

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.

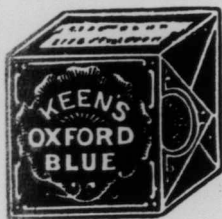
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VOL. XXIV.

PUBLICATION OFFICE: TORONTO, MARCH 18, 1910.

NO. 11.



If our weekly talks on

Keen's Oxford Blue

have induced you to try it—we will have done your customers a good service. And they will show their gratitude by bringing more and more of their custom to your store.

Keen's is the best Laundry Blue.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL
Agents for the Dominion

SYRUP SALES

WILL BE

SATISFACTORY

both from the point of view of volume and profit, if you are handling

“Crown Brand” Table Syrup

There's no syrup to which such care has been given to guarantee purity. Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

Makes Child's Play



of Washday.

While

"SURPRISE"

has peculiar qualities for washing clothes, it can be used in any and every way a soap is used.

We recommend the "SURPRISE" way for washing clothes. Follow directions on the wrapper.

Point this out to your customers

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N. B.

Branches:—Montreal, Toronto, Winnipeg, Vancouver, West Indies

“Stower’s”

”” *Lime Juice,
Lime Juice
Cordial*

The purity of
Stower’s Lime
Juice Cordial

and Stower’s Lime Juice is almost proverbial—wherever they are sold the same opinion holds good year in and year out. They are supplied to His Majesty the King and the British House of Commons—critical tastes endorse these famous products of an equally famous maker.

ORDER NOW FOR SUMMER.

“Shell”

”” *The Soap
of absolute
Purity*

Sanitary, clean, anti-
septic, free from decay-
ing animal matter. The

soap containing not even a vestige of Rosin in the finished product. The result of 60 years’ experience in soap making. The attainment of high expectations from the honest use of pure oil. “Shell” Soap is as good and safe for the complexion as for the finest lingerie.

“Cox’s”

”” *The Gelatine
that never
varies*

Its high quality
never varies from
that standard of

perfection reached by the makers so many years ago. Made by particular people for particular people. Made on the honor of a name that has been before the public for a century of endeavor to produce the *best*.

ARTHUR P. TIPPET & CO., Agents

Montreal Toronto



Montreal Office

Manufacturers' Agents and Brokers' Directory

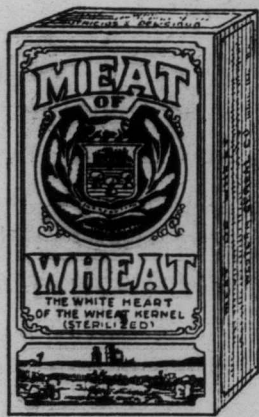


Winnipeg Office

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>E. H. BOWEN Manufacturers' Agent and Broker SHERBROOKE, QUE. Solicits representation of another first class firm putting up high grade goods. Eastern Townships thoroughly covered by three travellers. Highest references. Write immediately if you desire to have your line well introduced.</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>JUST ARRIVED IN STORE Shipment from John Gray & Co., Limited, Scotland, of their celebrated Jams and Marmalade. 1's, glass, black currant, strawberry and raspberry jam. 1's, stone jars, black currant, strawberry and raspberry jam. 1's, glass, marmalade. 7lb. tins Marmalade. We will gladly furnish prices. DOMINION BROKERAGE CO. 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>We are Buyers and Sellers of White Beans 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>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>NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A.B.C. 8th edition, and private.</p>	<p>TRACKAGE PROPERTY Storage Warehousemen and Distributors Prout, Simpson & Co. WINNIPEG, MAN. Open for a few good lines</p>
<p>CLARE, LITTLE & CO., WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity. SASKATOON, Western Canada</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT</p>	<p>J. W. SNOWDON Manufacturers' Agent 413 ST. PAUL STREET MONTREAL</p>
<p>An inch space in this department costs 77 cents per week or \$40.00 per year.</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>Canadian Manufacturers and Exporters Are you aware of the fact that there are 44 millions Irishmen prepared to buy Canadian Goods? Don't you want some of this business? You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to 10, Garfield Chambers, Belfast, Ireland</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

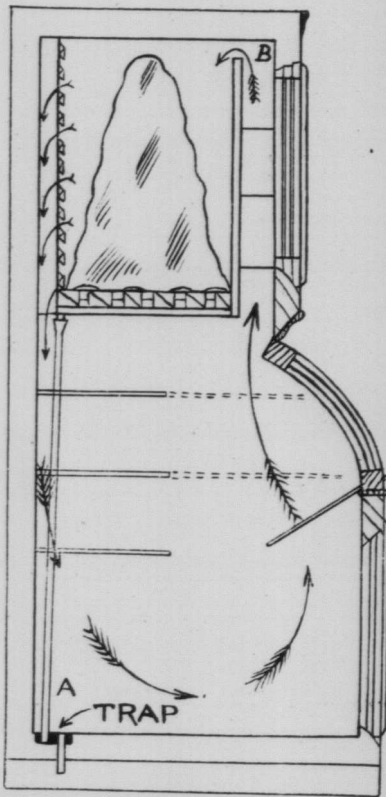
Be it
known that
Within the Circle
of your wide knowledge
as a Dealer in fine Tea,
you have not found any Brand yet
to equal

"Blue Ribbon Tea"
that satisfies

the Consumer in Fragrance and Flavor
and the Dealer in Profit.

Therefore Stock this Tea
for your trade.

How Your Refrigerator Should Work



THESSE arrows show the circulation of air in a **McCray Roll Top Refrigerator**—warm air rising and striking the ice, becoming cold, falling down behind the ice, which is as real as though caused by an electric fan and chilling the contents of the refrigerator. The circulation removes odors and moisture, besides producing efficient refrigeration. The inside of a **McCray Refrigerator** *never smells stale or musty and keeps so dry you can scratch a match on the Shellaced Spruce lining.* You can get such perfection only in a **McCray Refrigerator**. It also uses *less ice* than any other. Think what it will mean to you in dollars and cents to reduce your ice bill, yet have perishable goods keep perfectly. Send us your name on a postal card asking for "Free Catalogue No. 66," which is especially written to explain McCray Grocers' Refrigerators.

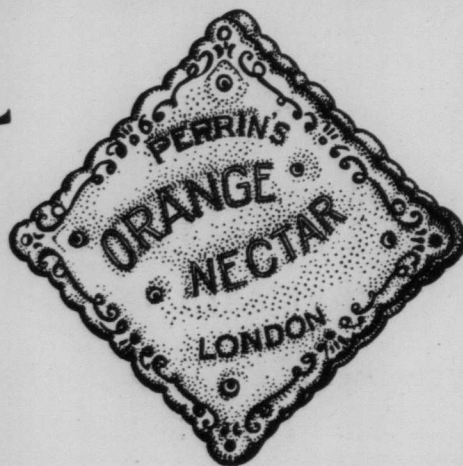
McCray Refrigerator Co.

131 Lake Street, Kendallville, Ind.

~ PERRIN'S ~

Our latest delicacy

ORANGE



NECTAR

BISCUITS

LONDON

Ask traveler for sample

CANADA

“AYLMER”
JAMS, JELLIES
PRESERVES, etc.

Every Glass Jar or other package of “AYLMER” Jams, Jellies or Marmalades is Guaranteed Absolutely Pure, put up from FRESH FRUIT when in season and FINEST GRANULATED SUGAR.

The flavor and high quality of “AYLMER” Preserves cannot be obtained in preserves made from pulp.

NO PRESERVATIVES

NO COLORING

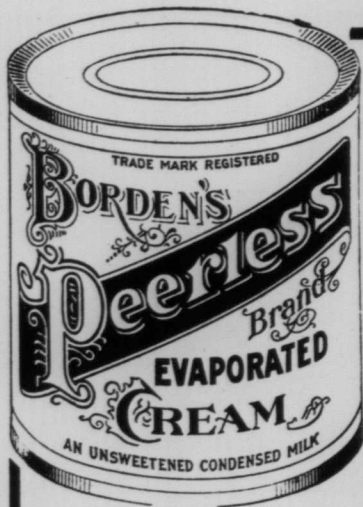
At every process cleanliness is reduced to a science.

“AYLMER” New Season's Scotch Marmalade and Orange Jelly Marmalade now ready. Send in your orders at once for stocks of these fine goods.

CANADIAN CANNERS

Limited

HAMILTON, - CANADA



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

Scott, Bathgate & Co., Winnipeg, Man.

Mason & Hickey, Winnipeg, Man.

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



A
MONEY
MAKER
FOR
YOU

PACKARD'S MON-AMI WATER-PROOF BOOT POLISH

IT
GIVES
YOU
104%
PROFIT

Mon-Ami

gives the quickest, brightest most lasting and waterproof SHINE to all leathers.

List Price, \$9.00 per gross.

Discount in 1 gross lots, 25%. Less quantities, list price.

Terms 5% 30 days.



Mon-Ami

is put up in the largest 10c. box made.

It is the LATEST and BEST discovery in Boot Polish. Try a sample gross and you will "come again."

MON-AMI is only one of our complete line of Boot and Shoe Polishes. Write us for complete price list.

EVERY PACKAGE GUARANTEED

L. H. Packard & Co., Limited

Packard Building, Montreal

Manufacturers of High Grade Boot and Shoe Polishes

TO THE TRADE

As an absolute protection to our customers every Package, Tin, Box or Barrel of WHITE SWAN BRAND OF SPICES AND COFFEES will bear the warranty shown below. This not only protects you—it insures the consumer against possible fraud or deception and makes you certain you are supplying your patrons with absolutely pure goods.

NO OTHER MANUFACTURER OF SPICES IN CANADA FERED THIS FORM OF WARRANTY

When buying Spices and Coffees as "Pure," insist on having it in every case
AND REFUSE TO BUY FROM ANY FIRM WHO WILL NOT GIVE IT

Having this Warranty on every package you buy as pure—both large and small—excludes any possibility of trouble to you for any reason whatever and places the onus on the manufacturer—where it should be.

|| THE GOODS WE ARE PUTTING UP UNDER THIS WARRANTY ARE ||
|| THE SAME QUALITY AS HERETOFORE—ALWAYS ABSOLUTELY PURE. ||

IN VOLUNTARILY GIVING THIS WARRANTY TO THE TRADE AND
PUBLIC, WE TRUST ALL GROCERS WHO WISH TO GIVE PURITY
FOR PURE WILL SHOW THEIR APPRECIATION OF OUR ACTION
EITHER BY FAVORING US WITH THEIR ORDERS OR BY REFUS-
ING TO PLACE THEM WITH ANY CONCERN WHO HESITATE TO GIVE
THIS FORM OF WARRANTY AS APPROVED BY THE GOVERNMENT.

WARRANTY

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

WARNING

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

WHITE SWAN SPICES & CEREALS, Limited.
TORONTO, CANADA.

REMEMBER THIS

We merely want to protect you—and ourselves—against fraud and dishonesty, and no manufacturer or dealer giving honest value will suffer by giving the above warranty.

MAIL ORDERS AND ENQUIRIES RECEIVE SPECIAL ATTENTION.

WHITE SWAN SPICES & CEREALS, LIMITED, - TORONTO, ONT.

The Government's Opinion of Our Factory Is Well Worth Considering—

Here is what the Dominion Government Inspector of Canned Fruits and Vegetables had to say about our factory—as reported in the St. John Standard of Wednesday, December 22nd, 1909 :

“——found everything in excellent shape. He
“said that they were doing a very good business
“and that the class of canned goods put up was
“of the best quality.”

It is in this factory that **BOSTON BAKED BEANS** and
BALAKLAVA BRAND SARDINES are packed.

**Quality Will Out — and a Government
Inspector is Certainly a Disinterested Party,**

The Eastern Canning Co., Port Canada, N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front Street East, Toronto; D. O. 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.



**White
Dove
Brands**

It always pays best to
sell goods the people
know and can ever de-
pend upon.

“WHITE DOVE” brands
are known because they
have made good for
years.

**W. P.
DOWNEY**
MONTREAL



BASKETS

You can make money as well as
oblige your customers if you handle
our

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket
wants and guarantee satisfaction
because we guarantee the goods.
Orders receive prompt attention.

**The Oakville Basket Co.,
OAKVILLE, ONT.**

THE PEOPLE OF JAMAICA

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

KINGSTON “GLENER”

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax



CHINESE STARCH

The Real Thing
in Starch.

Always gives
Satisfaction.

Get Prices

**OCEAN MILLS
MONTREAL**



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.



MCCORMICK'S JERSEY CREAM SODAS



No article with such food value has had such patronage as McCormick's Jersey Cream Sodas. We are adding thousands every year of satisfied grocers, throughout the Dominion of Canada. The increased patronage is due entirely to quality.

We have a Special PROPOSITION



to make to a leading grocer in each city and town in Ontario.

Our offer will hold good until March 31st, and can only be availed of by grocers of first-class financial standing.

Write for particulars to

T. O. BAXTER,

27 Front Street East, - Toronto

Brand & Co., Limited,
Mayfair Works, London, Eng.

MANUFACTURERS OF

Brand's A1 Sauce
Worcestershire Sauce
Chutney, Soups
Potted Meats
Tongues in Glass
Meat Extracts
Brand's Essence of Beef
Etc., Etc.

DOME LEAD

There is no better stove polish to be had in the world than

James Dome Black Lead

Pays both Jobber and Retailer a Good Profit.

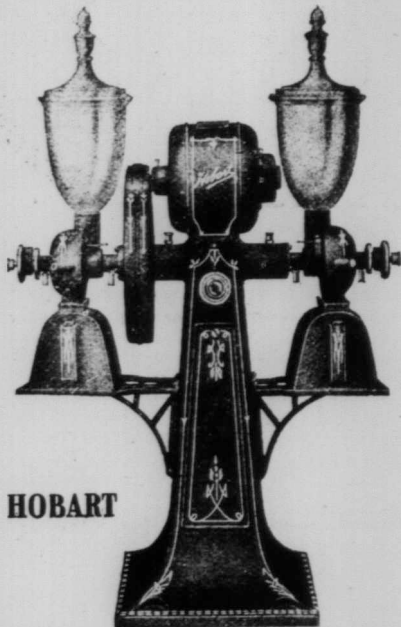
W. G. A. LAMBE & CO. - Canadian Agents.

"The King of Electric Coffee Mills"

THE CLIMAX OF HOBART PERFECTION!

The distinctive features and handsome appearance of this Floor Pedestal Mill have invited more unsolicited testimonials than any mill or any fixture ever placed in a grocery or coffee store.

It tells people you are in the coffee business right.



HOBART

Equipped with the Hobart Automatic Release to protect the motor and the grinding parts from contact with nails and foreign substances.

Granulates on one end and pulverizes on the other, and both ends may be used at the same time.

Beautifully enameled, hoppers nickel-plated, holding six pounds of coffee.

No amount of money could build a better Mill. No investment could pay you better.

You get the benefits long after the cost is forgotten.

PLEASE WRITE FOR CATALOGUE

CANADIAN SALES AGENTS:

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

Stop That Leak!

The profit leakages in your business caused by error or oversight can be entirely avoided by using a

Dayton Scale

THE SCALE THAT PAYS FOR ITSELF

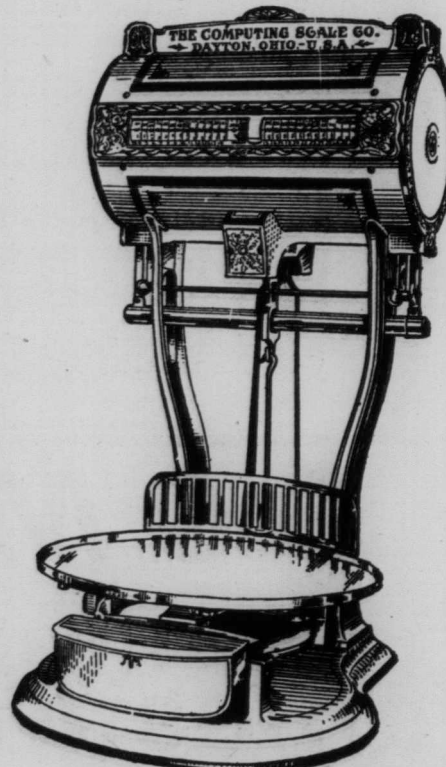
No poises to move, no weights to lift, automatically shows the weight and value. The "Dayton" will strengthen the confidence of your trade, knowing they are not subject to loss by mistake.

An absolute guarantee goes with each scale.

Drop us a card and we will send you full particulars.

The Computing Scale Co. of Canada, Ltd.

164 King Street West, TORONTO



Dayton Moneyweight Scale.

Note the Low Platform.

\$25.00

For a Brainy Person with an Idea

“What’s In a Name?”

We Think There’s a Lot

Suggest a name by which we may call our line of high class chocolate goods, and, if it suits us, and we use it, we will pay you \$25.00.

We cannot think of a catch phrase, or better, a word that pleases us—perhaps you can. Try. Read this ad. carefully. Consider what is said, and think of, or create, a word or a short descriptive catch-phrase that will fill the bill.

Pertinent Facts to Guide You :

We are makers of highest grade biscuits and confectionery, and have a reputation from one end of Canada to the other as manufacturers of reliable goods.

We occupy one of the largest and most sanitary factories in the Dominion.

Every step in the manufacture of our biscuits, confectionery and high-grade chocolates is personally supervised by competent foremen, who are under the supervision of our factory superintendent, who has been with us many years.

Scrupulous cleanliness is everywhere observed.

Our chief line is our “Chocolate Bordo” (registered), the premier Bordeaux chocolate—for 25 years the leader.

We make a full assortment of high-grade chocolates and a complete line of confectionery.

Remember it is for our high-grade chocolate line we want the name.

The Montreal Biscuit Company.

We prefer one word, but if the phrase is short, explanatory and applicable it may do.

We desire something that will connect in your mind quality chocolate and the name of The Montreal Biscuit Company.

Competition closes April 25, 1910.

Prize-winning idea and name of winner will be published in this paper on June 3.

Get busy right away. You can use \$25 as well as the next one.

Consult the panel to the left and learn something of the goods for which you are to suggest a name and then put on your thinking cap and see if that head which has successfully directed your affairs all this time will not yield you a money-winning idea.

You ought to pull in that \$25.00.

**Get into the game to-day. Few of us are devoid of at least One Idea—
Perhaps you have a Winner in Your Mind. Let’s have it.**

Address: “Competition”

Ask Us for More
Facts about Our
Goods if You want
Definite Informa-
tion.

The Montreal Biscuit Co.

Manufacturing Confectioners

. . Montreal . .

When You Write
Ask Us to Send
You, Free, a Sample
of our “Chocolate
Bordo.”



THESE ARE OUR
"PRIDE OF CANADA"
 MAPLE SYRUP PACKAGES

It is high time that you should order your 1910 maple syrup and maple sugar.

Usually, sap runs about the end of this month.

The run may be large or small—that rests entirely with Nature.

You cannot afford to take chances on getting a supply of maple goods **DURING THE SEASON**. So do not procrastinate, but order at once.

If you book with us now, we will fill your order immediately new syrup and sugar are obtainable.

You know "Pride of Canada" Brand, from past experience, and can depend upon its purity.

Government tests found **EVERY** sample absolutely pure.

SPECIFY WHAT QUANTITY OF SYRUP AND WHAT AMOUNT OF SUGAR YOU WANT.

THE MAPLE TREE PRODUCERS' ASSOCIATION, LIMITED

WATERLOO, QUE.

Montreal Office—58 Wellington Street
 Toronto Office—512 Dundas Street

They
 Both
 Speak



For
 Them-
 selves

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. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

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WARNING TO SYRUP BUYERS

All dealers selling Maple Syrup labelled "Beauce Brand," not put up by us and bearing our name, will be prosecuted, as we have the sole right to the use of the said name, as per our Trade Mark registered at Ottawa, in the Trade Mark Register No. 58, Folio 14255.

IMPERIAL SYRUP CO.

March 18th, 1910

Montreal, Quebec

MAPLE SYRUP AND SUGAR

We do not supply peddlers, who sell to consumers throughout Ontario, Manitoba, Saskatchewan and Alberta. In placing your orders buy brands put up by us.

