

CANADIAN GROCER

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

Montreal: 781-782 Eastern Townships Bank Bldg.
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building
New York: 115 Broadway

VOL. XXV.

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No. 19

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of house-keepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**
Agents for the Dominion of Canada



"Crown Brand" CORN SYRUP



made an extensive increase last year. This increase was due to three causes:

- FIRST,** Extensive advertising—the bill-boards from coast to coast are telling the people about "Crown Brand."
- SECOND,** the quality of "Crown Brand"—the user who once tries it comes back for more.
- THIRD,** (and by no means least important) the grocer's margin of profit in "Crown Brand" is all it should be.

Your individual sales should have been more. Were they? Let people know you're selling "Crown Brand" Corn Syrup; GET YOUR SHARE.

THE EDWARDSBURG STARCH CO., Limited

Head Office, MONTREAL.

Factory, CARDINAL.

Branch, TORONTO

THE CANADIAN GROCER



SURPRISE
A PURE **SOAP.**
HARD

PURE means free from adulteration.

IT'S ALL SOAP

HARD means wearing or lasting qualities.

It costs less because it does more.

THE ST. CROIX SOAP MFG. CO.,
St. Stephen, N.B.

Doubt Is The Forerunner of Disaster!

A safe and known rule to follow in whist is also a safe rule to follow in business, namely, "When in doubt, play your trump card." If uncertain as to the degree of satisfaction your customer will derive from the use of some untried and unworthy brand of goods, play your safe trump card and give her the tried, tested and trusted article, for "Doubt is the Forerunner of Disaster." Each of the listed brands below is a safe trump card to play!

Cox's Gelatine

Do you suppose that your customers know that Cox's Gelatine contains no chemicals whatsoever—that no other Gelatine in the world has this sterling virtue of absolute purity?

"Griffin" Dried Fruits

Equal in tastefulness to the fresh fruit just as it comes from the Garden of Quality. Seventeen different kinds and each one is the choice of connoisseurs.

Codou's Macaroni

Stock it and you win permanent family trade because in delicacy and flavor; healthfulness and purity, it creates desire from each one of the household, from tot up to grandpa!

Coco Fruitine

Better than butter and more economical, yet tasteful, healthful and pure. The coming substitute for lard and oil in cooking. The concentrated essence of Coconut goodness.

"Griffin" Asparagus

Griffin & Skelley's greatest achievement perhaps. Their own private beds, and no others, supply the tender, delicate, toothsome stalks, unrivalled for their naturalness of flavor!

Arthur P. Tippet & Co., Agents

MONTREAL

TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

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

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

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

The Irish Grocer, Drug, Provision and General Trades' Journal.

10 Garfield Chambers, Belfast, Ireland.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.
Open for a few more first-class lines.

PHONE US FOR PRICES ON "MORRIS" LARD AND COMPOUNDS

Finest Quality in the World

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

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, 5th edition, and private.

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grains, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT

1 Car Tomatoes 3's

QUALITY GOODS, PRICES RIGHT.

Lind Brokerage Company
73 Front St. East - TORONTO

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

— WINNIPEG —

H. G. SPURGEON

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

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16, Morin Block
Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

— MOOSE JAW —

WHITLOCK & MARLATT

Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

CANNED GOODS—1911 PACK

It may seem early to be talking canned goods for delivery next Fall, but it is *not too early* to plan your order, if *you want the best goods packed* this season. We control the entire output of a brand new factory located in one of the most desirable growing sections of the country. We offer

“ANCHOR,” “FRANKFORD” & “PROSPERITY”

—BRANDS—

CANNED FRUITS AND VEGETABLES

Packed under the personal supervision of the most expert processor in the trade. This assures you a uniformity throughout the entire pack.

IT WILL PAY YOU TO PLACE YOUR ORDERS NOW

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

BORDEN'S EAGLE BRAND EVAPORATED MILK CONDENSED MILK PEERLESS BRAND



By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

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

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

THE CANADIAN GROCER

BY SPECIAL
APPOINTMENT



TO HIS MAJESTY
KING GEORGE V

ESTABLISHED 1817.

Macfarlane Lang & Co's Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

“Granola Digestive” (Regd.)

“Rich Tea” (Made in two shapes,
Round and Oval)

“Playmate” (Regd.)

“Large Water” (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT,

NEWTON A. HILL,

MASON & HICKEY,

THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.

325, Coristine Building, Montreal.

25, Front Street, Toronto

287, Stanley Street, Winnipeg.

"RED CROSS" BRAND

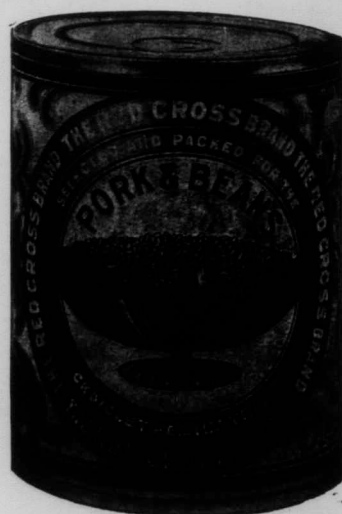
PLAIN BAKED BEANS, PORK AND BEANS

FEATURE
"RED CROSS" BEANS
FOR CAMP USE.



It is easiest and most satisfactory to sell goods with the reputation for highest quality, and consequently greatest perfection.

"RED CROSS" BRAND
PLAIN, CHILI SAUCE,
TOMATO SAUCE

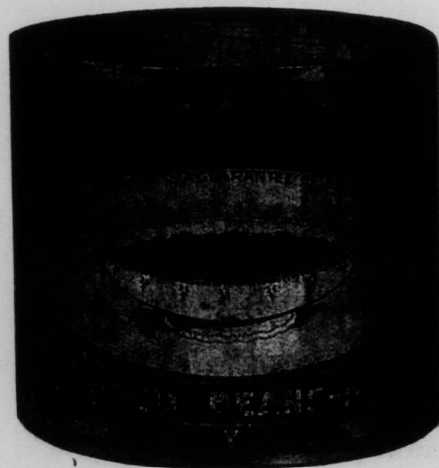


manufactured by the Dominion Canners Limited, are everywhere admitted to be first in quality, because of the greatest care taken in the selection of beans and spices. Long experience, perfect equipment and close observance of rigid sanitary conditions have all played a part in gaining the confidence and support of the best trade in Canada, which we now hold.

Display and push "Red Cross" Brand. It will pay Pays in first profit and in pleasing customers. Try it and prove it.

ALL
ORDERS
SHIPPED
PROMPTLY.

ORDER FROM
YOUR NEAREST
JOBBER.

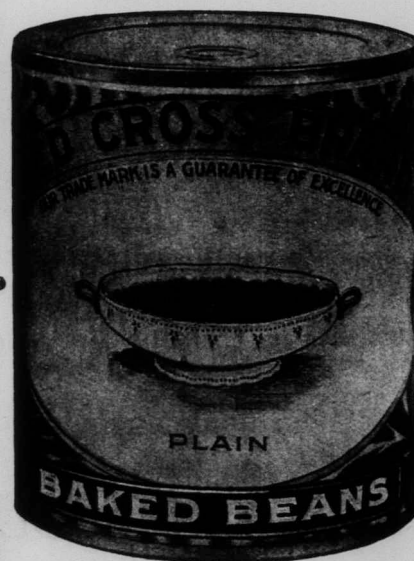


PRICES AND
FURTHER
INFORMATION
ON REQUEST.

DOMINION CANNERS

LIMITED

HAMILTON :: CANADA



Orsi's Concentrated Tomato Extract

SUN BRAND

Made from the ripe fruit grown on the richest farms of fertile Italy.

This delicious extract is prepared by a patent process and does not deteriorate, but always keeps fresh, retaining its flavor through any length of time.

Preferable to canned or fresh tomatoes, both for the flavor, which is peculiar to the Italian fruit, and for its great economical worth.

Sample tin sent on request 1 case of 100 18-oz. tins for \$18.00

AGENTS FOR CANADA:

Enquiries from all
of Canada outside
of Ontario to our
Montreal office.

The Charles
Cicero
Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from
Ontario to our
Toronto office.

The Trained Grocery Salesman

IT should be the aim of every trained Grocery Salesman to spend his spare hours profitably. One very profitable way in which he can spend these spare hours is acting as circulation representative for the MacLean Publishing Co.

This work puts you in touch with all classes of people and is profitable as well as interesting.

We want a representative in practically every town and centre of population to secure new and renewal subscriptions.

Your training in salesmanship qualifies you for this position, and enables you to carry it on enthusiastically and successfully.

Your name and address sent to us will bring you a complete prospectus.

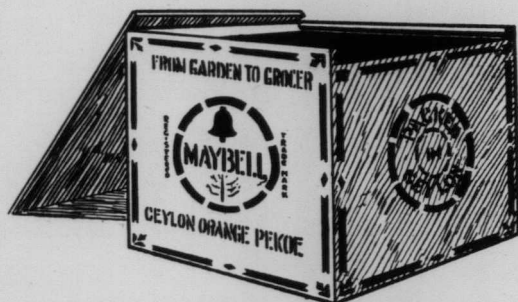
MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE
TORONTO, - - ONTARIO

Sell Better Tea for The Money and You'll Sell More Tea.

Peddlers and Competitors notwithstanding.

"Maybell" Ceylon Tea

sells for lower prices with a larger margin of profit than other teas of like quality and has a distinctive flavor that holds the user.



All in sealed lead lined packages.

We quote these prices to the dealer.

5 lb. Boxes, 8 to the case, 24c. per lb.
10 lb. Boxes, 4 to the case, 23½c. per lb.
50 lb. Half Chests, 20c. per lb.

Canada Brokerage Co., Limited
TORONTO, - - - ONTARIO



*You will never lose time in the morning, ma'm,
putting this together. It's built to stay. Cane's
boards always satisfy our custom. The old story.*

CANE'S WASHBOARDS Never Come Back Refused

There is a splendid series of varied styles and grades—one of them illustrated here—from which you can choose the grade and styles best suited to your trade.

Cane's Washday Woodenware includes everything from a clothes pin to an ironing board, done up attractively and easily sold.

CANE'S DANDY
is a cheap but well made washboard,
heavy tin face, light back, lock corners.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO.

TRIAN BRAND



IS RELIABLE

SALMON MOVES RAPIDLY FROM NOW ON.

Once the warm weather arrives the demand undoubtedly advances. See to your stocks.

Nothing better put into a can than our

TRIAN BRAND

ORDER AT ONCE BEFORE PRICES ARE HIGHER.

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

EIFFEL TOWER LEMONADE has established itself as the
Premier Temperance Beverage of England

During the twenty years it has been before the public it has become an article of constant use in the homes of many thousands. To attain this strong position it must have exceptional merit.



EIFFEL TOWER LEMONADE

Is unquestionably the finest Temperance Drink it is possible to produce. It possesses the full rich flavour of freshly gathered ripe Lemons that is a delight to all.

Are you handling this line? If not, then it should certainly have your favourable consideration. Your customers will cordially appreciate the opportunity of buying it, and you will be increasing your profits in consequence.

Be one of the early ones to take up this line, and associate yourself with a novelty of sterling merit, and one that will be the

Premier Temperance Beverage of Canada

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

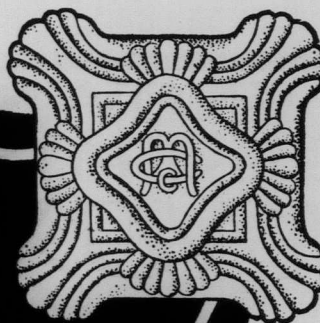
Agents: W. H. MALKIN CO., Vancouver, for British Columbia.
The HARRY HORNE CO., 309 King St. West, Toronto, for Ontario.
Darby & Turnbull, 179 Bannatyne Ave. E., Winnipeg, for Manitoba.
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.





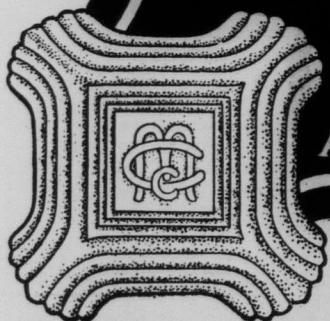
As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.



This line is being advertised extensively in the Daily and Weekly Newspapers.

McCORMICK'S "ARISTOCRAT"

We are confident of a large demand and advise that you get in an ample supply.



BISCUITS

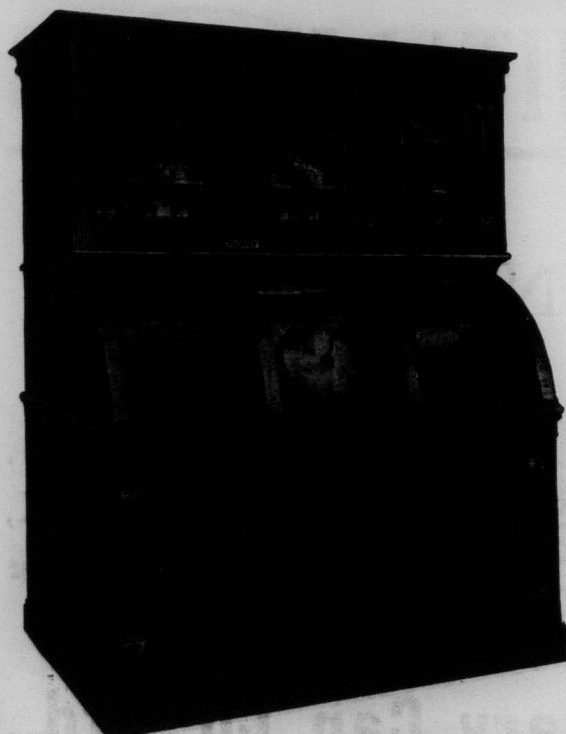
ABOUT 80 TO THE POUND



McCormick
Mfg. Co.
Limited
LONDON
ONT.

35

London, Montreal, Ottawa, Calgary
Hamilton, Kingston, Winnipeg



A McCRAY Roll Top Refrigerator

is just the thing for you to keep your butter and cheese in. We make all styles and sizes.

The interior of each section or roll is arranged with a tub rest so that a 60-pound butter tub may be set in a position convenient to retail from. A shelf is also provided for each section, which may be drawn forward for the purpose of displaying package butter. Rolls are 18 inches wide, 30 inches deep, 14 inches high, and will accommodate all standard makes of cheese cutters.

WRITE TO-DAY FOR
CATALOG No. 67 AND PRICES.

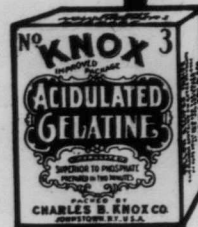
We manufacture refrigerators and coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

McCRAY REFRIGERATOR COMPANY
231 LAKE STREET KENDALLVILLE, INDIANA

Please address all correspondence to the Factory, Kendallville, Ind.

KNOWN FROM
Coast to Coast - that's why
KNOX GELATINE

is easy to sell—advertising that has penetrated everywhere has made it known everywhere. Quality that has pleased the consumer has made those who bought it once become steady users. When you **PUSH** the sale of **KNOX GELATINE** you are working up trade that will always stick to you, and that pays you a splendid profit.



BRANCH FACTORY—MONTREAL, CANADA

Charles B. Knox Co.
JOHNSTOWN, N.Y. U.S.A.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK. ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

The Point in a Nutshell



**Contractors to the
War Office and Admiralty**

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue,
Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue,
West Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street,
Calgary.

Q The difference between the vinegar we make and the others you're sometimes asked to buy lies in the brewing. An honest attempt to produce a good article is not always rewarded with success, but—

Q Since 1849 we have been renowned for the excellence of our plant and the perfection of our product.

Q During that time our trade has developed and extended to all parts of the world.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

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

Packer's Celebrated Chocolates

**New Goods, New Packages, New Centres
specially manufactured for the
Canadian Trade.**

Our Mr. J. P. Wright will be at the ROYAL ALEXANDRA HOTEL,
WINNIPEG, in a few days, with a full set of samples of the latest productions.

**PACKER & CO., Chocolate Manufacturers, BRISTOL,
England**

Contractors to the Admiralty



**Nothing in the World
JUST LIKE
"KIT"
COFFEE**

It is a highly concentrated essence, and made from the finest quality Coffee and Chicory.

In an instant, anybody and everybody can make a cup of coffee that will overflow with magnificent flavor and aroma. "Kit" Coffee essence is daily proving to every Canadian housewife its superiority and usefulness over all imitations.

Mr. Retail Grocer,—Does your stock contain "Kit" Coffee? If not, why not?

Price— 5-oz. botts. (beautiful package) \$1.55 per doz
10-oz. " " " " \$3.00 " "

Order at once from your wholesale grocer, or
THE HARRY HORNE CO., 309 King St. W., Toronto,
Agents for Ontario.

The Kit Coffee Co., Govan, Glasgow

They Lead in Any Company

Uniform quality and right packing have formed the basis of the reputation of

PURNELL'S

Sauces, Vinegars and Pickles

lines that never fail to please the particular palate.

Feature the complete "Purnell" Range! "Britain's Best" is none too good for your customers!

Sold by all jobbers.



Canadian Agents:

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED
Bristol, Eng. - - - Est. 1750

**EQUALLY GOOD FOR
TOILET, LAUNDRY, BATH OR
SCRUBBING**

This is the exceptional claim we make for

Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim. We are now wrapping each cake of "Wonderful" Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

The GUELPH SOAP CO.
GUELPH :: :: ONTARIO

**Soap Powder
Boxes**

With metal ends and paper bodies.

The cheapest and most satisfactory Soap Powder Box on the market.

American Can Co.
MONTREAL - - - HAMILTON

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



ALL GROCERS SHOULD STOCK

BORWICK'S BAKING POWDER



The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

Agent—

KENNETH H. MUNRO,
Room 333 Coristine Bldg., MONTREAL

1/4 lb., 1/2 lb. and 1 lb. Tins.

Economical and Reliable.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited
Montreal, Can.

Established in 1854 by John Redpath

**Lawrason's Snowflake Ammonia
IS EASY TO SELL**

YOU know this brand—It is advertised for you to your customers, and has become a household word. It is easy to sell Lawrason's Snowflake Ammonia, for one sale insures another. Its great cleansing and disinfectant properties make it a strong favorite with the housewife.

Ask your dealer, or write us direct.

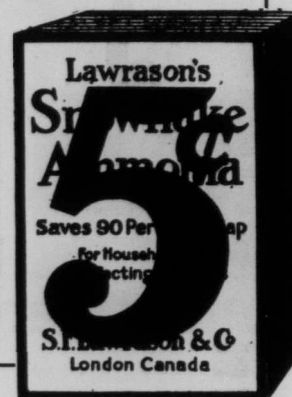
5c. for a giant package.

GUARANTEE of \$500

That LAWRASON'S SNOWFLAKE AMMONIA equals in power any similar powder on the market selling for twice its price.

5c. per giant package 5c.

S. F. Lawrason & Co.
LONDON, ONT.



TO THE WHOLESALE TRADE

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

**SUGARS
MOLASSES**

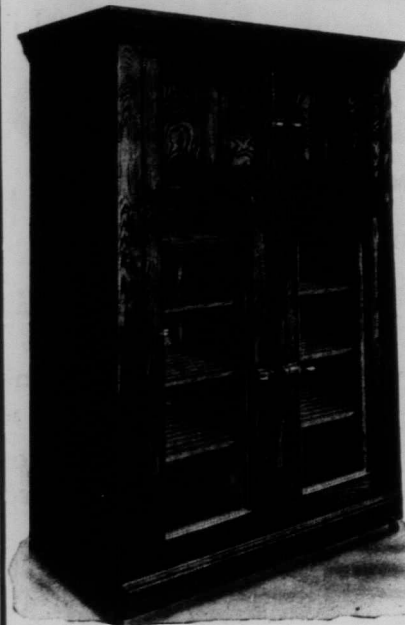
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



GOLD DUST has always received, and is still receiving, the benefit of extensive, unique and persistent advertising.

Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

THE N. K. FAIRBANK COMPANY, MONTREAL

THE TASTY PICKLE!

You can make sure of pleasing the public palate if you are selling

Queen Quality PICKLES

This high grade line is made solely from the freshest and choicest vegetables, and first quality vinegar and other ingredients, and they are handled, and prepared in a factory that is a model of sanitation and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

PURE TOMATO CATSUP

Send to-day for prices and discounts.



Taylor & Pringle Co., Ltd., OWEN SOUND, ONTARIO.

The Only Account Register

THAT will fit
any safe.
THAT takes
little counter
space.



Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new **Commercial Register** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think **yours takes the lead.**

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. Compare the get up, the quality and the price—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty Street, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax

STOCK THESE
SEASONABLE
LINES

Sterling
BRAND

ORANGEADE and
LEMONADE

The season is now open when your customers will be looking for summer drinks.

