lawtonberries, 2s, dozen.....	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	1 87½
1-lb. flats, per dozen.....	1 30
1-lb. flats, per dozen.....	2 02½
Other salmon—	
Humpbacks, dozen.....	0 95 1 00
Cohoos, dozen.....	1 35 1 40
Red Spring, dozen.....	1 60 1 65
Red Sockeye, dozen.....	1 85 2 00
Lobster Futures—	
1-lb. flats, doz., \$2.40; 1-lb. talls, doz., \$1.25.	
1-lb. flats, doz., \$1.50.	
Compressed corned	
beef, 1s.....	1 65
Compressed corned	
beef, 2s.....	2 90
English brawn, 2s.....	3 00
Boneless pigs' feet, 2s	
Ready lunch veal loaf	
1s.....	1 30
Ready lunch veal loaf	
1s.....	2 40
Roast beef, 1s.....	1 65
Roast beef, 2s.....	2 90
Stewed ox tail, 1s.....	1 60
Stewed kidney, 1s.....	1 50
Stewed kidney, 2s.....	2 65
Minc'd collops, 1s.....	1 40
Minc'd collops, 2s.....	2 50
Corned beef hash, 1s.....	1 60
Corned beef hash, 2s.....	2 80
Jellied hocks, 2s.....	3 50
Jellied hocks, 6s.....	10 00
Paragon ox tongue,	
1s.....	7 50
Paragon ox tongue, 2s	
1s.....	8 50
Paragon ox tongue,	
2s.....	9 50
Paragon lunch tongue	
1s.....	4 00
Tongue lunch, 1s.....	3 50
Sliced smoked beef, 1s	
1s.....	1 60
Sliced smoked beef, 1s	
2 60	

WINNIPEG—This week saw an advance in all canned fruits and vegetables. The prices quoted are claimed to be nearer a standard than they have been for a year and we quote the following figures.

Strawberries, per case.....	2 50
Lawtonberries, 2s.....	3 60
Raspberries, 2s.....	3 30
Apples, gallon, per dozen.....	1 35
Peaches, 3s.....	3 50
Pears, 2s.....	3 30
Plums, 2s.....	2 00
Tomatoes, 3s.....	2 10
Corn, 3s.....	2 10
Beans, 2s.....	1 75
Peas, 2s.....	2 25 2 40

TORONTO—An indication of the firmness of canned goods particularly fruits is offered by recent advances. Two and a half cents a dozen was reported as the increase in canned fruits and the demand is stronger. Home preserved fruits have become exhausted and the retailers' shelves are being raided to fill the gap that extends between the present and the new fruit. Best sockeye salmon has been advanced 60 cents a case by packers on the coast and a firmer tinge has been added to the local market with indications directed further in that direction.

Beans.....	0 85 0 90	Red pitted cher-	
Corn.....	0 80 0 85	ries, 2s.....	1 75
Peas.....	1 10 1 60	Gallon apples.....	2 45 2 75
Pumpkins.....	0 80 0 85	Bartlett pears.....	
Tomatoes, 3s.....	0 85 0 90	Heavy syrups, 2s.....	1 65
Strawberries, 2s 1 42½ 1 55		Light " 2s.....	1 15
Raspberries, 2s 1 62½ 1 70		Heavy " 3s.....	2 40
Peaches, 2s.....	1 65	Light " 3s.....	1 70
" " 3s.....	2 65	Lombard plums,	
Lawtonberries.....	1 65	2s.....	0 80 0 85
Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen.....	1 90	Red Spring, doz.	1 55 1 65
1-lb. flats, dozen.....	1 25	Red Sockeye, dz.	1 65 1 70
1-lb. flats, dozen.....	2 12½		
Other salmon prices		Lobsters, halves,	
are:		per dozen.....	1 85 2 20
Humpbacks, doz.....	0 95 1 00	Lobsters, quar-	
Cohoos, per doz.....	1 45 1 50	ters, per dozen.....	1 40

Raisins—			
Sultans.....		0 05 0 06½	
" fancy.....		0 06 0 07	
" extra fancy.....		0 08½ 0 09	
Valencias, new.....		0 06 0 06½	
Seeded, 1 lb packets, fancy.....		0 08	
" 16 oz. packets, choice.....		0 07½	
" 12 oz.....		0 06	
Dates—			
Hallowees.....	0 05 0 05½	Fards choicest.....	0 10
Saisr.....	0 05		

Tea—The market remains firm. Reports state that the week's auctions have resulted in keen competitions with sales a little higher. While the market is really uneventful it is strong and steady.

Coffee—The market continues firm with no changes.

Rio, roasted.....	0 12 0 13	Mocha, roasted.....	0 25 0 28
Santos, roasted.....	0 15 0 17	Java, roasted.....	0 27 0 30
Maricao, ".....	0 16 0 18	Rio green.....	0 08 0 09

Nuts—There is a stronger outlook to the nut market. Almonds and Brazils show a firm front, filberts are easier but the situation on the whole is firm.

Almonds, Formigetta.....	0 11½ 0 12
" Tarragona.....	0 14
" shelled.....	0 32 0 35
Walnuts, Grenoble.....	0 13½
" Bordeaux.....	0 11
" Marbots.....	0 12
" shelled.....	0 29 0 30
Filberts.....	0 12 0 12½
Pecans.....	0 16 0 18
Brazils.....	0 15
Peanuts, roasted.....	0 08 0 12

Rice and Tapioca—Tapioca is firm. Demand for rice is, if anything, improved. Locally sago is scarce.

Rice, stand. B.....	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b.,	0 03 0 03½
Montreal.....	2 85
Rangoon.....	0 03½ 0 04
Patna.....	0 06 0 06½
Japan.....	0 04 0 05
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago.....	0 05 0 06
Seed tapioca.....	0 06
Tapioca, medium pearl.....	0 04½ 0 05½

Beans—The demand for beans remains in the same groove. The price has not changed.

Prime beans, per bushel.....	2 10
Hand-picked beans, per bushel.....	2 25

MANITOBA MARKETS

POINTERS—

Canned Fruits—Advanced.
Sugar—Market firm.
Beans—Market weakening.
Butter—Firm.

Winnipeg, May 5, 1910.

The feature of the western market situation is the scarcity of goods and the consequent advancing prices. The output has reached tremendous proportions and wholesalers are too busy to talk about the trade. Travelers have no difficulty in getting good business at every call and although retailers are not visited often just now by the farmers, yet they are bound to get a good trade and are preparing to land all possible business. The construction camp trade is the heaviest that local jobbers ever experienced, several hundred camps have been supplied with a quantity as large as a retail stock. The lines of goods, however, are not of a wide range and the quantity of prunes, syrup and flour is enormous in all such camps.

The population of every district is growing by leaps and bounds and many of the new arrivals are investing their

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fortunes in retail stocks everywhere in the west.

The opening of navigation relieved the situation by bringing to the market many lines which were greatly in demand. Canned goods have come in abundance and transportation from Fort William has been almost blockaded.

Sugar—The sugar market in Europe is firm and an advance took place in New York on April 28. It is likely to follow suit in Canada. The advance will be slight in any case.

Montreal and B.C. granulated, in bbls.	5 60
" in sacks	5 65
" yellow, in bbls.	5 20
" in sacks	5 15
" icing sugar, in bbls.	5 95
" in boxes	6 15
" in small quantities	6 20
Powdered sugar, in bbls.	5 75
" in boxes	5 95
" in small quantities	6 60
Lump, hard, in bbls.	6 45
" in 1-bbls.	6 55
" in 100-lb. cases	6 55

Foreign Dried Fruits—The raisin output has been exceptionally large and the 3-crown sultanas are scarce. The demand continues for the high grades and the strong market does not affect the trade. The supply of prunes to railway construction camps is heavy and the supply is getting small. Firmer prices on all lines are sure to result from the present demand.

Smryna Sultana raisins, uncleaned, per lb.	0 06	0 11
" cleaned, per lb.	0 09	0 13
Valencia raisins, Rowley's, f.o.s. per case, 28's.	1 65	
" selects " 28's.	1 80	
" layers " 28's.	1 95	
California raisins, choice seeded in 1/2-lb. packages	0 06	
" per package	0 06	
" fancy seeded, in 1/2-lb. packages	0 06	
" per package	0 06	
" choice seeded in 1-lb. packages	0 07	
" per package	0 07	
" fancy seeded in 1-lb. packages	0 08	
" per package	0 08	
Raisins, 3 crown muscatels, per lb.	0 06	0 07
Prunes, 90-100, lb.	0 05	0 07
" 50-80	0 05	0 07
" 70-80	0 05	0 07
" 60-70	0 05	0 07
Prunes, 50-60	0 07	0 08
Prunes, 40-50, lb.	0 08	0 09
Silver prunes, ac.	0 09	0 12
to quality.	0 09	0 12
Currants uncleaned, loose pack, per lb.	0 06	0 07
" dry, cleaned, Filiatras, per lb.	0 06	0 07
" wet, cleaned, per lb.	0 07	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 08	0 09
Pears, per lb.	0 09	0 15
Peaches, stand-	0 08	0 15
ard, per lb.	0 08	0 15
Peaches, choice.	0 09	0 15
Apricots, stand-	0 15	0 07
ard, per lb.	0 15	0 07
Apricots, choice	0 15	0 07
per lb.	0 15	0 07
Plums, pitted, lb.	0 11	0 12
Nectarines, lb.	0 09	0 13
" citron.	0 13	0 18

Syrup—The trade is excellent in syrup just now and will continue so during the season. It is a leading camp commodity and a rural table delicacy. The molasses trade is steady with prices quite unchanged.

Syrups—	
24 2-lb. tins, per case	2 15
12 5-lb. tins, per case	2 55
6 10-lb. tins, per case	2 40
3 20-lb. tins, per case	2 45
Half bbls., per lb.	0 03
Barbadoes molasses, 1/2 bbls., per gal.	0 50
Gingerbread molasses, 1/2 bbls., per gal.	0 40
New Orleans molasses, 1/2 bbls., per gal.	0 33
Challenger, 6 10-lb. tins, per case	2 15

Honey—Last year's goods are getting more scarce and it looks as if supplies will be depleted before new goods come in. The following prices hold to-day but many be advanced slightly in a short time.

Honey, 2 1/2 lb. tins, per tin	0 37
" 5 lb. tins, per tin	0 75
" 12 oz. jars, per dozen	1 90
" 60-lb. tins, per lb.	0 15

Nuts—The shelled nut market is one in which wholesalers have no difficulty

in working up. The trouble is to supply the demand which thus far has been easy. The prices are firm but no advances are expected.

Shelled Walnuts, in boxes, per lb.	0 30
" small lots, per lb.	0 31
" Almonds, in boxes, per lb.	0 33
" small lots, per lb.	0 34
Peanuts, Japan, per lb.	0 13
" small lots, per lb.	0 16

Rolled Oats—This market is held weak and all efforts to revive it are futile. The price is not in keeping with the oat market and only keen competition keeps the rolled product down.

Rolled oats, 80 lb. sacks, per 80 lbs.	1 75
" 40 " 40 "	0 90
" 20 " 20 "	0 45
" 80 " (8, 10s)	2 15

Lard—Quotations are strong at the following figures. The pure stuff is particularly firm and slight advances would not be surprising.

Pure, 20-lb. pails	3 65
" 3-lb. tins, 60-lb. cases	11 25
" 10-lb. tins, 60-lb. cases	11 05
Compound, 20-lb. pails, per pail	2 80
" 5-lb. tins, 60-lb. cases	8 80

Maple Syrup—Although the demand this year is greater than ever before and supplies are no heavier, yet the market is unchanged since last reports. The city trade is better than the rural for this product.

24 quarts, per case	8 50
12 1/2 gallons, per case	7 85
6 gallons, per case	7 25

Tapioca and Sago—The output has quieted and the firmness has abated in the market values. Some houses are selling sago at 43 1/4 cents, but the decline is not general.

Pearl tapioca, per lb.	0 04
Sago, per lb.	0 05

Beans—Local jobbers find it difficult to land any quantity of supplies from the east and the trade here is hard to mouth. Prices are unchanged and those who are holding stocks may find the trade getting duller.

3-lb. picker, per bushel	2 20
Hand picked, per bushel	2 30

Fresh Fruits and Vegetables—Higher prices prevail except on the citrus lines which are moderate. The trade is excellent in imported vegetables and as exporting increases, prices will be higher.

Oranges, per box	3 25	4 00
Lemons, per box	5 25	5 50
Grape Fruit, Florida, per box	6 00	
Apples, Ontario, per bbl.	4 60	
Apples, Washington, per box	2 50	
Pears, California, per box	2 50	
Bananas, according to size and up	2 50	
Rhubarb, per box	3 00	
Celery, per crate	5 50	
Onions, Valencia, per crate	4 25	
Cranberries, Wisconsin, per bbl.	7 50	
Cucumbers, per dozen	3 00	

Evaporated Apples—The market is weak and 7 1/2 cents will buy anything in stock. The goods are not worth the handling at a smaller figure.

Eggs—Manitoba can supply all the eggs required and the trade is good. The jobbing price is 19 to 20 cents. A shipment of 4,000 cases left Winnipeg for the west last week.

Butter—A high price is maintained for all butter. Local creameries are advancing prices and it is rumored that they are about to quote 43 cents to the retailers. At present jobbers are asking

41 cents for No. 1 creamery and 30 to 35 cents for dairy. Jobbers succeeded in getting a small supply from the eastern townships but it went off quickly. A rapid decline will take place as soon as the grass butter comes on the market.

BRITISH COLUMBIA MARKETS.

Vancouver, May 5, 1910.

A little flurry took place in eggs this week. Locals are up from 30c to 33c, while Californias, which were 28c, are back to 30c. An arrival from the Northwest this week brought 400 dozen with him, in the hopes of selling at a profit. He figured on the price here, but he forgot that the Manitoba eggs, gathered at random intervals, are always two or three cents lower, with a poor demand at that. It is doubtful, with such good eggs from California on the market, that he will make much on his deal. The eggs from California are worthy of remark. They are invariably of uniform size, cleaner in most instances than local eggs, and on the average as good in quality. The best are exported here, and it has been found that this pays.

Local creamery butter is 35c, while eastern of the best grade is 36c.