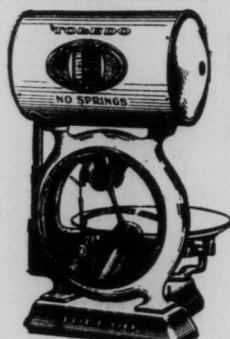
Our standards are: **Snowshoe, Imperial and Cabinet Maple Syrups—Kitchen Brand Molasses and Rock Candy Syrup.**

We can fill your maple syrup orders with an extra light grade.

IMPERIAL SYRUP COMPANY

Refiners of High Grade Products.

MONTREAL



Customer's Side

ATTRACT TRADE
TO YOUR STORE
BY USING
TOLEDO SCALES
NO SPRINGS
HONEST WEIGHT GUARANTEED



Customer's Side

Made in Canada
105 Styles and Sizes
Adapted to all kinds Stores
PRICES \$40 UP

THE HIGH PRICES OF EATABLES

Have caused the consuming public more closely than ever to observe the scales used by the grocer and butcher. People lack confidence in Spring Scales, Beam and Even-Balance Scales. But they like to buy over Toledo Scales, because they can see the beautiful Toledo Springless Mechanism which automatically does the weighing; the scales show them the exact weight of their purchase; they see on the scales the signs, "No Springs," "Honest Weight," and have full confidence that their purchases are weighed correctly.

NO WAITING—NO ERRORS

There is no waiting for a salesman to find a balance or to figure what to charge. The Toledo itself does the weighing and calculates the exact value mechanically, instantly and accurately. Thus time is saved, errors avoided, profits assured, customers pleased. Any customer prefers to trade where his purchases are weighed by the most modern, automatic, reliable weighing machine than to buy supplies over old-style scales.

YOU CAN GET THESE ADVANTAGES

Write us and learn how profitable it would be to you to get a profit-increasing and trade-bringing Toledo Scale. We make allowances for some scales in part payment for Toledos. Tell us what you have. We guarantee a better computing scale for less money than you can get from any other source. Write for our Book 3, showing scales and prices.

CANADIAN FACTORY, WINDSOR, ONT.

TOLEDO COMPUTING SCALE CO.
Makers of Honest Scales, TOLEDO, O., U.S.A.

Offices in all Large Cities
Look in Telephone Directory

Your Business Barometer

will stand at "SET FAIR" if you are handling goods which bear the stamp of quality!

In no department is this of such vital importance as in your sardines.

You will have no anxiety on this score if you handle—

King Oscar BRAND SARDINES

the purest, sweetest
and best packed fish
on the market.

Canadian Agents

J. W. BICKLE & GREENING

(J. A. Henderson)
Hamilton - Ontario



By Special royal permission



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

Never had a can of milk returned to us yet

Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

John Malcolm & Son,
ST. GEORGE, - ONT.



MADE
IN
CANADA

KNOW THE DETAILS OF YOUR BUSINESS

If you have not a McCaskey Account Register, you probably do not know just how much money is due you. You cannot know what any one or all of your customers owe **without referring to one or more books** and possibly **adding several columns of figures.**

With **THE McCASKEY** you can tell at a glance what one or all owe. **THE McCASKEY** will give you more information about your business in five minutes than books will in hours.

Will you let us tell you about it? The information is free.

DOMINION REGISTER CO., Limited
Successor to The McCaskey Register Co. in Canada
96-104 Spadina Avenue TORONTO, CANADA

SUGAR

When next purchasing supplies of Granulated Sugar, ask for

Redpath

The Purest and Best. To be had in original packages, barrels of about 300 lbs., and bags of 100, 50 and 20 lbs.

Manufactured by

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



It is to your own profit and credit

to handle a superior brand of Jelly Powders, and you have solved this problem of what to stock if your shelves hold

SHIRRIFF'S JELLY POWDERS

This well-known brand is always reliable, easy and quick to handle, and retains in a large degree the natural flavor of the fruit.

ORDER FROM YOUR JOBBER

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 Bannatyne Ave. East, Winnipeg

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

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

We are open to do business on easy consignment terms

Write our Agents for Particulars

"ASEPTO" SOAP POWDER

takes the place of soap on every occasion. Is most economical, and will positively destroy germs.

Better than the best on the market, and the packet is as large as the worst.

"Asepto" Sweetens Everything

and is everywhere having a wonderful sale. Avail yourself of this opportunity of reaping a handsome profit on this quick-selling line.

Order To-Day from Your Jobber

MANUFACTURED BY

The Asepto Mfg. Co.

ST. JOHN, N.B.

Agents: ROSE & LAFLAMME, Limited
Montreal and Toronto

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



THERE'S a reason why

Canada First Evaporated Cream

sells so well throughout the year. Customers know that the process of manufacture is as perfect as care, skill and cleanliness can make it, and the canning in air-tight sanitary tins, without the use of acid or solder, uniformly safe. Stock and recommend this splendid selling line.

Order from your wholesaler

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

Tartan

The Public Demand
WAGSTAFFE'S GOODS

Sell the line of least resistance. Pays you a good profit. We have Wagstaffe's full assortment of Jams, Jellies and Sealed Fruits. Also Wagstaffe's new season's Marmalade.

SEE OUR TRAVELLERS OR 'PHONE 596 FREE TO BUYERS

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

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

Made only from Pure Cane Sugar

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



MATHIEU'S SYRUP
 of Tar and Cod Liver Oil

commends itself to dealers. It has the double advantage of present popularity and future certainty. Its popularity is due to the wonderful cures it has effected, as attested by thousands of testimonials. Its future is assured because its history is one of steady and rapid growth. Of all cough and cold cures none assure the dealer a greater certainty of immediate and future profits. During Fall and Winter the demand will be continuous. Keep well supplied 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.

Ewing's Pure Spices

Prince of Wales Brand Pure Spices require no introduction to the grocery trade. This brand stands for highest quality, and, above all things, for absolute purity. Always specify Prince of Wales Brand Pure Spices when ordering.

S. H. EWING & SONS, Montreal and Toronto

Importers, Roasters and Grinders
— OF —
COFFEE AND SPICES

MANUFACTURERS OF

Jams, Jellies, Pickles, Sauces and
Flavoring Extracts

We manufacture a full line of these and are
able to supply you quickly and cheaply.

OUR PRICES ARE RIGHT
WE WANT YOUR BUSINESS

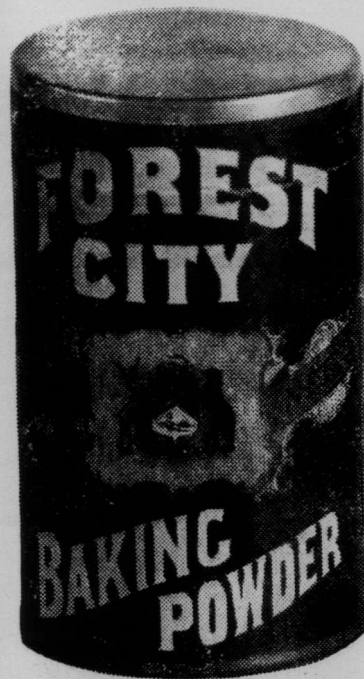
Before replenishing your stock get our prices.

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.

**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 &
CO., Limited**
London & Winnipeg

Is there any reason
why
Kandy Kid

Should not have attained
the largest sale of any five-
cent Pop Corn Confection
in Canada?

The More You Eat
The More You Want

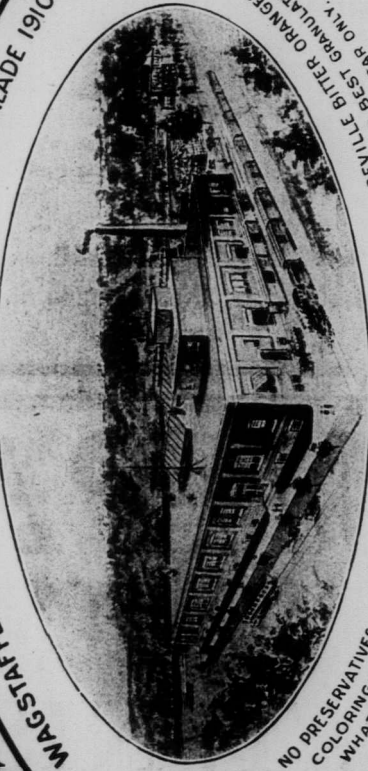
Made Only By

Clyde Fuller & Bro.

WINDSOR : : : ONTARIO

WAGSTAFFE LIMITED, HAMILTON

WAGSTAFFE'S FINE OLD ENGLISH NEW SEASON MARMALADE 1910
NOW READY



SEVILLE BITTER ORANGES
AND BEST GRANULATED
SUGAR ONLY.

NO PRESERVATIVES OR
COLORING USED
WHATSOEVER

Exact Reproduction of

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

That Quaker Salmon!

Try a can of **QUAKER SALMON** yourself. If you do not find it the best you ever ate, do not buy it. If you **DO**—

MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL STREET, MONTREAL

The
"Eureka" Refrigerator



A
Handsome
Fixture

Write
for
Catalogue

The
"Eureka"

Patented
System

is by long odds the most satisfactory for grocers and butchers. Merchants throughout the Dominion have pronounced it the most economical and effective.

Eureka Refrigerator Co., Ltd.

56 Noble Street (Near Queen St. Subway)

TORONTO

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

You Can Sell Lots
of Holland Rusk

And there are good reasons why you should. Holland Rusk pays a profit that makes it worth while for you to put your salesmanship behind it.

HOLLAND RUSK

The Dainty
Dutch
Delicacy



The real worth of any grocer—his standing as a merchant—is determined by his ability to sell his customers the goods that he knows will please his customers and return him a really worthwhile profit—such goods are Holland Rusk. Order a case to-day.

MacGREGOR SPECIALTY CO.

Canadian Importers, TORONTO

Holland Rusk Co, Holland, Michigan, Sole Makers in America

JAPAN TEAS

WE ARE NOW SOLICITING
IMPORT ORDERS FOR
THE COMING SEASON

S. T. NISHIMURA & CO.

MONTREAL AND JAPAN

ARE YOU GETTING YOUR SHARE OF THE BENEFIT OF THE MONEY WE ARE SPENDING?

Our new advertising scheme is selling H.P. faster than ever. Are you supplying your customers, or are they buying elsewhere? A post card to our agents will bring you a trial bottle and full particulars.

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.

H.P. SAUCE

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened.

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree.



Order from any wholesale grocer, and don't forget the name CONCORD.

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.

Here's the Name Selected for our
New Brand of Sweet Pickles

O-EAT-A

STERLING BRAND

SWEET PICKLES

The above name was sent in by

ERNEST W. DUKE
123 Barton Avenue
TORONTO

to whom the \$10.00 has been forwarded.

Watch this space carefully from week to week for announcements of **STERLING BRAND GOODS**.

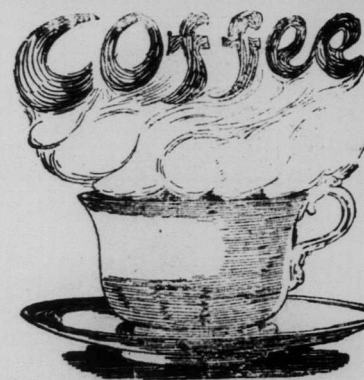
The T. A. Lytle Co., Limited
Sterling Road, Toronto.

Facts are Stubborn Things
and the fact that

AURORA COFFEE

is so much Superior to all the others is a valid reason why you should handle it! The aroma and flavor of "Aurora" Coffee are unsurpassed, and its retail price, 40c., leaves you a very good margin of profit. Stock up without delay.

W. H. GILLARD & CO., Hamilton, Ont.



BRANCH—SAULT STE. MARIE

We make a specialty of

Maple Flavor

For Manufacturers of Extracts
Syrups, Biscuits and Confectionery

STUART BROTHERS

Distillers Essential Oils, Etc.

NIAGARA FALLS - - - CANADA

STORAGE IN HAMILTON

A new fireproof Storage Warehouse.
RACK FACILITIES
Every convenience to reduce the cost of handling
Merchandise
IN BOND OR FREE
Lowest Insurance
Experienced Warehousemen
Accounts Solicited

Storage and Transfer Co., Limited
Hamilton - - - Ont.

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

The White Mop Wringer

SELLS AND KEEPS SELLING

Because it never disappoints.
Because it does what we say it will.
Because it does what no other machine does.
Because it does perfect work; wrings drier and easier than any other device.
Each one sold is YOUR advertisement, creating more sales.



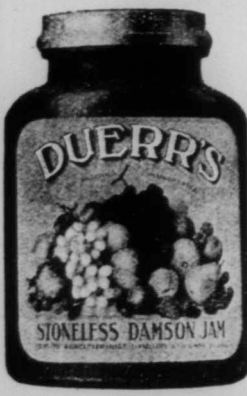
Every one **TRADE** and that it **par excel-**



Write for **particulars.**

knows this **MARK,** stands for **lence.**

Made in Canada.
WHITE MOP WRINGER CO., : Fultonville, N.Y.



BRITAIN'S BEST JAM.

£250 CHALLENGE

Issued in "The Grocer" (London), August 14 1909, (repeated October 2, 1909), which did not elicit a single response.

"We are prepared to deposit £250 against a like amount that our New Season's Vacuum-Bottled Jams, as sold by grocers to the public, will surpass in excellence of quality and flavor any Jams made by any other firm in the United Kingdom, as sold by grocers to the public, which are free from Chemical Preservatives, artificial flavoring or coloring matters.

"Samples to be drawn from actual stocks held by grocers.

"This challenge remains open until Saturday, October 9th, 1909."

First British Vacuum Jam Factory.
Duerr & Sons, Old Trafford, Manchester, Eng

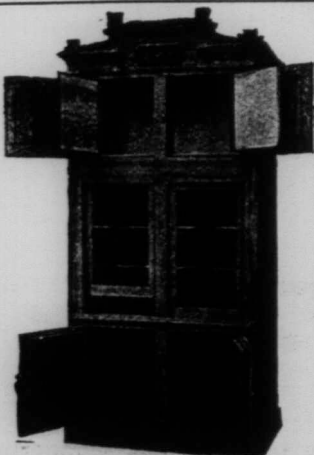


The Name Talks!

"White Moss" tells you just what delicious, scientifically prepared cocoanut you get when you order this brand. Mossy, perfectly shredded cocoanut, absolutely pure, and white as new-fallen snow.

It's the Brand to sell to please your critical customers.

The Canadian Coconut Co.
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 to 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



Wolverine Show Cases

The best show case made in America for the money.

Price, \$4.50 per foot
f.o.b. Detroit

W. H. ESCOTT
141 Bannatyne Avenue
Winnipeg, Selling Agent

No. 100.
This case is finished in golden oak—Beveled plate top.—Shipped K.D.—
Made by

Michigan Show Case Co., Detroit, Mich.

—BUY—

Star Brand

COTTON CLOTHES LINEN


—AND—

COTTON TWINE

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

BLACK JACK

QUICK, CLEAN, HANDY



TRY IT.

SOLD BY
ALL
JOBBERs

¼-lb. tins—3 doz. in case.

Spring! Spring! Spring!



Time to clean up. Everyone is getting busy. Now is the season to feature the always-used Royal Polishes. The housewife finds numberless uses for them. Have you a good supply? Order immediately if not.

ROYAL POLISHES COMPANY
MONTREAL



DUST IS A GENERAL NUISANCE

BUT IT CAN BE AVOIDED BY USING

DUSTBANE

on sweeping day. "Dustbane," moreover, disinfects the room and restores carpets and rugs to their original freshness. The women swear by "Dustbane" when once they have used it. Get them on your side by selling "Dustbane." There's money in it for you.

Dustbane Manufacturing Co.
Boston, - Mass.

Canadian Factories: Winnipeg, Manitoba, St. John, N.B.

Ask Your Wholesaler for These Goods

WESTERN

Incorporated 1851

ASSURANCE COMPANY.

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Gen A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SIN E ORGANIZATION	29,833,820.96

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto; 485 Temple Building, Montreal



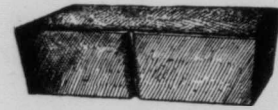
Saves time.
Saves money.
Saves you bags.

Should be in every grocer's store.

McGregor's Patent Bag Holder
KILGOUR BROS.
Wellington St. West TORONTO



MAPLE GOODS



Twin Block Maple Sugar
\$3.00 a case.

Now is the time to sell them, and your customers will appreciate the best

Diamond Brand
Maple Syrup and Twin Block
Maple Sugar

are absolutely pure, known everywhere
and yield the grocer a fair profit.
Your jobber can supply you.

Sugars & Canners, Limited

MONTREAL

Sooner
or
Later

You will handle it.
Why not now?



The other enterprising grocer finds

SNAP

(The Magic Hand Cleaner)

A wonderful seller, because a cute and discerning public knows there is nothing so good as SNAP for chasing dirt, grease, stains, tar or paints from the hands.

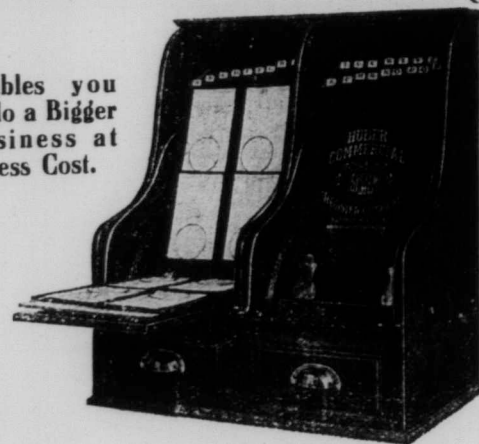
Send an order along. You'll be surprised how SNAP sells.

ORDER FROM YOUR JOBBER

The Snap Co., Limited
MONTREAL

The Commercial Account Register

Enables you
to do a Bigger
Business at
Less Cost.



FITS ANY SAFE

Besides practically cutting out book-keeping, it prevents disputes with customers, does away with the old-time pass books, collects your accounts, increases your business, absolutely prevents forgotten charges, pays for itself within a few months.

DROP A POSTAL FOR FULL INFORMATION

Commercial Register Co.

Successors to R. B. Belden & Co.

178-180 Victoria Street - - Toronto, Ont.

"Meadow Cream"——

Stands for Purity and Appetizing Flavor in the highest degree.

Meadow Cream Sodas

Represent the Purest and most Appetizing Soda Biscuit made in Canada.

The W. J. Crothers Co., Limited
 Kingston, - - - - - Ontario

BAIRD'S
"Second-to-None"
Pickles



So called because they are second to none for quality.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND
 VEGETABLES
 and
 PURE VINEGAR

Low Price
 High Quality

JOHNSTON, BAIRD & CO.
 GLASGOW, SCOTLAND

GINGERBREAD
 BRAND
MOLASSES

THE KIND THAT SELLS

This well-known Molasses is packed in tins—2's, 3's, 5's, 10's and 20's; in pails—1's, 2's, 3's and 5's, 10 gallon kegs, half-barrels and barrels.

When ordering from your wholesaler mention the above brand.

The Dominion Molasses Co., Limited
 HALIFAX - NOVA SCOTIA

No Automobiles, Tin Spoons, or Crockery Culls

Given Away With

Made of Pure Grape
 Cream of Tartar



Contains no
 Alum

It's all quality

The Only Baking Powder of Established Reputation Selling at a Moderate Price.

W. D. McLAREN, LIMITED, Montreal

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.

Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

Before Placing Your Order
Just See Our

“BANNER” 1910

MANY UNIQUE IMPROVEMENTS
MAKING IT UNDOUBTEDLY THE

**Best Cold Blast Lantern
in the Market!**

FOR SALE BY ALL JOBBERS

Ontario Lantern & Lamp Co.
LIMITED
HAMILTON, - ONTARIO

The world's
Best
Shoe Polish

2

Preserves the
boots and
makes them
pliable. Is
waterproof

2

IN

1

Rapid Seller,
leaving a good
profit for you

1

Order to-day
and don't
delay

The
F. F. DALLEY
Co., Ltd.



Hamilton,
CAN.,
and
Buffalo,
N.Y.

For Steady and Profitable Selling

THE BEST LAUNDRY SOAP IS



Richards Pure Soap

IT ALWAYS PLEASES AND LEAVES YOU A GOOD MARGIN
OF PROFIT. HERE ARE OUR OTHER LINES:

QUICK NAPHTHA SOAP SNOWFLAKE SOAP CHIPS
AMMONIA POWDER 100% PURE LYE TOILET SOAP

Overstocking Cause of this Retailer's Failure

Whenever he Was Able to Buy a Little Cheaper in Large Quantities he Overloaded—His Assortment Became so Poor That Customers Eventually Began to Deal Somewhere Else—Turnover Not Proportionate to His Buying and he Gradually Got Behind in His Payments.

