

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.

New York: 115 Broadway

Winnipeg: 511 Union Bank Building

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PUBLICATION OFFICE: TORONTO, MARCH 3, 1911

No 9



## ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

**MAGOR, SON & CO.,**

403 St. Paul  
Street,

**MONTREAL**

Agents for the Dominion of Canada

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

## "CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

**EDWARDSBURG STARCH CO., LIMITED**

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal



## The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

## UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?  
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

---

**The T. Upton Co., Limited**  
Hamilton, Ont.

# DOLLARS and CENTS

Versus

# BRAINS and SENSE

A dollar safely banked is better than two dollars worth of doubtful merchandise in the store. The daily depreciation in goods of questionable character is a steady and startlingly heavy drain on your invested capital. After all it is not so much a question of Dollars and Cents as Brains and Sense, when you are stocking up, friend.

Quality is the pivot on which your wheel-of-fortune turns constantly. It lubricates business. Without it you will be as helpless as a rudderless ship. With the Brains and Sense that you possess, you'll certainly stock the two quality articles that we list below:—

## Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

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

## Coco Fruitine or Vegetable Butter

An absolutely pure extract of the cocoanut. Superior to butter or lard or oil for cooking and doubly economical, because so very rich. Tasteful, healthful, nourishing.

New to you, perhaps, but not to England, where it enjoys enormous sales. "Quality Goods."

**Arthur P. Tippet & Co., Agents**

8 Place Royale, Montreal.

84 Victoria St., Toronto.



Montreal Office

# Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

## THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

## J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

## FOR SALE

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

## J. T. ADAMSON & CO.

Customs Brokers  
and Warehousemen

27 St. Sacrament Street, Montreal  
TEL. MAIN 778 BOND 28

## ROBERT ALLAN & CO. MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

## WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

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

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

10, Garfield Chambers, Belfast, Ireland

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

## W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

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

## White Beans

Can give best quotations.

## W. H. Millman & Sons

Wholesale Grocery Brokers  
TORONTO

NEWFOUNDLAND  
**T. A. MACNAB & CO.**  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.  
Codes: A, B, C, 5th edition, and private.

## G. C. WARREN

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

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

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

TORONTO

Grocery Brokers and Agents.

Established 1885

## BUCHANAN & AHERN

Wholesale Commission Merchants and Importers  
QUEBEC, P.Q.

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

Correspondence Solicited. P.O. Box 29

## W. G. PATRICK & CO.

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

## MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

WE SELL

McKay's Bowmanville Celebrated  
POT AND PEARL BARLEY  
MARKET ADVANCING. OUR PRICES ARE RIGHT.

Lind Brokerage Company  
73 Front St. East - - - TORONTO

## THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS  
AND INVITE YOUR CORRESPONDENCE

## WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

## —WINNIPEG—

## H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

## DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

## A. Francois Turcotte

COMMISSION MERCHANT

Room 16, Morin Block  
Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

## —MOOSE JAW—

## WHITLOCK & MARLATT

Distributing and Forwarding Agents.  
Warehouse on C.P.R. spur track.

Promptness and Satisfaction guaranteed.  
Business Solicited.

**Three Snaps  
In Canned Goods  
Norwegian Sardines**

"Fish Monogram" brand—  
fine fish in fine oil— \$7.50 gross

**Shrimps**

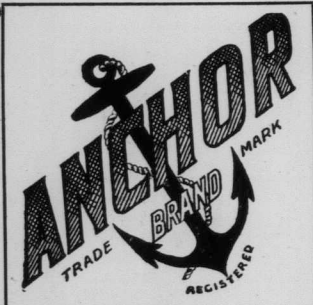
Barakaria Packing Co.—1s \$1.45 doz.

**Plums**

Sanitary Tins, Enamel Lined

Blue, 3-lb. tins,  
regular \$1.75, special \$1.35 doz.

Green Gage, 3-lb. tins,  
regular \$2.25, special \$1.65 doz.



**PURE  
CREAM  
TARTAR**

Guaranteed highest quality

1/4-lb. packages, cases	4 doz.,	\$ .90 doz.
1/2-lb. " " " "	4 " "	1.75 " "
1/2-lb. sift top tins, " " " "	4 " "	1.90 " "
1-lb. " " " "	4 " "	3.70 " "

ORDER NOW—

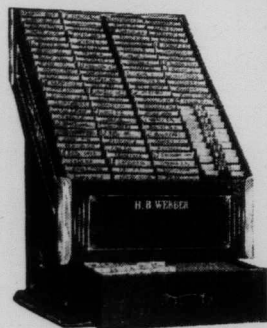
Our prices remain unchanged—but the  
market conditions indicate higher prices.

"ANCHOR" Brand is  
ABSOLUTELY PURE

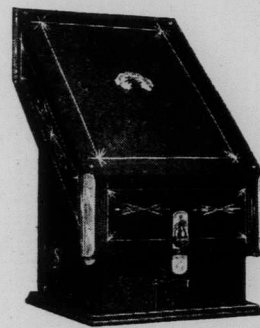
**EBY-BLAIN, LIMITED**  
Wholesale Grocers **TORONTO**

**SYSTEMS TO FIT  
YOUR BUSINESS**

HERE THEY ARE



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books.



Cut of 100 book size, showing hood locked to cabinet, when not in use.

Do you want a card-index system?  
Do you want a loose-slip system?  
Do you want a system in which each customer's account is kept in a separate book—a duplicate book, numbered from 1 to 50—where the customer gets with each purchase a duplicate slip showing total amount he owes and which bears the same number as the original which you keep in the book for your record?

Bear in mind no matter what kind of system you should have for your business we will supply it and it will be a fire-proof system in the bargain.

We have spent 20 years in manufacturing credit systems and that's why we say we know we have something that will save you time and money.

It will cost you nothing to find out.

Tell us what your business is and how many accounts you have and let us give you full information.

**The Simple Account Salesbook Company**

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street ... .. FREMONT, OHIO  
and Hartford, Conn., U.S.A.

VICTOR ARCHAMBAULT, :: Quebec Representative :: 28 Bridge Street, SHERBROOKE, Que.

# THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST is sold before you stock it, because your customers know what it will do and every one of them has read our slogan.



**"Let the Gold Dust Twins do your work"**

GOLD DUST sells itself—you don't have to "talk it up," we DO THAT in our advertising and the thousands of women who USE it TALK FOR IT, too. You can sell a customer her GOLD DUST and six other articles in the time it would take to tell her about some other washing powder, and she'll always buy GOLD DUST and be pleased with it. Don't talk yourself into trouble by "pushing" powders that have no standing—just SELL GOLD DUST.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



## A McCRAY Roll Top Refrigerator

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

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

WRITE TO-DAY FOR  
CATALOG No 67 AND PRICES.

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

**McCRAY REFRIGERATOR COMPANY**  
231 LAKE STREET      KENDALLVILLE, INDIANA

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

THE CANADIAN GROCER

# "SIMCOE" Brand Baked Beans



A popular line that has found wide-spread favor by reason of its unvaried quality and generous quantity.

All beans used in "Simcoe" Brand are guaran-

teed hand-picked, processed with the greatest care, and nothing but the purest sauces and spices are used.



**A size to suit every demand**

1's, 2's, 3's (Family)  
and 3's (Tall)

3's Family contain more beans than 3's flat and at less price. The size for you to feature.



**Dominion Cannery, Limited**  
Hamilton, Canada

ASK YOUR WHOLESALE FOR PRICES

## An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the coffee business right, you should instal a

### HOBART Electric Coffee Mill

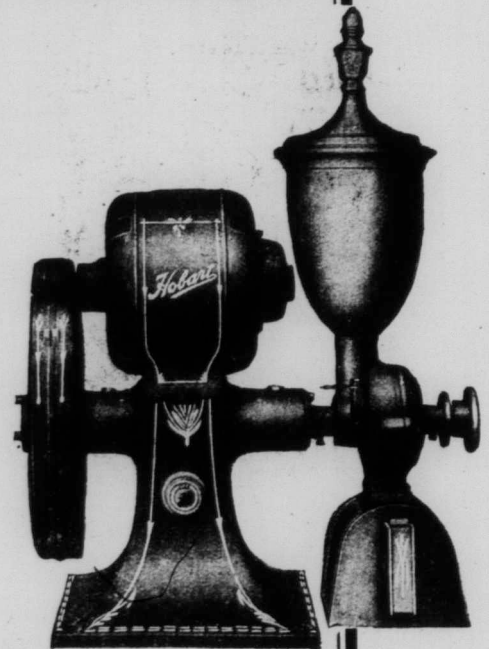
Its handsome exterior, beautifully enamelled and nickeled, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.

Get in touch with us right away. We shall be happy to furnish full details, and quote prices.

CANADIAN AGENTS:

**The W. A. Freeman Company, Limited**  
HAMILTON, ONT.



Every housekeeper in Canada has heard of

## CHASE & SANBORN'S COFFEES

and the majority use them.

That means a lot to the dealers who handle Chase & Sanborn's High Grade Coffees.

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**CHASE & SANBORN**  
MONTREAL

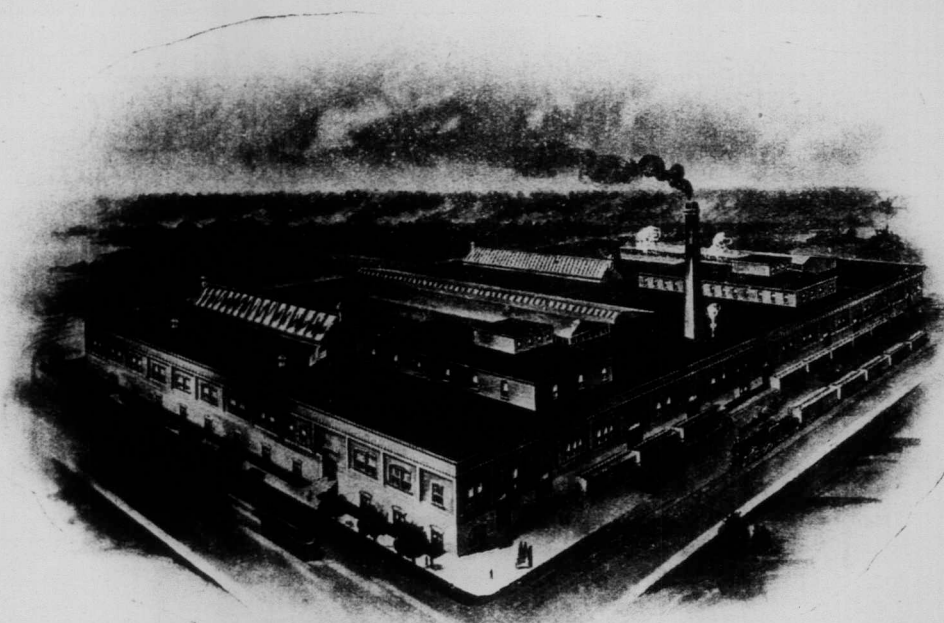


THE CANADIAN GROCER

# WAGSTAFFE'S

*Fine Old English*

PURE JAMS, JELLIES, MARMALADES,  
ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture :

## WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

## WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve,  
Damson (English) Raspberry & Gooseberry Peach Cherry  
Gooseberry Red Currant Jam. Green Plum Plum Pear Jam  
Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

## WAGSTAFFE Limited

Pure Fruit Preservers.

Hamilton, Canada

THE CANADIAN GROCER

# PERRIN'S

LEMON



NECTAR

# BISCUITS

CRISP AND TASTY  
WITH ITS DELICIOUS CREAM FILLING.  
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS

BEYOND COMPARISON  
JUST THE GOODS



## SANITARY CANS

FOR

### WINTER PACK

OF

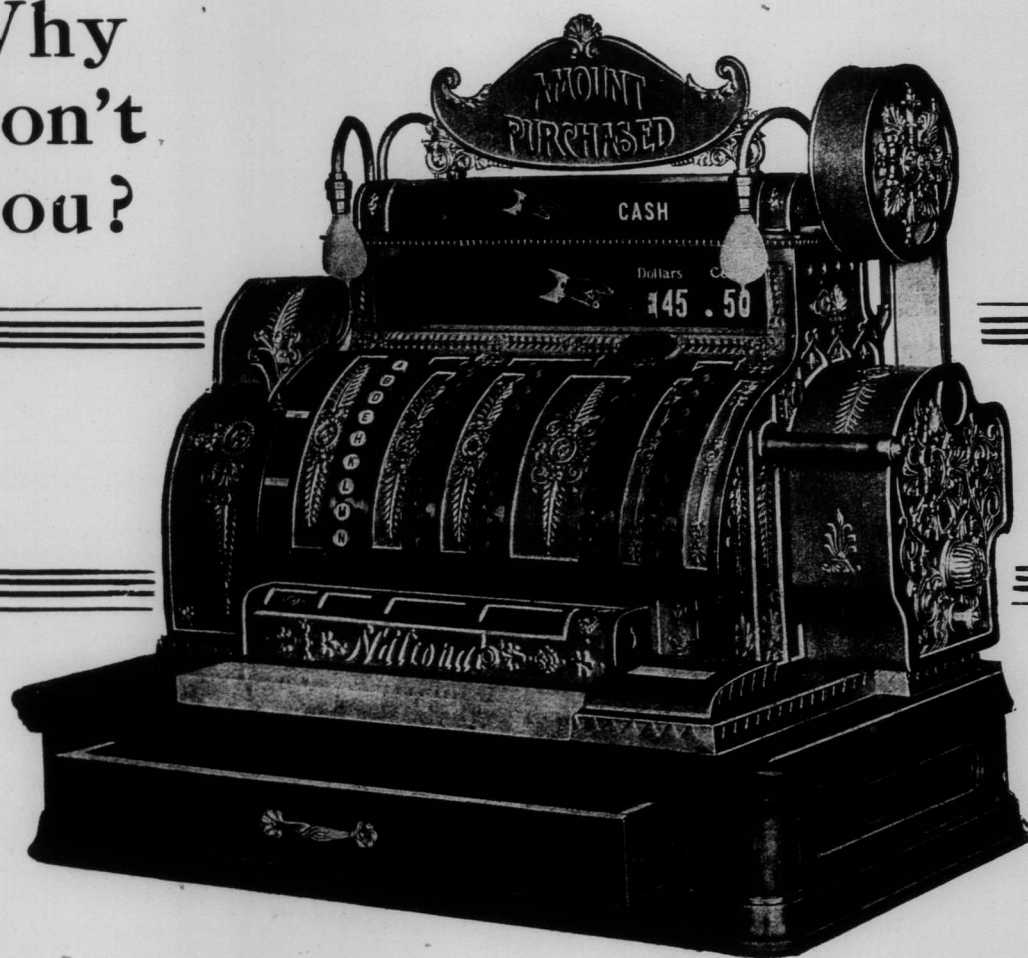
BAKED BEANS, SOUPS,  
MEATS, CONDENSED MILK,  
EVAPORATED MILK. \* \*

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

Niagara Falls, Ont.

# Successful Merchants Put a Receipt in Every Parcel

Why  
Don't  
You?



National Cash Registers afford the quickest and safest known method of recording every sale and of automatically issuing a printed receipt. Each receipt is consecutively numbered and dated, shows the amount of the transaction and clerk's initials. Duplicate record is kept inside the machine where only the proprietor can get at it. You need this protection. Why keep on "trying to get along without it"? Write for booklets and price list.

**NATIONAL CASH REGISTER CO.**

F. E. MUTTON,  
Manager for Canada

285 Yonge St., Toronto

## BUY EGG INSURANCE

Pay yourself the premiums—That is just exactly what you do, Mr. Dealer, when you buy

## STAR EGG CARRIERS AND TRAYS

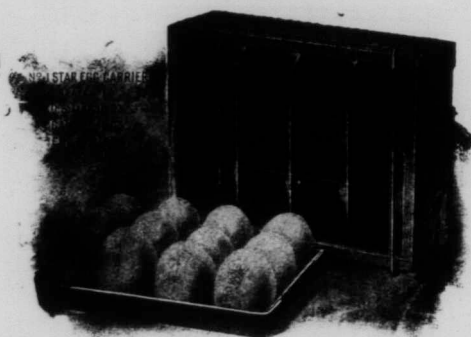
FOR SAFE EGG DELIVERY

Because by saving all egg breakage, all miscounts and 90% of clerks' time, they save you real money on every dozen eggs delivered.