Sugar, standard granulated	5 80	Butter, local creamery	0 35
Sugar, imported	5 25	Butter, Western	0 22
Val. raisins, lb.	0 05	Eggs, California	0 30
Cal.	0 07	Eggs, local	0 30
Prunes	0 05	Cheese, Ontario	0 14
Currants	0 06	" Manitoba	0 14
Dried apricots	0 11	Bacon	0 24
Flour, Standard	6 90	Lard, pure	0 20
" bbl.	6 90	Lard, compound	0 17
" Cornmeal, p. 100	2 60	Potatoes	
Beans, per lb.	0 03	Ashcroft's, ton.	40 00
Rice, per ton	68 00	Local, ton.	20 00
Tapioca, per lb.	0 03	Cal. Burbanks.	25 00
Apples, box	2 75	Canned Goods—	
Evaporated apples	0 08	Peas, Early June	1 40
Butter, Eastern dairy in tubs	0 25	Tomatoes	1 27
Butter, Eastern dairy, choice	0 34	Corn	1 02
		Apples	3 42
		Strawberries	2 15
		Raspberries	1 45

NOVA SCOTIA MARKETS.

Halifax, May 5, 1910.

General conditions in the grocery trade are considered good, despite the high prices that are quoted for many lines. Butter is now one of the leaders in the price movement, and there is a good demand for all the first-class stock that is offered. The cause of the scarcity is said to be due to the heavy demand from the west. Recently a large quantity was sent from Halifax to Montreal and that cleaned up nearly all the surplus stock that was on the market. Some of the jobbers are now asking 32 cents for the best creamery, and dairy is also up two cents per pound. A short time ago it was thought that there would be lots of new butter coming on the market by this time, but the weather is backward and the cattle cannot be placed on pasture.

There is a fairly good demand for eggs, and the price is firmer. They are now quoted at 20 cents per dozen. There is not much doing in the fruit business just at present, the unseasonable weather having had a bad effect on trade. The trade in flour and feeds is also

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quiet, the high prices keeping the dealers from ordering any large stocks.

Creamery prints per lb. 0 30 0 32	Beef, Canadian per bbl. 18 00
Creamery solids per lb. 0 28 0 29	Hams smoked 0 16 1/2
Dairy, tubs, lb. 0 25 0 25	Pork, fresh 0 10 0 11 1/2
Fresh eggs, doz. 0 20	Codfish, quintal 5 50
Sugars—	Herring, pickled per bbl. 5 00
Extra standard, granulated 5 05	Apples, per. bbl. 1 50 3 00
Austrian, bags, granulated 4 95	Potatoes—
Bright yellow 4 75	P. E. Island, bag 1 50
No 1 yellow 4 65	Nova Scotia 1 50
Flour h. wheat per bbl. 6 40 6 50	Onions, Spanish ber lb. 0 02 1/2
Flour, Ontario blends, bbl. 5 75 5 85	Onions, American, per lb. 0 02 1/2
Corneal, bag, 1 70 1 75	Onions, Canadian, per bag. 1 60 1 75
Oats, 0 54 0 55	Molasses, fancy Barbados, bbl. 0 37
Pork, American per bbl. 28 00	Molasses, fancy Barbados, gal. 0 32 0 35
Pork, clear bbl 31 50 32 00	Beans, bushel. 2 25
Beef, American plate per bbl. 18 75	Rollled Oats, bbl. 5 25 5 40

NEW BRUNSWICK MARKETS.

St. John, N.B., May 5, 1910.

About the only feature of interest in the local markets last week was the decline in the price of flours. Ontarios dropped 20c Wednesday morning, and a little later in the day Manitobas declined a like amount. The quotation

now is \$5.55 to \$5.85 for the former and \$6.35 to \$6.45 for the latter.

With the advent of warmer weather, fish are coming in more plentiful, and the prices are beginning to drop. The quotations on eggs and butter are unchanged.

Sugar—	Molasses, fcy.
Standard gran. 5 27 5 30	Barbados, gal. 0 33 0 34
Austrian " 5 19 5 21	Butter, dairy, lb. 0 25
Yellows 4 79 5 10	Butter, creamery, lb. 0 27
Flour, Manitoba 6 35 6 45	Eggs, new laid 0 16 0 18
" Ontario. 5 55 5 65	Potatoes, bbl. 1 25 1 50
Corneal, bags. 1 55 1 57	Canned goods—
Rollled oats, bbl. 5 00 5 10	Peas, doz. 1 10 1 50
Buckwheat, west, grey, bag 2 90 3 00	Corn, doz. 0 85 0 90
Val. raisins, lb. 0 05 1/2 0 06 1/2	Tomatoes, dz 0 95 1 00
Cal. raisins, seed ed 0 07 1/2 0 08 1/2	Raspberries, dozen 1 90 2 00
Currents, lb. 0 07 0 07 1/2	Strawberries, dozen 1 65 1 75
Prunes, lb. 0 05 1/2 0 07	Sauces, case—
Rice, lb. 0 03 1/2 0 03 1/2	Red spring. 6 50 6 75
Beans, hand picked, bus. 2 20 2 25	Cobots. 6 00 6 25
Beans, yellow eye, bus. 3 50 3 65	Peaches, 2's, dozen 1 70 1 80
Cheese, new, lb 0 13, 0 14	Peaches, 3's, dozen 2 80 2 90
Lard, compound lb. 0 14 0 14 1/2	Baked beans, dozen 1 15 1 25
Lard, pure, lb. 0 17 1/2 C 17 1/2	Fish—
Pork, domestic mess. 30 00 30 50	Cod, dry. 3 25 4 50
Pork, American clear. 32 00 32 50	Herring, salt, in tins. 2 60 2 70
	Herring s. smoked, box 0 11 0 12

The Retail Merchant and His Show Window

The Best Advertising Medium the Retailer Has—Large Stores Have Proved That Window Displays Sell Goods — Night the Most Effective Time—Windows Must be Changed Frequently and Kept Clean.

By H. L. Hall.

The properly used show window is the best advertising medium within the reach of the retail merchant, and yet curiously enough, it seems to be the least appreciated of all the means he uses. His show window is his best medium, because it will sell goods for him at a less percentage of cost than any other means at his command. I say that it is the least appreciated because of the fact that it is so very generally neglected. Most retail merchants have not yet learned its true value. Many of them seem to think that it is merely a space which must be filled up with something—it does not really matter what or how. All this is wrong.

The department store manager appreciates his window space and makes good use of it. If you do not believe that he considers window space valuable, go to him and try to rent one of those he is using. You will soon get a larger idea of its value. The big store even employs an artist who spends all his time and thought in getting up and executing attractive window displays. And these window displays sell goods enough to make the window dresser and his big salary a good investment. It is not enough that a display shall please the eye. It must sell goods or it is not successful. The big store demands that there shall be a material increase in the sale of a displayed article while it is in the window, and if the increase does not come the fact is chalked up against

the window dresser in the records of the manager.

The advertising agent of your local opera house knows the value of show windows, for he is willing to exchange seats worth money for the privilege of hanging his lithographs in your window, and I cannot conceive of him doing it unless your window has a real value to him—and if to him, why not to you?

The real potential value of a show window lies in the number of people who will pass it within a given space of time. Its value may be computed on the same basis as that used for the computation of any other means of publicity. Magazines charge so much a line per thousand of circulation. If you buy space in the pages of a magazine you pay for the privilege of exhibiting your announcement in a place where a given number of people will pass. It is up to you to make your announcement in such a manner that these people, or a goodly number of them, will stop to see what you have to say. It is just the same with your show window. No matter what your location, there will be about so many people pass your window each day, and it is your task to make that window catch and hold their attention to such an extent that some of them will feel a want of what you there offer.

Night Displays Most Effective.

Of course the average retail merchant cannot afford to pay a big salary to an

exclusive window trimmer, but the chances are that there is some one within reach who can do many times better than he is now doing with the means at his command. It may be his clerk or porter. It may be his wife or daughter. The proper thing to do is to experiment till he finds the right one, and then let that one do his best. Window trimming is an art, but like the most other arts it can be studied and acquired. Get out on the street and study other windows. Analyze the ones which appeal to you as being above the average. Learn what it is which makes them better than most of the others. Pick out the good points and emulate them. Pick out the faults and avoid them. I do not mean to advise copying, but we can learn from the mistakes and successes of others without copying.

It is at night when the outside world is dark that your window will look the most attractive. Hence the best time for window display is in the fall and winter, when the evenings are longest. For this reason, too, it follows that one of the first things to be seen to is that the window must be well illuminated. Nothing so surely kills off a window display as poor lights. And at the same time it may be stated that there is no other investment which will pay a merchant so well as good lights throughout the store as well as in the window, but if the lights must be cut down anywhere, let it not be in the windows.

The chief fault of the ordinary window display is crowding. Don't try to put your entire stock in your windows, but leave room for an effective arrangement of what you do put there. Too much stuff will defeat your purpose, which is to call attention to the items displayed with enough force to make the gazer want to buy. The handsomest and most effective window the writer has seen in a long time was at the same time the simplest. It was in the window of a shoe store. The back and sides of the window were finished in plain wood of a dark shade, and in the window were three pedestals about fourteen inches high. Over these pedestals were draped three skins, one white, one red and one blue. On the top of each was a single slipper, matching in color the skin under it. In the centre of the window, on a white mat, was placed a single shoe, one of a new pattern. This shoe was marked "Our Marquise Shoe—\$3.50." I'll warrant that the display sold that brand of shoes and sold plenty of them.

TRAVELER WANTED.

WANTED—Traveler, well connected, by wholesale grocery specialty house. Fast ground. Must know teas. Give age, references, salary required and when open for engagement. Box 340, CANADIAN GROCER, Toronto. (19)

Hindrances to a Larger Consumption of Coffee

According to the View of a Scientist—The Valuable Constituents of Coffee and How They May be Extracted—Ideas for Grocers in Selling this Beverage.

By A. McGill.

I have long been impressed with the easily demonstrable superiority of coffee, among available domestic beverages, and have been surprised that its consumption is not at least ten times what statistics prove it to be. In seeking for an explanation, I am forced to recognize that the greatest hindrances to a larger use of coffee are capable of being overcome, by the exercise of a little of what Scotchmen call gumption.

Coffee, as usually prepared, when well prepared, is an expensive beverage. A really good cup of coffee costs us, to-day, at least one-third more than it need do, simply because we do not exercise scientific precautions in brewing it. Let me explain:

Two things are necessary to a satisfactory cup of coffee, viz.: (1) body, (2) aroma. The "body" is due to the effective solution of the sugars, gums, caffeeo-tannates, and other fixed soluble matters of the roasted berry. I call these matters fixed because, when dissolved, you may continue to boil the solution without losing them by volatilization. If you boil to dryness, you will find these matters as a dry residue in the pot.

The "aroma" is due chiefly to a substance known as caffeeol. This is easily got into solution; but it is also easily lost from solution. Being volatile, it escapes with the steam and a few minutes' boiling causes its total loss when the beverage becomes odorless, tasteless, flat and insipid.

But the caffeeol is not only necessary to give a pleasant and characteristic aroma to the drink. It possesses well marked physiological properties, is a cardiac stimulant, and is absolutely needed to balance the caffeine, which, in boiled coffee, produces a disagreeable after effect with most people.

A Difference in Tea.

In making a cup of tea in which very little "body" is wanted and in which there is danger of having too much tannin dissolved from the leaves, it is only necessary to pour boiling water on the leaves, allow to draw for a few minutes, and then pour it off again. In this way we get all the theine and volatile oil of the tea into solution, and quite as much of the tannins as is good for us. But you can't economically make a cup of coffee that way! The average amount of tannin in tea is 15.32 per cent.; that of roasted coffee is only 4.63 per cent. It follows that in order to get necessary "body" in coffee we must actually boil the coffee. But if we do that, we lose the caffeeol (aroma), which we also need to give a good beverage. How shall we proceed in order to fulfil both requirements?

One way is to use a great excess of coffee; put this in a sieve (or percolator) and pour boiling water through it. We thus extract all the aroma, and about half of the body-giving components of the coffee, and by using plenty of it, we get an excellent beverage. But it is a wasteful and extravagant way of brewing coffee.

To Get Both Requisites.

Common sense suggests that we should recognize the quite different character of the body-giving constituents of coffee, from the aroma-giving constituents, and proceed somewhat as follows:

From a quantum of coffee which we shall call A, extract the whole of its soluble matter by actual boiling for five or ten minutes. Of course, the caffeeol (aroma) will boil away and be lost. Take another quantum of coffee (which we shall call B), equal to A, and, placing this in a sieve or percolator, pour over it the boiling solution from A. This will

rapidly filter through B, and will dissolve out the caffeeol (aroma) from B, together with a small quantity of the body giving material; but not more than one-fourth or one-fifth of this, if the sieve, or strainer, be properly constructed. The finished beverage is now a perfect drink, containing full "body" (obtained from quantum A) and full "aroma" (obtained from quantum B). The dregs from A may be thrown away, as completely exhausted. But the dregs from B still contain by far the larger part of their total extractive matters. This residue must be boiled for the next brew, just exactly as was done with quantum A for this brew. The hot solution will be poured through a fresh quantum C for the second brew, and this residue (C) will be used, in turn, for a third brew, while residue (B) will be thrown away as waste.

If I have made this clear it will be seen that no coffee dregs are thrown away until fully exhausted. Hence, a maximum economy is practised. Further, the finished beverage, in every case, is perfect, both as regards body-giving and aroma-giving components. And, still further, the finished beverage contains the physiologically active caffeeol, as well as caffeine, tannin, sugars, etc., and is a properly balanced drink, healthful, invigorating and delicious.

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You Can Beat Out the Peddler

YOUR OPPORTUNITY

There are three reasons why the peddlers get so large a share of the tea trade. They sell a customer more at a time than the merchant does; they sell a larger percentage of 40c. tea than the average merchant; and they sell blended teas in preference to straight tea.

A tea peddler will sell as much as 400 lbs. of tea in a day from a single wagon. I know of one man who boasts that he sold 50,000 lbs. of tea from a single wagon last season. He is operating in Central Ontario.

There is no inducement in 25c tea to bring your customer back for more of it. Nine out of every ten customers will buy better tea on your recommendation. When you sell them Red Rose Tea, and especially the 40c grade or better, they will be back for "more of that tea." You can be sure the peddler will not offer them anything so good at the price.

To sell in quantity you can get the 30c and 40c grades of Red Rose Tea in three, five and ten pound tins. The surest way to get back a customer who is buying from a peddler is to sell her a tin of the 40c grade of Red Rose Tea. The chances are she is buying 40c tea from the peddler.

You can beat out the peddler, get back your own customers, and get other new ones if you will push Red Rose Tea. You will find it will pay you to display it on your counter and in your windows and recommend it to your customers.

Red Rose Tea

Front Street East,
Toronto, Ont. }
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WEEKLY CHANGES IN BUSINESS.

Destruction by Fire, Assignments Made, and New Men in the Trade.

Ontario.

H. L. Davies, grocer, etc., Toronto, Ont., has assigned.

B. H. Scott & Co., grocers, Toronto, Ont., have assigned.

H. Latimer, grocer, Toronto, Ont., has gone out of business.

W. H. Rutledge, grocer, Toronto, Ont., offers to compromise.

H. Proctor, grocer, Toronto, Ont., advertized stock for sale on May 4.

Swafford & Co., grocers, Sarnia, Ont., have sold to Burnett & Fricker.

