

# CANADIAN GROCER

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Vol. XXVI

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No. 19

1857 - 1912



**BORDEN'S**  
**Eagle Brand Condensed Milk**  
"THE ORIGINAL"

**The Leader For 55 Years**

The Selling Prestige of

## BORDEN'S BRANDS

Guarantees Increased Business to the

**JOBBER AND RETAILER**



**Borden's Condensed Milk Co.**

"Leaders of Quality." Est. 1857.

**Montreal**





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# THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging---and so he sticks to SURPRISE.

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**THE ST. CROIX SOAP MFG. CO.**

Factory at **ST. STEPHEN, N.B.**

Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

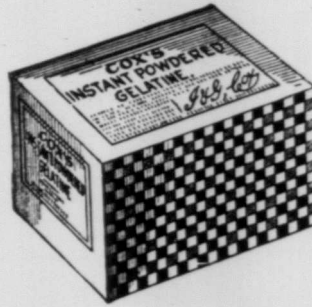


THE satisfied customer assures a PERMANENT customer, yet without purity satisfaction of the lasting sort is not possible---nor probable. Quality goods command regular trade. Profits from the following articles are business builders.

*Cox's GELATINE*

*(It Never Varies)*

Its high quality never varies from that standard of perfection reached by the makers so many years ago. Made by particular people for particular people. Made on the honor of a name that has been before the public for a century of endeavor to produce the BEST.



*Sardines from Norway*

Packed in perfectly pure Olive Oil by Olsen & Kleppe at Stavanger, Norway, with wondrous care and skill in the selection. Their special leading brands "Albatross" (small fish) and "Ambrosia" (a trifle larger) command ready and large sales to the most fastidious people.

*Bramwell's Epsom Salts*

Show a noteworthy absence of moisture from top to bottom of package — are absolutely free from foreign substances. They never have been and never will be classed with ordinary "salts" of commerce. They are in a class by themselves.



*"Le Calice" Castile Soap*

*(11 Gold Medals)*

The soap of absolute purity. Sanitary, clean, antiseptic, free from any corrupt animal matter, is pure as oil and skill can make it. Le Calice is as good and safe for the complexion as for the finest lingerie. Made only by Srs. D. Leca & Co., Marseilles.

ARTHUR P. TIPPET & CO.

AGENTS

Montreal

Toronto

## Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

# CHASE & SANBORN

COFFEES  
MONTREAL

## This is Soclean Season—Get Yours!



If you have not a stock on hand at this season of the year you are missing an opportunity of a good trade now, with big profits, and a steady trade throughout the year.

# SOCLEAN

## The Dustless Sweeping Compound

has made many friends, both among users and grocers. Here are some grocers reasons for stocking:

**Costs less than others of the same nature.  
Earns more than similar lines.  
Advertises itself.**

**Turns quicker than any other.  
Requires fewer salesmen.  
Appeals to more people.**

It's time to go after the profits of this popular line. Put up in attractive tins, sizes to suit every purpose.

*Send an order to-day.*

## SOCLEAN LIMITED, - Toronto, Ont.



# The One Way to Please

all of your customers, all of the time is to always have on hand a well assorted stock of

# “MELAGAMA”

## TEA and COFFEE

your customers judge your general stock by the quality of the **Tea** and **Coffee** you sell and you certainly do not need to have any hesitation in putting in a stock of **Melagama**.

Order a case of each to-day.

For prices see quotation page of this issue.

**MINTO BROS.,**

**TORONTO**

**BORDEN'S  
EVAPORATED  
MILK  
PEERLESS BRAND**



**Makes  
Your  
Customers  
Satisfied**

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

Sales Offices and Agencies:—

**Mason & Hickey, Winnipeg & Calgary**

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

## Are You Thinking of Installing a Refrigerator?

For the proper protection of perishables—in other words, the protection of profits, you should have an



## Arctic Refrigerator

The cold, dry air circulation—ensuring the freshness and saleableness of your stock—and the exclusiveness in style of construction, are two big features of the Arctic lines.

Write for a Catalogue, which illustrates and explains

Representatives in the West—Donnelly, Watson & Brown, Calgary, Alberta

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



## SYMINGTON'S SOUPS

-- always give satisfaction --

and a satisfied customer means—more—and more—and more trade.

SYMINGTON'S SOUPS are a very profitable line to handle. Write for prices and samples.

OPPENHEIMER BROS., 25 Pender Street, Vancouver.  
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.  
SCOTT, BATHGATE & CO., Notre Dame St., Winnipeg.  
R. J. DONAGHY, Masonic Building, London, Ontario.  
FREDERICK E. ROBSON & CO., 25 Front St. E., Toronto.



## ANTI-DUST ANTI-DUST ANTI-DUST

Anti-Dust as a microbe and dirt-chaser has proven a complete success, the very best proof of its popularity amongst housewives being the frequent repeat orders we receive from leading dealers.

There's a cause, and that's what we want to drive home to you. Anti-Dust is different. It is not a preparation similar to others you are asked to handle, put up in more attractive tins. No, Anti-Dust stands out as the leader because it has qualities all its own.

ANTI-DUST IN THE GREEN AND WHITE TIN.

ASK YOUR WHOLESALER.

**The Sapho Mfg. Co., LIMITED**  
MONTREAL

DON'T OVERLOOK THESE  
LINES

## Sold from Coast to Coast

BULLDOG AMMONIA POWDER  
BULLDOG LIQUID AMMONIA  
BULLDOG CHLORIDE OF LIME  
BULLDOG LIQUID BLUEING  
BULLDOG BORAX  
BULLDOG LYE  
BULLDOG CRESOLEUM

(for disinfecting purposes)

Special prices on 5 and 10 case lots.

Ask your jobber's salesman.

**The John B. Paine Co., Limited**





QUALITY  
ALWAYS



## SIMCOE BRAND BAKED BEANS

are the choice of carefully selected beans, prepared by the latest methods. They have that rich nutty flavor of the "Old New England" dish. Simcoe Baked Beans are packed plain, and in Tomato and Chili Sauces in different sized cans.

Simcoe Brand Baked Beans are an economical, healthful and wholesome food, very popular with all classes.

Recommend that 3's family size contain more (by actual weight) than flats, and a lower price.

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**Dominion Cannery, Limited**

Hamilton

-0-

Canada




## If It's BUSINESS You Want, Sir—

H. P. SAUCE will surely bring it along. H. P. is no shelf-warmer, its 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.**

W. G. Patrick & Co., Toronto, Montreal, &c.  
R. B. Seeton & Co., Halifax, N.S.  
The Midland Vinegar Co., Ltd., Birmingham, England.

# H.P. SAUCE



## ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

**Get started now—Don't wait.**

WRITE FOR PARTICULARS TO

MacLean Publishing Co., <sup>143-149</sup> University Ave., Toronto, Can.

## Not an Enterprise for the "Quitter"

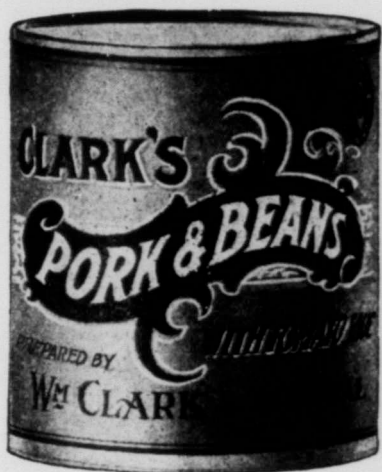
¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."





**Clark's**  
**Boston Baked Pork and Beans**  
CHILI SAUCE      TOMATO SAUCE      PLAIN SAUCE

The Peoples' Beans  
Unapproachable in Quality

**Clark's**  
**Sliced Smoked Beef**

In Glass Jars and in Tins  
Always in Demand



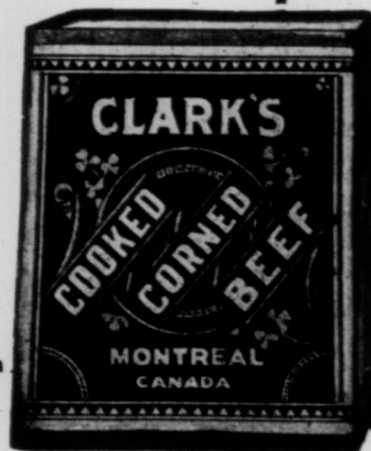
**Clark's**  
**Beef Steak and Onions**  
A Perfect Meal



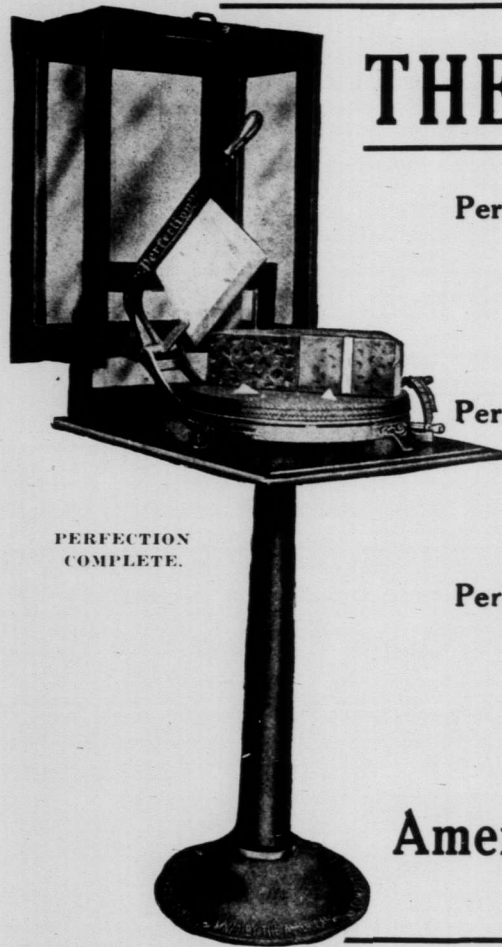
**Clark's**  
**Cooked Corned Beef**  
Nothing but the Primest Beef Used  
in its Preparation

**W. CLARK, - MONTREAL**

Manufacturer of High Grade Food Delicacies.



## THE PERFECTION WAY



PERFECTION  
COMPLETE.

### Perfection Cheese Cutter Computes

Absolutely no figuring required.  
Makes every cheese pay full profit.  
Simplest in construction and operation.  
A five ply birch board.  
Handsomely finished in scale blue ENAMEL.  
A glass shield and splitting wire free.

### Perfection Cabinet

Makes absolute sanitation.  
Displays to the best advantage.  
Handsomely finished.  
Glass on three sides and top.  
Increases trade and profit.

### Perfection Pedestal

Made of iron, enamelled scale blue.  
Saves counter room.  
Demands attention, increasing sales.

*Write for Perfection Silent Salesman, Circulars and Prices.*

**American Computing Co. of Canada**  
Hamilton, Ontario

## N. P. BAR SOAP

Makes good with the grocer because it makes good with the housewife. This is proved by the ever increasing sale there is for N. P. Bar Soap.

The intelligent household buyer is easily convinced of the better soap bargain she is getting when purchasing N. P. Bar, and it pays YOU lots better, Mr. Grocer.

Ask us for prices. Send card to-day.

**David Morton & Sons, Limited**  
Victor Soap Works HAMILTON, ONT.



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

32 Prize Medals

21 Royal Appointments

# PEEK, FREAN'S



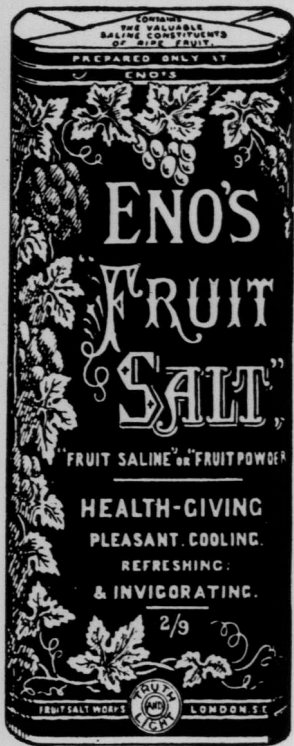
PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

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

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

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



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than

# ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

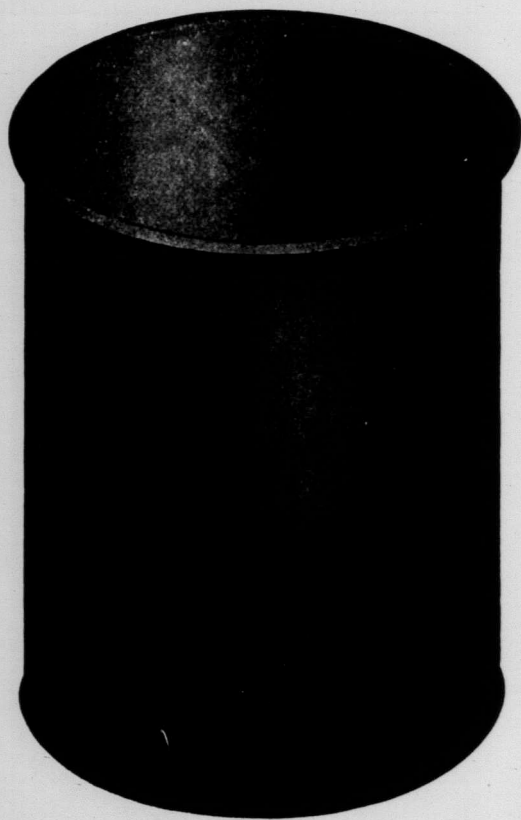
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.



## SANITARY CANS

*"The Can of Quality"*

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

PE

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B  
C

DAIRY

D. S. Perrin

LONDON



# PERRIN'S

5c. and 10c. Fancy Thin  
Blue Packages  
Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins



DAIRY

CREAM

# SODAS

D. S. Perrin & Co., Limited  
LONDON

CANADA

An Ideal and Healthy Food  
Quality unsurpassed. Test the flavor and crispness

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

# Packer's Celebrated Chocolates

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

Mr. J. P. Wright is now in Canada and  
will advise our friends prior to calling.

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

## A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

# Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

**BRUNNER, MOND & CO.'S**  
ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and  
therefore GOES FURTHEST of any  
Washing Soda sold

**WINN & HOLLAND, LIMITED**  
SOLE AGENTS                      MONTREAL

## Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

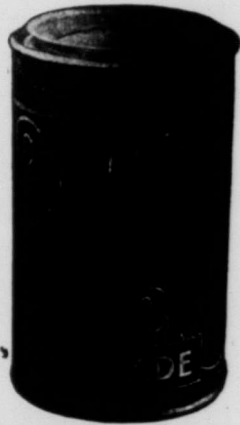
WRITE FOR CATALOGUE AND PRICES

**Eureka Refrigerator Co., Ltd.** 54 NOBLE STREET  
TORONTO

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



# CARTER'S



## Big Wheel Lemonade Powder

Table Jellies, Mustard Powder  
etc., etc.

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

## Buy a better Laundry Blue.

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

## OCEAN BLUE

Squares in 5 cent. packets.

Bags in 5 cent. cartons.

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

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

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



## Nothing Else Will Do

They get the habit early in life and it lasts—as youngsters they are told to get

## WINDSOR TABLE SALT

—and they get it, any other salt is refused—then, and when they are "grown ups." Cultivate this habit and retain the good will from first to last by offering Windsor Salt first.

**THE CANADIAN SALT CO.,**  
WINDSOR, LIMITED ONTARIO.

## When The Hands Are Soiled

At the  
Office,  
Store,  
Bank,  
Printer's  
Home,  
in fact



At the  
Foundry,  
Shop,  
Mill,  
Factory,  
Garage  
or Farm

anywhere or after any kind of employment or amusement, use

## S N A P

Beneficial to the skin.

**Big sale for this Hand Cleaner**  
**SNAP COMPANY, Limited**  
Montreal, Quebec

## WHITE SWAN YEAST CAKES

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

**ORDER FROM  
YOUR WHOLESALER**

**White Swan Spices & Cereals,  
LIMITED**  
Sole Distributors - TORONTO

## BISCUITS

### from the Old Country

Some of the most popular Biscuits in Britain are made by

## M<sup>C</sup>VITIE & PRICE

Biscuit Manufacturers  
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec  
W. G. PATRICK & CO., York Street, TORONTO  
Manitoba and Saskatchewan  
RICHARDS & BROWN, James Street, WINNIPEG  
British Columbia and Yukon  
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

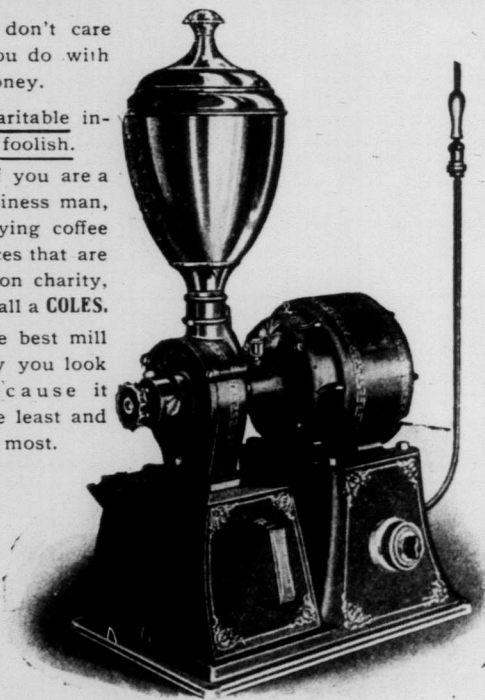
## Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.


But if you are a real business man, stop paying coffee mill prices that are based on charity, and install a COLES.

It's the best mill any way you look at it, because it costs the least and does the most.



COLES MFG. CO., Philadelphia, Pa.

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

By Royal  Letters Patent.

# NELSON'S

## Gelatine and Liquorice

# LOZENGES

Should be in your confectionery department.

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



## Seasonable Lines That Will Pay You To Stock!



## Potted Bloater Turkey and Tongue

Here we are now almost in the summer season. You know from past experience the steady demand there is for cooked meats.

You cannot put in a stock in that line that will satisfy the popular demand and give universal satisfaction such as Brand's Potted Bloater and Turkey and Tongue.

You are absolutely certain of the buyers return because Brand's quality always satisfies; therefore you are safe to recommend any of the Brand line to your most particular customers.

There is big profit for the grocer.  
Order from your nearest jobber.



## Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO  
H. HUBBARD, 27 Common St., MONTREAL.  
McLEOD & CLARKSON, VANCOUVER.

## Brooms Are Seasonable Now

THE PARKER BROOM may be ordered through the following wholesale grocers:

### ORDER NOW

James Lumbers & Co.,  
Ltd.  
Eby-Blain, Limited.  
Lind Brokerage Company  
Warren Bros. & Co., Ltd.

TORONTO, ONT.

L. Chaput, Fils & Cie.  
Wm. Galbraith & Son.  
Laporte, Martin & Cie.  
Forbes Bros.

MONTREAL, QUE.

J. B. Renaud & Cie.  
Albert Dunn, Broker.  
Quebec Preserving Co.  
Elzier Turcotte.  
Naz. Turcotte & Cie.

QUEBEC, QUE.

Foley Bros. & Larson.  
Laing Bros.  
Jobin-Marrin Co.  
Nicholson & Bain.  
Codville Company, Ltd.  
The Hudson Bay Co.

WINNIPEG, MAN.

Nicholson-Bain.  
Cameron & Heap.

REGINA, SASK.

Nicholson-Bain.

EDMONTON, ALTA.

Nicholson & Bain.

CALGARY, ALTA.

Nicholson-Bain.

SASKATOON, SASK.

J. G. Whyte & Sons.  
H. N. Bate & Sons., Ltd.  
F. J. Castle Co., Ltd.  
E. M. Lerner & Sons.  
S. J. Major, Ltd.  
Provost & Allard.

OTTAWA, ONT.

## The Parker Broom Co.

692 Wellington St. - - - OTTAWA

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

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

Our mail order service is just what you need. PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

**James Methven, Son & Co., Limited**

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

**Every Live Grocer**

SHOULD KNOW ABOUT

**"Walker Bin" Fixtures**

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

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

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

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

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

REPRESENTATIVES--

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



**Consider Your Customers**

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

**Club House Queen Olives**

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

**Gorman, Eckert & Co.**

LIMITED

LONDON, Ont.

WINNIPEG, Man.

The best

Trade



L

W.



THE CANADIAN GROCER

# St. Lawrence

## Granulated

The Merchant who handles the best quality always gives the best satisfaction to his customers. St. Lawrence Granulated Sugar is the best made in Canada.

### Make Every Customer a "Come Back"



Trade Mark of Quality

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

### SWEETHEART BRAND BAKING POWDER

OUR SPECIALTY.

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed.

Sales Assured.

**IXL SPICE & COFFEE MILLS, Limited**  
LONDON, ONTARIO



## Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

**F. F. DALLEY CO., LTD.** HAMILTON, ONT.  
BUFFALO, N.Y.

## LITTLE THINGS COUNT

Stove polishes are more or less of small importance to your general business, but nevertheless a necessity to every household. The best Stove Polish is

### JAMES DOME BLACK LEAD

and its reliable quality and good work makes for you satisfied customers.

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

# FURUYA & NISHIMURA FOR Japan Teas

MONTREAL CHICAGO NEW YORK JAPAN

Public Favor Has Made It a Profitable Stock



## Laurentia Milk and Cream

has absolutely solved the "raw" milk problem. The process of homogenization divides the solid parts—the cream, the caseine—into minute particles and renders the milk much more digestible.

It is absolutely pure and may be kept indefinitely.



SEND FOR PRICES TO-DAY.

Laurentia Milk Co., Ltd. - 371 Queen St. W., Toronto

# THE NAME "FAIRBANK" MEANS SOAP SURETY

## FAIRY SOAP



When you sell **FAIRY SOAP** to a customer you are making intelligent use of our extensive advertising, and at the same time doing the surest thing you can to please her and bring her back. "Have you a little Fairy in your home?" Every woman thinks of **FAIRY SOAP** when she reads these words, and every woman who once tries **FAIRY SOAP** keeps on buying it because it's the sweetest, whitest, handiest, **BEST** toilet soap a nickel ever bought. It always stays sweet and white, because it's absolutely **PURE**. Our steady advertising makes steady sales, on which you can easily make steady profits.

Made by **THE N. K. FAIRBANK CO., MONTEAL**

A  
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A 3-dozen Tin (as illustrated) of Eiffel Tower Lemonade displayed on your counter will prove to be the best and most rapid selling line you have ever handled. Do not take our word for it, prove it for yourself. The attractive get-up compels sale at sight. The quality of the article assures future sales.

## EIFFEL TOWER LEMONADE

is without doubt not only the most delicious and refreshing, but the

### **PUREST & MOST WHOLESOME BEVERAGE**

ever introduced. It is used freely in the English Navy, because of its sterling merit.

You owe it to yourself to take up this line wholeheartedly and to personally benefit by the generous profit to be made, to say nothing of the satisfaction and appreciation of your customers.

**Retailed in 5c. Packets; 15c. and 25c. enamelled air-tight Tins.**

FULL PARTICULARS AND SAMPLE FROM—

BAILEY & GUNN, 122 Hastings Street W.,  
Vancouver.  
THE TURNBULL CO., 179 Bannatyne Ave. E.,  
Winnipeg.

THE HARRY HORNE CO., 309 & 311 King Street W.,  
Toronto.  
HOWE McINTYRE, Youville Square, Montreal.  
W. A. SIMONDS, St. John, New Brunswick.

# Manufacturers' Agents and Brokers' Directory

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

## WESTERN PROVINCES

### Escott & Harmer

Successors to W. H. ESCOTT CO.  
WHOLESALE GROCERY  
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

#### WINNIPEG and REGINA

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

### WATSON & TRUESDALE

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, MAN.

Domestic and Foreign Agencies Solicited

### WINNIPEG

#### H. G. SPURGEON

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

### WINNIPEG

#### THE J. J. TOMLINSON CO.

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

### FRANK H. WILEY

MANUFACTURERS' AGENT  
and  
IMPORTER

757 Henry Ave., WINNIPEG.

### THE TURNBULL Company

DIRECT IMPORTERS OF  
GROCER SPECIALTIES

Open for additional first class lines.  
179 Bannatyne Ave. East, Winnipeg

### WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, WESTERN CANADA

### G. C. WARREN

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

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

### DISTRIBUTORS, LIMITED

P. O. Drawer 99  
EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.  
Track connection with all Railroads.

## TORONTO

Our Specialties,

WHITE BEANS  
EVAPORATED APPLES  
CURRANTS AND CANNED GOODS

Soliciting inquiries.

### W. H. Millman & Sons

Wholesale Grocery Brokers  
TORONTO

### W. G. PATRICK & CO.

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

### W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

### MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for  
Fine FILIATRA CURRANTS, Greek  
cleaned, in half cases,  
before purchasing.

### LIND BROKERAGE CO.

73 Front St. East TORONTO

### 86 ADELAIDE STREET EAST, TORONTO

Dundee, Scotland Phone Adelaide 1525  
London ) Cables "Grimonds Toronto"  
and ) England.  
Manchester ) Codes (Western Union  
(Private)  
New York, U.S.A.  
Calcutta, India. D. Mayall, Manager.

### J. & A. D. GRIMOND (CANADA) LTD.

A. & M. Smith Ltd., Aberdeen, Scotland  
Fish Preservers and Canters.

Wm. Simpson Ltd., Manchester, England  
Table and Tete a tete delicacies

Victory "Confections", Gums, Pastilles, Lozenges, etc.

Victorious all the world over.

They are RIGHT here.

Price lists, quotations and samples mailed promptly on  
receipt of enquiry.

## LONDON

### THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

## MARITIME PROVINCES

### J. W. GORHAM & CO.

Manufacturers' Agents and Grocery  
Brokers

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

### H. R. SILVER, LTD.

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

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

### J. A. TILTON

### WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

### W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen

ST. JOHN, N.B.

Open for a few more first-class lines.

## NEWFOUNDLAND

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

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

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



# Manufacturers' Agents and Brokers' Directory

(Continued.)

**LONDON, ENG.**

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

**BRITISH COLUMBIA**

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

**O. E. Robinson & Co.**

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

**SUCHARD'S COCOA**

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

Write us for New Price List of

## WINDSOR SALT

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



*It dries  
them up* **Common Sense**  
**KILLS** (Roaches and Bed-Bugs  
Rats and Mice)

All Dealers and 381 Queen St. W., Toronto, Ont.  
Dealers find Common Sense a very good seller, for  
the reason that it gives general satisfaction and each  
customer tells others about same. Write for prices.



The **BROWN** is the only  
convenient Bag Holder

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

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

**QUEBEC**

**L. EMILE GABOURY**  
Manufacturers' Agent and Commission Merchant  
235 St. John St., QUEBEC, CAN.  
Correspondence solicited with brokers or  
manufacturers looking for a reliable repre-  
sentative. Can furnish best of references.