A very few deliveries pay for the outfit, then your STAR EGG CARRIERS (permanent store fixtures) start in paying you an extra profit—You have the Egg Insurance and pay yourself the premium. As a business proposition it's a winner—Find out about it. Ask your jobber, or our specialty Salesmen, and write for our booklet, "No Broken Eggs," which explains the Star Egg Saving System—Get our advertising suggestions for Star Egg Trays.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.  
1550 JAY STREET, ROCHESTER, N.Y.



Made in one and two dozen sizes.

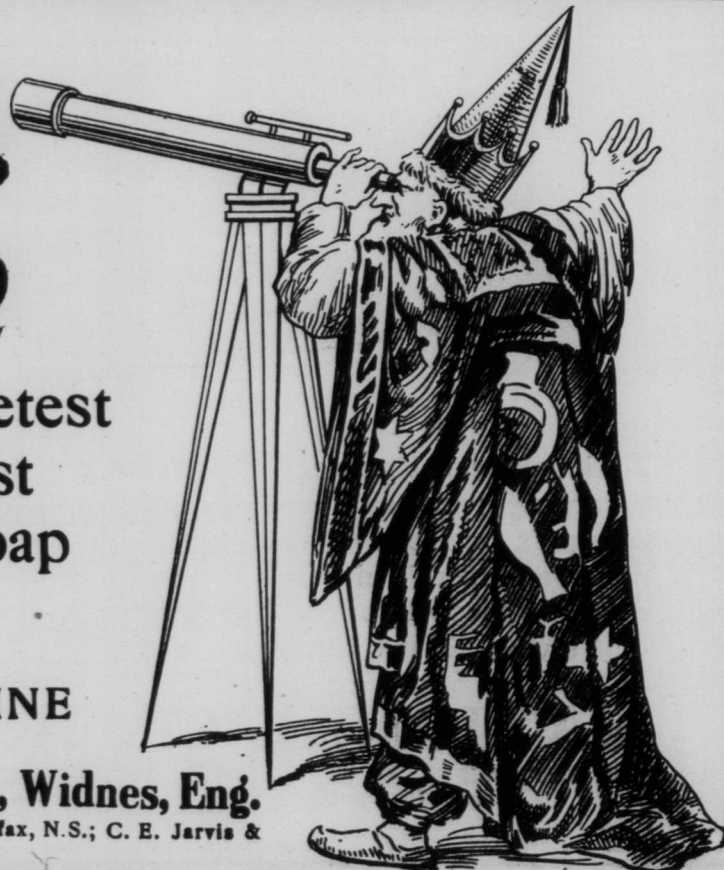
# Gossages' Magical Soap

The Best, The Sweetest  
and The Cheapest  
Free Lathering Soap  
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



## The Influence of Your Tea Trade

There's no article the grocer handles that has more direct influence on his profit than his tea business. Quality and flavor mean the retention of the whole family trade, and

Get our full particulars  
and prices.

## RIDGWAY'S TEAS and COFFEES

are lines that will surely help you to obtain and hold this desirable connection.

We have a very wide range of Ceylon, Japan and China, in tins, packages and in bulk, and our variety of blends cannot fail to cover the requirements of every taste.

We pack grocers' own label teas in half lb. or lb. lead packets at a small extra cost.

## Donnelly, Watson & Brown, Limited, CALGARY and VANCOUVER

Sole Agents for British Columbia and Alberta

# The Lines in Constant Demand!

## ROWAT'S PICKLES

AND

## PATERSON'S SAUCE

Are you handling these ready sellers?

## Rowat & Co.

GLASGOW . . . . . SCOTLAND

Canadian Distributors:

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



**"ENTERPRISE"**



"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they *grind* to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

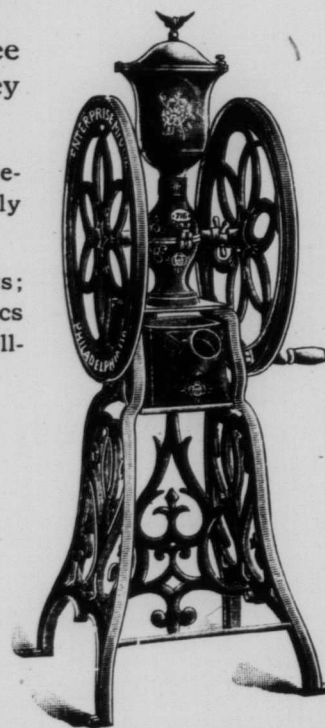
**The Enterprise Mfg. Co. of Pa.**

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York.

544 Van Ness Avenue, San Francisco.



## Fish Delicacies

Lent is now being observed and your customers will be sure to ask you for something choice in the fish line.

### LION BRAND SARDINES

ARE JUST WHAT YOU SHOULD RECOMMEND, FOR THE FOLLOWING REASONS:

1. THEY ARE PROPERLY SMOKED.
2. " " PACKED IN PURE OLIVE OIL.
3. " " SMALL AND EXCEPTIONALLY TASTY.
4. " " IMPORTED DIRECT FROM NORWAY.

### HANDSOME PROFITS

are assured you if you feature this line. The price is as satisfactory as the goods themselves: \$8.50 per case—freight prepaid in Ontario and Quebec on orders of 10 cases.

Enquiries from Ontario to our Toronto office.



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

# The makers of OXO have always done *big things*

They originated Concentrated Beef Foods in 1865.

They *OWN* the largest cattle farms in the world in this industry.

They created and perfected OXO CUBES —the greatest achievement known to the science of concentrated foods.

They are advertising OXO and OXO CUBES heavily in Canada.

*Get your share of THE TRADE*

SOLE AGENTS:

**CORNEILLE DAVID & CO.**

35 Lombard Street : TORONTO  
52 Nicholas Street : OTTAWA

334 Clarence Street : LONDON, ONT.  
41 Common Street : MONTREAL

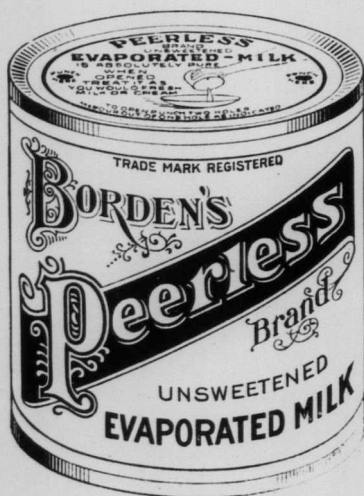


# OXO



## BORDEN'S EVAPORATED MILK

### PEERLESS BRAND



Makes  
your  
Customers  
Satisfied

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Established 1857

Sales Offices and Agencies:— MONTREAL TORONTO WINNIPEG and VANCOUVER.

THE WORTH OF  
**WHITE SWAN**

PERFUMED **100** <sup>o</sup>/<sub>o</sub> POWDERED

**LYE**

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS  
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROV TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.



**Golden Brown Squares of Nourishment**

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

**TELFER'S  
GRAHAM WAFERS**

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

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

**TELFER BROS., Limited**  
COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William

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**ST. CHARLES MILK**

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**St. Charles**

**Evaporated Milk**

BETTER PROFITS  
MORE SALES  
SATISFIED CUSTOMERS

With a Good  
Stock of  
St. Charles

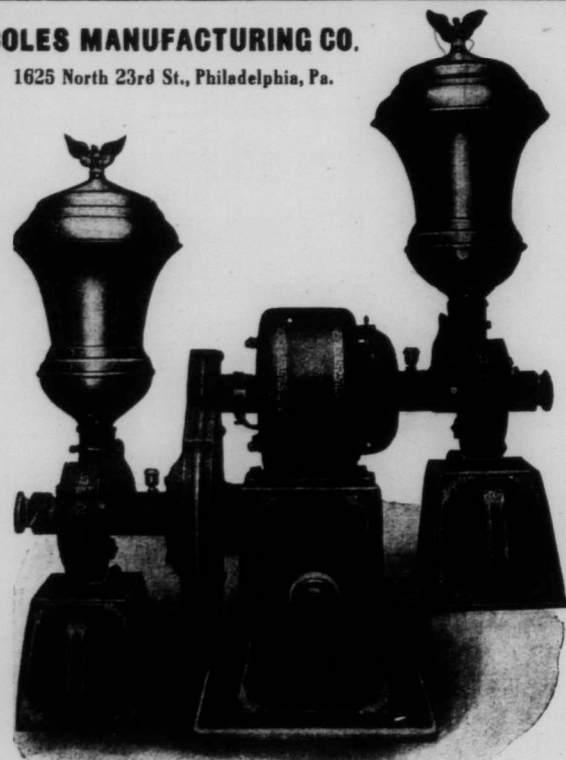


**St. Charles Condensing Co.**

INGERSOLL, ONT., CANADA

**COLES MANUFACTURING CO.**

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co. Toronto; Young Bros., Vancouver, B.C. Wm. Braid, Vancouver B.C.; L. T. Mewburn & Co., Calgary, Alta.



**Pure Goods Bring Increased Custom**

Give Your Customers

*Redpath*

**Extra Granulated Sugar**

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

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

Established in 1854 by John Redpath

**Save Money!**

Check up the value of  
your raw materials by  
chemical analysis.

**Special Offers for \$100  
a Year.**

WRITE US TO-DAY.

**Kingston  
Analytical Laboratories**

Food Chemists and Bacteriologists.  
KINGSTON, ONT.

Cake and  
Icing

*Sterling*  
BRAND  
Colorings

This is a line that has met with much  
favor which you should certainly handle.

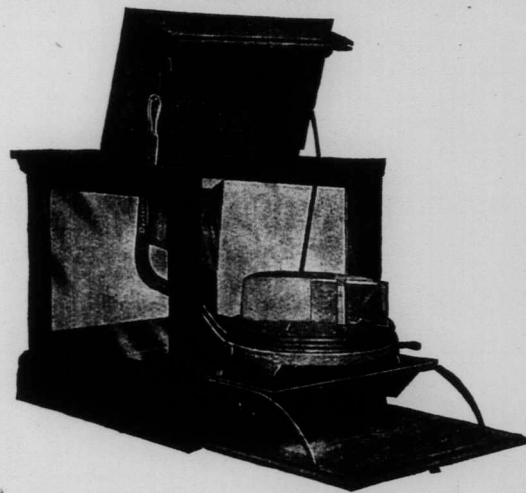
The colorings are guaranteed to contain  
no harmful ingredients, and they give the very  
best results with the least amount of trouble.

Don't forget "Sterling" Colorings in your  
next order.

**The T. A. Lytle Co., Ltd.**  
Sterling Road, TORONTO

**Perfection Computing Cheese Cutter**

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in  
less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.  
It prevents the giving of overweight and accumulation  
of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from  
germ-carrying dust, and is the sanitary way of handling  
cheese.

*Write for Prices.*

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

**"Banner" and  
"Princess"  
Condensed Milk**

THE LEADERS

Here are two lines of milk that are remarkable for their quality and purity. Only the richest country milk and pure cane sugar are used in their preparation, and the milk is handled and canned in a factory that is a model of cleanliness.

They never fail to satisfy.

Write for prices.

When you are in the market for Unsweetened Milk, buy  
**ST. GEORGE EVAPORATED MILK**

**John Malcolm & Son**

ST. GEORGE :: :: ONTARIO

**Sell More Tapioca!**

You Can Greatly Increase Your Sales of Tapioca by Pushing



**Minute Tapioca**

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

Order now from your Jobber

**Minute Tapioca Co., Orange, Mass.**

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

**BAIRD'S  
WORCESTERSHIRE  
SAUCE**

is  
**DELICIOUS**

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

**Low in Price  
High in quality**



Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto  
—604 Lindsay Building, Montreal W. L. McKenzie & Co., Winnipeg;  
R. Robertson & Co., Vancouver and Victoria.



**AN ALL-YEAR-ROUND SELLER**

For steady profit and genuine satisfaction no line of canned milk can compare with

**Canada First Evaporated Milk**

It is guaranteed perfectly pure and very rich in cream and every can is perfectly sterilized before being filled.

A line that is in constant demand. Made in Canada by Canadians.

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

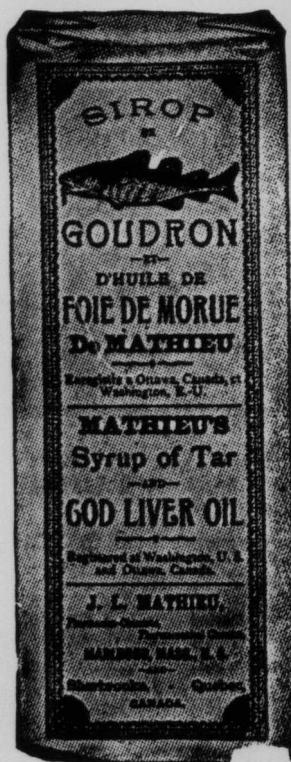
# == THERE ARE MANY REASONS ==

WHY YOU SHOULD HANDLE

## ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



### MATHIEU'S SYRUP of Tar and Cod Liver Oil MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

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

Distributors for Western Canada:

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

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

### The Only Account Register



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

Sheets lift out and fit any space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES.

Send postal—we will mail you full information.

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

### You'll Hit the Bull's Eye

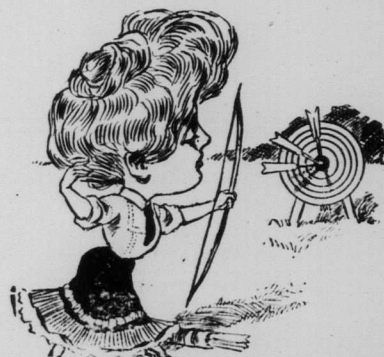
on the "Popular Taste" Target if you are selling

## AURORA COFFEE!

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

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

BRANCH—SAULT STE. MARIE





**CARTER'S**  
STANDARD  
**British Wines**

Liqueur Green Ginger  
and Other Flavors

Big Wheel Custard Powder,  
Jelly Crystals, Lemonade  
Powder, etc., etc.

**H. W. Carter & Co.,**  
LIMITED  
THE OLD REFINERY  
BRISTOL, : : ENGLAND



She wouldn't take, as a gift, any other salt but

**WINDSOR SALT**  
For Table or Dairy.

She knows that "Windsor" Salt is pure—that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food, the butter and the cheese.

She knows, too, that no other salt is just as good.

**The Canadian Salt Co.**  
LIMITED  
Windsor - - - Ontario

"Devonshire Cream  
at its Best."

**FUSSELL'S**  
THICK RICH  
**CREAM**  
(GOLDEN BUTTERFLY BRAND)

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

**FROM 10c. A TIN**

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St. Montreal, for Quebec; McKeivie & Cardell Co., Ltd., Edmonton, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

**FUSSELL & CO., LIMITED**  
4 Monument Street, LONDON, ENG.  
Eleven Gold Medals

Durability



Fast

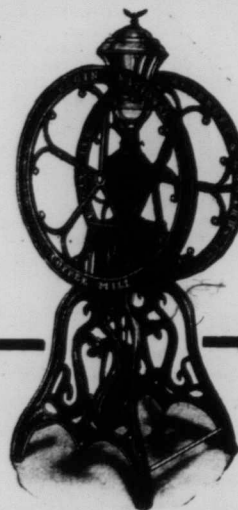
Grinding

Finish



Easy

Adjustment



These are some  
which recom-

of the features  
mend the

**ELGIN NATIONAL**  
COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for Descriptive Catalogue:

- V. NPEG—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 and Co.
- TORONTO—Eby, Blain, Ltd.
- LONDON—Gorman, Eckert & Co.
- ST. JOHN, N. B.—G. E. Barbour Co.; Dearborn & Co.
- REGINA, SASK.—Campbell, Wilson & Smith.
- MONTREAL—The Canadian Fairbanks Co. (and branches).
- EDMONTON, ALTA.—The A. MacDonald Co.