Failures in the retail grocery business are due to various causes and it is desirable that merchants should study these with much care.

A case recently occurred of a Canadian grocer going out of business and settling up with a compromise of 40 cents on the dollar because he did not pay scientific attention to his stock.

Neither the buying, storing nor interior arrangement of stock was scientifically done; mistakes ensued one after another, not because the grocer was unwilling to do his work properly, but because he did not know how.

These mistakes were costly and eventually he could not meet his payments.

One of his chief troubles was that of overstocking in various lines, many of which were slow movers.

Here is how it happened: A traveler called on him one day to sell him canned goods—meats of various kinds, beans, etc.

This was a specialty salesman, but he sold through the jobbers.

He quoted his prices and made an appeal for a small order on two or three lines of the goods—enough to last three or four weeks at the current rate of selling of the retail grocer.

Objections were taken on the plea that the prices were too high—the grocer wouldn't purchase and the traveler wouldn't lower his prices, because he wasn't permitted to.

A few days later that same grocer purchased \$100 worth of the same class of goods from the traveling salesman of another house.

How the salesman managed to get such a large order was because he quoted his goods at jobbers' prices, but there was the stipulation that certain quantities had to be taken.

Had small quantities been taken, his prices would have been the same as those of the competing house.

The grocer was so tickled at beating the first traveler and making a few dollars "clear profit," that he determined to buy in large quantities whenever he could obtain better prices.

When Drafts Had to be Met.

The result was that in the next few weeks he had laid in large stocks of many lines and had saved, in his estimation, quite a few dollars.

But the goods had been bought on 30 days' time and soon an account for \$100 had to be met, whereas the grocer had scarcely made a turnover in those goods of \$10 during the month.

There were also many other expenses and accounts to meet about the same time.

Following this up, more large drafts kept coming in from time to time; he

had to pay for the goods that had been bought in large quantities.

But the turnover was not sufficient to meet them all and gradually the grocer kept running behind the scheduled time for making his payments.

Soon he found himself paying interest on overdue accounts, which, naturally, was disastrous to his business and to his financial standing.

Lack of Assortment.

Another of his unscientific methods was this: Unless he could obtain a better price on goods than his competitors he often refused to buy at all, even in small quantities.

This prevented him from keeping up his assortment.

Customers frequently called for goods which he did not carry and he substituted so often that gradually many of his best customers traded with competitors, and some even with mail order houses.

His assortment was so poor that he could not be depended upon.

Mistakes were also made in storing his stock and in arranging it on the shelves.

Enough attention had not been paid to sanitary conditions around the store.

Butter was carelessly handled, so that particular customers would not buy it; the grocer bought it promiscuously, and often it was of a poor quality.

This drove more customers away from the store.

In stocking his teas another error was made; he bought in large quantities, with the result that much of it lost its flavor and became stale before it was sold.

Customers began to complain about it and eventually some were lost simply on account of the tea—all of which meant several hundred dollars less turnover during a year.

With many lines, when a new shipment arrived, the old goods on the shelves were pushed back to the walls and fresh goods substituted.

This meant that later on these stale goods—very stale now—brought numerous complaints, and were the cause of losing more customers.

No study was made to determine what goods imparted their flavors to others or absorbed the flavors of other goods.

Spices, teas, lemons, coffee, etc., were piled promiscuously, while no care was taken in the storeroom to keep all goods away from the coal oil tank.

The flavors of many goods were spoiled before they left the store, and consumers who dealt there lost confidence in them.

Why He Failed.

Because he did not attempt to do business on a scientific basis, he did not

study his own interests in buying; he did not look to the arrangement of his stock, neither in the store-house nor in the store.

He was carried away by the fact that he was buying rather cheaply in large quantities; he did not consider his turnover, and was not able to meet his payments when they fell due.

He was one of those retailers suffering from the carrying of too large a stock when his trade did not demand it.

He forgot or did not know that the quick turnover of stock, even at a fair profit, was one of the requirements of a successful business.

Too much capital had been tied up in the business in what might be called dead stock—since much of it was not turned over in months.

The only ultimate result of doing business on such an unscientific basis was—failure.

And he failed.

SUGAR REFINERY PROJECT.

St. John, N.B., March 15.—The bill to permit the common council of the city to grant a free site to F. C. Durant for the erection of a sugar refinery will be presented to the local legislature this week and unless some unforeseen obstacle should arise the project will go through. The matter has already been approved by the Dominion parliament on the recommendation of the railway department which has transferred a portion of its property at the Ballast wharf to Mr. Durant to further the scheme.

With the view of inducing new industries to come to St. John, the board of trade has asked the council to seek to have the act relating to new industries amended so that more could be offered in the way of exemptions to manufacturers, who might locate here. It is also proposed to assist manufacturers already here who may wish to enlarge their plants.

A HARD LUCK TALE.

Jas. Murray, a young Woodstock, Ont., grocery clerk, last week packed all his worldly goods in a box car and started for Saskatchewan, where he was going to take up land. The car in which he was riding, along with his outfit, was burned at Barrie through the upsetting of a lantern, and everything in it was destroyed. The stock included six horses, three head of cattle, and some hens. A fur-lined overcoat, with \$60 in one of the pockets was also lost, while Mr. Murray himself very narrowly escaped death by burning.

Western Mail-Order House Competition. Alarming

Movement Fermenting Among Retailers to Bring About Co-operative Buying in Order to Offset This Competition — Complaint That Some Manufacturers and Jobbers Sell Direct to the Big Department Stores—Meeting at Brandon.

Brandon, March 16.—At the present time there is much unrest among the retailers of the west. In fact, the restlessness has been felt for some years, but it is taking on new form just now.

The causes are chiefly two. One is that the small retailer by a combination of circumstances, is forced to pay high prices for his goods in comparison to the dealer who is located in wholesale centres. He is made to believe that the expense of shipment and the smallness of the quantity warrants the manufacturer or wholesaler in stipulating a higher price. The result of this leads to the second cause for the present agitation, and that is, that the retailers cannot compete with the mail-order houses in the matter of prices.

The effort is not to form an association among retailers for the purpose of issuing a catalogue as a retaliation on the mail-order house, as is the case with the merchants of Winona, Minnesota. Nor is the present tendency of the merchants to merge their interests in one huge concern in order to buy in larger quantities, as was the case with the merchants of Cartwright, Man., about three years ago. This latter endeavor, however, was the beginning of organized

effort to compete with the mail-order house, but, unfortunately, it was not a success for reasons entirely foreign to the principle of co-operation.

It, however, laid the basis for a movement that may yet realize its ambitious objects.

On the evening of March 9, about twenty retail merchants of Manitoba and Saskatchewan, met in Brandon to organize a Retail Merchants' Buying Association.

The 'Selling Direct' Trouble.

The partiality shown by jobbers and manufacturers to mail-order houses was severely commented upon, and in order to put themselves on a fair competitive footing, the trade decided to organize for the purpose of buying at more advantageous rates, and thus combat the inroads of the catalogue houses. H. E. Hill, general merchant, Hartney, Man., was appointed chairman and W. McLandress, Redvers, secretary.

The scheme, as was partially planned, was to establish a buying and distributing station for all the merchants who wished to connect themselves with the movement. Just where this station is

to be was not decided, but it is contended that to make the idea feasible it will have to be Winnipeg.

A committee consisting of H. E. Hill, G. W. Stockton, Carlyle, and G. S. Munro, general merchant, Reston, was named to circularize the retail dealers and inform them of the object of the association with a view to co-operation in purchasing, so as to secure better rates.

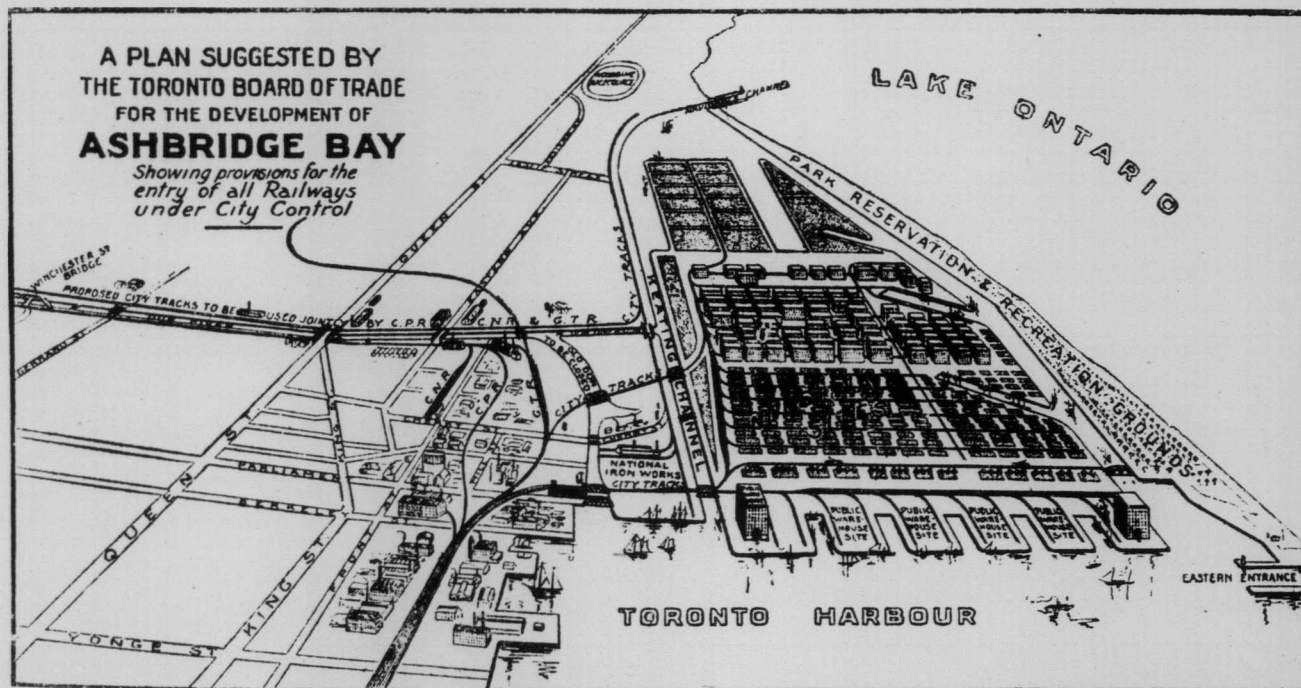
It is argued by some that the co-operative buying scheme cannot work out successfully without a co-operative selling system, and in the light of this criticism the new adventure will be interesting to follow.

Movement is Widespread.

To show that the new tendency is widespread, it is interesting to note that at the time of the meeting in Brandon, a retailer living in Killarney, Northern Manitoba, issued a circular letter to about twenty-five of his fellow merchants, outlining a similar scheme as that proposed by the merchants who met in Brandon.

The Killarney merchant suggested that sometime during March a meeting of retailers, consisting of a representative dealer from about twenty towns should be held providing the responses to his letters were sufficient to warrant such an action.

Since the movements in both centres are identical, they will likely be joined together.



At a luncheon given by President W. J. Gage to members of the Board of Trade, Toronto, recently the following resolution was unanimously passed:—
“Whereas the Board of Trade of the city of Toronto consider the control of the waterfront in and contiguous to Toronto is essential to the commercial development of the city;

“And whereas no satisfactory plan of development can be devised and carried out without permanent concentration of authority;
“And whereas the proper development of the waterfront will enrich the city many millions by enhancing the actual value of its property in Ashbridge's Bay and elsewhere;

“Be it therefore resolved that this meeting most strongly urges placing the management of our waterfront in the hands of a commission, and that the Secretary be instructed to forward a copy of this resolution to the Mayor, Board of Control, and Council of the city of Toronto, with a request for immediate action.”

Practical Methods Used in Retail Grocery Stores

Price-cutting and Rebating in British Columbia—Talk of Summer Half Holiday
—Device of London Grocer for Turning Lights Off in His Store at a Certain
Time—Something Original in Window Dressing.

Half-holiday Question.

Lindsay, Ont., March 17.—The time is fast approaching when the question of early closing will be again before the grocers. It is understood that this summer the grocers will consider arranging for a half-holiday on which to run an excursion and have a day of sports. To make such a day an annual affair might not come amiss and would tend to establish a deeper and more friendly relationship between the clerk and the employer.

Thirty Feet of Plate Glass.

Berlin, Ont., March 17.—One of the recent additions to the retail establishments of Berlin is the grocery store of George Faber. The store is located on Weber Street, West, near the Grand Trunk station. It has a frontage of over thirty feet, practically all glass, giving it an exceptionally fine appearance, which is enhanced by the tastily arranged and clean stock. Mr. Faber formerly conducted a grocery store, but sold it to start a factory for the manufacture of aluminum ware, with two brothers, but recently disposed of his interest in that business to return to his first love, the retail grocery business.

Price-cutting and Rebating.

Vancouver, B.C., March 15.—Manufacturers of some of the standard brands of flour are annoyed at the action of some grocers in Vancouver cutting the price from the regular quotation of \$1.90 to \$1.75. It is done to entice business, the reduction in such a prominent staple acting as quite an inducement. The flour is sold with a fixed retail price, so as to make it fair to all grocers, but even this is not carried out. A traveler for one of the Manitoba houses found his flour advertised thus in a window, and it may be that some action will be taken, if it is found possible.

Along this line, the remarks of another traveling salesman might be quoted, though the truth to offenders might not be palatable. He said that there was too much cutting into another's business in what he considered a manner not legitimate. For instance, a large grocer here has been buying from a certain wholesale house for years. Another wholesaler comes along and asks for his business or a part of it, and when it is seen there is not much chance of a change swings the scales with an offer of a gunny of sugar with every order of so much. The prospect of getting something for nothing wins the day.

Lights Turned off by Alarm Clock.

London, March 17.—“The best ad we've got,” is what John S. Cummings, manager of John Diprose's No. 1 gro-

cery on Dundas Street, says of their plan of window illumination at night. The windows of this store have been dark for some nights, and enquiry was made if the plan had been dropped. It appears, however, that John Cummings' alarm clock, which shuts off the electric lights at a certain hour, is out of order, but it will soon be repaired.

The windows of this store, as well as Mr. Diprose's other two stores on Dundas and Richmond Streets, are always dressed in a particularly attractive manner, and they are generally well lighted till late in the evening. All three stores are situated where large numbers of people pass during the evening, and although they close early, there is no doubt that many sales are made next day on the strength of the display of the previous evening. Oranges and other fruits are used extensively, and the price tickets are not forgotten. New lines of goods and seasonable articles are often given an introduction in this way to prospective buyers.

“I used to have two clocks,” said Mr. Cummings, “one to turn on the lights at half-past eight, and the other to turn them off.”

“Do they never fail?” he was asked.

“Only twice, the lights burned all night.”

“What does it cost you?”

“About 38 cents per night.”

The plan is not followed by many grocers in the city, presumably for lack of a clock arrangement. They naturally will not go to the considerable inconvenience of coming up town from their homes to turn off lights late at night.

Viaduct Made of Canned Soups.

Toronto, March 17.—Something unique in window display was shown last week by R. Higgins & Son, Yonge Street, consisting of soups and condiments so formed as to represent the much-talked-about Yonge Street viaduct. The pillars were built up with the soup cans, and railway tracks were graded over the viaduct. The display also showed a locomotive with cars attached, loaded with soup. A number of miniature automobiles, as well as delivery carts, were in the foreground all loaded with cans of soup.

The whole scene was flanked and backed up by pyramids of the same goods. These, with large dummy cans and handsome red and white banners, together with show cards, etc., made an effective display and caused considerable talk among those who saw it. It also increased the sales of canned soups in the Higgins' store.

R. H. Patchett, with R. Higgins & Son, was the artist who dressed the window and originated the idea of the viaduct.

Combating Mail Order Houses.

Hamilton, March 16.—“The retailer who is not afraid of work, and is willing to use both his brains and his hands in building up his business, need have no fear of big store competition,” remarked a business man here recently. “It is not the progressive merchant who is hurt the worst; it is the man who fears to try some new plan for fear it will fail. The retailer with plenty of backbone will try one thing after another, knowing that a plan which will interest some people will not appeal to others. He does not try one plan, then give up the fight and croak about the mail order houses ruining his business. That is exactly the kind of advertising that kind of house wants. They are progressive, and are going after customers every day. The more you whine about them the surer your customers are that you cannot sell in competition with them.”

“Some say the best thing to do is to never mention them to your customers, as it only advertises them that much more, but that depends upon how you mention them. If you are always croaking about how they are ruining your business, you are advertising them. If, on the other hand, you are always able to tell your customers of some new thing you have to sell which is just as cheap as the catalogue houses offer it, or a little cheaper, or of better quality, you there have a talking point which gives you an advantage, and as you are on the ground and talking direct to your customer it ought to be an easy matter for you to compare your goods with those in the big store catalogue for an hour at a time and still show that the customer can save money trading at home, quality considered.”

“The first thing you need for this big fight is to make a thorough study of the store catalogues and compare prices with your own. Do not take the word of anyone else as to what the big store people ask for the same kind of goods you handle. Look at the figures, and the more you study the figures and the goods described, the more confidence you will have in your own ability to sell goods.”

TRADE NOTES.

E. Dion, merchant, Valleyfield, Que., is adding a confectionery department to his business.

Primeau Bros., grocers, Valleyfield, Que., are adding an account register to their store equipment.

At a representative meeting of the merchants of Fredericton, N.B., held recently, it was also decided to hold another meeting at an early date to discuss the advisability of forming a Business Men's League and of holding a Merchants' Week.

Figuring Waste in Meats When Fixing the Prices

Writer States that Average Grocer Does not do This—Loss in Shrinkage and in Waste-Ends—Mistakes Made by the Careless Grocer in Cutting Prices—In Many Cases He is Selling at an Actual Loss.

By Victor Lauriston.

"I don't believe," declared a grocer the other day, "that the average grocer has any conception of the actual cost of the meats which, in this day of high prices, he still sells as a rule at the same figure as he did a few years ago.

"To my mind the meat trade is something which needs the closest attention to make it profitable. Even with the closest attention the risks of loss are great.

"I don't think," he concluded, "that the average grocer pauses for a single moment to take into account his inevitable loss through waste."

All of which affords food for thought.

Does the grocer who handles meat products—and pretty nearly every grocer does handle them—ever ponder upon the inevitable loss involved through waste, and has he any conception of the amount of shrinkage which takes place?

Take the item of cooked ham, for instance. A few years ago cooked ham, bought for about 18c a pound, was retailed at about 30c, affording a comfortable margin of profit. At the present time it costs from 22c to 25c. In fact, after allowing for removal of the skin, the cost figures all of 26c in many cases. But it is still sold at about 30c.

Loss From the Waste-End.

This would not be so bad were all the ham sold at this price. But with every ham there is a waste-end for which, in the average small city, to say nothing of country towns, the grocer is glad to receive as low as 10c lb., where it does not become a dead loss. In large cities there is usually a good demand for ends. There is a certain class of people who make a practice of buying them, enabling the grocer to maintain a fair price. But in the small city or town there is no such class; with the result that the grocer sells for what he can get.

The size of the waste-end varies, depending largely on the way the ham is cut. In some cases it may run as high as a pound; but half a pound is a fair average. Even half a pound at 10 cents serves to pull down the retail price per pound quite a bit nearer the price the grocer pays.

Then there is the problem of shrinkage. The shrinkage depends upon the age of the ham, the manner in which it is kept, the speed with which it is disposed of, and other items to which the grocer is apt to give little thought. Enquiry of a grocer who has thought upon this matter brings forth a startling statement.

Loss From Shrinkage.

"A twelve-pound ham will shrink one pound in a week," he stated.

This statement, moreover, was based, not on guesswork, but on actual investigation, he claimed. The shrinkage, as stated, depended on the conditions under which the ham was kept, and how much air it got. If there was not enough air, the ham would mould; while if it were kept in a draft sufficient to prevent it from moulding, the loss would be as the grocer had stated—one pound a week.

Rather a novel dilemma? but the condition is one which, to a greater or lesser extent, applies to most of the lines carried in the meat-dealing grocer's stock in trade.