The reputation of "STERLING" Brand Goods is firmly established in these summer drink lines.

If you have not already sent in your order--do it now--the time is ripe. Don't miss the opening weeks of the demand.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

MOODY'S



KLENZINE

THE

Household Requires It

A valuable disinfectant—keeps the kitchen, pantry and bathroom clean and sweet, free from germs and summer pests.

KLENZINE

banishes drudgery, makes housework a pleasure—for washing dishes, cleaning windows, in laundry work—it is unequalled.

YOU should sell it—It shows a good profit

ASK YOUR DEALER

ALPHA CHEMICAL CO.
BERLIN, ONTARIO



By Special royal permission.

For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING (J. A. Henderson)

HAMILTON

ONTARIO

ADVANCE IN SUGAR!

This time it is in the "package"---not the price.

"Crystal Diamond" Lump Sugar

in the new size Carton, packed 40 to the case, will retail profitably at a quarter. The popular sugar at a popular price.

The demand has been unexpectedly large, but we can now fill orders promptly.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



BRUSHES

—NEW LINES—

Very attractive values.
Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO

THE SPRING MEET

In the general "clean up" at this season with housekeepers there is an increased demand for

JAMES DOME BLACK LEAD

the best "stove polish" to be had. Always reliable and satisfactory.

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

Tartan
BRAND

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595.

Exchange to all departments.

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

QUALITY FIRST—In Food Luxuries

Everyone who buys Olives shows the cultivated taste which demands the best in quality.



CLUBHOUSE BRAND SPANISH OLIVES

are the superior line and they will recommend themselves by their perfection of color, size and taste.

Only the finest smooth-skinned olives are selected and preserved with the greatest of care. Clean methods of handling, added to this careful selection, make certain their even, high grade.

Clubhouse Brand is attractively packed and allows a good profit margin for you.

Gorman, Eckert & Co.
LIMITED
LONDON, - ONTARIO

The Finishing Touch

to the appearance of your store is given by the installation of an



ELGIN National Coffee Mill

The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles they sell at a very moderate price. Ask any of the following jobbers for our Catalogue.

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

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

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

THE CANADIAN GROCER



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

What's Behind Your Oil Department?

Cleanliness, Safety, Economy and Profit all demand a

Bowser Self-Measuring System

It measures the oil directly into the customer's can, shows what to charge for same and counts the gallons pumped.

No Funnels—no measures—no oil odors—no trouble. Clean hands—clean store—clean oil and "clean" profit.

No trouble to install a Bowser, and the price is within the reach of every merchant.

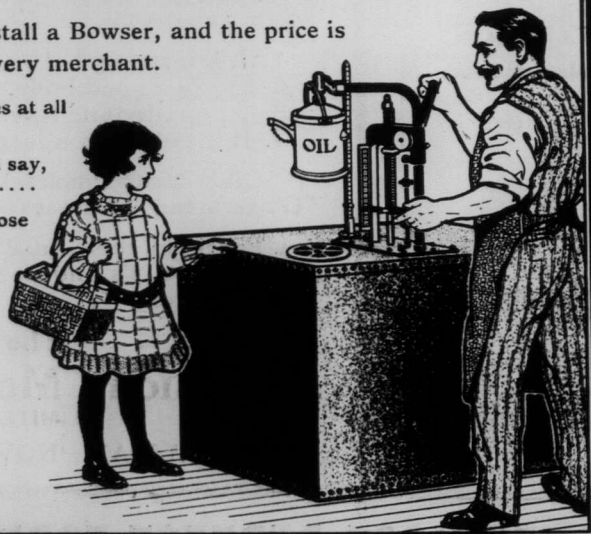
All styles and all sizes at all prices.

Just drop a card and say, send me free book No.

Don't put it off and lose profit—Write NOW.

**S. F. Bowser
& Co., Ltd.**

TORONTO, ONT.
66-68 Fraser Ave.



A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

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

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of
Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty
and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: **C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng**

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

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

Don't **TRY** to do without

H.P. SAUCE

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.

Is Your Coffee Trade
Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR
CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade
Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

SELL
GINGERBREAD
BRAND
MOLASSES!
It Pays

Four real reasons why you can increase your
Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for
"Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's,
Pails---1's, 2's, 3's and 5's gals. and in barrels
and 1/2 barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

FRESH COW'S MILK IN ITS MOST PERFECT FORM

For infants and invalids---safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED CREAM

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited,
Head Offices, HAMILTON, ONT.

Aylmer Ont.

THE CANADIAN GROCER

S. T. Nishimura & Co. and T. Furuya & Co.

Amalgamated May 1st and the style of firm will henceforth be

FURUYA & NISHIMURA

Montreal Office: same address, 55 St. Francois Xavier St.

also NEW YORK and CHICAGO



GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk	---4 doz. in case	---\$3.35
Princess Condensed	" " "	3.99
Banner	" " "	4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

Order from your wholesaler or direct from the factory.

J. MALCOLM & SON

St. George, : : : : Ont.

PEEK, FREAN'S

PAT A CAKE BISCUITS

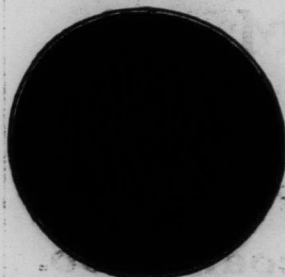
PEEK, FREAN & CO.,

LIMITED

LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST

"SKIPPER SARDINES"



are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: **ANGUS WATSON & CO., Newcastle-on-Tyne, England**

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL HAMBLIN & BRERETON Ltd., WINNIPEG
and VANCOUVER JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

ECONOMICAL—EFFECTIVE

These are two leading features that should make you stock and recommend

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

Asepto is honest soap, of guaranteed purity, and retails at a moderate price, which leaves you a good profit margin. For every household cleaning purpose it is unequalled and makes fast friends wherever introduced.

A Line to Feature and Recommend.

Asepto Soaps, Ltd., St. John, N.B.

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca by Pushing



Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto;
R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

BAIRD'S
WORCESTERSHIRE
SAUCE

is

DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality



Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto
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nipeg; R. Robertson & Co., Vancouver and Victoria.

TEA LEAD

(Best Inocorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

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

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

Bakers' and Confectioners' Supplies

"White Moss"
Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. MONTREAL

CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again and again--if you'll just stock it--is the purity-sure

CENTURY SALT

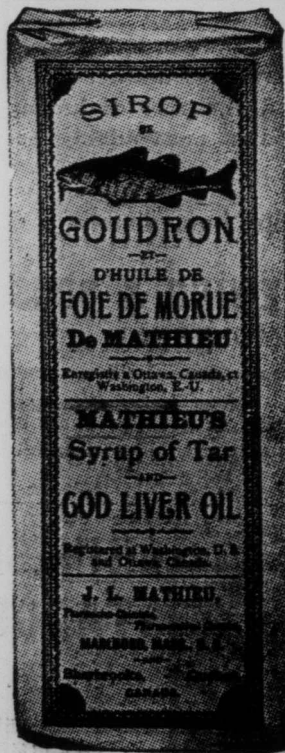
We're advertising it brightly. We're shipping it promptly. Just get our price list and try us

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT



MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

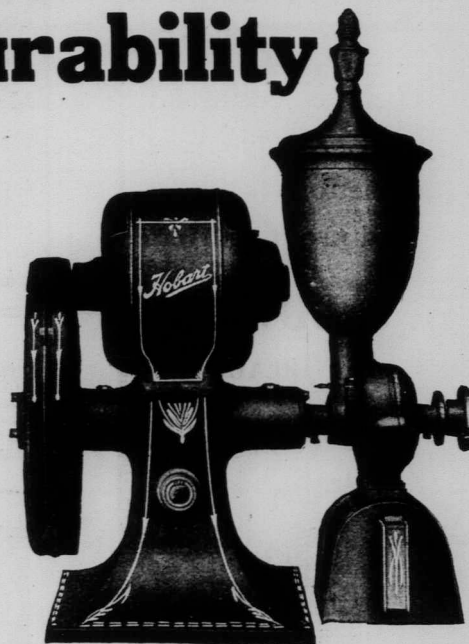
J. I. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

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

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

Effectiveness Appearance Durability



Here are three leading features which should make every grocer instal a

HOBART Coffee Grinder

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release--an effective protection against accidental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices

W. A. Freeman Co.
Limited
Hamilton

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



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

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

187 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

Has Cut Out all the 'Kicks'

OUR No. 8

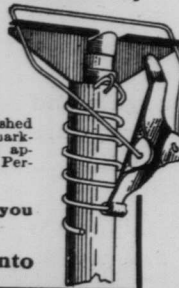
Improved

MOP STICK

positively will not scratch polished floors, and combines in a remarkable degree durability, good appearance and effectiveness. Perfect in every detail.

Retailing at 15c., leaves you 50% profit.

Tarbox Bros., Toronto



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



POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from \$8.50 up.

Drop me a line. I have an interesting proposition.

A. CORISTINE

119 Place D'Youville MONTREAL

A. O. LANDRY JOBBER

STE. FLAVIE STATION

Making specialty of wholesale in Groceries, Flour, Grain, Provisions, Etc.



It drives them up **Common Sense**

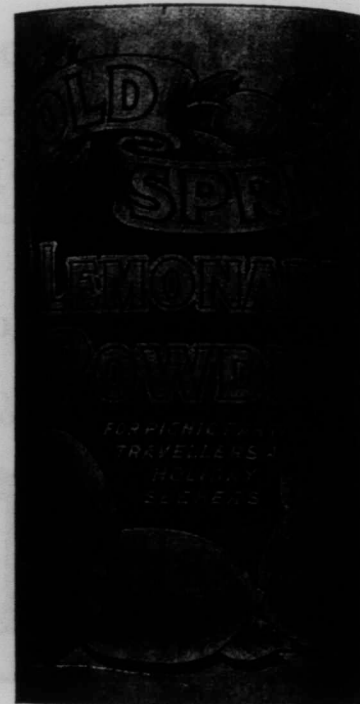
KILLS (Roaches and Bed-Bugs, Rats and Mice)

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers and Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

COLD SPRING Lemonade Powder

(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

S. H. EWING & SONS
MONTREAL

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



CHINESE STARCH

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

Rowat's Goods Sell!

The Connoisseur's
Choice!

Cater for your particular customer by featuring

Rowat's Pickles AND Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.
Glasgow, Scotland.

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



THE OLD RELIABLE

**Cook's
Friend**

BAKING POWDER

QUALITY NEVER VARIES
PRICES NEVER CHANGE

NO ALUM IN IT. NEVER WAS.

W. D. McLAREN, LIMITED
Montreal

Welcome in the Home
Every Day
is

The Dustless Sweeping
Compound

"SOCLEAN"



The "BROWN POWDER" that is such a friend to the housewife, particularly in this trying house-cleaning time.

It makes her tasks easy and you gain her confidence by recommending it.

Order from your wholesaler or direct.

SOCLEAN LIMITED

444 King St. W., TORONTO Phone M. 6735



A GOOD MATCH INFLUENCES TRADE

Every stem made of good quality that will not break, and every head made to stay on when you strike it.

A trial order will convince you.

Every Match a Light.

Attractively boxed---making good shelf stock.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

"PRIDE OF CANADA"

Government Analyses prove its superiority. Every test showed **ABSOLUTELY PURE** Maple Syrup.

"PRIDE OF CANADA"

ORDER AT ONCE



The quality of the goods is as high this year as in the past.

"PRIDE OF CANADA"

is the genuine, pure article—the true sap of the maple tree, bought and bottled in the Eastern Townships, where the best maple syrup in Canada is secured. **ACT IMMEDIATELY.**



The Maple Tree Producers Association, Limited

WATERLOO, QUEBEC

"PRIDE OF CANADA"

Montreal Office
58 Wellington St.

Toronto Office
512 Dundas St.

"PRIDE OF CANADA"

The Season when Appetites Need Coaxing!

Your customers are buying a greater quantity of **PICKLES, SAUCES, RELISHES, JAMS, PRESERVED FRUITS** and other delicacies to tickle the palate.

Be Prepared.

Look over Stocks.

We have the very goods you require, and can supply promptly at closest prices.

Write us To-day for Details.

THE YOUNG COMPANY, LIMITED - North Bay and Sudbury

When

will your wholesaler
be round?

CASTOLS As soon as
CASTOLS he comes,
CASTOLS don't fail to
CASTOLS ask about
CASTOLS first thing.

CASTOLS, a substi-
tute for Castor Oil, in
Chocolate Blocks, has
certainly proven itself
a trade-winner, and
you cannot afford to
be without it.

We have made num-
erous statements to
you, Mr. Grocer—

TEST
THEM. **SNOWDON & EBBITT**
325 Coristine Building
Montreal

Just Figure It Out

COST TO YOU
\$2.25 per half gross
COST TO CONSUMER
\$3.60 per half gross = 5c. a block
PROFIT
\$2.70 per gross = 60 per cent.

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his

window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

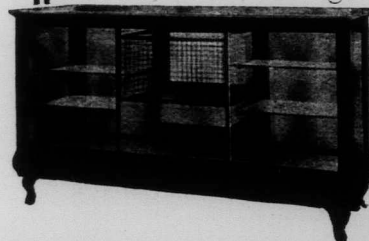
We also pack ROYAL EXCELSIOR and ANCHOR brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

Silent Salesman Refrigerator One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air

Representatives in West: Ryan Bros., 147 Bannatyne Avenue
Winnipeg, Man., Donnelly, Watson & Brown,
Calgary, Alta.



Write for Catalogue and
Details

John Hillock & Co.
Limited
Toronto, Ontario

Spices, and How to Know Them

By W. M. GIBBS

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

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

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

Householders that do not know the merit of

Chase & Sanborn's High-Grade COFFEES

are becoming fewer and fewer.

Do you cater to the trade that is rapidly diminishing, or the one that is expanding by leaps and bounds?

CHASE & SANBORN
MONTREAL



Very few cheese makers in Canada would risk using any but

Windsor Cheese Salt

in the curd.

They have tested it and proved it—for purity—for solubility—for flavor—and found that it stands in a class by itself.

There is practically no demand for any other Cheese salt.

The Canadian Salt Co.
LIMITED

Windsor

Ontario



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited,
Collingwood, Ont.

Toronto Winnipeg Hamilton Fort William

Can You Realize What This Output Means?

Annual Sale **23** Million Packets



Just to illustrate—Were you to start to count right now, and were it physically possible to continue counting, say 60 to the minute for 16 hours a day, and keep continually at it until this time next year, you would not have completed the task—

And still the demand goes on apace; merit alone being accountable for this. Yes—merit alone. Superior quality and value is what has made "Salada" famous.

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Royal Commission on Internal Trade

H. C. Beckett, of Hamilton, Thinks Appointment of Permanent Body, Similar to Railway Board, Would Solve Troubles Between Manufacturers, Wholesalers and Retailers—Believes a Commission to Inquire Into Alleged Discriminations of Present Equalized Rate System Would Not Bring About Change—Says Present System Not Understood.

Some time ago a rumor to the effect that several dealers in a town in Eastern Ontario were going to inaugurate a movement intended to do away with the equalized rate system on sugar, reached this office. Following this, there came the word that an application would soon be made for a Royal commission to investigate the whole matter and to probe into certain alleged discriminations against certain towns. Back and forth vexatious stories floated, and The Grocer finally determined to find out, if possible, just what those who are familiar with the working of the equalized rate book are thinking in regard to all this.

The answer is given here, in the shape of a letter from H. C. Beckett, of Hamilton. It is, of course, the opinion of but one man, and yet, as Mr. Beckett is generally acknowledged to be an authority on the subject in hand, it is to be supposed that there will be few wholesalers who will be found to disagree with him.

Worth Careful Thought.

Time will not be lost which the retailer gives over to a careful perusal of this letter. It states clearly the position taken by a man who ought to be, and no doubt is, in close touch with the wholesalers' side of the case. It will be noted that Mr. Beckett does not view with favor the appointment of a transient committee, but would welcome with open arms the appointing by the Government at Ottawa of a Royal commission on internal trade and commerce. He desires to have this body of men as strong, individually and collectively, as is the Railway Board of Canada. He feels that with such a board in constant session there would be much less cause for distrust between wholesale and retailer.

Hamilton, May 3rd, 1911.

Editor Canadian Grocer:

"I have your letter of 2nd. asking if the trade had a meeting in Toronto last week to discuss the equalized rates on sugar, and also asking for the views I hold regarding the equalized sugar rates.

"In reply, beg to state that there has been no meeting of the trade to discuss equalized sugar rates; you have evidently been misinformed.

"The equalized rates system is so little understood by those outside the trade that many erroneous ideas prevail and many absurd statements have been made regarding it.

System Complicated.

"It would be impossible to intelligently and briefly explain the equalized rates system in a communication. While simple to those who un-

derstand it, the system is necessarily complicated and difficult of explanation.

"It has been in operation now for thirteen years and (with the exception of a few kickers who do not understand has proved to be the most satisfactory solution of a very difficult problem. So far as its being fair to the retail trade and to the consumer, it is more than fair.

"Not very long ago the system was investigated by the courts, and as a result of that enquiry the court found as follows:—

"There was some complaint about the system known as 'equalized rates,' it being contended that it bore unequally and oppressively as against certain towns or districts. This statement was entirely disproved and it was shown that the equalization was based strictly upon the freight rates of the different railways."

Cheaper to Retailer.

"In further explanation beg to say that the equalized rates are based upon the railway and boat freight rates, and under the system sugar in many cases is laid down cheaper to the retailer and consumer than would be the case if no equalized rates were in force. Under this system the difference in cost to the retail merchants and consumers throughout the country is much less than before the system was adopted by the refiners.

"The impression prevails in some minds that the wholesale grocers control the equalized rates. For the information of your readers beg to say the equalized rates are fixed by the refiners and the basis upon which they are fixed is governed by the prevailing freight rates.

"You ask if I think the appointment of a commission to investigate the equalized rates system would result in a reduction of the rates to certain points. In reply beg to say that I am satisfied the investigation on the part of a commission into the equalized rates system would not in any way change the rates.

Commission, Trade and Commerce.

"So far as the appointment of a commission is concerned, the wholesale grocers have advocated that to the Government for some time. What this country needs, and needs badly, is a permanent Royal commission of internal trade and commerce, and the wonder is that its appointment has not been made years ago. Many wrong impressions prevail in the minds of people all over the country as to the conditions that govern various lines of trade. Now, a bureau of information, such as a commission of

internal trade and commerce would be, would be of inestimable value to this country. It seems to me a crime that we should go year after year without any steps being taken on the part of the Government to properly inform themselves as to the real conditions of trade in this country.

Like Railway Board.

"When I speak of a commission, I do not mean a political machine. (Heaven save us from that.) I mean a commission composed of men of undoubted ability and business experience—a commission absolutely removed from politics—a commission something after the style of the Railway Board of Canada. Any one in business must know what an absolutely fair tribunal that is, and what great protection it has offered to the public as well as the railway corporations. For years a commission of internal trade and commerce has been advocated to the government, but no action has been taken.

Could Post Government.

"With such a commission, if there was a complaint regarding the methods and conduct of any line of trade, this commission could take it up and make its report. Such a commission could post the government on conditions of trade about which at present the government are absolutely in the dark. The appointment of such a commission would do away with the rank injustice that has been meted out to many of the business men of this country. As an illustration—the expenditure of over \$8,000 on the part of the government in trying to convict the wholesaler grocers of a criminal charge of which they are not guilty, and the necessary expense on the part of the wholesale grocers of over \$12,000, in defending themselves against this trumped up charge. With a commission such as I have suggested—a permanent institution in this country—no such injustice would be done any one; on the contrary, conditions would be thoroughly investigated and a proper and correct knowledge obtained that would finally result in great benefit to the entire business community of this country.

H. C. Beckett."

This is, as has already been said, but one side of the question. There always is another side. This is not written to invite individual grievances, but The Grocer would like to know just what retailers throughout the country are thinking in regard to the appointment of a Royal commission on internal trade and commerce, applied to the equalization rates on sugar.

How Are You Going to Figure Profits?

Treasurer of Clarksburg Board of Trade and F. C. Williams, of Ridgeville, Contribute Ideas of How This Department Should be Conducted—Former in Favor of Estimating From Sales, and Latter Stands Strongly for Working on the Cost.

When Henry Johnson, Jr., some time ago wrote an article setting forth at length the argument that the proper method to figure profit was from the sales and not the cost, he little reckoned what a storm of ideas and divergent views he was going to stir out.

Readers of The Grocer will, no doubt remember that the first man to cross swords with Mr. Johnson on the matter was C. E. Jamieson, of St. Catharines, the head of the Commercial Department of the St. Catharines Collegiate. Subsequently John Holloway, of Toronto, contributed a short article in support of figuring from sales. Only last week there was another article from Mr. Jamieson. Now here are two more. As Mr. Jamieson said last week, that he would not like to see this controversy stop until the point had been satisfactorily explained, it almost looks as if his wish is to be granted.