**Woodruff & Edwards Co., Elgin, Ill**

THE CANADIAN GROCER

# S. T. NISHIMURA & CO.

*Are closing out the  
balance of last season's*

## JAPAN TEAS

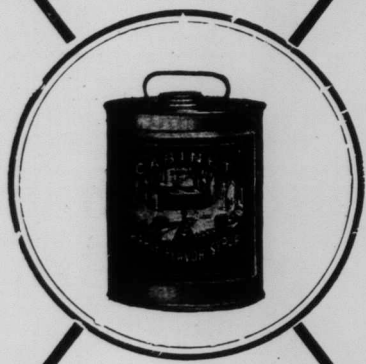
### A RELIABLE SYRUP

is what you should stock and  
none other.

**CABINET BRAND  
MAPLE SYRUP**

has made good all along.

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C  
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SAVE FREIGHT  
DROP SHIPMENTS

Kitchen Molasses

Maple Sugar, Tea Rose Drips

**IMPERIAL SYRUP CO., Limited**  
MONTREAL

# GOLDEN

# PUFF

# BISCUITS



By Special royal permission.

### For Your Profit and Reputation!

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

## "KING OSCAR" BRAND

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

Order a trial case from your wholesaler

CANADIAN AGENTS

**JOHN W. BICKLE and GREENING** (J. A. Henderson)

HAMILTON

ONTARIO

**Tartan**  
**BRAND**

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

**Mall orders specially looked after.**

Phone No. 3595. Exchange to all departments.

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

SELL  
GINGERBREAD  
BRAND  
MOLASSES!

It Pays

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

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

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

Put up in tins--2's, 3's, 5's, 10's and 20's,  
Pails--1's, 2's, 3's and 5's gals. and in barrels  
and ½ barrels.

The  
**Dominion Molasses Co.,**  
LIMITED  
HALIFAX, NOVA SCOTIA



Now is the Time

to buy

**Whitewash and  
Kalsomine Brushes**

for Spring Trade

**also Scrubbing Brushes**

You can get best values and most prompt delivery from

**Stevens-Hepner Co., Limited**  
PORT ELGIN . . . . . ONTARIO

**The North Queensland Meat Export Co., Ltd.**

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

**Canned Meats, Extract of  
Meat, Etc.**

OF FINEST QUALITY

SPECIALTY :

**Boiled and Roast Beef**

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

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

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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

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

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

Don't TRY to do without

# H.P. SAUCE

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

## MASON'S No. 1 SAUCE

The Sauce for the  
epicure—

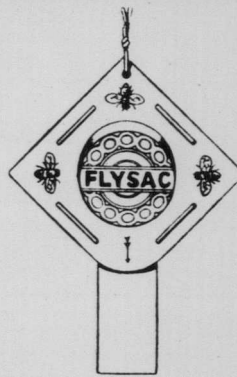
of delicious flavor and unequalled  
purity. Made according to the  
famous 'Mason' formula in our  
modern factory which is a model of  
sanitary care and cleanliness.

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

**Masons Limited,**  
25 Melinda Street, - Toronto

Agents  
wanted  
where  
not  
repre-  
sented

70c per  
box of  
50 pieces



\$12.75  
per  
1,000  
pieces.

## THE "Flysac" Flycatcher

British Manufacture

Is something worth stocking

**IT ALLOWS YOU 100% PROFIT**

It is clean and does not stick to the fingers  
when the tape, which is evenly covered with  
strong gum, is being pulled out from the  
hermetically sealed case. Get your orders  
in early. Supplies are diminishing.

**HODGSON, SUMNER CO., LIMITED**

345-351 St. Paul Street, Montreal

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia  
and Prince Edward Island.



## Foster Clark's Cream Custard

The Cream of All Custards

There is no finer Custard on the market, and you are handling no article that will give your  
customers more pleasurable satisfaction. We will prove this to you by posting you a sample  
packet free on receipt of request addressed to

**FOSTER CLARK Ltd., Maidstone, England.**

Agents for Ontario—THE HARRY HORNE CO., 309-311 King Street West, Toronto  
Valuable Buying Agencies waiting for Progressive Brokers in each of the Provinces of Canada  
Address: FOSTER CLARK LTD Maidstone, England

Quality and purity combined  
in

## Wonderful Soap

have made it a prime favorite on wash day and for all cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

**Guelph Soap Co.**  
GUELPH, ONTARIO

## A Woman in Hamilton

the other day walked past her regular grocer's shop because he didn't sell SNOWFLAKE POWDERED AMMONIA.

At a store in the next block where Snowflake was among the "Six Best Sellers," she spent \$2.75 and came away with the impression that she would just as soon deal there altogether.

By neglecting a live issue like Snowflake this woman's old grocer lost a good customer. Women WILL have Snowflake, because it is the best cleaning compound in the world at the lowest possible price.

**S. F. Lawrason & Co.**  
London, Ontario

# Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

**DOMINION SALT COMPANY, Limited**  
Manufacturers and Shippers  
SARNIA, ONT.



**No Grocer can afford to do business without a**

**Eureka Refrigerator**

**Goods will keep longer and in better condition than in anything else. The Eureka Patented System is an absolute**

**guarantee against Foul and Stagnant Air.** Write for New Catalogue.

**Eureka Refrigerator Co., Ltd.**

56 Noble Street, Toronto



THE CANADIAN GROCER

**JAMES**

**DOME**

**BLACK**

**LEAD**

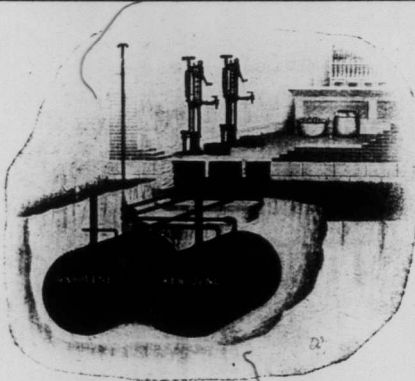
Free from Grit and Dust

Gives a Lasting

Brilliant Polish

The old reliable  
and best  
Stove Polish  
on the market to-day.

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



A Clean  
Store

A Sure  
Profit

A Safe  
Method

A Good  
Purchase

If you want these advantages in your oil department buy a

**BOWSER**

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

**S.F. BOWSER & CO., Limited**

66-68 Fraser Ave.,

TORONTO, ONT.

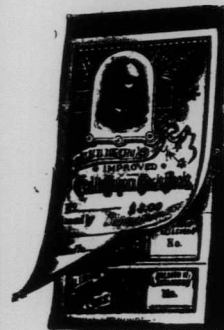
**Do Your Customers  
Pay Up?**

Don't continue to lose money through credit business. Don't drive good credit customers away by jumping on them "rough shod." Hold the credit business—get more of it, but make it SAFE by using the right tactics.

**Allison Coupon  
Books**

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

**HOW THEY WORK**



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

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

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

**STEELE-  
BRIGGS SEEDS**

USE  
ONLY  
THE  
VERY  
BEST

TESTED  
FOR  
GERMINATION  
TESTED  
FOR  
PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE

Your reputation and profit call for purity in the goods you handle!

## WHITE DOVE COCOANUT

is the line for you to stock because of its unvarying purity and quality.

**W. P. DOWNEY,**  
MONTREAL

### THE WANT AD.

The want ad. has grown from a little used force in business life, into one of the great necessities of the present day.

Business men nowadays turn to the "want ad" as a matter of course for a hundred small services.

The want ad. gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

### MOP STICKS

"The Tarbox Brand"  
Made in Canada

Many kinds

FOR ALL PURPOSES

Distributed through practically all of  
THE LEADING JOBBERS

Send for Catalog.

Manufactured by

**TARBOX BROS.** - - - Toronto  
(Established quarter of a century under the same personal management.)

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

### THE PEOPLE OF JAMAICA

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

### KINGSTON

### "GLENER"

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

### The W. H. ESCOTT CO.

WHOLESALE

### Grocery Brokers

137 BANNATYNE AVENUE

### WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

### WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

### J. N. WARMINTON

207 St. James St., - MONTREAL

### SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO., Montreal Agents

### WINDSOR SALT

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

### 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.

## 2 in 1

These numbers are easy to remember. They represent the delicious

## Club Jelly Powder

which is a rapid seller, because the housewife likes the

## 2 in 1 Idea

She likes the combination of the jelly and the powder for sauce to be served with the jelly.

There is something unique about the package and its contents.

*Send along a trial order.*

*You won't regret it.*

### S. H. EWING & SONS

Montreal and Toronto

The GRAY, YOUNG & SPARLING CO., Limited

### SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871



AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



## "SKIPPER SARDINES"

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

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

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

TO THE WHOLESALE TRADE:

## West India Co., Limited

305 St. Nicholas Building  
**MONTREAL**

THE CANADIAN HOUSE OF:

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

# SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited

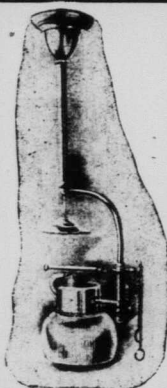
Bakers' and Confectioners' Supplies

## "White Moss" Cocoanut

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

**Canadian Cocoanut Co.**

J. ALBERT McLEAN, Proprietor. **MONTREAL**



This lamp is trouble proof, it is absolutely perfect, and cannot give you any trouble.

THE simplest and most efficient gasoline lamp in the world. Constructed upon new and scientific principles. A lamp that we guarantee and that guarantees itself through its very simplicity, ease of operation and utility. Absolutely nothing that can wear out or get out of order that cannot be removed and replaced without the use of tools, other than nature has given, in five seconds. There is only one wearing part—the generator. A simple twist of the wrist removes and replaces it with a new one. Two generators with each lamp. It is lighted from the floor in less than 10 seconds.

**MaLaren & Co.**  
**Merrickville, - - Ont.**

NO KITCHEN COMPLETE WITHOUT

## KOKOBUT

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material. Absolutely pure, never becomes rancid, and keeps indefinitely. Highly digestible and nutritious. Unrivalled for frying, cooking and pastry. Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

**COCOA-NUT BUTTERS, Limited**

206 Papineau Avenue **MONTREAL**



THIS LIGHT SAVES  
YOUR MONEY



**MR. GROCER**--Can you afford to lose \$240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was \$64 per year. Last year he used an "R-K" Lighting System costing \$16, saving \$48, and in addition had a much better lighted store. We guarantee the system 5 years--an absolute guarantee that he will save at least \$240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere---gives a pure white brilliant light--costs less than gas, electricity or acetylene. Costs but little to install--saves your money from the start--thousands in daily use.

You need one in your store--let us tell you why. Write TO-DAY for booklet "M"--it's free--a postal brings it.

**RICE-KNIGHT LIMITED - TORONTO**

**Where Knowledge is Power 'tis Folly to be Ignorant!**

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

Ginger Talks, by Holman .....	\$ 2.00	50 Lessons on Show Card Writing ....	2.50
Brain Power Business Manual .....	2.00	Tea Hints for Retailers .....	2.00
Salesmanship, Deportment and System .....	1.00	Tea, Its History and Mystery .....	2.00
Straight Talks on Business .....	1.00	Coffee, Its History .....	2.00
Book-keeping Self Taught .....	1.00	Hardware Window Dressing .....	2.50
Ropp's Commercial Calculator .....	.50-1.00	Hardware Store Business Methods .....	1.00
Buyer's and Seller's Cost Tables .....	1.50	Art of Decorating Show Windows and Interiors .....	3.50
Success in Letter Writing .....	.75		
Card Writers' Chart .....	1.50		

ALL BOOKS SENT POSTPAID

THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.  
143-149 UNIVERSITY AVENUE, TORONTO

**The Experienced Housewife**

will bring all the family trade your way if you are selling

**ASEPTO Soap Powder**

"The Enemy of Dirt"

because she knows what a wonderful saving of time and labor, this soap means to her in her washing and house-cleaning.

"Asepto" is equally handy for getting rid of dirt, whether hot or cold water is used, and is most economical in use.

Stock up to-day with this splendid seller.

Order From Your Jobber.

**The Asepto Soap Co.**

ST. JOHN, N.B.

Rose & Laflamme, Ltd., Agents, Montreal

**ABSOLUTELY PURE**

**CRYSTAL SUGAR**

Perfect uniformity of grade makes it the standard sugar.

**DOMINION SUGAR CO.**

WALLACEBURG Limited ONTARIO

**Give these lines a trial!**

Wherever handled, they have proved ready sellers, and good profit-makers!

**LYNCH'S QUALITY BISCUITS**

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

Always reach you as crisp and fresh as they leave our ovens.

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

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager



MR. GROCER:—

Let us give you a little timely advice. Be sure that you carry only a stock of PURE MAPLE SYRUP because your customers are becoming more and more convinced that the quality of their foodstuffs means much towards retaining a healthy constitution. Don't take chances with concoctions, but feature

# PRIDE OF CANADA Maple Syrup and Maple Sugar



Guaranteed  
Absolutely  
Pure



because our brands are made in the maple groves, right where the sap runs from the trees. We use it ONLY. No temptation to adulterate.

Our sap is supplied by members of our Association, composed of farmers owning groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

Special Note:— Innumerable Government Tests have proved our claims. Never has a sample of our brand been found adulterated.

## The Maple Tree Producers Association

MONTREAL.

LIMITED

Toronto Office, 512 Dundas Street

## The Consumer is Judge and Jury

and you can be sure of a verdict in your favor every time a tin of **Diamond Brand Maple Syrup** goes to trial. **Diamond Brand** is recognized as the highest standard of Maple Syrup quality in the market to-day. **See that your stock of Diamond Brand is complete.** You cannot afford to be without this staple leader.

# SHANTY BRAND Maple Syrup

Owing to the extreme scarcity and abnormally high price of real maple products and the cheapness of cane sugar and glucose, you will be offered all kinds of concoctions made to look like maple syrup at much below value of good goods. We remove the necessity of you taking chances by offering you our **Shanty Brand** to sell at popular prices and show you a large margin of profit.

## Shanty Brand is a High-grade Syrup

Every tin is guaranteed to give your customers perfect satisfaction. A special feature of Shanty Brand is the handsome and appropriate label, reproducing a maple scene in natural wood colors.

Insist on being supplied with Diamond and Shanty Brands by your Jobber.

**SUGARS & CANNERS, LIMITED**  
MONTREAL



# What's What in New York Sugar Market

An Alleged Shortage of Four Hundred Thousand Tons in Output of Cuban Cane the Reason Why Speculators Have Been Forcing Up Price of Staple — European Crop Hope of Refiners—Where Retailer Figures.

It can hardly be said of sugar that the world stands agape when it goes into a tantrum, and advances, in as many days, 20 or 30 points; still at the moment, a great deal of anxious attention in different parts of the world is directed towards the staple which is now extremely active on a rising market in New York.

It is a reported shortage of the sugar cane crop in Cuba that is causing the flurry. It is persistently stated this shortage will amount to thirty per cent. of the total output of the island, and that there will be no hope of any relief later on in the season. So much from the speculators.

The refiners are earnestly hoping, of course, that the reports of Cuban shortage are exaggerated, and are inclined to offer resistance to the demands of the speculators that are trying to send the price of raws sky-high. The manufacturers are also pinning their faith to the cane and beet crops of Europe, feeling sure there will be plenty in the old land to force down the market to what they call a reasonable level. In the meantime, it is difficult for anyone, no matter how well he may be posted, to say in advance just what the market is going to do during the next few weeks. At time of writing the speculators have a little the best of the argument. They have succeeded in keeping up the price of the raw product so far that the refiners have been forced to advance the price of the manufactured product ten points, and no one knows whether there is another one coming or not.