**WANTED:**

A jobber in each section of the country to handle  
our "Top-Notch" Butterscotch (Registered) sell-  
ing to the Groceries, Confectionery, and Drug  
Trade. "Top-Notch" is put up in packages, and  
in bulk, wrapped in caramels, and sells all the  
year round. Write to us for samples we have  
an interesting proposition for Jobbers.  
BRUCE & HUNT CO., LIMITED  
Wholesale Confectioners. Toronto, Ont.

20th Century Retailing DEMANDS  
the Use of

## ALLISON'S COUPON BOOKS

You can't get away from credit  
business without driving away trade.  
And if you don't use Allison Coupon  
Books you are bound to lose some  
money on credit accounts. Allison  
Coupon Books make credit business  
"good as gold."

HERE'S HOW THEY WORK:—



When a man wants  
credit, give him an  
Allison Coupon  
Book, and have  
him sign form at  
the front which be-  
comes then his pro-  
missory note to you.  
As he buys, you  
tear out coupons,  
and when his book  
is exhausted you  
can collect your  
note or extend his  
credit for another  
book, as you deem  
wise. No pass  
books, no charging,  
no time wasted, no  
errors, no disputes

For Sale Everywhere by Jobbers.

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

## McDOUGALL'S

### CLAY PIPES

THE BEST IN THE WORLD

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

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

FOR -

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

or other varieties of

## POTATOES

for SEED or  
TABLE USE.

Bags or bulk in Cars.

Wire or Write

**Clements Company,  
LIMITED**  
ST. JOHN, - - N.B.

## THE PEOPLE OF JAMAICA

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

## KINGSTON

## "GLEANER"

might bring inquiries. Better  
write for rates to

I. C. STEWART, Halifax

The  
Condensed Ad.

page  
will interest you



THE MCGREGOR PAPER BAG HOLDER.

### Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

**KILGOUR BROS.**  
21-23 Wellington St. West, TORONTO

## TEA LEAD

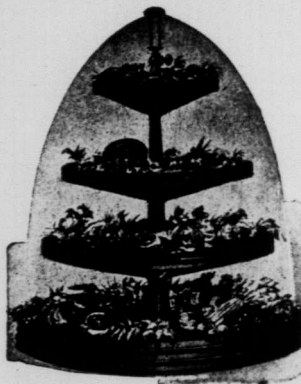
Buy "PRIDE OF THE ISLAND" Brand

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

### ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,  
A.B.C. Codes used 4th and 5th Editions LONDON, E., ENG.  
Canadian Agents HUGH LAMBE & CO., TORONTO  
J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL

### THE WILLIS DISPLAY STAND



will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

**WILLIS MFG. CO.**  
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

# WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

### SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

**WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.**

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

**MACLEAN PUBLISHING COMPANY,**  
143-149 University Ave., Toronto, Ont.

Don't try.  
You can't get  
any Purer.



McLean's  
White  
Moss

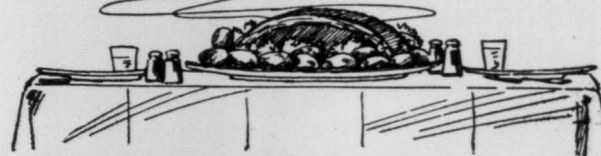
Canadian Coconut Co.,  
Montreal

SALT with a profit.  
SALT with a reputation.  
SALT with a purity distinction

IS

## Ontario People's Salt

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited  
KINCARDINE, ONTARIO



## BLACK JACK

QUICK  
CLEAN  
HANDY



TRY IT

SOLD BY  
ALL  
JOBBERs

1/2-lb tins—  
3 doz. in case.



# SUN AMMONIA

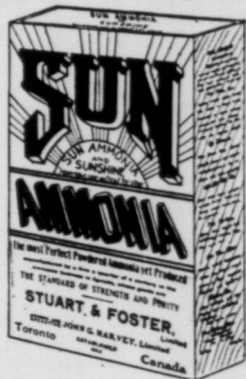
(HARVEY'S)

Single Cases \$2.25

75c. a doz.

5 or more delivered \$2.00

66<sup>2</sup>/<sub>3</sub>c. a doz.



Single case 85c  
Gross lots delivered \$9.50

For 25 years  
The Standard of Strength and Purity

Secure it from your  
Wholesale Grocer.

STUART & FOSTER, LIMITED,  
474-476 Gerrard St. E. Toronto

Established 1882



## BEGINNING TO FEEL IT WARM?

Just as soon as you notice the approach of the warm weather such is the time for you to look to supplies of thirst quenchers. The demand is a surety.

## COLD SPRINGS LEMONADE

makes the repeats a surety. When you have demand and repeats assured, what more do you want? Nothing but a good profit, and that's yours too. We have seen to that.

S. H. EWING & SONS  
MONTREAL

## It Cannot be Equalled

That's a fact. There is nothing purer, nothing which will give such complete satisfaction as

### Hirondelle (Brand) MACARONI

Made in the sunniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd.  
MONTREAL, CANADA

## Read This-Then Order

There is nothing like improvement. It shows progressiveness and a desire to please

### Ko-Ko-But Is Now Better Than Ever

Means absolutely economy. 1 lb. Ko-Ko-But is equal to 1½ lb. Lard, Butter or any cooking product. Get a stock! Refund money to any dissatisfied customers. We'll refund you. (We simply mention this to show you the genuineness of our policy. We're convinced there can be no dissatisfaction.)

New Tins—More Attractive Than Ever

We have a FREE ADVERTISING proposition to offer you. WRITE US.

Dominion Coconut Butters Limited  
Montreal



**THE BEST DRINKS**

you can handle for your Summer and Picnic trade are the

**STERLING BRAND**

Raspberry Vinegar and Lime Juices or any kind of Fruit Vinegars or Juices that have the Sterling mark are the kind that are so well liked. They are invigorating and refreshing.

**THE T. A. LYTTLE CO., LIMITED**

STERLING ROAD, TORONTO



AN EMINENT

SURGEON SAYS

**"DOPED FOODS & GRIPPE"**

seem to be the forerunners of appendicitis. Impure foods alone must be blamed for conditions leading to abscesses in the stomach and bowels."

Your reputation as a reliable dealer depends on the class of goods you carry.

**LITSTER PURE FOODS**

are made of the best ingredients and are sold with a positive guarantee. You can safely recommend them

**THE LITSTER PURE FOOD CO. LIMITED**

TORONTO

**LASCELLES DE MERCADO & CO.**

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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



**Have No Hesitation**

in recommending to your best customer

**'Bluenose' Butter**

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH AND PROCTOR**

SOLE PACKERS

Halifax, - N.S.



"Get Your Money In"

# Use this Coupon and Save \$100.00

Yes, and save several hundred dollars. For one merchant has told us he has reduced his outstanding accounts from \$3,000 to \$500 with the aid of the BARR system.

The Barr Account Register System does away with the old cumbersome and profit-wasting system of handling credit accounts by the day book and ledger system. It does away entirely with monthly or semi-monthly rendering of long itemized statements. It lets your customers know in an entirely inoffensive way just how much they owe you at every purchase. You do not keep your customers in the dark for a month concerning the amount they owe you—a system that actually hinders their paying their bills.

Besides this, it saves all the time and worry of book-keeping and saves losses which occur through mistakes in book-keeping. Every time a purchase is made your customer receives a statement of his account to date and your book-keeping is kept up to the minute without a further pen stroke.

You want to know about this system—it will save you several hundred dollars. We say that it will. It is up to you to prove the truth of the statement. Use the coupon NOW.

**BARR REGISTERS, LIMITED**  
Trenton, Ontario

BARR REGISTERS, Limited  
Trenton, Ont.

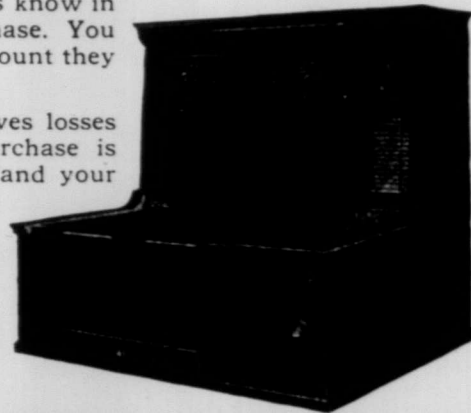
Gentlemen—

You say that the Barr Register Account System will save us a great deal of money. We will be glad to have you prove this to us, providing it puts us under no obligation to buy.

Name .....

Street and No. ....

City..... Prov.....



THE ORIGINAL, GENUINE

# WONDER-SHINE

SILVER CLEANER

An entirely novel and efficacious preparation. Entirely new principle—cleans without rubbing—saves labor—so easy to use—no trouble—no fuss—no dust—no muss. Cleans more silver in half an hour than paste and powder in half a day, and cleans it better.

This is the ideal, most economical and only modern way for cleaning

**SILVER AND GOLD (Sterling or Plated Ware)**  
**NO RUBBING. NO WEAR. REMOVES TARNISH INSTANTLY.**

Each package contains powder and a special piece of metal (electro). A quantity of the powder is added to very hot water, the piece of metal is then dropped in, and the articles to be cleaned are placed in the solution, so that they come in contact with this piece of metal. Presumably galvanic action is set up, but the result is that the tarnish and dirt will be removed almost instantly, and the articles cleaned may be taken out, rinsed and wiped dry with a cloth or chamois. Tarnish will be removed from all the crevices and surfaces alike and the original lustre and polish restored and retained.

For **Cut Glass** the solution does not need to be so hot, but all the dirt, stains and finger marks are removed and that wonderful, wholesome sparkle and polish is brought out—simply delightful.

**DOES AWAY WITH HARD LABOR.** Each package contains enough powder to clean your silver several times—complete directions with every package.

Retail price—10c, 25c and 50c per package. Wholesale Prices—80c, \$2.00 and \$4.00 per dozen. Packed in neat display boxes.

Let us send you our selling plan and advertising matter.

**WONDER-SHINE LIMITED**  
220 King St. West  
TORONTO, CANADA

**GUARANTEED**

**ABSOLUTELY HARMLESS**  
to Silver, Gold, Cut Glass,  
Hands or Clothing.

**THEY WILL EAT MORE JAM IF YOU SELL THEM BANNER BRAND**

Your customers know that they always get the best value for the money, and the Jams or Jellies never vary from their top-notch quality. **L. & B. BANNER BRAND** is the popular jam with all classes of trade. Packed in 2, 5 and 7 pound tins and 30 pound wooden pails.

**LINDNER & BENNER, - TORONTO**

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg



**UNEQUALLED  
BOTH IN  
QUALITY  
AND  
PRICE**

**"ANCHOR" Brand  
Ammonia Powder**

Large packages to retail at

**10c.**

5 case lots . . . . \$2.00 c/s.  
(cases 3 doz.) Freight paid.

The coupons will help the sale—  
The quality brings the repeat orders.

**WE HAVE SOME VERY ATTRACTIVE QUOTATIONS ON**

**Oregon Prunes, 8 lb. bxs.**

30/40 40/50 60/70

A convenient size for family trade.

**Select Valencia Raisins**

At a price that will bring you orders.

**Valiant Talcum Powder**

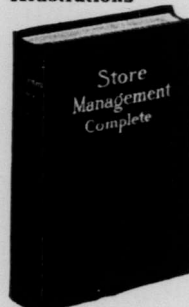
A high-class powder of exquisite perfume, in a large fancy tin to retail at 25c. Will pay you a handsome profit.

**SAMPLES AND QUOTATIONS UPON REQUEST.**

**EBY-BLAIN, LIMITED Wholesale Grocers  
TORONTO**

**STORE MANAGEMENT—COMPLETE**

16 Full-Page Illustrations



272 Pages  
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**  
**\$1.00 POSTPAID**

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

**THIRTEEN CHAPTERS**

Here is a sample:

**CHAPTER V.—The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

**ABSOLUTELY NEW JUST PUBLISHED**

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

**TECHNICAL BOOK DEPARTMENT**  
143-149 University Ave., - Toronto, Canada.

**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



# "SALADA"

---is tea at its best---unequaled for goodness, freshness and fine flavor.

---is tea of uniform quality---hence ensuring continual satisfaction to the **consumer**.

---is tea which sells **quickly**---hence ensuring continual satisfaction to the grocer.

The Tea you can recommend with confidence.

Canadian Offices: - - Toronto and Montreal



## SILENCE

No pistol-like report when you go into a dark room to light the gas and strike a **DOMINION MATCH**. The silence is not broken and the air filled with sulphurous fumes. Dominion Matches are noiseless, odorless and the stems do not break. They are the kind that pay you to keep on hand.

### DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

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

The A. Macdonald Co., Winnipeg, Man.

Snowdon & Ebbitt, Montreal, Que.

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

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

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



## AN ATTRACTIVE DISPLAY

The above photographic interior view of a modern grocery gives a fair idea of the attractive appearance of a nicely arranged stock of goods—the appearance is **half** the battle. This shelving is supported by our

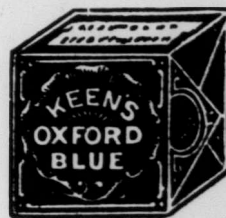
## Patent Adjustable Brackets

Convenience and the elimination of unsightly obstructions—one long, uninterrupted stretch of space for the display of goods—are a few of the features of these brackets.

Write for information, prices, etc., stating whether your building is brick or frame.

THE PIQUA BRACKET CO. Sole Manufacturers  
PIQUA, OHIO.

# 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 housekeepers 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.

**MAJOR, SON & CO.,** 403 St. Paul Street **MONTREAL**

30 Church Street, Toronto

AGENTS FOR THE DOMINION OF CANADA

## PRACTICALLY EVERY ONE OF YOUR CUSTOMERS

makes cookies, ginger cakes, etc., from time to time. Each and everyone of them would be glad to use

## CROWN BRAND CORN SYRUP

if they only knew how much better it is and how much more naturally it blends in the process of cooking. It also makes the best sweetening for mince meat, fruit cake and plum pudding.

Are you reminding your customers of these things?



**THE EDWARDSBURG STARCH CO.**  
LIMITED  
MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER

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# Jam Consumption Increases, and Why

Changes That Have Come Over the Trade in Past Ten Years—Estimates of Comparative Amounts of Domestic and Imported Jams Consumed in Canada—Almost a Million and a Half Spent in Year for the Pure Goods—Result of 1911 Dry Weather.

Jams, jellies, marmalades, preserves, etc., have beyond a doubt made wonderful strides in Canada in the past ten years, so far as consumption and quality are concerned. Ten years ago the Canadian housewife depended on her own supplies, with some few exceptions; but now it is the other way around. The majority depend on their grocer.

What is the reason for this change?

If it could be answered in a few words, those would have to be "advance in quality."

The increase of population is undoubtedly another strong factor explaining the phenomenal consumption, and more particularly since a large proportion of the additional population has come from a jam-eating country—England. People, too, are getting more money, and have more money to spend than formerly, part of the surplus going to buy these goods.

"There is no doubt," stated one manufacturer to *The Grocer*, "that the consumption of jams, jellies and preserves has increased materially during the past ten years."

He gave as his reasons the purity of the goods; the increase in population, and the fact that during the past few years the ordinary individual has become more luxurious in his taste and is willing to pay a fair price for a good article.

## Advance of Pure Goods.

Whereas the increase in consumption of pure jams has been large, there is no doubt that a large amount of this has been at the expense of the inferior article which eight or ten years ago formed the bulk of the trade, with the exception of probably \$200,000 of pure imported jams.

But to-day it is estimated that we are not only importing \$400,000 worth, as against the \$200,000 eight years ago, but Canadian manufacturers are putting up a \$1,000,000 worth in a year, as compared with \$25,000, or \$50,000 at the outside, eight years ago. This means an annual distribution of \$1,400,000 in pure jams, etc., in a year among the Canadian people, apart altogether from that manufactured privately. Two Canadian firms alone, it is stated, manufacture some \$800,000 worth. In spite of the enormous amount consumed, there is a scarcity of some varieties.

## Result of Last Year's Drought.

Owing to drought and the failure of crops last season, there was a shortage earlier in the season of raspberry and strawberry jam, also some of the smaller varieties, such as black currants. The shortage in these was estimated at 50 per cent. But a large part of the extra demand was met with imported stock.

There is also no doubt that the housekeeper is depending more and more on the manufacturer for her supplies, knowing that she can get them pure. Another reason, probably, is that domestic labor is so scarce, and also the disinclination on the part of housekeepers to do any more housework than is absolutely necessary. Of course, when there is a plentiful supply of fresh fruit, it is always noticeable that the quantities put up for home consumption are much larger. The glass jar manufacturers will be able to confirm this, as there is quite a difference in the demand for the jars in seasons of plentiful supply of fruits, and the seasons when fruit is scarce.

## Manufacturer Buys More Cheaply.

"It is questionable," claims one manufacturer, whether it is profitable for the housekeeper to put up her own jams, marmalades and preserves, for the reason that the manufacturer contracts ahead in large quantities, and is thus able to secure his fruits much cheaper than can generally be secured in the open market. And then again, he is also able to secure his sugar at lower prices, generally buying when the market is at its lowest, and, as a rule, the consumer only buys sugar from hand-to-mouth, and in the preserving season sugar is generally at its highest."

## Cleanliness in the Factory.

The sanitary methods by which jams and preserves are made nowadays in the big factories have done much to create a good will for pure goods. Where a factory is kept in spotlessly clean fashion, with everything in its place and a place for everything, merchants and the consuming public soon come to know about it, and the products of that place will always have their endorsement. Men who have been through factories and found how cleanly conditions were, have advised and persuaded their wives to give up a por-

tion of the annual preserving work and save time, trouble and fuel by purchasing the pure manufactured article.

## Good Information for Dealer.

Retail dealers have here much food for thought in selling jams, etc. If every point at his command is utilized properly, sales much above the actual demand will result, and there will be no necessity for carrying over any stock when the new is ready for the market.

## POINTERS ABOUT CANNED GOODS.

Fruits and vegetables are gathered when at their best and taken at once to the factory, where they are canned without going through the delay of shipment.

Most of the factories now court visitors. They make cleanliness in packing an advertising feature.

Except at height of their season, canned vegetables are cheaper than the fresh.

Advise customers to keep a supply on hand for emergency. With their aid a good meal may be gotten together quickly.

Canned soups are scientifically prepared; that is, they contain exactly the proper ingredients to produce the best flavor, and at the same time contain the greatest percentage of nutriment.

There is something magic in the name "pumpkin" that makes it sell when suggested. Squash should not be forgotten either.

The sale of jam is increasing with great rapidity in Canada. Is every dealer getting his share of this trade?

Government inspection shows marmalade in Canada on the whole to be quite pure.

Spring lamb and canned peas make a good combination.

Now is the time to push the sale of canned rhubarb. Spring suggests rhubarb and the fresh article is a little dear for many customers.

An important point in the eating of sardines in olive oil is that it brings into use the oil, so beneficial to the health.

Are you handling potted chicken, ham, tongue and venison? These dainties appeal.

## Considering the Salary of the Clerk

To What Is He Entitled?—Writer Claims it Should be Based on Profits of the Goods He Sells in a Week—Table Showing That \$55.71 Worth of Goods Must Be Sold to Earn a \$9 Salary.

By James R. McFaul.

The clerk's value to the merchant is in proportion to the amount of goods he sells above the actual demand. It is upon the sales-making power of the clerk that his value to his employer is reckoned. The amount of wages he receives is really an investment by the merchant, who expects a fair dividend on the same, just as if he were investing his money in any other way.

Both the merchant and the clerk should at times consider the question of whether the clerk is doing his share in making up the expenses and providing the profit of the store. The merchant certainly does not want a clerk who is not able to sell enough goods to pay his own wages, and a certain amount over, for there are many other expenses besides his salary to be paid, while the merchant has money invested in the business from which he expects some returns.

### Does Work Warrant Increase?

There are not a few clerks who consider that their wages are too small and that they are worth more money; yet these same clerks probably never stop to consider whether their sales are large enough to even warrant their present salary. The salary of the average grocery clerk is not large, but even at its present level, there are, however, many clerks who barely earn their own wages, yet still are always looking for an increase. Sometimes even the poorest clerk, when he has been at the work for a certain length of time, will consider he should have a raise, although he never stops for a moment to figure out just what his real value to his employer may be.

### Should Do Some Figuring.

The clerk would do well to figure up his sales of goods asked for, and those for which his salesmanship is responsible, and see how much he is really earning for his employer. If clerks would do this and act conscientiously on the result of their investigations, many would at once make an effort to increase their sales so that they might really earn their money before they requested any further increase. That the clerk may find out the value of his work let us consider the profit on an ordinary list of goods. Here is an actual sale given by one grocer with both cost and selling price recorded:—

	Selling Price.	Cost.
Granulated Sugar .....	\$1.00	\$0.85
1 can tomatoes .....	.15	.13½

25 lbs. flour .....	.70	.55
1 can salmon .....	.25	.21
Rice .....	.25	.20
1 can pork and beans ..	.10	.08½
1 can lobsters, ½'s ...	.30	.25
1 lb. tea .....	.30	.25
1 loaf bread .....	.10	.08½
1 lb. biscuits .....	.10	.08
1 lb. butter .....	.35	.32
1 doz. eggs .....	.30	.25½
<b>Total .....</b>	<b>\$3.90</b>	<b>\$3.27</b>

### Profits to Cover Wages.

From this sale of \$3.90 it will be seen that the profit is 63 cents, so that the

clerk who is drawing \$9 per week must sell at least \$55.71 worth of goods to pay even his own wages. Then there are all the other expenses that must be met and they are by no means few, before the merchant himself begins to get any profit on the capital invested or for his work.

If the clerk does not sell any more goods than will just cover his own salary, the merchant is losing the expense of running the business, at least as far as that clerk's proportion is concerned. The value of a clerk depends on his ability to extend sales over and above the point where he begins to be a profit maker for his employer.

### A System Required.

Every merchant should have a system of keeping account of the sales of each clerk, so that records will show every week whether a clerk is coming up to the standard which his wages call for or not.

## The Problem of Finding the Selling Price

Out of Thirty Replies 21 are Wrong—Those Who Figured the Question Properly—The Only Safe Method.

Our problem in figuring selling price when cost, rate of profit and rate of expense of doing business are given, created a great deal of interest. Out of some 30 replies received from different parts of the country only 9 were correct. In addition to the correct replies referred to in last week's issue, the following figured the problem properly:—Edmund S. Estabrooks, Coldstream, N.B.; L. W. Myers, Stratford, Ont.; Wm. Cameron, Brandon, Man.; and T. G. Bannister, with the W. H. Stone Co., Winnipeg.

Mr. Bannister's answer is concise and sound and is worth reproducing. Here it is:—

Editor Canadian Grocer:—In answer to query in your issue of the 26th ult., I beg to quote the following answer,—100% represents selling price. All profits and expenses being figured from selling end, therefore after allowing 10% for profit and 15% for expenses.

75% selling price = \$2.00

100% selling price equals

100 \$2.00

— × — equals \$2.66 2-3.

75

Mr. Cameron, who is with Mittler & Lynch, Brandon, Man., sent the following logic reply:—

100% equals Selling price.

Less 10% profit leaves 90%.

Less 15% cost of doing business leaves 75%.

75% equals cost of Goods or \$2.00.

100% equals selling price or

$$100 \times 2.00$$

equals \$2.66 2-3.

75

As stated in The Grocer many made the answer \$2.53. Later returns showed 11 of the replies to be this figure. It was secured from figuring cost of doing business on the original cost and profit on the entire cost, whereas both should have been calculated on the selling price.

### TABLE FOR FIGURING PROFIT.

Editor Canadian Grocer. — I was pleased to see I was a winner in profit-figuring competition. I think the following is a fairly easy way of getting at the selling price, and gives percentages suitable to cut lines, reasonable profits and the good profits which can be made on a few lines such as confectionery, etc.

	Multiplied by	Divided by	% profit
Cost price .....	10	9	10
Cost price .....	8	7	12½
Cost price .....	6	5	16 2-3
Cost price .....	5	4	20
Cost price .....	4	3	25
Cost price .....	10	7	30
Cost price .....	10	6	40
Cost price .....	2		50

CHAS. BYASS.

76 Seaton St., Toronto.

(N.B.—In the problem dealt with last week the profit required was 15 per cent. for doing business, and 10 per cent. net margin, making 25 per cent. in all. Two dollars multiplied by 4 and divided by 3 gives \$2.66 2-3—the correct answer. Mr. Byass' table might well find a place in the hat.

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## Introductions to Grocery Advertisements

How Some Canadian Dealers Begin Their Talks to the General Public—Several Lines of Goods Advertised—Many Ads. Lack Neatness—Playing Up the High Cost of Living.

**Specials For Friday and Saturday at Yerxa's.**—We offer sweeping reductions to the public on several staple lines. Profits cut to the vanishing point.—Yerxa's, Kentville, N.S.

**Garden Seeds.**—From reliable growers. In packages or in bulk, special prices in quantities of one pound and upwards.—Porter S. White, Peterborough, Ont.

**Fresh Strawberries.**—A delicacy that comes from the Sunny South for the pleasure of the Colder North.—Ellis, Burlington, Vt.

**Home Cured Hams.**—Extraordinarily tempting, all these hams. Don't miss the treat that we offer you.—Shufelt & Wilsey, Gloversville.

**Store Policy.**—Quality of goods and service to customers is the keystone of our success.—G. S. L. Co., Ltd., Vancouver, B.C.

**Fresh Vegetables.**—Every day we will receive fresh vegetables and fresh berries—Spinach, dandelions, new beets, new carrots, radishes, curly and head lettuce, wax and green beans, tomatoes, rhubarb, new potatoes, sweet potatoes, and Bermuda onions, bunch onions and new cabbage.

We will have strawberries every day we can procure them. Also pineapples, grape fruit and the best California seedless oranges.—Standard Mercantile Co., North Adams.

**Something About Crockery.**—We have been saying a good deal about wall paper lately, and it is true that we can offer you exclusive designs, such as it is not possible to procure elsewhere, and help to make your home beautiful. Today we want to tell you about our dinner and tea set department.—W. E. Porter, Kentville, N.S.

**Reduce the Cost of Living and Put Money in the Bank.**—The increasing cost of living has hit us as hard as it has hit you. It has meant fewer sales and smaller profits to us. We have had to sit down and consider how to overcome the trouble. We have had to find better markets and buy our goods more keenly. But the quality has been maintained.—Marks, Clavet, Dobie Co., Port Arthur, Ont.

**REWARD.**—The persons discovering this advertisement any time between April 29th and May 4th and purchasing \$1.00 worth of goods or over at this store will be rewarded by receiving one small package of the following goods. Don't miss this sale, it is without doubt the biggest \$ worth ever given in Waterloo. Remember you get one of each of the above articles with a \$ purchase for

one solid week only from April 29th to May 4th.—D. Bohlender, Waterloo, Ont.