J. M. Steele's Letter.

Below is given first the letter from J. M. Steele, a merchant of Clarksburg, Ont., and treasurer of the Board of Trade of that place. His views incline to the selling end.

Editor Canadian Grocer:—

"I have been quite interested in the discussions going on in The Canadian Grocer about percentage. I agree with the views of both Henry Johnson, jr., and also J. F. Holloway, that the proper way is to calculate the percentage of profit on the amount realized in the sale.

Figure From Sales.

"It is quite clear to my mind that if I sell an article that costs me 80 cents, for \$1 I have made a profit on that dollar of 20 per cent. That is 20 cents profit and 80 cents for the cost of the article. True I have added a profit of 25 per cent. on the cost, but that, in my opinion, is the wrong way to figure it. Consider the large variety and different percentages of profit, on the many articles sold in a day in a store. It seems to me the only sane and safe way is to calculate your percentage of profit by deduction.

Less Cutting of Prices.

"Let me add in conclusion that if more merchants and grocers studied their percentages there would be less cutting and slashing of prices, less reductions of small amounts when making sales and business would be healthier and better. Very few look to the pleasure there is in doing business when properly conducted."

An Idea From Ridgeville.

Mr. Williams' letter which follows, shows decidedly that he is on the other side of the fence. The cost system appeals to him as the safest way. His letter in full as follows:

Editor Canadian Grocer:—

I firmly believe a merchant should figure his stock on hand at cost price instead of selling price. In all things he should aim not to deceive himself or make himself think his profits are

larger than is actually the case. If anything he should under-rate, rather than over-rate.

Full Face Value.

Of course one of the first things to do is to make out a statement of the liabilities. Needless to say, these should be put in for full face value and none of these should be omitted. In paying them, there will be no reductions, and they must go in at par.

Be Conservative.

Next there are the assets, a most conservative course should be followed in valuing them. I have remarked that the stock of merchandise should be put in at cost price—well, the greatest care should be taken to include only the good and salable stock. Anything that is damaged, deteriorated or of which selling value has been impaired should be written off or written down liberally.

Show Actual Liabilities.

The business should be done in such a manner that when the balance sheet is made it will show the liabilities as they are, and the assets at a conservative valuation. The merchant should remember that he will not lose the values he writes off. He merely postpones the time when they will appear in his surplus account.

In Bookkeeping.

Then in the matter of bookkeeping from day to day, great care should be taken to charge all the expense accounts that should be charged to them, what I mean is that business men sometimes charge items to capital, that might more properly be charged to expense account.

In Charging.

Take the store fittings for example. It is conservative finance for the merchant to charge the smaller items, that are not of a permanent value, to expense account while the larger items which will last a number of years, might, and with reason be charged to property or capital account. But even in this case it is desirable that at the end of each year a certain proportion of the cash be written off—charged to expense account, and credited to property account. So that when they are thrown aside they will have been written off the books entirely.

Valuing Book Accounts.

In valuing the book accounts and bills receivable, they should be taken in a pessimistic manner when there is a considerable element of doubt as to their payment. They should be written down liberally, and afterwards when an account so written down is paid in full, it would be a good idea to put the surplus amount collected over and above the amount at which the account was carried on the books into a reserve account designed to meet future losses from bad accounts.

No Reason Why.

In this way, I see no reason why a merchant should not have in his balance sheet a very concise and accurate statement, showing the profits as they actually existed in the business.

Yours very truly,

F. C. WILLIAMS.

Ridgeville, Ont.

* * *

There are, no doubt, many more dealers throughout the country, with definite opinions on this subject. Would it not be as well, as Mr. Jamieson says, to finish it when we are at it? There must be a few points held as of vital importance to many that have not as yet been touched. Why not send them in and end it all?

APPOINT COMMITTEE

To Investigate Financial Statement of Toronto Branch R.M.A.

Toronto, May 11.—At a special meeting of the executive of the local branch of Retail Merchants' Association last week, a series of recommendations to the Dominion Board, urging changes in the constitution were passed.

The resignations of vice-presidents Harry Ellis and George H. Cooper were accepted, and D. B. Jacques and J. B. Dunlop were elected in their stead, Mr. Jacques occupying the first, and Mr. Dunlop the second chair. The resignations of all the other officers were laid on the table also, but on motion they were requested to take them up, and remain in office during the year.

The gathering was not as large as the one held a little more than a week before, nor was it as stormy. It had been called for the purpose of receiving the recommendations of their executive officers, as comprising their opinions of what was best for the Toronto branch as a whole.

Practically all of these recommendations the meeting adopted. One of those not accepted called for the providing of new officers for the branch independent of those of the general secretary. Among those endorsed by the meeting, and which will be forwarded to the Dominion Board, with the approval of the branch, was one giving the local branch power to set its own membership fee, and also to cut down the per capita tax going from the branch funds to the Provincial and Dominion boards from \$3.50 to \$1. Another was calculated to give local branches power over all printing matter, with the exception of official matter. Still another was intended to prevent the general secretary from giving out information pertaining to local affairs to the press without his first securing the permission of the executive officers of the branch.

E. M. Trowern, objecting strenuously to the financial report as presented by local secretary George E. Gibbard, it was decided to have a committee go into the report and see exactly how the affairs of the branch stand. Neither Chairman Dockery or Secretary Gibbard had any objection to offer to this.

Auto Delivery Yields More Efficiency

Big Dealer Changes From the Horse and Wagon System and Believes He is Doing the Correct Thing—Thinks Better Delivery Will Carry Business Steadily Upward to Greater Achievement—Actual Comparison as to Original Cost and Running Expenses.

By Henry Johnson, Jr.

This automobile business has been on my mind for the past five years. All that time it seemed to me that I could "see it coming." I have held back until convinced that the machines had been perfected to the point of being practical, business propositions.

I was tempted in 1905 by an electric machine, which I was mighty glad afterwards that I did not buy. Later I nearly bought a regular, pneumatic tired runabout with convertible body; but I could not see where any loading capacity had been provided, so concluded to wait. The radiator feature has also been bad, since in our region it is not uncommon to have the thermometer go to "twenty below" and worse, and I feared the trouble could not possibly be avoided with any water, or water-alcohol, radiator.

Horses Troublesome.

Meantime, the care of horses has been getting more troublesome and expensive, and it has been a daily trial to get boys or young men for delivery clerks who were capable and yet not too costly for their natural capacity to get through the work. In summer, it has been hot, with danger of sunstroke to horses if crowded to any extent; in winter it has been cold and slippery, and altogether the old regime is passing away.

Two High-Wheeled Machines.

About three months ago, therefore, I determined that the time had come to make a change—and I have made it. I have two of the high-wheeled machines, 20 h.p., covered, with ample capacity on the two decks; so that it is readily possible to load an average of 40 orders at once, and things look very much better than when I had three waggons in service.

Send Man and Boy.

It is actual economy to send a man and a boy out with each heavy load, to get the goods out promptly, and, in fact, the problem now is how to get enough goods ready, or get them ready quickly enough; whereas our former trouble was that the goods were often ready and waiting for waggons to return. I have not had the rigs long enough in service to give the results of practical experience; but I think the following statement will indicate how things tend to drift.

Comparative Statement.

Running invest. in horses, say.....	\$ 350
The same in waggons	400
Incidentals, harness, blankets, etc., say	150
Total	\$ 900
Interest on \$900 at 6 p.c.	\$ 54
Depreciation, 20 p.c. per annum	180
Wear and tear (repairs and upkeep) 20 p.c.	180
Board of horses, \$70 per month	840
3 boys, \$10 per week average....	1,560
Ins. on the outfit, say	26
Total annual cost waggon del....	\$2,840

2 autos cost, complete	\$1,500
Interest on \$1,500 at 6 p.c.	\$ 90
Depreciation, 20 p.c. per an.	300
Wear and tear (repairs and upkeep), say 5 per cent.	75
2 men at \$12 per week	1,248
2 boys at \$9 p.w. (half time)....	468
Accident and fire insurance	130
Oil and gasoline, say	189
Barn rent for two machines	100

Total annual cost of auto del....\$2,600

Advantage in Service.

I think that I am figuring very safely in this way. I feel that, in fact, I have a respectable "margin of safety" in these computations, as regards simple cost; and I know I have an immense advantage as regards service. Items which modify the estimates are several, of which the following are a few:

1. The estimate of \$900 for investment in waggon delivery is certainly an inside figure, as I probably had more money in the outfit; but aside from that I think I have that part of it about right.

The Actual Cost.

2. Estimate on the autos is right, just right, as I have put in the actual cost.

3. The men running the autos are simply drivers so far; but they are learning the grocery business, and when they have it learned, they will be able to handle most of the deliveries all alone; thus cutting out the boys' help except in emergencies. When they become very efficient and get to be really economical handlers of goods, I shall have to pay them probably \$15 per week, and in time, may have to pay more. But you will note that I have a big margin left wherewith to pay those advanced wages, and such advances will operate to do away with the extra boys, leaving them in the store for extra inside work, hastening the preparation of orders, and in other ways increasing the efficiency of the organization.

Hard as You Like.

But the most important gains are those of service and generally bettered conditions. In hot weather, we shall not have to "spare the horse" on the long journeys in the sun; and if there be needful deliveries after regular hours, we shall not have to fear that we are overworking the animals. Whether the work begins early and ends late—or continues all night—or runs over Sundays—the autos will not suffer more than ordinary wear and tear, so long as the lubricating oil is liberally used.

Nothing So Important.

Now note this: There is no part of our business which is so important as the delivery end of it. This is not only because of the importance of promptness, but because of the desirableness of having it accurate; and men are better than boys, as a rule, in promoting and understanding accuracy. Furthermore, the man who sees our customers is the delivery clerk. Many of our regular customers do not come to the store at all,

or come only occasionally. Does it occur to us often enough that our only personal representative to the house of our customers is our delivery clerk? Do we give sufficient thought to the fact of this personal representation?

Wages Not Attractive.

Now, in the past, as demonstrated above, Johnson & Son were under heavy expense to provide three boys, on three waggons, at \$10 per week each. Such wages could not be attractive to men who were of the right calibre to meet our customers. Any man who might take such pay would either be comparatively worthless or would be there only as a temporary matter—waiting for a chance to leave us for his own betterment. But under the auto-plan we are able to hire men at steady work at wages which will be an inducement to them to make good and remain permanently with us. These men can afford to dress reasonably well, making a presentable appearance; will become well and favorably acquainted with our trade; will learn the little preferences, likes and dislikes of our patrons, and generally can be relied on to become fixtures in the organization—much to our mutual benefit.

More Than Three Horses.

Lastly, these machines will deliver more goods than any three waggons could possibly do; hence, this arrangement will yield us greater efficiency; greater efficiency will lead to much prompter deliveries; a prompter delivery will operate to increase our business; larger business will make us more money—and so on, around and around the spiral which will carry our business steadily upward to greater achievement and generally better things.

That is the way I have it doped out—any objections?

HALF-HOLIDAY IN HALIFAX.

Retail Grocers Decide on Having Time Off Each Week.

Halifax, May 11.—The retail grocers of Halifax held a meeting this week and decided to hold a weekly half holiday during the months of May, June, July and August.

Thursday will probably be the day observed, but if the other trades, in case the half holiday idea becomes general, should decide on a day, except Saturday, more generally convenient, they are willing to fall in line.

For some time the grocers of Dartmouth have had a mid-week holiday, and it has worked out most successfully to the employer and the employe. All the grocers close their stores at one o'clock, except when a public holiday occurs during the week, when the holiday takes precedence.

Shipments of molasses are now coming along. The schooner Burleigh arrived here this week with 287 puncheons, 44 hhd. and 50 barrels. Barbados is quoted at 33 cents per gallon in barrels, and 28 cents per gallon in puncheons.

TOO MANY HOLIDAYS.

Halifax merchants are contemplating keeping open on Victoria Day and closing for the King's birthday, June 3rd, Coronation Day, June 22, and Dominion Day, July 1st. They are of the opinion, in the East, that holidays come a little too close together this year.

The Canadian Grocer

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will seriously object to "footing the bill," when he is shown that his scale is wrong.

This is human nature. There should be no half-way measure. Either the government should appoint enough inspectors to inspect regularly and properly, or else the salaries and expenses of the men who are now going around should be paid out of public funds.

Generally speaking the grocers of Canada would welcome a regular inspection. It could be made an asset for them. If it obtained there would be no more suspicious glances thrown on the scales by customers. The visit of the government official would clear this away, as a broom, wielded in deft hands, removes cobwebs from remote corners.

The grocers are not complaining because the scales are inspected. They are complaining that they are not inspected often enough.

knowing the conditions will want to embark in any new business there. No one who is in business will want to remain. The town will be held back. Where once the citizens pointed with pride to the well-stocked brightly-lit stores there will be gloom and dejection. It is bound to come.

But it should not be. Wholesalers should refuse to sell these men, so that they will be unable to compete with the legitimate grocers, who are the legitimate customers of the wholesalers. No condition of affairs, such as this should be allowed to exist.

A SQUARE DEAL TO ALL.

LET THE BUYER BEWARE! Would you care to have such a sign hung by an indignant customer over your store door? Hardly! and yet there are dealers who would deserve it because they really are "out to do" certain purchasers on every chance allowed them. Yet it is freely admitted that this class is wearing few.

That some are left is because there are retailers who draw so small a profit from regular custom that they jump with eagerness at any opportunity which would enable them to overcharge some buyer who probably comes in the establishment only once in every long while.

That is PEDDLER POLICY, and it can also be classified with the business morality of certain hotel clerks who charge transient travelers just what they consider they can drag out of them, without driving them away.

But a dealer is not in the class of the transient peddler. He is in his place to stay. Let him "do" somebody, and he is quite likely to hear of it, which is certainly going to work to his disadvantage in the opinions of even his regular customers.

There should be a square deal to all. That is the only way of running a business so that no evil report comes back, boomerang fashion, to the ears of the dealer.

NOTES.

Paper makes a good polisher for glass.

As the warmer weather comes on there will be an increase in the pickle and olive trade. The grocer should look to his pickle stocks in plenty of time.

Before you start to put ice in your refrigerator give it a thorough cleaning so as to eliminate any bad odor it may have contracted during the winter months and which might affect goods placed in it.

SOLD SHARES TO FARMERS.

A dealer in Chamberlin, South Dakota, recently incorporated his business under the laws of that state, with a capitalization of \$50,000. He solicited the farmers of the surrounding country to buy shares, guaranteeing a dividend of seven per cent., and appears to have been quite successful.

His whole scheme simmers down to a battle against the mail order houses. He knew perfectly well that the farmer will take a keen interest in anything or any place where his money has gone before, and he counted upon securing their trade.

But he did more than that. He got their money as well. The farmers in this case supplied the money to carry on the concern, and also some of the trade necessary if they were to be paid back their seven per cent. in dividends.

Merchants in many towns in Canada might well take example of this United States dealer. They could easily do so up to a point at least. The farmer contributes a good deal of business to somewhere and if he be sufficiently interested by any proposition that his attention is drawn away from the catalogues of the mail order houses, then a good, big forward step has already been taken. The Chamberlin dealer was a pioneer. There will be surely some to follow the bold lead.

INSPECTION OF SCALES.

The opinion seems to be gaining ground throughout the country that in regard to the inspection of scales, the dealer should not have to pay the cost of the inspector who finds his scale to be correct. And on the other hand few grocers

UNFAIR COMPETITION.

Grocers in Mitchell, Ont., complain bitterly that profitable business there is much hampered and interfered with by the action of dry goods men whom they say, sell certain lines of groceries at cost as a sideline.

The grocers report that these men are selling canned goods at ten cents a can,

OUR SPRING NUMBER.

The next issue of The Grocer (May 19), will be our big 1911 spring number. In view of the extra amount of work entailed in getting out such a large issue—color, printing, presswork, binding, etc.—there may be some delay in the time it reaches our readers. We would therefore, ask you to "bear with us" a little for we can assure you when the spring number does arrive, it will equal, if not excel, any you have ever read in the past. One of the principal editorial features will be the results of our competition on "Constructive Salesmanship" in which some of Canada's best retail dealers, or their salesmen, tell how they increase their sales. The nine winners receive medals.

soap at six bars for a quarter, and various other lines at similar low prices. One dealer, formerly a grocery traveler, is giving up his grocery business and going into fancy goods lines.

This competition of the dry goods stores is not fair. It is not legitimate business to pick out from the goods sold by a non-competitor, certain quick sellers, and retail them out at cost, so that they may secure the customer's trade in their own lines. Such conditions as these gag progress. No man,

Noted Firmness in Many Dried Fruits

Position Becomes More Acute—Especially in Raisins, Prunes and Evaporated Apples—Advances at Several Centres—Teas are Very Firm—Primary Markets are Strong—Japan's Colored Tea Ruling Affects Prices—Tapioca is Firm—Syrup Has Advanced in Winnipeg—Prospects for Higher Salmon Reported From Montreal.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS.—

Teas—Firm.
Dried Fruits—Several advances.
Opening Salmon Price—Increase expected.

Montreal, May 11th.—Local jobbers still report business of the most satisfactory character and while such an optimistic note is sounded by the wholesale trade it may be safely taken for granted that the grocery world as far as Canada and particularly this eastern portion is concerned is on a sound basis.

The big local wholesalers are receiving regular shipments of goods but these are more interesting from the fact that they are brought to the local docks and shipments will be likely heavier than usual from this out. Sugar, Jamaica rum and molasses are some of the goods from the West Indies, and from Europe come English jellies, pickles, biscuits, liquors, dried fruits and so on. New lemons are also arriving. The bringing in of many of our groceries is not often thought of except when one actually sees the work of unloading.

Teas are again brought prominently before the trade as the result of the Japanese government enactment against coloring the new crop and future crops. In Montreal there is a tendency to boost the price of the colored stocks held at present and some of the houses report advances of five cents a pound. On the other hand jobbers state that they do not intend to increase their prices. It will be seen, therefore, that for the present the market while strong is unsettled. Ceylon teas are also firmer and the market as a whole is of interest to the grocer. As one jobber recently said, "It looks as if low priced teas are a thing of the past."

Sugar.—The market is at least steady, but it is difficult to form an idea of what development the near future will bring. The season of the big demand is approaching and considerable sugar is also required for soft drinks. The Cuban crop is estimated at various figures some claiming that it will be under 1,500,000 tons others that a yield of 1,600,000 tons is quite probable. The rainy season is not far away and on the island the number of grinders is reduced to 82. One report says, "Enough is known as to the fundamental points to make a fairly solid foundation under values."

Granulated, bag	4 60
" 50-lb. bags	4 70
" Imperial	4 48
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 60
Red Seal, in cartons, each	0 35

Crystal diamonds, bbls.	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominos, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 05
" 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" " 50-lb. boxes	5 05
Phoenix	4 60
Right coffee	4 55
No. 3 yellow	4 35
No. 2 "	4 35
No. 1 " bag	4 20
Bbls. granulated and yellow may be had at 6c. above bag prices.	

Syrups and Molasses.—The first vessel bringing in molasses arrived in port this week and shipments will be ready for the trade on Monday. The steamer alst carried quite a shipment of Muscavado sugar. Syrups are in good demand and but little difference is noticed in the demand. Prices are steady and interest is well maintained.

Molasses, to arrive, car load lots	0 28	0 29 1/2
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	0 28
Andigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
" " 1-bbls.	0 05 1/2	
" " 2-bbls.	0 08 1/2	
" " 3-bbls.	1 70	
Cases, 2-lb. tins, 2 doz. per case	2 25	
" 5-lb. " 1 doz. "	2 60	
" 10-lb. " 1 doz. "	2 50	
" 20-lb. " 1 doz. "	2 45	

Dried Fruits.—Dried fruits cease to be of interest. Stocks are reduced to a minimum. Some of the local houses are unable to offer some lines of dried fruits, others state they are reduced to a low point and apparently none of them are fearing a surplus at the end of the year. In fact those who are fairly well supplied, especially in those lines in which the scarcity is most marked, are not falling over themselves in an effort to dispose of all their goods. One firm is fairly well supplied with Malaga raisins, figs, currants in pound packages and has a moderate stock of seeded raisins, but the showing of other fruits is practically exhausted. Some houses are better off than others but none of them seem to have an exceptional advantage over the others. Prices are certainly not standing still. Figs are reported weak but otherwise the market is firm.

Regarding currants, the statistical position is reported exceptionally strong, the available fruit for export being estimated at not more than 18,000 tons, and with an anticipated demand of probably 8,000 tons more than the supplies. It is on these facts that holders in Greece are willing to carry their fruit with the firm expectations of better prices before any new crop can be available. New crop up to the present has progressed satisfactorily, but it is too early to make

any definite statements with respect to probable out-turn.