## History of the Advance.

The history of the last flurry is interesting in the extreme, even though it be chronicled but as far back as January 24th last. On that day the enormous supplies in sight of cane and beet sugar sent the raw market scuttling down to 3.42 at New York. The proposition of the refiners in New York was to force the dealers to sell raw sugar as low as 3.33. There was not much done for a week, and both sides were inclined to wait further information.

It came. On February first the circular of Willet & Gray contained the intelligence that the crop of cane sugar in Cuba would be 200,000 tons short. It was like a bolt from the blue, even if there came with it an expression of the belief that the shortage in output was due to cold weather in the larger centrals, or grinding establishments, and also that a good deal of new machinery was being installed.

## Would Come Out Later.

Speculators, as can well be imagined, were jubilant, but the unconvinced re-

finers held off in the hope that, as the report had stated, cold weather and the installation of machinery was at the root of the matter and that the setback would be only of a temporary nature. The full output, they argued, would come along later, and were inclined to dismiss the matter there. But the speculators were quite obstinate on the point. They had been given a nibble of the advance and they wanted a whole, big bite. To them it was going to be a permanent shortage, and to back up their belief in that regard they shot up raw sugar from 3.42 to 3.63, and all in a few days. Far out on the outskirts of the throng of excited speculators in New York stood the refiners, pooh-poohing the whole situation, and declaring they would not think of taking raw sugar at any price above 3.48. Again for a day or two there was a period of waiting.

## A Further Advance.

Direct to Europe, a few days later a report was flashed from Cuba, stating the belief that the cane crop of the island would be not only 200,000, but 400,000 tons short of the estimates. Supplied with fresh ammunition, the New York speculators renewed their campaign and advanced the raws to 3.67-8, where it rests at the moment of writing. No longer indifferent, the refiners began to take notice of the trend of affairs. Sales were effected at 3.67, and on the sympathy of that movement beet sugar in Europe also advanced from 9s  $\frac{3}{4}$ d to 9s  $10\frac{1}{2}$ d. Later on, however, beet reacted. Still there were several buyers in New York who paid thousands more for their supplies than they had intended on the first of February.

## The Estimated World Crop.

This agitation of sugar in New York over the Cuban situation seems difficult to understand to the outsider on an analysis of the estimates of the world crop. This year, Europe and America in cane and beet were expected to produce 17,024,000 tons, an increase of 2,143,818 tons over 1910. Of this, Cuba's expected output was but 1,900,000 tons, which would have been an increase of 99,651 tons over last year. But it is quite possible for the world's sugar market to be dominated at any one time by the situation at any one great centre. So it came about that when there was predicted for sugar, in place of a substantially increased output, a reduction in supplies of 400,000 tons, trouble hovered on the horizon in a moment.

The retailer is deeply concerned in such movements, for, just as in manufactures, the price of the raw product govern the selling price of the article, so

the price of raw sugar dominates the price of the refined. Generally the refiners, and especially the Canadian, grade the price of their goods at a reasonable percentage above the cost of the raw material to allow a fair profit after the cost of refining and marketing has been met. If an unfair percentage was charged, it would be quite easy, say refiners, for foreign makers to sell their goods in this country and force down the price; so the Canadian sugar men cut the price of the refined product when the price of the raw product drops, and raise the selling price of their product when the cost of the raw material is raised against them. There you find the real reason why sugar when active fluctuates up and down the scale.

"The New York situation affords a good opportunity," said one wholesaler. "for the retailer to decide for himself whether that percentage of increase by the maker is fair to him. Since Feb. 1st, the price of raw product has gone up from 3.42 to 3.83, with a strong market.

"On January 1st this year, refined was quoted at \$4.60 (Montreal). On Jan. 20th the price descended to \$4.30, and on Feb. 2nd was still further reduced to \$4.20. During the early part of February, while refiners in New York waited expectantly and anxiously for good reports, the 4.20 price held good. It was not until Feb. 24, or last Friday, that the price was advanced to \$4.30 at Montreal. So you see that can hardly be declared inconsistent," he said.

## A Battle Royal.

"As a matter of fact, towards the end of last week, refiners, being the purchasers, were using long distance glasses to discern in the position some glimmering ray of good report from Europe, and are doing their utmost to instil the fear of it into the minds of the speculator. It is a battle royal between the two interests. Nothing had come out to change the situation. Cuba's crop still seemed to be far behind and Europe was not sending out any cheering information. It resolved itself into a question of who could wait longest—the seller or the buyer.

"The situation had resolved itself into that. It was possible the reports of shortage in the output in Cuba were grossly exaggerated, and possible also that the expected crop would arrive later to the market. Also the refiner was urging, hopefully, and with vigor that when the river systems of Germany and Russia were opened for navigation, such a supply of both beet and cane sugar material would be exported to this con-



...tent that the speculator would be unable to hold up the price of the raws he had to sell.

"The manufacturers were also hoping that the weather would become more favorable in the plantation districts of Cuba, which would allow of better production, and go a long way toward bringing the crop of that island up to the early estimate.

"The speculator answered all this with a smile; it was his contention that the reports of the Cuban reduction came out only after careful consideration, and that, if Europe had any great quantity of exportable raw material, America would have been made aware of the fact long ere this.

"It will be a higher market," was his final opinion.

of splendid businesses, they did not stop content when the peculiarities of their customers had been mastered. They built. They took those traits of their patrons, as the bed rock, as the root, and cultivated until the branches, the buds and the ripe fruit all came in turn to reward their patient husbandry.

Sugar is as essential to the grocer as wheat to the miller. He must carry it if he would continue in business. Like salt it is needed in almost everything the housewife prepares. Once, and not so long ago that many of the readers of The Grocer can remember, sugar was classified as a semi-luxury, and was carefully and guardedly served. Now it is no longer so. The sales of this staple have increased until the demand has become insistent. Why? Surely it is not altogether due to its gradual cheapening. In fact, is sugar not a little dearer than a few years ago? Can the increase not be traced to the tendency of a prosperous people to indulge, more and more, the craving for good things? Do not the children of this generation ask for, and get it, much oftener than those of the last? Surely they do. Housewives are recognizing its greater need and usefulness, and are pleased to extend its use. There was a time when one could count on the fingers of one hand, the number of women who purchased the staple in large quantities.

## Should Realize on Johnny's Tooth

**Some Reasons Why Sales of Sugar Have Increased During Past Few Years—How National Sweet Tooth is Being Cultivated—How Several Dealers Have Increased Sale—An Effective Sugar Window.**

Although it would appear at first glance that sugar is one of those staples the sale of which cannot by any ingenuity be increased, that impression must go by the board just as soon as one comes to consider the number of sugar sales that go on every day of the year, in every community of any size in Canada.

There are ways and ways of selling sugar, and not all of them will work out to the same advantage. In the affairs of this world locality and environment are great factors. If it were otherwise in the case of this particular

staple what would explain to satisfaction the selling of 20 pounds of sugar for a dollar by one dealer, while 18 only were given for that amount of money in a store but a little farther down the street.

Environment influences merchandising, and the dealer who would reap the greatest harvest of sales should cultivate the characteristics of the customers of his district.

But that is not all. While it has been declared by many successful merchants that environment was the foundation upon which they reared the structures



Suggestion for a Sugar Window Display Which Would Undoubtedly Sell More Sugar.

## THE CANADIAN GROCER

Have the grocers of Canada taken full advantage of this change in the national temperament? Have they been persistent in endeavoring to fan into a flame this increasing desire for sweets that is smoldering in all Canadians? Probably they have, in some localities, but it would seem from the few window displays distinctively "sugar" to be seen now-a-days, that the effort has not been general. There still remains ample opportunity for dealers with good following to press forward educative campaigns in sugar with excellent results to themselves. It can never do harm to convince any community of the need of more liberal purchasing in any one line, and admittedly the same rule would apply in the case of sugar. With its wider sale there would come a more liberal use in the households, of all the preparations that call, in the first instance for sugar, being not complete in themselves.

But in doing this it is not always necessary to resort to a price-cutting war. No merchant in one district need be afraid of a competitor in another who sells a pound or two more to the dollar than he does. In fact, the lower price provides to the other dealer a splendid opportunity to talk quality and service for which people will pay liberally now-a-days. Price-cutting has no secure place in the scheme of economics. It should be resorted to only when the stock shows evidence of depreciation, which is, often in itself but an example of poor buying on the part of the dealer. When price-cutting is done, and especially in sugar, those who do it place upon the method the stamp of inconsistency when they lay at the door of the other fellow the responsibility for the move. It need not be done, any more than in salt or flour, and yet these sell fairly well.

Mr. Grocer, sugar is going to be used more and more in Canada. The demand for it is going to outstrip the increase in population. Then SELL it, but sell it in a dignified manner. Don't take recourse to lowering prices to a point where profits are insignificant, but bring to bear upon its sale, the selling qualities with which you are endowed. Then YOU sell sugar; YOU derive the greatest benefit from its sale. Convict your customers of the crime of not buying enough and leave the rest to human nature. The results will come.

### One Indifferent Grocer.

A grocer questioned recently as to the methods he employed to increase the sale of sugar, replied: "Oh, I never try to increase the sale of sugar. Why, the people know we keep it, and if they want it, they will ask for it."

This grocer is not taking full advantage of his opportunities. The sale of sugar, like any other line, can be widened by proper methods. Take even potatoes. Customers know that grocers keep potatoes, but who would say that a display of nice clean potatoes in a prominent part of a store, with a price

card attached, would not increase the sales in that line?

Surely it would, and the same is true of sugar. The grocer who pushes it will undoubtedly sell the most, while the grocer who leaves it in the barrel and waits for customers to ask for it, will find his sales falling off. So the first step towards adding to sales lies in constantly keeping this item before the customer, that she will keep a supply on hand. A customer will use more when she has a large supply. If she happens to go a day without it, so much the less is the consumption of this line.

Generally speaking, it is easier to sell sugar, or any other line, when the price has been cut. Anyone can sell an article at cost, but it takes the real salesman to sell an article at a profit. The good merchant will aim to sell at a fair profit, and find some method of doing it.

### Sought a Fair Average Profit.

One grocer, speaking in reference to the matter, said: "I try to sell sugar at a fair average profit, knowing that as sales are large, I can sell at a little less profit than fancy groceries. I do not resort to price cutting, but try, rather, to sell at regular prices, and trust to proper methods to keep sales up. I sell nothing but the very best cane and beet sugar, while many grocers around me are selling a cheaper sugar. I emphasize this fact to customers in both my advertising and talks to them. I have their confidence, and they know they can depend on me to give them only the best, and therefore trade keeps coming my way in this line."

"Recently I tried to increase my sugar sales and to do so without putting prices any lower than usual. In my advertising I pointed out to my customers that they could depend on me to give them only the best sugar. In one part of my store I made a display of sugar in a glass case with a show card bearing the words 'Did you order sugar? We carry only the best.' In another part of the store I had a similar display, with a card reading: 'Our sugar makes excellent dainties—order some?' Over the door, in full view of outgoing customers, I placed the sign, 'Did you order sugar?' I instructed my clerks and order takers to bring sugar before customers in making sales, and as a result of these combined methods, I found a wonderful increase in sugar sales without cutting prices in the least."

### Sell All You Can.

Another dealer said: "Now sugar does not pay as large a profit as other articles in the grocery trade, but that is no reason for allowing your competitors to have all the trade in that line. Whatever you sell, sell as much as you can, and if the individual profit is small, the total profit will be larger than if you shirk selling that line of goods and allow customers to purchase it at other stores. Customers generally purchase other goods where they buy sugar, and therefore you should try to get their

trade in this line on account of the extra business it attracts."

A big merchant described a sugar window he used recently, which, although simple, was quite effective, he claims, in making sales.

"At the front of the window," said he, "on a blue paper loaf sugar was spread, out of which was picked the words: 'Best sugar only.' Behind this in the centre was a barrel on its side with sugar sloping out of its mouth and on to the clean window floor. On either side of the barrel were three bags shocked together, on each of which was a sugar stamp or crest."

"In the foreground were displayed several dollars' worth of sugar, nicely bagged and securely tied, signifying it could be carried in safety for any distance, no matter what jolting it might be subjected to. And at the back of the window, overlooking the whole display was suspended a big show card." The inscription was that shown in the accompanying display suggestion.

### The Trend of Sugar Prices.

As sugar has turned upward again in price, it may be interesting to review the market changes for the past two years. To judge the fluctuations of sugar is a difficult matter, but by closely following raw and refined markets, considering the influence of supply and demand, the danger of being "caught" can be guarded against to a certain extent. But, even those with years of experience, find themselves at sea at certain times, and rules which generally govern the market do not seem to apply. Last year those who purchased at the beginning of the year saved money, as sugar did not drop below the January price until the first of December. However, the year before, sugar advanced 10 cents in February and dropped back 10 cents in March. This year during January and February sugar dropped to a low point, a point, in fact, as low as it has been for six years. It now seems as if the reaction had set in.

The changes in sugar during the past two years on a Montreal basis are:—

1909		1910	
Jan. 1	\$4.35	Jan. 7	\$4.70
Feb. 5	4.45	Jan. 21	4.80
Mar. 5	4.35	Feb. 25	4.95
Mar. 12	4.45	Mar. 4	5.05
Mar. 19	4.55	May 27	5.15
Mar. 26	4.65	Aug. 5	5.05
May 7	4.55	Oct. 7	4.95
July 30	4.60	Oct. 14	4.85
Sept. 10	4.70	Oct. 28	4.70
Oct. 15	4.60	Dec. 2	4.60
Nov. 19	4.70		
		1911	
		Jan. 1	\$4.60
		Jan. 13	4.40
		Jan. 20	4.30
		Feb. 2	4.20
		Feb. 25	4.30
		Mar. 3	4.40

At present, after the recent rise in price of 10 cents, sugar is 65 cents per cwt. cheaper than one year ago, and the average price for the year will possibly be lower than last year.

## Ask Amendment to the Adulteration Act

**Montreal Men Instituting Campaign for Government Protection of Pure Maple Sugars and Syrups Against the Offerings of Adulterated Goods in Canadian Market—Will Petition the Hon. Sydney Fisher—Where Dealer is Interested.**

Montreal, March 2.—With the intention of asking the Dominion Government to establish beyond question the status of alleged adulterated maple sugars, and maple syrups, in the markets of this country, several local men have inaugurated a vigorous campaign.

Most active in the movement is John H. Grimm, of this city. He has prepared a booklet, setting forth the reasons why the Canadian manufacturer making pure products, should be protected against the competition of makers whose products are alleged to be "doctored." Mr. Grimm is also causing to be circulated a petition asking the Hon. Sydney Fisher, Minister of Agriculture, at Ottawa, to amend the adulteration act.

With the outcome of this movement all dealers are interested. They ask and they think they are entitled to know just what every brand of manufactured sugar and syrup stands for. They should be truly told, they claim, when they buy the product of any maker, just what they are buying, so that they will not misrepresent when they turn it over to a customer. The grocer should know just how pure, or impure, is every article that is offered to him for sale, which he in turn must offer to his customers. And no good dealer wants to sell an impure, when a pure article is called for.

The petition which will be forwarded to the Minister of Agriculture is worded as follows:—

"TO THE HONORABLE SYDNEY FISHER, B.A.,  
Minister of Agriculture,  
Ottawa, Canada.

"We, the undersigned PURE MAPLE SYRUP and PURE MAPLE SUGAR manufacturers, of the Dominion of Canada, do respectfully beg to petition the Government of Canada, and particularly you, as Minister of Agriculture, to so amend the Adulteration Act as to give us greater protection against having our pure maple products sold throughout Canada in open competition with adulterated syrups and sugars.