**See Our Prices on Groceries.**—You can best see our prices on groceries after you have tested their quality. Our stock is always fresh because the high quality of our goods keep them moving out and new ones coming in. Your stock of jams, marmalades and canned fruit will be getting low. We have them in

SAY IF YOU WILL LOOK INTO OUR VALUES ON GROCERIES, YOU CAN SEE BETTER THAN WE CAN TELL YOU WHAT THIS MEANS



WE DON'T BELIEVE IN SELLING POOR GROCERIES AT ANY PRICE. WE BELIEVE IN ASKING ONLY A MODERATE PRICE FOR GOOD GOODS. IF YOU START TO BUY YOUR GROCERIES FROM US, YOU WILL BUY ALL FROM US. BECAUSE YOU WILL FIND THAT THE THINGS YOU GET AT OUR STORE FOR YOUR TABLE WILL BE GOOD. WE BUY GROCERIES IN BIG LOTS. THAT IS WHY WE SELL FOR LITTLE PRICES. WE HAVE A GOOD SUPPLY OF

EMPRESS CLIMAX ASS. JAMS	5LB PAIL 75C.
JELLY POWDERS	3 PKGS 25C.
COFFEE	PER LB 35C. 40C. 45C. AND 50C.
PALM NAPHTHA LAUNDRY SOAP	PER CARTON 20.
SEEDED AND MUSCATEL RAISINS, CURRANTS, EVAPORATED APPLES, PEACHES, APRICOTS PRUNES AND FIGS	

### RIDEOUT & WATTON

MAIN ST. BIGGAR.

A Newspaper Ad. from a Biggar, Sask., paper in Buster Brown Style.

abundance made from the choicest ripe fruits and sugar.—Caldwell & Garland, Carberry, Man.

**Where Do You Buy Your Groceries?**—If you have never bought your groceries from us, do so just once, and you will make a discovery. You will discover that they have that fresh untainted taste. The reason for this is plain. We sell only good reliable, known brands of groceries; we sell them at a very low profit, and selling them out fast, we keep fresh goods coming in every day. We give full weight and a square deal when you buy groceries from us.—The A. E. Hill Co., Hartney, Man.

### SOAP MEN UNITE.

Members of St. Croix and John Taylor Firms in a New Company.

The Canada Gazette of this week announces the formation of a company to be known as Canadian Soaps, Limited, with a capital stock of \$2,000,000, made up of \$100 shares. The men behind the new concern are J. E. and G. W. Ganong, of the St. Croix Soap Manufacturing Co., St. Stephen, N. B.; M. J. Taylor, A. P. and O. F. Taylor, of John Taylor & Co., Toronto; Henry Wright, of the MacLaren Imperial Cheese Co., Toronto, selling agents for the St. Croix Soap Mfg. Co., and Chas. W. Young, of Winchester, Mass., U.S.A.

The firm states that the chief objects of the amalgamation are to secure more economical and better facilities for supplying Western Canadian trade in the matter of freight rates, etc., and to enable them to manufacture the different soaps in both New Brunswick and Ontario, and so save time and trouble in shipments.

The head office of Canadian Soaps will be in Toronto.

### OUR NEWFOUNDLAND LETTER.

Potatoes Scarce in St. John's — Dried Fruit and Molasses Easing Off in Price.

St. John's, Nfld., May 6.—(Special)—Business is beginning to stir, and this week trade is brisk. The different steamers began on May 1st to connect with the railway which taps the different centres. After the quiet steady trade of the winter, a little rush would be welcomed.

The local supply of potatoes is about exhausted, and importations of P. E. Island stock late last fall, are all cleaned up as well. A quantity of English potatoes arrived last week, and another lot is due to arrive next week. Sales were made readily at the rate of about \$2.90 for 180-lb. barrels.

Prices have eased off somewhat on dried fruits and wholesalers are quoting 50c per box less on California raisins than they were two weeks ago. Prunes, apricots, etc., also show a decline in price.

Molasses is the only heavy article that has declined in price and dealers are quoting at least 3c per gallon less than a few weeks ago.

Florida watermelon acreage will be the largest this year in the history of the state, and outlook at present is encouraging.



# The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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E. J. Dodd

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PUBLISHED EVERY FRIDAY.

## RAISING STANDARD OF QUALITY.

Pure foods mean greater consumption in spite of prices.

This is well exemplified in the case of jams, jellies, preserves, etc. As shown in an article on another page the consumption of pure jams in Canada has increased wonderfully during the past eight or ten years. The fact that many manufacturers are now turning out only the absolutely pure article has much to do with the great increase in consumption of these goods. It is just another case of the conquest of the pure article over the mixture, and indicates the trend of the public's appetite in the years to come.

Dealers who strive to raise the standard of quality of goods sold are undoubtedly on the right track. They are selling goods which are bound to give satisfaction, and a satisfied customer is a greater aid to business building than a concession in price.

Let every dealer work along with the trend of the times and sell the purest goods he can purchase. It lies in his power to persuade his customers to buy these goods regardless of the fact that they are a little more expensive than others.

## SHORT MAPLE CROP.

That maple syrup producers and the trade have been badly disappointed this season goes without saying. Receivers are no doubt aware that there has been a decidedly poor crop—it amounts to about one-half of that gathered last year.

The causes can best be summed up by the two words "bad weather." The season was late in starting, and heavy rain combined with lack of frost did considerable damage.

When the trees begin to bud before the sap has been taken, farmers throw up the sponge, so to speak, as they know, that budding syrup has a peculiarly strong flavor, which the average consumer does not appreciate. Strong flavored honey appeals to some, but a highly flavored maple syrup is by no means pleasant.

Yet there is one redeeming feature. The quality of what sap was taken was good, being better than that of last year. Grocers should be careful, therefore, when purchasing pure syrup to see that they are not getting the

"buddy" variety, as it is more than likely that some will be offered.

## WHOLESALE SELLING DIRECT.

From every section of the country come complaints of wholesalers selling direct to consumers. A letter has just been received from a retailer in Vancouver telling of the same trouble in the Pacific province. In fact, in practically every large city where wholesale houses exist, and even in many country districts where tourists spend the summer this condition of affairs is found.

That there is nothing to justify it, goes without argument. Cases are frequent where retail dealers have lost customers through wholesalers offering lower prices—and wholesalers with whom they have been dealing. How can they expect a retail customer to pay them his bills, and at the same time take away the means whereby he gets the money?

No doubt much of the trouble and dissatisfaction is due to lack of understanding one another. Probably if more conferences were held between the two sections of the trade, good results would accrue. At any rate something should be done to put business on a fairer basis.

## THE EGG IN THE STORE.

When a dealer gets a shipment of eggs in the store in warm weather, there are certain precautions that should be taken to insure it remaining in the same condition as received for a reasonable length of time. If this is done, it will not be such a difficult matter to build up and strengthen the egg end of the business.

The cause of some of the trouble with bad eggs in the store is due to a disregard of scientific knowledge. Everyone knows that a fertile egg placed under a brooding hen will hatch a chicken in three weeks' time. This is brought about by the action of heat, and during the 21 days the condition of the egg is changed from one stage to another, gradually getting away from a state of freshness.

Many are likely to forget that heat of any kind will bring about some of these changes in a fertile egg. Merchants should see that eggs are not allowed to lie in a temperature around 70 or 80 degrees.

The fact that a large number do not pay sufficient attention to this matter is due in part to the heavy shrinkage experienced every summer in eggs. If every dealer did his part this shrinkage could be materially reduced.

## A PREMIUM NOT APPRECIATED.

It has been said that people like the idea of having something "thrown in" when making a purchase. That there are exceptions to that rule is shown by a recent case related to the writer. It was an actual occurrence in a Canadian town.

A woman purchased a pound of bulk tea at a local grocery store. When it had been about half used, one day while taking some out of the bag to make a steeping, she discovered a piece of gum already chewed and masticated.

Her feelings can better be imagined than described. This was one free deal which she really did not appreciate. She was not the kind to work herself up to fever heat, and then descend upon the grocer and confront him with plain evidence of his uncleanness and neglect. What she did do was to firmly resolve that never again



would she purchase anything from that store, where the proprietor or clerk was so neglectful as to care for food in this manner. She kept her resolution, and has not purchased a single article there since. And while she did not mention it to the grocer, she let many of her friends know about "the filthy methods used in that store."

That grocer has probably wondered why his customer suddenly withdrew her entire trade from him. If he knew where that chew of gum had gone, which he or his clerk carelessly tossed away one day, he would be supplied the explanation.

In the first place, it is far from good store manners for a salesman to chew gum; but the person so careless and lacking so much in cleanly habits as to toss any such repulsive substance about where it is liable to come in contact with food which people must use, has no place behind the counter. His place should be out in the open, preferably with a pick and shovel.

**CONDITIONS ARE SOUND.**

One of the most significant evidences of the general prosperity existing in all lines of trade in Canada is the fact that there has been little disturbance in labor conditions this spring. As a general thing, May-day finds the trades more or less in a state of disruption, the journeymen demanding increased wages, the employers breathing defiance. It is not uncommon for business in the larger cities to be disturbed in early spring by a succession of strikes of more or less lengthy duration. Toronto has seen no fewer than fourteen strikes in different trades at the same time.

While there have been strikes this spring, and some are still pending, for that matter, the situation has been exceptionally quiet. Demands for better wages have been advanced by the men, but the differences have been settled amicably and satisfactorily.

This is a striking evidence of prosperous conditions. The fact that higher scales have been fixed without demur in many cases shows the financial soundness of the employing interests and the confidence with which they regard the future.

**KEEP CUSTOMERS INFORMED.**

May 24 is a public holiday throughout Canada, and the stores close on that day. Many dealers on the day previous place signs throughout the store denoting that the next day is a holiday and reminding customers that they look to their grocery needs.

The object of this is twofold. Customers are apt to forget the fact and neglect to make sufficient purchases to carry them over the holiday, and should appreciate this reminder, while this simple idea will no doubt work for a larger volume of sales than would otherwise be made. It is an idea that it would be well to take advantage of on every holiday during the year.

In many towns, the stores are closed one afternoon of the week during the summer months. The same idea may be followed to good advantage here by reminding customers of the half holiday. A terse sentence exhorting customers to look to their needs may assist in sales.

Then there is another side to it. Customers who have neglected purchases and find the store closed, are likely to have a certain degree of ill-feeling towards the grocer for not being on hand to serve them when they want the goods. The best method of handling this ill-feeling is by preventing it, and plenty of cards that will cause custom-

ers to make all their purchases while they may, will do much in this direction. The big stores give considerable attention to this particular and find it good business to do so.

**TO PROMOTE EFFICIENCY.**

The wide recognition accorded to the need for efficiency is demonstrated by the organization of a body in New York to be known as "The American Society for Promoting Efficiency." The object of this society, according to its constitution, is "the promotion of efficiency, or the highest result obtainable relative to the effort expended, in every activity of man." It is open to anyone who takes a genuine interest in the question of the improvement of effort and result. The directors will investigate into every field of activity with the purpose of finding new methods and better systems.

Already a number of men of international reputation have become interested in the movement and it is becoming apparent that the work will be furthered by some of the best intellects in the world. The project is a gigantic one, but the committees now at work can be depended upon to unearth a vast amount of valuable and practical information.

**EDITORIAL NOTES.**

The dealer who maintains prices is on the road to success.

Victoria Day means good prospects for the confectionery end of the business.

Figure cost of doing business as well as profit on the selling price, and be safe.

Think of 2,000 articles of food packed in cans. The development of the canning industry has been truly wonderful.

Get the dirty work of the store out of the way before the customers begin to come. It will suit them better, and it will make clerks better salesmen.

The advances that have been made in the sales of jams, jellies, etc., in the last decade illustrate the result of manufacturing a pure article.

No expert business manager will sell goods without a fair profit. Where a price has to be cut it shows lack of efficiency in buying.

Freight congestion is still a thorn in the side of facility in shipping. According to reports there must be enough eggs on railway sidings to at least give Montreal a breakfast.

Guessing is poor policy. A woman asked a clerk how many pickles there were in a certain bottle. He guessed there were about 20. The woman considered them too expensive and went out. On counting them, he found there were 40. His guessing had lost a sale.

In next week's issue the article of Henry Johnson, Jr., will deal with the question of two towns separated only by a bridge, where the dealers in one seem to be getting the bulk of the business. It will be particularly interesting to such places as Berlin and Waterloo in Ontario.

## The Time to Erect That New Building

Inquirer Cautioned to Go Slowly—Business Statement Shows Up Well But is Not Yet Sufficient to go to the Extra Expense—The Value of Patience—How Fast Should One Grow.

\* By Henry Johnson Jr.

—, Sask., Mar. 13, 1912.  
Henry Johnson, Jr.,

Care Canadian Grocer.

Dear Sir,—Have been reading your department for some time and get a good deal out of it. I would like to tell you my own little tale and get your answer. Am sure I will appreciate your advice very much.

I enclose statement of conditions at starting time, June, 1908, also at time of Invoice, Feb. 1st, 1912. I try to get 25 per cent. profit based on selling price. Bills must be paid at least once in 30 days and do not allow them to leave a balance from one pay day to another. Will average less than \$300 on my books at any time. Am very strict about my credits and have only lost between \$12 and \$13 since I started. Could do a much larger business if I were more liberal on the credit question.

Man I bought from did \$8,500 during his last year. In 1911 my sales were \$10,703.24. Started out January, 1912, with gain of \$125.80 and Feb., \$248.19. Last year I cleaned up over everything \$766.94 and since starting have made \$2,671.32. Had to go pretty slow at first, but have been discounting everything since January 1st, 1911.

Wife and I do the clerking with one man to do delivering and odd work. Pay the man \$7 and find him cheaper than boy help. As trade grows I intend to pay him more.

Have exclusive sale of certain lines and talk quality instead of price. Do a little advertising—very carefully, about 1/4 per cent. of gross sales. Town has population of 6,500, 11 groceries and 2 department stores which cater to cheaper trade. Trade is quite evenly divided.

My building is an old one, but the location is of the best. Customers have to go up two awkward steps to get in; windows antiquated, built high, small glass; floor also badly worn and rough. So you see I am handicapped that way. By another Spring I shall be free and clear and then I think of going into debt for a modern building and up-to-date fixtures. I feel that if we can go ahead under present conditions we surely ought to make good with things favoring us. Will be obliged to spend considerable on the old shack in another year if I do not build.

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

Please tell me what you think of what I have done and whether you think it would be advisable to build another Spring or wait until I had more ahead. Have no rich father to back me; it is just a business proposition. If I start, just have to make good. Can get the money all right at 5 per cent. I think I ought to make the jump while things seem to be coming my way.

Have electric coffee mill and cheese cutter and certainly would not part with them. Tell me good and plain what you think and if you wish to know anything further will be glad to inform you. Am 34 and never sick so not handicapped in any way.

Yours sincerely,

T—W—A—

### Statement.

Inventory, Feb. 1st, 1912.	
Stock and fixtures .....	\$1,730.30
Cash .....	566.27
Accounts receivable .....	332.07
Building .....	1,500.00
	<hr/>
	\$4,128.64
Stock and fixtures at beginning .....	\$1,175.00
Real estate .....	1,300.00
	<hr/>
	\$2,475.00
Bills payable .....	\$ 257.32
Notes .....	1,200.00
	<hr/>
	\$1,457.32

Net worth .....\$2,671.32  
Had less than \$100 at time of starting.  
Went in debt for the rest. Made \$766.94 clear of everything in 1911. Living, clothing, expenses of all kinds paid out of store.

Less than \$100 at beginning; \$2,671.32 net worth now. Looks like I had made nearly \$2,600 during the 3 1/2 years.

Had \$1,322.58 stock at inventory time. Had bought rather heavily on some stuff and was carrying over \$200 more stock than usual.

This is one of the good stories that reach me occasionally. It illustrates very graphically that a man with small capital can make that capital yield more than it can be made to yield at any later date, when there is more of it. I should like much to have the statement of earnings during each year by itself, because then we might see just what

that "less than \$100" earned on itself each year.

### A Splendid Showing.

Meantime, let us average it. Call it \$100, and then take the \$2,600 he has made in 3 1/2 years. We shall find that he has averaged \$742.85 a year, or nearly 750% annually on that first capital. Of course, there was an endowment of \$2,475 in the business. On that figure the earnings have been a little better than 33.44% per annum. It is a cracked-jack good showing any way you figure it.

Fact is, the showing is so good that I do not want him to take the second desperate chance which may spoil it all. He is running along at the rate of about \$125 per month this year. That should show up to \$1,500 for 1912. Employing \$2,671.32 of capital—net worth basis—such earnings would make 55 1/2%.

### Put Surplus Into Bonds.

If that works out, then he should be able to pay off that \$1,200 of debts during 1912, and have \$300 to add to his capital for 1913. Using \$4,000 in 1913, maybe he could make \$2,000, or 50% on the capital employed. As the surplus was accumulated, it could be put into solid bonds, yielding 4 1/2%, and thus grow a bit of itself during the year, adding \$25 or \$30 to itself without any watching, and being available at any moment all the time.

Beginning January 1st, 1914, then, he should have his business and real estate, worth probably not less than \$4,000, and \$2,000 in cash surplus besides. Then he will be in shape to undertake his improvements without any particular risk. With the wife trained into the business, the business in such good shape and then a life insurance policy of \$2,000 to protect her in the business in case of accident to the husband, there would be no objection to the new building being undertaken. But I should counsel against it before January, 1914.

Have you ever noticed that a suit you may be wearing may get to look very shabby without falling to pieces? Have you ever put aside such a suit and then worn a second one until it, too, became shabby? Then have you brought out the first suit and said to yourself: "Well, that suit does not look so bad as I thought it did?" That will be your experience if you fuss along with your present store. It will do. It can be made to do. Just do the least bit of patching here and there to keep it together for another year after January, 1913. It will work out. Do not worry about what your customers will think of it, either. Good goods will hide any little roughness, and, after all, people all have their troubles, and yours will not trouble others, nor be so apparent as they are to you.

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You are young. That makes you impatient. But you can realize that a year more or less is a very small matter to you. You have a good location. It will keep good. It will be just so much better if you wait until you can go in boldly and remodel without being handicapped through the feeling that maybe you cannot quite afford some of the very things you will need most in your new, up-to-the-minute store. Go slow. It pays.

**A Salary For Proprietor.**

I suggest that you change one part of your accounting. Pay yourself and wife definite salaries. You should take,

say, \$15 per week, \$65 per month, which makes \$780 per year. Pay your wife, say, \$30 per month. Then charge these salaries up to expense. No reason why you should spend all this money unless as and when you need it; but pay it regularly, so as to have things on the right basis. I am stabbing at the amounts. You may modify it all in the light of what it has actually cost you to live; but the principle is what I want you to establish.

I believe that what I have counseled you to do is right and wise. But I shall hope to hear from you further. By the way, I have the impression that your wife will incline to agree with me.

Whereas, retail merchants have suffered in the past from the attempts to thrust upon us unfair and unjust legislation,

Be it resolved, by the National Retail Grocers' Association, that the interest of the public at large would be more justly conserved by electing practical business men as our representatives in both national and state legislatures.

Be it resolved, that this association work to the end of securing national and state legislation, requiring that the statements made in advertisements shall be truthful, and that the goods advertised must conform to the statements in the advertisements.

Whereas, there is an undue pressure being brought upon Congress for the passage of a parcels-post enactment, a measure which is not demanded by the people at large, but is sought by special interests, out of purely selfish motives, since the operation of a parcels-post can benefit only those who desire shipments away from their home towns, consequently implying purchases away from their logical trade centres, but desiring transportation at less than cost, the deficiency to be paid by the people at large, who have no interest in the transaction between buyer and seller, who should rightly bear the cost,

Therefore, be it resolved, that we again unalterably oppose the passage of any parcels-post law.

**Resolutions of National U.S. Grocers**

**Annual Meeting at Oklahoma City—Manufacturer's Name on Label—Maintaining the Selling Price—Recognition of Legitimate Wholesalers—Honest Advertising—The Parcels Post Question.**

Oklahoma City, Oklahoma, May 9.—At the annual convention of the National Retail Grocers' Association of the United States held here, a number of resolutions were discussed and approved of which are of interest to the Canadian trade. Among them were the following:—

Whereas, Congressman P. P. Campbell has introduced into Congress a bill which provides that the name of the manufacturer and the location where packed shall appear on every label, can, package, bottle or container of any kind, therefore, be it resolved, that we, the National Association of Retail Grocers of the United States, go on record as favoring the Campbell bill now before Congress, providing that the name of the manufacturer and the location where packed, shall appear on every label or container.

Whereas, free deals have a tendency to overload the retailer and force him many times to buy in quantities larger than his capacity, and which causes price-cutting to unload his stock,

Therefore, be it resolved, that we inform the manufacturing trade that we are opposed to free deals of all kinds.

**Maintenance of Selling Price.**

Whereas, many manufacturers of well known staples have for some time insisted on the jobbing trade charging a uniform selling price on their goods, at the same time showing no interest whatever in behalf of the retail trade, and,

Whereas, the retail trade has no protection against illegitimate competition and ruinous price-cutting, and,

Whereas, there are legal ways in which a manufacturer can protect a retail selling price, as well as a wholesale selling price, thereby assuring the distributor a fair margin of profit,

Therefore, be it resolved, that we do hereby favor manufacturers establishing and maintaining retail selling prices on their products, in order to assure us this protection.

Whereas, some manufacturers use certain selling plans, which can, or do, operate either directly or indirectly similar to free deals,

Therefore, be it resolved, that this convention look with disfavor upon any selling plans whereby the manufacturer gives a number of regular packages free with each purchase by the retail dealer with the intent that he give one package free to non-users of that product.

**Recognition of Wholesalers.**

Be it resolved, that we hereby endorse any wholesale grocery company that will adhere strictly to the jobbing business, and refrain from selling direct to the consuming trade; and,

Be it further resolved that we hereby request all manufacturers and brokers to recognize any wholesale or jobbing grocer companies, as such.

Resolved, that in future the city accepting the national convention, shall do so with the understanding that they shall not use the national association name in securing advertisements for the program.

Whereas, the National Retail Grocers' Association is well represented among its members by the trade press, but not having a vehicle as the daily and weekly press to reach the consumer, to counteract the effects of the vicious attacks often made on the retail dealer,

Be it resolved, that the executive board establish and maintain a Bureau of Publicity, but that no additional office be created thereby.

**FREIGHT BEING HELD UP.**

**Produce Merchants Have Many Complaints to Offer Against Railways.**

Toronto, May 9.—(Special)—Strenuous complaints are being made by wholesalers in all lines of business in regard to slowness with which freight is moving in and out of the city. This is by no means a new difficulty which they have to suffer from, but it appears to be becoming chronic. The local yards have been congested for some time, and it is said that on Friday last C. P. R. had 1,200 loaded cars, while the G. T. R. had 1,500 cars of freight for delivery locally, filling the sidings between the city and West Toronto.

Wholesale produce houses along Front Street stated on Monday that there were six or seven hundred cases of eggs and similar quantities of other country produce lying at the freight sheds and that some consignments made to them over a week or ten days ago from points less than 48 hours' distance were still undelivered. Customers were canceling orders and they were losing business through the delay.





# Latest Review of the Grocery Markets

Sugar Somewhat Steadier Again—Less Favorable Reports From Cuba—New Barbados Molasses Arriving on Eastern Markets—Situation Slightly Easier — Beans Generally Firm and Higher in Manitoba — Bordeaux Nuts Lower in Montreal.

## QUEBEC MARKETS.

Pointers:—

Spices—Very firm.

Currants—12c decrease.

Nuts—Bordeaux, 2c down; Brokens, 1c down.

Montreal, May 9.—Wholesalers report a slight improvement in collections, but some are inclined to believe that considerable speculation is hurting this part of the business. General trade throughout the country seems to be showing greater activity.

It is noticeable, however, that the large majority of dealers are following the markets closely and are only buying certain lines in small quantities. As far as sugar is concerned such precautions are necessary, one wholesaler emphasizing this state of affairs by stating "If there came a 10c decline there would be an avalanche of business."

With the navigation open things are somewhat livelier. Retail grocers are particular enough about prices, but they do not seem to take much stock of the low freight prices offered by steamship lines. Why?

SUGAR.—Towards the end of last week raws in New York firmed up owing to different reports from Cuba and the south. A cable from the former, stating that grinding had ceased owing to rains, was followed by another to the effect that weather was simply doubtful. But we may rest assured that the breaking of the levees in Louisiana by the flood, even though much damage was not anticipated by trade, had some effect in making the market bullish, and if extensive damage has been done to the cane crop, the market will become decidedly bullish, as refiners will have to look to other sources of supply to fill their wants.

At the present moment dealers are buying from hand to mouth, and the majority of them are agreed that the market will soon change. At time of writing there is little to indicate a decline.

Granulated, bags	5 36
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 55
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Ref. Seal, in cartons, each	0 35
Crystal diamonds, bbbs.	6 90
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbbs.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15

Powdered, bbbs.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95
Bbbs. granulated and yellow may be had at 5c above bag prices.	

## SYRUP AND MOLASSES.—Owing

to the arrival of new crop molasses, same being somewhat plentiful, a decline in prices is recorded. But we might state that the crop was not as large as expected. The yield of juice from a quantity of the cane was disappointing. The latter can of course be explained by bad weather.

Owing to a decided shortage in the maple crop, corn syrups should be in even better demand. They are selling freely now, but better turnovers are looked for.

Fancy Barbados molasses, puncheons	0 50	0 58
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 31	0 33
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbbs	0 03½	0 03½
Corn syrups, half-barrels	0 03½	0 03½
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 28½-lb. pails	1 90	1 90
Corn syrups, 25-lb. pails	1 35	1 35
Cases, 5-lb. tins, 2 doz. per case	7 90	7 90
Cases, 5-lb. tins, 1 doz. per case	3 25	3 25
Cases, 10-lb. tins, ¼ doz. per case	3 15	3 15
Cases, 20-lb. tins, ¼ doz. per case	3 10	3 10

DRIED FRUITS.—Fine filiatras currants have dropped this week owing to the fact that there are fairly heavy stocks held, and prices were kept high. With competition from green fruits which are now offering, currants will weaken, and though they are not expected to drop very much lower just now, nevertheless a downward movement is indicated.