A. C. Kindree, general merchant, Hornby, Ont., has sold to W. J. Lindsay.

Saunders & Co., general merchants, Lavalee, Ont., have sold to Ross D. McKenzie & Co.

In the recent fire at Cornwall, Ont., G. W. Armstrong and Dunkin & Co., suffered losses by fire and water.

Quebec.

Gerardus Cote, grocer, Quebec, has assigned.

Thos. Elliott, grocer, Montreal, offers to compromise.

Cyrus Kellar, general merchant, Low, Que., has assigned.

J. H. Goyer, grocer, Westmount, has sold to James Graham.

The assets of Arthur Turcotte, grocer, Quebec, are to be sold.

Veillet, Tref & Co., general merchants St. Stanislas, have registered.

E. H. Champagne, general merchant, St. Eustache, has compromised.

Jos. Courtemanche, general merchant, Ferme Veuve, Que., has assigned.

Auguste Lapensee, grocer, Montreal, has assigned. A. Lamarche, curator.

N. J. Roy, general merchant, Ste. Anne des Monts, Que., has compromised.

The assets of Alf. Guay, general merchant, St. Leon, Que., to be sold May 6th.

The assets of Jos. Warren, general merchant, Pointe a Pic, Que., have been sold.

J. P. Liboiron, general merchant, Dalhousie Station, Que., offers a compromise.

The assets of J. E. Platenaude, general merchant, St. Blaise, Que., have been sold.

Demand of assignment has been made on J. E. Lemarier, general merchant, Precieux Sang.

Jos. Rockstein, general merchant, Cabano and Edmundston, Que., offers to compromise.

The assets of Jean Lacasse, general merchant, St. Rose de Watford, and of H. Brunelle, general merchant, Three Rivers, Que., have been sold.

Western Canada.

C. Devenbaugh, grocer, Tiny, Sask., has sold to Chas. Parkhurst.

H. J. Parry, grocer, Vancouver, B.C., advertizes his business for sale.

J. Churchland, general merchant, Surrey Centre, B.C., has sold to J. Oxenham.

New Companies.

The Canadian Compressed Yeast Co., Montreal, Que., have registered.

A charter has been granted "Wilders' Limited," of Montreal, to carry on business as general merchants, importers and exporters. The company's stock is chartered at \$150,000. The incorporators are Jas. E. Wilder, W. W. Wilder, J. A. C. Poole, H. P. Graham and Jas. Robertson.

BUTTER WEIGHTS.

Editor Canadian Grocer.—When will the retail grocers wake up to the fact that they are paying for more butter than they really get? How often do you get a print of butter that only weighs fourteen ounces? It doesn't seem much by the one print, does it? But take on a hundred-pound lot and you will find you have only received eighty-seven and a half pounds for every hundred you have paid for. Twelve and a half pounds short isn't much, is it?—enough to open the merchant's eyes.

Why not get right after the farmers and make them weigh every print of butter they bring in off the farm, and see that you get 16 oz. for every pound. Little things like these count.

GEO. NICHOLSON.

Winnipeg, May 4, 1910.

MIXING GOOD AND BAD BUTTER.

This is an Accusation Made Against British Columbia Creameries.

Vancouver, B.C., May 5.—The peculiar condition exists in the butter market just now that local creamery is lower in price than choice eastern. Generally, the local has such a good call that the price is about five cents more, and at times even higher, but this week, local creamery is 35 cents, while eastern of the best grade is 36 cents, with a special figure of 34 cents in ton lots.

One of the large commission men stated that he was selling considerable quantities of eastern butter to the creameries, and the only assumption is that it is made over and sold under a local name. In fact, this practice has been declared before. Since the creameries buy at 34 and 36 cents and sell at 35 cents, it seems probable that if it is made over an inferior grade of butter is mixed in, else there would be no room for profit. When the customer finds fault, and sees a streak of white butter in the brick he has bought for the locally-produced article, it is the retailer who has to bear the brunt of the objections.

It does not improve eastern butter to mix it with inferior, but the strong demand gives a ready sale, and it has not time to get bad. The result of this will be that eastern butter will be coming through in some convenient shape that will keep good, and will be sold for what

it is, and during the winter, it will compare exceedingly favorably with local creamery in quality, and is much cheaper in price.

EXTRACTS EXAMINED.

A report from the laboratory of the Inland Revenue Department of the Dominion Government on the examination of flavoring extracts of vanilla gives an idea of the standard of some of the samples found on the market. Vanillin, the substance from which the extract in its purest form is prepared, is replaced in many cases by coumarin, which resembles, states Chief Analyst A. McGill, vanillin in its flavor, but is quite distinct chemically. The odor of coumarin is more pungent, he says, and penetrating than that of vanillin, and in mixtures is apt to predominate over the milder and more delicate odor of vanillin.

TRADE NOTES.

J. E. Lamontague, grocer, Montreal, has registered.

C. F. Specht, grocer and butcher, Toronto, offers to compromise.

J. W. Colter, grocer, Niagara Falls, Ont., has sold to M. Winterton & Co.

Frank B. Thompson, general merchant, of Hammond's Plains, N.S., died recently.

D. W. Fry, general merchant, Vine-land, Ont., is succeeded by Jno. C. Fluhrer.

Jos. Rockstein, general merchant, Cabano and Edmundston, Que., has assigned to Jos. Desantels.

R. H. Stewart, grocer, 599 Sherbourne Street, Toronto, sustained considerable loss by a recent fire.

E. J. Ryan's grocery, London, Ont., was damaged to the extent of \$2,500 by smoke and water in a recent fire.

J. W. Jones, formerly with Lumsden Bros., Hamilton, Ont., has recently joined the staff of the Guelph Soap Co.

J. T. Robinson, grocer, Bobcaygeon, Ont., has disposed of his business to R. A. Kennedy, of the same place, and with his family is removing to the west. Mr. Kennedy is having the store renovated prior to occupying it.

Alex. Lamb has opened a new grocery store at 332 Colborne Street, Brantford, Ont. The design and fixtures place it among the modern groceries. The fittings are in stained glass. He is making a specialty of a telephone service. Mr. Lamb has been a barber for fourteen years.

NEEDED BY LIVE GROCERS.

The Canadian Grocer.—I enclose herewith \$2 subscription to your paper for another year, and in renewing would say, that I consider your paper indispensable to a live grocer.

MITCHELL'S GROCERY.

per S. H. Mitchell

Peterboro, Ont., Apr. 28, 1910.

GET in on the Ground Floor

The markets of the West are not yet glutted, and the man of enterprise has his opportunity of getting in there first! Does not this appeal to you, Mr. Manufacturer? We are here to assist you to capture this profitable trade. We have the facilities, the connection, the business ability and the financial standing to do so. Our large track warehouses are situated at the chief distributing points of the West—Winnipeg, Calgary, Edmonton, Regina and Fort William—and we know we can serve you as no other firm can. Send us details of what you have to sell. We are after more business.

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The reason that "E.D.S." Brand Jams and Jellies hold pride of place throughout the Dominion is because of their ABSOLUTE PURITY—no coloring matter or preservatives being used in their manufacture.

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Stock "E.D.S." GRAPE JUICE. It's pure, non-alcoholic, refreshing and a ready seller. Made by

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Agents—N. A. Hill, 25 Front Street East, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.



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First principles are none of them forgotten in

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IT WILL WIPE OUT YOUR LARD WORRIES.

Figure saving compared with Pure Lard.

Write for prices.

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of asking for weekly shipments of cooked hams. This is an excellent custom—it saves you the trouble of thinking of your requirements and the expense of wiring for goods at the last moment—and it enables us to anticipate your wants and see that they are taken care of.

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Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction.

The Truro Condensed Milk Co., Limited, Truro, N.S.

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Breakfast Bacon Skinned Backs and Hams

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The WM. RYAN CO.
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PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Pork Products Show Slightly Reduced Prices

Live and Dressed Hogs Dropped Still Further—Lard has Become Easier in its Figures—Butter and Eggs Continue Firm but can Scarcely Maintain Present Prices—Spring Broilers Coming in and at High Figure.

There is a noticeable feeling of expectancy for lower prices in the provision markets in regard to butter and eggs particularly. The receipts in both cases have been large, but there has been a counteracting demand that has enlivened the market and held the prices in spite of the influences which have been uniting for a break. The production of eggs continues far in advance of last year's report for the same period. An instance is offered from Montreal where the number of cases received numbered 16,731, as compared with 9,931 for the same week last year. Those who are in close touch with the conditions express the belief that easier prices are not far distant. At present a large percentage of the production is finding its way into storage.

Easier quotations are about due in butter lists. The weather although wet has been good for the grass and points to a heavy output.

The cheese market is showing the first indications of a rejuvenation. The new make is a fodder cheese but is reported of good quality. Grass cheese should be received at an early date. The market is easy at present.

In both live and dressed hogs prices are a little easier and lard also has loosened slightly. Receipts have been fairly large.

MONTREAL.

Provisions.—Owing to an increase in the price of cotton seed oil, the price of compound lards has gone up $\frac{1}{2}$ c. Most other lines including pure lards (down $\frac{1}{2}$ c) and porks are easier. A $\frac{1}{2}$ c advance is reported in boned hams and one brand of bacon. Live hogs are from 25c to 50c cheaper, selling now for \$9.50 to \$9.75. Dressed prices range from \$13.75 to \$14. Trade is reported rather slack.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16 $\frac{1}{2}$
Cases, tins, each 10 lbs., per lb.	0 16 $\frac{1}{2}$
" " " " " " " "	0 17
" " " " " " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 17
Pails, tin, 20 lbs. gross, per lb.	0 17 $\frac{1}{2}$
Tubs, 50 lbs. net, per lb.	0 16 $\frac{1}{2}$
Tierces, 375 lbs., per lb.	0 16 $\frac{1}{2}$
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12 $\frac{1}{2}$
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12 $\frac{1}{2}$
" " " " " " " "	0 12 $\frac{1}{2}$
" " " " " " " "	0 13
Pails, wood, 20 lbs. net, per lb.	0 11 $\frac{1}{2}$
Pails, tin, 20 lbs. gross, per lb.	0 12 $\frac{1}{2}$
Tubs, 50 lbs. net, per lb.	0 12 $\frac{1}{2}$
Tierces, 375 lbs., per lb.	0 12 $\frac{1}{2}$
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	31 00
Bean pork	27 00
Canada short cut back pork, bbl. 45-55 pieces	30 50
Clear fat backs	33 00
Heavy flank pork, bbl.	30 50
Plate beef, 100 lb. bbls.	9 25
" " " " " "	18 00
" " " " " "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 16
Long clear bacon, heavy, lb.	0 16
Long clear bacon, light, lb.	0 16 $\frac{1}{2}$
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 18
Large sizes, 18 to 25 lbs., per lb.	0 17 $\frac{1}{2}$
Medium sizes, 13 to 18 lbs., per lb.	0 18
Extra small sizes, 10 to 13 lbs., per lb.	0 18 $\frac{1}{2}$
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " " " " " " "	0 19 $\frac{1}{2}$
Breakfast bacon, English, boneless, per lb.	0 19 $\frac{1}{2}$
Windsor bacon, skinned, backs, per lb.	0 20
Spiced roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	9 50
" " " " " "	9 75
" " " " " "	13 75
" " " " " "	14 00

Butter.—It is thought that the remedy for cream exportation has been found

in a campaign of education, showing the farmers that, while they seem to make a larger profit by exporting, the actual fact is that a loss is incurred. The situation is slightly weaker this week. Supplies are coming in more freely and a 2c drop is looked for this week. Receipts for the week are 2,580 packages, as against 3,473 same week last year. May 1st marks the beginning of the butter year.

New milk creamery	0 32
Fall creamery solids	0 30 0 30 $\frac{1}{2}$
Dairy, tubs, lb.	0 22 $\frac{1}{2}$ 0 23 $\frac{1}{2}$
Fresh dairy rolls	0 25 0 26

Cheese.—Total cheese receipts for the year are at hand, as April 30th marks the close of the season. They are 1,977,558 boxes. Supplies are coming forward freely and cheese boards are opening in most sections. Receipts for the week are 5,104 boxes, as against 3,889 boxes same week last year. Prices are the same.

Quebec, large	0 13
Western, large	0 13
" " " " " "	0 13 $\frac{1}{2}$
" " " " " "	0 13 $\frac{1}{2}$
Old cheese, large	0 16

Eggs.—Supplies are coming forward freely now, and dealers are somewhat at a loss to account for the continuation of present prices. They seem too high in view of the large increase of arrivals over this time last year. For the week they are 15,587 cases as against 11,005 cases same week last year.

New laid	0 22 0 24
----------	-----------

Maple Products.—Sales are slackening principally for lack of supplies. Prices are firm and unchanged, while at first hand little sugar or syrup is visible.

Compound maple syrup, per lb.	0 64 $\frac{1}{2}$ 0 05
Pure townships sugar, per lb.	0 10 0 11
Pure syrup, 8 $\frac{1}{2}$ lb. tin	0 70
" " " " " "	0 85

Honey.—Honey is enjoying a slight increase, due to the closing of the maple season. Prices are the same.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted, 60 lb. cans	0 08 $\frac{1}{2}$ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11 $\frac{1}{2}$
Buckwheat comb	0 12 $\frac{1}{2}$ 0 13

TORONTO.

Provisions.—With a general easier feeling in the provision market during the past week, lard dropped $\frac{1}{2}$ c per lb. Live and dressed hogs continued their decline, the former being quoted at \$8.65 per cwt., and dressed hogs at \$12 to \$12.50 per cwt. The market is quite brisk, the supply meeting the present demand.

Long clear bacon, per lb.	0 15 0 15 $\frac{1}{2}$
Smoked breakfast bacon, per lb.	0 18 $\frac{1}{2}$ 0 19
Roll bacon, per lb.	0 15 $\frac{1}{2}$ 0 16
Light hams, per lb.	0 17 $\frac{1}{2}$ 0 18
Medium hams, per lb.	0 17 $\frac{1}{2}$ 0 18
Large hams, per lb.	0 17 0 17 $\frac{1}{2}$
Shoulder hams, per lb.	0 14 0 14 $\frac{1}{2}$
Backs, plain, per lb.	0 20 0 20 $\frac{1}{2}$
" " " " " "	0 20 $\frac{1}{2}$ 0 21
Heavy mess pork, per bbl.	28 00 29 00
Short cut, per bbl.	31 00 31 50
Lard, tierces, per lb.	0 16 0 16 $\frac{1}{2}$
" " " " " "	0 16 $\frac{1}{2}$ 0 16 $\frac{1}{2}$
" " " " " "	0 16 $\frac{1}{2}$ 0 16 $\frac{1}{2}$
" " " " " "	0 13
Live hogs, at country points	8 65 8 75
Dressed hogs	12 00 12 50

Butter.—A prominent provision merchant referring to the butter market

stated that it had never been known to be as high for this season of the year as it is at present. There has been but little relaxation during the past week. The make at the factories is increasing, but there is a strong demand for creamery butter with the result that the market has remained steady. Stored creamery solids is done for this season. With ideal weather conditions reported on every side, and with the western provinces preparing to practically supply their own demands, everything indicates easier prices in the immediate future.