"We wish to express to you our greatest appreciation of the keen interest you take in all matters pertaining to Agriculture. We appreciate what you have done for the Maple Sugar Industry in the way of publishing Bulletins, and using your influence with the Minister of Inland Revenue to have an analysis of maple products made each year. The combined actions of these two Departments of the Government Service has greatly stimulated the production of pure maple syrup and pure maple sugar.

"While these two Departments have been active towards assisting the manufacturers of maple products, the adulterators have at the same time been active in trying to work out some system of adulteration whereby, by the careful blending of foreign sugars or foreign sugars and maple products, it has been somewhat difficult for the analytical chemists to determine just what should be classed "adulterated" and just what should be classed as "pure." This action

on the part of the adulterators is causing the pure maple syrup and pure maple sugar manufacturers great annoyance, and it is with this idea in view that we are hereby petitioning you to amend the above named act.

"You have, by legislation, assisted the butter and cheese industry of Canada; you have, by an act of

Parliament, prohibited the manufacture and sale of oleomargarine, butterine, and spurious butter; you have, by the Fruit Marks Act, given protection to the honest fruit packer, and by the Seed Control Act, made it illegal to sell bad seeds. We, therefore, do not consider our request unreasonable, and would humbly pray you to grant our petition, and so amend the Adulteration Act by making it illegal to have the word "Maple" or any of its derivatives appear on the labels of any packages of maple syrup or maple sugar unless the same be guaranteed absolutely pure, and not a mixture containing compounds of foreign sugars."

## Retail Merchants in Session at Guelph

**Proceedings of The Opening Day—Committees Struck Off to Consider the Various Questions—Treasurer's Report Shows Balance—Entire Report to Appear in Next Week's Issue.**

Guelph, Ont., March 2.—Owing largely to the unfavorable weather, which in turn cut down the attendance of the delegates, there was little opportunity for the Ontario Provincial Branch of the Retail Merchants' Association of Canada to get down to association business when their twelfth annual convention opened here on Tuesday afternoon.

Accordingly only preliminary work was proceeded with. The address of welcome, which was to have been tendered the delegates by His Worship the Mayor of Guelph, on Tuesday afternoon, was postponed on suggestion of President C. W. Kelly, until the opening session on Wednesday morning, when it was expected that the full roster of delegates would be on hand.

On motion of the Dominion President, B. W. Ziemann, of Preston, Ont., President Kelly selected a striking committee to allot the places on all the other committees to report on association work during the convention. This striking committee comprised B. W. Ziemann, merchant tailor, Preston; R. W. Dockeray, dairyman, Toronto; B. McDonald, grocer, Picton; H. Occomore, hardware, Guelph, and E. M. Trowern, R.M.A. secretary.

The appointments by this committee were as follows:

Committee A—To receive reports on required Provincial legislation and report thereon: C. W. Kelly, Guelph; N.

B. Cobbleck, undertaker, Toronto, and B. McDonald, Picton.

Committee B—To receive reports on required Dominion legislation and report thereon: B. W. Ziemann, Preston; M. Moyer, Toronto, and J. D. Wisdom, Barrie.

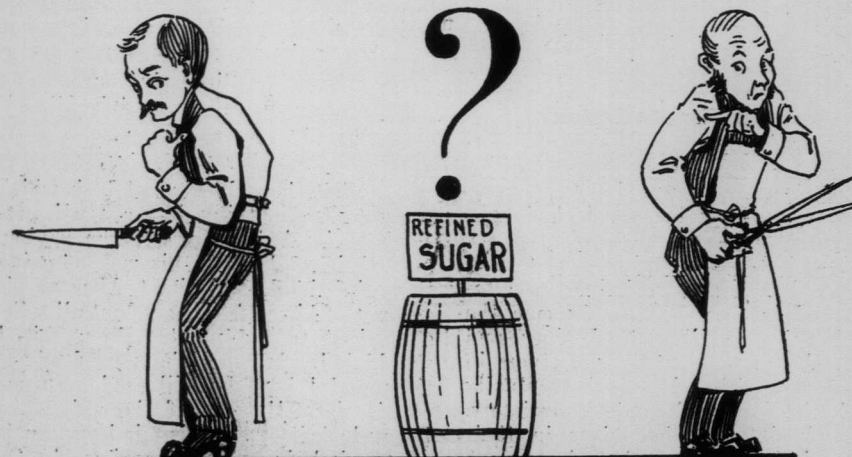
Committee C—To receive reports on subjects that affect general retail interests and report thereon: George Cooper, Toronto; E. A. Hales, Guelph; E. A. Mathews, and J. Empey.

Committee D—To receive reports on subjects of interest to any section and which require the endorsement of the convention: C. Van Camp, Toronto; J. F. Holloway and D. Kelly.

Committee E—To receive and consider amendments to the by-laws and constitution: R. W. Dockeray, E. M. Trowern, George C. Gibbard, of Toronto; and H. Occomore, of Guelph.

When these committees were struck, it was arranged that their numbers could be added to as fresh delegates arrived, and the need felt. To them was given some twenty-three resolutions, for consideration. They covered almost all branches of retail endeavor, but the need of better system of account-collecting, and the menace of the mail order house, were particularly prominent amongst them.

The entire report of the convention will be published in next week's issue of The Grocer.



WHO CUT THE PRICE OF SUGAR?

# Reasons Why Successful Men Succeed

Brief Historical Sketch of the Career of One Man Who Came From the Old Country and Succeeded—Started at Small Salary With Big Firm and Worked—Co-operated With Men Under Him—The Result.

By Henry Johnson, Jr.

"Friend Johnson:—Perhaps it would not be out of place to give a brief narrative of my progress in the grocery business since I arrived in this country.

"I have often heard it said by comparatively successful men that a man's success in life may in many cases be attributed to influence and luck. Influence is all right, in fact, necessary, in politics; but influence never yet made a successful grocer.

"I arrived here just five years ago this month and came directly to this city with absolutely nothing to recommend me save a few old-country recommendations and a fair knowledge of the business as it is done over there.

## Started With Big Firm.

"I was determined at the outset to get connected, if possible, with a large firm, for I felt that in time a man's efforts would receive some recognition. I started at a very small salary with my present firm, then and now considered the largest grocers in this State.

"I worked for nearly two years, hard, constant, and ever anxious to advance the interest of my employers. I made it a point to get to work always before seven, never one minute after, and never more than the specified time to meals and, at closing time, I did not break my neck trying to get out of the place, but remained at my post until everything was in good shape. I devoted every minute of the day to work. When there was nothing to be done—and it seldom happens that a grocer can say 'there's nothing to do'—I found many useful jobs and kept right at it, with the result that at the expiration of two years I was placed in charge of a business, then doing \$65,000 yearly. The same spirit of perseverance was infused into my new occupation and, in a short time, I succeeded in increasing our sales by over \$100 weekly. They have since rapidly increased until now I control a business of \$104,000 yearly, thus showing a total increase of \$39,000 per annum in three years, in a district where conditions remain in about the same state.

## Reduced Work to System.

"My predecessor, a man of long American experience and a man of ability in some respects, was unable to increase the same business; in fact, it had been stationary for two years.

"Now, I simply organized a system of my own, ignoring the existing one altogether. I impressed upon my men the fact that they were here for business and each and every one of them partners in the concern. That it would eventually benefit them, as well as the proprietors, to deeply interest themselves in their work. I pointed out that, in a cash business, the public expect more attention than they usually receive in a credit

store. That they must be accurate, honest and just, always obliging and courteous. Above all, never to make a promise unless the way was clear to keep it; and to remember that 'a pleased customer is the best advertisement.'

## Recognized Good Work by Men.

"I rearranged our routes, removed all obstructions, and gave every man a chance to work; and, when I saw a man doing his best and producing satisfactory results, I recognized him accordingly. This is an item men sometimes overlook. A man who interests himself in work does so with an object; and if he finds that his best efforts are ignored it usually happens that he becomes careless and indifferent. I believe in treating a man right in the same manner as that in which I should like to be treated myself. After that, the whole success of any enterprise depends not entirely upon the manager, but in a great measure upon the men under him.

"I have no favorites; that is, there is not a man who may be said to have 'a pull,' and therefore think that he is exempt from any particular class of work. This is a failing commonly observable in big establishments that employ a large number of men, and there is nothing, in my opinion, so detrimental to business as this. It should not be tolerated by any concern.

"We are still doing an increasing business; in fact, we believe ourselves capable of achieving any success—'impossible' cannot be found in our vocabulary. We do not hesitate to say that we shall be able to announce still better results next year.

"It might probably interest you, as I consider you a man of sound judgment, and practical in matters relating to the grocery business, or perhaps it might interest some of your readers, to know that my total expenses for running a business of dimensions referred to footed up exactly 9½ per cent. of gross sales, and I flatter myself by assuming that such is a satisfactory showing.

"Sincerely yours,

"Subscriber."

My friend says that "influence never yet made a successful grocer." He omits to say that the only kind of luck which amounts to anything has a "p" prefixed to it; but he proves the saying, nevertheless. Look at his way of going to work—simple and direct, same as his account of himself. He cuts out all talk; gets right to the point. From this I should judge he would be a good advertiser, and I hope he will send me some of his "stuff" some of these days, so I may look it over. His mind was made up to pitch in and better himself. On the way over, putting two and two together, he concluded, as he says, to get

in with a big concern, and for reasons so plainly stated.

## Filled in Idle Moments.

And now look—just LOOK—at the next paragraph! See the few lines taken up and note what those words tell. Talk about your "sermons in stones"—why there is nearly a life's growth outlined in those few words. First to get the start; to get the RIGHT start, at any kind of wages—pay did not matter at that stage of the game, for this man was working for his own great future. Next, having got the start, what to do with it Work! Work! WORK! That's the secret: "Hard, constant, ever anxious to advance the interests of my employers." Promptness—"a little before, but never after"—that went without a thought with this man. Filling in the idle moments—rather the moments which, with the average man, would have been idle ones, but which, to the man anxious to get on, were laden with golden opportunity—why there's inspiration in every word and line! And then to sweep onward and upward, in a single sentence to the "result that, at the end of two years" he was put in charge of a business which the same kind of work on his part increased by over 60 per cent. at the end of three years. Let the young man read. Let the clerk who finds himself tempted aside by little "diversions" and a yearning to be free from work on the sound of the whistle, read, ponder and digest.

## No Royal Road.

Results count; and any time you think you're just about the correct model, stop and figure up results. Put yourself in your employer's place, try to figure results from his standpoint, and ask yourself, in all candor, whether you, being employer, would trust yourself alone, being employe, with the business in which you are presently employed for two weeks. After you have honestly and truthfully replied to that question, then you may be able to determine just why you are not yet getting double your original salary after working, maybe, for several years.

## RUBBER DISPLACING TEA.

That in 1912 there will be a shortage of 35,000,000 lbs. in the production of tea in the low tea growing districts of Ceylon, is the information sent to Canada by a tea expert who has just covered the district above referred to. The cause of this, he reports, is due to the interplanting of rubber which took place within the past four years, the effect of which will be felt in 1912.

# The Canadian Grocer

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## THE GROCER'S MARKETS.

It is not often that The Canadian Grocer gives way to self-congratulation, but we feel justified in doing so on this question of sugar.

Those who read at all carefully the issue of last week will have noticed that the point was made there that sugar would in all probability advance. That advance—ten points—came on the day after that issue of The Grocer was off the press.

The point made is that it is generally to the advantage of our readers to scan The Grocer market reports carefully. There are suggestions there from time to time which often mean a saving of money to those who act quickly, just as has been noted in sugar.

## SELL CONDENSED MILK.

An act respecting the production and sale, in Ontario, of milk for human consumption, has been introduced into the Provincial Legislature at Toronto.

Fathered by Hon. Jas. Duff, this legislation is known as The Ontario Milk Act, and is designed to give to the council of every municipality in the province authority to pass by-laws regulating the milk on sale, even to the point of production.

The cry for pure milk that has gone up from nearly every centre in the Province, has no doubt been largely responsible for this bill. Milk is one of the few articles of domestic consumption essential to the well-being of the nation, and the difficulty experienced by the dealers in getting it to the consumer in perfect condition is admittedly great.

It is this general doubt of the purity of bulk and even bottled milk that accounts for the steady sale of condensed milk. Many reputable firms throughout

the country are putting these products on the market. Prepared in establishments where cleanliness is truly considered as next to Godliness, these canned brands of milk are so sealed up as to keep for an indefinite length of time in any climate when reasonable precautions are taken.

Grocers would do well to ponder deeply over these things, for they are selling points that would be valuable in the building up of a trade in milk and cream that can be stocked upon their shelves.

## HEARING THE TRAVELER.

Cases are occasionally coming to light where traveling men, calling upon the retail grocery trade, have been subjected to treatment unusual and unfair.

The Canadian Grocer believes that every reputable representative of every reputable house is entitled to at least a civil hearing. And we also believe that the great majority of our readers, in the trade, do give the man from the wholesale and manufacturing house every opportunity to explain his lines, without treating him in the least discourteously. But there still are a few grocers who seem to consider it necessary to inflict some sort of hardship upon the knight of the grip. Not always does he deserve it.

This should not be. No one has any time to waste and such incidents can surely only be credited to the "loss" side of the ledger. A traveler has the right to-day to go to any retailer with his goods. If the dealer does not want them, well and good; let him say so. There need enter into the transaction only the exercise of a little common sense on the part of the traveler and a little patience on the part of the man he is trying to sell. Most, of the little things that breed discourtesy, practically all of them, flee away before the application of just a little judgment.

But still we do not charge all the fault to the retailer. There are travelers who are not entitled to much consideration,—men who lower their calling to the level of the street peddler. But such a man is generally an idler, and a waster. He is entitled to but little of the merchant's time, but that little should be accorded him pleasantly.

There are more ways of killing a goose than choking it to death with butter. Probably a method of dealing effectively with the unsatisfactory traveling man may occur some day to the unoffending retailer. But let us insist that every reputable representative of every reputable house be entitled to a fair and patient hearing.

## DEVOTION TO DUTY.

Devotion to Duty.—What exploits, wonderful and inspiring, performed in

its name, have been handed down to us by the chroniclers of history.

For Duty's sake, soldiers and sailors cheerfully have given their lives in time of war; locomotive engineers have stood by the throttle in time of wreck; workmen have risked their safety to avert disaster.

It is a far cry from the soldier on the battlefield to the young man in his place behind the counter of the grocery store, but the moral is that even in his humble sphere, the grocer's clerk can do much for his own advancement and the development of his employer's business, if he will, when the time comes, but sacrifice a little in the way of duty.

The Press takes up and glorifies the men who risk their lives that others may be spared. There is no one, apparently, that cares much whether the grocery clerk lives or dies. But his employer is watching and really anxious to be pleased with him. HE appreciates the boy who gives up some playtime now and again in the interests of the business; and rest assured, YOU, who are doing so, that the employer is taking note, and that he is contemplating, even while you think he is most unappreciative, making your devotino to duty worth while.

## SALESMANSHIP COMPETITION.

The Canadian Grocer's competition on constructive salesmanship promises to be one of the most valuable features this paper has ever instituted. Already dealers and clerks in practically every province in Canada have written for particulars with the intention of entering this competition so that the medals will be keenly contested.

If there are any others who are desirous of entering there should be as little delay as possible in writing for particulars. The contest closes on May 1 and the results will appear in the spring number of The Grocer.

## EDITOR'S CHAT.

A new departure is made in this issue of The Grocer. In this, and the issues to follow, during the next few weeks, there will be found one feature which will be concentrated upon.

This week it is sugar. This staple, for the reason that it is being buffeted about on the New York market at the moment, is a source of considerable worry to many of our readers, and because of that, care has been taken to supply the cause for this sudden change in price.

Also, in connection with that article, there is another dealing with the sale of sugar. Reasons are supplied why this staple should have an ever-widening zone of sale, and some ideas are given that may help you, Mr. Grocer, to participate in that selling. Look for the future articles.

Next week the proceedings of the Ontario Retail Merchants' Association convention at Guelph will be given as fully as possible in The Grocer.