Evaporated apricots	0 18	0 21
Evaporated apples	0 14 1/2	0 15
Evaporated peaches	0 11	0 12 1/2
Currants, fine filisters, per lb., not cleaned	0 07 1/2	
" " " cleaned	0 08 1/2	0 09
" Patras, per lb.	0 08 1/2	0 09
" Vostiams, per lb.	0 09 1/2	0 10
Dates	0 07 1/2	0 08 1/2
Figs	0 11	0 11
Figs, 3 crown	0 08	0 09 1/2
Figs, 4 crown	0 09	0 10 1/2
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14

Prunes—		
30-40	0 15 1/2	0 16
40-50	0 14 1/2	0 15
50-60	0 14	0 14 1/2
60-70	0 13 1/2	0 14
70-80	0 12 1/2	0 13
80-90	0 12	0 13 1/2
90-100	0 11 1/2	0 12 1/2
100 and over	0 11	0 12 1/2
Bosnia prunes	0 12	

Raisins—		
Choice seeded raisins	0 08 1/2	0 09 1/2
" fancy seeded, 1-lb. pks.	0 18 1/2	0 19
" loose muscels, 2-crown, per lb.	0 08	0 09 1/2
" " 4-crown, per lb.	0 09 1/2	0 10 1/2
Select raisins, 7-lb. box, per box	0 52 1/2	0 54
Malaga table raisins, clusters, per box	2 40	2 50
Valencia, fine off stalk, per lb.	0 07	0 07 1/2
" select, per lb.	0 08	0 08 1/2
" 4-crown layers, per lb.	0 08 1/2	0 09

Coffee.—The coffee market does not offer any new features. Locally the situation remains unchanged. In the primary markets bull interests point out the statistical strength of the coffee position but the results have not yet been very apparent.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Marsaibo	0 20	0 25
Mexican	0 22	0 30			

Teas.—Following the announcement that new crop Japan tea will not be colored as ordered by the government, there an evident feeling that prices of colored teas now held are likely to be advanced. Customers accustomed to green teas will ask for it then as long as a supply is offered and the grocers will look to wholesalers who as the stocks decrease may be expected to increase their price. That is one feeling among the trade. Another tea dealer stated that he did not intend to advance his prices and his customers could have his stocks at present quotations which would not be changed. He gives his reasons for not intending to make an advance and hopes to be cleaned up on colored teas by the time the new crop is on the market. The new Japan crop will soon be offered and early teas are already reported for sale. The disappearance of the green teas will, of course, be brought about, but there is no doubt that many people will be surprised when the truth dawns upon them. Among several houses, Japan teas are reported advanced five cents a pound, but then there are other houses that quote no advancement. The whole tea market is firm. The rubber industry is very largely responsible for the present condition and has grown at the expense of the tea

industry. The tea market just now demands the interest of the grocer.

Japan—		
Choice	0 40	0 80
Choice	0 35	0 77
Fine	0 30	0 65
Medium	0 25	0 50
Good common	0 21	0 42
Common	0 17	0 31
Ceylon—		
Broken Orange Pekoe	0 37	0 74
Pekoes	0 25	0 50
Pekoe Souchong	0 20	0 40
Pekoe Souchong	0 19	0 38
India—Pekoe Souchong	0 24	0 48
Ceylon greens—Young Hyson	0 24	0 48
Hyson	0 19	0 38
Gunpowders	0 19	0 38
China greens—Pingsuy gunpowder, low grade	0 14	0 28
" " ppa leaf	0 30	0 60
" " pinhead	0 30	0 60

Rice and Tapioca.—Local jobbers report a steady rice and tapioca market but otherwise it is quiet with them. The strength of the tapioca primary market is worthy of note.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " " pockets 25 pounds	3 20
" " " pockets, 12 1/2 pounds	3 30
" " " grade o.c., 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 10
" " " pockets, 25 pounds	3 20
" " " pockets, 12 1/2 pounds	3 30
Vietet head Carolina rice, per lb.	0 09 0 10
Brown sagu	0 04 0 05
Tapioca, medium pearl	0 05 0 06 1/2
Seed	0 51 0 05 1/2

Spices.—The spice market has been steady but nothing of a special nature is to be mentioned.

Allspice	Per lb 0 13 0 18	Ginger, whole	Per lb 0 20 0 30
Cinnamon, whole	0 18 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 75
Cloves, whole	0 28 0 35	Nutmegs	0 30 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	Peppers, white	0 20 0 35

CANNED GOODS

MONTREAL.—The new packs are claiming more and more attention. Now it is the salmon prospects that are being "gambled" with. According to tradition and apparently facts this is a year of the light run and jobbers expect that the opening prices will be fifty cents higher than last year's opening quotations. It is learned that a number of contracts have been signed up on this basis. A brisk demand for canned goods is generally felt. One of the houses at least quotes canned corn at 95-97 1/2 cents the reduction apparently resulting from stocks that are felt to be too heavy at this time of the year. This is the only line in which there is a tendency to drop prices. They are, otherwise, held steadily.

Apples, gal.	3 25	3 50
Peas, standard, dozen	1 30	
Peas, early June, dozen	1 20	1 35
Peas, sweet wrinkled, dozen	1 25	
Peas, extra sifted, dozen	1 20	1 30
Pumpkins—3 lb., 95c.; gallon, \$3.00		
Beans, dozen	1 00	
Corn, dozen	1 00	
Tomatoes, dozen (Ontario and Quebec)	1 35	1 45
Strawberries, dozen	1 90	
Raspberries, 2s, dozen	1 75	
Peaches, 2s, dozen	1 90	
Peaches, 3s, dozen	2 37 1/2	2 90
Pears, 2s, dozen	1 90	
Pears, 3s, dozen	2 49	
Plums, Greenage, dozen	1 40	1 67 1/2
Plums, Lombard, dozen	1 00	
Lawtonberries, 2s, dozen	1 00	
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 07 1/2	
1-lb. flats, per dozen	2 32 1/2	
1-lb. flats, per dozen	2 25	
Other salmon—		
White salmon	1 10	1 15
Humpbacks, dozen	1 25	1 40
Cohoos, dozen	1 60	
Red Spring, dozen	1 65	1 75
Red Sockeye, dozen	1 85	2 10

Lebster—			
1-lb. flats, dozen	\$1.40, \$2.25	1-lb. talls, dozen, \$2.00, \$4.75	
1-lb. flats, dozen	\$5.00, \$5.10		
Compressed corned beef, 1s.	3 00	Minced collops, 2s.	3 50
Compressed corned beef, 2s.	3 35	Corned beef hash, 1s.	1 60
English brown, 2s.	3 15	Corned beef hash, 2s.	2 00
Homeless pig's feet, 2s.	3 15	Jellied hocks, 2s.	1 00
Ready lunch veal loaf 1s.	1 50	Paragon ox tongue, 1s.	7 50
Ready lunch veal loaf 2s.	2 50	Paragon ox tongue, 2s.	8 50
Roast beef, 1s.	3 00	Paragon lunch tongue 1s.	4 00
Roast beef, 2s.	3 35	Tongue lunch, 1s.	3 50
Stewed ox tail, 1s.	1 60	Sliced smoked beef, 1s	1 00
Stewed kidney, 2s.	2 65	Sliced smoked beef, 2s	1 50
Minced collops, 1s.	1 40		

TORONTO.—A steady trade is being done in canned fruits and scarcity is becoming noticeable in a number of lines. Prices have been advanced on black and red raspberries which are now quoted at 1.90 for 2's. Different dealers find scarcity in stocks of different lines. At one house raspberries and pears were given special note while another house reported their stocks as none too large in canned peaches, strawberries or plums. Canned salmon while enjoying only a normal trade is steady in price. Sorting orders for canned vegetables, particularly tomatoes and corn are arriving quite freely. There seems to be no surplus in stocks of any lines and dealers are doing no worrying over the disposal of stocks.

VEGETABLES

Asparagus tips, 2s. talls	3 52 1/2	2 55
Beans, Golden Wax, 2s.	0 97 1/2	1 00
" " " Midgets, 2s.	1 27 1/2	1 30
" " " Refugue or Valentine (Green) 2s.	0 97 1/2	1 00
" " " Refugue Midgets 2s.	1 30	1 40
Beets, sliced, blood red, 2s.	0 97 1/2	1 00
" whole, blood red, 2s.	0 97 1/2	1 00
" sliced, blood red, 2s.	1 28 1/2	1 30
" whole, blood red, 2s.	1 37 1/2	1 40
" whole, Rosebud, 2s.	1 55	1 65
Cabbage, 3s.	0 97 1/2	1 00
Carrots, 2s.	0 97 1/2	1 00
orn, 2s.	0 85	1 97 1/2
fancy, 2s.	1 05	1 07 1/2
on cob, gal.	4 77 1/2	
Peas, Standard, size 4, 2s.	1 35	1 40
Early June, size 3, 2s.	1 50	
Sweet Wrinkle, size 2, 2s.	1 50	
Extra fine sifted, size 1, 2s.	1 87 1/2	1 90
Pumpkin, 3s.	0 97 1/2	1 00
gal.	3 02 1/2	3 05
Spinach, table, 2s.	1 27 1/2	1 30
" gal.	1 77 1/2	1 80
Tomatoes, 2s.	0 97 1/2	0 95
" 3s.	1 40	1 50
" gala.	3 75	4 02 1/2
Turnips, 3s.	1 12 1/2	1 15

FRUITS

Apples, standard, 3s.	1 20
gal.	3 50
Blueberries, standard, 2s.	1 27 1/2
gal.	5 27 1/2
Cherries, black, not pitted, heavy syrup, 2s.	1 52 1/2
black pitted, heavy syrup, 2s.	1 92 1/2
red, not pitted, heavy syrup, 2s.	1 52 1/2
red pitted, heavy syrup, 2s.	2 17 1/2
white, not pitted, heavy syrup, 2s.	1 62 1/2
white pitted, heavy syrup, 2s.	2 02 1/2
red pitted, gal.	8 52 1/2
Gooseberries, 2s, heavy syrup	1 77 1/2
Lawtonberries, 2s, heavy syrup	1 77 1/2
Peaches, 2s, white, heavy syrup	1 87 1/2
2s, yellow, heavy syrup	1 87 1/2
Raspberries, black, heavy syrup, 2s.	1 90
black standard, gal.	7 02 1/2
red, heavy syrup, 2s.	1 30
red, standard gal.	7 02 1/2
red, solid pack, gal.	9 27 1/2
Rhubarb, preserved, 2s.	1 23 1/2
3s.	2 37 1/2
standard, gal.	3 50
Strawberries, heavy syrup, 2s.	1 77 1/2

Clover Leaf and Horseshoe brands salmon:	
1-lb. talls, dozen	2 05 3 07 1/2
1-lb. flats, dozen	1 30 1 32 1/2
1-lb. flats, dozen	2 22 1/2 2 25
Other salmon prices are:	
Humpbacks, doz	1 30 1 35
Pinks	1 30 1 35
Northern River Sockeye	1 25
Chickens	4 00
Turkey	4 00
Ducks	4 00
Cohoos, per doz.	1 77 1/2
Red Spring, doz.	1 87 1/2
Lobsters, halves, per dozen	2 65 2 75
Lobsters, quarters, per dozen	1 60
Soup, 2s.	1 90
Soup, 1s.	1 40

ONTARIO MARKETS

POINTERS—

Dried Fruits—Several advances.
Nuts—Firm.
Canned Raspberries—Higher.
Tapioca—Advanced.
Tea—Firm.

Toronto, May 11.—The grocery trade seems to have taken on more life lately or at least dealers seem to be well satisfied with the volume of trade for this time of the year. Several houses state that an expansion has been brought about by the opening of navigation on the lakes. Others say that trade has been on the quiet side for a time and dealers have allowed their stocks to get small and are now replenishing them. Collections are reported fair for the season.

Wholesalers report that trade in sugar is rather quiet, retailers having sufficient stocks, the consumption just now being small, but will soon begin to show an increase.

Special stress has been laid on the dried fruit market for some time back and apparently was fully warranted. This week further advances are noted by local houses in prunes, evaporated apples and raisins. Supplies of the first two fruits are so small that there is not a great deal of trade being done but raisins are pretty brisk, and advances have been made especially in seeded. Even present quotations are claimed to be as low as purchases can be made by wholesalers from packers.

Different firms find themselves differently situated in regard to supplies of canned fruits, but a general scarcity is admitted. The lines short and the degree of shortness varies with several houses. Black and red raspberries have been advanced to \$1.90 this week.

Sugar.—The raw sugar market after a slightly easier tendency last week has again steadied up to a position of considerable strength.

Extra granulated, bags	4 70
" 20 lb. bags	4 60
Imperial granulated	4 50
Beaver granulated	4 30
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	5 10
" 50-lb. boxes	5 30
" 25-lb. boxes	5 40
Powd'ored, bris.	4 90
" 50-lb. boxes	4 90
" 25-lb. boxes	5 30
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 70
" in 50-lb. "	5 90
" in 25-lb. "	5 90

Syrups and Molasses.—There are no particular features to the syrup or molasses markets. Prices are unchanged and trade of a steady nature continues.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 25	Gallons, 6 to case	4 80
in case	2 25	" 12 "	5 40
5 lb. tins, 1 doz.	3 60	Quarts, 24 "	5 60
in case	3 60	Pints, 24 "	5 00
10 lb. tins, 1 doz.	2 50	Molasses—	
in case	2 50	New Orleans,	
30 lb. tins, 1 doz.	2 45	medium	0 30 0 35
in case	2 45	New Orleans,	
Barrels, per lb.	0 03 1/2	bbls.	0 28 0 32
Half barrels, lb.	0 03 1/2	Barbadoes, extra	0 45
Quarter "	0 03 1/2	fancy	0 45 0 52
alls, 25 lbs. ea.	1 70	Porto Rico	0 45 0 52
" 25 "	1 30	Muscovado	0 30

Dried Fruits.—With the situation in dried fruits becoming more acute as the season advances and available supply

THE CANADIAN GROCER

grows smaller, as expected under such conditions prices show an upward tendency. This was particularly noticeable this week and a number of advances have taken place. Prunes go upward with a stride that clearly denote the condition of stocks here, and now range from 12 cents for 90s to 100s to 17 cents for 30s to 40s. No 50s to 60s, 60 to 70, or 70 to 80s. are to be had on this market.

Tea.—The local tea market continues firm as does also the primary. The edict by the Japanese government that no more colored teas shall be made has as yet had no particular effect on Japan teas. "This ruling some years ago," said one dealer, "would have been regarded as of great importance but the amount of Japan teas imported into this country is yearly growing smaller. The consumption of Japan teas in Canada has fallen in ten years from 9,000,000 pounds to approximately one-third that figure.

Coffee.—The local coffee market strong position. Prices are steady especially in Rio and Santos.

Rio, roasted.....	0 18	0 20	Mocha, roasted..	0 26	0 28
Green Rio.....	0 15	0 16	Java, roasted..	0 27	0 33
Santos, roasted..	0 23	0 23	Mexican.....	0 22	0 24
Marrobo, ..	0 22	0 24	Guatemalo.....	0 22	0 24
Bogotas.....	0 23	0 25	Jamaica.....	0 20	0 22
			Chicory.....	0 12	

Rice and Tapioca.—A normal amount of business is being transacted in rice at unchanged prices. An advance in tapioca does not come as a surprise as its strength has been noticeable for some time. Some dealers are asking even higher than present prices as the situation no doubt warrants. Trade is steady.

Standard B, from mills, 500 lbs. or over, f.o.b.			
Montreal.....			3 00
	Per lb.	Sago, medimm	
Rice, stand B..	0 83	brown	0 85
Bangoon.....	0 63	Tapioca—	
Patna.....	0 65	Bullet, double	
Japan.....	0 94	goat	0 08
Java.....	0 06	Medium pearl.	0 06
Carolina.....	0 10	Flake.....	0 08
		Seed.....	0 06

Nuts.—Strength is noticeable in a number of lines of nuts, Bordeaux and Marbot walnuts and Formigetta almonds having advanced slightly. Damage to the almond crop in Spain is reported. New crop Brazil nuts are quoted slightly lower by some firms this week. Trade is not overly large in volume.

Spices.—Spices are in fair demand for this season of the year. Prices in general are steady. Peppers both black and white are quite stiff in the primary market. Nutmegs which are from 2 to 3 cents higher than last November are holding their own while cloves remain steady.

Beans.—There is no particularly change in the bean situation this week. Prices seem quite firm with business inclined to be quiet.

Prim- beans, per bushel.....	1 90	2 10
Hand picked beans, per bushel.....	2 10	2 25

Seeds.—Although the big rush for timothy, alsike and red clover is pretty well over, sorting orders are coming in quite freely. Prices for all lines especially the high-grades are steady while

timothy which is so dear this year is fractionally higher. A feature of the season is the large quantities of seed corn going to the country while sorting orders for this line will continue to come in for quite a while yet, as the sowing season extends in some parts of the country until late in June.

MANITOBA MARKETS

POINTERS.—

Sugar.—Steady.
Syrup.—Advanced.
Coffee.—Declined.

Winnipeg, May 6.—Encouraging conditions still continue to prevail throughout the entire West. Seeding is in full swing, and is reported to be pretty well advanced in many parts of the West. The sharp frost which occurred last week is reported to have done but little damage, and as a result this optimistic feeling is reflected on the trade.

The local market has been very active. Large stocks of all lines are being brought in by lake route. Many were getting rather low. The most noticeable feature has been the advance of ten cents per case in syrup. For a long time the syrup market has been exceedingly strong, and this advance has been predicted frequently. Special strength on the American markets resulted in prices being raised yesterday on this market.

The coffee market has on the other hand been on the downward move, and declines in green Rio coffee and roasted coffee have taken place.

Dried fruits continue to be scarce, but a steady trade is being carried nevertheless.

Sugar.—On last week's decline an active movement has been taking place in sugar. No further change has taken place in prices, as the tone of the market is as strong as ever. Stocks are of considerable size now, and large orders have been wired for by some wholesalers who expect an advance due to strength on Southern markets in the near future.

Montreal and B.C. granulated, in bbls.....	5 15
" " in sacks.....	5 10
" yellow, in bbls.....	4 75
" " in sacks.....	4 70
Icing sugar, in bbls.....	5 50
" " in boxes (25 lbs.).....	5 75
Powdered sugar, in bbls.....	5 30
" " in boxes.....	5 30
" " in small quantities.....	6 05
Lump hard, in bbls.....	6 00
" " in 1-bbls.....	6 10
" " in 100-lb. cases.....	6 00

Dried Fruits.—An advancing market has been in progress this week. Stocks in all lines are getting low, as there are no supplies in any part of Canada to be drawn from. The result is that prices have been advancing in proportion to the size of the local stocks.

Raisins are scarce, and slightly higher. Prunes, especially sizes of 60 to 70, 70 to 80 and 80 to 90, it is impossible to procure. Dried peaches have advanced one-half cent per pound, and dried apricots about the same. It is expected that in a short while some of these lines will be off the market entirely.

Evaporated Apples.—Stocks of evaporated apples are almost cleaned out, and only a few are held locally. One house reports that those held by them are being sold at 14 $\frac{7}{8}$ c for 50s, and 15 $\frac{3}{8}$ c for 25s.

Syrup and Molasses. — Strength on the southern markets caused an advance to take place here yesterday of ten cents per case. As stated above, this advance has been predicted for over a month. Fair sized stocks are held here, but an active market is taking place.

Syrups—	
24 2-lb. tins, per case.....	2 18
12 5-lb. tins, per case.....	2 53
6 10-lb. tins, per case.....	2 41
3 20-lb. tins, per case.....	2 42
Half bbls., per cwt.....	3 10
Barbadoes molasses in 1-bbls., per gal.....	0 48
New Orleans molasses, 1 bbls., per gal.....	0 35
" " per bbl. per gal.....	0 31

Coffee.—The green Rio coffee market declined a half cent per pound during the week, which corresponds to a drop of two cents per pound in roasted. The cause of the decline appears to be due solely to lower markets to the south. One of the largest wholesalers in replying to the question stated that as far as he knew this was the only cause for it.

Coffee, standard Rio.....	0 14	Coffee, choice.....	0 15
		Coffee, extra choice.....	0 14

Nuts.—There has been no change in this line during the week, and prices quoted are as follows:—

Almonds, Formigetta	0 15	0 15
" Tarragona	0 16	
" shelled.....	0 33	0 34
Walnuts, Grenoble.....	0 15	0 16
" Marbot.....	0 14	
" shelled.....	0 38	0 40
" Manchuria	0 14	
Filberts.....	1 12	0 13
Pecans.....	0 18	0 21
Brazils (new crop).....	0 15	0 16
Peanuts, roasted.....	0 09	0 13

Beans and Peas.—A slight decline has taken place in the bean market, and ordinary beans are quoted 5 cents per bushel lower. Hand picked beans remain unchanged. Peas are also firm.