Fresh creamery print	Per lb.
Farmers' separator butter	0 31 0 33
Dairy prints, choice	0 27 0 29
Baking butter	0 24 0 25
	0 20 0 21

Cheese.—New cheese is not a factor in Toronto up to the present. Old cheese is moving along at 13 to 13 $\frac{1}{2}$ cents.

Eggs.—Although there is no distinct change in the price of eggs the market itself is snappy. The price being paid in the country is 18 cents a doz. The market has continued firm due to the fact that there are no surplus supplies as large quantities are being put in storage. The market is three weeks in advance of last year's and the production remains at a top figure.

New laid eggs	0 18 0 20
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Poultry.—The poultry market has not yet come into its own. Ducks and turkeys have almost passed and spring broilers have not yet begun to come in as plentifully as is expected a month hence.

Spring broilers, dressed	0 40 0 45
Hens, per lb. dressed	0 15
Turkeys, per lb., large	0 18 0 19
Ducks	0 18 0 17

Honey.—Steadiness characterizes the honey market. The demand continues firm and the price has not declined.

Stored creamery solids	0 26 0 27
Clover honey, extracted, 60 lb. cans	0 10 $\frac{1}{2}$ 0 11
" " " " " "	0 11 0 12
" " " " " "	0 12 0 12 $\frac{1}{2}$
" " " " " "	2 50 2 75
Buckwheat honey, lb.	0 08 0 08 $\frac{1}{2}$

CONSUMPTION OF NUT BUTTER.

Nut butter, as a substitute to the milk butter, has many points in its favor, according to reports from European countries, where it is in general use. It is made principally from cocoanuts and peanuts. The cocoanut process was discovered fifteen years ago by a Frenchman. It has the appearance of lard and is tasteless and odorless. It is claimed to be absolutely pure where butter is adulterated with water and salt. It is easily digested by the weakest stomach and can be marketed at a price far below that of either butter or lard.

The original manufacturing firm in France is now turning out twenty million pounds monthly. While it is an innovation in America, European countries, including France, Belgium, Germany, England and Russia, are consuming four hundred million pounds annually. The field of supply is unlimited. There are twenty million cocoanut trees, it is claimed, planted every year, and if the demand justified it, that number could be easily increased.

Phillip Rive, merchant, of Caraquet, Gloucester County, N.B., died last week, aged 72 years.

HANDLING B. C. BERRIES.

Vancouver, B.C., May 3.—An important convention was held at Kamloops, B.C., which was attended by fruit growers and representatives of the wholesale fruit trade and transportation companies. It was called by the provincial department of agriculture, with a view of discussing the many points bearing on the fruit industry, so that the best possible results could be obtained. One of the principal results was the reorganization of the British Columbia Fruit Growers' Association.

Regarding the marketing of strawberries, a special conference was held between a number of the representatives of jobbing houses of the northwest and the small fruit growers. The jobbers sought to secure the control of the whole of the export strawberry crop of the province, thus eliminating the shipment of berries by growers to retailers. The statement was made that all of the British Columbia strawberry crop could be sold in competition with berries from the States at \$4 per crate

retail, but to secure a permanent market at this price, the jobbers maintained that they only pay \$2 per crate cash f.o.b. at point of shipment. Though no definite arrangement was reached, it is probable that an agreement will be arrived at whereby growers will secure a minimum rate of \$2.50 a crate f.o.b.

AN ERROR.

A typographical error occurred in the advertisement of W. B. Stringer in The Grocer of April 29. One paragraph read: "The growers in Texas have succeeded in placing on our market a first-class onion—packed in the square slat crate, 50c net." This should have been 50 "pound" net.

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

THICK, SWOLLEN GLANDS

that make a horse Wheeze, Roar, have Thick Wind, or Choke-down, can be removed with

ABSORBINE

or any Bunch or Swelling. No blister, no hair gone, and horse kept at work. \$2.00 per bottle, delivered. Book 3 D free.

ABSORBINE, JR., for mankind, \$1.00, delivered. Reduces Gout, Tumors, Wens, Varicose Veins, Ulcers, Hydrocele, Varicocele. Book free. Made only by **W. F. YOUNG, P.R.F.**, 204 Temple St., Springfield, Mass. **LYONS Ltd.**, Montreal, Canadian Agents.



THE MAN WHO DOES.

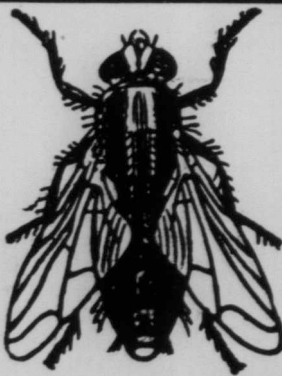
To-day the man who does is the only one who is recognized.

What he has been or what he has done—What he expects to do in the future—all these make a pretty story.

But we like the sound of the footsteps of the man with red blood in his veins—The man with fire in his eyes, energy in his movements.

Not a man who expects to do—some day.

But the man who is doing things—now.
—Obermayer.



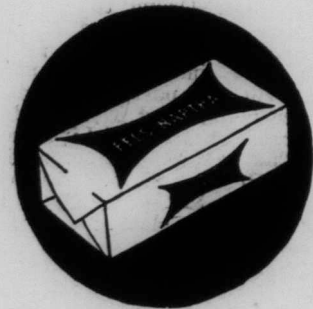
WILSON'S FLY PADS

PAY RETAIL GROCERS A LARGER PROFIT THAN ANY OTHER WELL ADVERTISED ARTICLE.

Most Grocers

appreciate the fact that Fels-Naptha soap is not forced upon them by schemes, premiums, prizes, coupons, or cut prices.

The satisfaction of a consumer, with the meritorious quality of the soap, is a mighty force behind its popularity.



Taking Care of Your Profit

In making prices for our different lines we have always been careful to leave **You** a fair margin of profit. This is a feature to consider when you are ordering your biscuits.

Our O. K. Sodas in pails run from 40 to 44 to the lb.

The Canadian Biscuit Co., - La Perade, Que.

A SUGGESTION



to your customers of the time and labor saved by the use of Gillett's Lye for house-cleaning purposes will be appreciated by them and will largely increase your sales and profits on this popular line of goods.

BETTER STILL—place a few cans of Gillett's Lye in your window with one of our two-color cardboard signs, which we will supply upon request.

Gillett's Lye Eats Dirt!

Gillett's Lye is the standard Lye of Canada, and is too well known to be classed with the cheap imitations that claim to be "just as good."

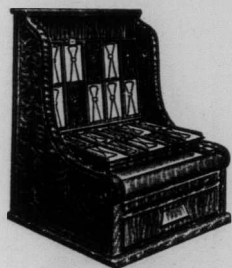
E. W. Gillett Co. Ltd.
Toronto, Ont.

Winnipeg

Montreal

Why Haven't You One?

FIRST AND STILL THE BEST.



Made in Canada

- ☞ Have you put off installing THE McCASKEY CREDIT REGISTER because you are skeptical as to what it will do?
- ☞ Then learn this! Sixty thousand merchants in all parts of the United States, Canada and other countries say it

SAVES {
TIME
LABOR
MONEY

- ☞ We shall be very glad to prove to you that it will pay for itself many times in the course of the first year it is in your store.
- ☞ The information will be free. Do your part by mailing a postal.

Dominion Register Co., Limited

Successor to The McCaskey Register Co., in Canada.

96-104 SPADINA AVE. - TORONTO, CANADA

Your Customers Want

CLARK'S CORNERED B E E F

At this time of meat economy it is in special demand, saving as it does 25% on the meat bill.

Keep it and recommend it.

It makes money for you and saves money to your customer.

Wm. Clark - Montreal

Manufacturer of high-grade

—Food Specialties—

**Have You Any
Credit Customers?**

Yes. Almost every grocer has. And it's a serious matter to avoid loss. Yet there is a way to make the credit customer just as good an asset and as safe as the cash buyer.

Allison COUPON BOOKS

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



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

For Sale by the Jobbing Trade Everywhere.
Manufactured by
ALLISON COUPON CO., Indianapolis, Ind.

T. E. CHAREST

Commission Merchant
QUEBEC

My several years' experience makes me a particularly reliable representative for a Canned Goods House. Am open to consider a good proposition in this line at once. Highest references.



No Odor
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.

Tidy Lard Dishes

Two Oval Butter Dishes—one to hold the lard, the other to cover it, with the edges meeting, is the tidiest package you can make.

Graham Bros. & Co., Kinmount, Ont.



"Always The Same"

Milled from the very best wheat, with every advantage given by intelligent use of modern equipment,

ANCHOR BRAND FLOUR

is "always the same," of uniform excellence, the highest standard of flour quality.

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

**Turn Your Accounts
Into Cash**

Our Collection System can get the money—that's its big recommendation. If we don't collect we make no charge. We make a specialty of getting collateral security. Write for circular, rates and methods. References from best dealers and Bank of Hamilton, Winnipeg.

Commercial Union Association
45 Aikine Bldg., McDermott and Albert Sts.
WINNIPEG, MAN.
Service Est. 1903 Satisfaction



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock.

Get Prices
OCEAN MILLS
MONTREAL

52 Highest Awards in Europe and America

**WALTER BAKER & CO.'S
CHOCOLATE
& COCOA**



Registered U. S. Pat. Off.

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

Walter Baker & Co., Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset*.

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are "*The Purest of all Pure Foods.*"

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's*.

The name is a guarantee of biscuit purity and perfection. And the fact remains that

• "*Christie Biscuits sell more than Biscuits.*"

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

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& CO.'S

PLATE

COCOA

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of any kind,
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o., Limited

ster, Mass.

it. Peter St.

ADA



As we have entered the field for the manufacture of high-class pepsin chewing-gum under our brand of Y&S, which for forty years has been the leading brand of Stick Licorice sold in the United States and Canada, we beg to call the attention of the trade to the Y&S pepsin gum, a strictly high-class article containing only the finest ingredients. Y&S is the stamp of quality. We put up the following flavors: LICORICE, PEPPERMINT, WINTERGREEN, SPEARMINT. Order a sample box (assorted if required) from your jobber. There is no better gum made. Each piece wrapped singly. 5 pieces to package. 20 packages to box.

National Licorice Co.
MONTREAL

M^cVITIE & PRICE

EDINBURGH and LONDON

BISCUIT MAKERS TO

H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
Abernethy	The Scottish Favorite.
Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan and Alberta:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodaers, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 84 Inns of Court Buildings, Vancouver, B.C.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Arthur Nelson Vancouver
Arthur M. Loucks Ottawa
R. G. Bedlington Calgary

Effects of Expected Drop in the Price of Wheat

Various Grades of Flour Have Declined—Next Movement Can Only be Surmised—Cereals Have Also Been Touched—Business Reported Satisfactory—Export Trade Quiet.

In both Ontario and Quebec there has been an appreciable decline in the prices of flour and cereals. The drop did not come as a great surprise and it is further believed by some that the bottom price has not yet been reached. While quotations have slumped, business has apparently been sustained and it is reported in some quarters that the decline is acting on the market as a spring tonic.

MONTREAL.

Flour.—A drop of 20c in flour has taken place, owing to the present dull state of the market. It is thought this reduction will prove the necessary stimulus for increased buying. The drop was almost a necessity under existing market conditions. Export demand is so far light.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 20
Extra, bbl.....	4 80
Royal Household, bbl.....	5 60
Glenora, bbl.....	5 10
Manitoba spring wheat patents, bbl.....	5 60
" strong bakers, bbl.....	5 10
Five Roses, bbl.....	5 60
Harvest Queen, bbl.....	5 10

Oatmeal.—A drop of 20c has taken place in bolted cornmeal. Other lines are unchanged. The market throughout is slack and needs a stimulant. Bran has dropped to \$19, but a brisk sale is reported at the reduction.

Fine oatmeal, bags.....	2 20
Standard oatmeal, bags.....	2 20
Granulated.....	2 20
Golddust cornmeal, 98-lb. bags.....	2 10
Bolted cornmeal, 100-bags.....	1 85
Rolled oats, bags.....	2 00
" barrels.....	4 25

TORONTO.

Flour.—Since last week's drop of 20 cents a barrel in the price of flour interest has been centred as to whether the decline will continue or whether the decrease will be recovered to any extent. Prices are easier as the result of the drop in the price of wheat, a fact recalling the Grocer's predictions to that effect. Opinion is divided as to the direction of the next jump. One prominent miller stated that it would not surprise him to see a little further decline. In that respect the market is rather unsettled at present.

Manitoba Wheat.	
1st Patent.....	5 40 5 50
2nd Patent.....	5 10 5 20
Strong bakers.....	4 80 4 90
Winter Wheat.	
Straight roller.....	4 90
Patents.....	5 20 5 30
Blended.....	5 00

Cereals.—The cereal market has also been affected, prices having been pared to a certain extent. Business continues good and is reported a little brisker of late, although the season would warrant a decline.

Rolled oats, small lots, 90 lb. sacks.....	2 00
" 25 bags to car lots.....	1 90
Rolled wheat, small lots, 100 lb. brls.....	3 10
" 25 brls. to car lots.....	2 90
Standard and granulated oatmeal, 48 lb. sacks.....	2 20

CHARACTER IN NEWSPAPERS.

Dr. Woodrow Wilson, president of Princeton University, at the annual meeting of the American Newspaper Publishers' Association, said:—

"There has been an unmistakable falling off in the influence of printed opinion. The power of the editorial is certainly not what it once was.

"A very interesting thing has happened involving an entirely new assessment of what we read. We are beginning to judge what we read, as we judge what we hear, by the character of the person who utters it. It is becoming a matter of common knowledge who own certain journals, for example, and that the opinions of those journals are the opinions of the owners, that they may not be at all the individual opinions of the editor who penned them."

FRESH BERRIES IN WINTER.

Experiments Show That They Can be Kept for Many Months.

Chicago, May 5.—One of the latest triumphs of the cold storage warehouses in this city is the keeping of red raspberries fresh all through the winter and spring. They were stored away last July by a produce merchant as an experiment. When taken out a few days ago they were found to be in a perfect condition.