The demand for prunes in a jobbing way is barely active, no important transactions coming to the surface.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08½	0 09½
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. packages, fine filiatras, cleaned	0 08½	0 09
Currants, Fatras, per lb.	0 09	0 09½
Currants, Yostizras, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06½	0 06½
Dates, Hallowee, loose	0 06½	0 06½
Figs, 3 crown	0 07½	0 08½
Figs, 4 crown	0 08	0 08½
Figs, 5 crown	0 08½	0 09
Figs, 6 crown	0 09	0 09
Figs, 7 crown	0 10	0 10
Figs, 9 crown	0 14	0 15
Comrade figs, about 33-lb. mats	1 30	1 40
Glove boxes, 15-oz. per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes—		
20-30	0 11	0 11
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 15½	0 15½
60-70	0 15	0 15
70-80	0 15	0 15
80-90	0 15½	0 15½
90-100	0 15	0 15
1/4-C-120	0 15	0 15
Hornia prunes	0 08	0 08
Raisins—		
Choice seeded raisins	0 09	0 09
Choice fancy seeded, 1-lb. boxes	0 09½	0 09½

Choice loose muscateis, 3-crown, per lb.	0 12	0 12
Choice loose muscateis, 4-crown, per lb.	0 07½	0 07½
Seedless, new, in packages	0 07½	0 07½
Select raisins, 1-lb. box, per box	0 12	0 12
Sultana raisins, loose, per lb.	0 12	0 12
Sultana raisins, 1-lb. cartons	0 15	0 15
Malaga table raisins, clusters, per box	2 50	2 75
Malaga table raisins, clusters, per ¼ box	0 80	1 00
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 3-crown layers, per lb.	0 09	0 10

TEAS.—The first cable advice re Japan teas stated that the market opened somewhat high, but a subsequent cable received by one of Canada's largest Japan tea importers on the 2nd inst. was to the effect that the current cost was 10 per cent. higher than last year, which is considered favorable for future operations, seeing that it is 10 per cent. lower on the opening. A high opening does not affect the Canadian market, as the quantity of early packed teas imported is practically nil, whereas in the United States there is an eager market for them and high figures are realized.

The opening of the China tea market is awaited, and there are many to be found contending that the recent hostilities during which Hankow City was burned, will have some effect on prices. The question, however, is a difficult one and would have to be treated very carefully before a definite statement would be advisable.

A report from India states that owing to the break up of the drought by much needed rains, supplies during March showed a slight increase over last year's total. The estimated total for the month is placed at nearly one million larger than last year's shipments for the corresponding period, and the prospects point to the estimates being well justified. Since the beginning of the year prospects have altered somewhat. Russia and Great Britain are the only two countries showing a reduction in imports, and although Russia's requirements may not reach even those of last year, the general good demand throughout all countries will in all probability counteract the effect on the Ceylon market of the smaller Russian demands. Forecasts at the beginning of the year are therefore quite likely to be realized, viz., that still higher prices will prevail in 1912 than in 1911.

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



India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

**COFFEE.**—Business remains of the hand to mouth order. The Rios and Santos remain high and firm. The present condition of the coffee market has meant ruin to a number of small roasters, as even the largest firms are not making any large profit. But the latter are playing a waiting game. Indeed it seems to be the only game.

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

**SPICES.** — "Tremendously good." That's the way a leading spice man sums up the situation. All prices remain high, but this has no bad effect on the demand, which is more than satisfactory. The primary market for all-spice showed an advance recently, but it was not large enough to have any effect on our market.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	0 17	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

**NUTS.**—There is a slight decrease in Bordeaux walnuts, while broken are also noted a shade easier. There is a good demand for Brazil nuts only, not much business being done in other varieties, the prices for which are nominal.

<b>In shell—</b>		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragon Almonds, per lb.	0 16	0 17
Walnuts, Myette Gironoles, per lb.	0 14	0 18
Walnuts, Marbots, per lb.	0 14½	0 18½
Walnuts, Corues, per lb.	0 11	0 15
Hungarian	0 13½	0 15
<b>Shelled—</b>		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

<b>Peanuts—</b>		
American—		
Japanese roasted	0 09	0 09½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 10	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 11	0 15
<b>Walnuts—</b>		
Bordeaux halves, bright	0 26	0 28
Broken	0 27	0 29

**RICE AND TAPIOCA.**—The market for both is quiet, with all grades being taken for current requirements. The arrivals are light. Many mills in the South are reported closed down, and the majority of the stocks are held by the combination.

The market had a tendency to become bullish as a result of reports on damage by flood, but this has worn off.

<b>Rangoons—</b>		
Rice, grade R, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, ½ pockets, 12½ lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 55	3 65

Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ½ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
<b>Japans—</b>		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

**ONTARIO MARKETS.**

**POINTERS:—**

Apricots—Lower.  
Brazil Nuts—Quoted at 13 to 15c.  
Beans—Firm.

Toronto, May 9.—So far local wholesalers appear to be pretty well satisfied with volume of May trade. Things were not as bright during April as some would have wished, due to delay in opening of navigation and general backward season, but now with goods beginning to move out by lake routes and with house cleaning essentials in demand, jobbers feel that they have little reason for complaint.

"There is no doubt," commented one wholesaler, "that high prices on many lines have somewhat restricted trade, but on the whole business has been quite fair, and we are looking forward to a good year."

One line which has been moving slowly for some time is sugar, but stocks in second and third hands are now small, and more buying should soon set in. Refined is quoted at \$5.45, compared with \$4.70 one year ago.

Complaints are heard on all sides regarding slow freight service, which appears to be getting worse instead of better, although opening of navigation should assist somewhat in removing the congestion.

**SUGAR.**—Sugar was regarded as in a weak position a week ago, but during latter part of last week took a slight upward turn, and refiners felt it expedient to protect themselves to some degree, while speculators came into raw market at slightly firmer figures. These operations were based on reports from Cuba giving less favorable news of out-turn of crop, although there are still indications of estimated 1,800,000 tons yield. There is some difference of opinion as to immediate situation.

Bullish factors point to small European supplies, and fact that Europe is 90c per cwt. above New York. While New York market has lowered considerably from high point of early year, it is pointed out by Canadian refiners that New York market cannot be taken as gauge of Canadian situation, as our refiners are restricted mostly to B.W.I.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 45
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver, granulated	5 30

Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb. boxes	5 85
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

**SYRUP AND MOLASSES.**—As far as prices are concerned there is no change in local situation in either of these lines. New make maple syrup has not been offered in large enough quantities to have any adverse effects on consumption of corn syrups. On the contrary, it is argued that during maple syrup season all syrups are brought into greater prominence, and that corn syrups are for that reason benefited.

New molasses from Barbados is arriving on Eastern markets, and an easier feeling is noted on Montreal and St. John markets, but there has been no change here.

<b>Syrups—</b>		<b>Per case.</b>
2-lb. tins, 2 doz. in case	2 55	
5-lb. tins, 1 doz. in case	2 90	
10-lb. tins, ½ doz. in case	2 80	
20-lb. tins, ¼ doz. in case	2 75	
Barrels, per lb.	0 03½	
Half barrels, lb.	0 03½	
Quarter barrels, lb.	0 04	
Paris, 3¾ lbs. each	1 90	
Paris, 2½ lbs. each	1 35	
<b>Maple Syrup—Compound—</b>		
Gallons, 6 to case	4 90	
½ gals. 12 to case	5 40	
¼ gals. 24 to case	5 40	
Pints, 24 to case	3 08	
<b>Maple Syrup—Pure—</b>		
Gallons, 6 to case	6 90	
½ gallons, 12 to case	7 35	
Quarts, 24 in case	7 25	
Pints, 24 to case	4 90	
Quart bottles, 12 to case	3 90	
<b>Molasses, per gallon—</b>		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy	0 45	0 45
Porto Rico	0 45	0 45
Muscovado	0 30	0 30

**DRIED FRUITS.** — Differences of opinion are expressed regarding demand for dried fruits. Some firms say that prunes have been moving freely, while others declare them slow. "Whatever the reason," said one jobber, "prunes are not going into consumption as freely as one would expect." Demand is principally for immediate requirements. Both choice and slab apricots are quoted lower by local firms, following trend of values at coast points. High prices for this line have naturally made demand smaller than in other years.

It seems to be becoming a recognized thing that wholesalers are unable to judge what supplies of figs will be required each year. "It is either a feast or a famine," commented one wholesaler. Last year found an overplus of figs on market, but this year stocks are in rather small compass. Some dealers are next to cleaned up on better grades, while bags and tapnets are gradually cleaning up.

There is no change in evaporated apples, which remain steady.

<b>Prunes—</b>		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12½
50 to 60, in 25-lb. boxes	0 11	0 11½
60 to 70, in 25-lb. boxes	0 10½	0 11
70 to 80, in 25-lb. boxes	0 10	0 10½
80 to 90, in 25-lb. boxes	0 09	0 09½
90 to 100, in 25-lb. boxes	0 09	0 09
Same fruit in 50-lb. boxes, ½ cent less.		
Bosnia prunes	0 07½	0 09

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THE CANADIAN GROCER

Apricots—		
Choice, 25-lb. boxes	0 21	
Slabs	0 18 1/2	
Candied Peels		
Lemon	0 10	0 11
Orange	0 10	0 12 1/2
Citron	0 15	0 17
Tapnets	0 04 1/2	0 04 1/2
Figs, 2 to 2 1/2 inches, per lb.	0 09	0 13
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09 1/2	0 10
Evaporated apples	0 10 1/2	0 11 1/2
Currants—		
Patras	0 08	0 08 1/2
Fine Filiatras	0 07 1/2	0 08
Vostizzas	0 10	0 12
Uncleaned, 1/4c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14 1/2	0 15 1/2
Valencias, selected	0 08	0 08 1/2
Seeded, 1 lb. packets, fancy		0 08 1/2
Seeded, 15-oz. packets, choice		0 08 1/2
New Dates—		
Halloween—		
Full boxes	0 06 1/2	
Package dates, per 1 lb.		0 07
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10 1/2
Fards, choicest, 60-lb. boxes	0 06 1/2	0 07

TEA.—There has not been a great deal of interest as yet directed towards new crop Japan tea by local dealers. Market has opened rather high, but may not be a reflection of situation when season becomes more advanced. As season advances and trend becomes more settled, greater interest is expected.

London reports that at last auction practically all kinds of Indian tea sold firmly at recent rates, with exception of a few parcels of very red and stalky teas. Ceylon also sold at rates fully equal to previous auctions.

COFFEE.—The liberal receipts from coffee plantations to Brazil coffee ports so late in the crop year has had a depressing influence on the market, and prices in New York last week took an easier turn, although some slight steadiness is again reported.

The facts appear to be that receipts in Brazil far outrun the usual quantity at this late period, coming forward in such a quantity as to upset all previous estimates and overthrow all data of previous years as to a sharp falling off in receipts.

Steadying factors in situation are small stocks generally carried which require constant replenishing, and also dearth of good drinking coffees.

The next crop begins its outturn on July 1, and a great deal depends upon its size.

There is no change in local prices or general situation.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maricao, roasted	0 24	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Guatemala	0 25	0 26
Jamaica	0 24	0 25
Chicoira	0 12	0 13

SPICES.—Normal trade is reported in spices by majority of houses, trade being well distributed over the several lines. Some local houses quote pickling spice more favorable to buyers, while range on mace and nutmegs has been reduced.

There are no special features to market. Cream tartar fluctuates on primary, but is unchanged locally.

	Tins	1/2-lb.	1/4-lb.
Allspice	15-18	25-30	75-80
Cassia	23-28	35-40	100-115
Cayenne pepper	23-28	35-40	100-115
Cloves	23-28	35-40	100-115
Cream tartar	23-28	35-40	100-115
Curry powder	23-28	35-40	100-115
Ginger	23-28	35-40	100-115
Mace	23-28	35-40	100-115
Nutmegs	23-28	35-40	100-115
Peppers, black	23-28	35-40	100-115
Peppers, white	23-28	35-40	100-115
Pastry spice	23-28	35-40	100-115
Pickling spice	23-28	35-40	100-115
Turmeric	23-28	35-40	100-115

RICE AND TAPIOCA.—Trade in these lines is up to normal. This is a good season for use of these lines, and dealers would do well to put some extra selling efforts behind them.

There is no change in market values. Despatches from rice producing sections in East do not possess any particularly new features. Situation in United States is firm. One firming factor there is floods in Louisiana, which are interfering with planting of rice.

Standard B. from mills, 500 lbs., or over.		
f.o.b. Montreal	0 35	
Rice, standard B., f.o.b. Toronto	0 35	
		Per lb.
Rangoon	0 03 1/2	0 04
Fancy rangoon	0 05	0 06
Patras	0 05	0 06
Japan	0 05	0 06
Java	0 05	0 06
Carolina	0 05	0 06
Sage, medium brown	0 05 1/2	0 06
Tapioca—		
Bullet, double goat	0 06	0 07
Medium pearl	0 06 1/2	0 07
Flake	0 06	0 07
Seed	0 06 1/2	0 07

NUTS.—With heavier supplies of Brazil nuts arriving and on way, prices are more in buyers' favor, some firms quoting as low as 13 cents. There is, however, a steadier undertone, the result of some packers having withdrawn prices. Brazil nuts are more reasonable than for past couple of years. Other lines of nuts are unchanged.

Almonds, Formigetta	0 15	0 15 1/2
Almonds, Tarragona	0 15	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 11	0 12
Peanuts	0 17	0 18
Brazil	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08 1/2	0 10
Peanuts, green, jumbo	0 10	0 10

BEANS.—Situation in beans continues firm with offerings small, and wholesalers who have to purchase supplies now have firm ideas on this line. Offerings of prime beans are small.

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.	0 08	

CANNED GOODS.

TORONTO.—Here and there a certain line of canned goods will make a sudden spurt but business is mostly of a steady nature, retailers in most cases buying for immediate wants only. Fruits move steadily at unchanged values. Corn is quoted at \$1, tomatoes from \$1.55 up to \$1.75, beans at \$1.20 to \$1.30 and early June peas around \$1.30 to \$1.35.

Another sardine packing season has opened up on east coast, but so far the amount put into cans is said to be rather small. Spot canned fish are

steady. Lobsters as pointed out before are scarce.

		Group A.
3's-Apples, preserved		1 85 1/2
3's-Apples, standard		1 10
Gal.-Apples, standard		1 60
2's-Blueberries, (huckleberries), standard		3 05
Gal.-Blueberries (huckleberries), standard		1 60
1's-Gooseberries, preserved		3 02 1/2
Gal.-Gooseberries, solid pack		6 25 1/2
2's-Grapes, white, Niagara, preserved		1 87 1/2
Gal.-Grapes, white, Niagara, standard		3 67 1/2
1's-Peaches, white, heavy syrup		1 97 1/2
3's-Peaches, white, heavy syrup		2 82 1/2
1 1/2's-Peaches, yellow, flata, heavy syrup		1 87 1/2
3's-Peaches, yellow, flata, heavy syrup		1 87 1/2
3's-Peaches, whole, yellow, heavy syrup		2 02 1/2
3's-Peaches, pie, not peeled		1 82 1/2
3's-Peaches, pie, peeled		1 72 1/2
Gal.-Peaches, pie, not peeled		4 42 1/2
Gal.-Peaches, pie, peeled		5 57 1/2
2's-Pears, heavy syrup		1 84 1/2
2's-Pears, light syrup, globe		2 42 1/2
3's-Pears, light syrup, globe		1 77 1/2
3's-Pears, pie, not peeled		1 42 1/2
3's-Pears, pie, peeled		1 57 1/2
Gal.-Pears, pie, peeled		4 47 1/2
Gal.-Pears, pie, not peeled		4 12 1/2
2's-Plums, light syrup		0 82 1/2
3's-Plums, light syrup		1 32 1/2
2's-Plums, heavy syrup		1 47 1/2
3's-Plums, heavy syrup		1 47 1/2
Gal.-Plums, standard		3 87 1/2
2's-Plums, egg, heavy syrup		1 47 1/2
2 1/2's-Plums, egg, heavy syrup		1 72 1/2
3's-Plums, Green Gage, light syrup		2 22 1/2
2's-Plums, Green Gage, heavy syrup		1 02 1/2
3's-Plums, Green Gage, standard		1 32 1/2
Gal.-Plums, Green Gage, standard		4 77 1/2
2's-Cherries, black, pitted, heavy syrup		1 97 1/2
2's-Cherries, black, not pitted, by. sy.		1 57 1/2
2's-Cherries, red, pitted, heavy syrup		1 97 1/2
2's-Cherries, red, not pitted, heavy syrup		1 57 1/2
Gal.-Cherries, red, pitted		8 57 1/2
2's-Cherries, white, pitted, heavy syrup		2 47 1/2
2's-Currants, black, heavy syrup		2 02 1/2
2's-Currants, black, preserved		2 32 1/2
Gal.-Currants, black, standard		5 32 1/2
Gal.-Currants, black, solid pack		8 32 1/2
2's-Currants, red, heavy syrup		2 02 1/2
2's-Currants, red, preserved		2 32 1/2
Gal.-Currants, red, standard		5 32 1/2
Gal.-Currants, red, solid pack		8 32 1/2
Gal.-Gooseberries, heavy syrup		2 32 1/2
Gal.-Gooseberries, standard		2 32 1/2
2's-Lawtonberries (blackberries), by. sy.		1 24 1/2
2's-Lawtonberries, preserved		2 24 1/2
Gal.-Lawtonberries, standard		7 07 1/2
2's-Pineapple, sliced, heavy syrup		2 27 1/2
2's-Pineapple, whole, heavy syrup		2 27 1/2
2's-Pineapple, whole, heavy syrup		2 27 1/2
2's-Raspberries, black, heavy syrup		2 40
2's-Raspberries, black, preserved		2 40
Gal.-Raspberries, black, standard		7 30
Gal.-Raspberries, black, solid pack		9 55
2's-Raspberries, red, heavy syrup		2 40
2's-Raspberries, red, preserved		2 40
Gal.-Raspberries, red, standard		7 30
Gal.-Raspberries, red, solid pack		9 55
2's-Rhubarb, preserved		1 57 1/2
3's-Rhubarb, preserved		2 32 1/2
Gal.-Rhubarb, standard		3 57 1/2
2's-Strawberries, heavy syrup		2 40
2's-Strawberries, preserved		2 40
Gal.-Strawberries, standard		7 30
Gal.-Strawberries, solid pack		9 55

Group B. is 2 1/4c lower than above.

		Group A.
2's-Beans, red kidney		1 17 1/2
2's-Beets, blood red, Simcoe		1 02 1/2
2's-Beets, whole, blood red Rosebud		1 32 1/2
3's-Beets, sliced, blood red Simcoe		1 37 1/2
3's-Beets, whole, blood red Simcoe		1 42 1/2
3's-Beets, whole, blood red Rosebud		1 57 1/2
3's-Cabbage		1 02 1/2
2's-Carrots		1 02 1/2
3's-Carrots		1 02 1/2
2's-Cauliflower		2 70
3's-Cauliflower		2 12 1/2
2's-Corn		1 05
Gal.-Corn on cob		4 82 1/2
3's-Corn on cob, golden dwarf		1 82 1/2
2's-Parsnips		1 17 1/2
3's-Parsnips		1 32 1/2
3's-Pumpkins		1 02 1/2
Gal.-Pumpkins		3 15
Gal.-Squash		3 37 1/2
2's-Succotash		1 17 1/2
3's-Tomatoes		1 70
Gal.-Tomatoes		4 82 1/2
3's-Turnips		1 17 1/2
2's-Asparagus Tips		2 57 1/2
2's-Beans, golden wax		1 42 1/2
2's-Beans, golden wax, midget, Auto brand		1 35
2's-Beans, golden wax		1 35
3's-Beans, golden wax		1 42 1/2
Gal.-Beans, golden wax		4 27 1/2
2's-Beans, refugee or valentine (green)		1 15
3's-Beans, refugee (green)		1 42 1/2
2's-Beans, refugee, midget, Auto brand		1 32 1/2
2's-Pea, extra fine sifted, size 1		1 80
2's-Pea, sweet wrinkle, size 2		1 40
2's-Pea, early June, size 3		1 35
2's-Pea, standard, size 4		1 30
2's-Spinach, table		1 62 1/2
3's-Spinach, table		2 27 1/2
Gal.-Spinach, table		6 02 1/2

Group B. is 2 1/4c lower than above.  
Clover Leaf and Horseshoe brands salmon—  
1-lb. talls, dozen ..... 2 50  
1/2-lb. flats, dozen ..... 1 60  
1-lb. flats, dozen ..... 1 55  
Other salmon prices are—  
Humpbacks, dozen ..... 1 35  
Pinks ..... 1 35



THE CANADIAN GROCER

Cohoos, per dozen	1 90	2 00
Red Sprung, per dozen	2 10	2 25
Northern River Sockeye	2 45	2 45
Lobsters, halves, per dozen	3 00	3 00
Lobsters, quarters, per dozen	1 75	1 75

CANNED POULTRY AND SOUP.

Chicken	4 50	4 50
Turkey	4 50	4 50
Ducks	4 50	4 50
Soup, 2's	2 40	2 40
Soup, 1's	1 90	1 90

MANITOBA MARKETS.

POINTERS:—

Beans—Advance further.

Syrup—Firm.

Sugar—Steady.

Winnipeg, May 9.—Trade generally is active and dealers express themselves as well satisfied with the outlook.

Much interest is evinced by the trade in the work of railroad commission, as regards Western freight rates, and that an equitable adjustment when arrived at will have a most beneficial effect is admitted on all sides.

In Manitoba, labor conditions continue most satisfactory, but in Saskatchewan a threatened strike of building trades, affecting practically whole province is cause for much anxiety. A tie-up of building activity in Western towns where plans have been formulated for large expenditure in improvements would be little short of a public calamity.

Wheat seeding is practically finished, and never in West was the grain got in the ground under more favorable conditions.

Sugar.—Sugar prices are now a little steadier than a week ago.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Iceing sugar, in bbls.	5 35
Iceing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

Syrups.—No further advances is reported but prices are firm.

Syrups—	
24 2-lb. tins, per case	2 58
12 5-lb. tins, per case	2 98
6 10-lb. tins, per case	2 85
3 20-lb. tins, per case	2 37
Half-barrels, per cwt.	4 05
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30

DRIED FRUITS.—Market is firm and no further reductions seem probable for the present.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 08½
90-100s, 10s, s.p.	0 08½
80-90s, 25s, s.p.	0 09½
80-90s, 10s, s.p.	0 09½
70-80s, 25s, s.p.	0 09½
70-80s, 10s, s.p.	0 09½
60-70s, 25s, s.p.	0 10½
50-60s, 25s, s.p.	0 11½
40-50s, 25s, s.p.	0 12½
Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine, selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 40
Currants—	
Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08½
2-lb. package	0 17½

COFFEE.—Coffee prices are firm and trade is reported as brisk.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17½
Green Rio, 7's, per lb.	0 16½

Beans.—The market for beans is strong, and a sharp advance is recorded this week.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

Nuts.—Trade is fair, but not particularly active. No changes are reported in prices.

Nuts—	Per lb.
Filberts	0 11½
Walnuts, Marbots	0 13½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28½
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 70
Pecans, medium	0 17
Pecans, large	0 20½
Brazils	0 14
Nutmegs	0 20

WINNIPEG.

Provisions.—Lard and hog products have advanced still further, and from present appearance of market they have still further to go.

Lard—	
Tubs	0 13½
30 lb. tubs	0 75
20 lb. tubs	2 80
10 lb. cases	8 40
5 lb. cases	8 50
3 lb. cases	8 55
Cured Meats—	
Hams	0 16
Bacon	0 17
Smoked shoulders	0 14
Long clear	0 13½
Butter—	
Creamery butter	0 35
Dairy prints	0 32
Eggs—	
Strictly fresh	0 22
Cheese—	
Ontario, large	0 18
Twins	0 18½

NEW BRUNSWICK MARKETS.

St. John, May 9.—Local market is reported to be in none too steady a condition, and several of the staple commodities are in a nervous state, with a tendency to advance at practically any moment. Wheat market has developed considerable strength, and before the new crop of Manitoba and Ontario wheat is harvested higher prices may be looked for, particularly since advices received here indicate that quite a quantity of the grain has been spoiled in some Western sections. The situation in cereals is strong, and this applies to all kinds. Oatmeal and cornmeal are especially steady at recent advances. An increase has been made in molasses of one cent a gallon. Local wholesalers are finding it difficult to forecast what further developments are likely to follow in molasses.

What is a feature new to the local market is fact that yellow eye beans are selling cheaper than hand picked, and a new record has been established in hand picked pea beans, which are now quoted at \$3 a bushel. Lard is another article in which an increased figure is asked, and it is selling at a price unknown before in this city.

Bacon	\$	\$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 25	0 28

Butter, creamery, per lb.	0 25	0 27
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 14	0 15
Currants, 1's, lb.	0 08	0 08½

Canned Goods—		
Beans, baked	\$ 1 15	\$1 25
Beans, string	1 20	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	1 20	1 20
Peas, No. 3	1 25	1 25
Peas, No. 2	1 30	1 30
Peas, No. 1	1 80	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	5 25	5 25
Cornmeal, bags	1 90	1 90
Cornmeal, bbls.	3 95	3 95
Eggs, henney	0 25	0 25
Eggs, case	0 18	0 21
Finan Haddies	4 40	4 50
Fish, cod, dry	5 50	5 60
Flour, Manitoba	6 45	6 75
Flour, Ontario	6 45	6 95
Lard, compound, lb.	0 12½	0 13
Lard, pure, lb.	0 17½	0 15½
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 33	0 34
Oatmeal, rolled	0 60	0 60
Oatmeal, std.	0 60	0 60
Pork, domestic mess	21 50	25 00
Pork, American clear	23 75	25 95
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09½
Rice, per lb.	0 03½	0 04
Salmon, Case—		
Red Spring	\$ 7 75	\$8 25
Cohoos	4 25	7 25
Sugar—		
Standard granulated	5 50	5 50
Austrian granulated	5 40	5 50
Bright yellow	5 20	5 40
No. 1 yellow	5 00	5 10
Paris lumps	0 35	0 41

NOVA SCOTIA MARKETS.

Halifax, May 9.—Wholesale grocery dealers report spring business opening up in good volume. Travelers now on the road are sending in good orders, and prospects for future are excellent. There has been some improvement in receipts of butter, and as result prices are a little easier, being about two cents lower than they were two weeks ago. Eggs are in good supply, and are now selling at 20 cents per dozen, a drop of three cents. Cheese is a little easier, twins selling at 16½ cents, and large at 16¾.

Flour prices are a shade firmer, Ontario 90 per cent, being quoted at \$5.25 and Ontario Blends at \$5.50 to \$5.60. Cornmeal is five cents higher, at \$1.90 to \$2.