NOVA SCOTIA MARKETS.

Halifax, May 1.—Business continues good in all grocery lines. Jobbers report that stocks of canned goods are rapidly being cleaned up, and that it is probable that prices will advance. There is a heavy demand for corn, peas and tomatoes. There is also a scarcity of prunes on the market, and prices are higher. Retail dealers say that owing to the scarcity of prunes, that evaporated apricots are selling freely. Valencia onions are now off the market, and the trade is being supplied with Egyptians and Bermuda. The latter stock is quoted at \$2.00 per crate. Egyptians are selling at 3 $\frac{1}{2}$ cents per pound.

American clear pork is down to \$22.00, and American beef is quoted at \$19.00.

NEW BRUNSWICK MARKETS.

St. John, N.B., May 10.—The only changes made in the local markets last week were in the prices of canned tomatoes which are scarce and high, being quoted at \$1.50 per dozen, and in American clear pork which has dropped 50 cents and is now offered at \$20 to \$23.

THE CANADIAN GROCER

ONE KING

ONE EMPIRE

ONE SAUCE

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising has attracted unusual interest even from competitors---a sure proof of its growing popularity.



HOLBROOKS WORCESTERSHIRE SAUCE sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST.

MANAGER
H. GILBERT NOBBS

TORONTO

Head Office and Manufactory - Birmingham, England

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade
Coffee.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A
Condensed Ad.
IN
Canadian Grocer

"We will never be buried
with the unknown dead---
we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."

The Condensed Ads. in this
Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 149 Water Street, Vancouver.

MCLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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



THE "WALKER BIN" SYSTEM



is the only Complete Line of Modern
Grocery Fixtures Manufactured in
Canada.

It affords the best-known facilities
for handling a grocery stock of any size
and displaying that stock to the best
advantage.

A "Walker Bin" Outfit will put
new life into your business, and the cost
will be small compared with the results
that are bound to follow.

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

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—

Manitoba: Watson & Truendale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes,
Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Quaker Salmon

The very finest packed.

A business getter and
a business holder

Packed in talls and flat tins.

MATHEWSON'S SONS

WHOLESALE GROCERS
MONTREAL

Secret of a Package Tea Success

Quality Made Trade When the Trade
Became Acquainted With the Quality.

That is the history briefly of Red Rose Tea.

The retail grocery trade of Canada have found that it pays to push Red Rose Tea because it gives their customers greater satisfaction than any other tea.

It merits your confidence, too, because every package is up to the same high standard. You know you can recommend it to your customers with the absolute assurance that it will please them and keep on pleasing them.

The increase in the Red Rose Tea business has been enormous. Its remarkable success has been due to the confidence and friendliness its quality has inspired in the grocer.

Red Rose Tea

"Is Good Tea"

T. H. Estabrooks,

Toronto

Winnipeg

St. John. N.B.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

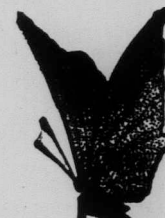
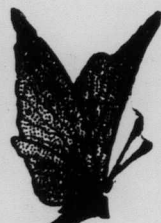
Delicious
Appetizing
Satisfying

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb tins, in plain or Tomato Sauce.

If Price and Quality interest you,
write us at once.

**The Oshawa Canning
Co., Limited**

OSHAWA :: :: ONTARIO



"Devonshire Cream
at its Best."

FUSSELL'S
THICK RICH
CREAM
(GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire Cream and, in addition, KEEPS INDEFINITELY IN ANY CLIMATE

FROM 10c. A TIN

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; The Harry Home Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LIMITED
4 Monument Street, LONDON, ENG.

Eleven Gold Medals

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

J. W. Windsor, Montreal, have delivered new pack of Ice Castle lobsters on Montreal market this week. This is the earliest delivery for many years.

Large and important changes have been made in the building of the United Soap Co., of Canada, Limited, at Montreal. An extension has been built and soap boiling plant has been installed, also machinery for making soap powder and scouring soaps. The manufacture of soap will be carried on in all its branches and the company begs to draw the attention of the trade to the fact that they are placing on the market a laundry soap of a high quality at an exceptionally reasonable price.

D. L. Sterling is again sales manager of the St. Charles Condensing Co. No sooner was this announced to the Canadian trade than Mr. Sterling was the recipient of many congratulatory messages. He was formerly sales manager for this company at which time he made many warm friends among the wholesale trade of Canada.

Oshawa Canning Company, Ltd., Oshawa, Ont., is installing new machinery and extending their plant to handle the increased demand of this season.

Alfred W. Daviss has been appointed secretary of the Acadia Sugar Refining Co., Halifax, N.S., succeeding the late T. M. Cutler. Mr. Daviss received his first acquaintance with the sugar busi-

ness in the office of the St. Lawrence Sugar Refining Co., at Montreal. Later he went with the beet sugar company, at Farnham, Que., and at the inception of the old Halifax Sugar Refining Co., Mr. Daviss was appointed sales manager. He was finally transferred to the Acadia Sugar Refining Co. when the three Maritime Province refineries were amalgamated in 1893. He is well known to the trade in Toronto having acted locum tenens for a time in 1896 during the absence of Wallace Anderson, the company's representative there.

Hamilton's Board of Trade, always aggressive and progressive, inaugurated a scheme which certainly has been the means of opening the eyes of many of its own citizens. Most of the larger factories at the request of the Board of Trade, agreed to throw open their doors to various deputations of citizens and manufacturers, who were driven around the city in automobiles kindly provided by the Board of Trade. Several large and influential deputations visited the Ontario Lantern and Lamp Co.'s extensive works and were astonished at the magnitude of the plant. They were shown all through the various departments and were then taken through The Canadian Tungsten Lamp Co.'s works, watching with great interest the various processes of grinding, squirting, treating and mounting filaments. These deputations afterwards visited several other factories where they were also well received.

H. Gilbert Nobbs, Toronto, manager of Holbrooks, Ltd., for Canada and the United States, has returned from a trip to England.

Some Hints.

It is valuable to be able to place stock properly, so that it will show up best, and also so that all possible time can be saved.

The aim of the grocer should be to carry as small a stock as possible but yet carry a stock large enough to handle all the business he can get.

AGENTS WANTED.

A GENTS WANTED throughout Ontario with good connections with grocery trade, to handle well advertised line. References required with application. Apply Box 385, CANADIAN GROCER, Toronto. (2w)

FOR SALE.

GROCERY, CROCKERY and FRUIT BUSINESS —Old established business of 35 years in one of the best manufacturing towns in Ontario for sale. Will rent or sell building. Box 386, CANADIAN GROCER, Toronto.

GROCERY BUSINESS FOR SALE

In growing Alberta town, three thousand population. Annual turnover sixty thousand. Nicest trade in town, Exceptional opportunity for right man with about three thousand dollars.

Address: Box 384, Canadian Grocer, Toronto

Wanted—First-Class Traveller for Wholesale Grocery and Confectionery Trade, Toronto. Fine opportunity for good man. Replies confidential.

Confectionery,
c/o CANADIAN GROCER

English Brewed Ale and Stout

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

Kops Ale or Kops Stout

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



CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

Manufacturers and Shippers

of Eastern Canada, Europe and the U. S. A., who wish to get in right with the hustling, booming West, should avail themselves of the facilities and service we offer.

We have large track warehouses at the five main distributing points in Western Canada, and from these centres we cover the territory in an aggressive and thorough manner.

May we push the sale of your grocery lines in this territory? We have an unrivalled connection among the whole wholesale trade of Western Canada and enjoy the highest financial standing.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

Write us for Full Information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG

REGINA

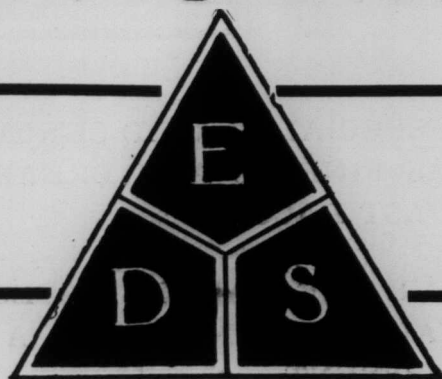
SASKATOON

EDMONTON

CALGARY

Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.



"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.

Made
only
by

E. D. Smith, Winona, Ont.

at his own Fruit Farms

Agents—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG;
R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.



GUNNS QUALITY ROAST PORK WITH DRESSING



The seal of Public Approval. Made from fresh Hams with a special dressing. Slices nicely and shows you a big profit.

Try a sample order.

GUNNS LIMITED

PORK AND BEEF PACKERS
WEST TORONTO

Hot Weather

Indications are that Hot Weather will come in quickly and come in strong. Your customers will want

Smoked Sugar Cured Meats
and especially
COOKED HAMS

Send in your orders early, prices will be no lower this year.

ALL MEATS MADE UNDER
GOVERNMENT INSPECTION.

F. W. Fearman Co.
HAMILTON LIMITED



The Babies Eat What is Given Them

The child cannot choose like the grown-ups. The choice of food for the infant rests with the parent. Give the babies

Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ life—carries none of the infection liable through raw milk.

REINDEER LIMITED
TRURO, N.S. HUNTINGDON, P.Q.

Roll Bacon

ESPECIALLY MILD CURED.
AS FINE AS ANY BREAK-
FAST BACON.

WE ARE MAKING A SPEC-
IAL CUT IN PRICE AT
PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

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Lard is Easier and Eggs are Firmer

Increase in World's Lard Supply—Hogs This Year are Good Lard Producers—Eggs are Firmer at Most Centres—Provision Market is Unsettled—Hogs Lower in Toronto — Higher in Montreal—Butter is Firmer in Montreal, but Lower in Toronto—Prospects for Butter Production are Good.

Trade in pork products is reported fairly satisfactory for this season of the year, the warmer and fine weather being held accountable. The farmer during the cold weather is able to kill and use his own meat, but with the advent of the warmer weather this is not possible, and he has to purchase supplies. From now on there will be an increase in the sale of smoked and cooked meats, which reaches its height in the middle of the summer, and continues good until well into the fall.

Canadian live hog markets seem to be acting in direct opposition to one another this week. While the Toronto market has declined, Montreal has moved in the opposite direction, owing to short supplies and a keener demand on the part of the packers. United States markets are steady this week on account of only a normal delivery, but pretty liberal runs are expected.

Lard is easier on most Canadian markets, with a 1/2 cent decline at Toronto and slightly lower quotations at Winnipeg. The world's visible supply of lard on May 1st was 214,370 tierces, compared with 192,236 tierces on Apr. 1st and 112,377 on May 1st of last year. Stocks in America are 85,370 tierces, compared with 72,736 on Apr. 1.

Just at present, there seems to be keen competition between dealers at different centres for supplies of eggs and prices are firmer, with slight advances at several points. The production on the whole seems to be heavier than at this time last year, and there are some dealers who do not expect the present steadiness to continue.

While Montreal butter rules firm this week, the Toronto market is from 1 to 2 cents lower, under heavy receipts, that at present exceed consumption. With the prospects excellent for an abundant production of butter, and with it conceded at many centres that the quantity of held butter is quite large, it does not look as if prices will go higher, at any rate, for a time.

MONTREAL.

PROVISIONS.—The provision market is rather unsettled. A fair demand is passing, especially in hams and bacon, for which the call is gradually increasing. Supplies in these lines are ample to fill present requirements. The demand for lard is a little slower, and the feeling is easier. Live hogs are firmer in tone, owing to short supplies and a keener demand on the part of some packers. Dressed stock is without change.

Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 11 1/2
Cases, 10 lbs. each 10 lbs. net, per lb.	0 11 1/2
" " " " " " " "	0 11 1/2
" " " " " " " "	0 11 1/2
Pails, wood, 30 lbs. net, per lb.	0 11 1/2

Pails, tin, 20 lbs. gross, per lb.	0 10 1/2
Tubs, 50 lbs. net, per lb.	0 11 1/2
Tierces, 375 lbs., per lb.	0 11
One pound bricks	0 12
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 10 1/2
" " " " " " " "	0 10 1/2
" " " " " " " "	0 10 1/2
Pails, wood, 30 lbs. net, per lb.	0 10 1/2
Pails, tin, 20 lbs. gross, per lb.	0 10 1/2
Tubs, 50 lbs. net, per lb.	0 10
Tierces, 375 lbs., per lb.	0 09 1/2
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Lean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 00
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	8 75
" " " "	17 00
" " " "	25 00
Boiled ham, small, skinned, boneless	6 23
large, skin on roll	6 20
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11
Long clear bacon, light, lb.	0 11 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11 1/2
Large sizes, 18 to 25 lbs., per lb.	0 12 1/2
Medium sizes, 15 to 18 lbs., per lb.	0 14
Small sizes, 10 to 15 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
" " " " " small, 9 to 12 lbs., per lb.	0 15
Breakfast bacon, English, boneless, per lb.	0 14 1/2
Windsor bacon, skinned, backs, per lb.	0 17 1/2
Spiced roll bacon, boneless, short, per lb.	0 13 1/2
Hogs, live, per cwt.	6 85
" " " " " dressed, per cwt.	5 50
Country dressed hogs, per cwt.	8 00

Butter.—Slightly advanced prices are noticeable this week in butter quotations. At country points, offerings for the finest new creamery were higher in tone, and locally the market showed sympathy with this movement. The production of cheese is heavy, daily and weekly returns showing an increase over the output a year ago. The market is apparently on a steady basis.

New milk creamery	0 23
Dairy, tubs, lb.	0 18 0 20
Fresh dairy rolls	0 20

Eggs.—The market is firmer this week and shows a slight advance in prices. An explanation of this fact is offered by reports of higher prices being paid at country points, and the keen competition between eastern and western shippers for supplies. The demand continues active and the market is steady just now. The production seems to be heavier than at this time last year.

New laid	0 19 0 20
Selects	0 22 0 23

Cheese.—The local cheese market is firm and interesting. Production is good and the price now offered is somewhat in advance of that which ruled a year ago. Exports of cheese for the season have already begun, the shipments from Montreal for the first week, ending last Saturday totaled 16,976 boxes, as against 16,791 for the corresponding week last year.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" " " " " small, 20 lbs.	0 14
Old cheese, large	0 16

TORONTO.

Provisions.—Another 25 cents has been lopped off live hog prices this week,

being the result of another effort to get pork products down to an export basis, which move is said to be necessary before the provision market will be satisfactory.

"If the bacon market continues its present course," said one dealer, "it will soon be no compliment to be called a hog, which it was in a certain manner a year ago when prices were so high."

As a result of this further decline, the provision market exhibits an easier feeling, and another reduction of 1/2 cent has been made in lard, bringing the pure product in tierces down to 10 to 10 1/4 cents. Some time ago the opinion was expressed by more than one dealer that lard had reached the bottom, but still the easiness continues. One reason is that the class of hogs being marketed are good lard producers.

Long clear bacon, per lb.	0 10 1/2 0 11
Smoked breakfast bacon, per lb.	0 16 0 17
Pickled shoulder	0 09 1/2 0 11 1/2
Roll bacon, per lb.	6 11 0 11 1/2
Light hams, per lb.	0 15 0 16
Medium hams, per lb.	0 14 0 15
Large hams, per lb.	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts, per lb.	0 14 0 15
Backs, plain, per lb.	0 17 0 18
" " " " " pea meal	0 17 1/2 0 18 1/2
Heavy mess pork, per bbl.	20 00 21 00
Short cut, per bbl.	23 00 24 00
Lard, tierces, per lb.	0 10 0 10 1/2
" " " " " tubs	0 10 1/2 0 10 1/2
" " " " " pails	0 10 1/2 0 11
" " " " " compounds, per lb.	0 09 1/2 0 10 1/2
Live hogs, at country points	5 75
Live hogs, local	6 05
Pressed hogs	8 50 9 00

Butter.—Receipts of butter have continued heavy, and prices as expected in such a case have slumped further, and reductions ranging from 1 to 2 cents have been made down the whole list, and fresh creamery prints may now be had from 23 to 24 cents. Demand has kept at a fair volume, but not nearly large enough to take care of all arrivals, and hence the cause of reduction. With a continuance of heavy receipts, and the present stocks of butter held, there are dealers who fear that some further reductions will come.

Fresh creamery print	
Per lb.	0 23 0 24
Creamery solids	0 21 0 22
Farmers' separate butter	0 18 0 20
Dairy prints, choice	0 18 0 19
Fresh large rolls	0 18 0 18 1/2
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 17

Eggs.—The situation in eggs is about the same as has existed for the past couple of weeks. Small supplies, and a good demand, with a resulting steadiness in the market, which has caused a slight advance in quotations, and 19 to 20 cents is now being asked.

New laid eggs	0 19 0 20
---------------	-----------

Cheese.—Trade in cheese is not particularly brisk at present, while quotations remain unchanged.

New cheese—	New twins	0 13 1/2	
Large	0 13	Stiltons	0 14 1/2 0 15
Old cheese	0 14 0 15		

Poultry.—The poultry trade is not large in volume, and is confined mostly to cold storage stocks. Any fresh offerings bring high prices.

Fowl	0 14 0 15	Ducks	0 17 0 19
Geese	0 14 0 15	Turkeys	0 20 0 21
Chickens	0 18		

WINNIPEG.

Provisions.—Further declines have taken place on the lard market. Chicago packers have been forcing the price of hogs down to such an extent on that market that they have been forced to lower the price of lard, which has resulted in a declining market prevailing over the entire North American continent. The price of live hogs on the local market has been holding steady at \$6.75 per cwt. for the last three weeks. A few sales were made yesterday at \$7 per cwt. Dealers state however, that in the face of lower markets east and south, the price cannot remain at that figure here. Other changes will be noticed in the price list.

Hams, large.....	0 13½	Tomato sausage	
Hams, medium.....	0 15½	per lb.....	0 10
Breakfast bacon		Pork sausage.....	0 09
backs.....	0 16½	Beef sausage.....	0 07½
Shoulders.....	0 12	Lard, in tierces	
Long rolls.....	0 18½	per lb.....	0 11½
Short rolls.....	0 17½	50-lb. tubs.....	5 75
Long, clear sides		20-lb. tubs.....	2 85
per lb.....	0 11½	10-lb. pails, cases	7 20
Boneless backs,		5-lb. pails, cases	7 81
per lb.....	0 15	3-lb. pails, cases	7 35
Mess pork, bbl.....	25 00	Compound, 20-lb	
Mess pork, ½-bbl.....	13 00	pails.....	1 30
		Steers, heifers,	
		abattoir killed.....	0 10½

Eggs.—Supplies of eggs continue to arrive in large quantities from local points. Prices hold firm at 16½ cents delivered Winnipeg.

Cheese.—Slightly lower prices are prevailing for cheese. A steady trade is still continuing. New quotations are 13 to 13½ for Manitoba and 13½ to 14 cents for Manitoba twins. Eastern cheese is offered at 14¾c for ordinary, and 15 cents for twins.

Butter.—Considerable quantities of held-over stocks are now being offered. This is of very poor quality and can only be classed as inferior butter. Dealers are offering 8 cents per pound for this, but at even that figure they would rather not handle any. Creamery butter is down one cent per pound and dairy butter is also lower.

Creamery butter—	
Manitoba fresh-made creamery bricks.....	0 27
Eastern townships bricks.....	0 27
Manitoba.....	0 25
Dairy butter—	
Strictly No. 1, delivered Winnipeg.....	0 16 0 17
No. 2, delivered Winnipeg.....	0 12 0 13
No. 3, delivered Winnipeg.....	0 08 0 10

EGGS CUT TO FIVE CENTS.

Crazy Competition Pursued by Detroit Merchants.

Two Detroit grocers recently engaged in a price cutting contest that should be an example to those retailers who carry on this suicidal competition.

These two are located on opposite sides of the same street. One put out a big display sign advertising eggs at 24 cents. The other met it. Price-cutting continued on both sides till the price was reduced to 8 cents a dozen on the part of one store and 5 cents a dozen in the other.

As the grocer making this offer had frequently to replenish his stocks, other grocers of the vicinity soon found out what was going on and sent messengers to buy eggs at the low price. Each store therefore disposed of a great

quantity to other grocers at a loss of from 10 to 20 cents a dozen.

It is very doubtful if any advertising advantages arose to either of the two merchants concerned in this competition. At any rate it was quite expensive advertising. Grocers would make more money if they would compete on the basis of quality and service than if they stake their whole reputation on the ability to sell goods cheap.

INVESTIGATING SUGAR.