They are frozen solid and stored in rooms maintained at a steady temperature of several degrees below freezing. When taken from storage they are spread out and sugared so they can thaw without washing. When thawed they are ready to eat and will keep in good condition for two or three days.

Of course retailers, who handled these berries would have some difficulty in keeping them from thawing once they passed into their hands. It would mean the installation of modern cold storage facilities.

The experiment marks another great advance in the development of cold storage refrigerators.

TRADE NOTES.

Arthur Crandel, who has been conducting a corner store grocery business in Lindsay, Ont., intends leaving shortly for Prince Rupert, and has disposed of his store business to Wilbert Nicholls.

F. E. Williams, who recently bought out the Phillips & White Co., St. John. N.B., manufacturers of confectionery, is anticipating reorganizing the company and carrying on the business on a larger scale.

P. F. Millman, of W. H. Millman & Sons, Toronto, who recently underwent an operation for appendicitis, has sufficiently recovered to be able to leave the hospital, where he has been for the past month. It will be at least another month before he will be able to return to business.



The Favorite Family CRACKER BISCUIT

and the one whose leading feature is a fresh and crisp condition, is

MOONEY'S "PERFECTION" Cream Soda

It is perfectly wholesome and unusually appetising, and will do much to strengthen your hold on the family trade.

It leaves a good profit for the retailer.

Order to-day.

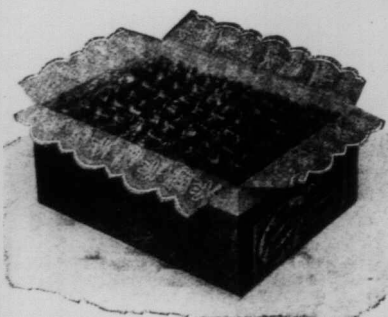
The MOONEY BISCUIT & CANDY CO., LTD. Stratford, Can.

Cox's Gelatine



When an ARTICLE has held the FIELD for over SIXTY YEARS it must have MERIT on its side. That is why you should surely buy COX'S GELATINE

Canadian Agents: J. & G. Cox, Ltd. C. E. Colson & Son, Montreal D. Masson & Co. Gorgie Mills, EDINBURGH A. P. Tippet & Co.



Reputation !

You know the value of a good reputation.

It is sought by all firms.

And a particular line often wins for a house untold prestige, if it possesses special features, and be aggressively pushed.

We find our famous

"CHOCOLATE BORDO"

has made us known everywhere in Canada as makers of high class chocolate goods.

It has brought us reputation, and business—and consequent profits.

Have you ever considered how handling known high-class brands must bring you reputation—meaning customers and dollars?

By featuring our chocolates in your store you educate the public to associate high-grade goods with your name.

The Montreal Biscuit Company

Manufacturing Confectioners
MONTREAL

TRUMILK MILKSTOCK

An excellent full cream milk in powder form, suitable for tea, coffee, cereals, etc.

A separated milk in powder form, perfect for all kitchen uses.

Both these products are guaranteed to be absolutely free from all chemicals, preservatives or adulterations of any kind, and are excellent articles for drinking purposes. *Always sweet, safe and pure.* Prices, profit, and any other information required, sent on application to

Canadian Milk Products, Limited

Sole Manufacturers

Head Office : MAIL BUILDING, TORONTO.



The New Flavor

MAPLEINE

Better Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

Frederick E. Robson & Co.
Sales Agents
26 Front St. E., TORONTO

CIE FRANCAISE des PATES ALIMENTAIRES Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance.

WRITE TO

P. POULIN & CO.
39 Senecours Market, - Montreal
WE SELL FEATHERS TOO

The Largest and Oldest Barley Manufacturers in Canada

LET US QUOTE YOU PRICES ON

Pot and Pearl Barley Split Peas and Feed

John Mackay, Limited
BOWMANVILLE, - ONTARIO

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

WINDSOR SALT

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

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

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

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.

THE HODGSON GUM 90.

896 St. Lawrence St. MONTREAL

Makers of High Class Gums
at Popular Prices. Write for
Samples and Quotations.

We make special brands to order.

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



Strength Comes Next

WHEN a woman has six or seven dollars to spend on flour, she doesn't want to see the bottom of that barrel too soon.

So you see, Brother Grocer, that **STRENGTH** is a great big selling point.

And strength means *power of absorption*.

Strength means what the bakers call "*bounce*" in the oven—

Strength means *retention of moisture during the baking and after*—

It means *delaying staleness and dryness*—

Strength means that where Madam expected ten loaves she gets *twelve*—

It means *increased yield*, according to her ability.

For she gets loftier loaves, lighter loaves, healthier loaves.

When she gets a flour like that, she gets *more* than her money's worth. She's forced to *duplicate* the brand.

Next to reliable uniformity, Brother Grocer, **FIVE ROSES** flour claims its **UNUSUAL STRENGTH** for its strongest selling feature.

Hard to get this strength, Brother Grocer.

Easier to tell you why **FIVE ROSES** has it.

Over 80 elevators belong to the Lake of the Woods Milling Company, studying the best sections of the Manitoba Spring Wheat belt sifting the cream of the crop.

And **FIVE ROSES** contains the pure *unadulterated* extract of the ripe berries, the quality gluten which makes Manitoba wheat the strongest and sturdiest under the sun.

There isn't a grain of soft wheat gluten or soft wheat constituent in **FIVE ROSES** flour which might reduce in the least this strength.

FIVE ROSES *isn't a blend*, it's a pure Manitoba flour, you see.

Now, Brother Grocer, you know *why* **FIVE ROSES** flour is so strong.

Let your trade prove that it is *strongest of all family flours*.

Strong enough to lift the burden of bad business from your shoulders for good and all.

Strong enough to increase your trade, your profits, your bank account.

Give yourself a chance, Brother Grocer.

LAKE OF THE WOODS MILLING COMPANY, LTD.
CANADA

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SCOTT

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Broker

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SKATCHEWAN

SOLICITED

SALT

Prompt shipments
order our expense

T WORKS

J. CLIFF, MANAGER

OATS

d OATMEALS

Car or Broken Lots.

ATIONS.

o all orders.

Uxbridge, Ont.

OOOOA

BUCHARD'S CO.

will be in demand

at. We guarantee

it all other makes

not right.

CO., Montreal

GUM 90.

MONTREAL

Class Gums

es. Write for

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ands to order.

isers kindly men-
advertisement in

Grocer Has Booth Ready for Food Demonstrators

When Not in Use for This Purpose He Utilizes it for Displaying Goods—Interior Fixtures and Arrangement of Stock to Make it Attractive—A Unique Lighting System.

Winnipeg, May 5.—One need not be a particularly observant person to note the negligence on the part of many merchants in the matter of interior display and arrangement of goods. This neglect goes further back than merely the arrangement of goods in stock. It is evident that too many do not take the proper care in laying out the plan of the store, and in arranging the architectural design, in order that the store might always have a comely appearance.

A good store plan is half the display of the goods. When either one of these features is lacking the whole effect is weakened. The statement that "capital

the same price. Lighting fixtures vary little in cost.

The main things are the color of the paint used, the design of the woodwork, and the characteristics of the lighting fixtures, etc.

What Interior Fixtures Are.

That every grocer would exactly agree with J. W. Jones, the proprietor of the Colonial Grocery Store, in the matter of design, is a question; but he would be a crude artist indeed who would not be pleased with the impression which the whole place presents.

The outstanding features of the plan are, that the store is painted in white

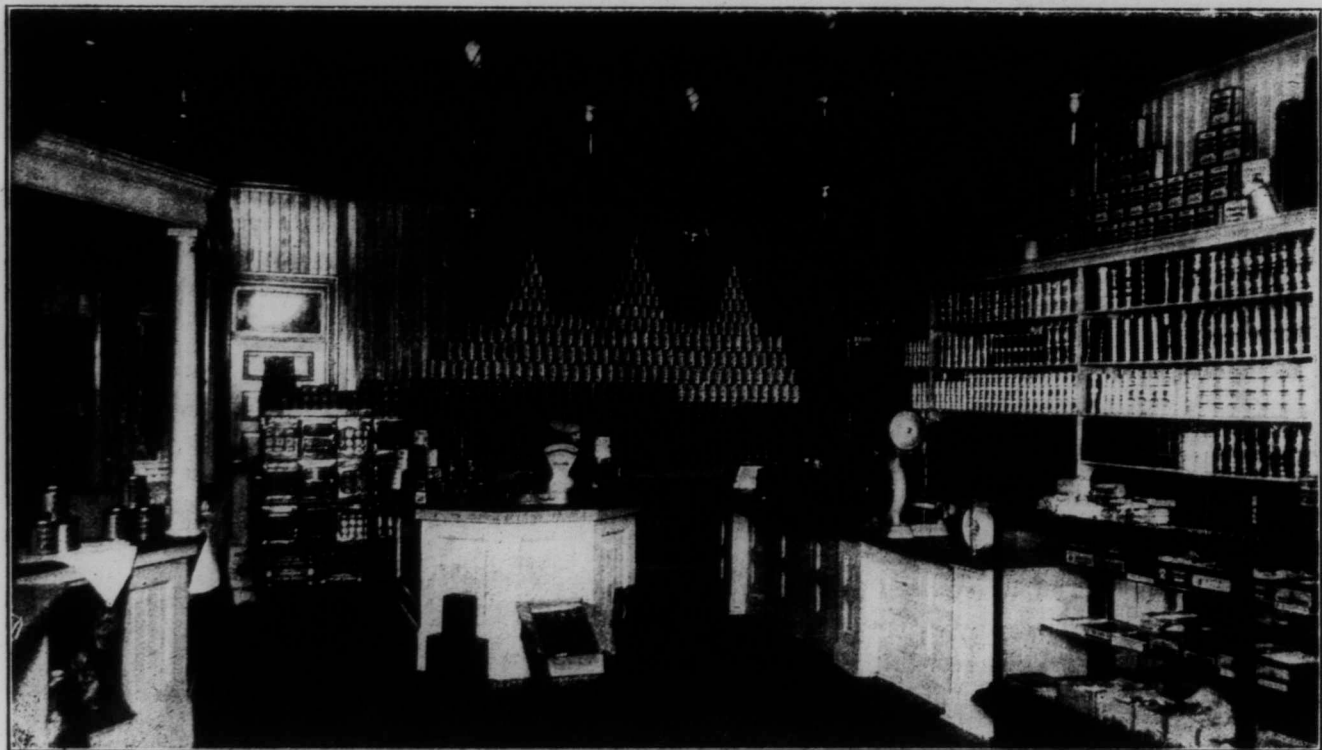
As already intimated, the store plan lays the basis for the arrangement of goods in order that the best possible attraction might be secured. Mr. Jones in this matter it would appear has not "fallen down." He may be an exceptional artist, but there is no doubt that the average grocer could make his goods look just as neat if he took the pains to do so.

Yet it is not pains, it is pleasure, as experience will also show.

Special Shelf for Canned Goods.

The high bank of canned goods at the rear, resting on specially prepared shelves, with the individual colors massed, is certainly much better than having the same goods scattered unsystematically over the store.

The booth for traveling demonstrators is an idea worthy of consideration. It serves also to "set off" the large stock of teas and coffees in the rear, and is too attractive to be in the way. The show



Interior of The Colonial Grocery Store in Winnipeg, Showing New Ideas.

is usually too small for the prospective grocer to consider the perfection of a plan" is no argument. A good plan is as easy to secure as a poor one, and the merchant who rushes into business without taking precaution as to the character of his premises is making an inexcusable mistake.

In order that the beginner with a moderate capital may be assured that an admirable store plan is feasible, reference is made here to a new store opened on Portage Avenue, Winnipeg, last month. Just what the store cost to equip has not been made known, and that is not the important thing. One kind of paint costs as much as another, and the woodwork in every store is practically

enamel—nothing, states Mr. Jones, is better than this—a large booth of Colonial architecture projects from the left wall; a circular meat counter, about five feet in diameter, sits in the centre of the store, and "eye-comfort" electric lights hang from the ceiling. These lights are something unique in that they cast the light upwards and at right angles and not down.

The clear finish of the store reflects the light and the whole interior is brilliantly illuminated. Another feature which might be mentioned is that at the rear of the store, at a separate small counter constructed for the purpose, is the telephone, and there is room for two or more, should necessity demand them.

cases, in which there is a tendency to mass too much stuff, contains only a few, well-arranged delicacies and novelty goods.

One feature of the display which may not be commended by all, and the same criticism applies to the average grocer in western Canada, (for travelers say it is not so noticeable in Ontario or the east) is the piling of goods on the floor. Dogs and men with unscrupulous habits are sure to enter the store some time, and in that case it seems better to have the goods off the floor. An open floor space takes away the appearance of over-crowding. There are, apparently, other much better ways to display biscuits, fruits and vegetables than on the floor.

Some System Needed in the Pricing of Goods

The Importance of a Simple, Expeditious System of Making and Recording Prices—A Loose-Leaf Book Recommended—Will Mean an Important Saving of Time.

By D. F. Barker.

The proper pricing of goods is so necessary that it needs no apology or argument. It is done, however, in many instances in a slipshod manner that does not reflect credit upon merchants, and is often not as progressive as the general condition of the establishment would seem to warrant.

We have seen, in some otherwise splendid stores, clerks having to take down slovenly looking books or lists which strongly reminded one of a poorly kept scrap book or list of little value; and, furthermore, took a good deal of valuable time of customer and clerk trying to find the proper price.

I say valuable time, for while the time of any merchant or clerk is valuable, the time of the customer is valuable indeed, as you can well understand that when the customer is not looking at goods, but has to wait while you or the clerk is trying to find something apparently unfamiliar, his thoughts are probably something like this, "That man doesn't know the price, and doesn't know where to find it, and I am going to get stuck."

Anything that will lead a customer to such a conclusion is not conducive to increased business, which is the goal toward which we are all striving.

Importance of the Office Price Book.

I maintain that even if the store is so small that only one clerk is needed to attend to the business, the pricing should be done at the office—that is, the proprietor should have the new or corrected prices in his office price book, and the store price list or lists should be corrected from that. Too generally the price is made on the box, or on the article, and no attention is paid to correcting the office price book.

No one, even the storekeeper with one clerk, can afford to spend time running about the store to gather up prices scattered about on shelves or goods, as with such a hap-hazard way of doing things there can be no regularity, and customers soon find out this fact, and will prefer to do their trading where there is more system and attention paid to this important matter. Where they find there is close attention paid to this work and lists present a clean and attractive appearance it shows on its face that the matter is looked after closely, and therefore the prices must be right.

We think, therefore, first, we should aim for the best result with the least amount of work.

Second, we wish to find the most expeditious and exact way of pricing and finding the price.