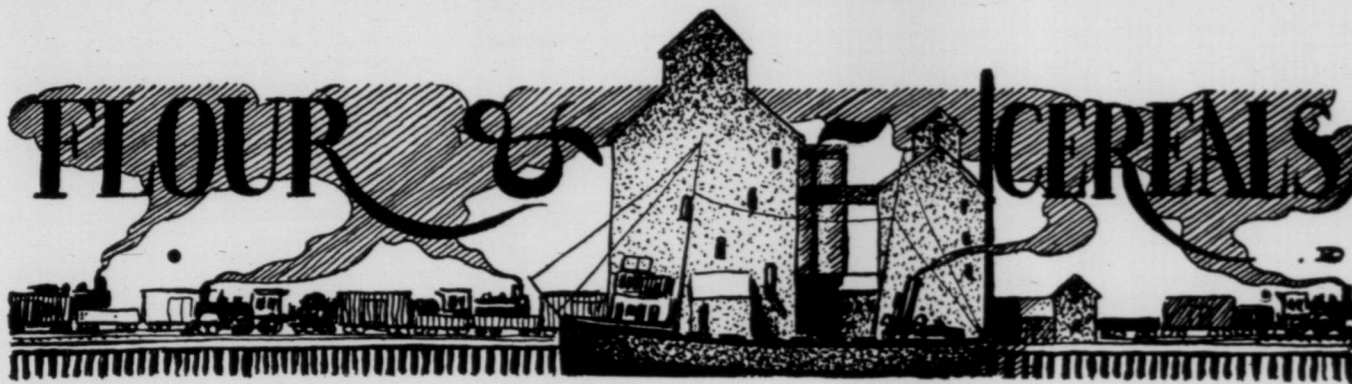
Smoked hams have been advanced one cent to 17 cents, and green are selling at 16 cents.

This week the first shipment of Bermuda onions was received. They are much higher than last year, \$3 per crate being asked. Price, however, will ease off with the next shipment.

EARLY CLOSING BY-LAW.

The Hamilton, Ont., city council will pass a by-law to compel dealers in certain lines to close early on Tuesday, Wednesday and Thursday nights. The trades affected are those who have sent in petitions for same. The grocers did not do so, and are not included in the list. The matter was discussed at great length at the last meeting of the Grocers' Association, and it was decided that owing to the large number in the business, and the competition of the fruit and ice cream stores, it would be better not to attempt it.





## Greater Interest in Confectionery

Spring a Good Selling Season—Preparing for Victoria Day Trade—Big Increase in Consumption of Confectionery in Recent Years—Flour Maintains Its Steady Position—Seeding Progressing Well in Canadian West.

Confectionery is being given a good deal of attention by retail dealers at present time. Spring is agreed as a good selling season for most lines of confectionery, and those dealers who are putting some selling effort behind these lines are finding a good trade in this department. The approach of May 24 is also cause of more interest in this line, as around the holiday, when holiday spirit is in the air, there is more business done.

Dealers point to the big increase in consumption of confectionery in recent years, and it still continues. Another feature of interest is the larger consumption of better grades which is quite noticeable in recent years. No small portion of this is due to retail dealers who have recognized in better goods, greater satisfaction to customers as well as more substantial profits.

Flour is unchanged, but holds a steady position, as wheat has continued strong and higher during week. Strong market in wheat had as its basis adverse crop reports from various parts of United States. May wheat in Chicago on Monday reached a new high level for season. Winnipeg also strengthened a little, while other markets felt secure. Demand for flour is not brisk, although some dealers describe it as normal for season.

A few weeks ago there were certain dealers expecting a firmer tendency in flour. They set forth the argument that with coming of grass, millfeed would likely recede in price, and that this would throw greater strength on flour. However, bran and shorts have continued to maintain a fairly steady position.

The May crop report of United States Department of Agriculture, which was being awaited by grain men, shows average condition of winter wheat on May 1 as 79.7 per cent., as compared with 80.6 on Apr. 1, and 86.1 on May 1 last. At this figure it is a bullish factor on

the whole, while compared with predictions which were for a much lower condition, the report was bearish for the moment.

Seventy per cent. of spring wheat seeding is finished in Manitoba, and 85 per cent. in Alberta and Saskatchewan.

### MONTREAL.

FLOUR.—The market is quiet at present, there being no change in prices to note. There were some bids from the United Kingdom for Manitoba spring grades, but as they were away out compared with prices here, no new business was transacted.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 80	
Manitoba straight patents, in bags	5 30	
Manitoba strong bakers, in bags	5 10	
Manitoba second, in bags	4 70	

CEREALS.—The local rolled oats market is quiet, but there is some export business being done. Prices are not expected to vary all of a sudden, unless something arises to create great activity.

Fine oatmeal, single bag lots	2 90
Standard oatmeal, single bag lots	2 90
Granulated oatmeal, single bag lots	2 90
Roll'd Cornmeal, 100 bags	2 25
Roll'd oats, jute bags, 90-lb., single bag lots	2 65
do., cotton bags, 90-lb., single bag lots	2 70
Roll'd oats, barrels	5 55
Roll'd wheat, bbl.	2 25

### TORONTO.

FLOUR.—There is little change in general flour situation during past week, market maintaining a steady tone in sympathy with strong wheat situation. While opening of navigation means a lower freight rate on wheat, general strength has about balanced this at present.

Offerings of winter wheat flour are not large, and situation is firm. Ontario wheat has continued strong, with gradual upward movement, and is drawing closer to values on Manitoba wheat. Ontario is now quoted at \$1.04 to \$1.05, and No. 1 northern Manitoba at \$1.12 at lake ports. In consequence millers' views are higher.

Manitoba Wheat.	
1st patent, in car lots	5 70
2nd patents, in car lots	5 30
Strong bakers, in car lots	5 10
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 25 4 30
Blended	4 25 5 25

CEREALS.—Although there is a tendency to turn to lighter cereals as weather becomes warmer, demand for rolled oats and rolled wheat continues on an appreciable scale for season. There has been no price changes during past week, but general steadiness is maintained.

Roll'd oats, small lots, 90-lb. sacks	2 65
Roll'd oats, 25 bags to car lots	2 55
Standard and granulated oatmeal, 90-lb. sk.	2 80
Roll'd wheat, small lots, 100-lb. bbls.	2 90
Roll'd wheat, 5 barrel to car lots	2 80
Cornmeal, 100 lb. bags	2 25
Roll'd oats in cotton sacks, 5 cents more.	

### WINNIPEG.

Flour and Cereals.—Flour prices are very firm, and further advances are not improbable.

Flour—	
1st patents, cwt.	3 90
2nd patents, cwt.	2 70
Strong bakers', cwt.	2 40
Roll'd Oats—	
20 lb. sack	0 58
40 lb. sack	1 10
80 lb. sack	2 15
Corn Meal—	
38 lb. sacks	2 10
48 lb. sacks	1 85
24 lb. sacks	0 53

### FLOUR IN MILK CHOCOLATES.

A jury in a New York United States District Court decided that putting four or five per cent. of wheat flour in milk chocolate did not constitute a violation of the pure food law. The case was that of the United States against D. Auerbach & Sons of New York, large manufacturers of confections. The government contention was that milk chocolate bars should contain nothing other than milk, chocolate and sugar. The defendant showed that the product contained more of the genuine cocoa fat or cocoa butter than the government standard for crude chocolate, and contended that the manufacture of a confection, so long as he used only wholesome ingredients, had the right to use such formula for the selection and mixture of constituent parts as would produce a palatable and marketable chocolate bar. That as a matter of fact there had been no adulteration or misbranding under the law.





## Strawberries and Pines to the Front

Arriving in Larger Quantities and Being Given More Attention—Strawberries Coming in Car Lots—Pineapples Tend Downward in Price—Temporary Steadiness in Tomatoes—Celery is Fast Coming to An End—New Potatoes From Florida.

One of the features of the week is larger supplies of strawberries and pineapples arriving and the greater attention being given to these lines. There is also a somewhat healthier tone to most markets, probably due to larger supplies in some lines and better selling weather which has prevailed of late.

Canadian markets received their first carload lots of strawberries last week and on most markets they quickly found their way into consumption, as quality was generally good. Berries are gradually coming from points farther north giving us fruit of firmer quality with a shorter distance to transport them. North Carolina is present field of production.

Pines are also arriving more freely and are getting considerable attention. Prices have not shown much change but tendency is downward and accordingly as prices reach more reasonable level, demand can be expected to increase. Both Porto Rico and Cuban stock is now coming along. Florida will later assist in supplies.

Florida is not as flush with tomatoes as dealers would like. At least supplies are not large enough to bring about any concessions in price. East coast is about done while west will begin to ship in a week or so. It is expected that prices will be more reasonable then, although this is not exactly certain, depending on volume of supply and demand. Around the middle of the month, some hot house tomatoes from Ontario points will be offered.

Celery is fast coming to an end, being practically cleaned up on some markets. Florida will now be sending along new potatoes and prices on new product can be expected to ease. Cabbage is in larger supply and lower in price. Bermuda onions of Texas origin are now offered on Canadian markets.

### MONTREAL.

**GREEN FRUITS.**—The first supplies of strawberries have come to hand but

they have proved too many for even those who were most sanguine about the markets. Some local dealers have so far lost money on the berries they have brought in. They, however, look for better luck within the next week. Cranberries in barrels are a thing of the past but there is a steady demand for the box variety. No more Tangerines can be had, while Baldwin apples are also marked off the wholesalers' circulars.

The market may be regarded as slow generally except for bananas which are in real good demand, but the prices are pretty high. This can best be explained by the fact that about this time there is little small fruit on the market except strawberries and oranges, and the banana demand is heavier than the supply.

Apples—		
Spices	1 50	7 00
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Box cranberries		3 00
Grape fruit, Florida, case		7 00
Jamaica, case		3 50
Lemons		3 00
Limes, box		1 50
Oranges—		
Navela	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cubans, cases of 24	4 00	4 25
Strawberries, per quart	0 16	0 25

**VEGETABLES.**—Were it not for good supplies of vegetables coming from the south, the market would be decidedly dull. Cabbages are now quoted by the crate the barrelled being practically off the market. Florida celery amounts to a scarcity and while price is \$3.25 to \$3.75 it is very likely that within another week dealers will ask a much higher figure for any they have left.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.		0 30
Carrots, bag	2 00	2 25
Cabbage, crate		4 50
Florida celery	3 25	3 75
Cauliflower, dozen		3 50
Cucumbers	2 25	3 00
Garlic, 2 bunches		0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate	4 00	
Half crate	2 25	
Canadian reds, 100 lbs., per lb.		0 05
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag		2 00
New potatoes, per bbl.		10 00
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		

Choice	3 25
Fancy	4 00
Turnips, per bag	1 00
Cuban Onions	5 00

### TORONTO.

**GREEN FRUITS.**—First carload lots of strawberries to this market were of good quality and were cleared out in record time. Supplies are continuing to come by car lots and are selling well at 20 to 22 cents for quarts. North Carolina is at present supplying us.

In keeping with firmness noted in grapefruit last week, quotations have been slightly increased. Supplies are mostly Cuban stock, although there is odd lots of Florida fruit. Pines are coming along freely with tendency slightly easier. They are being taken up quite well by the trade.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navela	2 75	3 50
Grapefruit—		
Cuban, case	0 60	0 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Pineapples, case of 24	3 50	4 00
Pineapples, cases of 30	3 50	4 00
Strawberries, North Carolina, quarts	0 20	0 22

**VEGETABLES.**—Among the lines offered at better advantage to buyers are cabbage and cucumbers. Cabbage is now quoted at \$4 per crate and Boston cucumbers are considerably easier at \$1.50 per dozen. There is quite an array of tempting new vegetables to be had. Green peas at \$3.50 per box is a recent addition.

Egyptian onions are unchanged at \$3.75 per sack. Texas Bermuda onions have arrived and are quoted at \$3 per 50 lb. crate. New potatoes from Florida will arrive shortly and while they will be cheaper than Bermuda stock, early shipments will be somewhat high.

Celery is cleaned up or the next thing to it. Florida tomatoes are steady but west coast will commence to ship in week or so.

Asparagus, large	0 45
Asparagus, large, box	2 50
Asparagus, small, doz.	1 50
Cabbage, new, per crate	4 00
Canadian beet, per bag	1 50
Carrots, bag	1 75
Turnips, bag	0 65
Boston cucumbers, dozen	1 50
Boston head lettuce, dozen	1 75
New radish, per dozen	0 40
New radish, hamper	1 50
New lettuce, per dozen	0 50
Mushrooms, 1-lb. boxes	0 80
Onions—	
Green onions, dozen	0 25
Green onions, hamper	2 00
Egyptian onions, 110 lb. bags	3 75
Texas onions, 50 lb. crate	3 00
Parsnips, per bag	1 75
Potatoes, N. B.	2 00
Potatoes, Ontario, bag	1 90
Potatoes, Irish	1 80
Potatoes, new, Bermuda, bushel	3 00
Potatoes, new Bermuda, bbl.	9 00
Green peas, 1 bush, boxes	3 50

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## THE CANADIAN GROCER

Sweet potatoes, hamper .....	2 55
Tomatoes, Florida, crate .....	3 75
Spinach, hamper .....	1 00
Green and Wax Beans, hamper .....	3 00

Bananas, bunch .....	2 50	3 50
California lemons, crate .....	5 00	6 00
Cauliflower .....	2 50	3 00
Cucumbers, doz. ....	8 50	9 00
California celery .....	2 00	2 50
California rhubarb, basket .....	6 00	6 50
Florida tomatoes, crate .....	7 50	8 00
Grape fruit .....	2 25	2 50
Limes, box .....	4 50	5 00
Messina lemons .....	4 00	4 50
Oranges, navels .....	3 25	3 50
Strawberries, case .....	3 00	3 50
Washington apples, box .....	5 00	5 50
Australian onions, per cwt. ....	0 90	1 00
Potatoes, per bushel .....	0 75	0 85
Carload lots, F.O.B. ....	4 50	5 00
Egyptian onions, sack .....		

### WINNIPEG.

Fruits and Vegetables.—Demand is reported first rate, with advent of summer. Spanish and native onions no longer on the market. Strawberries are in good demand.

thing of a patriotic nature, combining if so desired a commemoration of our beloved departed Queen as well, in memory of whom the day has been set aside. The whole window should not, of course, be given over to this idea alone, but will merely use a picture or bust as a setting. The balance of the window will be used as a display that will assist in the store's sales.

## Arrange Fruit Display for Victoria Day

Window With Patriotic Setting and Neatly Arranged With Fruit Should Bring Large Amount of Business—Remind the Public of the Visitors Expected—Make an Early Start.

Two weeks hence, Victoria Day will again be with us. An edict has been issued from the Capital that May 24 is again to be set aside as a public holiday throughout the Dominion. This may bring pleasant smiles to the faces of

holiday spirit is in the air and people are naturally more liberal with their money than at other times. There are visitors in every town and these feel like purchasing something for those they are visiting and fruit is a line that their

The simplest suggestion for a background is merely a large Union Jack. A picture of the late Queen might be placed in the centre and a flag draped down from either side. Whatever additional decorations in keeping with the idea that the grocer has at hand may be used. The various kinds of fruits may be arranged as the trimmer sees fit. Goods should be arranged systematically and attention given to color scheme.

Here is one suggestion: Place a row of pines along the rear and in front of



An attractive fruit display used at time of death of King Edward VII. By substituting a picture of our late Queen Victoria this would be appropriate for Victoria Day.

grocers, head clerks, window trimmers and on down the line to the youngest of the staff, by reason of the "good time" to be had upon that day. But there is another reason why the approach of this holiday should be given some thought by members of the staff. As on every holiday or special occasion, it gives an opportunity for something special in both interior and window display.

### Fruits For The Holiday.

One of the best lines to give prominence to on this occasion is fruits. There are many reasons why this is true. The

minds naturally turn to. On this day people want something special for the table and fancy fruits will readily find sale.

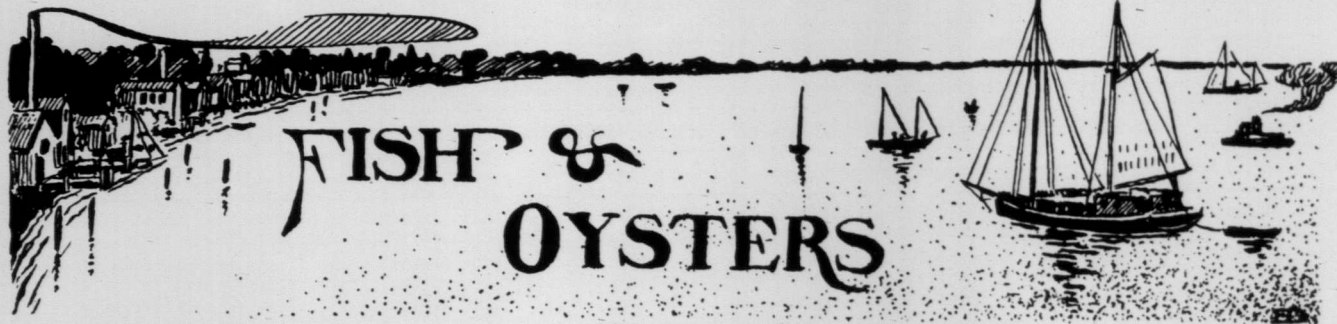
There is quite an extensive variety of fruits to offer at this season. The weather is favorable for their sale and people feel like eating fruit at this time of the year. Therefore fruit is a splendid line to push during this holiday season. One of the best methods to promote sales is by attractive window display.

In arranging a window for this occasion, what should be aimed at, is some-

this, and in the centre a pyramid of oranges. On either side, boxes of strawberries could be arranged in diamond form and grapefruit, apples, etc., shown in balance of the window.

### Make Displays Early.

The window should be arranged in plenty of time before the 24th. It is well to get the public imbued with the holiday spirit as early as possible. Victoria Day comes on Friday and Monday is none too early to get started. Of course, the line shown being fruit, it will likely have to be changed and rearranged during the week.



## More Varieties of Fish to Be Had

Supplies of Lines Already on Market are More Extensive—  
Fairly Large List of Fresh Fish Available on Most Markets  
—Lake Trout and White Fish Make Appearance— Trade  
Turning to Fresh Varieties.

There is now a larger variety of fresh lines available while supplies of fish already at hand are in many cases on a larger scale than for some little time. At many centres list of fresh varieties has now reached fairly extensive proportions and this should mean more trade for the man operating a fish department.

Shad and fancy stocks of fresh salmon are coming on to the markets but weather on east coast has not been exactly favorable for fishing. White fish and trout from inland lakes are now being offered and with the several other new lines available, trade should now reach more substantial proportions.

There is still some frozen fish to be had but stocks are quite small and demand is now gradually turning to fresh varieties.

### QUEBEC.

MONTREAL.—In spite of the hot season's approach dealers find things generally satisfactory although there seems to be a shortage of some of the fresh lines. Fancy stocks of fresh salmon are coming in, while there is a fair supply of haddock. There is a more generous supply of dressed bullheads and perch, and prices are somewhat lighter.

#### FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 20
Fancy shad backs, each	0 25
Fancy shad nos, each	0 50
Large shad herring, each	0 03
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 05
Halibut, per lb.	0 05
Herring, frozen, per 100 fish	1 90
Mulletts	0 04½
Pike, dressed and headless, lb.	0 05
Steak, cod	0 05½
Mackerel	0 10
Dressed perch	0 09
B. C. red salmon	0 10
Gaspé salmon, per lb.	0 18
Qualla salmon	0 07½
No. 1 smelts, per lb.	0 09
Lake trout, per lb.	0 10
Whitefish, large, per lb.	0 09
Whitefish, small, lb.	0 06
Barbotte (dressed) bullheads, per lb.	0 10

#### PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 50 lb. box	0 12

#### SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	18 00

#### SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Filletts, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

#### SHELL FISH.

Solid meats—Standards, gal., \$1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

### ONTARIO.

TORONTO.—Fresh white fish and lake trout have been welcome additions to the fish list. They come from the large inland lakes and are quoted at 12 cents per pound. There is now a fairly extensive list of fresh fish and this should work for a little greater activity. Trade will gradually turn to fresh varieties. Local stocks of frozen fish are on a small scale.

#### FROZEN FISH.

Gold eyes	0 05
Whitefish	0 11

#### FRESH CAUGHT FISH.

White fish, per lb.	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08
Haddock	0 07
Halibut	0 12
Flounders	0 07½
Lake Ontario herrings, basket	1 00
Lake Erie herrings, per lb.	0 08
Pike	0 08
Suckers	0 05

#### SMOKED.

Bloaters, per box	1 00
Finnan Haddie, per lb.	0 08
Filletts of haddie	0 13
Ciscoes, basket	0 90
Ciscoes, per lb.	0 09
Scotch kippers, per box	1 65

#### PICKLED.

Pickled trout, per half bbl.	7 25
Shrimps, 1-gallon cans	1 25

#### PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 30
Cod in loose strips, 25-lb. to box, lb.	8 65½
Pure cod tablets, 20 1-lb. tablets	2 30

### MANITOBA.

Winnipeg.—There is a good average demand for fish. Fresh salmon and halibut are up in price.

Lake Winnipeg whitefish, lb.	0 09
Fresh pickerel	0 08
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 08
Sea herring, doz.	0 12
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Halibut	0 07½
Bloaters, per box	1 50
Mackerel	0 11
Smelts	0 12
Extra smelts	0 15
Smoked goldeyes, doz.	0 50
Norwegian herrings, per case	5 75
Labrador, per half barrel	4 40
Holland, kegs	0 65
Halibut	0 11
Fresh salmon	0 15

### NEW BRUNSWICK.

ST. JOHN.—Heavy winds have been responsible for falling off in receipts of several kinds of fish in demand in local markets, and warmer weather with less wind is desired before shad or salmon are to be had in large quantities. It will be well toward the middle of May before either makes an appearance in fish stands here. Haddock and cod have been scarce during past week owing to cause stated above, and same may be said of Gaspereaux, the run on which seems to be nearly closed. Halibut was in brisk demand, and the supply was fair. Lobsters are being received in larger quantities, but are still none too plentiful, although prices are easy, from 10 to 20 cents being asked. Both pollock and codfish are easier in the dried lines, and smoked herring are lower, while pickled stocks remain unchanged. Finnan haddies are not to be had at all. All frozen stocks are now done.

### HIGH PRICES PREDICTED.

A New York produce and provision dealer claims that the coming year will see high prices for meats, eggs and butter. The hens have been backward, due to the cold season, and the increase in butter production has not until recently been meeting actual demand. The price for potatoes would go to \$8 a barrel, he adds, if it were not for Irish and Belgian importations. The cabbage crop is short, and cabbages like artichokes are becoming luxuries. Poultry is the one product, he declares, that has not risen in price by leaps and bounds.





# Produce & Provisions



## Strong Undertone to the Butter Market

Although Production is on Increase — Export Business to New York Steadies Market—Difficult to Size up at Present—Eggs Show No Change—Some Supplies are Being Stored—New Cheese Steady; Old is Firm.

Butter situation during past week has changed around to a position that requires some study in order to correctly size it up. As indicated last week, values at many centres continued to show concessions under increased supplies. Toronto has shown further reduction while St. John, N.B., which seemed immovable in face of general decline broke sharply due to heavy arrivals on the market.

An unlooked for feature during last week was export of a lot of creamery butter from Montreal to New York where prices had moved sharply upward. This brought a check to downward movement in price. As we pointed out last week tendency would be easy until prices reached a level which would allow of surplus supplies being worked off.

What is the future of butter? It is true that production is steadily on the increase and supplies are accumulating in hands of receivers. On the other hand values across the line are holding a strong front while demand from West has relieved supplies somewhat on Eastern Canadian markets. At Cowansville, Que., on Saturday last butter sold at 27 cents as compared with 26 cents the previous Saturday.

Canadian people are apparently becoming large consumers of eggs. While production is on the increase, demand is at such a good level that prices refuse to be moved downward. There may be waverings at some country points due to temporary accumulations of supplies but most larger centres maintain a steady tone. There is no doubt that some eggs are being put into storage but at present prices it either means that some one is taking big chances or that next winter's eggs are going to be in the jewelry class.

Values on new cheese have held steady during past week. The season is late this year and it will be end of May be-

fore there is any full grass cheese. Meanwhile old cheese holds firmly.

### MONTREAL.

Provisions.—A feature of the provision trade on Monday was the easier feeling which developed in the market for live hogs, and prices declined 10c to 20c per 100 lbs., on account of the more liberal offerings. At this reduction the demand from packers was active.

There is no change in the condition of the market for smoked meats, prices being well maintained under a good demand, both for local consumption and for shipment to outside points. Consequently a fairly active trade is passing.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17½
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 14
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 25
Hogs, dressed, per cwt.	13 00
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 15
Cases, tins, each 5 lbs., per lb.	0 15½
Cases, tins, each 3 lbs., per lb.	0 15½
Pails, wood, 20 lbs. net, per lb.	0 15
Pails, tin, 20 lbs. gross, per lb.	0 15½
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14½
One pound bricks	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10½
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces	25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb. bbls.	8 75
Plate beef, 200 lb. bbls.	17 00
Plate beef, 300 lb. bbls.	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Creamery blocks are selling at 29c, and in pretty fair demand. The market on the whole is steady, and is expected to remain so, even though there are reports to the effect that re-

cord prices will be reached in the U.S. A. Will Canada be affected? That is a question for our readers.

Creamery blocks	0 29
Dairy tubs, lb.	0 23
Fresh, dairy rolls	0 23

EGGS.—Cold storage people will not make much off eggs this year if present conditions prevail. Practically all supplies are used up as soon as they come in and it is not at all unlikely that we will see an increase unless the hen changes her mind and does not "hold back."

New lays	0 24
New No. 1	0 24
Selects	0 26

CHEESE.—There is a good demand for Quebec cheese. The market is generally firm about this time as the hot weather approaching sees a dropping off in the demand owing to the difficulty experienced in keeping it fresh in the household. Prices fluctuate more during the cold weather, but of course, it is quite possible that something unusual may happen.

Quebec, large	0 14½
Western, large	0 14½
Western, twins	0 14½
Western, small, 20 lbs.	0 14½
Old cheese, large	0 17

HONEY.—There is not a very great movement in this market although such would be expected now owing to the short maple crop, the cause for which is given in another section. It has been proven by close calculations that the Hebrews are the heaviest consumers of honey about this time, their taste being for the brown variety. So fond are they of this strong flavor that they prefer it to white even if the latter were offered at the same price.

White clover, strained	0 12
White clover, in comb	0 14
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

POULTRY.—Quietness prevails in this market, the prices remaining unchanged and the demand being but fair. There is seldom much activity in these markets except around Xmas and New Year and a few other festival dates.

Fowl	0 13
Chickens	0 15
Geese	0 14
Turkeys	0 22
Ducks	0 18

### TORONTO.

PROVISIONS.—Live hogs have continued steady to a shade higher during past week. Supplies have been on mod-

erate scale with demand from packers good.