# The Markets — 20c. Advance in Sugar

The Demand Has Been Extra Brisk—Dealers Uncertain as to the Next Move in Market—Raws are Firmer—It is Reported That Cuban Crop Will Not be as Short as Reported—General Scarcity of Evaporated Apples — Montreal Reports Them Unobtainable.

See also Provisions, Cereals and Fruit, Pages Following.

## QUEBEC MARKETS

### POINTERS:—

Sugar.—Advanced 10 cents.  
Bordeaux Wines.—Up 10 cents a gal.  
Evaporated Apples.—Unobtainable.  
Ceylon Teas.—Price Advanced.  
Molasses.—Higher in Primary Market.  
Montreal, Mar. 2.—Sugar has apparently returned to its own. Last Friday's advance has been followed by a good demand and a generally wholesome trade and in addition the opinion prevails among certain members of the trade that another upward price movement is not a long way in the future. However, it is next to impossible to foretell the next step, and the majority of the trade are noticeably silent upon the question of the future. It has been stated that the primary market conditions hardly warranted all the declines that were the feature of the markets a short time ago, but this is hardly likely to meet with general approval. Bearish influences were manifest at the time.

In the primary molasses market the situation is firmer. To those grocers who handle wines it may be of interest to know that Bordeaux wines are up 10 cents a gal., and in the primary market are up 20 cents a gal. The price is soaring on account of the short crop of grapes.

Sugar.—An advance of ten cents was quoted in sugar on Friday last, and the market continues to hold a firm position. Wholesalers state that they look forward to another advance, and that the feeling is one of strength. It is now felt that the low prices that prevailed were not altogether warranted, that is, in the primary market. Just now the demand is good and is likely to continue so.

Granulated, bag	4 30
" 50-lb. bags	4 40
" Imperial	4 15
" Beaver	4 15
Paris lump, boxes, 100 lbs.	5 25
" " 50 lbs.	5 20
" " 25 lbs.	5 30
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 00
" 100 lb. boxes	5 10
" 50 lb. "	5 20
" 25 lb. "	5 40
" 5 lb. cartons, each	0 37
Crystal Diamond Dominos, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 75
" 50-lb. boxes	4 55
" 25-lb. boxes	4 15
Powdered, bbls.	4 55
" 50-lb. boxes	4 75
Phoenix	4 30
Bright coffee	4 25
No. 3 yellow	4 15
No. 2 "	4 05
No. 1 " bag	3 90
Ebls. granulated and yellow may be had at 5c. above bag price.	

Syrups and Molasses.—In the primary market, molasses is reported much firmer. This is practically what was expected. The demand is improving here,

and a fair business is reported. Syrup is in heavy demand; orders are coming in from all parts of the country. Of course, Lent is responsible to a certain extent for the improved demand.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 35	0 38
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrup, bbls.	0 05	0 05
" " "	0 05	0 05
" 35-lb. pails	1 70	1 70
" " "	1 90	1 90
Cases, 2-lb. tins, 2 doz. per case	2 25	2 25
" 5-lb. " 1 doz. "	2 80	2 80
" 10-lb. " 1 doz. "	2 80	2 80
" 20-lb. " 1 doz. "	2 45	2 45

Dried Fruits.—Demand is good considering all the conditions. Prunes are limited in supply and evaporated apples are decidedly scarce. Some of the houses report that they can not secure supplies and those who are fortunate in holding a certain stock can afford to sit back and let prices soar a little higher. All

### SUGAR UP A SECOND TIME.

Refined sugar advanced another 10 cents late in the middle of the week, making the total advance 20 cents since last issue. The quotations appearing on our market pages should be read 10 cents higher all round, as only the changes representing the first advance of 10 cents have been made there. This brings No. 1 refined cane sugar on Montreal basis up to \$4.40, and \$4.50 on Toronto basis.

that The Grocer said early in the season predicting high prices for evaps seems to be coming true and a few more moons will have to wax and wane before there is any thought of relief.

Evaporated apricots	0 21	0 21
Evaporated apples	0 14	0 15
Currants, fine filistras, per lb., not cleaned	0 07	0 07
" " cleaned	0 07	0 08
" Prunes, per lb.	0 08	0 09
" Vostizans, per lb.	0 09	0 10
Dates	0 06	0 06
Figs, 4 crown	0 09	0 11
" 5 crown	0 10	0 11
" 6 crown	0 11	0 12
" 7 crown	0 12	0 14
Prunes—		
30-40	0 13	0 14
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09	0 09
70-80	0 08	0 08
80-90	0 07	0 07
90-100	0 06	0 06
Bosnia prunes	0 06	0 11
Raisins—		
Choice seeded raisins	0 08	0 08
" fancy seeded, 1-lb. pkgs.	0 09	0 09
" loose muscatels, 3-crown, per lb.	0 07	0 08
" " 4-crown, per lb.	0 09	0 09
Malaga table raisins, clusters, per box	3 40	3 40
Valencia, fine off stalk, per lb.	0 07	0 07
select, per lb.	0 07	0 07
4-crown layers, per lb.	0 08	0 08

Nuts.—The demand for nuts continues good, but prices are high and the total amount of business is not as heavy as it might otherwise be.

In shell—		
Brazil	0 15	0 16
Filberts, Sicily, per lb.	0 11	0 12
" " Barceonia, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Greenbliss, per lb.	0 16	0 19
" " Marbots, per lb.	0 15	0 16
" " Ormes, per lb.	0 11	0 11
Shelled—		
Almonds, 3-crown selected, per lb.	0 35	0 37
" " 2-crown "	0 33	0 35
" " 1-crown "	0 31	0 31
(in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 12	0 12
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves	0 36	0 40
Broken	0 26	0 32

Rice and Tapioca.—Since the recent advance in the price of rice the demand has been much improved and a good trade has been recorded. It is expected that the demand during Lent will be heavier than usual, and already signs have been evident that indicate a good trade during March. The market continues strong and the price is likely to be maintained at its present figure for some time.

Rice, grade B, bags, 250 pounds	3 10	
" " " 100 " "	3 10	
" " " 50 " "	3 10	
" " pockets 25 pounds	3 20	
" " " 12 1/2 pounds	3 30	
" grade c.c., 250 pounds	3 00	
" " 100 " "	3 00	
" " 50 " "	3 00	
" " pockets, 25 pounds	3 10	
" " " 12 1/2 pounds	3 20	
Tapioca, medium pearl	0 06	0 07

Tea. — The tea market is decidedly strong, and this new strength is shown especially in Ceylon, which for various reasons are high. The demand from Russia, Australia and South Africa for Ceylon tea has increased very rapidly in addition to heavy enquiries from other countries which have been good purchasers. Ceylons are quoted somewhat higher, and are now bringing a good price. There is not much change in the Japan market, conditions being practically identical with those existing a week ago.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan—		
Fine	0 35	0 35
Medium	0 25	0 25
Good common	0 21	0 21
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoe	0 20	0 22
Pekoe Souchong	0 20	0 22
India—Pekoe Souchong	0 19	0 21
Ceylon greens—Young Hysons	0 20	0 25
Hysons	0 20	0 25
Gunpowders	0 19	0 22
China greens—Flagmaney gunpowder, low grade	0 14	0 15
" " " " " "	0 20	0 20
" " " " " "	0 30	0 50

Beans and Peas.—The market is unchanged. Demand is good, but there is no feature to the trade.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 30

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THE CANADIAN GROCER

CANNED GOODS

MONTREAL.—There has been no special feature to this market. Trade is confined to the same channels as last week. The present season now opened should bring new business to the observant grocer who is wise enough to take advantage of opportunities to dispose of his canned goods stock. Lent should bring new business in all lines of canned goods and especially in canned fish. The market is firm but rather featureless.

TORONTO.—The scarcity of stocks of canned vegetables is shown by the fact that dealers are buying amongst themselves in order to replenish their stocks. Even the supply of corn, which some thought would make up for the shortness in tomatoes and peas, is steadily growing smaller in volume. Trade is not showing any great activity at the present as wholesalers are not trying to push this line to any great extent, and retailers are evidently buying on a hand to mouth basis, as their needs require.

ONTARIO MARKETS

POINTERS—

- Sugar—10c. advance.
- Evaporated Apples—Firm.
- Coffee—Some lines advance.
- Beans—Best quality firm.
- Canned Vegetables—Stocks getting low.

Toronto, Mar. 2.—The price of sugar was advanced ten cents per cwt. on Friday last following the trend of the raw market. At present it is in a peculiar condition with dealers uncertain as to its next move. Although the raw market is stronger which should indicate strength in refined still there are conditions which make some dealers believe that the price may not go up in that direction. It is reported that the Cuban crop will not be short, at least not as much as reported some time ago. If such is the case, and the Cuban crop is as large as at first estimated, it will likely mean cheaper raws, with an effect on refined prices.

The grocery market in general shows a great deal of strength, extending over a number of lines and including such items as tea, coffee, canned tomatoes, peas and corn, evaporated apples, peaches, and apricots, prunes, currants and beans. Of course these lines have all shown strength and in some cases advances for some time back, but the idea wished to be conveyed is that there has been no recession from their firm position.

The price of Maricaoibo, Guatemala and Jamaica coffee has been advanced by some houses. This is not due to any new strength in the primary situation, but because in the general advance these lines did not go up in accordance with primary market prices.

Trade does not show any great improvement except for the increased amount of business brought about by the big demand for sugar during the past week.

Sugar.—The price of sugar advanced 10 cents per cwt. on Friday last, bringing quotations in Toronto up to \$4.40. At present the sugar market is in a peculiar and uncertain condition. While raws in New York are firmer, as high as 3.83 being paid, which should give

strength to refined, there is a report that the Cuban crop will not be as short as reported a short time ago, and it is even suggested that it will come up to the original estimate; and if such proves the case, a reaction would not be a surprise. However, the position of the market just now is an exceedingly difficult one. Europe after declining fractionally remains firm at 9s. 8d. for March which is equal to 4.03 duty paid New York. Sales of Cuba and Porto Rico in New York at the closing of last week amounted to as much as 350,000 bags to refiners, while there were also reported sales of 50,000 bags to speculators at 3.79. All United States refined advanced 10 cents last week, except Federal who are shading the price 5 points. The demand for Canadian refined is at present extremely brisk.

Extra granulated, bags	4 40
" 30 lb. bags	4 50
Imperial granulated	4 20
Beaver granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	4 80
" 50-lb. boxes	5 00
" 25-lb. boxes	5 10
Powdered, bbls.	4 60
" 50-lb. boxes	4 80
" 25-lb. boxes	5 00
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris pumps, in 100-lb. boxes	5 30
" in 50-lb. "	5 40
" in 25-lb. "	5 60

Syrups and Molasses.—Trade in syrups is keeping up well and factories in some cases have difficulty in filling orders. Retailers are evidently expecting a big sale during March. Molasses are moving slowly. Some strength is noticeable in the primary market.

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

Dried Fruits.—There are few lines of dried fruits that do not show firmness, due to the general scarcity of stocks at a season when the largest trade is about to commence. Retailers have little choice of sizes in prunes because wholesalers' stocks are so low that in most cases they have only a couple of different sizes to offer. Currants is an item that is showing considerable strength at the present time.

Prunes			
30 to 40, in 25-lb. boxes	0 13 1/2	0 13 1/2	
40 to 50 "	0 12 1/2	0 13	
50 to 60 "	0 12	0 12 1/2	
60 to 70 "	0 11 1/2	0 11 1/2	
70 to 80 "	0 11	0 11	
80 to 90 "	0 09 1/2	0 10	
90 to 100 "	0 09	0 09 1/2	
Same fruit in 50-lb. boxes 1/2 cent less.			

Apricots—			
Standard	0 16	0 16 1/2	
Choice, 25 lb boxes	0 16	0 17	
Fancy	0 19	0 25	
Canned Peels—			
Lemon	0 09	0 11	Citron
Orange	0 10	0 12 1/2	0 15 0 17
Fig—			
Element, per lb.		2 1/2 "	0 11 1/2 0 12 1/2
1 1/2 inches	0 08	0 10	0 11 1/2 0 12 1/2
2 "	0 08 1/2	0 10 1/2	0 12 1/2 0 14
2 1/2 "	0 09 1/2	0 12	

Tapioca	0 04	0 04 1/2
Bag figs	0 04 1/2	0 04
Dried peaches	0 10	0 10 1/2
Dried apples	0 09	0 09 1/2
Currants		
Fine Filletras	0 07 1/2	0 08
Patras	0 08	0 08 1/2
Uncleaned 1/2 cent less		
Sultana		
Standard	0 10	0 12
extra fancy	0 11	0 12
Valencia selected	0 14	0 16
Seeded, 1 lb packages, fancy	0 08	0 08 1/2
" 16 oz packages, choice	0 08 1/2	0 09
" 12 oz "	0 07	0 07 1/2

Dates—	Sairs	0 04 1/2
Halloweens—	Package dates,	0 06 1/2 0 06 1/2
Full boxes	per 1 lb.	0 10 0 10 1/4
	Fards choicest.	0 10 0 10 1/4

Tea.—Tea shows no recession from its strong position, and the opinion prevails that purchasers cannot see their purchases become dear while there is every probability of their stocks largely increasing in value. The biggest advance has taken place in common tea while its quality shows a falling off. Although medium teas have shared in the general increase in values, still this grade shows the smallest advance of any.

Coffee.—Some houses have advanced the price of Maricaoibo, Guatemala and Jamaica coffee of late. While the position of primary coffee is unchanged at the present, this advance of 2 cents per pound on these lines comes from the fact that when the general market took a rise that these lines did not go up in accordance with primary market, but now with stocks getting lower and new purchases to be made, prices have had to be advanced. One dealer in speaking of the effect the rise in coffee values has had on trade said that he was selling more of the higher grades than ever before, retailers having evidently turned to this line as they have not advanced as much in price as the lower grades. Trade on the whole seems to be fairly well maintained.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 22		Mexican	0 25	
Maricaoibo	0 20	0 22	Guatemala	0 18	0 22
Bogotas	0 22	0 25	Jamaica	0 20	0 22

Spices.—Trade in spices is reported a little quieter just now than for some time past, but naturally this is a quiet season of the year in this line. Cloves are firmer in the primary market as are also peppers, especially blacks, but prices here remain unchanged. The primary market in gingers is easier, due to the prospective good crop in Africa.

	Bbls.	Pails or Boxes	Tins	1 lb. pkgs. 25	1 lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	
Curry powder	0 25	0 25			
Ginger	0 22	0 24	0 26	0 80	0 80
Mace			75		2 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17 1/2	0 75	0 90
Pepper, white	0 24	0 25	0 26 1/2	1 00	1 10
Pastry spice	0 23	0 24	0 25	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric			15		
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					30

Rice and Tapioca.—The rise of 10 cents in rice last week must have brought this line more prominently before the retailer as some wholesalers report a larger sale in rice than for some time, principally confined to the lower grades. Tapioca and sago are extremely quiet.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 00
Per lb.	
Rice, stand B.	0 03 1/2 0 03 1/2
Bangkok	0 03 1/2 0 03 1/2
Patna	0 05 1/2 0 06 1/2
Japan	0 04 1/2 0 06
Java	0 06 0 07
Carolina	0 10 0 11
Sago, medimm	0 05 1/2 0 06
Tapioca	
Bullet, double	
goat	0 08
Medium pearl	0 05 1/2 0 08
Flake	0 08
Seed	0 05 1/2 0 08

Nuts.—Although prices of shelled nuts are extremely high this year, still the trade in this line through the grocer, seems to be keeping up well. One wholesaler stated that even with the high price his sales in this line have kept within ten per cent of the usual

amount. The trade in unshelled nuts is only normal as can be expected at this season of the year.