Where meat is, as in the case of cooked ham, the problem of waste calls for exceptional watchfulness. The loss of a small section of canned corn beef will eat up the profits upon many pounds.

In no branch of the grocery trade does cleanliness count so high; and the buyer who for anything else would be content to go away and let the grocer put things up himself, is apt to stand by watchfully while his meat is being sliced. Whoever else may be willing to take it, he for one doesn't want the fag end, while he is on his guard against any part of the "main chunk" that looks suspicious to his hypercritical eyes.

Strict cleanliness must be observed, and waste of any kind guarded against. With even the most careful grocer, there is bound to be waste to some extent.

The Mistake of Cutting Prices.

To the careful grocer, it is a hardship that a large number of grocers never think of these things, and never stop to calculate just what effect waste has upon the ultimate cost and profit. To such grocers cooked ham—to revert to that topic—simmers down to the following business proposition, at least in one particular instance:

Purchase price per lb.....	24c
Selling price, per lb.....	30c
Profit, per lb.....	6c

Nor does such a grocer ever reflect that the amount of ham which he buys at 24c (more or less), is likely to differ as much as a couple of pounds from the amount which he sells at 30 cents, and to differ, too, to his own disadvantage.

The hardship to the careful grocer lies in the fact that his careless and non-reflecting contemporary, relying upon the superficial figures just given, religiously believes that he can now and then cut his cooked ham to 25c, or even 25c, and still sell it at a slight but safe margin over his original investment. Such com-

petition is all the more regrettable in that it is based upon a wrong conception of the exact financial status of the meat trade, and that the grocer who cuts is doing so, not merely to his fellow-grocer's detriment, but also to his own.

FITTING A MODERN GROCERY.

Halifax, N.S., March 16.—The new commodious grocery of T. F. Courtney & Co., was opened to the public last week. The new store is considered to be one of the most modern and finely fitted groceries in the city. Everything about the premises is of the most up to date kind. During the opening day hundreds of persons visited the premises and enjoyed the refreshments and the music furnished by an orchestra.

The building is situated at the corner of Jacob and Brunswick Streets and is quite an addition to the north end of the city. It is a four story brick structure with red stone facings, and is decidedly attractive. The store is the centre of attraction, as it is brilliantly lighted by a multitude of electric lamps, the shelves are well filled and the fixtures show up to good advantage. Modern bins are used for biscuits and other goods carried out of packages. The smaller bins have mirror fronts. The cases are of oak, which is the wood used in all the fixtures, a pleasing uniform effect being obtained.

The big oak refrigerator is one of the features of the store. About a half ton of ice can be stored in it. It contains self-contained compartments and is well ventilated. Silent salesmen hold the tobacco goods and the confectionery.

Automatic scales are on several of the counters. The mechanism of these visible from both sides of the counter and they do their work swiftly and with absolute accuracy. The counters are detached, with spaces between for passage and there is much window space for the display of goods. The spacious appearance of the store is intensified by the absence of pillars, one in the rear of the shop being the only obstruction. The floors are of hard wood, and the building is heated throughout with a modern system of hot water. The firm have also installed a modern electric coffee grinder, which will turn out a pound of ground coffee in fifteen seconds.

A DOZEN MAXIMS.

The following twelve maxims formed part of the will of Meyer Anselm Rothschild, the founder of the great banking house at Frankfort:

Seriously ponder over and thoroughly examine any project to which you intend to give your attention.

Reflect a long time, then decide very promptly.

Go ahead.

Endure annoyances patiently, and fight bravely against obstacles.

Consider honor a sacred duty.

Never lie about a business affair.

Pay your debts promptly.

Learn how to sacrifice money when necessary.

Do not trust too much to luck.

Spend your time profitably.

Do not pretend to be more important than you really are.

Never become discouraged; work zealously and you will surely succeed.

The Canadian Grocer

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THE LATE W. H. SEYLER.

The Grocer wishes to acknowledge—and state its appreciation of—the many expressions of sympathy that have been received in connection with the death of the late W. H. Seyler.

In common with a large circle of friends in the trade, the staff of this and the other MacLean papers feel his loss keenly. The bereaved family have found a great deal to comfort them in the numerous evidences of the esteem in which the late Mr. Seyler was held by those with whom for years he came in almost daily contact in a business way.

DRIED AND CANNED FRUITS.

With the housewife's stock of home made fruits running low in many cases, grocers should give some extra attention to canned and dried fruits just now.

Prunes, apricots, pears and peaches are among the dried fruits that should be good sellers, as well as canned apples, plums, pears, peaches, etc.

How to attract buyers is a question which naturally arises and one of the best answers is through the window display. A few clean, attractive trims using the above mentioned articles are bound to bring business especially if a few price tickets and show cards are utilized.

The show card might be used to describe the uses of the goods shown while price tickets are often alone responsible for making sales.

In addition to the displays, the selling plan should be backed up by some strong talking points in the local paper or if there is no paper by means of circulars. Dried and canned fruits will sell and sell well until we again hear from the strawberry growers. What is needed is some energy behind the selling plan and some judgment.

LICENSE FEE IN B. C.

In last week's issue reference was made to the repeal of objectionable features of the British Columbia Extra-Provincial Corporation Act, and the new act now in force.

The features which did not appeal to manufacturers were that Canadian business houses holding Dominion charters, or charters from any of the other provinces were forbidden to do business in British Columbia through travelers, agents or commission houses, until they had first secured a license at a cost of from \$25 to \$250, according to capitalization, under penalty of a heavy fine per diem, coupled with a refusal to concede any status to such a company when attempting to use the British Columbia courts to collect debts.

Under the new act it is stated that taking orders for, or buying or selling goods by travelers or by correspondence, so long as the company has no resident agent or representative and no office or place of business in British Columbia, shall not be deemed a carrying on of business within the meaning of the Act. Firms doing business through a branch, a commission house, a broker or resident agent, or who carry stock in the province, must provide themselves with a license, but those confining their business to such sales as may be effected through correspondence or through travelers not residents of British Columbia are exempt.

Another section provides a penalty of \$50 per day for every company doing business illegally, and states that so long as it remains unlicensed it shall not be capable of maintaining any action, suit or other proceeding in any court in British Columbia in respect of any contract made in whole or in part within the province. There is, however, a proviso to the effect that upon the granting of a license, any action, suit or other proceeding may be maintained as if such license had been granted before the institution of any such action, suit or other proceeding.

For a company whose nominal capital does not exceed \$10,000, the fee applicable to extra-provincial corporations, is \$25.

For a company whose nominal capital exceeds \$10,000, the fee of \$25 shall be paid with the following additional fees: For every \$5,000 of nominal capital or part of \$5,000 after the first \$10,000 up to \$25,000, \$5; for every \$5,000 of nominal capital or part of \$5,000 after the first \$25,000 up to \$500,000, \$2.50; for every \$5,000 of nominal capital or part of \$5,000 after the first \$500,000, \$1.25; provided that companies having less than 50 per cent. of their capital invested in British Columbia may commute the fee applicable under the above schedule by a flat payment of \$250.

PROTECTING RETAIL PROFITS.

At a meeting some time ago the London Retail Grocers' Association passed a resolution condemning the sale at 10 cents apiece, of goods costing \$1 per dozen.

Recently the wholesale price of a well-known proprietary article that has always retailed at 10 cents per six-ounce tin was advanced by the manufacturers from 75 cents to \$1 per dozen, subject to a trade discount of 5 per cent. in five case lots.

The London association has decided that its members would in future retail this article at 12½ cents per six-ounce tin.

At the old price of 75 cents the retailer made a gross profit of 45 cents or 60 per cent.

At the new price of \$1, if he still sells at 10 cents a tin, he makes 20 cents or 20 per cent. This is increased to 26 per cent. gross, providing he buys in five-case lots.

At the selling price of 12½ cents per tin London retailers get \$1.50 per dozen, or a profit of 50 per cent. on single case lots.

One reason the manufacturers give for advancing the price is that the cost of production has increased, due to the adoption of a new and improved formula that means a material betterment of quality. They purpose advertising extensively this improvement in the goods.

Higher quality furnishes an argument that will assist the London dealers in selling at the price they have decided upon.

The action of the London association reflects a growing feeling on the part of dealers generally that their profits must be protected. The Grocer hopes that it indicates a movement toward that time when we will see a better equalization of profits than at present. Now some lines of goods paying real good margin are expected to bear the burden of retailing expense on other lines that are actually handled at cost or even less.

WILL THERE BE TARIFF WARFARE?

If one can judge from the despatches which are being sent from Washington by the special correspondents of the daily newspapers, a very acute stage has been reached in regard to tariff matters between Canada and the United States.

The United States undoubtedly wish to take advantage of the provisions of the Payne-Aldrich tariff to squeeze some concessions from Canada, but in the event of this country refusing to comply with this wish, we can scarcely conceive it to be possible that it will bring down upon us the provisions of the maximum clause of the tariff.

The Globe's special correspondent at Washington said a few days ago, "that the view of the President's advisers seems to be that the crisis might be averted if Canada offered even a short list of articles on the intermediate schedule now given to other countries." He also said that "They see no other possible escape from the application of the maximum tariff."

This is rather throwing the onus on Canada, and not only that, but, by implication at least, would tend to give the impression that the President of the United States, under the conditions as they exist to-day, has no alternative other than to apply against Canada the maximum tariff. The clause in the maximum tariff which is designed to govern the action of the President of the United States in regard to the matter declares in brief that the maximum tariff shall only be levied against the government of any foreign country which unduly discriminates against the United States or the products thereof.

It has not been proven that Canada unduly discriminates against the United States. At any rate it does not appear that the special commissioners whom President Taft sent to Ottawa made any such discovery. No official statement has yet been given out, but the little that has leaked out does not at any rate infer that they did. In fact, the New York Journal of Commerce and Commercial Bulletin, which had a special correspondent in Ottawa during the negotiations, declared that the United States delegates would unequivocally urge President Taft to tentatively, at any rate, accept any proposals which the Canadian Government may make and to leave the matter open for further discussion and for a larger scheme of adjustment.

A tariff war between the two countries would be a serious thing. Tariff wars,

like actual warfare, cannot be waged without injury to both parties. Those which have broken out between continental European countries in years gone by prove this.

While the onus for any such warfare cannot be accepted by Canada, if there is anything she can do to prevent it without sacrificing her principles or her dignity she should do so. The spirit of compromise is a good thing for nations as well as for individuals. But Canada cannot consider anything which would result in injury to any phase of her industrial life. Public opinion would not for one moment countenance it. Canadians have not yet forgotten the tariff treatment that has been accorded them and is still being accorded them by the United States, and they are in no mood to submit even to the appearance of dictation from that country.

If Canada had discriminated against the products of the United States the trade returns would certainly show it. For every \$2 worth of goods which we buy from them they in return only buy \$1 worth from us. And we are to-day their third best customer.

The average percentage of the duty collected on the \$180,000,000 worth of goods imported from the United States last year was 12½ per cent., which was only a small fraction of one per cent. higher than the average levied on goods imported from Great Britain, which of course enjoys a preference in our market. As the average duty on imports from all countries was 16½ per cent. it can readily be seen that the average rate levied on products from the United States is lower.

No less than \$80,500,000 of our imports from the United States last year were free of duty while from Great Britain the value of the free imports was only \$18,500,000. To put it in other words, of our total imports from the United States 57 per cent. were free and from Great Britain only 25.

It is a significant fact that Canada's importations from Great Britain since 1897, when the preference went into operation, have not grown as rapidly as have the importations from the United States. In the one instance the increase up to March 31st, 1909, was 58 per cent., while the increase in the importations from the United States during the same period was no less than 65 per cent. During the period of 13 years our imports from the United States have increased three-fold, while their purchases from us during that same period have scarcely doubled.

If any country has reason to complain it is Canada, and we can quote no less an

authority for saying this than the New York Journal of Commerce and Commercial Bulletin, the largest and probably the most influential daily financial and commercial paper in the world. In its issue of March 11th it made this significant statement: "Tariff war is what we have been inflicting upon Canada ever since 1890 and earlier. Every tariff since 1890, except the Wilson Act (and even that in certain particulars) has made it harder for Canada to do any business in the United States."

The so-called minimum tariff of the United States is after all but a subterfuge. It is, as the New York Journal of Commerce says, "nothing but the general tariff, and concedes nothing." If the worst comes to the worst and the United States is determined to levy the maximum tariff against this country, we shall have to make the best we can out of it. If the maximum goes into force against us there will be no alternative for us but to put into operation the surtax of 33 1-3 per cent. on the tariff, which for seven years was imposed on the importations from Germany.

While tariff warfare between Canada and the United States is something that all right thinking men should deplore, and try to prevent, Canadians cannot forget that the tariff poison which the United States administered to Canada in the McKinley and Dingley tariffs proved a tonic to the industrial life of this country.

It is understood that President Taft is of the opinion that were it not for the treaty Canada has with France, which grants that and thirteen other countries favored nation treatment in this country, there would be no obstacle whatever in the way of exempting Canada from the operations of the maximum tariff. But the treaty with France was not designed to discriminate against the United States. It was negotiated some three years ago and was practically closed then, ratification only being suspended in order that certain little inequalities might be rectified. Canada as a self-respecting nation could not refuse to ratify the treaty at the eleventh hour because of a possibility that the United States would not look upon it with favor.

If President Taft is anxious to prevent tariff warfare with Canada, and it is said that he and his Cabinet are anxious to prevent this, he should not have to seek far for a reason for not putting the maximum tariff in operation. The leading men of the United States, business, professional and political, to say nothing of the strongest newspapers, would be at his back. It is to be hoped that these interests will be sufficiently strong to influence him in his ultimate action.

The Markets—Not Much Business Doing in Sugar

Retailers Stocked Heavily Before and During the Advances—Market Still Maintains Its Strong Position—Prunes Moving Out Well—Rice a Good Seller—Keen Demand Yet for Beans.

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

QUEBEC MARKETS

POINTERS—

Canned Tomatoes—Advanced.
Sugar—Steady Market.
Molasses—Good demand.
Peas—Weaker market.

Montreal, March 17, 1910.

An advance in tomatoes is the feature of the markets this week. Demand has been so strong, and so steady, that the higher price demanded will be paid without question. The high prices asked for meats is responsible in a large measure for the continued activity in canned goods. Canned lobsters are quoted this week—the new season fish.

Sugar is steady, with an advance more likely than a decline. Dried fruits are in good demand. Molasses continues a

seller, with syrups less active. Nuts are firm. Teas are steady. Beans are strong and peas weak.

Sugar—The markets are firm, with no change since last week in the general situation. At present an advance seems much more likely than a decline.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 80
" Beaver	4 80
Paris lump, boxes, 100 lbs.	5 85
" " 50 lbs.	5 05
" " 25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" " 100 lb. boxes	5 85
" " 50 lb.	6 95
" " 25 lb.	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 1-lb. cartons, each	0 37½
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 50
Bright coffee	5 00

No. 3 yellow	4 80
No. 2 "	4 80
No. 1 " bags	4 65

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

Syrups and Molasses—Wholesalers report small demand for syrup this week than for some time. Business during the greater portion of the winter has been particularly good. Molasses continues to move out freely, demand being for small lots chiefly.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 39	0 41
" " " half-barrels	0 41	0 43
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls	0 03½	
" 1-bbls.	0 03½	
" 2-bbls.	0 03½	
" 38½-lb. pails	1 80	
" 25-lb. pails	1 30	



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Windsor Salt

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- the Salt nearly all your customers already use.
- the Salt that is widely advertised.

Why carry a slow-selling or dead stock of other salts?

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What a Clerk Said

An experienced clerk, starting with a man beginning a general store business, wrote me the other day enclosing an opening order for RED ROSE TEA and Estabrooks' Blends, and said "I was telling him it would pay him to push Red Rose Tea."

It always pays to push good tea. Let the opposition sell the cheap tea. The more he sells of it the better it will be for your business, so long as you push the better grades. There is neither money nor reputation in selling poor cheap tea. Let the other fellows do it if they want to. When you sell "good tea", you are sure to please your customers, and that is where the real profit is, the double profit—

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- (2) The good-will profit.

It will pay YOU to push

Red Rose Tea

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Toronto, Ont. } Branches
315 William Ave.,
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T. H. ESTABROOKS
ST. JOHN, N.B.

THE CANADIAN GROCER automatically selects the people its advertisers need to reach. It is read every week by the open-minded, alert and inquiring merchants in every section of the country, at a time when they are seeking information and suggestions to guide their actions.

TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

look rather favors higher prices than lower.

St. Lawrence "Crystal Diamonds," barrels.....	5 85
" " " " barrels.....	5 95
" " " " 100 lb. boxes.....	6 05
" " " " 50 lb. boxes.....	6 15
" " " " 25 lb. boxes.....	6 35
" " " " cases, 20-5 boxes.....	7 60
" " " " Dominos, cases, 20-5 boxes.....	7 60
Paris lumps, in 100-lb. boxes.....	6 05
" " " " in 50-lb. ".....	6 15
" " " " in 25-lb. ".....	6 35
Red Seal.....	7 10
St. Lawrence granulated, barrels.....	5 20
Beaver granulated, bags only.....	4 50
Redpath extra granulated.....	5 20
Imperial granulated.....	4 90
Acadia granulated (bags and barrels).....	5 10
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.	

Syrup and Molasses—Nothing more than the usual demand at unchanged prices can be reported this week.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 50	Gallons, 6 to case	4 80
" " " " in case.....		" " " " 12 " "	5 40
5 lb. tins, 2 doz.	2 85	Quarts, 24 "	5 40
" " " " in case.....		Pinta, 24 "	3 00
10 lb. tins, 1 doz.	2 75	Molasses—	
" " " " in case.....		New Orleans,	
20 lb. tins, 1 doz.	2 70	medium	0 31 0 33
" " " " in case.....		New Orleans,	
Barrels, per lb.	0 03	bbls.	0 29 0 31
Half barrels, lb.	0 03	Barbadoes, extra	
Quarter "	0 03	fancy	0 45
Full 3 1/2 lbs. ea.	1 80	Porto Rico	0 45 0 62
" " 25 "	1 30	Muscovada	0 30

Tea—"Tea is very firm just now," was remarked by one of the large dealers, but while a slight advance means much to big dealers, it does not affect the retailer so much because so many teas are sold in packages at fixed prices.

Coffee—Quietness rules in this market and not having any news to report in the coffee line, one of the large coffee houses showed the writer through their factory, and explained the process the coffee is put through in preparation for the retail grocer. This was certainly interesting and proved that it requires great skill and care to get it exactly right to give the best results.

Rio, roast ed.	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

Spices—Cream of tartar is a little higher, but all other lines are quiet.

Peppers, black.	0 15 0 18	Cloves, whole.	0 25 0 35
" " white.	0 22 0 25	Cream of tartar.	0 22 0 25
" " whole.	0 22 0 25	Allspice.	0 14 0 16
Peppers, black.	0 16	Mace, ground.	0 14 0 16
Peppers, whole.	0 23	Mixed pickling	0 15 0 16
Ginger.	0 22 0 25	spices, whole.	0 15 0 16
Cinnamon.	0 5 0 40	Cassia, whole.	0 20 0 25
Nutmeg.	0 20 0 30	Celery seed.	0 20 0 24

Dried Fruits—Prunes are in fairly good demand. All the rest are slow, but are expected to get a move on very soon. Their best time is yet ahead of them, which is between now and the new fruit season.

Prunes—	Per lb
30 to 40, in 25-lb. boxes.....	0 11 1/2
40 to 50 " ".....	0 09
50 to 60 " ".....	0 07 1/2
60 to 70 " ".....	0 07
70 to 80 " ".....	0 07
80 to 90 " ".....	0 06
90 to 100 " ".....	0 05 1/2
Same fruit in 50-lb. boxes 1 cent less.	