A slight advance in roll bacon to 12½ to 13 cents is about only price change of week but general tone of all pork products is steady under normal demand.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Bacon, plain, per lb.	0 19	0 20
Bacon, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 12½	0 13
Shoulders		0 11½
Pickled Meats—ie less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14½
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points		8 40
Live hogs, local		8 70
Dressed hogs	11 75	12 25

**BUTTER.**—Production of butter both creamery and dairy continues to increase and prices in sympathy continue downward movement which has been in order for past two weeks. Another couple of cents has been lopped off prices and tendency is still one of easiness. While most firms, at least at the beginning of week were holding prices around values quoted, there were reports of sales of creamery as low as 25 and 26 cents. This indicates what can be expected of future although dealers do not look for "really cheap" butter. Indeed there is a firmer feeling reported from some centres of the Dominion under stronger tendency in United States markets and more interest in this line from Western Canadian points.

	Per lb.	
Fresh creamery print	0 28	0 30
Creamery solids	0 27	0 28
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

**EGGS.**—Past week has practically brought forth no change in egg prices or situation. Local wholesalers are quoting new lays at 23 to 24 cents. One firm notes price as 22 to 23 cents. One year ago they sold at 19 to 20 cents.

Dealers still agree that prices should be lower, putting forth same reasons as before but still values maintain a position little below the Easter level. Receipts are on a fair scale. Demand is good. A certain number are apparently being stored.

New laid eggs ..... 0 23 0 24

**CHEESE.**—Old cheese maintains steadiness, while new product tends slightly in opposite direction, although values at country boards have shown little easiness during past week.

Old cheese is scarce and nothing but continued steadiness is anticipated. New cheese does not appeal particularly to cheese consumers and even when it has become seasoned to certain extent, there is always a certain percentage who demand the old article.

Old Cheese—		
Large	0 16½	0 17
Twin	0 17	0 17½
Stiltons	0 18	0 18½

New Cheese—		
Large	0 15	0 15½
Twin	0 15½	0 16

**HONEY.**—Stocks are not heavy and while business is slight, values hold steady. There is practically no white clover in comb left on market while decks are well cleared of 60-lb. tins as well.

Honey—strained—		
White clover, 10-lb. tins, per lb.	0 12	0 12
White clover, 5-lb. pails, per lb.	0 13	0 13
Dark clover, 5-lb. pails, per lb.	0 08	0 08
Amber honey, 60-lb. tins, per lb.	0 08	0 08
Buckwheat, 60-lb. tins, per lb.	0 07	0 07

"Be sure you sow good seed corn," says the farm journal. And be sure Mr. Grocer and General Merchant that you sell good seed corn.

## Took Advantage of the Butter Decline

How a Dealer Sells Large Quantity Through Window Display—Almost Every Order Included Butter—New Customers Secured—Emphasized the Decline in Price and Got Them Coming His Way—Never Had a Better Butter Day.

When a market has been high for a long time and is coming down, is often the psychological moment to strike out for new business. This has been illustrated many and many a time, and now that butter, after the record prices of the past winter, is on the downward trend, capital can be made out of it.

This was well illustrated in the business of W. C. Miller, Yonge Street, Toronto, during the past couple of weeks. Mr. Miller had the opportunity a couple of weeks ago to purchase at a favorable price a large quantity of butter—between two and three hundred pounds—and was able to offer it somewhat below the regular price and still have a good profit.

### Quantity and Price Alluring.

He arranged a window display containing nothing but butter. It was piled in pyramid style at the back with heaps of butter in large and small rolls in front. In the window were also placed a couple of cards bearing the price. On Saturday morning it was soon seen that the passing public was much interested in butter. With the price all winter around 38 and 40 cents, and butter so scarce, it was evidently a treat for many. The new price was appealing and early in the day there was a fair sized run on the butter. Unlike a run on the bank, however, it was welcomed.

"Scarcely a delivery went to anybody's house that day," states Mr. Miller, "that didn't have a pound or two of butter. We delivered butter to residences we never sold before, and with many of these orders were included other groceries."

### Orders From a Distance.

Not till late on Saturday night did the orders cease coming in. In fact phone messages came from distant parts of the city, where people had probably never heard of his store before. Customers had evidently passed the word along to their friends, and on Monday there was a big hole in the butter window.

Mr. Miller intends repeating the same method as long as he can get the butter. It has already brought him new business, and he expects to gain a number of permanent customers in this way.

### The Psychological Moment.

There are many such psychological moments throughout the year. A decline in the butter market was inevitable in view of the increased production, and in the above mentioned dealer's case, this condition of affairs was forcibly exemplified in the display of such a large quantity, and at prices from 7 to 10 cents cheaper than had been paid during the winter. The tightly drawn purse-strings of the economically inclined, could withhold purchases no longer. This is human nature, and the same results can be secured in similar ways at any time.

### SITUATION WANTED

TRAVELLER—SPECIALTY MANUFACTURER'S traveller knowing wholesale and brokerage trade from Regina to Halifax would consider proposition for summer. Could handle output of first-class canning factory or other good quality line. Best references. Write Box 426, Canadian Grocer.

### SITUATION VACANT

WANTED—TRAVELLER—BY LEADING Hamilton wholesale grocers. Ambitious young man with experience on road, or good retail clerk. Good position for a worker. Western Ontario territory. Confidential. Reference Box 424, Canadian Grocer, Toronto.

### BUSINESS FOR SALE

FOR SALE RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about \$125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary business and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about \$25,000.00. Cash preferred, but would consider 50 to 60 per cent cash with reasonable arrangement for balance, or would sell as retail concern, taking surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 426, Canadian Grocer.



# Like a Quick Seller That Gives Good Profit?

Heavy, continuous advertising, backed by merit, has made

# Grape-Nuts

as staple as sugar and flour—a quick, steady seller.

**Generous Profit to Grocers**  
**Satisfaction to Consumers**  
**Sale Guaranteed!**

It pays to push Grape-Nuts—

**“There’s a Reason”**

Canadian Postum Cereal Company, Limited, Windsor, Ont.



## GET THIS

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

## YOU WANT

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

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

## Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG,

CANADA

# QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.  
(Ontario and Quebec Prices.)

### IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen.....	10c .....	85
3-dozen.....	6-oz. ....	1 75
1-dozen.....	12-oz. ....	3 50
3-dozen.....	12-oz. ....	3 40
½-dozen.....	2½-lb. ....	10 50
½-dozen.....	5-lb. ....	19 80

### MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen.....	5c .....	50
4-dozen.....	4-oz. ....	75
4-dozen.....	6-oz. ....	1 00
4-dozen.....	8-oz. ....	1 30
4-dozen.....	12-oz. ....	1 80
2-dozen.....	12-oz. ....	1 85
4-dozen.....	16-oz. ....	2 25
2-dozen.....	16-oz. ....	2 30
1-dozen.....	2½-lb. ....	5 00
½-dozen.....	5-lb. ....	9 60
2-dozen.....	6-oz. ....	Per case
1-dozen.....	12-oz. ....	case
1-dozen.....	16-oz. ....	\$6.00

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

### MAGIC SODA.

Case No.	Per Case.
Case No. 1, 60 1-lb. packages, 1 case \$2.85; 5 cases \$2 75	
Case No. 2, 120 ½-lb. packages, 1 case \$2.85; 5 cases \$2 75	
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case \$2.85; 5 cases .....	2 75
Case No. 5, 100 10-oz. packages, 1 case \$2.90; 5 cases .....	2 80

### GILLETT'S CREAM TARTAR.

Per doz.	Per case
¼-lb. paper pkgs., 4 doz. in case .....	\$1 00
½-lb. paper pkgs., 4 doz. in case .....	2 00
4 doz. ¼-lb. paper pkgs. ....	\$8 00
2 doz. ½-lb. paper pkgs. ....	Per doz.
½-lb. cans with screw covers, 4 doz. in case .....	\$2 20
1-lb. cans with screw covers, 3 doz. in case .....	4 10
5-lb. sq. canisters, ½ doz. in case .....	33
10-lb. wooden boxes .....	30½
25-lb. wooden pails .....	30½
100-lb. kegs. ....	28½
360-lb. barrels .....	28

### GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case .....	3 50
3 cases .....	3 40
5 cases or more .....	3 33

### YEAST.

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

### BAKING POWDER.

W. H. GILLARD & CO.  
Diamond.  
1-lb. tins, 2 doz. in case .. \$2 00  
½-lb. tins, 3 doz. in case .. 1 25  
¼-lb. tins, 4 doz. in case .. 0 75

### ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime .....	0 95
¼-lb. ....	1 40
6-oz. ....	1 95
½-lb. ....	2 55
12-oz. ....	3 85
1-lb. ....	4 90
3-lb. ....	13 60
5-lb. ....	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

### WHITE SWAN SPICES AND CEREALS, LTD.

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

### BORWICK'S BAKING POWDER

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

### COOK'S FRIEND BAKING POWDER

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

### In Tin Boxes—

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

### FOREST CITY BAKING POWDER.

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

### BLUE.

Keen's Oxford, per lb. ....	0 17
In 10-box lots or case .....	0 16

### COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

### UN-NUMBERED.

Under 100 books .....	each 0 04
100 books and over .....	each 0 03½
500 books to 1,000 books—	0 03
For numbering cover and each coupon, extra per book ½ cent.	

### CEREALS.

### WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.	
The King's Food, 2 doz. in case, per case, \$4.80.	
White Swan Barley Crisps, per doz., \$1.	
White Swan Self-rising Buckwheat Flour, per dozen, \$1.	
White Swan Self-rising Pancake Flour, per doz., \$1.	
White Swan Wheat Kernels, per doz., \$1.50.	

### White Swan Flaked Rice, \$1.

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

### DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry .....	1 95
Raspberry .....	1 95
Black currant .....	1 95
Red currant .....	1 75
Peach .....	1 80
Pear .....	1 70
Jellies.	
Red currant .....	2 00
Black currant .....	2 15
Crabapple .....	1 45
Raspberry and red currant .....	1 95
Raspberry and gooseberry .....	1 80
Plum jam .....	1 55
Green Gage plum, stoneless .....	1 75
Gooseberry .....	1 75
Plum .....	1 70
Grape .....	1 85
Marmalade.	
Orange jelly .....	1 55
Green fig .....	2 25
Lemon .....	1 60
Pineapple .....	1 95
Ginger .....	2 25
Pure Preserves—Bulk.	
5-lbs. 7-lbs.	
Strawberry .....	0 59 0 82
Black currant .....	0 59 0 82
Raspberry .....	0 59 0 82
14's and 30's per lb.	
Strawberry .....	0 10½
Black currant .....	0 10½
Raspberry .....	0 10½
Freight allowed up to 25c per 100 lbs.	

### COCOA AND CHOCOLATE.

### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz. ....	4 40
Perfection, ½-lb. tins, doz. ....	2 35
Perfection, ¼-lb. tins, doz. ....	1 25
Perfection, 10c size, doz. ....	0 90
Perfection, 5-lb. tins, per lb. ....	0 35
Soluble, bulk, No. 1, lb. ....	0 20
Soluble bulk, No. 2, lb. ....	0 18
London Pearl, per lb. ....	0 22
Special quotations for Cocoa in barrels, kegs, etc.	
Unsweetened Chocolate—	
Supreme chocolate, ½'s, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size 2 doz. in box, doz. ....	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz. ....	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes .....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes .....	0 35
Diamond, 8's, 6 and 12-lb. boxes .....	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 24
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 25
Iceings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz. ....	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes .....	0 36
Milk medallions, 5-lb. bxs. ....	0 36
Chocolate wafers, No. 1, 5-lb. boxes .....	0 30

### Chocolate wafers, No. 2.

5-lb. boxes .....	0 25
Nonparell wafers, No. 1, 5-lb. boxes .....	0 30
Nonparell wafers, No. 2, 5-lb. boxes .....	0 25
Chocolate ginger, 5-lb. bxs. ....	0 30
Milk chocolate wafers, 5-lb. boxes .....	0 36
Coffee drops, 5-lb. boxes ..	0 36
Lunch bars, 5-lb. boxes ..	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb. ....	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 36
Nut milk chocolate, 5c bars 24 bars, per box .....	0 90

### EPSS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.  
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. .... 0 35  
Smaller quantities .....

### JOHN P. MOTT & Co.'s.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.  
Elite, 10c size (for cooking) dozen .....

### WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 32c lb.; Angel sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinqle sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 33c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tins, 5c cartons, 40 cartons per box, \$1.25 per box.  
The above quotations are for Montreal.

### COCOANUT.

CANADIAN COCOANUT CO.  
Packages—5c, 10c, 20c, and 50c packages, packed in 15-lb. and 30-lb. cases. Per lb. 1-lb pkgs. White Moss .... 0 26





## EASIFIRST SHORTENING

¶ The most satisfactory substitute known for pure lard. Quality absolutely guaranteed—color perfect. Manufactured under government inspection.

¶ Considering the price of pure lard, won't it pay you to investigate the merits and price of EASIFIRST.

### GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners, WEST TORONTO

## YOUR AIM SHOULD BE

to have efficient representation to introduce your products in the rapidly growing extensive Western market. The people in this centre of activity are liberal buyers and prompt payers, and our connection with this trade enables the Manufacturer to open up new and larger accounts. Our large Warehouses in the five great distributing centres and our daily calls on all Jobbing Houses in Manitoba, Saskatchewan and Alberta insure you best results.

WILL BE PLEASED TO HANDLE YOUR ACCOUNT

### NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - WINNIPEG, Man.

WINNIPEG      REGINA      SASKATOON      EDMONTON      CALGARY

THE CANADIAN GROCER

1/2-lb. pkgs. White Moss .. 0 27  
 1/4-lb. pkgs. White Moss .. 0 28  
 1 and 1/2-lb. pkgs., assort-  
 ed ..... 0 26 1/2  
 1/4 and 1/2-lb. pkgs., asstd. 0 27 1/2  
 1/2-lb. pkgs., astd., in 5-lb.  
 boxes ..... 0 28  
 1/4-lb. pkgs., astd., in 5-lb.  
 boxes ..... 0 29  
 1/4-lb. pkgs., astd., 5, 10, 15-  
 lb. cases ..... 0 30  
 Bulk—  
 In 15-lb. tins, 20-lb. pails and  
 10, 25 and 50-lb. boxes.  
 Pails Tins Bbls.  
 White Moss, fine  
 strip ..... 0 19 \$ 21 0 17  
 Best shredded . 0 18 ..... 0 16  
 Ribbon ..... 0 19 ..... 0 17  
 Macaroon ..... 0 17 ..... 0 15  
 Desiccated ..... 0 16 ..... 0 14

CONDENSED MILK.

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

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.  
 Per Case.  
 Canada First Baby Eva-  
 porated Milk ..... 2 00  
 Canada First Family Eva-  
 porated Milk ..... 3 75  
 Canada First Medium Eva-  
 porated Milk ..... 4 50  
 Canada First Hotel Eva-  
 porated Milk ..... 4 00  
 Canada First Sweetened  
 Condensed Milk ..... 5 25  
 Canada First Rosebud Con-  
 densed Milk ..... 5 15  
 Canada First Beaver Con-  
 densed Milk ..... 4 50

REINDEER LIMITED.

(Sweetened.)  
 Reindeer Brand (4 doz. in  
 case) ..... 5 50  
 Mayflower Brand (4 doz.  
 in case) ..... 5 25  
 Clover Brand (4 doz. in  
 case) ..... 4 50  
 (Unsweetened.)  
 Reindeer Jersey Brand,  
 Family (4 doz. in case). 3 75  
 Reindeer Jersey Brand,  
 Medium (4 doz. in case) 4 50  
 Reindeer Jersey Brand,  
 Hotel (2 doz. in case).. 4 00  
 Reindeer Jersey Brand,  
 Gallon (1/2 doz. in case) 4 60

COFFEE.

(Combined with Milk and Sugar)  
 Reindeer Brand (2 doz.  
 in case) ..... 5 00  
 Regal Brand (2 doz. in  
 case) ..... 4 50  
 Reindeer Brand, in glass  
 jars (2 doz. in case).... 6 20  
 COCOA  
 (Combined with Milk and Sugar)  
 Reindeer Brand (2 doz. in  
 case) ..... 4 80  
 ST. CHARLES CONDENSING  
 CO.  
 St. Charles Evaporated  
 Milk (baby size) ..... 2 00  
 St. Charles Evaporated  
 Milk (family size) ..... 3 75  
 St. Charles Evaporated  
 Milk (hotel size) ..... 4 00

Silver Cow Milk ..... 5 40  
 Purity Milk ..... 5 25  
 Good Luck Milk ..... 4 50

COFFEES.

EBY-BLAIN, LIMITED.  
 Standard Coffees  
 Roasted whole or ground, pack-  
 ed in damp-proof bags.  
 King Edward ..... 0 34  
 Club House ..... 0 33  
 Nectar ..... 0 32  
 Royal Java and Mocha. 0 32  
 Empress ..... 0 30  
 Duchess ..... 0 29  
 Ambrosia ..... 0 28  
 Plantation ..... 0 26 1/2  
 Fancy Bourbon ..... 0 26  
 Crushed Java and Mocha 0 19  
 Package Coffee.  
 Gold Medal, 2-lb. tins,  
 whole or ground ..... 0 31  
 Gold Medal, 1-lb. tins, do 0 32  
 Gold Medal, 1/2-lb. tins,  
 do. .... 0 33  
 Anchor Brand, 2-lb. tins,  
 do. .... 0 31  
 German Dandelion, 1-lb.  
 tins, ground ..... 0 26  
 German Dandelion, 1/2-lb.  
 tins, ground ..... 0 28  
 English Breakfast, 1-lb.  
 tins, ground ..... 0 19  
 Grand Prix, 1 and 2-lb.  
 tins, ground ..... 0 30  
 Demi-Tasse, 1 and 2-lb.  
 tins, ground ..... 0 30  
 Flower Pot, 1-lb. pots,  
 ground ..... 0 23

WHITE SWAN SPICES AND CEREALS, LTD.

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

MINTO BROS.

MELAGAMA BLEND.  
 Ground or bean— W.S.P. R.P.  
 1 and 1/2 ..... 0 25 0 30  
 1 and 1/4 ..... 0 32 0 40  
 1 and 1/2 ..... 0 37 0 50  
 Packed in 30's and 50-lb. case.  
 Terms—Net 30 days prepaid.

BRANSON'S SHEREEF COFFEE.

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

CONFECTIONS.

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

CHEESE.

MACLAREN'S IMPERIAL  
 Ontario Prices per doz.  
 Individual (each 2 doz.) .. 1 00  
 Small (each 2 doz.) ..... 2 40  
 Medium (each 1 doz.) ..... 4 50  
 Large (each 1/2 doz.) ..... 8 25  
 MacLaren's Roquefort—  
 Small (each 2 doz.) ..... 1 40  
 Large (each 1 doz.) ..... 2 40  
 MacLaren's Canada Cream—  
 Small (each 1 doz.) ..... 0 90  
 Medium (each 2 doz.) ..... 1 35  
 Large (each 1 doz.) ..... 2 40

CREAM.

FUSSELL & CO., LTD., LON-  
 DON, ENG.

"Golden Butterfly" Brand Cream,  
 8 doz. 10c size, cases, \$7.00.  
 "Golden Butterfly" Brand Cream,  
 8 doz., 15c size, cases, \$11.50.

INFANTS' FOOD.

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

FLAVORING EXTRACTS.

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

CRESCENT MFG. CO.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.  
 No. 1, 4 doz. in case ..... 0 50  
 No. 2, 2 doz. in case ..... 0 90  
 No. 3, flats, 2 doz. in case 1 00  
 No. 3, talls, 2 doz. in case 1 25  
 No. 6, 1 doz. in case ..... 4 00  
 No. 12, 1/2 doz. in case..... 6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Mont-  
 real. Imported Peas "Soleil"  
 Per case  
 Sur Extra Fins, 1/2 flacons,  
 40 bou. .... 11 00  
 Sur Extra Fins, tins, 1/2  
 kilo, 100 tins ..... 15 50  
 Extra Fins, tins, 1/2 kilo,  
 100 tins ..... 15 00  
 Tres Fins, 1/2 kilo, 100 tins 14 00  
 Fins, tins, 1/2 kilo, 100 tins 12 50  
 Mi-Fins, tins, 1/2 kilo, 100  
 tins ..... 11 00  
 Moyens No. 1, tins, 1/2 kilo,  
 100 tins ..... 10 00  
 Moyens No. 2, tins, 1/2 kilo,  
 100 tins ..... 9 50  
 Moyens No. 3 ..... 8 75  
 Asparagus, Harleots, etc.

MINERVA PURE OLIVE OIL.

Case—  
 12 litres ..... 6 50  
 12 quarts ..... 5 75  
 24 pints ..... 6 25  
 24 1/2-pints ..... 4 25  
 Tins—  
 5 gals. 2s ..... 23 00  
 2 gals. 6s ..... 29 00  
 1 gal. 10s ..... 25 00  
 1/2-gal. 20s ..... 26 00  
 1/4-gals. 20s ..... 13 50  
 1/4-gal. 48s sq. .... 17 00  
 1/4-gal. 48s rd ..... 15 50

BASSIN DE VICHY WATERS.

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

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.  
 Case, 12 lbs. 2 1/4-lb. bars, lb 0 08 1/2  
 Case 25 lbs., 11-lb. bars, lb 0 07 1/2

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

ALIMENTARY PASTES.

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

DUFFY & CO. BRAND.

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

CEREALS.

Grape Nuts—No. 22, \$3; No. 23,  
 \$4.50.  
 Post Toasties—No. T3, \$2.85.  
 Postum Cereal—No. 0, \$2.25; No.  
 1, \$2.70  
 Force, 36's ..... 4 50  
 Gusto, 36's ..... 2 85

MUSTARD.

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

Per jar  
 Durham, 4-lb. jar ..... 0 75  
 Durham, 1-lb. jar ..... 0 25  
 MACLAREN'S IMPERIAL PRE-  
 PARED MUSTARD.

Ontario Prices.  
 Small, case 4 doz., per doz 0 45  
 Medium, cases 2 doz., doz 0 90  
 Large, cases, 1 doz., doz. 1 35  
 CANNED HADDIES "THIS-  
 TLE" BRAND.

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

LARD.

N. K. FAIRBANK CO. BOAR'S  
 HEAD LARD COMPOUND.  
 Tierces ..... 10 1/4  
 Tubs, 60 lbs. .... 10 1/4  
 Pails, 20 lbs. .... 11  
 Tins, 20 lbs. .... 10 1/2  
 Cases, 3 lbs., 20 to case .. 11 1/4  
 Cases, 5 lbs., 12 to case .. 11 3/4  
 Cases, 10 lbs., 6 to case .... 11 1/4  
 F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORT-ENING.

Tierces ..... 0 09 1/4  
 Tubs ..... 0 09 1/2  
 20-lb. pails ..... 0 09 3/4  
 20-lb. tins ..... 0 09 1/4  
 10-lb. tins ..... 0 10  
 5-lb. tins ..... 0 10 1/4  
 3-lb. tins ..... 0 10 1/2  
 1-lb. cartons ..... 0 10 3/4

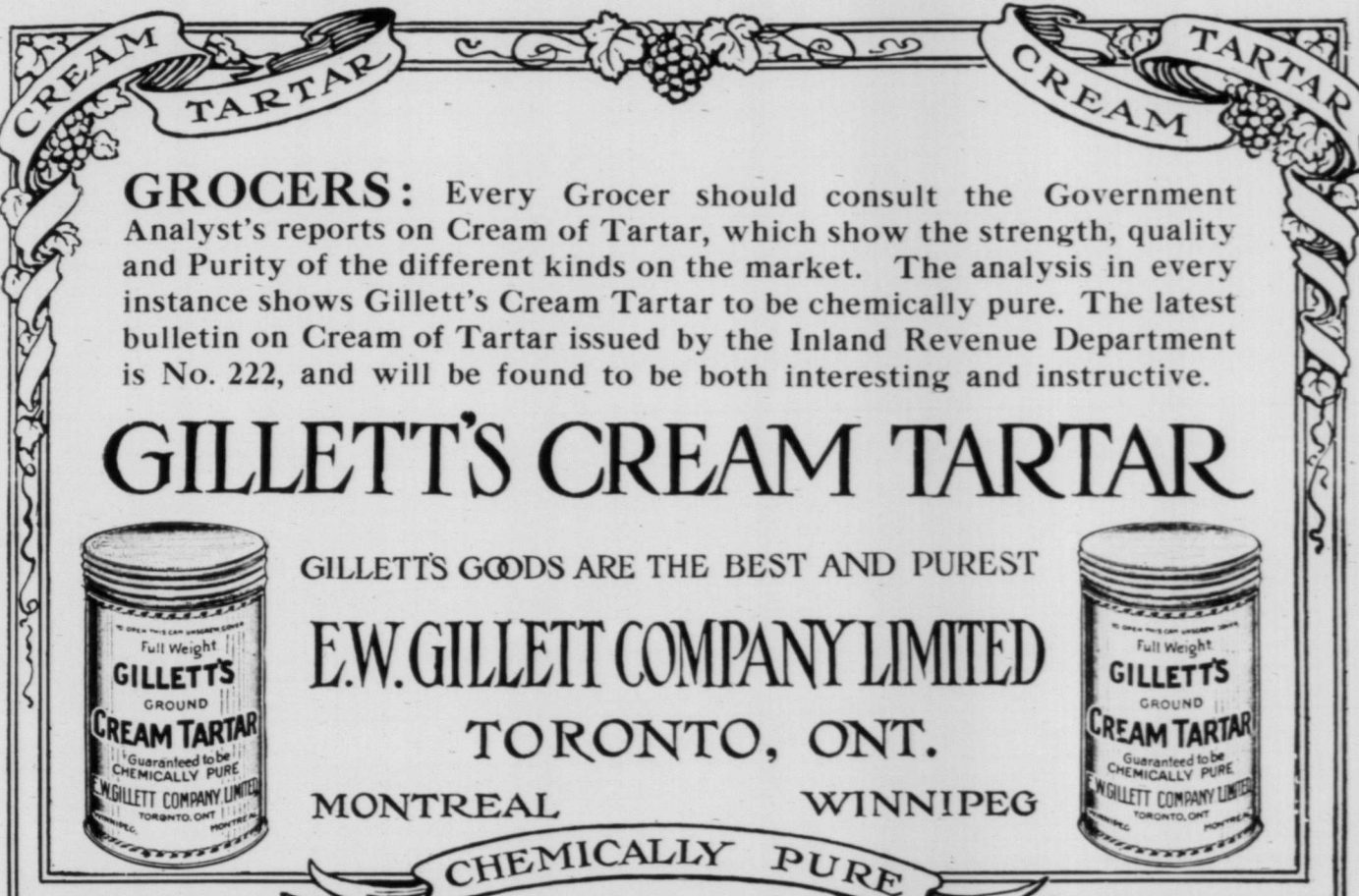
MARMALADE.

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

F.