Almonds, Foreign...	U 15	U 15 1/2
" " Taragon...	U 16	U 16
" " Siam...	U 35	U 48
Walnuts, Foreign...	U 10 1/2	U 16
" " Domestic...	U 14	U 16
" " Manilla...	U 39	U 50
Hilberts...	U 12 1/2	U 13
Peas...	U 15	U 20
Beans...	U 15	U 15 1/2
Peas, rounded...	U 10 1/2	U 12 1/2

Evaporated Apples.—Stocks of "evaps" are low and the scarcity will no doubt lead to higher prices. Wholesalers' stocks seem to be getting scarce, manufacturers have none and the opinion was expressed by a broker that not more than two cars could be now had in Ontario.

Evaporated apples	U 13	U 12 1/2
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Beans.—The feature of the bean market seems to be an over-supply of poor quality that find little sale on the Toronto market. Some dealers are looking for an advance in price on the good quality.

Prime beans, per bushel	1 90	2 00
Hand picked beans, per bushel	2 05	2 15

MANITOBA MARKETS

POINTERS:—

- Sugar—Advanced.
- Syrup—Steady.
- Dried Fruits.—Scarce and firmer.
- Tapioca and Sago.—Advancing.

Winnipeg, Mar. 2.—With the continued mild weather over the greater part of the West, traffic is once more running regularly and orders continue to arrive from all points. The heavy rush which was so noticeable last week, slackened off somewhat this week, and it would almost appear as if the steady spring trade had not opened up yet for all firms. General trade conditions are, however, decidedly more encouraging than they were a month ago.

Sugar during the week employed some tactics which surprised even the oldest heads in the business. British Columbia granulated sugar, owing to small stocks and large demand, advanced 10 cents higher for orders out of Winnipeg than anywhere else. A general advance in raw and refined sugars took place and indications are that a further advance will be forthcoming.

Sugar.—A general advance of 10 cents has taken place on the sugar market during the week. Owing to the recent strength of the raw sugar market, this advance was expected. The advance of an extra 10 cents on British Columbia granulated in barrels and sacks, on orders going out of Winnipeg, was unexpected, but increased demand and light stocks were the cause.

Montreal and H.C. granulated, in bbls	4 95
" " " " in sacks	4 50
" " yellow, in bbls	4 55
" " " " in sacks	4 10
Ising sugar, in bbls	5 55
" " " " in boxes	5 75
" " " " in small quantities	5 20
Powdered sugar, in bbls	5 35
" " " " in boxes	5 55
" " " " in small quantities	5 30
Lump, hard, in bbls	5 85
" " " " in 1/2-bbls	5 95
" " " " in 10-lb. cases	5 85

Dried Fruits.—The market continues to advance for certain lines of dried fruits. Representatives of one of the

largest prune houses in California, who was in the city last week, and who has been traveling through the West, stated that no new stocks of prunes would be forthcoming for six months, while in the meantime, stocks were large enough to supply the demand, which would continue steady, thus preventing any rapid advance.

Dates, on the other hand, have declined 3/4 cent per pound in bulk and 1/4 cent per pound in packages.

Syrup and Molasses.—There is no change in these commodities. Trade continues active and prices unchanged. United States syrup is being offered at low figures by some houses.

Coffee.—A difference of opinion prevails regarding the course which will be followed in a few weeks; many wholesalers only reply "nothing new."

Coffee, standard Rio	0 14 1/2	Coffee, choice	0 15
		Coffee, extra choice	0 16

Beans and Peas.—So far no change has taken place yet in the price of beans on the local market, the large dealers prefer to wait and watch the course of the reciprocity agreement for a while yet. The market is, however, strong for both.

Prices quoted now are:

Beans, 3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25
Peas, split, 100 lbs.	2 85

Tapioca and Sago.—No advances have taken place yet in these lines, although the market is decidedly strong, and trade active. Barley, both pearl and pot, have advanced 5 cents per sack, and higher prices are predicted for the whole four mentioned.

Pearl tapioca, per lb.	0 06 1/2	0 06 1/2
Sago, per lb.	0 04 1/2	0 05 1/2
Pearl barley, 99 lb. sack	3 85	
Pot barley, 99 lb. sack	2 55	

Cream of Tartar.—A slight increase of about 2 cents per pound has taken place during the week, a steady demand is in existence. Pails, 25 lbs., are now quoted at 31 1/2 cents per lb.

BRITISH COLUMBIA MARKETS.

Vancouver, March 2.—Good potatoes are scarce, although there is a fair supply of medium quality. Some of the commission men and wholesalers have been in communication with Seattle, but white potatoes cost \$28 there; landed here the price will be \$39. This would bring the quotation high to dealers. The duty will make a difference of between \$6 and \$7 a ton in potatoes, so if the reciprocal trade arrangement goes through, it is said the potato market in British Columbia will be taken advantage of by the United States.

The first pineapples have arrived from Honolulu this season, and are of good quality.

Green vegetables are being received from Burnbay, which is just outside Vancouver, and from Victoria. Early rhubarb generally comes in first from California, but with conditions as they are now, the Canadian has a chance in the market.

NEW BRUNSWICK MARKETS.

St. John, Mar. 2.—There was a reaction in the sugar market last week and the price which had been steadily declining, took an upward turn of ten cents on all grades. The announcement was made on Friday, and at the same time it was announced that Ontario flours had declined twenty cents per barrel. Pork and lard are somewhat cheaper. Prices quoted are: domestic mess pork, \$23.50 to \$24.50; American clear pork, \$22.75 to \$24.75; pure lard, 13 1/4 to 13 1/2; compound, 12 to 12 1/4. Cheese advanced half a cent per pound and is now selling at 13 1/2 to 13 3/4 cents.

B. C. VIEW OF RECIPROCITY.

Vancouver, B. C., March 2.—Produce men and wholesalers are not overjoyed at the prospect of a new tariff arrangement on the basis as proposed by the powers at Washington. The obliteration of the duty on fruit and vegetables they say will mean a greater amount of business with lesser profits. While the turnover will be larger, the staff required for handling, it is claimed, will need to be larger, so the monetary benefit will practically be less. It may mean reduction in the cost of living to the consumer. It will likely result in a bigger trade north and south.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

J. Malcolm & Son, manufacturers of condensed milk, St. George, Ont., ship their products to all parts of the Dominion, and have lately received an order from Liverpool, England.

Gorman, Eckert & Co., Limited, London, Ont., have issued a particularly handsome booklet on olives, in which they announce themselves as the largest packers of this delicacy in the British Empire. The book gives some interesting information relative to the manner of growth of the olive, and particularly the Spanish variety.

The reduction in the price of Clark's No. 1 pork and beans from 50 to 45 cts. per doz. has been made upon a general request, to enable the retailer to sell them as a 5 cent tin.

T. S. Corrigan, 314 Carlton street, Toronto, traveler for the Pure Gold Manufacturing Co., Toronto, has been ill with an attack of erysipelas, but is now recovering.

W. H. Millman, of Millman & Sons, wholesale brokers, Toronto, has returned from a trip to Fort William, Winnipeg and Chicago.

Opening prices on 1911 pack lobster are 35c higher than last year on No. 1 flats, 20c higher on halves, 25c higher on picnics and 5c higher on quarters. It will be remarked also that fresh lobsters are quoted higher this week.

Last year Great Britain imported 2,201,296,440 eggs. For these were paid £7,296,145, or nearly thirty-five and a half million dollars.





**A PLEASED CUSTOMER BRINGS**  
Added Trade in Every Line

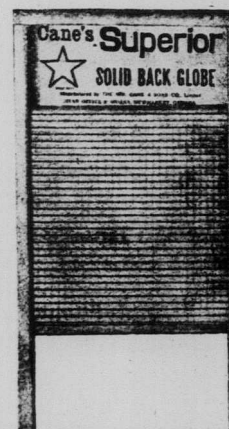
**CANE'S WASHBOARDS**  
and Washday Woodenware

Where reputations are made or marred in neighborhood consultations, if you sell Cane's Specialties to one woman, you sell her friends and neighbors inevitably, for Cane goods make good.

Each style has its individual points of excellence.

The "Superior" Solid back Globe Washboard illustrated is one of a range, each of which is adapted to a different use or is made to sell at a different price.

Ask your Jobber for Cane's.  
Information on request.



**"You See"**

It is impossible for the Globe boards to come apart, because they are fitted with lock corners and the face is of solid zinc and can't wear loose and tear the clothes. Globe Washboards last for years.

**The William Cane & Sons Co.,**  
LIMITED

Newmarket,

Ontario

The  
Leader  
for  
50  
Years

The Powder  
with a  
Pedigree

**Cook's  
Friend**

The Powder  
with a  
Past

No alum in it

**W. D. McLaren, Limited**  
BAKING POWDER SPECIALISTS

MONTREAL

**GOODWILLIE'S**

**PURE  
FRUITS**

In Glass



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

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

Of delicious natural flavor, quite unequalled anywhere.

Ask your wholesaler

AGENTS

**Rose & Laflamme  
Limited**

Montreal and Toronto

THE CANADIAN GROCER

# Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

## W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade  
Coffees.

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

Mail orders promptly attended to.

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

TRY A  
Condensed Ad.  
IN  
Canadian Grocer

Do you want live representation?  
We are in touch with the trade.

## Andrews & Nunn

Manufacturers' Agents and  
Wholesale Commission Merchants

Codes—A B C 6th Edition, Western Union

615 Dominion Trust Building  
VANCOUVER, B.C.

Correspondence  
Solicited

Highest  
References

The Condensed Ads. in this  
Paper will bring good results

## VICTORIA FRUIT GROWERS' ASSOCIATION

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

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA  
Branch at 140 Water Street, Vancouver.

## McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission  
Agents

144 WATER ST., VANCOUVER, B.C.

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

5%  
TO  
10%  
SAVED

## GROGERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate  
profits? Our customers all agree they can save  
the above percentage by avoiding unnecessary  
freights! WHY NOT YOU?

Get in touch with us to-day; trade with us  
to YOUR advantage.

Our goods are at your door and our prices  
are right.

**THE YOUNG COMPANY, Limited**  
NORTH BAY - and - SUDBURY



## A Strong Combination :

UTILITY

CLEANLINESS

ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the  
Modern Grocery

Write for Illustrated Catalogue  
"Modern Grocery Fixtures."

## Walker Bin Store Fixture Co.

LIMITED

REPRESENTATIVES—

Manitoba: Watson & Truesdale, Winnipeg, Man.

Saskatchewan and Alberta: J. C. Stokes,

Regina, Sask.

Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario

## HARD FACTS

Getting down to hard facts, does it make any difference to your business whether you sell good tea or another kind?

Then if it makes a whole lot of difference, what have you done to find out for yourself which is the best tea on the market?

Time and again I have paid the price for this space to tell you about Red Rose Tea, and you yourself have seen Red Rose race forward to a leading place in the package tea business.

But the only way you can prove its quality to yourself is to try Red Rose in your home. Many Grocers have done this and are recommending Red Rose as the best quality in tea at the price in every grade. That is why their sales increase so rapidly.

# Red Rose Tea

“is good tea.”

T. H. Estabrooks  
Toronto, Winnipeg, St. John, N.B.

# HOLBROOKS

of BIRMINGHAM, ENGLAND

Sole Proprietors of

**The “HOLBROOK” Brand  
Norwegian Smoked Sardines**

in Pure Olive Oil.

**The “OLAF” Brand  
Norwegian Smoked Sardines**

in Pure Olive Oil.

And Sole Manufacturers and Proprietors of

**Holbrooks Worcestershire Sauce**

Canadian Offices: 40 SCOTT ST., TORONTO, ONT.

Manager, H. GILBERT NOBBS.

STOCKS HELD BY AGENTS IN EVERY PROVINCE.

## A Great Selling Team

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

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

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

## TRY A BOX

Use this for Every  
Purpose with Cold  
Warm or Hot Water



Softens the Water  
Goes Further and  
Does Better Work  
Save the Wrappers

Give your Order to any Wholesale  
Traveller or send it to Woodstock

## Western Canada is a Great Market for all Grocery Lines.



THE PEOPLE of Western Canada are liberal buyers and prompt in payment. Now is an ideal period for the manufacturers and shippers of Eastern Canada, Europe and the U.S.A. to get into this splendid market. And they can do so in no better way than to take advantage of our extensive connection with Western Canada Trade and our exceptional commercial facilities. We maintain large warehouses in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina.

*Write us for detailed information about this market.*

**NICHOLSON & BAIN,** Wholesale Commission Merchants  
and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

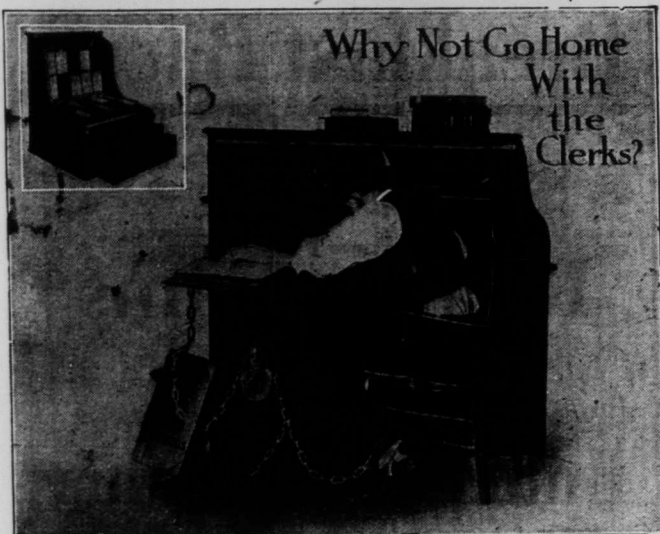
WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY



### You can be freed of your book-keeping Burdens!

You can learn more about your business in five minutes with

**The McCaskey Gravity Account Register System**  
(First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the

SIXTY THOUSAND MERCHANTS who use it, it will do the same for you. Ask any user, or write

**DOMINION REGISTER COMPANY**

Manufacturers of Duplicating and Triplicating Sales Books in all varieties  
90-98 Ontario Street, Toronto

## "Kitchener Pork & Beans"

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

**Delicious  
Appetizing  
Satisfying**

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

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

**The Oshawa Canning  
Co., Limited**

OSHAWA :: :: ONTARIO

## 'Pon-Honor Products

of

Canada's House of Quality—

Are the finest that scientific Packing House Methods can produce.

All Departments under Government Supervision.

INSIST ON HAVING

Gunns well-known Brands of Hams, Bacon, Sausage, Lard, Shortening, Cooking and Salad Oils, Mince Meat, etc.

APPETIZING AND SATISFYING

### GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

## -L-A-R-D-

There is always a good demand for lard during the Lenten Season. Prices to-day are very reasonable and we think the market is now as low as it will go.

We will be glad to quote you prices for the finest pure lard in

350 lb. tierces in wood  
 60 " tubs " "  
 20 " pails " " or tins  
 10 " " " " "  
 5 " " " tins  
 3 " " " "  
 2 lb. and 1 lb. cartons

**F. W. Fearman Co.**  
 LIMITED  
 HAMILTON



Talking  
 Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable:

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children:

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO-CONDENSED  
 MILK-CO LIMITED  
 FACTORIES  
 TRURO-N.S.  
 HUNTINGDON.P.Q.



## Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade

### Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

## Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

### THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses  
 FERGUS

70-72 Front St. East  
 TORONTO

## An Easier Feeling in Live Hog Prices

Following the Lower Tendency of all Live Stock—Arrivals in Western States Not as Large as Expected—Arrivals of Butter Are not so Large—Eggs Have Reached a Resting Place—Demand is Very Large—Cheese is Quiet.

The arrival of hogs in the Western States has not been as large of late, on account of the bad conditions of the roads, and as a result prices have shown a moderate recovery from the recent low point, but there seems to be a feeling that the number of hogs in the country do not at least warrant any higher prices than now existing. Canadian prices for hogs show a little easiness, following the break in United States prices recently, and also in sympathy with the decline in the price of cattle. Trade in provisions is keeping normal, on the whole, while it is noticeable that some lines are being neglected, which may be caused by the opening of Lent, which turns trade into particular channels.