Apricots—	
Standard.....	0 15
Choice, 25 lb. boxes.....	0 15
Fancy.....	0 17

Candied and Drained Peels—	
Lemon.....	0 09 0 11
Orange.....	0 11 1/2 0 12 1/2

Figs—	
Elmes, per lb.....	0 08 0 10
Tappets, ".....	0 03 0 04
Bag figs.....	0 03 0 04
Dried peaches.....	0 08 0 08 1/2
Dried apples.....	0 07 1/2

Currents—	
Fine Filiatras.....	0 06 0 07
Patras.....	0 07 1/2 0 08
Uncleaned to less.	
Vostizas.....	0 08 1/2 0 09

Raisins—	
Sultana.....	0 06 0 05 1/2
" fancy.....	0 06 0 07
" extra fancy.....	0 08 1/2 0 09
Valencias, new.....	0 06 0 06 1/2
Seeded, 1 lb packets, fancy.....	0 08
" " 16 oz. packets, choice.....	0 07 1/2
" " 12 oz. ".....	0 06
Dates—	
Hallowees.....	0 05 0 05 1/2
Saisr.....	0 05
Fards choicest.....	0 08 1/2

Rice and Tapioca—Rice is in good demand which may be taken as a sign that people are studying economy in cooking. If the discussion on the cost of high living produced this result, it was not in vain.

Rice, stand. B.	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal.....	0 03 0 03 1/2
Rangoon.....	2 85
Patna.....	0 03 1/2 0 03 1/2
Japan.....	0 05 1/2 0 05 1/2
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago.....	0 05 0 06
Seed tapioca.....	0 05 0 06
Tapioca, medium pearl.....	0 04 1/2 0 05

Nuts—Nothing but a limited quantity of shelled goods are asked for. Nuts are out of season.

Almonds, Formigetta.....	0 11 1/2
" Tarragona.....	0 12
" shelled.....	0 32 0 35
Walnuts, Grenoble.....	0 13 1/2
" Bordeaux.....	0 11
" " shelled.....	0 12
" " shelled.....	0 29 0 30
Filberts.....	0 12 0 12 1/2
Pecans.....	0 16 0 18
Brazils.....	0 15
Peanuts, roasted.....	0 08 0 12

Evaporated Apples—There is no change in these goods. Since a quantity changes hands at what was considered below value, there is a firmer feeling, but not much demand.

Evaporated apples.....	0 07 1/2 0 08
------------------------	---------------

Beans—The demand for beans is rather keen and prices are well maintained.

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

MANITOBA MARKETS

Corrected by Wire.

POINTERS—

- Sugar—Stronger.
- Peanuts—Advanced.
- Fresh Vegetables—Higher.
- Evaporated Apples—Weak.

Winnipeg, March 17, 1910.

The output is quite as heavy as can be expected. In comparison to other years, it is found that the volume of trade is much in excess. Whether it is as large per capita, however, is another question. During 1909 the total immigration into Canada was about 100,000, and this will explain the growth of business in every line.

There have also been many new stores opening in every centre of the west, and there is room for many more. Last week two opening orders were taken in southern Manitoba. Also last week a trainload of one hundred and seventy-five United States settlers were unloaded at the Town of Kindersley, Alberta, and two of that number are opening stores in that place. These facts, together with the bright prospects for an excellent business year, and an early spring rush of business, gives the trade a good aspect.

Wholesalers are already making preparations to take care of the railway construction camp trade, which is always heavy. Manufacturers, canners and packers everywhere are prepared to utilize all crop products in order to meet the demand for goods.

This week has seen an increase in the ordering, which goes to show that the country trade is more active. The cereal market is still quiet, with the exception of beans, which seem to be cornered in crop centres.

There seems to be a steady tendency to advance the general lines and prices this week are on the whole stronger.

Sugars—There was a further advance of 10c per 100 lbs. to all points in Saskatchewan last week. Alberta and Manitoba prices are unchanged. In Winnipeg, B. C. sugars are 5c per 100 lbs. under Montreal sugars. The market is firm and a further advance may be looked for.

Montreal and B.C. granulated, in bbls.....	5 85
" " " " in sacks.....	5 70
" " yellow, in bbls.....	5 5
" " " " in sacks.....	5 20
Iceing sugar, in bbls.....	6 00
" " " " in boxes.....	6 20
" " " " in small quantities.....	6 25
Powdered sugar, in bbls.....	5 80
" " " " in boxes.....	6 00
" " " " in small quantities.....	6 65
Lump, hard, in bbls.....	6 70
" " " " in 1-bbls.....	6 60
" " " " in 100-lb. cases.....	6 60

Syrup and Molasses—United States syrup has declined, but the Canadian product has not followed suit. It may do so at an early date. We quote New Orleans in 1/2-barrel lots, as this is the quantity usually sold. Molasses trade is good.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case.....	2 23
" " " " 5-lb. tins, per 1 ".....	2 68
" " " " 10-lb. tins, per 1 ".....	2 51
" " " " 20-lb. tins, per 1 ".....	2 57
" " " " barrel, per lb.....	0 04
" " " " Sugar Syrup, per lb.....	0 03 1/2
Beehive Brand, 2-lb. tins, per 2 doz. case.....	2 23
" " " " 5 " " " " ".....	2 68
" " " " 10 " " " " ".....	2 51
" " " " 20 " " " " ".....	2 57
Barbadoes molasses, 1/2 bbls., per gal.....	0 60
Zingibread molasses, 1/2 bbls., per gal.....	0 40
New Orleans molasses, 1/2 bbls., per gal.....	0 33 0 35
Challenger, 6 10-lb. tins, per case.....	2 15

Foreign Dried Fruits—As the green fruits are becoming exhausted the dried fruit trade is growing better. Apples have interfered much with the prune and apricot trade and these lines are moving well at present. Seeded raisins have a good market and some advances are expected.

Smyrna Sultana raisins, uncleaned, per lb.....	0 08
" " " " cleaned, per lb.....	0 09 1/2
Valencia raisins, Rowley's, f.o.s. per case, 28's.....	1 85
" " " " selects " 28's.....	1 95
" " " " layers " 28's.....	2 05
California raisins, choice seeded in 1-lb. packages.....	0 06
" " " " fancy seeded, in 1-lb. packages.....	0 06 1/2
" " " " choice seeded in 1-lb. packages.....	0 07 1/2
" " " " fancy seeded in 1-lb. packages.....	0 08 1/2
Raisins, 3 crown muscatels, per lb.....	0 06 1/2
Prunes, 90-100, lb.....	0 05
" " 80-90 " ".....	0 05 1/2
" " 70-80 " ".....	0 06
" " 60-70 " ".....	0 06 1/2
" " 50-60 " ".....	0 07 1/2
Prunes, 40-50, lb.....	0 08 1/2
" " 30-40 " ".....	0 09
Silver prunes, ac. to quality.....	0 09 0 12

Currents, uncleaned, loose pack, per lb.....	0 06 1/2
" " " " dry, cleaned, Filiatras, per lb.....	0 06 1/2
" " " " wet, cleaned, per lb.....	0 07 1/2
" " " " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.....	0 08 1/2
Pears, per lb.....	0 09 0 15
Peaches, stand-ard, per lb.....	0 08 1/2
Peaches, choice.....	0 09
Apricots, stand-ard, per lb.....	0 15
Apricots, choice.....	0 15 1/2
Plums, pitted, lb.....	0 11 0 12 1/2
Nectarines, lb.....	0 09 1/2
Dates, per lb.....	0 06 1/2
Hallows, bulk.....	0 06 1/2
Dates, Fard, 9 1/2 lb. boxes.....	1 30
Dates, packages.....	
30 in case.....	0 07
Figs, per lb.....	0 04 1/2 0 05
Peel, lb., lemon.....	0 09 1/2
" " orange.....	0 10
" " citron.....	0 13 1/2 0 18

BRITISH COLUMBIA MARKETS.

Vancouver, March 17, 1910.

At last an advance in the price of sugar has been announced on the Coast, the increase being from \$5.60 to \$5.80. The change has been slow in coming, and it was thought because of the presence of a foreign product in this market, at a cheaper price, that an advance might not be made. The sugar from Glasgow is quoted at \$5.25, and so far notification has not been received of an advance in this.

California eggs have dropped to 32 cents, while eastern eggs remain at 30 cents. Locals are to be had in good quality and quantity now at 40 cents, so the supply just now is good.

Eastern butter is strong at 30 cents, and there is talk of an advance to 31 and even 32 cents. It is claimed that selling eastern at 30 cents, gives no profit, as it takes that much to land it here. Local butter is still very high, but with the advent of spring weather, which is now in the air, better quality and more reasonable prices should come.

Manitoba cheese can be found at 14 cents. The quotation might be given at this figure, though it is more of a price to meet current conditions. Prices in this market are not governed by what they are in the east, but by the supply and demand. If the stocks are large, prices are lower, but if the demand is keen and stocks not too large for ultimate clearing, the figure is stiff at about what the trade will stand. Lack of competition in the instance say of the dog biscuits referred to two or three weeks ago, also helps to hoist the price.

Corrected by Wire.

Sugar, standard	5 80	Butter, local	0 45
granulated	5 80	creamery	0 25
Val. raisins, lb.	0 05	Western	0 30
Cal.	0 07	Eggs, Eastern	0 30
Prunes	0 05	Eggs, California	0 30
Currants	0 06	Eggs, local	0 40
Dried apricots	0 11	Cheese, Ontario	0 14
Flour, Standard	6 90	Manitoba	0 14
bb.	6 90	Bacon, premier	0 29
cornmeal, p. 100	2 60	Lard, pure	0 18
Beans, per lb.	0 03	Lard, compound	0 17
Rice, per ton	68 00	Potatoes	40 00
Tapioca, per lb.	0 03	Ashcroft's, ton	25 00
Evaporated		Local, ton	25 00
apples	0 08	Canned Goods—	
Butter, Eastern	0 25	Peas	1 30
dairy in tubs	0 25	Tomatoes	1 27
Butter, Eastern	0 30	Corn	1 02
dairy, choice	0 31	Apples	3 42
		Strawberries	2 15
		Raspberries	1 46

NOVA SCOTIA MARKETS.

Halifax, N.S., March 17, 1910.

Fine weather conditions and improved roads helped business greatly during the past week. Some of the jobbers report an increased demand for canned goods both fruit and vegetables. Sugar is now steady there being no change in the price since last report.

Dairy butter is coming in more plentifully but the quality is only fair. Prices are a shade firmer but as the advance is small it is thought to be only temporary. Eggs are coming on the market in fairly good supply and prices are a little easier. Fresh laid stock can now be purchased for 24 cents per dozen.

Fish is in good demand and the grocers who handle certain lines of salt and

pickled fish report heavy sales. Onions continue firm, but the price is unchanged.

Corrected by Wire.

Creamery prints	0 26	0 27	Beef, Canadian	18 00
per lb.	0 27	0 28	Hams smoked	0 16
Creamery solids	0 27	0 28	Fork, fresh	0 10
per lb.	0 23	0 24	Codfish, quintal	5 50
Dairy, tubs, lb.	0 23	0 24	Herring, pickled	5 00
Fresh eggs, doz.	0 24		per bbl.	5 00
Case eggs	0 21		Apples, per bbl.	1 50
Sugars—			Potatoes—	
Extra Standard,	5 15		P. E. Island, bag	1 35
granulated	5 15		Nova Scotia	1 60
Austrian, bags,	5 05		Onions, Spanish	0 02
granulated	4 85		per lb.	0 02
Bright yellow	4 85		Onions, American,	0 02
No. 1 yellow	4 75		per lb.	1 60
Flour h. wheat	6 40	6 50	Onions, Canadian,	1 75
per bbl.	5 75	5 85	per bag	0 38
Flour, Ontario	1 70	1 75	Molasses, fancy	0 32
blends, bbl.	0 54	0 55	Barbados, bbl.	0 35
Cornmeal, bag	28 00		Molasses, fancy	2 25
Pork, American	31 50	32 00	Barbados, gal.	5 40
per bbl.	18 25		Beans, bushel	
Pork, clear bbl			Rolled Oats, bbl.	
Beef, American				
plate per bbl.				

NEW BRUNSWICK MARKETS

St. John, N.B., March 17, 1910

A marked advance in the price of pork products has been the feature of the local markets during the past week. American clear pork is up \$1.50 per barrel, and pure lard is a cent a pound higher. United States and Canadian plate beef are also quoted much higher, and eggs are likewise firmer.

Corrected by Wire.

Sugar—		Molasses, fcy.	0 32	0 33
Standard gran.	5 31	5 40	Barbados, gi	
Austrian	5 20	5 30	Butter, dairy,	
Yellow	4 81	5 20	lb.	0 22
Flour, Manitoba	6 55	6 65	Butter, cream-	
Ontario	5 85	6 15	ery, lb.	0 26
Cornmeal, bags	1 57	1 60	Eggs, doz.	0 24
Rolled oats, bbls	5 35	5 40	Eggs, new laid	0 28
Buckwheat,			Potatoes, bbl.	1 25
west, grey, bag	2 90	3 00	Canned goods—	
Val. raisins, lb.	0 05	0 06	Peas, doz.	1 10
Cal. raisins, seed-			Corn, doz.	0 85
ed	0 07	0 08	Tomatoes, dz	0 95
Currants, lb.	0 07	0 07	Raspberries,	
Prunes, lb.	0 05	0 09	dozen	1 85
Rice, lb.	0 03	0 03	Strawberries,	
Beans, hand	2 25	2 30	dozen	1 45
pickled, bus	3 60	3 75	Salmon, case	6 50
Beans, yellow	0 13	0 14	Red spring	6 00
Cheese, lb.	0 14	0 14	Cheese, 2's,	1 70
Lard, compound	0 14	0 14	dozen	2 70
Lard, pure, lb.	0 18	0 18	dozen	2 80
Pork, domestic	28 00	28 50	Baked beans,	
mess	28 00	28 50	dozen	1 15
Pork, American	29 50	33 00	Fish—	
clear	18 75	19 00	Cod, dry	3 25
Beef, American	18 25	18 50	Herring, salt,	2 60
plate			half bbls.	2 70
Beef, Canadian			Herring,	
plate			smoked, box	0 11

INFORMATION TO BUYERS.

Supplied to the Trade by Sellers.

John Fullerton, of Rowat & Co., Glasgow, Scotland, is in Canada at present, on his annual visit. He crossed with A. G. Snowdon, of Snowdon & Ebbitt, Montreal, who are now agents for Rowat's pickles and olives, and Paterson's sauce, for Quebec, Ontario, Manitoba and the Northwest. Mr. Fullerton and Mr. Snowdon were in Ottawa and Kingston this week.

MacLaren Imperial Cheese Co. are now booking orders for their new season's Beauce Brand Maple Syrup. They expect early delivery and improved quality this year. Prices and samples forwarded to buyers promptly.

Another United States manufacturing concern come to a realization of the importance of the Canadian field is the C. B. Knox Company, of Johnstown, N.Y., who have secured premises on St.

Paul St., Montreal, where up-to-date machinery is being installed for the manufacture of Knox's gelatine. W. H. Dunn is sales agent for the Province of Quebec.

Attention is being drawn by the Imperial Syrup Company, Montreal, to the fact that they intend to prosecute all dealers selling "Beauce Brand" maple syrup, if same is not put up under their name, as the brand is registered by the company.

When the Ontario Lantern & Lamp Co. added their Patent Positive Automatic Safety Lock to their "Banner" cold blast lanterns, one would have thought that this lantern was as near perfect as human ingenuity could make it. This, however, was not the opinion of the makers and they have been constantly experimenting during the past twelve months and the result to-day fully repays their watchful zeal which will prove an inestimable boon to all users of lanterns. The "Banner" 1910 is certainly a winner. Not content with one improvement, there are several and we should advise all traders handling this class of goods to wait and see this wonder of 1910.

As all grocers know, the "Adulteration of Food" Act makes the vender directly responsible for the quality of the goods he sells and in case of trouble he is the one who suffers unless he protects himself when buying from the manufacturer or dealer. In an article recently written by A. McGill, Chief Dominion Government Analyst, he states: "The Adulteration Act recognizes the importance to the retailer, of his dependence upon the honesty of the manufacturer, and provides for his being able to call into the case, as third party, the manufacturer himself. This he does by the production of a Warranty from the manufacturer; and it is not too much to ask of any person, having intelligence enough to go into business at all, that he should be wise enough to secure himself by having such a guaranty furnished him with all goods he buys. For the further protection of the retail dealer, the Act provides a form of guaranty, so that he cannot plead anything but his own gross ignorance, or carelessness, if he fails to fully protect himself against all charges of having, with knowledge, any adulterated goods in his stock." Realizing the importance to the grocer of full protection White Swan Spices & Cereals, Limited, are now placing on every package of White Swan Brand spices and coffees—large or small—the form of warranty approved by the Government. This is given voluntarily to their customers to insure them against trouble for any reason. In other words the grocer has their warranty in the proper form which places the onus on them as manufacturers. This voluntary Act on the part of White Swan Mills (no other Canadian manufacturer gives this warranty) will, doubtless, be fully appreciated and taken full advantage of by the trade.

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work, or last 50% longer
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Are You a Manufacturer ?

Do you make or handle high-class lines of groceries ?

There are over one million people now in the three Prairie Provinces, and they must have these goods! The West wants the best only, and you are assured of a profitable market if your products are right in price and quality.

We are here to advise you, and to sell your products for you on a reasonable commission basis.

We know our West intimately and have large warehouses at Winnipeg, Calgary and Edmonton.

Let us have your enquiry, with details of what you have to sell. You can do business with us to your mutual benefit.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg Regina Calgary Edmonton

Storage for all classes of Merchandise. Also Cars distributed at Calgary, Winnipeg and Edmonton.

Old-Time Purity

of the contents and manufacture is the outstanding feature of

"E. D. S."  BRAND

JAMS and JELLIES

Our claim to ABSOLUTE purity is stronger than a mere assertion. The Government Analyst has certified "E.D.S." Brand 100 per cent. pure. Send for Bulletin 194 from the Department of Inland Revenue, and see how E.D.S. Brand outrivals all other brands in purity. We use no preservatives or coloring matter and never have used them.

Isn't this the line to handle, Mr. Grocer---a 'quality' line that never fails to bring the repeats ?

Equally profitable to handle is "E.D.S." GRAPE JUICE ---a non-alcoholic, appetising and refreshing drink! It's proving a rare seller. Try a case!

Made by **E. D. SMITH** at his Fruit Farms
WINONA, ONTARIO



FOR
EASTER
 TRADE
GUNNS
 HAMS and BACON
 ARE PERFECTION
 ORDER EARLY

GUNNS Pork and Beef Packers
 LIMITED TORONTO

Easter Hams, Bacon, Lard

In our ad. last week we predicted higher prices. It did not require a prophet to do that, but the high prices came quicker than we anticipated and are here to stay. Buy what you may require for the Easter trade and buy it now from the old reliable firm.

F.W. Fearman Co.
 LIMITED
 Hamilton

EVERY MOTHER
 Wants the Richest
 Milk for Her Baby



Jersey Sterilized Cream
 is 13% Richer than the Best of other brands
 in Canada.

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

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs.
 Made under Government Inspection.

The WM. RYAN CO.
 LIMITED

PACKING HOUSE:
 FERGUS, - - ONT.

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

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PLENTY OF CUBAN SUGAR.

E. S. Kirkpatrick, Canadian Trade Commissioner at Havana, Cuba, says under date of Feb. 1st:—Now that the "Zafra" or sugar harvest is on in Cuba in earnest, and all the mills are working to their utmost capacity day and night for seven days in the week, some estimates regarding Cuba's great crop may be of practical interest.

Last year 171 mills were in operation; this season 174 are busy, while the improvements made in many make possible an increased output. At the beginning of the grinding season last year the best estimate of the Cuban sugar crop was 1,397,571 tons; the total amount of sugar ground during the past season was 1,513,582 tons, which shows that sugar estimates are made on a conservative basis.

After a thorough survey of the situation, Pedro M. Conception, a well-known writer on the sugar industry, estimates that 1,730,044 tons of sugar will be ground in Cuba this season. In these calculations the long ton (2,240 pounds) is used. Where the output is stated in bags, it is understood that each sack contains a little less than 13 arrobas (about 300 pounds). According to the estimates of Mr. Conception, the mills

of Cuba will grind 11,924,000 bags of sugar this season, which would be 1,228,928 bags more than last year.

SAP'S RUNNIN'.

Reports from correspondents in Sherbrooke and Richmond, Quebec, state that the maple sugar season is on and that the initial run of sap was unusual for so early in the season. In Sherbrooke new sugar was offered last week for 12c. and new maple syrup at \$1 per gallon. In Richmond the weather caused the sap to freeze up. Some was secured last week and new goods have been offered for sale there.