Washington, May 11th.—The United States government is after any trusts

that may exist. The American Sugar Refining Company is now to be investigated by Congress with a view of obtaining information as to possible violation of the anti-trust act. The committee is instructed to ascertain whether the operations of the trust have caused:

First, the restriction or destruction of competition among refiners of sugar.

Second, an increase in the price of sugar over the price prior to the organization of the trust.

Third, an increase in price of sugar in this country over the price paid in other countries.



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada

By Royal Letters Patent

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

GILLETT'S CREAM TARTAR

We give our unqualified guarantee that these goods are chemically pure. This fact is verified beyond doubt by Bulletin No. 222 recently issued by Inland Revenue Department of the Dominion Government. It shows that Cream Tartar purchased from this Company by the Grocery trade contains a higher percentage of purity than that sold by any other concern.

It further shows that a larger percentage of good Cream Tartar is handled by the Grocery trade than by Druggists in Canada, and that the larger percentage of it is Gillett's Cream Tartar.

E. W. GILLETT COMPANY LIMITED
TORONTO, ONT.

Winnipeg

Montreal

OK. SAUCE

ENGLAND'S BEST

For its Exquisite Flavor it stands unrivalled.

For purity of ingredients it stands unchallenged.

One thousand guineas purity guarantee on every bottle.

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents--DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

Macaroni
Vermicelli
Spaghetti

Why Pay Customs Duty?

Our Goods, Made in Canada, Are Better Than The Imported, Because:

1. Experiments made in France have proven that the Canadian Flour is superior to the best Russian quality.
2. We only use Canadian Semolina made from the rich hard wheat of Manitoba.
3. Our employees have all been brought from France and are thoroughly skilled.
4. Our machinery is of the very latest type and is worked on automatic principles.


WE WANT TO HEAR FROM YOU

L'ETOILE

"Cie Francaise des Pates Alimentaires"

6-9 Harmony Street, MONTREAL

CANADA: No better Country



MOTT'S: No better Chocolate

“Elite”

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

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

SELLING AGENTS:

J. M. Douglas & Co. Montreal	R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg	Tees & Perse Calgary
Johnston & Yockney Edmonton	Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

M^cVITIE & PRICES' BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

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

AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

Sell Mushrooms

There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive rights in your locality.

WRITE US TO-DAY

Canadian Mushroom Growers Limited

LINDSAY :: ONTARIO

MASON'S No. 1 SAUCE

The Sauce for the epicure—

of delicious flavor and unequalled purity. Made according to the famous 'Mason' formula in our modern factory which is a model of sanitary care and cleanliness.

You can confidently recommend this well-known line and give it prominence.

Masons Limited,
 25 Melinda Street, - Toronto

Agents wanted where not represented

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Flour and Rolled Oats are Both Firm

Under Higher Values in Raw Material—Wheat Shows Some Advancement Over a Week Ago—Has Been Some Talk of Advance in Flour—Domestic Trade is Fair—Export Inquiries are Out of Line—Oat Market Has Advanced — Good Foreign Demand.

In sympathy for the higher quotations for wheat, a much stronger feeling obtains in flour. There has been some talk of an advance in price but all millers have not agreed on this point and no announcement has been made. There are those millers who believe that wheat will drop below present prices and are inclined to wait to see how the wheat market acts before making any change. Those millers who have large contracts feel no need of advancing prices as they would have to deliver at contract prices anyway, while on the other hand those millers who are differently situated and who are buying wheat at present prices would welcome an advance.

While wheat values had a set back on Saturday last, the first part of this week brought them back to their old position. Some dealers believe that wheat values are being somewhat unduly inflated. One report from Chicago says: "According to the view of some conservative market men, the present May manipulation is a bold and daring coup with the chances against its ultimate success. These speculators may find themselves at the end of their deal with a corpse altogether too big to bury except in the graveyard of their own profits. They have been vainly trying to arouse apprehension because of the alleged lack of moisture in the Northwest, but although rain will be needed there during the month, it is far from time to worry as yet. Taking the situation from a general view point it seems difficult at this writing to predict other than disaster to the plans of those who are attempting to manipulate it."

While some dealers believe differently, it is for this reason that some millers believe that wheat may react.

The world's shipments of wheat last week amounted to 12,176,000 bushels compared with 11,088,000 the previous week and 9,168,000 for last week.

While domestic trade in flour continues normal, there is a scarcity of export orders. While there has been a fair inquiry from the English markets, bids were out of line with present quotations.

Oats are firmer again this week, under a good foreign demand, and prices are higher than those ruling a week ago. While No. 2 Canadian Western oats were quoted at 40 to 41 in Montreal last week, as high as 42½ cents is now being asked. In sympathy with the higher raw material, the rolled oats market is firm.

MONTREAL.

Flour.—There is a steady demand for flour but the market at present is rather uneventful. Prices are unchanged but there is a stronger feeling apparent al-

though it may not result in advanced prices.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers	4 80
" second "	4 20

Cereals.—Rolled oats are firm in sympathy with the primary market and also because of a continued good demand. Prices remain unchanged.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated "	2 35
Rolls oatmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—Wheat has made some little advancement over a week ago and No. 1 Northern Manitoba is quoted at \$1.00½. There is a much stronger feeling in flour in sympathy with the raw material. While there has been some talk of advancing prices, all the leading millers are not unanimous on this point, and as yet no change has been announced. Some millers are uncertain as to whether wheat will stay at the present price and are inclined to wait before taking action. Ontario wheat is strong at present also, No. 2 winter wheat quoted at 86 to 87 cents compared with 81 cents a few weeks ago.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 30

Winter Wheat.	
Straight roller	4 15
Patents	4 60
Blended	4 60

Cereals.—Under higher oat quotations, the rolled oats market rules firm. During the past week the oat market has advanced 1½ to 2 cents. Trade is satisfactory in the general lines of cereals.

Rolled oats, small lots, 90 lb. sacks	2 15
" 25 bags to car lots	2 05
Standard and granulated oatmeal, 50 lb. sacks	2 35
Rolled wheat, small lots, 100 lb. bris	2 75
" 5 bris. to car lots	2 65
Cornmeal, 100-lb. bags	1 70 1 80

Peterboro's Merchants' Association.

Peterboro, May 11.—The local branch of the Retail Merchants' Association promises to become a real live organization as a result of their meeting of the 5th inst., when the following officers were elected for the ensuing year:—President, Thos. Barrie; 1st Vice, T. H. Adams; 2nd Vice, Keith G. Leek; Treasurer, Jas. Connal; Secretary, H. V. Duggan. The meeting was addressed by E. M. Trowern, Dominion Secretary and H. A. Harrington, of Toronto.

Hamilton, Ont., grocers will likely again hold their annual picnic at Niagara Falls this year. The date will be July 19.

VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAPLEINE is now



Thoroughly Established in Public Favor as The Flavor de Luxe

for Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar or syrup an unsurpassed table delicacy may be made at home. Be sure that it fits on your shelves.

Consult your jobber.

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.

The Selling Tactics of Two Clerks

Striking Comparison of Methods Used by Two Salesmen in Selling Olive Oil and Jam Respectively—The Customer Who Talked and the Clerk Who Sold—Knowledge of Stock Essential if Good Results Are to be Secured.

It has been proven many times that a salesman can sell "just as good" goods. But in order to do so he must understand the article which he is substituting. A customer enters a store and asks for a certain brand of goods. The line is not carried but they have another which is equally as good. The salesman if he wishes to sell that customer, must thoroughly understand the article in question and its talking points if he would convince the purchaser of their equal quality.

A customer entered a grocery store the other day to purchase olive oil. He approached the clerk and said: "I want a bottle of olive oil."

Now the clerk did not know whether the olive oil they had was — or not. He walked to the place where the supply was kept and returned with a bottle saying, "I guess we don't keep —." However, he had heard the boss recommend this one to a customer and he continued, "This is very good olive oil though."

"What brand is it?" asked the customer.

Picked Out Name.

The clerk again showed his lack of knowledge of his goods by having to look at the label to find out the name. "P-U-R-P-I-S, Purpis," he spelled out. Will you take a bottle of it?"

"No," said the customer, "I want Pink's. It is the best olive oil sold. There are none of the others as good," and the clerk meekly replied, "Is that so?" and discontinued his attempt to sell.

How much better it would have been if he had understood his goods and been able to say, "No, we don't keep —, but I feel safe in saying that this is just as good, if not better. The government report describes it as pure olive oil and that should be as high a recommend as a person should want. Every customer we have sold it to, has been well pleased and I feel confident that if you try a bottle you will be pleased also."

In selling Jam.

In another store, the article under discussion was jam. In this the clerk exhibited full knowledge of his goods and complete faith in the article he was recommending with the result that he was able to make a sale.

The customer enquired for a jar of Blank's jam.

"We do not keep Blank's, madam, but we have one which is of equally good quality. It is — brand. I think you will find it very satisfactory."

"No," said the customer, "I have always heard that Blank's was the best."

"I believe, madam, that if you tried this you would change your opinion.

That it is pure is shown in the government analysis which places it as high grade, while I, myself, having used it can vouch for its taste and therefore, I do not hesitate to recommend it to you."

A Customer Convinced.

"I believe then that I will try a couple of jars," the customer answered.

The difference in these two sales can easily be appreciated. In the one, the clerk allowed the customer to talk to him because he had no arguments in favor of his goods, while in the other case, the clerk had studied the points of the article and talked to the customer.

The latter clerk, picking up a package from the counter said: "What about tapioca, Mrs. Customer? We have just put in stock this quick tapioca which requires no soaking and a pudding may be prepared from it in 15 minutes."

"What is it worth?" enquired the customer, and the clerk gave the price and launched into a talk on the splendid food values of tapioca.

A customer wants to be satisfied of getting full value for her money and the next question was "How much will it make?" The clerk showed his knowledge of the goods by telling how much it would make and finished up by selling her a package.

Should Prepare for the Holiday to Make a Profit

May 24th, Victoria Day should bring an increase in trade to the dealer who exerts himself to get it, sufficiently. In all parts of Canada the day is recognized as a holiday and excellent opportunities are presented to the grocer to make of it a tidy little profit. It is well that he plan far enough ahead that when the time comes, he will be fully prepared to get his share of the trade.

At this time of the year it is advisable to have a window trimmed in keeping with the day. Something that will bring the holiday more prominently before the public. It should be prepared early, say on Monday so as to put the people into the holiday spirit early in the week.

Some suggestions are here given for such a window. Being observed in remembrance of the late Queen, it is only fitting that you have a picture of her in the window. This should be placed back somewhat from the glass and trimmed with flags. In front of this in letters made of oranges the word "Victoria" or "Victoria Day" written out. Behind this at each side of the picture, a pyramid of oranges and farther out up the sides a row of pineapples. Behind the

pyramids of oranges, a slightly raised platform on which you may show tomatoes, green goods, soft drinks or bonbons. Behind the picture bananas may be hung while a becoming background may be made with flags. This is a window which should attract some attention if carefully arranged.

As fruit and vegetables are good sellers around this holiday, they should be nicely arranged within the store also, and here further decorations for the day may be made if the merchant so wishes. Confectionery is another line which sells well at this time and to which the merchant should give some attention by a complete stock and a nicely arranged display.

Customers sometimes forget about the stores being closed on Victoria Day so that it would be well for the merchant to put up a sign: "Let us supply all your wants to-day. Stores are closed to-morrow." This may cause a customer to buy more than she otherwise would have and also saves them from disappointment in case they wanted something next day and could not get it.

PRINCE EDWARD ISLAND CROP.

Prince Edward Island has a population of about 100,000, and makes a good showing in the matter of production, the total value of the field crops of the Island in 1910 amounting to nearly \$10,000,000. Hay leads in point of value, but the oats amounted to \$2,250,000 and wheat amounting to \$550,000 was also raised. Three million bushels of potatoes were produced on the Island with a value of \$1,200,000.

THE DEADLY COMMON FLY

Oh, trader, swat that fly;
The common fly—
The pesky fly—
The maddening fly—
The buzzing fly—
The sticky fly—
The measly fly—
The dirty fly—
Disgusting fly—
The sickening fly—
Germ-laden fly—
The typhoid fly.

He hates to go;
But then, you know—
Alive or dead,
Blue, black or red—
He hurts your biz.,
And, therefore, his
Should straightway end
By your descending,
swooping swat!
Your well-aimed swat!
Your crushing swat!

Be sure to kill;
He's had his fill
Of filthy feeding,
Of nuisance-breeding,
No mercy show,
But let him know
That you and he
Can never be
At peace again.

Now swear by hen—
Come rain or shine,
Bad luck or fine,
That sight of him
Or sound of him,
Will bring a swat!
A blighting swat!
A squashing swat!

By Royal Warrant



to H.M. The King

¶ The only original and genuine
Worcestershire Sauce is made
by **Lea & Perrins.**

.

¶ Other Worcestershire Sauces
are **imitations**, introduced
many years after **Lea &
Perrins** had made the name
“Worcestershire” famous
throughout the world.

—ORDER—

**Lea & Perrins’
Sauce**

Definite System in Collecting Debts

British Columbia Dealer Pins His Faith to Follow-up System—Nova Scotian Merchant Outlines Set of Seven Letters which he says, Is Most Effective in Bringing Results—The Gradual Approach to Demand for Cash.

It will be well for the merchant at this time of the year to examine carefully the accounts on his books, and make an effort to reduce them to as small a total as possible. The merchant should no more have his books loaded down with old and long drawn out accounts than he should have his storehouse or space under the counter filled with goods which he does not really need.

Now is a good time for him to go carefully over his books and pick out all old and past-due accounts, also to determine upon a definite course of action in the collecting of them. In some manner clear the trouble up and banish this deadwood off the books. They are about useless there. If nothing better presents itself, get the customer who owes you to give you a promissory note. In this way you have to deal with that customer in the future in regard to that note only. In an account, the customer may dispute it item by item, but with the promissory note this is not possible.

A British Columbia grocer recently said, "At intervals I go over my books and take off all accounts that are past due and place them in a collection book. I then begin a systematic attempt to realize upon them. When an account has run for any length of time, a person cannot expect to collect it on first trial, so that it is necessary to have some follow-up system. I begin with a mild reminder and continue gradually until strongest point is reached when I literally demand the money.

A Nova Scotia merchant has the following follow-up system in sending out letters and he says they are very good if properly used:

- (1) "We find a balance on our books of \$11.43 against you. We have a large payment to make soon and if you could let us have this amount, it would greatly oblige."
- (2) "We would like the payment of your account of \$11.43, if you find it convenient."
- (3) "We are clearing up our books for this quarter and would like you to call and settle your account."
- (4) "We must ask you to let us have a payment on your account at once."
- (5) "You have as yet neglected to let us have payment of your account. We have extended liberal terms and as it is far past due, we must ask you for a settlement."
- (6) Our previous letters to you in reference to your account have not been answered. We cannot allow this to remain on our books any longer, and must ask you to call and settle the same within ten days."
- (7) Unless your account of \$11.43 is settled at once, we shall have to place it in the hands of our solicitor for col-

lection. If you wish to save extra cost and trouble, please settle at once."

In this system the idea of gradually continuing up to the strongest point has been carried out. Of course it should be remembered that this exact system does not do for all collections. Circumstances alter cases. Judgment must be used in the wording of all letters.

However, the idea is that every dealer should have a spring house cleaning time on his books and furthermore that the only way to collect most old accounts is to get after them sharply, and not in a half-hearted way as if he did not expect to get them or was asking a favor of the debtor in requesting payment.

THE DELAYED INVOICE

Delayed invoices are a great source of inconvenience to the merchant, and he should when possible, urge upon the wholesaler the necessity of forwarding promptly. Not only do late invoices cause considerable worry to the dealer, but sometimes loss as well. Especially is this true with goods that fluctuate in price. Quite often a dealer is getting goods which he has not handled before.

The goods arrive but the invoice does not. Perhaps a customer enquires for one of the lines received, and the merchant, ignorant whether prices have changed, or not, sells at the old price. Perhaps when the invoice is received, it is found that the price of the goods has gone up, and that, consequently he had sold too low.

But it is not only the direct loss that annoys the merchant. If he unpacks them before the arrival of the invoice he must keep a careful note of the number received and check it off when the invoice arrives where, if he had it on hand, he could check them right up and dispose of the matter.

THE CO-OPERATIVE SOCIETY MOVEMENT

Ottawa, May 11.—A visitor, with a purpose missionary, to Ottawa, was William Maxwell, of Rothesay, Scotland, president of the International Co-operative Alliance. He is traveling through Canada under the auspices of the Alliance with the purpose of making the aims and objects of co-operation known throughout this country. The history of this commercial movement as outlined by this representative is as follows:—

"It began in Scotland in 1769, and there is one society in Glasgow now which was established in 1800. The principle of the movement, at first, was to enable the members of a co-operative society to obtain the necessities of life at first hand, that is to say, from the producer. There was a slight departure from the original idea in 1844. Instead of dividing the profits on capital it was thought better to divide them on purchases. This is known as the Rochdale plan. The man who buys the most gets the most profit, instead of the man who invests the most. In 1864 there was a federation of the societies. Capital was contributed by societies in their corporate capacity and not as individuals.

"At the present time there is one wholesale society in England and one in Scotland. They do a yearly business amounting to 34,000,000 pounds. The business of the English concern amounts to 24,000,000 pounds, and that of the Scotch company 10,000,000 pounds. The aim of these wholesale co-operative societies is to procure goods in different parts of the world for the various retail societies.

"Thirty-four years ago they placed a buyer in New York whose duty is to procure produce throughout the United States. Seventeen years ago I visited Montreal and recognizing it as an important distributing center, placed a buyer there for the whole of Canada. Six years ago a buyer was placed in Winnipeg, chiefly for the purpose of obtaining grain for the mills of Scotland. Last year \$5,000,000 worth of Canadian products were sent to Great Britain.

"In 1880 a good sized surplus was found to exist in the exchequers of the co-operative societies, and they went in for manufacturing. There are now in England and Scotland eight co-operative flour mills, besides many soap works, shirt factories, boot and shoe factories, etc. Three or four ships are employed in carrying goods from Europe to England.

"In the wholesale houses no credit is given beyond a month. If accounts are settled within a month five per cent. is deducted, and if they are allowed to run beyond a month five per cent. is added. In the retail stores no credit is given beyond the amount invested in the society by the purchaser, so that the danger from losses is reduced to a minimum."

Mr. Maxwell's endeavor is to spread the gospel of this doctrine by giving an idea of its operation and success elsewhere. He expresses the idea that the germ of its movement is here, and all that is required to develop it is education.

Are You The Man Who Wants To Increase His Salary \$5.00 A Week?

- ☐ If so, and you are reliable, we want you.
- ☐ During the past two months we added thirty new men to our circulation staff.
- ☐ We still have openings for forty men, to devote all or part time to handling the collections, new and renewal subscriptions of our thirteen publications.
- ☐ By applying now you will get exclusive territory and a more attractive opportunity.

MacLean Publishing Company, Ltd.

143-149 University Avenue,

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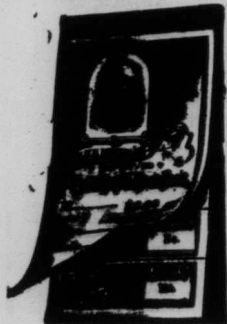
Toronto, Ontario

Putting Credit Business on a Cash Basis

Easiest thing in the world!
No chance to pick the wrong plan, since there's only ONE way to do it.
Simply install

Allison Coupon Books

HERE'S HOW THEY WORK

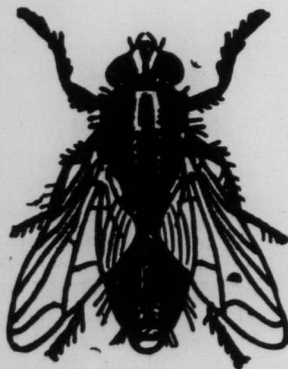


A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10. — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up.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

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

WILSON'S FLY PADS

All dealers in foodstuffs should commence using them early. Every fly killed now represents a host in July.



BY THE CARLOAD

We have now
BANANAS,
TOMATOES,
CABBAGE,
and **CELERY**

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

Wholesale Fruit, Fish and Produce
Commission Merchants, and dealers
in Hides, Wool and Raw Furs.

Strawberries

Do not forget we are in position to fill your orders with best stock.

GET YOUR ORDERS IN EARLY FOR THE HOLIDAY.

ORANGES PINEAPPLES
BANANAS LEMONS
EARLY VEGETABLES, ETC.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Is This Lemon Weather?

WELL YES

Buy a few Boxes of

“ST. NICHOLAS”
“HOME GUARD”
“KICKING” or
“PUCK”

They sell like hot cakes in the winter.

J. J. McCABE

AGENT

TORONTO, ONT.