Third, we wish to find some way of duplicating these price lists with the least amount of time and energy.

Some time ago we gave this matter a good deal of attention, and with the assistance of some friends, the jobbers and others, we were able to find a loose leaf price list which seemed of suitable size, and after a rough draft of the pages had been made, these were given to the stenographer, who made duplicates. As many copies can be made as are necessary, and one page is inserted in the store list, which is hung on brackets and protected on both sides by celluloid face.

Of course, only one side of the sheet is used, but as we have a number of duplicates this is not an item to be considered. We can therefore make as many price lists for salesmen as may be needed, and we are sure that they are all alike, so that if corrections have to be made, they are made so that all the lists are exactly alike.

Even if the store is too small to have a typewriter, or the duplicating machines, this plan may be adopted by using the carbon sheet and a hard pencil or stylus; but, of course, it would be necessary to hold the sheets firmly. This is done by pins or screws inserted in the perforations wherever they occur. When we have done this we have taken two boards having a brass screw inserted from the back, and, after the sheets were in, putting on the nuts which hold them firmly in place. It is necessary to have two boards, so as to use both sides of the sheet.

R.M.A. BILL PASSES.

Federal Charter Granted to the Merchants After Strong Opposition.

Ottawa, May 5.—There has been considerable opposition in the House of Commons to the bill of the Retail Merchants Association asking for incorporation under a Federal charter. It was discussed last week but finally left over until Monday. On Monday the bill passed after a vigorous stand from its opponents who regarded it as a move against the principle of co-operative stores embodied in the measure which was defeated earlier in the session. The bill was strongly opposed by Messrs. Emmerson, Neely, Best, Ralph Smith, and Boyce and as strongly supported by

Messrs. Gervais and Bickerdike. Sir Wilfrid Laurier and the other ministers supported it with the exception of Hon. Mackenzie King.

WESTERN RETAILERS INDIGNANT.

Winnipeg, May 5.—Following the report from Ottawa a few days ago that the Retail Merchants' Association bill of incorporation was opposed in the House of Commons, The Grocer got in touch with W. T. Devlin, President of the Western Retail Association. He said:

"The opposition to the bill on the grounds that it was in the same class with the Co-operative Societies Bill presented a short time ago, was an absurd argument and such opposition was unworthy of any Member of the House. The facts are that there is no similarity whatever, and no censure should be passed until the facts are known. The Co-operative Society bill was a foolish scheme, and an act to incorporate the retail merchants would be well advised."

Secretary Hyndman was much annoyed to think that the retail merchants were classed with the promoters of the unfair Co-operative Societies bill, but was optimistic regarding the future of the retail association, and thought the desired end was fast approaching through the organization of provincial associations.

FOLEY BROS., LARSON & CO. FIRE.

Winnipeg, May 5.—Fire broke out in the wholesale grocery house of Foley Bros., Larson & Company, Winnipeg, on the evening of April 29, and it is conservatively estimated that the damage amounted to \$250,000. The fire chief was of the opinion that the flame began on the third floor in the spice grinding department, and shot up by way of the elevator shaft. The two floors above were rapidly consumed. No damage was done to the confectionery department at the east end of the building but the grocery department was a complete loss. It was the most spectacular blaze which has been witnessed in Winnipeg for some time.

ELECTED NEW OFFICERS.

Ottawa R. G. A. in a Sound Financial Condition—Arrangements for Picnic.

Ottawa, Ont., May 4.—At the annual meeting of the Ottawa Retail Grocers' Association held recently the following officers were elected for the ensuing year: President, A. G. Johnson; Vice-presidents, C. B. McLean and Wm. Farmer; Secretary, T. W. Collins; Treasurer, Duncan Bell; Executive, E. Souliere, Wm. York, F. W. Forde, A. Cochrane, R. B. Youngusband; Auditors, W. J. Eastcott and A. P. Johnson.

It was decided to hold a picnic on Civic Holiday, and also it was proposed to run an excursion to New York in the fall.

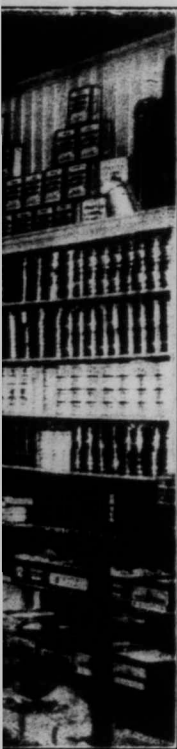
The association is in a good financial position, having to its credit the sum of \$600.

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The Market

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PICKLED

lmon, B.C., red, bbl 14 00
" pink, bbl 12 00
" Labrador, bbl 18 00
" " bbls 9 00
" " trols., 25 00
" 100 lb. 0 07
" it eels, per lb. 1 00
" it sardines, 20 lb. pls 4 50
" otch herring, bbl. 1 00
" " keg 5 50
" olland herring, bbl 0 75
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FISH
..... 9 00
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per Imp. gal. 1 75
mp. gal. 2 00

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Small..... 3 50 4 00
Florida..... 7 50 8 75
Mexican..... 3 00 3 25
Valencia..... 3 50 3 75
Jamaica, barrel 4 25
Pineapples, case 4 50 4 75
Strawberries—
N. Carolina, q. bx 0 16 0 18

Canadian market in
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them. There is no improvement in the potato market.

Asparagus, per dozen..... 1 00 1 25	Spanish, 1/2 cases. 1 50
Beets, hamper... 1 50 1 75	Texas Bermudas per crate..... 2 00
Beans, green per hamper..... 3 75	Paranips, bag... 0 85 0 90
Beans, wax, per hamper..... 4 50	Potatoes, bag... 0 45 0 55
Cabbage, case . . . 3 50	Bermuda, new, per barrel 7 50
Carrots, hamper . . . 2 00	Sweet, hamper.. 1 00 1 25
Cucumbers, doz. 1 50 1 75	Parsley, per doz bunches..... 0 70
Lettuce, per doz Boston head... 1 50	Radishes, doz... 0 35 0 40
Mushrooms, lb. 0 50 0 60	Peas, green, per hamper..... 3 00
Onions—Canadian, bag.. 1 00 1 25	Rhubarb, doz . . . 0 50
Valencias, new, crate..... 3 00 3 25	Spinach, hamper.... 0 60
Spanish..... 3 50 3 75	Tomatoes, case of 6 baskets... 2 50 2 75
Green, per doz.. 0 50 0 60	Turnips, bag..... 0 40

Fish—The market is almost featureless. The demand is steady, particularly in the fresh-caught varieties.

FRESH CAUGHT FISH
Halibut..... 0 09 Steak cod..... 0 07 1/2
Salmon trout..... 0 10 Perch..... 0 07
White fish 0 11 Haddock..... 0 06 1/2

FROZEN LAKE FISH
Goldeyes..... 0 06 Pike..... 0 05
Pickeral yellow..... 0 08 Whitefish, frozen... 0 04
Perch, fresh caught.. 0 07

OCEAN FISH (FROZEN)
Herring, per 100..... 1 50 Salmon, pink, per lb.. 0 08
Mackerel, each..... 0 20 " red..... 0 09
Smelts, No. 1..... 0 08 " sea dressed.. 0 10

SMOKED, BONELESS AND PICKLED FISH.
Acadia, tablets, box..... 1 60 Fillets, per lb..... 0 11
Bloaters, per basket.. 0 90 Haddie, Finnan..... 0 07
Codfish, shredded, box 1 80 Herrings, Digby, bndle 0 60
" Bluenose, " 1 40 Herrings, Imported
Cod steak, per lb..... 0 07 Loch Fyne, per kit.. 1 50
Cod, Imperial, per lb.. 0 05 Kippers, per box.... 1 25
Clasoes, per basket.... 1 25 Quail on toast, per lb.. 0 05 1/2

TRADE NOTES

M. B. Green continues the grocery business of Green & Kerr, Huntsville, Ont., who have dissolved partnership.

A demand of assignment has been made on Jacob Rockstein, general merchant, Cabano, Que., and Edmundston.

W. H. Morgan & Co., general merchants, Stonewall, Man., are removing to Delisle, Sask., succeeding C. E. Buck.

John Home, manager, Campbell, Wilson & Home, Calgary, was in Winnipeg on a business trip for a few days last week.

J. P. Laurent, for a number of years warehouse manager of Jobbin Marrin wholesale grocery house, has opened a retail store at Bradwell, Saskatchewan, and has stocked a line of dry goods, groceries and hardware.

Oranges Oranges

We have several cars due this week

Our Prices Are Very Moderate

Navels
Med. Sweets
Mexican Oranges
Valencia Oranges

Daily arrivals: Strawberries, New Potatoes, Cabbage, Bananas, Asparagus, Cucumbers, Beans, etc.

WHITE & CO., Limited

The Fancy Fruit House, Toronto

FANCY

RIPE { PINEAPPLES
FLORIDA TOMATOES
BANANAS

FRESH { LETTUCE
RADISH
RHUBARB
GREEN ONIONS

==== Finest Oranges and Lemons =====

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

50 Pounds Net

Not 50c. Net, as appeared in last week's ad.

Texas Bermuda Onions

In Square Slat Crates

The onions are good size, clean, bright and mild—the best onions on the market to-day.

Order them from your wholesaler.

Buster Brown Lemons

Follina Bros., the packers, paid \$7,000.00 for the exclusive use of this name for their Lemons. Will we protect it? Certainly yes! Not only for the reason of price paid, but to increase our already growing business in Canada.

Always mention this brand or name of packers when ordering.

W. B. STRINGER, Toronto, Sales Agent.

Montreal Grocer Makes Good Profit in Fresh Fish

From 25 to 30 Per Cent., he Says—His Methods for Keeping Fresh Fish in Good Condition—How he Attracts Buyers in Summer—The Varieties he Handles.

During the summer months the sale of fish is rarely undertaken by the average grocer, on account of the danger of loss incurred by the hot weather, and the difficulty of preserving them. Yet it is stated by men in a position to know that there are few more profitable lines for summer trade.

The average grocer who has not made a study of methods of keeping his fish stock is afraid of it. He fears that the possibility of making a few dollars is rather a probability of losing them.

The kernel of the whole business lies in the man himself. There is no doubt about the demand for fresh fish at all seasons of the year, summer included, and this demand, if fostered properly, would be much larger in summer than it is, owing to the fact that meats are considered heavy for hot weather, while there is almost, if not quite equal food value in the much lighter fish.

To handle such trade there are several requirements. First—a live and wide-awake grocer who is not afraid to invest a few dollars to make a few more. Second—a complete knowledge of the most modern and up-to-date methods of handling his fresh fish and displaying them to the best advantage. Third—a sufficient study of his customers to enable him to stock only enough fish at one time to fill their requirements. These requisites may seem simple, but in them may be found the secret of the successful grocer of to-day so far as fresh fish is concerned.

As to the methods of buying, storing and displaying of fresh fish in summer, one of Montreal's largest retail fish merchants gives his experience.

"Fish must be brought in fresh every day if possible, and must not be kept over two days," he said.

"This fact brings out the necessity for studying your trade so that you know, almost to a pound, how much fish can be sold in a given time. Undoubtedly you

will make mistakes at first, but experience is the best of teachers, and a gain is often preceded by a necessary loss, in the average business man's education.

"A thorough study of your customers will teach you what fish to buy for summer consumption. Speaking for myself, I find that whitefish, salmon and halibut are my three best lines. Others may have a different experience. My best halibut come from the west, while the east furnishes the best salmon.

To Prevent Decay.

"As to keeping fish; they must, of course, be shipped to you in ice, and, if necessary, repacked on the trip. Western fish often need two relays, so to speak, of ice, on the way. In the store they must be immediately placed in some refrigerating apparatus. There are many of these, and it is hard to specify just which would be best for another man's purpose.

"I have also a show case outside my store, in which I can display fish. Its construction is such that ice can be placed in the bottom and covered by a sheet metal tray, in which the fish are placed. This keeps them fully as well as the regular refrigerator and, at the same time, allows the customer to see what I have.

"My counters are also of special construction, that is, those for fish. They have a false bottom, under which is an ice compartment. I place chipped ice over and around the fish themselves.

"As to profits, I find that 25 to 30 per cent. can readily be made, as there is very little competition, and in summer fish is a form of food very acceptable to the consumer in place of the heavier meats.

"With good judgment in buying, there is no reason at all why every grocer who has railway connection, may not make a handsome profit from handling fish during the hot summer months.

TRADE NOTES.

E. W. Root, grocer, North Bay, Ont., has sold to Benj. Brill.

H. Proctor, grocer, Toronto, has assigned to J. P. Langley.

The assets of O. J. Levesque, general merchant, Avignon, Que., have been sold.

C. H. Allen, general merchant, Yarmouth, Centre, Ont., has sold to D. B. Stewart.

Yeates & Salmon, general merchants, Perdue, Sask., have disposed of their business to Chas. Clark.

W. J. Joyce, Herron, Le Blanc & Co., Montreal, has returned from a trip to the Murray Bay district.

George W. Paige, wholesale and retail grocer, Coaticook, Quebec, was recently married to Miss Allard, of the same town. They are at present on an extended honeymoon trip.

FRED. L. MYERS & SON

ESTABLISHED 1879.

KINGSTON, JAMAICA, B.W.I.

Wholesale Wine and Spirit (Rum, etc.), Sugar, Export and Commission Merchants and Wharf Owners.

Our Specialties:—Sugar and "GENUINE JAMAICA RUM" shipped to all parts of the world.

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 "GLEANER"

might bring inquiries. Better write for rates to

I. G. STEWART, Halifax

SEPTEMBER CHEESE

Rich, Full Cream, Fine Texture, Colored Cheese.

It will please your trade. Try it.

Fisher Produce Co.

Limited

76 Colborne St., Toronto

Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

SEASON 1908-9

Dried Apples

Shipments Solicited Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE, Manager

TRY LEARD'S LOBSTERS and CANNED CHICKEN

Write for Prices

W. A. LEARD

Summerside,

P.E.I.

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We
 Absolutely
GUARANTEE
 Every Can of

Loggie's Lobsters

to be safe, healthy and
 very palatable. We
 only can the freshest
 and finest fish and our
 product is one which
 will draw trade to your
 store and retain it
 there. Send for Prices.

W. S. Loggie Co.

LIMITED

Sole Packers

CHATHAM

N. B.

Our Brands :

GOLDEN KEY and
 GOLDEN CROWN

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor,
 and because there is an absolute guarantee of
 purity of contents given with each tin.

Each tin is provided with a spare lid for use
 after the tin has been opened.

"CONCORD" SARDINES will more than
 please your better-class customers, and will prove
 a remunerative line to handle.