It takes all sorts of people to make a world, says a philosopher, but give me the cheerful people every time. Optimism has pessimism beat a mile, and es-

pecially in merchandising. Even if things are gloomy, there's no sense in dwelling upon the prospect and pulling a long face. Trouble is half cured when the victim resolutely determines to look upon the bright side of events and ignore the dark side. There are grocers whose gloomy, sour faces scare trade away from their shops. They have acquired the habit of being worried by little troubles, probably owing to chronic indigestion, sluggish liver or something similar, and their features become set in the melancholy, ill-tempered or discontented expression that does more harm to a trade than even excessive prices can do. Crack a smile when things look gloomy, and you'll feel the better for it.

P. J. Girard, grocer and crockery merchant, Richmond, Que., expects to open a new store about June 15th.

Strength in Every Cupful

A Delicious Food and a Drink in One. A Cup of

Epps's Cocoa at Breakfast

Warms and Sustains You for Hours. As a Supper Beverage it is perfect.

Special Agents, G. E. Colson & Son, Montreal

Nova Scotia, E. B. Adams, Halifax.

Manitoba, Buchanan & Gordon, Winnipeg

LA GRIPPE

IS WITH US AGAIN

At this season many of your customers or their relatives will be suffering from that complaint. It is well to know that

BOVRIL

REPELS LA GRIPPE

A cup of hot BOVRIL taken daily is not only a preventative of Influenza and many other complaints, but its use will cut an attack short, and it is invaluable after the acute attack has passed. Nothing else will so quickly restore strength and vigor.

**A timely reminder to a customer
will easily sell a one-pound bottle.**



CONTAINS NO ALUM

The increasing demand by the public for a high-class, medium-priced baking powder that does not contain alum, proves conclusively that consumers are realizing the injurious effects of alum in baking powders.

Magic Baking Powder

CONTAINS NO ALUM

MAGIC is the only well-known, medium-priced baking powder made in Canada that does not contain alum. Grocers best serve their trade by recommending **Magic**.



Clark's Meats

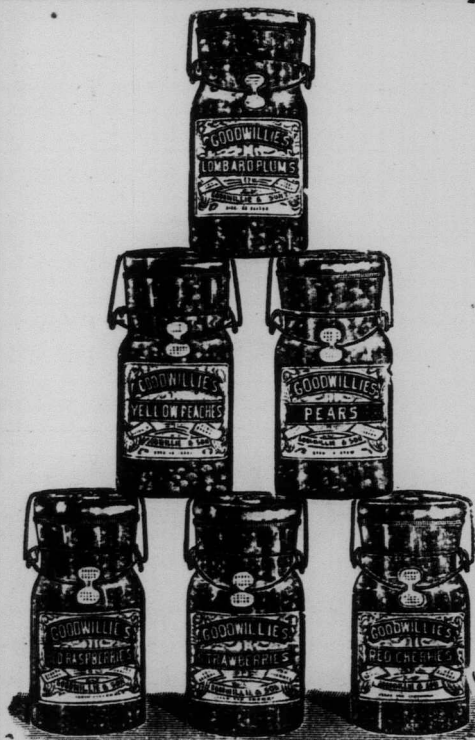
ALWAYS IN DEMAND

Any meats so well known and so generally asked for as **CLARK'S MEATS** are entitled to a prominent place on every grocer's shelves.

They give a sure profit to the grocer and solid satisfaction to the customer.

Wm. Clark - Montreal

Manufacturer of high-grade
—Food Specialties—



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BEST

A SEASONABLE SELLER

ROSE & LAFLAMME, Limited
Montreal and Toronto

Wooden Butter Dishes

If your dealer is out of Oval Butter Dishes write us and we will tell you where you can get them. They are a solid dish without seam or wire. They please the buyer.

Graham Bros. & Co., Kinmount, Ont.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes,

WINGHAM ESTABLISHED 1871

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.



GEO. KEMP, LTD.
LONDON, ENGLAND.

SUPPLIERS TO
THE BRITISH
GOVERNMENT

Dainty Novelties
Splendid Selling Lines

KEMP'S BISCUITS

YOU MUST STOCK THEM

Send your name and address for samples and Export Price List.

SOLE EXPORT AGENTS

H. COLLINGS & CO.
16 Philpot Lane, E.C., London, Eng.

FOR QUALITY

Nation's Celebrated
CUSTARD POWDER
 THE BIG 5c. PACKAGE

Just the thing
WHEN EGGS ARE SCARCE

We stock it. Write.
W. H. ESCOTT
 Broker
 Winnipeg, - - Man.

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

Maple Sugar

We handle only Pure, Unadulterated Maple Sugar.
 Write us.

Woodman & McKee
 Coaticook - Que.

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

ORANGE MEAT

are offering to their patrons a First Prize of

Seven Hundred Dollars Cash

Have you entered the contest?
 Send postcard to Orange Meat, Kingston, Ont., for full particulars.

**NONE HAVE BETTER OPPORTUNITY OF WINNING
 THE FIRST PRIZE THAN THE GROCER**

PROFIT FROM BISCUITS

A Pointer to Think Over at Your Leisure

Many grocers believe that biscuits are a bother in the handling, considering the profit most lines allow. Now, in the case of our biscuits, there is no more trouble in handling them than in selling any other—AND THE PROFITS ARE LARGER THAN AVERAGE.

Have You Seen Our Animal Biscuits?

THE CANADIAN BISCUIT COMPANY, LIMITED
 LA PERADE, QUE.

**Christie reputation
is a valuable asset**
—TO MANY—
successful grocers

Consider the reputation of the manufacturer whose goods you handle!

What does it mean to you—not theoretically, but in *actual cash*?

Is it good commercial sense to endanger *your* business supremacy by handling lines your best customers know to be second-rate.

Few people in Canada will dispute the superiority of Christie Biscuits—certainly experienced grocers *will not*.

Particular housewives all over the Dominion *know* exactly what *Christie reputation* stands for.

They know it means scrupulous *cleanliness*, absolute *purity*, high-grade and lasting *quality*.

And they insist on Christie biscuits because they know positively that Christie biscuits are *the purest of all pure foods*.

Why not let Christie reputation work for you in building up a bigger and better business?

N. B.—Christie Biscuits sell more than biscuits.

CHRISTIE, BROWN & CO., Ltd.

Working Capital

is the money you put into quick-moving stock. Don't let your money loaf around your shelves in the form of slow-moving stock. Buy

**QUEEN
QUALITY
PICKLES**

Sweet Mixed Chow

They sell quickly and steadily, because their quality is uniformly excellent and they are packed in attractive 10 and 20 oz. bottles

We use only the best selected vegetables, high-grade spices and pure vinegar in Queen Quality.

Write us for Prices.

**Taylor & Pringle
Co., Limited**

Owen Sound : Ont.



THE
PUREST
AND
BEST

MR. DEALER

Have you stocked the new 5c. tin

St. Charles Brand ?

Some of your customers will want it and any jobber can supply you. It's a convenient package and only

\$2.00 per case.

Manufactured by



**St. Charles
Condensing Co.**

INGERSOLL, ONTARIO
CANADA



Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured by
NATIONAL LICORICE CO.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send
To-day

AGENTS

ONTARIO S. McIndoe, 54 Wellington St. E., Toronto
PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., Montreal
MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

PUSH

"White Lily" Brand

COTTAGE MIXED BISCUITS

Why? Because

they are superior biscuits which have won favour by their distinctive flavour. They are made of the purest ingredients, and are skillfully and scientifically mixed and baked by modern machinery. Leave a splendid margin of profit at their retail price of 15c.

Are you handling our "WHITE LILY" BRAND Cream Sodas? If not—why not?

WRITE FOR PRICES

J. A. MARVEN, Ltd., Moncton, N.B.

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 & Goodsore, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 24 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 R. S. McIndoe Jos. E. Huxley Arthur Nelson
Montreal Toronto Winnipeg Vancouver
Arthur M. Loucks R. G. Sedington
Ottawa Calgary

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Probable Effect of Growing Crop on Flour Market

Tendency Will be to Weaken Prices if Fall Wheat Comes Out All Right—Little Changes Occuring at Present — The Oatmeal Decline.

The flour situation is uninteresting. The fight between the two opposing forces in the wheat market is even. One day the bulls may get the better and then again the bears, but on the whole the market has varied very little for several months. The prospects of the growing winter wheat crop is closely watched, but nothing has happened to affect the flour market.

It is still the impression that the farmers hold far more wheat than was expected and with the prospects of the new crop the market is inactive, and is waiting for something to turn up. Taking a view of the whole situation as it appears at the present time, the outlook is rather in favor of lower prices.

MONTREAL.

Flour.—Fair local trade is being done at unchanged prices. There has been some export enquiry, but sales have not been numerous, nor large.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 20
Extra, bbl.	4 80
Royal Household, bbl.	5 80
Glenora, bbl.	5 30
Manitoba spring wheat patents, bbl.	5 80
" strong bakers, bbl.	5 30
Five Roses, bbl.	5 80
Harvest Queen, bbl.	5 30

Oatmeal.—Weakness displayed in the oats market caused a drop of 10c. in oatmeal, but there was no noticeable increase in sales as a result. Business is rather quiet.

Fine oatmeal, bags	2 52 1/2
Standard oatmeal, bags	2 52 1/2
Granulated	2 52 1/2
Golddust cornmeal, 96-lb. bags	2 10
Bolted cornmeal, 100-bags	1 85
Rolled oats, bags	2 30
" barrels	4 85

TORONTO.

Flour.—The flour market is dull with no export demand, but the prices are well maintained. Millers still claim that they have to work on small margins, but they have to keep their customers supplied. Feed is high which gives them a good price for the offal and to that extent helps them out.

Manitoba Wheat.	
1st Patent	5 70
2nd Patent	5 30
Strong bakers	5 10

Winter Wheat.	
Straight roller	5 10
Patents	5 30
Blended	5 30

Cereals—Cereals are in good demand and with the slight drop of lent week, orders have somewhat increased, but prices are firm and are not likely to go lower here.

Rolled oats, small lots, 90 lb. sacks	2 30
" 25 bags to car lots	2 15
Rolled wheat, small lots, 100 lb. brls	3 10
" 25 brls. to car lots	2 80
Standard and granulated oatmeal, 48 lb. sacks	2 55

COST MARKS ON GOODS.

Some Suggestions for Using a System Which Can be Secretly Maintained.

Since the changing of the selling mark of an article in the average store from a blind figure to a plain figure, says a merchant, there has been a lost interest among clerks in the search for the key

to the system. The average clerk of today does not puzzle his brain to discover the workings of the cost price as he did in years gone by, when it was necessary for him to know the key to the selling price, which was written in blind figures. There is, however, he maintains, a necessity for the merchant to keep secret the cost price of his goods from his clerks. The better class of clerks if they discover the key to any cost mark, possibly, would not use it to the store's disadvantage, but there are many clerks coming in the store, who sometimes remain but a short time, and who do not understand the necessity for keeping secret the cost price of merchandise. If they learn the secret key they are inclined to spread the news that their employer is selling an article which cost \$2 or \$3, asking a dollar on each sold. They do not understand that the selling expenses has anything to do with the matter.

Department stores in the larger cities make a practice of using a different cost mark for each department. This cost mark is usually changed each season. Now, that it is not far from the first of the year, this is a good time to change the cost mark and instal a different one, the old one having possibly become familiar to salesmen who are not now in the store. A mark of some sort is necessary to record the cost item of stock. All sorts of sytem of letters, characters or signs to represent figures have been devised, the primary purpose being a system that would, by the aid of the key, be clear to the salesman and unintelligible to the purchaser.

Some of these systems are so simple that even a novice can decipher it with a little study; others are made more difficult by the use of blinds and other complexities.

In the following lists a character must be substituted for naught in the nine-letter variety and the last letter of the eleven-letter variety used as a repeater.

NINE-LETTER WORDS.

1 2 3 4 5 6 7 8 9
c l e r k s h i p

The following list of words can be used in the same manner: Blasphemy, cavernous, dangerous, drunkable, dropsical, harmonize, labyrinth, manifesto obscurity observant, outwardly, outspread, prudently, pneumatic porcelain voluntary.

TEN-LETTER WORDS.

1 2 3 4 5 6 7 8 9 10
m a n u s c r i p t

Salada Tea Co. have purchased the stone block corner at St. Paul and St. Sulpice Streets, Montreal, at present occupied by them. It is 35x72 feet and is five storeys high.

CUSTOM CATCHERS!

Some goods you sell create a regular demand for themselves and influence a large volume of the family trade to your store. Such an article is the Mooney "Perfection" Cream Soda, which always reaches you in as fresh and crisp condition as it leaves our ovens.

Here's the box!

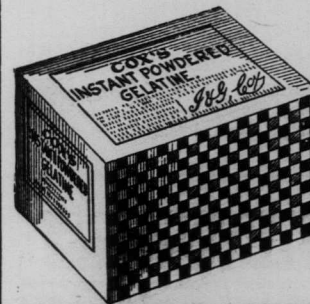


The Kind that is Different!
Don't forget the name "MOONEY'S"

Order to-day

The Mooney Biscuit and Candy Co., Ltd.

STRATFORD CANADA



COX'S
GELATINE

The Leading Gelatine for more than Sixty Years. Foremost in Purity and Manufactured by Messrs. Cox as well as PACKED by them.

PURITY GUARANTEED

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



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
82 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 Bensecouers Market, - Montreal
WE SELL FEATHERS TOO

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.



"Your syrup is superior to anything I have seen on the market."—H. Mockford, Charlmond Road, London
It is STANDARD. Get Prices.
CANADA MAPLE EXCHANGE
Montreal

ABSORBINE

Cures Strained Puffy Ankles, Lymphangitis, Pott Evil, Fistula, Sores, Wire Cuts, Bruises and Swellings, Lameness, and Allays Pain Quickly without Blistering, removing the hair, or laying the horse up. Pleasant to use. \$2.00 per bottle at dealers or delivered. Horse Book 5 D free.
ABSORBINE, JR. (mankind \$1.00 bottle.) For Strains, Gout, Varicose Veins, Varicocele, Hydrocele, Prostatitis, kills pain.
W. F. YOUNG, P.D.F., 234 Temple St., Springfield, Mass.
LYMANS Ltd., Montreal, Canadian Agents.

TRUMILK
— AND —
MILKSTOCK

The only milk powders manufactured in Canada that are perfectly soluble in cold water.

Always sweet, safe, pure and nourishing. Will keep after the cans have been opened.

Manufactured and packed under the most sanitary conditions.

For Further Information Write to

Canadian Milk Products, Limited

Head Office: MAIL BUILDING, TORONTO.



Poor
Bread?

There's a remedy—no necessity of being content with a dead, tasteless loaf, or even ordinarily good; you should have beautiful bread, and

**Anchor Brand
Flour**

will produce the results so much desired
—always and all ways

Good Bread

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





**LAKE OF THE WOODS
MILLING COMPANY**

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES

A FELLOW came along this A.M. and said to me: "I see you're advertising FIVE ROSES pretty hard in the papers. I say, old fellow, do YOU write that 'stuff?' Why, you know, it's long enough to sell 'automobiles. No woman's going to read that long-legged 'copy.' Seems to me flour's such a small matter that a nice 'catchy picture is enough to keep the name before her. Cut 'it short, old chap. Brevity's the soul of wit, you know."

And he sauntered away warbling, "Expert, That's Me."

Of course, Brother Grocer, brevity's the soul of wit, so it is.

But, you see, I'm not trying to be witty.

Comes natural, maybe.

Moreover, I'm not trying "to keep the name before the public."

How I hate the man who started that phrase!

We simply try to explain to every busy, worried homemaker what "good" flour really is, and what it isn't, what good bread means, what pastries can be at their best.

So that when she wants such results and wants them in the "wuss way," she will think of FIVE ROSES and get them every time.

We try to keep the meaning of FIVE ROSES before the kitchen manager, not the name itself, which really means nothing when separated from the flour qualities it stands for.

FIVE ROSES is nothing but a combination of excellencies, and you must tell about these excellencies to excite desire in the buyer.

Not the pretty pictures we can buy, Brother Grocer, but what good flour we can make for YOU to sell, that's all our advertising is.

Just as we would speak to her over your counter with a sale of FIVE ROSES at hand.

Did you ever consider that flour is everything in the kitchen? Have you ever seen the look on a woman's face when taking a baking failure from the oven the day "hubby's" folks were coming to dinner?

I have, Brother Grocer.

That's why we tell her how to prevent accidents, soul-vexing mistakes.

That's why the FIVE ROSES "copy" is longer than usual, longer than the copy written by those who don't see it the way we do.

Don't YOU think we are right, Brother Grocer?

Don't you want to add such selling advertising to YOUR selling force?

Then sell FIVE ROSES, too.

-E.M.E.

LATEST TRADE NEWS.

Changes That Have Occurred in Canada Recently—Some Assignments Made.

Ontario.

A. T. Campbell, grocer, Toronto has sold to O. T. Schaak.

Hebron Davidson, general merchant, Manotick, is selling out.

J. A. Robinson, grocer, Bobcaygeon, Ont., is giving up business.

F. H. Bible, grocer, Toronto, sustained small damage by fire recently.

Walter Bros., grocers and dry goods merchants, Listowel, Ont., have assigned.

Quebec.

Adolphe Paquette, grocer, Montreal, is offering a compromise.

L. O. Aubut general merchant, Bic, Que., offers to compromise.

Edmond Angers, general merchant, St. Leonard, Que., has assigned.

J. E. Brousseau, general merchant, Magenta, Que., has assigned.

Moquin & Frere, general merchants, Clarenceville, Que., have dissolved.

Assets of J. A. Bernier, grocer, Point de Maskinonge, Que., are to be sold.

G. Brousseau general merchant, Quebec, sustained loss by fire recently.

Winding up order has been made on the Star Biscuit, Ltd., Valleyfield, Que.

J. F. Varin & Co., grocers and butchers, Tetreaultville, Que., are registered.

A winding up order has been made on Dignard, Ltd., biscuit manufacturers, Montreal.

Chas. Crepeau, general merchant, Notre Dame de Mercie, Que., is offering a compromise.

Assets of Grace D. Brassard, general merchant, Murray Bay, Que., are to be sold on 24th inst.

Western Canada.

Burns Bros., general merchants, Cranbrook, B.C., are succeeded by McCreary Bros.

New Companies.

A company has been formed in Brockville, Ont., and given an Ontario charter to acquire the business of The John Bull Candy Co., and to manufacture and deal in toffee and kindred products.

The "Gloy" Adhesives, Ltd., is a new company with an Ontario charter to manufacture soaps, gums, glue, etc. The head office will be in Toronto, the provisional directors being R. W. Hart, O. H. King, and Geo. Ballard.

FOUND HIS PROPER LEVEL.

Climbed to Presidency of House — A Grocery Trade Romance.

About thirty-seven years ago a tall, sinewy youth entered Francis H. Leggett's office and told him he wanted to enter his employ.

"Sit down," said Mr. Leggett, bluntly. "What can you do?"

"Well, I can tackle almost anything."

"But can't you do some one thing in particular; can't you keep books?"

"I can't say that I can keep books, but I will keep books, if you want to put me at it. All I desire is to get in! I'll find my proper level afterwards."

He went to work. He worked! Then he worked more! He never ceased working! Up he went, and before he knew it, he was handling Mr. Leggett's money behind a sign that read, "Cashier."

And it was not very long before he became the head of a department. The youth was growing, and his growth was the work which work wrought. He became vice-president. And it is evident that even then, when most men think, "It is about time now for me to take my ease and loll a while," he thought otherwise.

So, at a special meeting of the board of directors of Francis H. Leggett & Co., New York, held recently that boy of thirty-seven years ago, who knew how to stick to one thing until that thing was done, was unanimously elected president of the company in which he entered with no other thought than that of finding his level, plus the determination to succeed. He was John C. Juhring.

Geo. Bates, of Seaforth, Ont., has purchased the Broadway Grocery in Mitchell from W. M. Hord.

PAPER JUST FINE.

The Canadian Grocer.
Dear Sirs,—Excuse the delay in sending cash: your paper is just fine.
E. WHATLEY.
Room 9, Betts Bldg., Portage Ave.,
Winnipeg, Man.

Tell Your Customers That:

SHAM ROCK
BIG PLUG
SMOKING TOBACCO

When out never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

A perfect article. Sell it Insist upon having McDougall's.