**CREAM  
TARTAR**



**CREAM  
TARTAR**

**GROCERS:** Every Grocer should consult the Government Analyst's reports on Cream of Tartar, which show the strength, quality and Purity of the different kinds on the market. The analysis in every instance shows Gillett's Cream Tartar to be chemically pure. The latest bulletin on Cream of Tartar issued by the Inland Revenue Department is No. 222, and will be found to be both interesting and instructive.

## GILLETT'S CREAM TARTAR



GILLETT'S GOODS ARE THE BEST AND PUREST

**E.W. GILLETT COMPANY LIMITED**

**TORONTO, ONT.**

MONTREAL                      WINNIPEG



**CHEMICALLY PURE**

# LARD

---

Demand for pure Lard has been very good and indications are that prices will be higher. In the Summer of 1910 Lard sold at 16 1/4 c. per pound in tubs and it looks to us like history repeating itself. "Star Brand" Lard is nothing but pure Lard from good, well fed Canadian pigs and is made under Government inspection.

---

**F. W. FEARMAN CO., Limited**  
HAMILTON

The quality of

## WETHEY'S Condensed Mince Meat

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

**WHAT ABOUT YOURSELF?**

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers.    3 doz. to a case.

WRITE US

**J. H. WETHEY, Limited**  
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

2-lb. glass, doz. .... 3 10  
 7-lb. tins, doz. .... 8 25

**VERMICELLI AND MACARONI**  
 D. SPINELLI C<sup>Y</sup>, MONTREAL  
 Fine.

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

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

**JELLY POWDERS.**  
 JELL-O.

Assorted case, contains 2  
 doz. .... 1 80  
 Lemon (straight) contains  
 2 dozen ..... 1 80  
 Orange (straight) contains  
 2 dozen ..... 1 80  
 Raspberry (straight) con-  
 tains 2 doz. .... 1 80  
 Strawberry (straight) con-  
 tains 2 doz. .... 1 80  
 Chocolate (straight) con-  
 tains 2 doz. .... 1 80  
 Cherry (straight) contains  
 2 doz. .... 1 80  
 Peach (straight) contains  
 2 doz. .... 1 80  
 Weight 8 lbs. to case. Freight  
 rate, 2nd class.

**JELL-O ICE CREAM POWDER.**  
 Assorted case, contains 2  
 dozen ..... 2 50  
 Chocolate (straight) con-  
 tains 2 doz. .... 2 50  
 Vanilla (straight) contains  
 2 dozen ..... 2 50  
 Strawberry (straight) con-  
 tains 2 doz. .... 2 50  
 Lemon (straight) contains  
 2 dozen ..... 2 50  
 Unflavored (straight) con-  
 tains 2 doz. .... 2 50  
 Weight 11 lbs. to case. Freight  
 rate, 2nd class.

**IMPERIAL DESSERT JELLY.**  
 Ontario Prices.  
 Assorted flavors, \$10.75 per  
 gross. Imperial Sterilized  
 Gelatine.  
 Cartons, 1 doz., 96c per dozen.

**SOAP AND WASHING POW-  
 DERS.**  
 A. P. TIPPET & CO., AGENTS  
 Criole soap, per gross .. \$10 20  
 Florida soap, per gross .. 12 00  
 Straw hat polish, per gross 18 20

**SNAP HAND CLEANER.**  
 3 dozen to box ..... \$3 60  
 6 dozen to box ..... 7 20  
 30 days.

**RICHARDS PURE SOAP.**  
 5-case lots (delivered), \$4.15 each  
 with 20 bars of Quick Naptha as  
 a free premium.  
 Richards Quick Naptha Soap.  
 GENUINE. Packed 100 bars to  
 case.

**FELS NAPHTHA.**  
 Prices—Ontario and Quebec:  
 Less than 5 cases ..... \$5 00  
 Five cases or more ..... 4 95

**SAPHO MFG. CO., LTD., MONT-  
 REAL "SAPHO" INSECTICIDE.**  
 1-16 gall., doz. .... \$ 2 00  
 ¼ gall., doz. .... 6 00  
 ½ gall., doz. .... 10 80

1 gall., doz. .... 19 20  
 1-16 gall. gross lot ..... 20 00

**"ANTI-DUST" SWEEPING  
 POWDER.**  
 Size No. 1, 3 doz. crates, per  
 doz. .... \$1 50  
 No. 2, 1 and 2 doz. crates,  
 per doz. .... \$3 00  
 Liquid Bluing, 90c per doz.  
 Liquid Ammonia, 90c per doz.  
 Both put up in corrugated paper  
 shipping boxes.

**STARCH.**  
**EDWARDSBURG STARCH CO.**  
 Boxes ..... Cents  
 Contain ..... per lb.

**Laundry Starches—**  
 40 lbs., Canada Laundry, .05¼  
 40 lbs., Canada white gloss,  
 1 lb. pkgs. .... .06¼  
 48 lbs., No. 1 white or blue,  
 4 lb. cartons ..... .07  
 48 lbs., No. 1, white or blue,  
 3 lb. cartons ..... .07  
 100 lbs., kegs, No. 1, white  
 200 lbs., bbls., No. 1, white  
 30 lbs., Edwardsburg silver  
 gloss, 1 lb. chromo pack-  
 ages ..... .07¼  
 48 lbs., silver gloss, in 6-lb.  
 tin canisters ..... .08  
 36 lbs. silver gloss, 6-lb.  
 draw lid boxes ..... .08  
 100 lbs. kegs, silver gloss,  
 large crystals ..... .07  
 28 lbs. Benson's satin, 1-lb.  
 cartons, chromo label .. .07¼  
 40 lbs. Benson's Enamel  
 (cold water) per case .. 3 00  
 20 lbs. Benson's enamel  
 (cold water) per case .. 1 50  
 Celluloid—boxes containing  
 45 cartons, per case .... 3 00

**Culinary Starch**  
 40 lbs. W. T. Benson &  
 Co.'s celebrated prepared  
 corn ..... .07¼  
 40 lbs. Canada pure corn  
 starch ..... .05¼  
 (20-lb. boxes ¼c. higher.)

**BRANTFORD STARCH WORKS**  
 Ontario and Quebec.  
**Laundry Starches—**  
 Canada Laundry—  
 Boxes about 40 lbs. .... .05¼  
**Acme Gloss Starch—**  
 1-lb. cartons, boxes of 40  
 lbs. .... .06¼  
**First Quality White Laundry—**  
 3 lb. canisters, cases of  
 48 lbs. .... .07¼  
 Barrels, 200 lbs. .... .06¼  
 Kegs, 100 lbs. .... .06¼  
**Lily White Gloss—**  
 -1 lb. fancy cartons, cases  
 30 lbs. .... .07¼  
 6 lb. toy trunks, lock  
 and key, 8 in case.... .08¼  
 6 lb. toy drums, with  
 drumsticks, 8 in case.. .08  
 Kegs, extra large cry-  
 stals, 100 lbs. .... .07¼  
**Canadian Electric Starch—**  
 Boxes containing 40 fancy  
 pkgs., per case ..... 3 00  
**Celluloid Starch—**  
 Boxes containing 45 car-  
 tons, per case ..... 3 75  
**Culinary Starches—**  
 Challenge Prepared Corn—  
 1 lb. packets, boxes of 40  
 lbs. .... .06  
**Brantford Prepared Corn—**  
 1 lb. packets, boxes of  
 40 lbs. .... .07¼

"Crystal Maize" Corn Starch—  
 1 lb. packets, boxes of 40  
 lbs. .... .07¼  
 (20 lb. boxes ¼c. higher than  
 40's.)

**OCEAN MILLS, MONTREAL.**  
 Chinese starch, 48 1-lb., per  
 case \$4; Ocean Baking Powder,  
 3-oz. tins, 4 doz. per case, \$1.60;  
 4-oz. tins, 4 doz. per case, \$3.00;  
 8-oz. tins, 5 doz. per case, \$6.50;  
 16-oz. tins, 3 doz., per case, \$6.75;  
 5-lb. tins, 10 tins a case, \$7.50;  
 1-lb. bulk, per 25, 50 and 250 lbs.,  
 at 15c per lb. Ocean blanc mange,  
 48 8-oz., \$4; Ocean borax, 48 8-  
 oz., \$1.60; Ocean cough syrup,  
 36 6-oz., \$6.00; 36 8-oz., \$7.20;  
 Ocean corn starch, 48 1-lb., \$3.60.

**SOUPS—CONCENTRATED.**  
**CHATEAU BRAND.**  
 Vegetable, Mutton Broth, Mulli-  
 gatawny, Chicken, Ox Tail, Pea,  
 Scotch Broth, Julienne, Mock  
 Turtle, Vermicelli Tomato, Con-  
 somme, Tomato.  
 No. 1's, 95c per dozen.  
 Individuals, 45c per dozen.  
 Packed 4 dozen in a case.

**SYMINGTON'S SOUPS.**  
 Quart packets, 9 varieties,  
 doz. .... 0 90  
 Clear soups in stone jars, 5  
 varieties, doz. .... 1 40

**SODA—COW BRAND.**  
 Case of 1-lb., containing 60 pack-  
 ages, per box, \$3.00.  
 Case of ¼-lb., containing 120  
 packages, per box, \$3.00.  
 Case of 1-lb. and ¼-lb., contain-  
 ing 30 1-lb. and 60 ¼-lb. pack-  
 ages, per box, \$3. Case of 5c  
 packages, containing 96 pack-  
 ages, per box, \$3.00.

**SYRUP.**  
**EDWARDSBURG STARCH CO.**  
**CROWN BRAND CORN SYRUP**  
 2 lb. tins, 2 doz. in case.. 2 55  
 5 lb. tins, 1 doz. in case .. 2 90  
 10 lb. tins, ½ doz. in case 2 80  
 20 lb. tins, ¼ doz. in case 2 75  
 Barrels, 700 lbs. .... 3¼  
 Half Barrels, 350 ..... 3¾  
 Quarter Barrels, 175 ..... 4  
 Pails, 38¼ ..... \$1 90  
 " 25 lbs. each ..... 1 35

**LILY WHITE CORN SYRUP.**  
 2 lb. tins, 2 doz. in case.. 2 90  
 5 lb. tins, 1 doz. in case.. 3 25  
 10 lb. tins, ½ doz. in case 3 15  
 20 lb. tins, ¼ doz. in case 3 10  
 (5, 10 and 20 lb. tins have wire  
 handles.)

**MOLASSES.**  
**DOMINION MOLASSES CO.**  
 Gingerbread Brand (Toronto)  
 2's—2 doz. to case, per doz. 63  
 3's—2 doz. to case ..... 1 45  
 Winnipeg.  
 2's—Tins, 2 doz. cases, per  
 doz. .... 1 20  
 3's—Tins, 2 doz. cases, per  
 doz. .... 1 75  
 5's—Tins, 1 doz. cases, per  
 doz. .... 3 20  
 10's—Tins, ½ doz. cases,  
 per doz. .... 5 20  
 20's—Tins, ¼ doz. cases,  
 per doz. .... 19 40  
 Pails—1's each ..... 0 65  
 Pails—2's each ..... 1 12  
 Pails—5's, each ..... 2 55

**DOMOLCO BRAND**  
 Maritime Provinces and Ontario:  
 2's, 2 doz. case, per doz. ... \$1 35

3's, 2 doz. case, per doz. ... 1 90  
 5's, 1 doz. case, per doz. ... 3 75  
 10's, ½ doz. case, per case.. 3 40  
 20's, ¼ doz. case, per case.. 3 05  
 Western Prices—Sudbury to  
 Victoria.  
 2's, 2 doz. case, per doz. ... 1 60  
 3's, 2 doz. case, per doz. ... 2 35  
 5's, 1 doz. case, per doz. ... 4 00  
 10's, ½ doz. case, per case 4 15  
 20's, ¼ doz. case, per case 3 80

**SAUCES.**  
**PATERSON'S WORCESTER  
 SAUCE.**  
 ½-pint bottles, 3 and 6 doz.  
 cases, doz. .... \$0 90  
 Pint bottles, 3 doz. cases,  
 doz. .... 1 75  
 H. P.

H. P. Sauce— Per doz.  
 Cases of 3 dozen ..... \$1 90  
 H. P. Pickles—  
 Cases of 2 doz. pints ... \$3 35  
 Cases of 3 doz ½-pints 2 25

**HOLBROOK'S IMPORTED  
 PUNCH SAUCE.**  
 Per doz.  
 Large, packed in 3-doz.  
 case ..... \$2 25  
 Medium, packed in 3-doz.  
 case ..... 1 40

**HOLBROOK'S IMP. WORCES-  
 TERSHIRE SAUCE**  
 Per doz.  
 Rep. ½ pints, packed in 6-  
 doz. case ..... \$2 25  
 Imp. ½-pints, packed in 4-  
 doz. case ..... 3 15  
 Rep. qts. packed in 2-doz.  
 case ..... 6 50

**STOVE POLISH.**  
**JAMES DOME BLACK LEAD.**  
 6a size, gross ..... \$2 40  
 2a size, gross ..... 2 50  
**NUGGET POLISHES.**  
 Dozen.  
 Polish, Black and Tan ... 0 85  
 Metal Outfits, Black and  
 Tan ..... 3 65  
 Card Outfits, Black and  
 Tan ..... 3 25  
 Creams and White Cleaner 1 10

**TOBACCO.**  
**IMPERIAL TOBACCO COM-  
 PANY OF CANADA.**  
 Chewing—Black Watch, 6s .. 44  
 Black Watch, 12s ..... 45  
 Bobs, 6s and 12s ..... 46  
 Bully, 6s ..... 44  
 Currency, 6¼s and 12s ... 46  
 Stag, 5 1-3 to lb. .... 38  
 Old Fox, 12s ..... 44  
 Pay Roll Bars, 7¼s ..... 56  
 Pay Roll, 7s ..... 56  
 War Horse, 6s ..... 42  
 Plug Smoking—Shamrock, 6s,  
 plug or bar ..... 51  
 Rosebud Bars, 6s ..... 51  
 Empire, 6s and 12s ..... 44  
 Ivy, 7s ..... 50  
 Starlight, 7s ..... 50  
 Cut Smoking—Great West  
 Pouches, 8s ..... 59  
 Regal Cube Cut, 9s ..... 70

**TEAS.**  
**THE "SALADA" TEA CO.**  
 East of Winnipeg.  
 Wholesale R<sup>ty</sup>  
 Brown Label, 1's and ½'s .25 .50  
 Green Label, 1's and ½'s .27 .55  
 Blue Label, 1's, ½'s, ¼'s  
 and ⅛'s ..... .30 .60  
 Red Label, 1's and ½'s .35 .50  
 Gold Label, ½'s ..... .44 .69  
 Red-Gold Label, ½'s ... .55 .80  
**LUDELLA CEYLON TEA.**  
 Orange Label, ½'s ..... .24 .39

H  
 Cor.



# SUGAR

Barbadoes Grocery Sugar, packed in hundred pound cotton lined bags for shipment first of next week.

# APPLES

Fresh, are now almost a thing of the past, as a substitute for summer trade we offer fancy quality, three pound tins at 95 cents per doz.

# HEINZ

The Pickle and Baked Bean Trade is looming up good, now that the summer season is at hand. Look after your stock of the fifty-seven varieties so that you can be fully prepared for the extra business which these goods carry during the hot weather.

## H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Brown Label, 1/2's & 1's .28 .40  
 Brown Label, 1/4's ..... .30 .40  
 Green Label, 1/2's & 1's .35 .50  
 Red Label, 1/2's ..... .40 .60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.  
 All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or 1/2 .25 .30  
 Red Label, 1-lb. or 1/2 .27 .35  
 Green Label, 1's, 1/2 or 1/4 .30 .40  
 Blue Label, 1's, 1/2 or 1/4 .35 .50  
 Yellow Label, 1's, 1/2 or 1/4 .40 .60  
 Purple Label, 1/4 only .. .55 .80  
 Gold Label, 1/4 only ..... .70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead  
 packages—black or mixed.

Orange Label, 1's ..... .23 .30

Black Label, 1-lb., retail at  
 25c ..... .20  
 Black Label, 1/2-lb. retail at  
 25c ..... .21  
 Blue Label, retail at 30c ... .24  
 Green Label, retail at 40c ... .30  
 Red Label, retail at 50c ..... .35  
 Brown Label, retail at 60c... .42  
 Gold Label, retail at 80c ... .55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Rasp-  
 berry, strawberry, peach, plum,  
 red currant, black currant,  
 cherry, gooseberry, blueberry,  
 apricot, huckleberry, 12-oz. glass  
 jars, 2 doz. in case, \$1 per doz.;  
 No. 2 tin, 2 doz. in case, \$1.90 per  
 doz.; No. 5 tin pails, 9 pails in  
 crate, 37 1/2c per pail; No. 7 tin  
 pails, 6 pails in crate, 52 1/2c per  
 pail; No. 7 wood pails, 6 pails

in crate, 52 1/2c per pail; 30-lb.  
 wood pails, 7 1/4c per lb. Packed  
 in assorted cases or crates if  
 desired.

Compound Jellies — Raspberry,  
 strawberry, black currant, red  
 currant, pineapple, 9 oz. glass  
 tumblers, 2-doz. in case, 95c. per  
 doz.; 12-oz. glass jars, 2 doz.  
 in case, \$1.00 per doz.; No. 2 tin,  
 2 doz. in case, \$1.00 per doz.; No.  
 5 tin pails, 9 pails in crate 37 1/2c  
 per pail; No. 7 wood pails, 6 pails  
 in crate, 52 1/2c per pail; 30-lb.  
 wood pails, 7 1/4c per lb. Packed  
 in assorted cases or crates if de-  
 sired.

Pure Orange Marmalade—Guar-  
 anteed finest quality. 12-oz.  
 glass jars, 2 doz. in case, \$1.10  
 per doz.; 16-oz. glass jars, 2 doz.  
 in case, \$1.50 per doz.; pint seal-

ers, 1 doz. in case, \$2.25 per doz.,  
 No. 2 tins, 2 doz. in case, \$2 per  
 doz.; No. 4 tins, 2 doz. in case,  
 35c per tin; No. 5 tins, 9 in crate,  
 42 1/2c. per tin; No. 7 tins, 12 in  
 case, 57 1/2c per tin; No. 7 wood  
 pails, 6 in crate, 57 1/2c per pail;  
 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND  
 CEREALS, LTD.

White Swan, 15 flavors, 1  
 doz. in handsome counter  
 carton, per dozen ..... \$0 90  
 List Price.

"Shirriff's" (all flavors), per  
 doz. .... 0 90  
 Discounts on application.

YEAST.

White Swan Yeast Cakes,  
 per case, 3 doz. 5c pack-  
 ages ..... 1 15

## Florida Tomatoes

are now arriving in better  
 shape; have two cars this week.  
**PORTO RICO PINEAPPLES**, 18s  
 and 24s, extra good quality;  
**CUBAN PINES**, 30s. **CABBAGE**  
 arriving more freely. **STRAW-**  
**BERRIES**, first car North Caro-  
 linas due Friday. **BANANAS**,  
**ORANGES**, **LEMONS**, **FLORIDA**  
**CUCUMBERS**, **WAX** and **GREEN**  
**BEANS**.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH TORONTO  
 are Largest Receivers

## TANGLEFOOT



THE ORIGINAL FLY PAPER

has one-third more sticky  
 compound than any other;  
 hence is best and cheapest.

## BANANAS Tomatoes Celery

AND

all early vegetables

We invite  
 enquiry

Prompt attention and first-class  
 service.

WRITE AT ONCE

## LEMON BROS.

Owen Sound, Ontario

St. Nicholas

B  
L  
O  
E

Puck

Kicking

J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard



## Oakey's

The original and only  
 Genuine Preparation  
 for Cleaning Cutlery,  
 6d. and 1s. Canisters.

'WELLINGTON'

## KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

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

Wellington Mills, London, England

## FREQUENCY OF SAILINGS

Every eleventh day a  
 Pickford & Black steamer  
 leaves Halifax for Ber-  
 muda, St. Kitts, Antigua,  
 Barbados, Trinidad and  
 Demerara; the round trip  
 occupying thirty days.

For further particulars  
 apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S.



**Fresh  
Strawberries**

Arriving in car lots daily  
from North Carolina. Let  
us have your daily orders.

ALSO

**Bananas, Pineapple,  
Cucumbers, Cabbage  
Tomatoes**

**WHITE & CO., LTD.**

Fancy Fruit Dealers  
TORONTO

**STRAWBERRIES**

Our first car of Berries from North Carolina  
arrived this week. They are in 32 qt. basket  
crates and price is very reasonable.

**New Florida Potatoes  
Wax Beans and Cucumbers**

Put up in bushel hampers - very fancy quality

**Asparagus - Rhubarb - Tomatoes  
Lettuce**

Let us have your standing order for Bananas

THE HOUSE OF QUALITY.

**HUGH WALKER & SON**

(Established 1861) GUELPH, ONTARIO

You can't afford to  
lose your customers  
by giving them impure

LEMONADE  
EXTRACTS  
ACIDS  
MIXTURES

Give them

**FRESH  
BUSTER  
BROWN  
LEMONS**

"The Superb Pack."

**FRATELLI FOLLINA**  
Packers, SICILY

**W. B. STRINGER**  
Sales Agent, TORONTO

**Facts  
Concerning Bovril**

The fame of our immense manufactory  
has been built around just this one  
product. There are numerous imita-  
tions, but there is nothing that enjoys  
the reputation of BOVRIL, or that  
possesses its vitalizing power, or that  
can give the same appetizing flavor  
and toothsome when added to  
other foods.

The BOVRIL estates cover: in the  
Argentine, 438,082 acres; in Australia,  
9,261,400 acres.



Make up Your Stocks To-day

**BOVRIL, LIMITED**  
MONTREAL

## Quaker Soap

100 double wrapped  
Bars to Box

No prizes  
No premiums

### Just Soap

At the Lowest  
Price Good Soap  
Can Be Sold.

**Mathewson's Sons**  
MONTREAL

## Ideal Summer Beverages



A few leading lines that  
you require for you summer  
trade.

**Lemon Cordial,  
Lemon Squash,  
Lime Juice Cordial,  
and Orangeade,**

10 oz. size, \$10.80 per gross,  
quarts, \$27.00 per gross.

If your local wholesaler can-  
not supply you, order direct.

**GREEN & CO.** Manufacturers  
TORONTO

**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.**

## "BAMBOO"—Handle BROOMS are Popular

They should be kept by every aggressive dealer. Brooms of quality are hard to get  
but W. W. & Co. Brands are made up to the mark, always. Our customers  
know this. For a short time only we offer a **SPECIAL VALUE 50c.**  
line. Order now.

**WALTER WOODS & CO.**

HAMILTON

WINNIPEG



## Quality Pays Better than Quantity

You would not buy a piece of timber without first considering its breadth and thickness, as well as its length. Why not apply the same principle to cooked hams say? You would not buy a ham on weight alone, quality would get considerable attention. That's right where

## Cooked Meats

win out. They are the product of a factory that holds "cleanliness and carefulness" in all departments as their standard.

In your cooked meat department you want to be sure of goodness of stock. Safeguard your interests by selling only Elgin Brand.

SEND FOR PRICES, ETC.

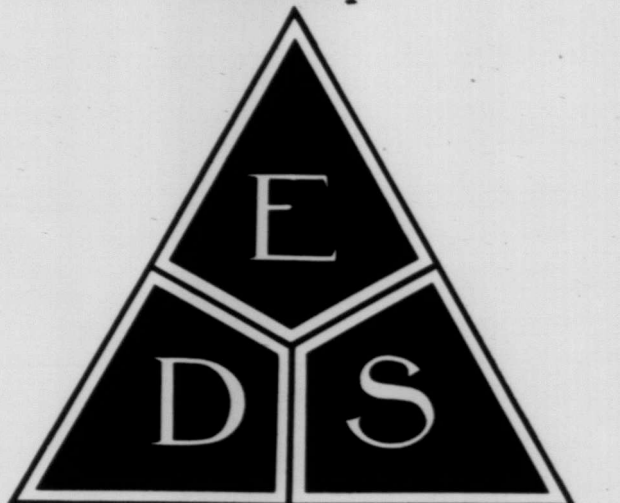
### The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants

Dealers in Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.



**JAMS AND JELLIES**  
 HAVE LONG SINCE  
 ATTAINED THE  
 ACME OF PURITY,  
 QUALITY AND PUB-  
 LIC PREFERENCE.

**THEY ARE GOVERNMENT APPROVED.  
 IT PAYS TO HANDLE THE BEST.**

MADE ONLY BY

**E. D. SMITH**

WINONA, ONTARIO

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

## If You Have Any Doubt

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

## "GOLDEN RAY" CLEANER

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

### An Effective Hand Cleaner

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

WRITE FOR SAMPLE

**Golden Ray Co.,**

4 Union Ave., Montreal

## MOERMAN & CO., AMSTERDAM

Amsterdamsche Bank Building, Sarphatistr 29-31

Importers, Exporters and Commission Agents

### SPECIALTIES

For Buying

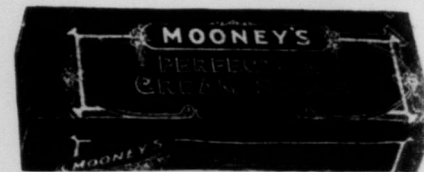
Evaporated Apples, Waste & Chops

Offers solicited also for other articles, with full particulars.

For Selling

Java Cocoa Beans, Cocoabutter,  
Rice, Biscuits, Canned Goods, etc.

One of the principals of the firm is on his way to Canada and begs to invite correspondence to arrange interviews. Letters c/o the Editor of the Canadian Grocer.



There is something DELIGHTFULLY DIFFERENT about the "Perfection" Soda Cracker, which distinguishes it from other Soda Biscuits, and which has created an insistent demand for them throughout the land.

### Mooney's Perfection Cream Sodas

are so good because they are made of the purest materials by skilled labor in a modern factory.

The Grocer who is not handling Mooney's is letting profitable trade slip out of his hands.

### The Mooney Biscuit and Candy Co., Limited

Factories at  
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,  
SYDNEY, C.B., HALIFAX, N.S.,  
FORT WILLIAM, CALGARY,  
VANCOUVER, B.C., ST. JOHN, N.F.L.D.

## An Iron Clerk

Who never tires nor  
makes an error

Who keeps your store  
neat and clean

Who prevents fire and lost profit

Whose services cost less than a cent a day

That is the

### Bowser Self-measuring System

You should know more about this system. Thousands and thousands of your fellow merchants are using them and increasing their profits. Follow "suit."