LIST OF AGENTS :

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



PERFECTION IN
PACKING

POPULAR AND
PALATABLE

BRUNSWICK BRAND SEA FOODS

THE LINES YOU CAN HANDLE WITH PROFIT

¼ OIL SARDINES
 KIPPED HERRING
 FINNAN HADDIES

¾ MUSTARD SARDINES
 HERRING IN TOMATO SAUCE
 CLAMS
 SCALLOPS

Are your shelves stocked with these splendid sellers and satisfaction givers?

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

AGENTS—Grant, Ozley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

Keeping the Grocer's Name Before the Public

Methods at Hand to Aid the Newspaper Advertising Campaign
—Handling of Brands That are Distinctive — Suggestions on
Increasing Business With Seasonable Side-lines—The Name on
Paper Bags.

By Wm. Bryans.

Any merchant can, by simple methods and at small expense, advertise well his store and business and thus secure a larger patronage if he will but put forth a little extra energy.

Especially is this true in the towns and villages where the merchant draws his customers from the whole town and also from the surrounding farming district. Of course a merchant may secure considerable prominence by extensive advertising in the local papers, but this can be helped out a great deal by simple methods that will repay, if correctly done, many times over the investment.

With every business of importance, there is a name connected that helps one to remember that business and the goods sold. Bringing this rule of memory down to the retail business and we find in order that the business may be successfully advertised, the proprietor's name must have prominence, so that the customers will link that name with the business carried on.

We find many retail establishments without a name on the window, building or awning to denote who owns or operates that particular store. This is a serious mistake. Every merchant should have his name placed on the awning or on some other prominent spot. It is not a good plan to have it on the window unless neatly placed to one side in small lettering, as it is a nuisance in washing and also in dressing a window. But it is better there than not at all. A large sign extending across the front of the store above the window is a good name exhibitor; another good plan is to have name boards just below the windows. The business carried on, should also be placed on these signs. Where one side of the building is open to public view, a catchy name and business sign can be painted on it.

Another thing a person wonders at when driving through many farming communities, is the lack of merchant's sign boards. Few merchants realize their advertising power especially on a road that is traveled a great deal. A good country advertisement is the mile board with such advertisements as: "One mile to Busyman's, dealer in high-grade groceries," and "Two miles to—Busyman's—for best family flour," and other like phrases. A merchant can prepare the sign boards himself easily in spare time, out of ordinary boxes. The signs should be large enough so that the printing may be easily deciphered. White letters on a black background or black on white are the easiest to read. When mile boards are used, care should be taken that the miles are carefully measured off, for if the people know that the mile boards are not in exact position, they will not put the same confidence in you, your advertisements or your goods.

Another scheme to keep your name before your customers is by placing it on the paper bags. A common rubber

stamp may be used for the purpose. It is greatly improved by the addition of a short catchy motto or inscription such as "Our store is your store," "Good goods at low prices," "We want your trade," etc.

Your name should also occupy a prominent place on your delivery wagon, and also on your horse cover. Use any way possible to keep your name before the public.

The Selling of Specialties.

Another way of drawing attention to your name and also drawing customers to your store is by handling and advertising special goods that no one else in your town or neighborhood sell. Some merchants handle a special outstanding brand of some article or some extra quality of butter or bread and find that it brings customers to their stores.

More trade may be secured by handling a full stock of fish during the winter season and vegetables during the summer, provided you are the only merchant in that neighborhood that does so.

A drawing card for the farmer's trade is a good brand of flour that no other merchant in the town handles. Another line that, besides its advertising power, yields a good profit if properly handled is the sale of tomato.

JAMAICA CIGARS
and CIGARETTES

"La Retreat" Brand

Made from the finest and choicest tobacco.

La Retreat Factory Co.
7 Port Royal St.
Kingston, Jamaica, B. W. I.

Agent required for these
Products in Canada.
Special inducement to financially responsible party.

Never Run Short of
SHAMROCK

BIG PLUG

SMOKING TOBACCO

Your client will buy his
groceries where he buys
his SHAMROCK tobacco

**CLAY
PIPES**

Those made by
McDOUGALL
are peerless. Insist upon
having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO ILL. U.S.A.

TANGLEFOOT



The Original Fly Paper
For 25 years the Standard
In quality
All others are imitations

Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



cabbage and flower plants in the spring of the year. During the summer and fall, this may be replaced by the sale of fruit.

A great deal of trade may be secured during the summer months by running an ice cream parlor in connection with your store, provided you have the necessary room and assistance. If you make your own cream there is a considerable work connected with this line but it sells a large quantity of goods and also yields a good profit when given the proper attention. Of course, an ice cream parlor requires considerable advertising on the start to get the people into the habit of buying it.

You will generally find that the buying public follow the crowd. A person likes to deal with a store that appears busy. Keep your clerks busy by all means, as there is always plenty of work. Customers hate to go into a store and be greeted in a drowsy manner by a sleepy clerk who has just awakened from a little nap, or tore himself away from an interesting conversation on the latest baseball match. A customer makes a mental note of the true facts as she finds them and you may be assured her future trade will depend on the decision she passes on the service received.

Motto in Newspaper Space.

In advertising, merchants will find it much better to have either a name or motto for their store, as a good motto is easily remembered by the people and helps them to single out your adver-

tisement in the paper and also to remember your store.

Care should be taken in newspaper advertising in order to procure best results. Special attention should be taken in preparing copy for the printer. Do not try to say too much and overcrowd the space allotted to your advertising. Prepare your copy in the exact style in which you wish the printer to set it. Remember that your advertisement in order to be read, must be attractive. When many advertisements are crowded together in a newspaper, unless there is some special feature to distinguish one from the others, it is liable to go unnoticed.

A grocer might attract attention to his advertisement by publishing a cooking recipe. Of course these recipes in order to attract the housewife's notice must always be seasonable. Weather predictions will also attract many readers.

In order that your advertising will be successful, you must have full confidence of your readers. Do not allow the imagination to work too freely in writing copy for the paper, for if the people find that goods are not exactly as advertised, there is small chance of the advertisement interesting them again.

Many merchants profit well by using special sales and contests for advertising purposes, but in all such cases it is best to have something original as it is much more liable to catch the public eye. Do not conduct a certain line of

contest or special sale because some other merchant in your town has done so. The world hates imitators. Break away from the ordinary. Do something that will start the press and public commenting on your store.

WINDOW CARD PHRASES.

If you want to live more economically buy here.

No hen ever cackled over better eggs than these.

The first time such good prunes as these ever begged for a purchase.

For genuine "good things" to eat, our foods will surely be a treat.

The aroma of this coffee creates an appetite and its taste satisfies it.

All the boys on the water-wagon are drinking this sparkling pure grape juice.

Here's a tea for richness, delicacy of flavor and fragrance that is unequalled.

All varieties of cheese of purest quality. Order a "wedge" of your favorite kind.

Good time to lay in a supply of brooms—they are pretty sure to be higher in price.

Short of
ROCK
LUG
TOBACCO
will buy his
ere he buys
CK tobacco

Those made by
McDOUGALL
peerless. Insist upon
having them.
Ltd., Glasgow, Scot.

INERY CO.,
U.S.A.

EFOOT

Fly Paper
he Standard
ulty
imitations



**Are You Keeping Your Tobacco Stock
Up-to-Date ?**

IF NOT, WHY NOT ?

"Tuckett's Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

ADDING MACHINE.

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

AGENCIES WANTED.

AFIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

IF YOU WISH TO SELL your business or farm, we can find you a customer. If you wish to BUY, write us. We may have just what you are looking for. Address, Wm. J. Platt & Co., Bridgeport, Conn. (19)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

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.

FOR SALE.

FOR SALE—The biggest little grocery business in Windsor, Ont. Address Box 348, CANADIAN GROCER, Toronto. (22p)

FOR SALE—Grocery store, well located in one of the best Quebec cities. Only one competitor in the neighborhood. Established 14 years. Have good thriving, high class trade. Terms cash, or cash for stock and time for store and good will. Address A.V.L., care CANADIAN GROCER, Montreal. (18p)

FOR SALE in the city of Windsor, Ontario, large corner grocery store. Good business reasons for selling. Address 23 Pitt St. West, Windsor, Ont. (23p)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

WANTED—TRAVELERS—J. Hirsch & Sons, Ltd., Montreal, manufacturers of the Irving and Metropole Cigars, want travelers with knowledge of the territory in the Lower Provinces and the North West. Apply by letter, stating experience and giving references. Applications treated in strict confidence. (19p)

SITUATIONS VACANT.

CITY SALESMAN WANTED for thoroughly reliable and well established specialty house. Splendid opportunity for a first-class man. Box 347, CANADIAN GROCER, Toronto. (18p)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

MISCELLANEOUS.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

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.

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

DON'T use poor business stationery. Get your printer or stationer to furnish you with "Banker's Bond." Letterheads, envelopes, writing tablets, etc. Goods perfect, price moderate. Satisfaction accompanies the added prestige which follows the use of good stationery. W. J. Gage & Co., Limited, Paper Makers, Toronto.

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. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

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

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

PROFESSIONAL MEN, business men, merchants, church workers, find innumerable uses for the Fulton Sign and Price Marker. The Fulton Rubber Type Company, of Elizabeth, N.J., are makers of Ink Pads, Daters and business outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto. (tf)

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

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S" The Goldie & McCulloch Co., Ltd., Galt, Ontario. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 833 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 10 Front Street E., Toronto

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 10 Front St. East, Toronto.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

The GROCER'S Big Spring Number



¶ Every Dealer in Canada will take an unusual interest in THE GROCER'S BIG SPRING NUMBER, to be issued May 27th. There are few of them who will not make money by reading and studying it closely. There are few of them who will not keep it for reference for a considerable time.

¶ In the Spring Number we will get right down to facts and figures in showing retailers how they may improve their methods of buying, stock-keeping, handling credits, store arrangement, assorting, display, advertising, stopping leaks, cost accounting, delivery, salesmanship, etc.

¶ The Spring Number will be given over almost entirely to "Scientific Methods of Retailing." Each one of the series of articles coming under this heading will be founded on definite information gathered first-hand from the best sources.

R. B. Wiseman & Co.

123 Bannatyne Avenue East WINNIPEG, MAN.

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

HAVE YOU TRIED

MOLASSINE DOG and PUPPY CAKES?

MARVELLOUS FOR ERADICATING WORMS and Keeping Dogs in Splendid General Health

The "MOLASSINE" Dog Foods are the only Foods on the market which besides feeding, keep dogs healthy and improve their coats.

QUOTATIONS AND SAMPLES FROM

ANDREW WATSON, - Sole Importer

91 PLACE YOUVILLE MONTREAL

CURRENTS

We are proprietors of
 "AFRODITE" brand, the best AMALIAS
 currant on the market.
 "NARCISSUS," fine FILIATRA currants,
 "NAUSICAA," fine FILIATRA cleaned
 currants
 and importers and distributors of
 highest grade PATRAS and VOSTIZZA
 currants.

We aim to give the trade the best grades
 of currants obtainable from season to season.
 We solicit the opportunity to quote on
 your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

LAMBE & MacDOUGAL, London
 H. & A. B. LAMBE, Hamilton
 W. G. A. LAMBE & CO., Toronto
 H. D. MARSHALL, Ottawa
 ARTHUR P. TIPPET & CO., Montreal
 J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.
 95 Broad Street - NEW YORK
 THE LARGEST CURRANT HOUSE IN GREECE

BUGGY EGG CRATE



The most satisfactory Egg Carrier
 yet invented.

YOU should have them in stock.
 5,000 sold first season.

Walter Woods & Co.
 Hamilton and Winnipeg

OCEAN MILLS
 Montreal
 Chinese starch, 48
 1-lb., per case \$4.00;
 Ocean Baking Pow-
 der, 48 3-oz., \$1.40;
 48 4-oz., \$1.80; 60 8-
 oz., \$4.50; 36 1-lb.-
 \$3.75; 48 1-lb. pkg.
 \$4; 10 1-lb. tins, \$5;
 loose 25 lbs., \$1.75;
 Ocean blancmange,
 48 8-oz., \$4; Ocean
 borax, 48 8-oz.,
 \$1.60; Ocean cough
 syrup, 36 6-oz., \$6.00;
 36 6-ounce, \$7.20;
 Ocean corn starch, 48 1-lb. \$3.60.

Jam Per lb.
 30-lb. wood pails..... 0 062
 Pure assorted jam, 1-lb. glass jars, two
 dozen in case..... 1 75

Jelly Powders
 IMPERIAL DESSERT JELLY

 PURE AND DELICIOUS
 TRUE FRUIT FLAVORS
 CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.
Soap
 The GENUINE. Packed 100 Bars to case.

Prices—Ontario and Quebec:
 Less than 5 cases..... \$6 96
 Five cases or more..... \$6 50

WHITE SWAN SPICE
 AND CEREALS, LTD.
 White Swan, 15
 flavors. 1 doz. in
 handsome counter
 carton, per doz., 90c.

SHIRRIFF'S
 JELLY
 List price.
 "Shirriff's" (all
 flavors), per doz
 Discounts on applica-
 tion.

Lard
 M. K. FAIRBANK CO. BOAR'S HEAD
 LARD COMPOUND.
 Tierces... \$1 13
 4-bbls. 0 13
 Tubs 50 lbs. 0 13
 30-lb. Pails. 0 73
 30-lb. tins.. 2 63
 Cases 3-lb.. 0 14
 " 5-lb.. 0 14
 " 10-lb.. 0 132

F.O.B. Montreal.

GUNNS
 "EASIFIRST"
 LARD
 COMPOUND.
 Tierces... 0 122
 Tubs..... 0 122
 30-lb. pails. 0 13
 30-lb. tins.. 0 122
 10-lb. " 0 14
 5-lb. " 0 132
 3-lb. " 0 134
 1-lb. cartons 132

Licorice
 NATIONAL LICORICE CO.
 5-lb. boxes, wood or paper, per lb..... \$0 40
 Fancy boxes (36 or 50 sticks), per box... 1 25
 "Ringed" 5-lb. boxes, per lb..... 0 40
 "Acme" pellets, 5-lb. cans, per can 2 00
 " " (fancy box, 40), per box 1 50
 Tar licorice and tolu wafers, 5-lb. cans,
 per can..... 2 00
 Licorice lozenges, 1-lb. glass jars..... 1 75
 " " 30 5-lb. cans..... 1 50

"Purity" licorice, 10 sticks 1
 " " 100 sticks..... 0 73
 Dulo, large cent sticks, 100 in box.....
Lye (Concentrated)

GILLETT'S
 PERFUMED LYE
 Per case
 1 case of 4 doz \$3 50
 3 cases of 4 doz 3 40
 5 cases or more 3 35

Marmalade.
 T. UPTON & CO.
 12-oz. glass jars, 2 dozen
 case, per doz. \$1; 16-oz.
 glass jars, 2 doz. in case.
 per doz. \$1.45; 5 and 7
 lb. tins and 7-lb. pails,
 per lb. 74c.; pint sealers
 (24 oz.), 1 doz. in case,
 per dozen \$2.25.