D. McDOUGALL & CO., Glasgow, Scot.

SPHAQUE

CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper
For 25 years the Standard
In quality
All others are imitations

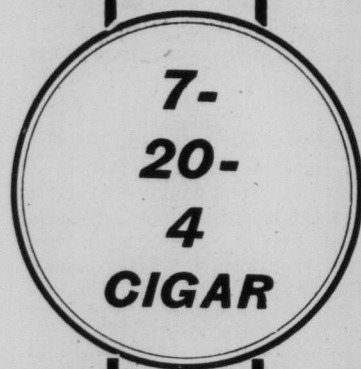
Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade





Do you realise

that it's easy for you to run a Tobacco Department in your store, and it's a sure thing that your profit will be all right if you feature the

7-20-4 CIGAR

It is a high-class, popular smoke which never fails to please. Write for prices.

Sherbrooke Cigar Co., - Sherbrooke, Que.

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.

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

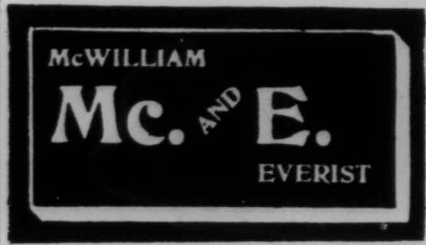
Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.

Florida Tomatoes Florida Cabbage

Our first car of each has arrived. Quality is all that can be wished. Send in your orders. Have also

Strawberries, New Beets, New Carrots, Head Lettuce, Wax Beans and full line Oranges, Lemons, Nuts, Figs, Dates, etc.



25-27 CHURCH ST. - TORONTO

Always

Take
time
to
think

Don't be misled by any wild, breezy, February-March assertions. They usually amount to about as much as the goods they refer to.

MORAL

In Lemons pin your colors to the old reliable St. Nicholas and Home Guard. They'll make you money.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Expensive Southern Vegetables Selling Well

High Prices Not Standing in Way of Consumer—Carload Florida Tomatoes in this Week—Oranges in Great Demand—Potatoes a Little Firmer—Fresh Fish on the Market.

MONTREAL.

Green Fruits—During the week there has been a fair trade done in oranges and lemons, but aside from this there has been little activity in fruits of late. Favorable shipping weather did not increase sales appreciably. Monday's snowstorm put a further damper on the situation.

Apples—	Kumquats, qt.	0 20
Baldwins, bbl.	Lemons—	
Greenings, bbl.	Sicily bitters, box 1 75	2 25
Russets,	Limes, per box.	1 50
Kings, No. 1.	Oranges—	
Spies, per bbl.	Floridas 3 00	
Tallman Sweets.	California navels 2 75	3 00
Bananas crated,	Porto Ricos 2 50	
bunch 1 50	Mexicans 2 25	
Cranberries, bbl. 6 00	Messina bitters,	2 25
per bushel box.	box 3 00	
1 50	Jamaicas, bbl.	4 10
Cocoanuts, bags.	Pineapples—	
4 25	Floridas, case.	3 75
Grape fruit—	Florida, qt.	0 30
Florida, box.	Strawberries—	
5 00	Florida, qt.	0 30
Grapes, Almeria,	Tangerines, strap	5 75
per keg 5 00		

Vegetables—Potatoes are firmer this week, supplies which glutted the market a week ago having been fairly well cleaned up. Quotations at present range from 60c to 70c a bag, which is 5c higher than the best price obtainable a week ago. Demand is fairly brisk now that purchasers do not fear a sudden slump. Turnips are firmer, too, though transactions have not been numerous. Florida celery is easier this week by 25c, while mushrooms are selling at lower figures, too. Some firmness is displayed in red onions, which are 10c higher. Cucumbers are not coming in as freely as might be desired, and are worth more money. Tomatoes are still arriving from Florida, and prices are elastic. Business is satisfactory, on the whole.

Beets, bag.	0 40	0 50	Spanish, cases	
Brussels sprouts,			150 lbs.	3 00
per qt.	0 23		Spanish, 1/2 cases 1 50	1 75
Carrots, bag.	0 40	0 50	Potatoes—	
Cabbage, bbl.	1 00	1 25	Montreal, bag.	0 60
Celery—			Sweet, per bbl.	2 50
Canadian, doz.	0 75	0 90	per basket.	1 50
California, crate.	5 50		Parsley, dozen.	0 30
Florida, crate.	3 00	3 25	Parsnips, bag.	0 75
Cauliflowers, cr'te 2 75	3 00		Radishes, dozen	
Cucumbers, doz.	2 50		bunches.	0 40
Garlic, per lb.	0 15		Rhubarb, doz.	1 25
Green Peppers,			Spinach, bbl.	4 00
basket.	0 85		Tomatoes—	
Lettuce—			Floridas, crate.	4 00
Montreal, box.	0 80	0 75	Cubans, crate.	2 25
Imported, box.	1 75	2 00	Turnips, bag.	0 50
Mushrooms, lb.	0 50	0 75	Quebec,	
Onions—			per ton.	12 00
Red, per bag.	1 00			14 00

Fish—Several lines of fresh fish are quoted this week, including dore, pike, perch and mullets, all locally caught, and mostly coming in by express. Dealers report strong and steady demand, especially from the Hebrew trade, in view of the approaching Jewish holidays, around Easter time. Stock which has come in so far has been satisfactory. Fillets are in better supply than they have been for some time, but prices are well maintained owing to continued demand. Finnan haddies, cured from fresh fish, are arriving, and selling freely, trade in the frozen article dropping off in consequence. Fresh cured kippered herring and bloaters, are also freely sold. In salted and pickled fish there is consider-

able activity in imported Holland and Scotch herring, consumed largely by the Jewish trade. The cold spell early in the week made better business. The coming of Good Friday next week will undoubtedly cause an increased demand for fish during the week.

FRESH

Dore.	0 15	Mullets.	0 07
Pike.	0 08	Haddock.	0 06
Perch.	0 07	Halibut.	0 15
Steak cod.	0 07		

FROZEN

Codfish.	0 04	0 04	Large sea herring, 100	1 40
Dore, winter caught,			Tomcods, per brl.	1 00
per lb.	0 08		Steak cod, lb.	0 04
Haddock.	0 05		Salmon, B.C., red,	
Halibut, per lb.	0 10		Gaspesalmon.	0 18
Herring, per 100. 1 70	1 50		per lb.	0 08
Market cod.	0 04		Smelts, 10 lb. boxes.	0 09
Steak cod.	0 05		Tom cods, bbl.	0 75
Mackerel.	0 09		Whitefish, large,	
Pike.	0 06		lb.	0 09

SALTED AND PICKLED

Green cod, lb.	0 02	0 03	Salmon, B.C., 1/2 bbls.	8 00
Labrador herring, bbl	5 00		" " bbls.	14 00
" " bbl.	2 85		" " Labrador, bbl	18 00
Labrador sea trout,			" " " bbls	9 00
bbl.	11 00		" " " trca.	
Labrador sea trout,			300 lb.	26 00
half bbls.	6 00		Salt eels, per lb.	0 07
No. 1 mackerel, pall.	2 00		Salt sardines, 20 lb. pis	1 00
" " bbls.	8 00		Scotch herring, bbl.	5 50
No. 1 pollock, lb.	0 02			

SMOKED

Bloaters, large, per box.	1 00
Fillets, lb.	0 12
Haddies.	0 10
Herring, new smoked, per box.	0 13
Kippered herring, per box.	1 00

SHELL FISH

Lobsters, live, per lb.	0 18
Oysters, choice, bulk, Imp. gal.	1 30
" " " " standards, per Imp. gal.	1 75
" " " " select, per Imp. gal.	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box.	1 80
Skinless cod, 100 lb. case.	5 50

TORONTO.

Green Fruits—The apple market is still unsatisfactory. The demand is light. This is supposed to be owing to the supply the retail stores receive direct from the farmers. It seems rather strange and yet quite in line with the high cost of living craze that the wholesale houses are selling far more oranges than apples. The orange trade is enormous, and is constantly increasing. The frosted fruit is off the market, and the quality is now excellent. California navels, Floridas and Jamaicas are all in good demand. Grape fruit is another great seller and is more fashionable than apples. Strawberries are arriving in good condition and find ready sale at 60 to 65c a box.

Apples.	1 00	4 00	Oranges—	
Bananas.	1 75	2 00	California navels 3 00	3 25
Cranberries, bbl 6 25	6 50		Floridas 2 50	2 75
Cocoanut, sack.	4 00		Mexican 2 00	2 25
Grapes, Almeria			Valencia 3 50	4 00
per keg.	6 00	6 50	Jamaica, barrel.	4 25
Grape Fruit—			Marmalade, Sev-	
Cuban.	2 25	2 50	ille, per chest.	4 50
Florida.	4 00	4 25	Sicily bitter, box.	2 50
Lemons—			Pineapples, case 4 50	5 00
Sicily.	2 25	2 75	Strawberries, qt. 0 50	0 60

Vegetables—All kinds of fresh vegetables are in abundance, and the turn over is large. High prices do not seem to stand in the way. In spite of our excellent quality of potatoes, cabbage, beets, etc., large quantities of new potatoes, new cabbage, new beets are com-

ing in from much high tomatoes a to be in s celery is a great dem both reach Prices of gradually spring. T lower pric our cheap we are st eastern pi them. Th because th and in th learn a l celery is o

Asparagus bunch. Beets, bag. Beets, new, do Beans, green i qt. boxes. Cauliflower, c Cabbage, Can dian, dozen. Cabbage, Can per barrel. Carrots, bag. Carrots, new, Celery, Can dian, dozen. Celery, Florid Cucumbers, do Lettuce, hamp Mushrooms, lb Onions— Canadian, bag

Fish—I proved th is quite continue Lent. So fresh cau still scare

Goldeyes. Herring, Lake Pickrel, blue Pickrel, yellow

Steak Cod. Halibut. Haddock. Herring, per l Mackerel, sea

SMOKEE Acadia, per c table Bloaters, per Codfish, shred "Bluer Cod steak, per Cod, Imperial Ciscoes, per ba

Oysters, stand gal.



ing in from the south and are selling at much higher prices. A car of Florida tomatoes arrived this week and is said to be in splendid condition. Florida celery is another article that meets with great demand, and so is cabbage, which both reach the city regularly in car lots. Prices of vegetables are high but will gradually get cheaper as we approach spring. The potato market is weak and lower prices will be accepted. With all our cheap potatoes and excellent qualities we are still importing some from the eastern provinces, and pay more for them. The reason they find sale here is because they are more of the same size, and in this respect our farmers might learn a lesson from them. California celery is off the market.

Asparagus, bunch.....	0 40	Valencias, new, crate.....	3 00 3 25
Beets, bag.....	0 90	Spanish.....	2 50 2 75
Beets, new, doz.....	1 00	Green, per doz.....	0 50 0 60
Beans, green in qt. boxes.....	0 25	Spanish, 1 cases.....	1 50
Caiflower, doz.....	2 25	Paranips, bag.....	0 85 0 90
Cabbage, Canadian, dozen.....	0 35 0 40	Potatoes—Canadian, bag.....	0 55 0 60
Cabbage, Can., per barrel.....	1 50	Bermuda, new, per barrel.....	8 00
Carrots, bag.....	0 65 0 75	Sweet, hamper.....	1 25 1 50
Carrots, new, dz.....	1 25	barrel.....	3 50
Celery, Canadian, dozen.....	0 30 0 35	Parsley, per doz bunches.....	0 70
Celery, Florida 3 00	3 25	Radishes, doz.....	0 35 0 40
Cucumbers, doz.....	2 50	Rhubarb, doz.....	1 00
Lettuce, hamper.....	2 50	Spinach, hamper.....	1 10
Lettuce, per doz.....	0 30	Tomatoes, hot house, lb.....	0 25
Mushrooms, lb.....	0 90	Tomatoes, case of 6 baskets.....	4 00 4 50
Onions—Canadian, bag.....	1 00 1 25	Turnips, bag.....	0 40

Fish—The cooler weather has improved the fish trade, and the demand is quite active. It is expected it will continue so during the remainder of Lent. Some lines are scarce, especially fresh caught fish. Finnan haddie are still scarce and 1c higher.

LAKE FISH (FROZEN)	
Goldeyes.....	0 06
Herring, Lake Superior	0 04
Pickarel, blue.....	0 05½
Pickarel yellow.....	0 09
Pike.....	0 06
Trout.....	0 10
Whitefish.....	0 11
OCEAN FISH (FROZEN)	
Steak Cod.....	0 07
Halibut.....	0 12
Haddock.....	0 06½
Herring, per 100.....	1 75
Mackerel, each.....	0 20
Salmon, pink, per lb.....	0 09
red.....	0 10
sea dressed.....	0 13
Smelts, No. 1.....	0 11
extra.....	0 15
SMOKED, BONELESS AND PICKLED FISH.	
Acadia, per crate.....	2 40
tablets, box.....	1 60
Bloaters, per basket.....	1 10
Codfish, shredded, box	1 80
Bluenose, ".....	1 40
Cod steak, per lb.....	0 07
Cod, Imperial, per lb.....	0 05
Ciscoes, per basket.....	1 25
Fillets, per lb.....	0 14
Haddie, Finnan.....	0 10
Herrings, Digby, bundle	0 60
Herrings, Imported	
Loch Fyne, per kit.....	1 10
Kippers, per box.....	1 25
Quail on toast, per lb.....	0 05½
BULK OYSTERS.	
Oysters, standards, per gal.....	1 65
Oysters, selects, per gal	1 85
Oysters, extra selects.....	2 00

Fish for Good Friday

Every Variety of Best Quality at Cut Prices.

Fruits for Easter

Bananas, Pineapples, Tomatoes, Strawberries, New Cabbage, Celery, Lettuce, Rhubarb, Cucumbers, Oranges, Grape Fruit, etc.

PROMPT SERVICE.

BEST GOODS.

WHITE & CO., Ltd.
Toronto and Hamilton

Fresh Arrivals

THIS WEEK

Car BANANAS—Fancy Fruit

Car CALIFORNIA NAVELS

Extra Fancy Heavy Juicy Fruit.

"GOLDEN ORANGE" Brand.

Car DOMESTIC CABBAGE

FINE SOLID HEADS

Fancy Ripe Pineapples.

Extra Fancy Florida Celery

PRICE AND QUALITY ALWAYS RIGHT

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



Half a Century

and more FOLLINA BROS., or their father, have been engaged in the packing of Lemons. The gradual and steady increase in their business is attributed to the general satisfaction their pack has given. We try to please every customer, and you know how gratifying it is to hear your own customers say, "I would like some the same as the last you sent me." If any box of lemons of our brand you buy from the wholesale turns out unsatisfactory on account of faulty packing, we would like to know it. Advise us. Remember the brand to ask for. It is easy to remember

"BUSTER BROWN" Extra Fancy Sicily Lemons.

Follina Bros., Packers
Palmero and Messina, Sicily.

W. B. STRINGER
Canadian Agent, Toronto.

Determining the Value of the Retail Salesman

On what He Should be Judged—More to Learn Than Prices and How to Wrap up Groceries—What a Study of a Customer's Tastes Means in Holding Trade.

By F. W. Ross.

That there is a difference in the value of clerks is admitted by everybody, but if their earning powers and real value as salesmen are considered, and fully understood, the difference in their wages should be much greater.

Two men may work side by side, apparently of equal ability and who are drawing the same salary and yet one may be worth much more than the other. The difference in their services may not even be observed by the employer and yet there is a vast difference. Even if they should get the same amount of money in the till every day, that does not prove that they are of equal value.

If there is, therefore, a difference in the value of two good men, what is the difference between a good man and a poor man? If a young man has reached a point in his occupation where he no longer finds room for improvement, he will soon find that others have passed him and that he is a back number. The keen race through progressive methods is continually going on, and the moment one does not keep up the pace, he will fall behind. If then, the best retail salesmen have to struggle to keep at the

head of the race, what about those who have never entered the race, who are mere counterfeits, as clerks, who have never learned enough about the grocery business to see any interest in it and who never think it worth while to read anything in connection with the business—in short, who do not know that there is anything to learn except the selling prices of goods, how to wrap them up, and make the change.

Must Have Judgment.

The most competent salesmen know that the greatest skill and knowledge is required to please and satisfy the customer, not merely while she is in the store, but the sales must be judiciously made, so that the customer will not regret when she gets home that she has been influenced to buy things she did not ask for. The customer should be made to feel that through the help of the grocer and his salesmen she just got what she wanted.

To assist people on the part of the grocer to buy to the very best advantage is one of the great secrets in the success of a salesman. It used to be

said that anybody can sell things which people want, but it takes a good salesman to sell things they do not want. This is entirely wrong. It is better to hold a customer than to make a smart sale with a few cents profit and lose a customer who may be worth a good deal of money in a year. To learn this part of the clerk's duties is of the highest importance and requires the greatest perseverance and careful study.

To hold trade is the secret of success, and to do this one must have his heart as well as his mind in his work. This is by no means slavery, but here is the point where the work becomes interesting and enjoyable. No one has ever held trade on cut rate prices, but a well-trained clerk can not only hold trade, but he is constantly gaining new customers without cutting prices through his knowledge of true and right methods of doing business.

The value therefore of a good salesman cannot well be exactly estimated, but it is clear that there is room for young men to learn more of their work and increase the value of their services. I am not comparing an ideal salesman now, with one who is a bill of expense to his employer through blundering and ignorance, but with what is considered a good clerk, and yet I will show that there is a great difference between them.

Some save a great deal in taking care of the stock, in being more accurate in weighing, more careful in making change, etc., but I will at present con-



"SUNKIST"



SEEDLESS

NAVEL

CALIFORNIA ORANGES

ARE NOW AT THEIR BEST

☞ "Sunkist" Oranges and Lemons build up your fruit trade.

☞ Our advertising campaign will help you.

CALIFORNIA FRUIT GROWERS' EXCHANGE

Distributing Points: TORONTO WINNIPEG MONTREAL CALGARY

GOOD FRIDAY FISH SUGGESTIONS

Your customers will want fish next week. Here are a few good sellers with which we can supply you:

Salmon
Halibut
Pickarel
Whitefish

Cod
Haddock
Pike
Smelts

Haddies
Kippers
Bloaters
Smoked Herring

Large Frozen Sea Herrings

We also have in stock all kinds salted and prepared fish

Orders by mail, telephone or telegraph filled same day as accepted.

Fresh fish every day in the year—Weekly price list mailed to all customers—Ask for it

LARGEST FISH AND OYSTER WAREHOUSE IN CANADA

BRANCHES:

Montreal
St. John
Grand River
Gaspé

P. O. Box 639

4 Long
Distance
Telephones

LEONARD BROS.

20 to 26 Youville Square (Near Customs House) Montreal



Especial Emphasis

should be laid on the fact that

BRUNSWICK BRAND SEA FOODS

are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality!

In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish—a great selling point!

See that you have a full range on your shelves.

CONNORS BROS., LIMITED

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

sider only the difference in clerks in holding and gaining trade.

A clerk may wait on a customer with all the qualities that make up an ordinary good salesman, and yet lack the judgment and knowledge which are necessary to permanently hold trade. The trick is not so much in making a favorable impression during the few minutes the customer is in the store, as to sell her the goods that will make a favorable impression during all the time she is using them. She will soon forget what you may have said to her, or even if you tried to please her by making a reduction in the price, but she will now judge her purchases entirely from the value and satisfaction she gets out of them.

To please the customer in the store so that she stays pleased during the week is the acme of good salesmanship, and a clerk who reaches this state of perfection is the one who is entitled to an advance in his salary.

Study Customer's Desires.

How to do this can be better done than described, but a good salesman must become familiar, as far as possible with the customer's circumstances, her ideas of economy, and then sell her the goods that will give her better satisfaction than if she had selected them herself. This can be done, and she will soon learn that your advice was in her interests and she will gain confidence and be a permanent customer. She will not only stay, but she will influence her friends, often unconsciously, to deal in the same store. What does this mean to the employer? In a business with 300 or 400 customers, if a grocer is able to hold 10 who would have been lost with poor salesmanship, and through them gain 10 new customers during a year, it means a profit of probably a thousand dollars.

This is gained through the superior knowledge of the clerk as a result of constant study and close application to business. There is no limit to the possible attainments of the salesman, and the more he learns the better will he enjoy his work.