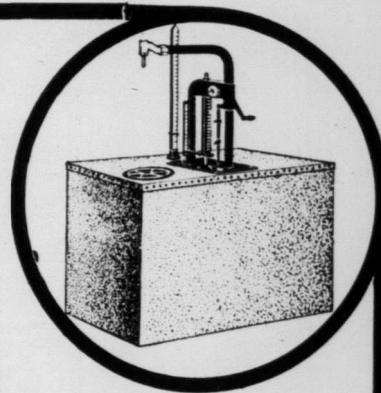
There are 750,000 Bowser Tanks in use to-day.

The Bowser has been on the market for twenty-seven years. It was the first and is the best. It will cost you only one cent to find out what this system will do for you and see the outfits illustrated.

Stop NOW and send the card. The minute you buy a BOWSER you increase your profits. Send the card.

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., Toronto, Ont.

For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.



### One Sale Means More Sales

You should be able to supply

### MAPLEINE

when demanded by your customers. Advertised in the leading magazines.

Order from your jobber, or  
Fraser & Robson Co.,  
26 Front St. E., Toronto.  
The Crescent Mfg. Co.  
SEATTLE. W.N.





### The Washday Wonder Worker

For economy in use and effective cleansing properties no soap is so good as



and in addition to its sterling qualities, it is very attractively packed and made up and commands a rapid and profitable sale.

Write for details of our dealer-helper selling plan

**The Guelph Soap Co.**  
Guelph, Ontario

CHINESE STARCH

### When Grocers Explain

that CHINESE STARCH proves its quality every time because the customer who buys the first trial package returns again and again for more, they know they are talking honestly about honest goods - goods with a reputation that have won the merit of particular buyers.

#### AGENTS

Standard Brokerage Co., Vancouver, B.C.;  
Esott & Harner, Winnipeg, Man.; Harry  
Horne Co., Toronto, Ont.; Norman D. Mc-  
Phee, Hamilton, Ont.; The Lawrence Mfd.  
Co., Ltd., St. John's, Nfld.; J. J. McKin-  
non, Charlottetown, P.E.I.; Boivin &  
Grenier, Quebec, Que.; Eug. Foliot, St.  
Pierre, Miquelon; Scott, Boyd & Co., Port  
of Spain, Trinidad, B.W.I.; Desmarais &  
Gregoire, Chicoutimi, Que.; and all the  
Wholesale Grocers throughout the Dom-  
inion.

#### OCEAN MILLS

O Lefebvre, Prop. MONTREAL



By Special royal permission

## Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality in which the sardine ab undantly will reach your customer in the best form.

Pure oil, with the greatest care in packing of the finest uniform size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

**John W. Bickle & Greening (J. A. Henderson)**

HAMILTON,

ONTARIO



WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objects of a housewife's house cleaning is to give her hands a chance to prove themselves better at the price?

## TIGER HAND CLEANER

**Le & Pellerin**

cleans the hands and makes them soft and free from grit in it. Recommend it to your customers.

insure further custom. Be prepared to receive orders during the next few weeks and order from

**Tiger Mfg. Co., Ltd.**

Esott & Co., Winnipeg  
Horne Specialty Co., Toronto  
Horne White, St. John, N.B.

## 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

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

### BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

IF YOU WANT TO START A NEW GROCERY store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

### FOR SALE

CASH REGISTER FOR SALE.—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

### PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

### PRINTING

CHEAPEST PRINTING ON EARTH.—BOOK-lets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

### MISCELLANEOUS

ING STAFF IN ITSELF. machine precision and Cash Register. Write The National t., Toronto.

ADD OR t-Fisher, to.

IF IF mati-nera-our. on d'

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LET-ters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and ad-vertising, saving 25% to 75% of average an-nual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of busi-ness. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will in-terest you. Our holder, with patent carbon attachment, has no equal on the market. Sup-plies for binders and monthly account sys-tems. Business Systems, Limited, Manufac-turing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "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 re-sults 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., Winni-peg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

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

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

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

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

THE "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)

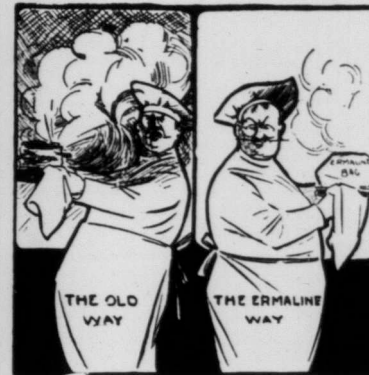
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five type-writers of various makes, which we have re-built and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Ltd., 46 Adelaide St. W., Toronto, Canada.

## Ermaline Cooking Bags Make a Fine Display

### Just Think

what a crowd you would draw to your window by having a real up-to-the-minute display of these time and gas saving de-vices. Can't you arrange one of your windows with a small stove and a supply of bags and make a rea-sonable sum on your in-vestment? Certainly you can.



The Ermaline Bag is the most satisfactory on the market to-day. It has proven itself a regular boon.

Ask Your Wholesaler,  
Or Write.

**EDWARD LLOYD**  
LIMITED  
**MONTREAL**





The talk of satisfied customers is bound to make business grow if you specify

## CANE'S WASHBOARDS

They stand in a class by themselves for neat construction, quality and durability. Why is this? Because we

take pride in manufacturing from the finest grade material which gives your customers the best value for their money and assures perfect satisfaction.

We manufacture washboards in thirteen different styles and grades to suit every demand. *Write for catalog on "CANE'S WASHDAY WOODENWARE"*

**The Wm. Cane & Sons Co. Ltd., Newmarket, Ont.**



### Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines which are both new and good.

St. George Evaporated Milk, 4 doz. in case, \$3.50  
Princess Condensed Milk, 4 doz. in case, \$4.20  
Banner Condensed Milk, 4 doz. in case, \$5.00

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax,

**J. Malcolm & Son, St. George, Ont.**

## BETTER GOODS AT A LOWER FIGURE

That's what a number of the best dealers say about our jams. They did not stock up, before receiving samples and satisfying themselves, as to our claims.

## KING BRAND JAMS

in carton, glass, or pail, are "just it", just what you want. Will appeal to any palate. Won't you write now and give us a chance to prove that you can't get anything better at the price?

### Labrecque & Pellerin

MONTREAL

Agents—

W. H. Escott & Co., Winnipeg  
MacGregor Specialty Co., Toronto  
J. Hunter White, St. John, N.B.

## WHITE DOVE Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.




**W. P. Downey**  
MONTREAL, QUE.

## OLIVE OIL

The best at the best price you can get. Do you want it?

## INVICTUS BRAND

is a real good buy. There will be a good demand during the coming months and you will be well rewarded if you put in a stock and push it.

We want to quote you on various specialties. Do you want to hear from us? 

**H. E. VIPOND & CO.**  
MONTREAL

Supplied by Appointment to the  
House of Lords

## O.K. SAUCE

Delicious  
Fruity  
Appetizing

Highest Award  
(Gold Medal) Octo-  
ber 1911 Festival  
of Empire Exhibi-  
tion, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies

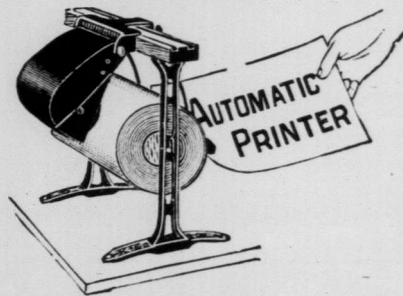
**The Turnbull Company**  
Winnipeg, Manitoba

For British Columbia: The Standard  
Brokerage Co., Vancouver.

## Judicious Advertising

Advertising is the life of your trade, but when you do advertise, do it judiciously. See that you are GETTING RESULTS.

### The Automatic Printer (It's a Marvel)



will help you cut down, in fact **WILL CUT DOWN** your advertising account and yet get you better returns. Familiarize your customers with your store, service and methods.

WRITE US  
**UTILITIES LIMITED**  
73 Bank of Ottawa Bldg., MONTREAL

## 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

53 Highest Awards in Europe and America

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



Registered  
Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

**Walter Baker & Co. Limited**  
Established 1780

Montreal, Can. Dorchester, Mass.

## Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil  
ever sold in Canada

FOR SALE EVERYWHERE

When writing to advertisers, kindly mention this paper.





## Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



# Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

**Campbell Bros. & Wilson**  
Limited  
**WINNIPEG**

CAMPBELL, WILSON & HORNE, Limited, Calgary.  
CAMPBELL, WILSON & SMITH, Limited, Regina.  
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.  
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.

## STOP and Consider

what it means to have lines which will make customers.

Stock

## D.W.C. Spanish Olives

and materially strengthen your hold on your trade. Selected and packed with greatest care and cleanliness. D.W.C. Olives are the kind that most people are looking for.

You should look for this brand when ordering a stock They're good.

**ROWAT & CO.**  
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

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



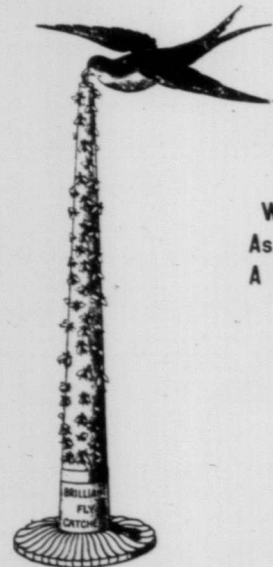
You Can't Get Any Cheaper. You Can't Get Any Better.  
So, Why Pay Any Higher?

**\$1.75 per box of 100**

Profitable enough, too, eh?

The Most  
Reliable Glued  
Catcher On The  
Market.

Will Unroll  
As a Ribbon  
A Full Yard.



For Jobbers' Prices Write

**GRANGER FRERES LIMITEE, - MONTREAL**

Selling Agents for Western Provinces:  
**J. J. Tomlinson & Co., - Winnipeg**

## Camping Out

is getting more popular and no longer considered a fad, but a necessity.

You can sell a lot of Reindeer Condensed Coffee, Cocoa, Reindeer and Jersey Milk to these Campers by making a show of the goods, and you know "if it's Reindeer Brand it's good." Order from any wholesaler. Reindeer Coffee is combined with Milk and Sugar.



TRURO, N.S.

Branch at Huntingdon, P.Q.

## CHILDREN

grow sturdy and strong on

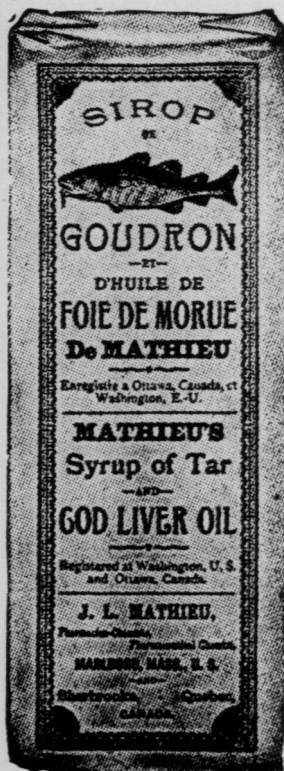
ABSOLUTELY



PURE

It's full of nourishment and easily digested. Order a box from your jobber to-day.

## Money in Other People's Coughs



A suggestion, when you hear a cough, that

### MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer, "Many mickles make a muckle."

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

Where fever accompanies a cold,

**Mathieu's Nervine Powders** the great Headache and Neuralgia cure, are very helpful, They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont. Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

## THE ELGIN National Coffee Mill



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

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

Ask any of the following Jobbers for our Catalogue:

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

MADE BY

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





### That Effective Little Tray

that has done so much good work in exterminating the fly—the pest of the household—during the past seasons is ready to continue its mission of destruction.

### WONDER FLY KILLER

is a continuous seller as long as the season lasts. It pays good profits to the dealer and gives entire satisfaction all around.

Dominion Agent: **Joseph R. Wilson**, 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E. Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

### It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised what you can do with

**Maple Sugar Chewing Tobacco**  
**King George's Navy** “  
**Master Mason** “

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

### The Rock City Tobacco Co.

Quebec

Winnipeg

## Tuckett's

## Orinoco

## Tobacco

NO BETTER  
 JUST  
 A LITTLE Milder  
 THAN



### Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

## TUCKETT LIMITED

Hamilton,

Ont.

## The Flaming Torch

**C**LEAN advertising—advertising as straight and true as the word from mother to son—must soon be the only advertising to which men may justly apply the name. “These goods are advertised” must carry a meaning equivalent to the sterling mark on silver. The leaders in advertising thought and merchandising efficiency are agreed that nothing less can be permitted.

A spark was struck centuries ago from which the torch of clean advertising has been lighted. “Thy neighbor as thyself” is the heart—the glowing, lambent fire whose warmth makes the blood of commerce flow with invigorating strength through the body of civilization. Who trades fairly may trade freely.

Would that every man and every woman could know the earnestness with which advertising men are passing on the torch. Men and women who were present at the public meeting in Boston last year, during the seventh annual convention of the Associated Advertising Clubs of America, caught the spirit of the work. Those who are privileged to be in Dallas, Texas, while the eighth annual convention is being held in May, will thrill to an intensity of purpose not to be denied.



Leaders of thought and molders of opinion will be gathered in the beautiful southern city from May nineteenth to twenty-third. The magnificent progress of the advertising world in putting its house in perfect order will be made known by men whose work has been akin to that of the Crusaders.

Business or professional people who find it possible to attend will be given a welcome that will throw new light on what “Texas Hospitality” really means.

For details of transportation, accommodations and the like, ask your local Advertising Club, or write to the Secretary,

**Dallas Advertising League**  
DALLAS, TEXAS

# TWO CENTS PER WORD

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

## Merchants and Salesmen!

Would you be willing to pay \$2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

**BRAIN-POWER BUSINESS  
MANUAL**

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

The Selling Profession.  
Education and Training.  
Before the Interview.  
Getting Interviews.  
The Approach.  
Selling Talk.  
Answering Objections.  
Selling Tactics.  
Closing Sales.  
Cash with Order.  
Samples.  
Getting the Price.  
Credits and Terms.  
Cancelled Orders.  
Territory.  
Long vs. Short Trips.  
Finding New Customers.  
Salesmen's Relation to House.  
Salesmen and Advertising.  
Expense Accounts.  
Promotions.  
Bribes.  
Conduct Toward Customer.  
Special Tactics.  
Character and Conduct.  
183 pages, 5 $\frac{3}{4}$  x 8 $\frac{3}{4}$  inches.

PRICE \$2.00

TECHNICAL BOOKS.  
143-149 University Ave.  
TORONTO



# WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

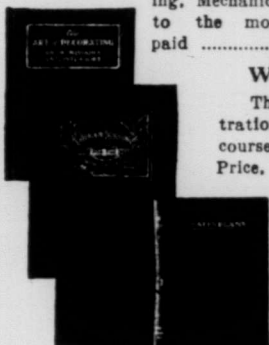
Particularly

if that knowledge can be  
acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.

### The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid .....\$3.50



### Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid .....\$1.25

### Sales Plans

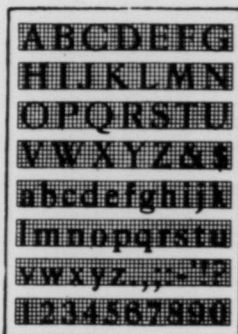
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding .....\$2.50



### Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them .....\$1.00

### Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid ....\$1.50



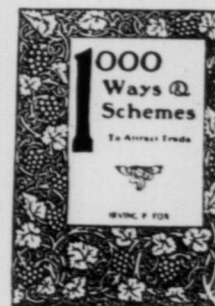
### 50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for .....\$2.50

### 1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and a Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, \$1.00.



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

# For Advertising Men Only!

## Will You be the Guest of Texas?

In Dallas, May 19 to 27, there will meet the strongest assemblage of advertising men ever brought together. The eighth annual convention of the A. A. C. of A. will be attended by men from every corner of the continent. The progress of the year and the problems of the day are to be made known by those whose names stand for leadership in advertising efficiency.

There is serious work to be done. Grave questions of policy are to be discussed. The advertising man who cannot be present will do well to charge some good friend to watch events closely; there'll be much of value that the printed reports will never get. The man who comes will have an opportunity to "sense" conditions and futures that will pay him twice over for the time and money represented. Many of the great national advertisers will have their captains at Dallas just to get that "sense"—to listen for the significant overtones in the roar of debate, possibly even more than to the debate itself.

Texas hospitality is to other hospitality as the big commonwealth itself is, in size, to lesser members of the Union. The native son of the Lone Star State rises to the occasion when strangers are within his gates. To say that he "entertains" them is hardly to do justice to the multitudinous dinners, smokers, auto rides, boat trips and singfests of every sort that are showered upon the happy guest. But the spirit of welcome running through all the fun is the best entertainment and the thing that sticks longest in memory. One is

made to feel that "Glad to see you," in Texas, is no empty formula.

### A New Idea

It is a common experience of men attending conventions to derive more benefit from a single chance conversation than from the whole round of set discourses. The talk one picks up by the way constitutes, in fact, the real value of these gatherings. Conventions, like the "lunch conferences" which Carnegie introduced in the steel business, afford an opportunity for busy men to meet and clean up a lot of ideas of the discussive kind that have accumulated in their minds. Again, the occasion is handy for long-postponed business interviews between men from different cities.

In order to systematize the coming together of men who want to meet, or could profitably meet, it is requested that those interested in special subjects, or anxious to see any one person in particular, send their names to "Texas Secretary, Room 1020, 381 Fourth Avenue, New York City." Every effort will be made to get them in touch with the individuals they name or with delegates known to be well informed on given topics.

### As to Arrangements

The four days "swing around the circle" to Fort Worth, Houston, Waco, and San Antonio will be without expense to delegates, as they will be during that period the guests of the Texas Advertising Clubs. Full details regarding transportation, hotels, and the like may be had by addressing Secretary,

**Dallas Advertising League**  
**Dallas** **Texas**

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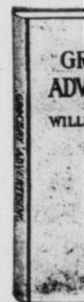
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## Tea Hints for Retailers

By JOHN H. BLAKE

Q This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

*The Tea Gardens of the World*  
*Tea from Seed to Leaf*  
*Tea from Leaf to Cup*  
*The Tea Marts of the Orient*  
*How to Test Teas*  
*Where to Buy Teas*  
*Is it Wise to Place an Importation Order?*  
*Bulk versus Package Teas*  
*How to Establish a Tea Trade*  
*Tea Blending*

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

**MacLean Publishing Company**

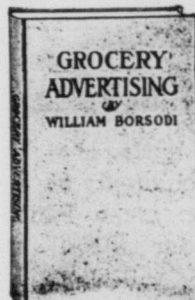
(Technical Book Department)

143-149 University Ave.,

TORONTO

## Grocery Advertising has made Fortunes

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



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

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

PRICE POSTPAID \$2.00

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

## Brunswick Brand Canned Fish



It is every grocer's wish that he should build a profitable business. What class of stock are you pushing to win for you? Do you stock Connor's Bros. goods? They are the kind that "Hit the Mark" of popularity and make satisfied customers for you.

Brunswick Brand Fish Foods, packed by this well-known firm, are the finest obtainable and may be relied upon to give the greatest satisfaction. By the "Brunswick" modern sanitary method of canning, the natural fish flavor is preserved to a remarkable degree.

**CONNORS BROS., Limited**  
 Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



**IT IS NEW  
Different, Better,**

one of the handsomest packages you have ever seen and yet retails at **10c. Per Package** giving you a fine profit.

**MEADOW-SWEET CHEESE**

Its own peculiar nip and appetizing flavor, combined with an ever fresh appearance, readily win it friends.

Rightly styled

**"The King of all Package Cheese"**

WRITE FOR SAMPLE

**The Meadow-Sweet Cheese Co.**

21 Bonsecours Street, - MONTREAL

AGENTS:

FRED. COWARD, 402 Spadina Avenue, Toronto.

**ADS AND SALES**

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

**An Invaluable Book for the Manufacturer, Jobber and Retailer.**

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

**MacLean Publishing Co.**

143-149 University Avenue, Toronto

**Imported Canned Goods  
"LE SOLEIL" Brand**

We are still taking orders for these high-class goods for delivery on arrival. In order to SECURE THE LOWEST PRICE OF THE SEASON, ORDER NOW.

ASSORTMENT:

**Peas, Asparagus, Beans,  
Medley of Vegetables,  
Spinach, Brussels Sprouts, Etc.  
Soup SOLEIL  
Julienne, Printaniere, Chervil, Etc.**

**Canadian Canned Goods**

We have still in stock Tomatoes, Corn, Peas and Apples of 1911 PACK, on which we can quote a very interesting price.

**1912 PACK**

We are booking orders for OUR WELL-KNOWN VICTORIA BRAND, as well as for all the most popular Brands of the DOMINION CANNERS for vegetables and fruits. MAKE HASTE.

**WATER LEMONADE FROM  
"VICHY BASSIN"**

A consignment will arrive in the course of a few days. On all orders to be delivered from the wharf, we will allow 25c. per case and prepay freight on five cases, assorted or not.

**Miller High Life Lager and Malt**

We have just received a carload of this well-known brand. Get a good supply now in order to take advantage of the great demand during the coming season for SOFT and HEALTHFUL drinks.

For quotations, write, telephone or telegraph.

**LAPORTE, MARTIN & CIE., LIMITEE**

AGENT

568 ST. PAUL STREET, MONTREAL

TELEPHONE MAIN 3766

Allison Coupon  
American Comp

Baker, Walter, J.  
Balfour-Smye &  
Barr Register Co.  
Benedict, F. L.  
Bickle, J. W., &  
Borden Condens

Bovril, Ltd.  
Bowser, S. F.  
Brand & Co.  
Brown Mfg. Co.

Campbell Bros. J.  
Canadian Coc  
Canadian Post  
Canadian Salt C  
Cane, Wm.  
Carter Co., H. W.  
Catelli, C. H.  
Chase & Sanborn  
Clark, W.  
Clawson & Co.  
Clements Co., L  
Coles Mfg. Co.  
Common Sense  
Connors Bros.  
Crescent Mfg. Co.

Dalley, F. F. Co.  
Distributors, Ltd  
Dominion Cann  
Dominion Cocoa  
Dominion Match  
Dominion Molass  
Downey, W. P.

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Eckardt, H. P.  
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Escott & Harmer  
Eureka Refriger  
Ewing & Sons, S.

Fairbank Co, N. E

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THE CANADIAN GROCER

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Facts That Speak For Themselves

LAWRASON'S  
SNOWFLAKE  
AMMONIA

London, March 13, '12

To Messrs. S. F. Lawrason & Co.  
City.

Dear Sirs,—

At a meeting of the London Retail Grocers' Association last evening, a resolution was passed in which the Association expressed its appreciation of your selling policy; keeping your goods out of the cut-rate stores and the liberal advertising you are doing to our mutual benefit, and it was further resolved that each member should push the sale of your goods as much as possible.

Yours truly,  
Jas. MacKenzie  
Secretary.

Jno. Diprose,  
President

THE GIANT  
FIVE CENT  
PACKAGE

SPRING CLEANING TIP:—All wood-work should be thoroughly washed with Lawrason's Snowflake Ammonia before painting or varnishing, to remove grease and dust. The paint or varnish will spread easily and dry quicker, also take one half less to do the work.

S. F. LAWRASON & CO., - LONDON, ONT.

## A Tempting Addition to the Table

will quickly appeal to all good housekeepers, and for this reason a TABLE PRODUCT requires little introductory work.

But first think of the importance of featuring an article of assured quality so that each initial sale means a Repeat Order, and then think of

# DOMOLCO

The Table Molasses without a Peer.

Quality always Uniform. Package  
always Sanitary.

This suggestion will help you secure increased profits if you will consent to place a trial order.

### DO THIS TO-DAY

Instruct your Wholesale Grocer to forward a case each No. 2 and No. 3 or write us direct.

---

---

## The Dominion Molasses Co.,

LIMITED

HALIFAX,

NOVA SCOTIA

DO

BEC





# DO YOU KNOW

Why we are able not only to maintain our sales but also to increase them?

Why in spite of intense competition we continue to receive orders from the best dealers from all over the Dominion?

## BECAUSE

Our guiding light in the past has been quality and it will shine as brightly in the future. On that you can rely.

# Ramsay's Farm Cream Sodas

Delightfully wholesome. Are made in the "Sunshine Factory" of Canada. Their appearance on the market signalized a revolution in the biscuit industry, because dealers were formerly unable to secure sodas capable of maintaining for any length of time that crispness and delicacy which appeal to the palate.

Don't hesitate to write if our travellers do not call. We will appreciate your business and know that you will be satisfied with the goods.

## Ramsays Limited

330 Nicolet Street

Montreal



“—it is the **ONLY** kind that makes good bread and pastry”

Chisholm, Ont.  
Jan. 10, 1912.

“At the County Fair (Picton) I have won several 1st prizes on apple pie, 1st and also the Special twice on white bread. I use FIVE ROSES flour and have for years.”

Mrs. Thos. W—

Folleigh Lake, N.S.  
Jan. 4, 1912

“I have used FIVE ROSES flour for Bread and Pastry for over 10 years. Would not have any other kind, as I think it the very best.”

Mrs. Jas. B—

Port Carling, O.  
Jan. 7, 1912

“I am a steady customer of FIVE ROSES flour and find for bread and general cooking that it is absolutely satisfactory. Since using it I have used no other.”

Mrs. A. L. C—

Bridgetown, N.S.  
Dec 28, 1911

“I use a barrel of the FIVE ROSES every month and I have been using the same for 21 years. It beats all the flour for me.”

Mrs. Henry J—

Mrs. Christine V—  
Seven Persons, Alta.

Edmonton, Alta.  
Jan. 8, 1912

“I have used your flour for seven years and find it splendid for both bread, cakes and pastry. I always refer to ‘the just as good’ as I am not sure about them being good, but I am sure of the FIVE ROSES.”

Mrs. James L—

Marmora, Ont.  
Feb. 12, 1912

“I have used your flour for some time, and I find it makes the best bread and pastry of any flour I have had to compete with yours.”

Mrs. John W. C—

Albury, Ont.  
Dec. 18, 1911

“Being a user of the FIVE ROSES flour for a number of years, I would like to speak of its priceless value. It has worked wonders for me in bread making. I have also used it in pastry, proving it a success there.”

Mrs. John G. P—

Mansonville, Que.  
Dec. 19, 1911

“Have used the FIVE ROSES for years, and think there is no other flour quite as good for all around flour. I can always depend on FIVE ROSES.”

Mrs. Elbert W—



The women will speak for themselves—and their friends will come to your store—both the *pastry* makers and the *bread* bakers—  
If you sell FIVE ROSES.

Can any other flour in Canada produce such *voluntary* testimonials of satisfaction?  
Get *all* the trade there is, Brother Grocer.  
Get the *pastry* flour trade—get the *bread* flour trade.  
Get it with one *single* flour—FIVE ROSES.  
To-day ask your jobber—or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

“The House of Character”—Capacity, 10,000 bbls. daily

Montreal Toronto Ottawa London St. John Kewatin Winnipeg Vancouver

**Five Roses Flour**

Not Bleached



Not Blended

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