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

**SPRATT'S PACKET
 BIRD SEEDS**
 SPRATT'S PRICE LIST
 Mixed Bird Seeds, 1-lb. pkts., 5 dozen
 cases per doz \$0 85
 Parrot Food, 1-lb. pkts., 1 doz cartons 0 45
 Parrot Food, 5-lb. pkts. 1 35
 Bird Cage Sand, about 1 1/2-lb. bags, 1
 gross cases, per doz..... 0 30
 Bird Cage Grit, about 1 1/2-lb. bags, 1
 gross cases, per doz..... 0 30

Mince Meat
 Wethey's condensed, per gross, net... \$12 00
 " " per case of 1 dozen, net....

ST. CHARLES CON-
 DENSING CO
 PRICES:
 St. Charles Cream,
 family size, per case
 \$3 50
 Baby size, per
 case..... 2 00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk.... 4.25
 Good Luck.... 4.00

Mustard
 COLMAN'S OR KEEN'S
 D.S.F., 1-lb. tins..... per doz. \$ 1 40
 " " 1-lb. tins..... 2 50
 " " 1-lb. tins..... 5 00
 Durham 4-lb. jar..... per jar 0 75
 " " 1-lb. jar..... 0 25
 F.D. 1-lb. tins..... per doz. 0 85
 " " 1-lb. tins..... 1 45

IMPERIAL PREPARED MUSTARD
 Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90 "
 Large, cases 1 dozen..... 1 36 "

Olive Oil
 LAPOURTE, MARTIN & CIE., LTD.
 Minerva Brand—
 Minerva, qts. 12's \$ 5 75
 " " pts. 24's 6 50
 " " pts. 24's 4 25

Sauces
 PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 80
 Pint bottles, 3 dozen cases, doz. 1 75

Soda
 COW BRAND

 Case of 1-lb. contain-
 ing 60 packages, per
 box, \$3 00
 Case of 1/2-lb. con-
 taining 120 pkgs. per
 box, \$3 00
 Case of 1-lb and 1/2-lb.
 containing 30 1-lb.
 and 60 1/2-lb. pkgs. per
 box \$3 00
 Case of 50 pkgs. containing 90 pkgs. per
 box, \$3 00

MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$2 50
 No. 2, " 120 1-lb. " 2 50
 No. 3, " 60 1-lb. " 3 50
 No. 5 Magic soda—cases 100—10-oz. pkgs.
 1 case..... 2 55
 5 cases..... 2 55

HOLLANDER COFFEE

**Fragrant, Pungent,
Delicious!**

**The Choicest of the
Choice.**

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St.

Montreal



Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross... \$10 20
Maypole soap, black, per gross... 15 30
Oriole soap, per gross... 10 20
Gloria soap, per gross... 12 00
Straw hat polish, per gross... 18 20



3 doz. to box... \$3 60
6 doz. to box... \$7 20
30 days.



1 Box Price... \$4.00
5 Box Price... \$3.90
Freight paid on 5 box lot



Or Quik Naphtha Soap (100 lb. case) in 5-case lots (dellivered)—\$3.95 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

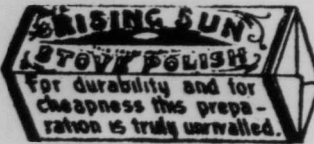
EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton...	\$0 07
No. 1 white or blue, 2-lb. carton...	0 07
Canada laundry, ...	0 06
Silver gloss, 6-lb. draw-lid boxes...	0 08
Silver gloss, 6-lb. tin canisters...	0 08
Edwards' silver gloss, 1-lb. pkg...	0 07
Keys silver gloss, large crystal...	0 07
Benson's satin, 1-lb. cartons...	0 07
No. 1 white, bbls. and kegs...	0 06
Canada white gloss, 1-lb. pks...	0 06
Benson's enamel, per box...	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn...	0 07
Canada Pure Corn...	0 06
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car...	0 10
Edwardsburg No. 1 white or blue...	0
BRANTFORD STARCH WORKS, LIMITED	
Ontario and Quebec.	
Laundry Starches—	
Canada Laundry, boxes of 40 lb...	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb...	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb...	0 07
Barrels, 200 lb...	0 06
Kegs, 100 lb...	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb...	0 07
6-lb. toy trunks, 5 in case...	0 08
6-lb. toy drums, with drumsticks in case...	0 08
Kegs, ex. crystals, 100 lb...	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb...	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pks., per case...	3 00

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Stove Polish

Per gross
Rising Sun, No. 1 cakes, 1 & 1/2 grs. bxs. \$8 50
Rising Sun, No. 3 cakes, gross boxes... 4 50
No. 5 Sun Paste, 1/2 gross boxes... 5 40
No. 10 Sun Paste, 1/2 gross boxes... 9 00



JAMES DOME BLACK LEAD Boot Polish
6a size, gross, \$2.40
2a size, gross, \$2.50



Packard's Boot and Shoe Polishes
Mon-Ami, \$9 gross; Black "O", \$9 gross; Large Combination, \$20 per gross; Pony Combination, \$10; French Glycerine, \$9; Ladies' Special, \$20; Pat. Lea. Cream \$20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.
Barrels, 700 lbs. ... 0 03 per lb.
Half-barrels, 350 lbs. ... 0 03 "
-barrels, 175 lbs. ... 0 03 "
Pails 25 lbs. ... 1 30 each
" 25 lbs. ... 1 80 "
Plain tin, with label—
1 lb. tins, 1 doz. in case... 2 50
" 1 " " " " " " " " " " " 2 75
" 10 " " " " " " " " " " " 2 70
" 30 " " " " " " " " " " " 2 70
(5, 10 and 30 lb. tins have wire handles.)



Wholesale Retail
Green Label, 1's and 1/2's ... \$1 25 \$0 30
Blue Label, 1's and 1/2's ... 0 27 0 25
Red Label, 1's and 1/2's ... 0 30 0 40
Gold Label, 1's and 1/2's ... 0 28 0 50
Red-Gold Label, 1/4's ... 0 44 0 60
" " " " " " " " " " " 0 55 0 80
Geo. E. Bristol & Co., Hamilton, Ont.



Case 30 and 50 lbs. each—Black, Mixed and Green Ceylon.
25c. 1s, 30c.; 1s, 21c.
30c. 1s and 1/2, 23c.
40c. 1s and 1/2, 28c.
50c. 1s and 1/2, 35c.
75c. 1s and 1/2, Vulcan, 50c.
100 lb. lots freight paid.



Blue Label, 1/2's ... \$1 25

Orange Label, 1's and 1/2's	0 25	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and 1/2's	0 28	0 40
Brown Label, 1/2's	0 25	0 40
Green Label, 1's and 1/2's	0 25	0 40
Red Label, 1/2's	0 40	0 60

LAPOSTOLLE, MARTIN & OIL, LTD.

Japan Tea—
Victoria, 1/2-c, 90 lbs. 0 25
Princess Louise, 1/2-c, 90 lbs. 0 19
Ceylon Green Tea—Japan style—
Lady, cases 60 lbs. 0 18
Duchess, cases 60 lbs. 0 19



BLU RIBBON TEA CO., MONTREAL

Wholesale Retail
Yellow Label, 1's..... 0 30 0 35
" " 1/2's 0 21 0 25
Green Label, 1's and 1/2's 0 24 0 30
Blue Label, 1's and 1/2's 0 25 0 35
Red Label, 1's, 1/2's and 1/4's..... 0 30 0 40
White Label, 1's, 1/2's and 1/4's. 0 25 0 50
Gold Label 1's and 1/2's 0 43 0 60
Purple Label, 1's and 1/2's 0 55 0 80
Embossed, 1's and 1/2's 0 07 1 00



Wholesale Retail
Pink Label 1's and 1/2's 80c. 40c.
Gold Label 1's and 1/2's 35c. 50c.
Lavender Label 1's and 1/2's 42c. 60c.
Green Label 1's and 1/2's 50c. 75c.

Canisters
Gold Tins, 5's 35c. 1.75 50c. 2.50
Gold Tins, 1's 25c. 1.05 50c. 1.50
Gold Tins, 1's 36c. each 50c. each
Gold Label, 1's 18c ea. 26 lb. 35c ea. 50 lb.
Red Tins, 1's 35c ea. 70 lb. 50c ea. 100 lb.
Red Tins, 1's 18c ea. 72 lb. 35c ea. 100 lb.



MELAGAMA TEA. MINTO BROS., 45 Front St. East

black, green, mixed — 1/2, wholesale 70c., retail \$1; 1/4, 55c. and 80c.; 1/4, 44c. and 60c.; 1 lbs. and 1/4, 40c. and 60c.; 1/4, 38c. and 50c.; 1 lbs. and 1/4, 38c. and 50c.; 1 lb., 1/4, 30c. and 40c.; 1/4, 32c. and 40c.; 1/4, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.
Black Label, 1-lb., retail at 25c \$0 20
Black Label, 1/2-lb., retail at 25c 0 21
Blue Label, retail at 0c 0 23
Green Label, retail at 40c 0 30
Red Label, retail at 50c 0 35
Orange Label, retail at 60c 0 42
Gold Label, retail at 80c 0 55



Pure Gold Jelly Powder 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discount on application.



THOMAS WOOD & CO., LTD. Montreal and Boston

Wood's Prime rose, per pound wholesale 40c., retail 50c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in 1/2-lb. tins. All grades—either black, green or mixed.

GILLET'S CREAM TARIAR

Per doz
1/2-lb. paper pkgs., 4 doz. in case..... \$9 90
1/2-lb. paper pkgs., 4 doz. in case..... 1 80
4 doz. 1/2-lb. paper pkgs. } assorted. \$7 20
2 doz. 1/2-lb. paper pkgs. }
Per doz
1/2-lb. cans with screw covers, 4 doz. in case..... \$2 00
1-lb. cans with screw covers, 3 doz. in case..... 3 75
Per lb
5-lb. sq. canisters, 1/2 doz. in case 0 30
10-lb. wooden boxes 0 27 1/2
25-lb. wooden pails 0 27 1/2
100-lb. kegs 0 25 1/2
360-lb. barrels 0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's) \$3. case; Quaker oats, 20's (with premium) 4.10; Quaker Best Y. Cornmeal, 24's, 2.90; Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90; Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5 1/2 case lots, 1/2 case free, delivered; Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25; Apitezo biscuita, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c/lb

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.
Chewing—Black Watch, 6s 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6s and 12s 46
Star, 6s 44
Old Fox, 12s 44
Pay Roll Bars, 7s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s., plug or bar. 45
Rosebud Bars, 6s 45
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West Ponches, 8s. 59
Veterinary Remedies

w. F. YOUNG
Absorbine, per dozen \$18 00
Absorbine Jr., per dozen 9 00
Yeast
Royal Yeast, 3 doz. 5 cent pks \$1 15
Gillett's Cream Yeast, 3 doz. in case. 1 15



SELL SEEDS THAT FEED—
SPRATT'S
 MIXED
BIRD SEEDS

Spratt's Patent Ltd., London, Eng. Montreal: 12, St. Therese Street, St. Gabriel's.

Comprise only such seeds as are known to be adapted for songsters to improve their health and develop their singing powers. They are properly cleaned and correctly balanced; always give the highest satisfaction, and the thoroughly satisfied customer is the most profitable one that a dealer can have.

Ask your jobber for them.

Packed in boxes containing 3 dozen 1-lb. packets.

CR
 t of the
 e.
 MITED
 Montreal



90 cents
 Powder } per doz.
 THOMAS WOOD
 & CO., LTD.
 Montreal and
 Boston.

Wood's Prim
 rose, per pound
 wholesale 40c. re
 tail 60c.; Golden
 Rod, 35c. and 50c;
 Fleur-de-Lis, 30c.
 and 40c. Packed
 either black, green

TAKIAR Per doz
 case \$0 90
 case 1 80
 Per case
 assorted. \$7 20
 Per doz
 rs, 4 doz. in \$2 00
 rs, 3 doz. in 3 75
 Per lb
 n case 0 30
 0 27 1/2
 0 27 1/2
 0 25 1/2
 0 25

ATS CO.
 oats, 36's (or 2-18's)
 s, (with premium)
 meal, 24's, 2.40;
 d wheat, 36's, 2.90;
 kes, 36's, (11 case
 2.90; 1/2 case lots,
 or oats, 40's (with
 20's, (with premi
 ast food, 18's, 2.25
 Saxon wheat food
 4's, 3.50; Hominy
 25 lbs. each, 22c 1/2

ANY OF CANADA,
 BRANCH.
 44
 45
 46
 46
 46
 44
 56
 42
 6s., plug or bar. 45
 45
 44
 50
 50
 Pouches, 6s. 59
 remedies

 \$18 00
 9 00
 pkgs. \$1 15
 z. in case. 1 15
 rest office.

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant
 Port of Spain Trinidad

Strength

Purity

Your Guarantee
 for profit lies in
"COW BRAND"
 Baking Soda



because of its popularity with the housewife!

Order from your jobber

Church & Dwight
 Manufacturers MONTREAL

Uniformity

Reliability

FREQUENCY OF ORDERING

Every week day a Pick-
 ford and Black...
 leaves Halifax for New-
 found, The British West
 Indies and Demerara, and
 is away thirty-eight days,
 & call at all the
 modern post. Write at
 Halifax.

PICKFORD & BLACK

OAKEY'S

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

'WELLINGTON'

KNIFE POLISH

JOHN BANEY & SONS, Limited

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

London Mills London, England

Collecting Money

from tardy debtors may be no easy
 task to you. But we make a specialty
 of the business. Our work during the
 year we've been in business has been
 (and is now) entirely satisfactory to
 our clients.

Let us collect your overdue accounts.
 We can get your money for you.

The Boardwood Agency

212 West York Life Building - MONTREAL

We sell absolutely the best brands of **SALT** for all purposes, made from purest brine by most modern and up-to-date processes.

Complete list of delivered prices gladly submitted.

VERRET, STEWART & CO.

LIMITED

No. 12 Port St.

MONTREAL

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed
in sanitary packages

SOLVES THIS QUESTION

Quality Unexcelled.
Three dozen to a case.

Absolutely Dust-proof.
All jobbers.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.

4
Free Phones.
Use
Them
at our
expense.



Japan Teas

Do you want some? We have them. And the prices are tempting. May we send you a sample to compare? The tea will do the rest.

Canned goods are up this week, and must go higher. We still have a few bargains in these. Come early or it will be too late.

Geo. E. Bristol & Co.

Wholesale Grocers

HAMILTON, - ONTARIO