WHERE NO FUNDS EXIST.

The directors of the Merchants' Association of New York City recently adopted a resolution as follows:

"Resolved, that the board of directors of the Merchants' Association of New York approves the law proposed by the American Bankers' Association to punish the giving of cheques or drafts on any bank or other depository wherein the person so giving such cheque or draft shall not have sufficient funds or a credit for the payment of the same."

"Provided, however, that the penalties prescribed in the act be reduced to five hundred dollars or imprisonment of one year, or both."

Another resolution adopted by the same board follows: "Resolved, that the board of directors of the Merchants' Association of New York approves the draft of law passed by the American

Bankers' Association 'to punish the making or use of false statements to obtain property or credit,' to be enacted in all states where this matter is not already covered by statute or by judicial decisions."

CATALOGUES AND BOOKLETS.

A neat series of blotters has been issued by the Blue Ribbon Tea Co., each blotter containing some strong hints on the advisability of consumers using a better quality tea, from a health, economy and general satisfaction standpoint. They are being distributed widely.


Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

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.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

EPICURE BRAND



Lobsters

If you would sell Lobsters that are the choicest, the whole meat, claws and tails—order **Epicure Brand.**

Packed right by the fishing grounds and sold with a guarantee of excellence.

Order at once, as there may be a shortage.

C. H. MITTON,
Port Elgin, N.B.
BROKER AGENTS WANTED



**Our Vegetable Display Stand
Will Increase Your Profits**

on vegetables, green truck, etc., by keeping them in better condition and increase your sales because it displays them so appetizingly. Grocers and Market men everywhere write us for price and particulars. State whether you have a city water supply.

GALESBURG CORNICE WORKS
93 Cox Street, Galesburg, Illinois

GOOD FRIDAY

THIS is the biggest fish day of the year. Everybody eats fish. Don't be short of fish on this day. We have made big preparations and expect the biggest trade that we have ever had. Get our prices and be properly posted on the situation. : : : : : :

OUR LINE INCLUDES

White Fish	Trout	Halibut
Sea Salmons	Pickeral	
Herrings	Goldeyes	Smelts
Haddock	Cod	
Dry Cods	Kippers	Bloaters
Finnan Haddie	Digbys	

ORDER EARLY

Remember that there will be a big rush, and we want your co-operation in order to please everybody.

The F. T. JAMES CO., Limited
Church and Colborne Sts. : TORONTO

Objections in West Indies to Preference to Canada

Many Afraid it Would Offend United States Shippers—Delay of Canadian Goods Going to the Islands and Why it Occurs—Difference Between U. S. and Canadian Methods—System of Collecting Not Approved of.

By D. Williams, now in the Indies, and written especially for The Canadian Grocer.

A great deal of interest is at present being taken in the West Indies Islands in the question of closer trade relations with Canada. The visit of the Royal Commission to the different islands, collecting and hearing evidence upon the subject, has brought it prominently to the front, and it is being discussed freely in the different Chambers of Commerce, by the press, in private conversation upon the street, and elsewhere. The opinions one hears and reads upon the subject are varied according to the viewpoint of the speaker or writer, or to the probable effect any change of policy on the part of the islands may have upon his individual business.

Whether the present enquiry will result in anything definite being done in the near future seems doubtful; but whatever its outcome may be, it will have the effect of making the people of Canada and those of the West Indies much better acquainted with each other than they have previously been.

There is throughout the islands an almost universal feeling of great friendliness to Canada and a strong desire for closer relationships.

The greatest difficulty in the way of consenting to a preference to Canada is the fear of offending the United States, and thereby imperilling the market that now exists for West Indian products in that country. This feeling has, no doubt, been fostered by the agents of U. S. houses doing business in the islands, and is being worked for all it is worth to deter any move in that direction, because a substantial preference in favor of Canadian foods would sooner or later destroy the U. S. trade in several lines.

One of the lines that a preference to Canadian trade would materially benefit is flour. It is well known that the West India Islands do not grow wheat, so that all their flour has to be imported. In the Barbadoes, where there is a population of two hundred thousand people, the duty upon imported flour is one dollar per barrel, and in Trinidad, 80c per barrel, so that the effect of a substantial preference can readily be seen.

Slow in Filling Orders.

Apart from the fear of retaliation by the United States in case of a Canadian preference, there are some other objections to it by West Indian merchants, that would be well for Canadian millers and shippers of flour to seriously consider. One of these is the complaint

that Canadians are not prompt in filling orders.

Several large flour handlers put it this way. They say: "Our climate being warm we cannot carry large stocks on account of the tendency to spoil quickly. A result of this is we are sometimes caught short when it is necessary to have prompt and immediate delivery..

"Now, if we cable to New York for say 500 barrels of flour, we can depend almost to a certainty that it will be shipped next boat, and as the steamboat service from there is more frequent and much faster than from St. John or Halifax, we get the flour in ten or twelve days after cabling."

A factor that enables New York commission houses to fill orders so promptly is the holding of large stocks of flour of almost every brand ready for immediate shipment. West Indian merchants say: "If we sent a similar order to Halifax or St. John, we could not depend on anything like such prompt service."

This is owing to several reasons. One of these is, there are no large commission houses handling every brand the same as in New York, and no large stocks are held at seaboard, enabling prompt shipment, but the order must be forwarded to the mill or office of the firm handling the respective brand. Another cause of delay is the infrequency of the steamboat service—every twelve days—while there are boats from New York every two or three days, and much faster than the Canadian steamers.

Too Much Substitution.

Another complaint frequently heard is that Canadian flour is not always up to standard and that there is too much substituting of similar brands, when the shipper does not have on hand the one ordered, while still another is, United States shippers study West Indian conditions more than Canadians and give them what they want and not what the shipper thinks they should have or what he has on hand. It should be borne in mind by all Canadian exporters to these islands that the merchants are largely English in their make-up, and consequently somewhat conservative in their ideas. A result of this is they want what they want, and naturally so, and not something else.

One merchant put it this way: "The Canadian too frequently give us what they have, while the English shipper usually gives us what we order."

One practice of Canadian shippers

which is particularly annoying to West India merchants is that of drawing upon them with bill of lading attached. As the flour comes by the Canadian route, which takes twelve or fourteen days at best, and the draft usually by New York in eight days, the consequence is the latter often arrives before the shipment, and the merchant is under the necessity of either accepting the draft or allowing it to be returned. Either of these alternatives is very unpleasant to a reputable house.

If the Canadian shipper would take the trouble to enquire into the commercial standing of many of the West India houses, they would find their credit rating excellent, consequently could treat them as New York commission houses do—await remittance, which would be promptly sent forward. Of course, there is liability to get up against unreliable dealers, but this can be guarded against by the study of conditions and careful enquiry.

There appears to be little complaint of the general quality of Canadian flour, while the objections enumerated could be eliminated.

Complaints About Boat Service.

There is much complaint about the efficiency of the Canadian steam service, and it certainly is not all that could be desired. However, those complaining do not always give due consideration to all the circumstances. It should be remembered that a boat from Halifax or St. John must make a number of calls among the islands on the way down, where there is frequently more or less unavoidable delay in discharging the cargo. Few of the ports-of-call have docks, so that steamers are compelled to anchor some distance out, and land their freight, often in row barges, frequently of small size.

On our way down on the "Aurora" we called at Monserett to leave several tons of cargo. It was about ten p.m. when the boat cast anchor. Soon after four or five small boats came out to take the freight ashore, and brought over a number of men to help unload. Many of these were inefficient and the result was, the little freight that should have been taken off in a couple of hours, took nearly all night.

Among the cargo was a few thousand feet of lumber. For this the captain was unable to get a boat to take off at all, so was compelled to build it into a raft and float it ashore as best he could, towed behind the row boats that were unloading the balance of the cargo.

These are difficulties that time and improvement of harbors will no doubt remedy, but at present they exist.

There are a number of other articles, such as lumber, hay, fish, butter, cheese, etc., exported by Canada to the West Indies, nearly all of which could be materially improved by a careful study of conditions.

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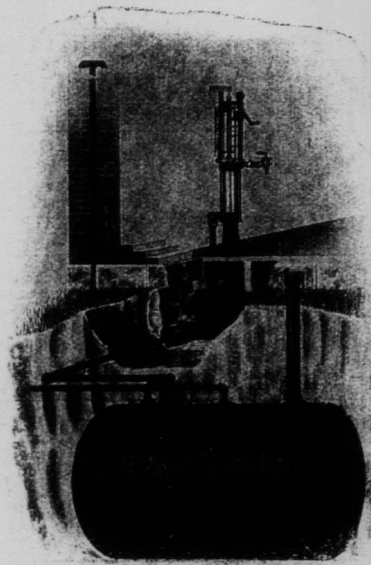
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4 dozen	10c.	\$0 85
3 dozen	6-oz.	1 75
1 dozen	12-oz.	3 50
1 dozen	12-oz.	3 40
1 dozen	2 1/2-lb.	10 50
1 dozen	5-lb.	19 10

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4 " "	6 " "	1 00
4 " "	8 " "	1 30
4 " "	12 " "	1 80
2 " "	12 " "	1 85
4 " "	16 " "	2 25
2 " "	16 " "	2 30
1 " "	2 1/2-lb.	5 00
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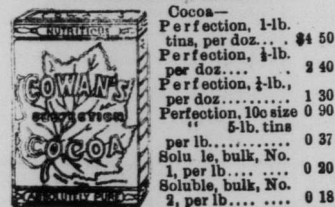
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Perfection, 1-lb. tins, per doz.	\$4 50
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special quotations or Cocoa in bbls. kegs, etc.

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Plain Rock, 2 1/2 & 1/2 cakes, 12-lb. box	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
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Queen's Dessert, 1/2 & 1/4, 12-lb. boxes, per lb.	0 40
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" 8's, " " " "	0 25
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Chocolate, white, pink, lemon, orange, almond, maple and coconut cream, in 1/2-lb. pkgs., 2-doz. in box, per dozen	0 90
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Confections—Per lb.

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Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, " "	0 25
Nonpareil wafers, No. 1, " "	0 30
Nonpareil wafers, No. 2, " "	0 25
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Mott's Breakfast Cocoa

Elite, 10c size (for cooking), doz.	0 90
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Premium No. 1 chocolate, 1/2 and 1-lb. cakes	\$0 35
Breakfast cocoa, 1-5 lb. & 1 & 5-lb. tins	0 41
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Vanilla Sweet chocolate, 1-4-lb. cakes 6-lb. tins	0 44
Soluble cocoas (hot or cold soda) 1-lb. tins	0 38
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Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.	Per lb.
1-lb. packages	0 26
2-lb. packages	0 27
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2 and 1/2 lb. packages, assorted.	0 27 1/2
1 lb. packages, assorted, in 5 lb. boxes.	0 28
1 lb. packages, assorted, in 5 lb. boxes.	0 29
1 lb. packages, assorted, 5, 10, 15 lb. cas.	0 30
Bulk—	
In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails. Tins. Bbls.
White moss, fine strip	0 12 0 21 0 17
Best Shredded	0 15 0 1 0 1
Special Shred	0 17 0 1 0 1
Ribbon	0 17 0 1 0 1
Macaroon	0 17 0 1 0 1
Desiccated	0 16 0 0 0
White Moss in 5 and 10 lb. square tins, 2lc.	

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Featherstrip, pails	0 16
Shredded	0 15
In packages 5-oz. & 10-oz., 5-oz., 1b.	0 28

Condensed Milk
BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk	\$6 00 1 50
Gold Seal Condensed Milk	4 25 1 10
Challenge Condensed Milk	4 00 1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00 0 50
Peerless Brand Evaporated Cream family size	3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80 1 20
Peerless Brand Evaporated Cream hotel size	3 70 1 85



TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	\$4 00
Reindeer brand per case (4 doz.)	5 00



Coffees.
EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in damp proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Empress	0 23
Duchess	0 26
Ornamented Java and Mocha, whole	0 11
ground	0 17 1/2
Golden Rio	0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jar, ground	0 30
German Dandelion, 1 and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.



Cafe des Epiceurs—1-lb. fancy glass jars, per doz., \$2.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., \$4.

Presentation, with 3 tumblers, \$10 per doz.

THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	\$0 33
"Gilt Edge" in 1/2 lb. tins	0 33
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese—Imperial

Large size jars, per doz.	\$ 4 50
Small size jars, per doz.	3 40
Individual size jars, per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size	17 00
Small size	12 00

Roquefort—

Large size, doz.	3 40
Small size	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	3 35
Medium blocks, dozen	1 40



W.S.F. Ret. P.

Ground or bean	0 50
" " "	0 33
" " "	0 29
" " "	0 40
" " "	0 30
" " "	0 23
" " "	0 33

Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Confections
THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box	1 55
" " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 35
Maple Buds, 5-lb. boxes, lb.	0 36
Nut Milk Chocolate, 1/2-lb. cakes, 12-lb. box, lb.	0 36

These prices are f.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 " "
Large, cases 1 dozen	2 75 " "
Tumblers, cases 2 dozen	1 35 " "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co Ltd, Toronto. C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each (3)
500 books to 1000 books	each (3)

For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

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

Flavoring Extracts.
SHIRRIFF'S

1 oz. (all flavors), doz.	1 00
2 " " " "	1 75
3 " " " "	2 00
4 " " " "	2 25
5 " " " "	2 50
6 " " " "	2 75
7 " " " "	3 00
8 " " " "	3 25
9 " " " "	3 50
10 " " " "	3 75
11 " " " "	4 00
12 " " " "	4 25

Discounts on application.

CRESCENT MFG. CO.

2 oz. bottles (retail at 50c.)	4 25
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$30)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Truimilk, full cream, per case (4 doz), 1/2 lb. tins	4 80
Milkstock (cooking milk), per case (4 doz) 1/2 lb. tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Laframme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz.	\$2 20
--	--------

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07 1/2
5 and 7 lb. tin pails, 8 and 9 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06 1/2

SOUPS

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds, doz. \$1.20.	
Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz.	\$1.40
Tomato Ketchup—Bottles (10c size only) doz.	\$1.40
Talasco-Ketchup—Bottles (10c size only) doz.	\$1.40
Chili Sauce—Bottles (10c size only) doz.	\$1.40
Mustard (prepared)—With spoon (new doz.)	\$1.40; No. 80 jars, doz. \$1.40.

W. CLARK'S SPECIALTIES

S.S. Beef (Inglass Brand), 3 sizes—1s, \$1.5; 1s, \$2.25; 1s, \$3.35 dozen.	
Ox Tongue (Paragon), 4 sizes—1s, \$7.50; 2s, \$8.50; 2qs, \$9.50; 3s, \$12 doz.	
Stewed Ox Tail—1s, \$1.60 dozen.	
Stewed Kidney—1s, \$1.5; 2s, \$2.65 dozen.	
Minceed Collops—1s, \$1.40; 2s, \$2.50 dozen.	

A GROCER'S CO-OPERATION

RISING SUN
STOVE POLISH



SUN PASTE
STOVE POLISH

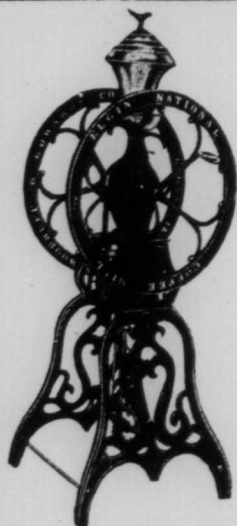
RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



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Berlin, - - Ontario



Five Essentials

Simplicity
Fast Grinding
Durability
Easy Adjustment
Finish

Elgin National Coffee Mills

(40 STYLES)

These are high-grade, attractive looking mills, at a

LOW COST

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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.

R. B. Wiseman & Co.

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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

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Best Incorrodible

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

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LONDON, E., ENG.**

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50-lb. wood pallets.
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Assorted

The GENUINE



Price—C
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800 cases or mo

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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
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- W. G. A. LAMBE & CO., Toronto
- H. D. MARSHALL, Ottawa
- ARTHUR P. TIPPET & CO., Montreal
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 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.

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 Hamilton and Winnipeg

OCEAN MILLS
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 Chinese starch, 48 lb., per case \$4.00;
 Ocean Baking Powder, 48 3-oz., \$1.10;
 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 blanchmange, 48 8-oz., \$4; Ocean boxes, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20;

Jam
 20-lb. wood pails, Per lb. 0 06
 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:
 more than 5 cases, \$4 00
 8 to 12 cases or more, 4 50

WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

List price.
 "Shirriff's" (all flavors), per doz.
 Discounts on application.

SHIRRIFF'S
 JELLY

Lard

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

 Tierces... 0 12
 4-bbls. 0 12
 Tubs, 60 lbs. 0 12
 20-lb. Pails, 2 63
 20-lb. tins.. 2 63
 Cases 3-lb.. 0 13
 " 5-lb.. 0 13
 " 10-lb.. 0 13

F.O.B. Montreal.

GUNNS
EASIFIRST
 LARD COMPOUND
 EXCELS
 ALL OTHERS

GUNNS
"EASIFIRST"
 LARD COMPOUND.

Tierces... 0 12
 Tubs... 0 12
 20-lb. pails 0 12
 20-lb. tins. 0 12
 10-lb. " 0 13
 5-lb. " 0 13
 3-lb. " 0 13
 1-lb. cartons 13

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 3 00
 Licorice lozenges, 1-lb. glass jars, 1 75
 " 20 5-lb. cans, 1 50

"Purity" licorice, 10 sticks, 1 45
 " 100 sticks, 0 73
 Dulc, large cent sticks, 100 in box,
 (ive 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

T. UPTON & CO.
 12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.40; 5 and 7 lb. tins and 7-lb. pails, per lb. 7c; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.

SHIRRIFF BRAND
 "Imperial Scotch"—
 1-lb. glass, doz. 1 55
 2-lb. " " 2 80
 4-lb. tins, " 4 65
 7-lb. " " 7 35
 "Sbradded"—
 1-lb. glass, doz. 1 90
 2-lb. " " " 2 10
 7-lb. tins, " " 8 35

SPRATT'S PACKET
BIRD SEEDS

SPRATT'S PRICE LIST
 Mixed Bird Seeds, 1-lb. pkts., 3 dozen cases per doz. \$0 95
 Parrot Food, 1-lb. pkts., 1 doz cartons 0 45
 Parrot Food, 2-lb. pkts 1 35
 Bird Cage Sand, about 1-lb. bags, 1 gross cases, per doz. 0 30
 Bird Cage Grit, about 1-lb. bags, 1 gross cases, per doz. 0 30
Mince Meat
 Wether's condensed, per gross, net. ... \$12 00
 per case of 3 dozen, net. 3 00

ST. CHARLES
 VAPORED CREAM

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, 4.35
 Good Luck, 4.40

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 35
 " 1-lb. tins, " " 1 45

IMPERIAL PREPARED MUSTARD
 Small, cases 4 dozen, 0 45 dozen
 Medium, cases 2 dozen, 0 30
 Large, cases 1 dozen, 1 35

Olive Oil
LAPORTE, MARTIN & CIE., LTD.
Minerva Brand—
 Minerva, qts. 12's \$ 5 75
 " pts. 24's 6 50
 " 1-pt. 24's 4 25

Sauces
PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 3 dozen cases, doz. 1 75

Soda
COO BRAND

 Case of 1-lb. containing 60 packages, per box, \$3 00
 Case of 1-lb. containing 120 pkgs. per box, \$3 00
 Case of 1-lb and 1-lb. containing 30 1-lb. and 60 1-lb. pkgs. per box \$3 00
 Case of 50. pkgs. containing 96 pkgs. per box, \$3.00

MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages, \$2 60
 No. 2, " 120 1-lb. " " " 2 60
 No. 3, " 30 1-lb. " " " 2 60
 " 60 1-lb. " " " 2 60
 No. 5 Magic soda—cases 100—10-oz. pkgs.
 1 case, 2 65
 5 cases, 2 55

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} **Dog Cakes**
 "FIBRINE"

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

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Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.
 Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, Ontario

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Crescent

Brand



SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED

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

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GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

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SALT:

FROZEN VEGETABLES:—To extract Frost from vegetables, prepare them for cooking and lay them in cold salted water all night, standing the vessel in which they are placed in a warm room. The vegetables must be quite covered with the water.

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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.

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and Canned Meats—Pork
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