Fine Weather Helps the Fruit Trade

Higher Temperature Has Benefited Business Considerably—Navel Oranges Still Coming—California Valencias Will Soon be Ready and Big Crop Expected—Grapefruit is Higher—Lemons Enjoying Good Trade—Prices are Firm—Vegetable Trade Satisfactory—Potatoes Higher in Montreal.

Navel oranges are still coming along and while the crop is nearly all in, shipments will probably continue for another couple of weeks. Some Mediterranean Sweets are now being offered but supplies are not large. The Valencia crop in California will begin to move in the near future. It is reported to be a very large one and the quality is claimed to be the best ever produced. It is estimated that there will be close on 6,000 cars, which should mean quite reasonable prices, and a consequent large consumption of the fruit.

It is estimated by the best authorities that this season's citrus crop in California will amount to 48,000 cars. For all this tremendous output it is notable that there are fewer navels left in the state than there were at this time last year, but this season's crop having opened early is probably the cause of this.

Strawberries and pineapples under more plentiful supplies and slightly lower prices, are showing some improvement but are as yet too high for any extraordinary volume of trade. With the advent of cheaper strawberries and pineapples the orange trade will no doubt be affected. While grapefruit supplies are smaller, there are still some shipments from Florida, but at higher prices as was predicted. The quality is excellent, being much better than that received earlier in the season.

Spanish onions are about all cleaned up. Texas onions are somewhat easier under present large supplies. One report says that possibly 60 per cent. of the crop has been shipped and that it looks like a quick finish. The crop is not as large as was at first expected. Egyptian onions which were easier last week, are steady again at present prices.

Lemons keep their strong position with an excellent demand being experienced.

MONTREAL.

Green Fruit.—Fine weather has been of considerable encouragement to the fruit men during the past week. To begin with it was a lemonade temperature and fruits in general benefited in addition to lemons. The latter fruit is more in demand every day and while prices have not changed materially of late it is felt that higher prices will prevail. From one source it is reported that the Sicilian crop is short. Navel oranges are becoming scarce and the price is advancing proportionally. Strawberries are in good demand and are arriving rather freely. It is almost out of the question to quote prices as they are liable to changes almost daily, depending largely upon conditions of supply and demand.

Apples, bbl.	6 00	8 00	Oranges—		
Spies.....	7 00	8 00	Cal. navels.....	3 50	4 50
Bananas, bunch..	1 50	1 75	Valencia.....	4 00	4 25
Coconuts, bags..	4 25	4 75	Mexican.....	2 00	2 25
Grape fruit, Flo.	3 50	4 75	Tangerines.....	4 00	4 50
Lemons.....	2 50	3 00	Pineapples—		
Jamaicas.....	1 75	2 00	Florida, case...	4 00	4 50
Limes, a box....	1 50		Strawberries, N.		
			Carolina.....	0 17	0 25

Vegetables.—New beets, carrots and other early vegetables have recently arrived on this market and apart from the fact that they are bringing a nice price they are moving quite satisfactorily. Stocks of last year's Canadian vegetables are still carried but the interest is being centered in the new goods. Potatoes are up, the strength spoken of for weeks past having had a decided effect. Some of the quotations are as high as \$1.40 per bag.

Likewise, tomatoes are high. The public's taste just now craves for vegetable and fruit dainties and high prices are not going to materially help sales. The scarcity of tomatoes has been dealt with before. Egyptian and Florida onions are new on the market.

Asparagus, boxes	12 00	13 00	Onions—		
of 2 doz.....	12 00	13 00	Spanish, crate..	3 00	3 50
Beans, hamper..	5 50	6 00	Egyptian, bag...	3 00	3 25
Beets, doz.....	1 25		Florida, crate..	3 50	
Carrots, doz....	1 25		Potatoes, bag..	1 25	1 40
Cabbage, crate..	2 25	2 50	New Bermuda		
Cucumbers, bag.	3 25	3 50	potatoes, bbl	6 25	6 50
Cukes.....	2 00		Sweet potatoes,		
Garlic, 2 bunches	0 25		hamper.....	3 01	
Green Peppers,			Parsley, crate..	2 00	
small basket....	1 25		Parsnips, bag..	1 00	1 25
Leeks, doz.....	1 75	2 00	Radishes, dozen		
Lettuce—			bunches.....	0 50	
Boston lettuce..	2 75	3 00	Spinach, bbl....	1 75	
			Tomatoes, crate	3 50	4 00
			Turnips, bag....	0 75	0 90

TORONTO.

Green Fruits.—The local fruit market, with the warmer weather of the past week, presents a scene of activity. Strawberries are cheaper at 20 to 22 cents and under the lower price are in better demand. The same is true to a certain extent of pineapples which are down to \$3.50 per case. Bananas are going out freely at \$1.00 to \$1.75 per bunch. Florida grapefruit is getting in smaller supply but there is still some coming along at higher prices as we predicted last week. Apples are almost a thing of the past on this market. Tomatoes as expected are higher at \$4.00 to \$4.50 per case. Canadian rhubarb has made its appearance at 75 cents per dozen. Lemons continue steady with a good demand.

Apples, bbl.	3 50	8 00	Oranges—		
Apples, box....	1 75	2 50	Med. sweets....	3 00	3 50
Bananas.....	1 00	1 75	Navels, large...	3 00	3 50
Coconuts, sack ..	4 75		Navels, small...	3 25	3 75
Grape Fruit—			Pineapples crate	3 50	
Florida, per case	4 25	5 00	Strawberries—		
Lemons—			Carolina, qt....	0 20	0 22
California.....	3 50		Tomatoes, case		
Messina.....	2 50	3 00	of 6 baskets...	4 00	4 50
Limes, box.....	1 25		Rhubarb, doz....	0 75	

Vegetables.—A satisfactory amount of business is being done in vegetables. Spanish onions are completely cleaned up. Those from Texas are lower at

\$2.50, w easier tu are stead da celer the exce New po bushel a to \$1.50 and the ing the tity is tity.

Beets, Louis doz. Canadian b bag Cabbage, ol bbl. Cabbage, S Carolina... Carrots, C dian, bag... Carrots, L ania, doz... Celery, Flo case \$'s, \$' Oucumbe hamper... Cucumbers, ton, doz... Endive, 12 Waxbeans, per Green be s hamper...

Fresh market week in is quote Navel c cents to lemons crate. up 50 ce that A market, per 24- Washington Florida gra Bananas, b Navel oran California l Messina let Louisiana s Arkansas s

HEA

Londo of Heal sollicito law pr ers fro edibles is likel law pas ite acti

\$2.50, while Egyptians which took an easier turn last week have reacted and are steady at present quotations. Florida celery is off the local market with the exception of perhaps a few cases. New potatoes are selling at \$2.75 per bushel and Canadian asparagus at \$1.25 to \$1.50 per dozen. Potatoes are steady and the farmer being now busy at seeding the deliveries are not large while the West is also taking a considerable quantity.

Beets, Louisiana doz..... 1 25	Lettuce, Canadian, head.... 0 30 0 40
Canadian beet, bag..... 0 60 0 75	Boston head lettuce, doz..... 1 50
Cabbage, old, pr bbl..... 1 25 1 50	Boston head lettuce, hamper. 4 50 5 00
Cabbage, South Carolina..... 2 00 2 25	Onions—
Carrots, Canadian, bag..... 0 50	Texas, case..... 2 50
Carrots, Louisiana, doz..... 1 00	Egyptian, sack. 3 50 3 75
Celery, Florida, case 8's, 6's, 4's 3 50	Potatoes, Ontario, bag..... 1 00 1 10
Cucumbers, hamper..... 3 00 3 25	Potatoes, new, bushel..... 2 75
Cucumbers, Boston, doz..... 1 50	Sweet, hamper..... 2 75
Endive, 12 heads..... 1 00	Farsley, per doz..... 0 75
Wax beans, hamper..... 3 00 3 50	Parsnips, bag..... 0 40 0 50
Green beans, hamper..... 4 50	New turnips, per 11-qt. basket..... 0 50
	Asparagus—
	Canadian, doz..... 1 50
	Spinach—
	Hamper..... 0 75
	Barrel..... 2 25

WINNIPEG.

Fresh Fruit. — A general advancing market has been prevailing during the week in fresh fruit. Florida grape fruit is quoted again from \$5 to \$6 per crate. Navel oranges have advanced from 25 cents to 50 cents per box. California lemons have also advanced 50 cents per crate. Louisiana strawberries have gone up 50 cents per crate, in spite of the fact that Arkansas berries are now on the market, and are being offered at \$5.00 per 24-quart crate.

Washington box apples..... 3 00
Florida grape fruit, box..... 5 00 6 00
Bananas, bunch..... 2 75 3 75
Navel oranges..... 3 75 4 25
California lemons, crate..... 6 00
Messina lemons..... 5 00
Louisiana strawberries, case of 24 pints..... 3 50
Arkansas strawberries, 24 qt. crate..... 5 00

HEALTH BY-LAW IN LONDON.

London, Ont., May 11.—London Board of Health has been informed by the city solicitor that there is at present no by-law prohibiting grocers and fruit dealers from exposing vegetables and other edibles outside their stores. The board is likely to take steps to have such a by-law passed by the council, though definite action has not yet been taken.

24th May

Fruits and Vegetables

Entrust your business on this occasion with us and get the best the world produces.

WHITE & CO., Limited

HAMILTON

TORONTO

Renowned for High-Class Goods.

HUGH WALKER & SON

You can always depend on getting good quality from the oldest fruit firm in Western Ontario.

**PINEAPPLES,
NAVEL ORANGES,
LEMONS**

Mail Orders are our Specialty. Send them along.

The House of Quality

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

PROFIT is what you are in business for.

Do you think you can make as much money by selling Extracts, Compounds, or some substitute for lemons, as you can by selling Real Lemons? NO, most decidedly no. You satisfy your customers by giving them our lemons and they come back for more, in the happy come-back is where it counts.

Sell Our Lemons :: :: Buy Our Lemons



W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers



Fish - Oysters



Fish Trade Settles to Steady Basis

Satisfactory Steady Demand—Fresh Supplies Coming in Regularly—Brook Trout Expected to Come More Freely—Big Arrival of Fresh Fish at Halifax—Fishing Season is Under Way in Newfoundland—Codfish are Plentiful on South-west Coast.

Market conditions have not changed materially as far as fish is concerned. Business has settled to a steady basis with the demand steady. Fresh supplies are coming in regularly and prices generally are low. Halibut, haddock and cod are freely offered also pike. Whitefish and lake trout are welcome additions to the market and are quoted at a reasonable price. The brook trout season is open but owing to the thickness of the ice shipments have been light. Supplies are expected to come in more freely from now on.

QUEBEC.

Montreal.—Shad continue scarce and prices have been further advanced this week. Trout and whitefish are now offered on the local market since they began to arrive during the past week. Local dealers expect more liberal supplies of brook trout than have been received. Owing to the thickness of the ice shipments have been small. Halibut, haddock and cod are in good supply and are offered for sale.

FRESH

Alewives (shad herring) per 100 fish.....	2 00	Steak cod headless, per lb.....	0 05
Dressed perch, per lb.....	2 10	Halibut, express per lb.....	0 09
Dressed bull-heads, per lb.....	0 10	Salmon, per lb.....	0 22
Haddock, per lb 0 04 1/2	0 05	Shad, buck, each.....	0 35
Haddock, fancy shore, per lb.....	0 05 1/2	Shad, roe, each.....	0 75
	0 06	Lake trout, lb.....	0 12
	0 06	Pike, per lb.....	0 07
	0 06	Whitefish, lb.....	0 10

FROZEN

Codfish.....	0 03	0 03 1/2	Salmon, B.C., red, bbl	0 09	0 10
Haddock.....	0 03	0 03 1/2	Geop salmon.....	0 15	0 15
Halibut, per lb.....	0 09	0 09	per lb.....	0 09	0 09
Pike, dressed & headless, cases 150 lbs, per lb.....	0 06	0 06	Qualla salmon, No. 1 Smelts, boxes, 10 and 15 lbs, each.....	0 07	0 07
Tras pike.....	0 05	0 05	Whitefish, large, lb.....	0 07 1/2	0 08
steak cod.....	0 04	0 04	Whitefish, small.....	0 06	0 06
Mackerel.....	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls.....	12 00	Salmon, B.C., red, bbl	14 00
Labrador sea trout, half bbls.....	6 50	" " pink, bbl	12 00
No. 1 mackerel, pall.....	2 00	" " Labrador, bbl	16 00
No. 1 pollock, bbl.....	6 00	" " " bbls	8 50
Scotia herrings, No. 2, bbl.....	6 00	" " " trols.....	21 00
Lake trout, half bbl.....	6 00	Salt eels, per lb.....	0 07
Choice mackerel half pall.....	2 00	Scotch herring.....	6 00
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s.....	1 10
Haddies.....	0 08
Herring, new smoked, per box.....	0 25
Kipperd herrins, per half box.....	1 00
New fillets, per lb.....	0 10

SHELL FISH

Shell oysters, bbl, choice.....	12 00	12 00
XXX Shell Oysters.....	10 00	10 00
Lobsters, live, per lb.....	0 25	0 25
Oysters, choice, bulk, Imp. gal.....	1 40	1 40
" " bulk, selects.....	1 00	1 00
Solid waste—Standards, gal., \$1.75; selects, gal., \$2.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	6 1/2	7	9	10
Shredded cod, 2 doz. in box, per box.....	2 00			
Skinless cod, 100 lb. case.....	6 75			
Dried cod, medium, 100 lb. drum.....	7 00			
Dried cod, large, bundles.....	8 00			

ONTARIO.

Toronto.—The local fish market is rather uneventful. There is a good steady demand, with quite plentiful supplies. Some fish are being brought from the eastern coast, while Lakes Ontario and Erie are supplying their share of the fresh variety. Shrimps are quoted this week at \$1.25 per gallon. Finnan Haddie are a shade firmer with 8 cents being asked.

FRESH CAUGHT FISH

Steak cod.....	0 08	Fresh trout.....	0 12
Fresh halibut.....	0 10	Fresh caught white.....	0 12
Perch.....	0 07	Fresh caught herring.....	0 07
		Haddock.....	0 06
			0 07

FROZEN FISH

White fish, winter caught.....	0 09
Yellow pickerel.....	0 04 1/2
Mullet.....	0 04
Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH

Assin 3-lb. box.....	5 40	Haddie, Finnan.....	0 08
Shredded cod.....	2 25	Pickled lake herring, 100 lb. keg.....	2 80
Cod, Imperial, per lb.....	0 06	Quail on coast, per lb.....	0 07
Fillets, per lb.....	0 12	Shrimps, per gal.....	1 25

NEW BRUNSWICK.

St. John.—Salt and dry fish stocks are pretty well cleaned up and while a future supply of fresh material is in sight, it is expected that what little there is on hand will probably work off at the high prices. Gaspereux have been taken quite plentifully but the supply is not up to last year, so far. They are being used almost exclusively for kippers and bloaters.

NOVA SCOTIA.

Halifax.—Enormous quantities of fresh fish were landed here this week, the receipts being the heaviest of the season. All bankers coming in from the fishing grounds had good catches and all dealers now have big stocks on hand. It is estimated that over one hundred thousand pounds of fresh fish were landed here this week, besides three thousand quintals of salt cod. Prices hold firm despite the heavy receipts; there is keen competition among the dealers. Halibut is very plentiful in Nova Scotia waters this season, one vessel arriving here this week with 20,000 pounds. The same vessel on a previous trip had 13,000 pounds. There is a good

demand for fish, and the trade with Upper Canadian cities is increasing. It is stated that the high prices asked for meat is responsible in a certain measure for the largely increased consumption of fish and it is generally conceded that fish is a much more wholesome food. Only small lobsters are offered for sale on the local market. They are quoted at one dollar per dozen. All the large are shipped to the American market. During the week more than two thousand crates of live lobsters were shipped from Nova Scotia points to Boston, which is the distributing centre for the New England states and New York. Codfish are quoted at \$8.00 per quintal.

NEWFOUNDLAND.

St. John's.—The fishing season here is now well under way. The latest reports are that codfish are plentiful on the Burin Grounds and also along the South West coast but the East coast reports a scarcity of fish. Herrings are making their appearance everywhere, especially on the Eastern side. The warmer weather which was so badly needed has been welcomed. Some merchants on the south and west coasts have from 300 to 750 pounds of dried fish ready for shipment. The market here is quiet, as there are no fish arriving for sale. Tinned salmon is steady at the present quotation of \$5.75 per case.

Codfish, large and medium merchantable, per qtl.....	6 90
" small.....	5 90
" large Madeira.....	6 90
" small.....	5 90
" large and medium West India.....	4 00
" small.....	3 50
" Labrador.....	3 70
Haddock.....	3 50
Herring, No. 1, large and medium, barrel.....	2 70
" small.....	2 50
Ling.....	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins.....	16 00
Salmon, per case 48 1-lb. tins.....	5 75
Salmon, No. 1, large and medium, tierce.....	18 00
" No. 2, large.....	16 00
" No. 3, large.....	14 00
" No. 1, small.....	16 00
" No. 2, small.....	14 00
" No. 3, small.....	12 00
" 48 1-lb. tins, per case.....	6 50
Cod Oil, hardwood casks, tun.....	105 00
" softwood.....	90 00
Cod Liver Oil, gallon.....	0 70

MANITOBA.

Fish.—A steady market continues in fresh and smoked fish. All lines of smoked are pretty scarce, and stocks are becoming low. Cod fish is practically off the market as are red herring, and none will be offered before the end of June and July. In the fresh fish, lake trout has been added to the list and is quoted at 12 cents per pound.

SMOKED FISH

Kipperd herring, per box.....	2 00
Smoked Salmon, per lb.....	0 20
Holland herring, per keg.....	65
Fillets of haddock.....	0 12
Smoked cod.....	0 12
Labrador herring, 1/2 barrels.....	4 25
Bloaters, per box.....	1 50
Smoked goldeyes, dozen.....	0 50
Finnan haddies.....	0 08

FISH (FRESH)

Salmon, per lb.....	0 18
Halibut, per lb.....	0 11
Fresh lake trout, per lb.....	0 12

The grocers of Berlin, Ont., want the hour of closing on Saturday night extended from 10 o'clock as under the present by-law, to 10.30.

First As Usual

Deliveries are now being made
of

ICE CASTLE LOBSTERS

1911 Pack

All of our many customers will receive some goods on
order within the next few days

Quality as Usual---Finest Obtainable

ICE CASTLE BRAND

Kippered Herring
and

Herring in Tomato Sauce

Have you ordered through your jobber?

New goods will be on market this month, and pack is
well sold up.

J. W. WINDSOR

Packers and Dealers in

The Largest Variety of Canned Goods in Canada.

CANADIAN AGENTS:

TORONTO AND HAMILTON: A. E. Richards & Co.	EDMONTON: Dominion Brokerage Co.
KINGSTON: Jas. Craig.	CALGARY: H Donkin & Co.
LONDON: Geo. H. Gillespie.	HALIFAX: A. B. Mitchell.
WINNIPEG: W. H. Escott Co.	ST. JOHN, N.B.: W. S. Clawson.

A SHORT STORY FOR CLERKS

By Old Philosopher

This is a story dealing with the fruit of ambition, and the plucking of it.

There are two kinds of ambition, noble and ignoble; good and bad. The path of the first, if straightly followed leads towards a land that is full of honor and good reward; the course of the latter runs in a roundabout way to poverty and the ill will of the traveler's fellows. It is the noble and good sort that is first treated here.

People have said that ambition only applied to men in politics, in the professions, and in the higher walks of the business world. That is not so. It was a poor man who said once "a cat can look at a king." Probably the English language contains no better expression of the scope of ambition. By no power of transition could the cat become a king. Yet the feline, by the mere sight of Royalty, might be inspired to become a better cat and be an example among its fellows. So it is with man. In all walks of life, he who seeks TO KNOW, other, and mayhap better men, can find something in him that will improve himself, if he be but sincere in the seeking. Truly "a man is part of all that he has met."

So the grocery clerk, to whom the work is not mere drudgery, performed for a niggardly pittance, can better himself in life if he will but pattern himself after his more successful fellows in the trade. He can find in these shining examples of what he himself may become, if he but willing to work and learn. He can make that other man declare him dividends.

True Story of One Ambition.

In a certain well-appointed grocery store in a certain Canadian centre eleven years ago, a certain young man engaged himself as a delivery boy. He thought then only of the day as it came. But he was a good boy. For some time he performed his work in a work way; did it all right, but in a routine way without thought or inspiration. In the course of a few months the spirit of the store began to enter into his soul. He looked about him in the breathing-times between deliveries and saw how everyone in the place was working hard for SOMETHING. He did not know what that something was, but he felt how nice it must be to stand behind a counter, talk to people and sell goods, because those who were doing it seemed to take so much pleasure in the doing of it. They never seemed to be weary or indifferent, as he was often, in the course of the day's work.

The New Inspiration.

Fired with this new desire he began to manifest more interest in his work. He commenced to take pride in his baskets and boxes and strove to have all the customers feel it was a pleasure as well as a duty to deliver the parcels to them in good condition, and to place them in their houses to save trouble on the part of his boss' patrons. He whistled about his work. The boss noticed him after awhile and set him down for pro-

motion as soon as the chance presented itself. The chance came. One of the clerks who had achieved the ELUSIVE SOMETHING for which he had striven left the establishment and the delivery boy was put behind the counter. The surge of pleasure that went over him at the change told him there must be something tangible in the dreams he had formed. He had taken the first step up the ladder.

As a Clerk.

With the Boss' eye still upon him, and the Boss' interest in him more pronounced than ever, he went cheerfully to work. His observations, when as delivery boy he had furtively watched the tactics of the clerks, were now capital to him, and the Boss was heard to remark: "he takes naturally to the



Chore Boy

Manager

Canadian Grocer

job." So he spoke to him encouragingly often and in leisure moments instructed him in the handling of customers and in methods of selling goods. Years went by and the boy was still there, though now transformed into a man. And with the transformation in stature there had come a transformation of ideals. His vision had been enlarged and he saw now the manager's chair, where the Boss, could be seen behind his desk listening to travelers, ordering goods and directing the conduct of his flourishing business. It was not a covetous gaze. He only knew that he would fit himself for the place by watching the Boss, so that he would be ready when the call came. He KNEW it would come, and it came.

As Manager.

Once there, his ambition, formed years before on his dreary and cold delivery trips, rested for a time. With all the energy that was in him, he went to his new work and endeavored, always to make the business greater than it was. And because of the compelling force he threw into the work the trade did grow, and rapidly. He conquered all the intricacies of the work. The Boss himself, now prosperous, saw that he could rest for a while from his labors. He did so, and the business went on and on as a smooth running piece of machinery.

Downfall of the Boss.

And now the gaze must be directed to the Boss himself if the end of the tale is to be told. In his hours of ease he found it good to forget all he knew about the trade which had made his ease possible. He grew lazy, but the money still poured into his coffers. And soon too, his good wife conceived the idea that she did not hold her proper place in society. She demanded that he move to a more fashionable locality. Alas! the transplanting was the beginning of the end. Released from the store surroundings which had held him as by a chain for so many years, the Boss began to spend more and more of his time down town in the haunts of boon companions. The wife grieved and sought the reason. She soon found the fault lay in the ABILITY of the manager of the store, their erstwhile delivery boy. So she brought pressure to bear upon the Boss to rid himself of his manager, and himself take up the reins of business.

But a Little While.

It came just before Christmas and iron entered into the soul of the ex-manager. He told himself all men were false and that there was no justice in the world. But destiny seeing all things, was guiding him aright. Now that he had time to look about him he saw that other men, once clerks, were prospering in business for themselves. He sought OPPORTUNITY, ambition once more strong within him, and soon he was located in a little store all his own! a Boss. The last I heard of him he was doing wonderfully well, and was casting about him for larger quarters and bigger trade.

That was noble, good ambition rightly served.

The old Boss, back in harness, found that the life he had lived had weakened his former shrewd instincts. His business failed, and soon he found himself; bankrupt, shorn of all his goods and the respect of his fellows. He had squandered the means of serving ambition and both become a failure. Opportunity comes to all.

NOTES.

Bananas are enjoying a large trade at all centres.

Watermelons have made their appearance in Chicago at high prices.

Canadian strawberries will not probably be ready until about the 15th or 20th of June.

The California lemon output this year is estimated at 7,000 cars, the largest in the history so far.

The first car of Florida peaches has been received in New York. They are selling at high prices.

On Friday, Apr. 28, a box of California cherries, the first of the season brought \$1.00 in New York. On the next Monday two boxes averaged \$7.25, a loss of \$92.75 a box. On the basis of 2,200 boxes to the car, the drop in the cherry market within a week amounted to \$205,905 per car.

NOT TO SELL RETAIL.

Calgary Wholesalers Meet Wishes of the Retail Body.

Calgary, Alta., May 11.—The retail section of the Calgary Board of Trade recently adopted a resolution, condemning the practice among wholesalers of selling to private parties, such as hotels, restaurants, hospitals, ranches and their own employees. It was decided to take the matter up with the wholesalers and ask their co-operation in removing the evils. As a result, already sixteen wholesalers have replied that they wish to protect the interests of the retail merchant and that they will not sell retail, as it is not their business and that they in so doing would violate the very principle for which the wholesale houses stand.

THE DEPARTMENT STORE.

One Consumer Gives Version of Why Trade Goes This Way.

"I have been looking into this large departmental store question of late," said a consumer recently "to see just what so many merchants are complaining about. I find that price is not the only magnet that attracts the trade to them. Their principal attractions are cleanliness, brightness, good service and good delivery coupled with plenty of proper advertising. But the big stores

have no patent on these. Any merchant can have them."

These stores take particular care in the selection of their clerks, as well as their goods. They provide every service possible for customers while in the store. They are obliging. If a customer buys ten cents worth and hands a ten dollar bill to pay, they are not met with the curt remark: "Is that the smallest you have?" They make the change just as pleasantly as if the purchase had been nine dollars.

"They guarantee satisfaction. If goods purchased do not suit when taken home, the customer may exchange them. They have rest rooms and cooling drinks for the tired customer.

These are all things that are appreciated by the customer and which prove just as much of a drawing card as price. And as for their imaginary low prices, they consist more in the way the goods are advertised than in any real reduction from ordinary prices."

TO PUSH NEW NUTS.

The new crop of Brazil nuts have arrived on the market and now is the time for the dealer to push them instead of waiting until when they are old and staler. Brazil nuts, and nearly all nuts for that matter, have a food value that makes a good talking point for them and the fact that these are the first of the new crop can also be used in pushing their sales. Many grocers have the mistaken idea that nuts are a Christmas

food only. Eggs are an Easter food, but that does not stop the dealer from pushing them day in and day out. It is the same with nuts. They should have a steady trade during the whole year.

The grocers in the east end of Hamilton will all close on Wednesday afternoons during the summer. Some of them would like to see this rule general the whole year around.

G. E. Springstead, Crown Point, Hamilton, has moved into new premises.

WINDSOR SALT

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

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

GEORGE & BRNDAY

Established 1879

Shipping and Commission gents

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

KINGSTON, - - - JAMAICA

Highest price paid for
DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?

**"Brunswick"
Brand**



**Pure
Sea Foods**

Sea Foods, owing to the greater packing, are growing in popularity share of this profitable trade? No "BRUNSWICK BRAND" - the brand with the natural fish flavor.

care given to their selection and each season. Are YOU getting your line gives the same satisfaction as

Look to your stocks! The Profit is a "well-worth-while" one!

Here's the full line:-

- | | | |
|--------------------|--------------------------|-----------------|
| ¼ Oil Sardines | Kippered Herrings | Finnan Haddies |
| ¼ Mustard Sardines | Herrings in Tomato Sauce | Clams, Scallops |

CONNORS BROS., Limited
Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C.H.B. Hillcoat, Sydney, C.B.; J.L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A.W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



The Grocer's Encyclopedia—The Raisin

A Few Points of General Interest in Connection With the Growth, Picking, Curing and Packing of This Most Popular Food Product—The Relative Food Value Compared With Apples, Bananas, Eggs, Fish and Other Lines.

Raisins undoubtedly possess a relatively high food value.

One pound of them are said to represent a food value equal to each of the following: Six pounds of apples; five pounds of bananas; four and one-fourth pounds of potatoes; one pound of bread; four pounds of milk; four and three-fourth pounds of fish; two pounds of eggs, and one and one-third pounds of beef. They also have an important medicinal value in their laxative effect.

Raisins are simply dried grapes and although there are hundreds of varieties of table and wine grapes, there are only a few suitable for raisins. Those that are made into raisins are the fleshy varieties which develop abundant, saccharine matter.

Cultivated in Spain.

Raisin grapes are most extensively cultivated around Denia, in Spain. While in most producing countries, the raisins are dried in the sun, this cannot be done in Denia on account of the climatic changes, and the grapes are therefore dipped into hot lye, made by dissolving the alkali out of wood ashes and quicklime with water, and then adding a pint of olive oil and a handful of salt to each four gallons.

Raisins are also grown in Greece, Italy, Southern France, Turkey and Persia, while California produces over 150,000,000 pounds annually, an amount equal to one-third of the world's total output.

Californian Process.

The process of making raisins in California is very simple. The picking of the grapes commences the first of September and is done for the most part by hundreds of Japanese who are handled in crews by Japanese contractors. The gathering, drying and handling of the crop on trays is done for a stipulated sum per ton. The grape clusters, many of them weighing two pounds or more, are carefully cut from the vines and laid upon trays. These trays hold about twenty pounds of fresh fruit, which will make from seven to eight pounds of cured fruit.

Sunshine Only Agency.

After being filled, the trays are conveyed to the drying ground, consisting merely of a large vacant track, no appliances being necessary to the curing process. California's climatic conditions are such as to make it unnecessary to hurry the drying, and there is no other agency employed but sunshine. Since there are no dews in that section of the country the raisin trays are left out day and night until the curing is completed. They are then removed to the sweatroom which is built as air tight as possible. There they become equalized

in the degree of dryness and are then ready for packing.

Manner of Packing.

While a large number are packed in bulk in boxes which generally contain about 28 pounds, a considerable percentage are seeded and sent out to the markets in this condition.

Raisin seeders are marvels of mechanical dexterity and the fruit passes between the spiked rollers and is relieved of its many seeds with a rapidity that is wonderful. The necessity of seeding raisins in the home was in former years one of the most serious drawbacks to the more general use of the fruit in culinary operations, but this is now done away with for the housewife who so wishes, although the sale of bulk unseeded raisins is still large.

Increasing Sales.

The information given here should be of great value to the merchant in the increasing of his sales in this line. The knowledge of their relative food value is one point that should be urged upon the customer, while even the information about their growth and curing may be made of use. The dealer who finds out some new methods by which raisins may be used should be able to use such recipes in making the sales of this fruit.

WHEN SYSTEM DRIVES.

Sometimes a merchant after a tire-some day's work feels like letting the compiling of the records for the day's business go. It is then that system seems a burden. But the wise man knows that it will pay him to keep his busi-

ness and how it compares with other all times tell the standing of his business and how to compare it with other years.

Never Run Short of
SHAMROCK

**BIG PLUG
SMOKING TOBACCO**

Your client will buy his
groceries where he buys
his **SHAMROCK** tobacco

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW,
SCOTLAND

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



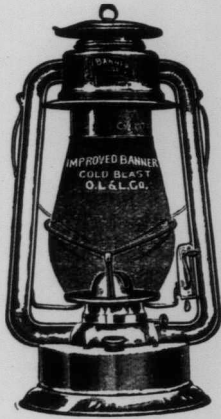
"BANNER" 1911 Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED FOR TORONTO

The resident representative in Toronto of a leading corporation is in a position to handle an additional grocery line. Correspondence invited. Highest references. Address "Agency, Toronto," care CANADIAN GROCER.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HART-FORD. Agencies everywhere in Canada.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. A strong statement you will say. Write us and let us prove our claims. That's fair. Leash Concrete Co., Limited, 100 King St. West, Toronto.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce Printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto, Ont.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

SITUATION WANTED.

SITUATION WANTED—With a systematic grocery merchant to learn the business thoroughly. All references and good business ability. W.P.B., Box 194, Uxbridge, Ont.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Diamond
1-lb. tins, 2 ct
1-lb. tins, 3
1-lb. tins, 4

Cases.
4-dozens.....
3-dozens.....
1-dozens.....
3-dozens.....
1-dozens.....
1-dozens.....



or more of



WHITE SW
White S
doz. in ca
1-lb. tins, 8



Cartoon
No. 1, 1-11
No. 1, 1-11
No. 2, 5-0
No. 2, 5-0
No. 3, 9-1
No. 10, 12



I
Ayl
rasber
Black c
Red cur
Raspbe
curr
Raspbe
goo
Plum j



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

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



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish
It produces a brilliant, lasting polish and is, moreover, waterproof. "2 in 1" is a popular favorite and sells all the time.

See to Your Stocks.

The F. F. Dalley Co., Ltd.
HAMILTON, ONT., and BUFFALO, N.Y.

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited
206 Papineau Ave. - - - Montreal

BUY

Star Brand

Cotton Clothes Lines

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.

ROYAL POLISHES

for every kind of metal surface are the polishes 'par excellence.'

They produce a brilliant, lasting shine that comes quickly and goes slowly, and are a profitable line to handle!

How's stock? Look into this TO-DAY.

ROYAL POLISHES COMPANY
MONTREAL

BLACK JACK

QUICK CLEAN HANDY

TRY IT

SOLD BY ALL JOBBERS

1/4-lb tins—
3 doz. in case.

LAPORTE,
AGENCY
IMPO

Sur Extra Fin
Extra Fins
Tres Fins
Fins
Mi-Fins
Moyens No. 1
Moyens No. 2
Moyens No. 3
Asp

MINE

Case—
12 litres
12 quarts

Tins—
5 gals., 2s. . . .
2 gals., 6s. . . .
1 gal., 10s. . . .
1/2 gal., 20s. . . .

St. Nicolas, 8
La Neptune,
La Capitale,
La Sanitas S)

"

"Le Soleil,"
Case 25 lbs.,
" 12 lbs.,
" 50 lbs.,
" 200 lbs.,
" La Lun v."
Case 25 lbs.,
" 12 lbs.,
" 10 lbs.,
" 100 lbs.,
" 100 lbs.,

Alimentary
Vermicelli
Box, 25 lbs.,
" 25 lbs.,

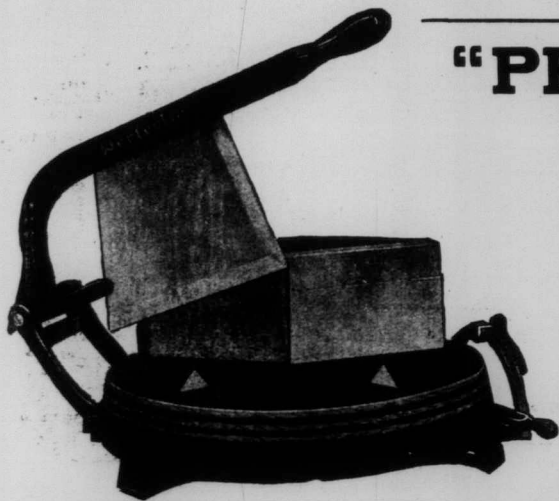
D
Grape Juice,
" "
Apple Juice
Champagne
Matts Golde
Sparkling C
Apple Vineg

R)
Case 50 lbs.,
" 50 lbs.,
" 100 lbs.,
" 200 lbs.,
Brl. 240 lbs.,
Keg 120 lbs.

"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton
Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce
Per doz
No. 1, 4 doz. in case... 0 50
No. 2, 2 doz. in case... 0 90
No. 3, flats, 2 doz in case 1 00
No. 3 tins, 2 doz in case 1 25
No. 6, 1 doz. in case... 4 00
No. 12, 1/2 doz. in case... 6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

	Per case
Sur Extra Fins, 40 Pou. Hacons, 40 Pou.	10 50
Extra Fins, 100 tins kilo	14 00
Tres Fins, 100 "	14 00
Fins, 100 "	12 50
Mi-Fins, 100 "	11 00
Moyens No. 1, 100 "	10 00
Moyens No. 2, 100 "	9 50
Moyens No. 3, 100 "	9 00
	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

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

Tins—

5 gals., 2s., 23 00	1/2 gal., 20s., 13 50
2 gals., 6s., 29 00	1/2 gal., 48s Sq., 17 00
1 gal., 10s., 25 00	1/2 gal., 48s Rd., 15 50
1 gals., 20s., 26 00	

VICHY WATERS.

St. Nicolas, 50 qts.	7 00
La Neptune, 60 qts.	6 00
La Capitale, 70 qts.	5 00
La Sanitas Sparkling, 50 qts.	8 00
" 100 pts.	9 00
" 100 splits.	4 00

CASTILLE SOAP

"Le Soleil", 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3/4 oz.	3 75 case
"La Lun", 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 40 lbs., 1 lb. bars	3 25 case
" 100 lbs., 3/4 oz. bars	1 80 case
" 200 lbs., 3/4 oz. bars	3 40 case

Alimentary Pastes, Blanc & Fila, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07 1/2
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

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

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb. 0 08
" 50 lbs., 1 lb.	" 0 08
" 100 lbs., 1 lb.	" 0 08
" 200 lbs., 1 lb.	" 0 08
Brl. 240 lbs., 1 lb.	" 0 07 1/2
Keg 120 lbs.	" 0 07 1/2

Japan Teas—
Victoria, half case, 90 lbs. 0 25
Princess Louise, half case, 80 lbs 0 19
Ceylon Green Teas—Japan style—
Lady cases 60 lbs. 0 18
Duchess, cases 60 lbs. 0 19



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

Per doz.
1 lb. Carbonized Fibre packages 0 85
1/2 lb. Carbonized Fibre packages 0 45



DRUDGE.

(Moody's Anty) Extra Fine.
Handy Sifter, top package, doz. 0 85
100 lb. Kegs. 1 lb. 0 05 1/2
300 lb. Barrels " 0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.... doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)
4 doz. in wood box..... per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

Doz.
Large size, 1 1/2 lbs. 0 90
Small size, 10 oz. 0 45
Packed 3 doz. in wood box

Jam Per lb.

20-lb. wood pails..... 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

Jelly Powders



Assorted Case, Contains 2 doz. \$1 80
Lemon (Straight) Contains 2 doz. 1 80
Orange (Straight) Contains 2 doz. 1 80
Raspberry (Straight) Contains 2 doz. 1 80
Strawberry (Straight) Contains 2 doz. 1 80
Chocolate (Straight) Contains 2 doz. 1 80
Cherry (Straight) Contains 2 doz. 1 80
Peach (Straight) Contains 2 doz. 1 80
Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz. \$3 60



Assorted Case, Contains 2 doz. \$2 50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10. 75.

Mustard

COLMAN'S OR KEEN'S
Per doz. Per doz
D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins. 1 45
" 1-lb. tins 2 50 " Per jar
" 1-lb. tins 5 00 Durham, 4-lb. jar 0 75
F.D., 1-lb. tins. 0 85 " 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 90 "
Large, cases 1 dozen..... 1 35 "

Lard

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

Tierces... \$0 10
1-bbls... 0 10 1/2
Tubs, 60 lbs 0 10 1/2
20-lb. Pails 2 10
20-lb. tins 2 00
Cases 3-lb 0 11
" 5-lb. 0 10
" 10-lb. 0 10 1/2



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces.... 0 10
Tubs.... 0 10 1/2
20-lb. pails. 0 10 1/2
20-lb. tins. 0 10
10-lb. " 0 11
5-lb. " 0 11
3-lb. " 0 11
1-lb. cartons 1 1/2

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb. \$0 40
Fancy boxes (36 or 50 sticks), per box... 1 25
"Ringed" 5-lb. boxes, per lb. 0 40
"Acme" pellets, 5-lb. cans, per can... 2 00
" (fancy box, 40), per box 1 50
Tar licorice and tolu wafers, 5-lb. cans, per can... 2 00
Licorice lozenges, 1-lb. glass jars... 1 75
" 30 5-lb. cans... 1 50
"Purity" licorice, 10 sticks... 1 45
" 100 sticks... 0 73
Dulo, large cent sticks, 100 in box

Lye (Concentrated).



GILLETT'S PERFUMED LYE Ontario and Quebec Prices.

Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$3.25.

SHIRRIFF BRAND

"Imperial Scotch"—
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 30
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"—
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25



LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

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

WAR DECLARED

ON DIRTY HANDS

and SNAP wins all along the line in chasing paint, tar, stains or dirt of any kind.

SNAP

leaves the hands clean and smooth, and is beneficial to the skin. It has many imitators but no equal.

ORDER FROM YOUR JOBBER.

SNAP CO., Limited

Montreal,



Canada

WARNING!

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

WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelve days a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



Oakey's

The original and only Genuine Preparation for Cleaning Cutlery, Ed. and Tin Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited

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

Wellington Works, London, England

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

SALT

Full assortment.

Prompt attention.

Send for price list.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS

MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and **PUSH IT, IT WILL PAY YOU.**

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

A Trade Newspaper that is Read is the Only Valuable One to an Advertiser—

The Canadian Grocer is read from Coast to Coast. Read what a dealer on the Atlantic Coast says when renewing his subscription:

“At the same time we take pleasure in saying that The Grocer is so good that we would not be without it at any price.”

The writer of this letter was Share & Campbell, Halifax, N.S. We have similar testimonials from all Provinces of Canada.