Arrivals of butter seem to have slackened off at most centres and show a decrease over last year, and as a result prices are steady at present figures. Demand is keeping up well, especially for the highest grade, while Lent is expected to bring a heavier demand, which some dealers claim with the present light arrivals, may lead to higher prices.

Eggs, after their continued downward flight, seem to have come to a resting place, at least for a while. Demand is extremely good for new lays, and can only be supplied by importations from United States markets. Few storage eggs are being brought in, the trade in them having dropped off, and can be easily handled by Canadian houses. It is stated that a number of cold storage men have lost money on eggs this year.

Although trade in cheese is quiet just now, still the strength seems to be maintained, as stocks in most centres are light.

A report of the live stock market says: "It is noteworthy that during the last week, the tendency of all live stock prices was towards lower levels. The early arrival of the Lenten season, accompanied by a curtailment in the consumption of meat, will not make an improvement. The effect of the increased output of eggs is also being felt."

### MONTREAL.

Provisions.—An easier feeling prevails in lard, owing to temporary heavy supplies. Otherwise the market is steady. Demand for hams is fair, and it is hardly expected for the next few weeks that it will show any increase in this province.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 13
Cases, tins, each 10 lbs., per lb.	0 13
" " " " " " " "	0 12
" " " " " " " "	0 12
Pails, wood, 30 lbs. net, per lb.	0 11
Pails, tin, 30 lbs. gross, per lb.	0 12
Tubs, 50 lbs. net, per lb.	0 13
Tierces, 375 lbs., per lb.	0 13
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 11
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 12
" " " " " " " "	0 11
" " " " " " " "	0 11
Pails, wood, 30 lbs. net, per lb.	0 13
Pails, tin, 30 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10
<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00

### TORONTO.

Provisions.—There have been no new features in the provision market during the past week. While trade on the whole is normal, there are some lines in which an improvement in trade would be welcomed. Live hogs at country points are now quoted at \$6.90 per cwt.

and locally at \$7.05 to \$7.10. The arrivals on this market during the past week have not been overly large, but an easier feeling prevails in the market, which some dealers believe may lead to slightly lower prices for hogs.

Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	27 00
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb bbls.	8 75
" " 200 "	17 00
" " 300 "	25 00
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11
Long clear bacon, light, lb.	0 12
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 12
Large sizes, 18 to 25 lbs., per lb.	0 14
Medium sizes, 10 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16
" " small, 9 to 12 lbs., per lb.	0 15
Breakfast bacon, English, boneless, per lb.	0 16
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	8 00
dressed, per cwt.	10 50

Butter.—One of the features of the market this week has been the stronger feeling and slightly advanced prices in the butter department. Receipts are considerably lower than those at the same time last year. As stated previously stocks are becoming lighter every week and are now in small compass. Lent is expected to bring a heavier demand and as a result of these conditions higher prices are not at all improbable before the new make comes on the market. Just at present the market is quite firm.

New milk creamery	0 26	0 27
Dairy, tubs, lb.	0 23	0 23
Fresh dairy rolls	0 23	

Cheese.—The cheese market is rather quiet. It has lost no strength at all, but the demand is not heavy and no particular feature is noticeable.

Quebec, large	0 14
Western, large	0 14
" " twins	0 14
" " small, 30 lbs.	0 14
Old cheese, large	0 16

Eggs.—There is an easier feeling in the egg market, due to a certain extent to the decrease in prices in the United States. The demand continues good, and with the opening of Lent an active trade should be experienced. Stocks of cold storage eggs are said to be about exhausted here.

New laid	0 25	0 27	3
Selects	0 23		
No. 1	0 20		

Poultry.—The demand for poultry is about normal and in the market there is practically no new features. Prices are as quoted last week.

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

Honey.—There is practically nothing new to report regarding honey. Business is confined to a well beaten path with prices steady and nothing eventful to report.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 06	0 06
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12	

Long clear bacon, per lb.	0 11	0 11
Smoked breakfast bacon, per lb.	0 17	0 18
Pickled shoulder	0 09	0 11
Roll bacon, per lb.	0 12	0 13
Light hams, per lb.	0 15	0 16
Medium hams, per lb.	0 14	0 16
Large hams, per lb.	0 13	0 14
Cooked hams	0 21	
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 18	0 19
" pea meal	0 19	0 20
Heavy mess pork, per bbl.	21 00	23 00
Shoulders, per bbl.	24 00	26 00
Lard, tierces, per lb.	0 11	0 11
" tubs	0 12	0 12
" pails	0 12	0 13
" compounds, per lb.	0 10	0 11
Live hogs, at country points	6 90	
Live hogs, local	7 05	7 10
Dressed hogs	9 25	10 00

Butter.—Butter still remains stationary in price. While some dealers state that arrivals of the fresh article have been as large as usual, others say that shipments have been smaller, which they state will allow storage stocks to be somewhat reduced. Demand for butter is keeping up fairly well, but it is noticeable that only the highest grades are asked for, and the poorer quality is moving slowly. With only normal arrivals, butter prices are steady at the present figure.

Fresh creamery print	Per lb.	0 27	0 29
Creamery solids	0 24	0 25	
Farmers separator butter	0 22	0 23	
Dairy prints, choice	0 19	0 20	
Fresh large rolls	0 19	0 20	
No. 1 tubs or boxes	0 18	0 19	
No. 2 tubs or boxes	0 16	0 17	

Eggs.—With new lays quoted at 23 to 24 cents, eggs seem to have reached a resting place, at least for a time. The demand is extremely good, prices being within reach of the ordinary household, and a taste having seemingly been created for them. Importations of the new lays still continue from the United States markets, and only for the low prices there, the big demand here would likely raise prices. However, as long as supplies remain plentiful in the United States, it will keep the Canadian market at a reasonable basis. Storage eggs are moving slowly just now, demand having centred on the new laid.

New laid eggs	0 23	0 24
Eggs, storage	0 15	0 16
Pickled eggs	0 16	0 17

Cheese.—Although trade in cheese is not extra brisk at the present time, still the strength of the market seems to be maintained.

New cheese—		New twins	0 13	0 13
Large	0 13	0 13	0 14	
Old cheese	0 14	0 15		

Poultry.—A little extra briskness now and again seems to be the feature of the trade. Prices remain the same, but seem to point upward for the best fresh killed stocks. Storage poultry is 2 cents per pound lower than fresh killed.

Chickens, dressed	0 16	0 18	Geese, dressed	0 13	0 14
Ducks, dressed	0 14	0 15	Hens, dressed	0 13	0 14
			Turkeys, dressed	0 20	0 22

Honey.—Some dealers report some improvement in honey sales during the past two weeks, but prices remain unchanged.

**"Too Mussy For Me"**



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR BRAND package dates

**The Hills Brothers Co.**  
Beach and Washington Sts., NEW YORK



**CHINESE STARCH**

HAVE YOU A STOCK?  
GREAT SELLER ALL THE TIME.

GET PRICES  
**OCEAN MILLS**  
MONTREAL

Clover honey, extracted, 60 lb. cans.....	0 10 1/2	0 11
" " " 10 lb pails.....	0 11 1/2	0 12
" " " 5 lb pails.....	0 12	0 12
" " comb, per dozen.....	2 00	2 50
Buckwheat honey, lb.....	0 06 1/2	0 07

**WINNIPEG.**

Provisions.—Live hogs are a little weaker, a decline of 50 cents per cwt. having taken place on the local market during the week, the prevailing price being \$8 per cwt. delivered at the stock-yards, Winnipeg. Dressed hogs in the meanwhile are \$4.50 per cwt. higher than the live ones. To correspond with this drop here, but due a great deal more to the drop on the U. S. markets, lard has again taken a further decline.

Cured meats—	Boneless backs,
Hams, large.....	per lb.....
Hams, mediam.....	Mess pork, bbl.....
Breakfast bacon	Mess pork, 1/2 bbl.....
backs.....	Lard—
Breakfast bacon	In tiers, lb.....
bellies.....	50-lb tubs.....
Shoulders.....	20-lb pails.....
Long rolls.....	10-lb pails, cases.....
Short rolls.....	5-lb pails, cases.....
Dry salt meats—	3-lb pails, in case.....
Long clear sides	Compound, 20
per lb.....	lb pails.....

Eggs.—The egg market continues to decline with great rapidity. U. S. markets, chiefly Minneapolis, the source of Winnipeg's supply during the last month, have however advanced 2 cents per dozen during the last week. Diminishing of storage stocks and strong demand for new laid is the cause of this advance, the demand from Manitoba alone being large. In spite of this, however, fresh laid eggs can be bought considerably cheaper than a week ago. Practically no local eggs are being produced, and it will be two weeks at the least before they start coming in. Present prices quoted are 25c to 26c per dozen for fresh laid, and 22 to 23c per dozen for storage, although the stocks of the latter are practically nil, and only a very light demand exists for them.

Butter.—The prediction that spring is close at hand appears to have had an effect on the butter market. Manitoba fancy fresh made bricks have taken a decided decline in the last week of 4 cents, and are quoted now at 33 cents per pound. On the other hand, eastern creamery bricks had reversed their tactics and have advanced to 30 cents, while boxes are now quoted at 29 cents. The supply and quality of dairy butter coming in continue to improve. Stocks held are light, but the demand is small. No. 2 is now quoted at 19 cents, and No.

3 at 15 to 16 cents delivered at Winnipeg.

**Suggestions for the Handling of Oranges with Care**

Tampa, Florida, Feb. 28.—A fruit association in order to increase the consumption of oranges have been placing in each case a card which the retailer may hang up in his store, advocating customers to buy oranges by the box. It follows by this method of keeping oranges: "As soon as the oranges are delivered, open the box carefully, without crushing or cutting the fruit inside, remove the tissue paper wrapper, gently wipe dry each orange with a soft cotton cloth, then lay on a floor, or shelf, in a place where the temperature is as nearly uniform as possible and not too warm. The fruit may be placed closely together, but not touching each other. All that are decayed or soft in spots upon removal from the box should be discarded, and only the sound fruit stored."

This method might be used by any retailer in order to increase his orange sales or the method of keeping might be of value to the grocer who does not handle a very large amount of fruit.

**Trade Notes.**

Frank M. Reesor has sold his store to F. Carruthers, of Scarborough, Ont.

Wm. M. Evans, Evans Bros., grocers, Nanaimo, B.C., died recently. His brother Samuel was associated with him in business.

George A. Ormon, of Dartmouth, Nova Scotia, is now taking a course in advertising. He is credited with having made a success of sign writing. A. W. Huxtable, also of Dartmouth, finds that the provision end of his business, while entailing considerable work has been profitable.

A complimentary banquet was tendered S. E. Cornell, of Sarnia, Ont., by the grocers of that town, prompted by his forthcoming retirement from active business there and removal to the Canadian Northwest. He was presented with an address and a handsome gold handled silk umbrella, and at a meeting of Tuscan Lodge No. 437, A. F. & A. M., was also made the recipient of a cut glass water set.

**AN APPRECIATION FROM THE FAR NORTH**  
NORTH AMERICAN TRANSPORTATION & TRADING CO.

Dawson, Yukon Territory, 1-9-11.

The Canadian Grocer:

Enclosed please find postal note for six dollars (\$6.00) covering enclosed invoice. If there is any grocer or grocery clerk in all of Canada that does not take "The Grocer" there is something exceedingly wrong with his "make-up."

In my opinion "The Grocer" is as essential to the grocer and his clerk as a pair of scales or a cash register. "A live grocer cannot make a success without all three."

(Signed) FRANK J. MURPHY.



**Grocers:** It is a fact that your customers' confidence in you is increased because of your handling goods that are recognized as the standard of quality. The only sure way to retain their confidence and increase your profits is to handle the branded articles that after years of constant use have proved to be all that is claimed for them.

## MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods.



**E. W. GILLETT COMPANY LIMITED**

TORONTO, ONT.

Montreal

Winnipeg



### The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw **Shredded Wheat** being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

Last year we demonstrated **Shredded Wheat** in many cities and towns and gave away, including house-to-house sampling, 20,000,000 **Shredded Wheat Biscuits**.

**This Year We're Doing Even More Advertising**

Is it any wonder that **Shredded Wheat** is the easiest-to-sell cereal food?  
And it pays you a good profit.

**THE SHREDDED WHEAT CO.**  
NIAGARA FALLS, N. Y.

*Shredded Wheat*

### Retailers, Attention!

## CLARK'S Pork and Beans

Please Note Change  
in Price

No. 1's	- - -	50c.	per dozen
No. 2's	- - -	90c.	" "
No. 3's flat	- -	\$1.00	" "
No. 3's tall	- -	1.25	" "

Either with Chili Sauce, Plain or Tomato Sauce.

Instruct your Jobber to order you a five-case lot to be shipped direct from the factory. I will prepay freight up to 40c. per 100 lbs.

**Wm. Clark, - Montreal**

CANADA: No better Country

MOTT'S: No better Chocolate

DIAMOND CHOCOLATE

All the year round

# Mott's

"Diamond" and "Elite"

brands of

# Chocolate

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

EVERY JOBBER SELLS THEM

## John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. Estabrook St. John, N.B.	J. M. Douglas & Co. Montreal	R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg	Tees & Perse Calgary	Johnston & Yockney Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

# BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

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

### BISCUITS

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

All goods packed in hermetically sealed tins.

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

# Donald says:

## Quaker Brand

### Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum**, and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.


Samples and Price on Application.

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## MATHEWSON'S SONS

P.O. Box, 2360. MONTREAL

By Royal Letters Patent



# NELSON'S

## POWDERED GELATINE

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

## NELSON'S

### Gelatine and Liquorice

# LOZENGES

Should be in your confectionery department.

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

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington Street East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.

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## Rolled Oats Reduced 15c Per Bag

This is Announced by Toronto Millers and Caused by Continued Lowness of Oat Prices—Trade is Not Overly Brisk in This Line—Business in Flour is Slack—Manitoba Flour Unchanged—Wheat Prices Lower—Ontario Flour Has Been Reduced by Some Mills.

Trade in flour still continues at a low level, although a slight improvement is reported from some centres. The wheat market is at a lower level than it has been for some time, No. 1 Northern Manitoba being quoted at 97 cents in Toronto, as against \$1.04 six weeks ago. While the May option on wheat at Winnipeg was \$1.08½ in the middle of August last, at the present time it is 91¼, a drop of 17¼ cents. If wheat prices go lower, or even if the present prices continue long to show that no reaction is going to take place, some millers believe that there will be some reduction in the price of flour.

Ontario wheat has been steadily declining in price, and has now reached the 80 cent level. As a result some of the mills have made a reduction in this class of flour ranging from 20 to 30 cents per barrel, although there are others who show no change in quotations. Ontario flour in New Brunswick is quoted at a reduction of 20 cents per barrel.

Trade in Ontario flour is extremely slack just now, and as there has been an absence of inquiries at any price, it is a question as to whether reduction in price will have any effect in stimulating trade.

The Canadian visible supply of wheat is 9,784,000 bushels, as against 8,271,000 bushels at this time last year. In the United States the visible supply is 41,472,000 as against 25,515,000 bushels last year.

The flour situation in the United States shows no improvement and trade is dull. A report from New York says: "The week's reports from the important milling centres throughout the country show conditions as unsatisfactory as in New York to the point of discouragement. Prices have been reduced to the lowest in three years, but do not tempt buyers beyond their routine requirements. Buyers impressed with the declining wheat prices seem about to have withdrawn from the market. Even offers at very low prices rarely tempt them on any but very small lots."

A reduction of 15 cents per bag has taken place in the price of rolled oats on account of the lowness of oat prices. Then again trade has not come up to the standard that some mills expected for this season, and some of them having more stocks on hand than they wished, believed that by lowering prices, the demand for this line might be stimulated. The Canadian visible supply of oats is 6,925,000 bushels, as compared with 4,493,000 bushels last year.

### MONTREAL.

Flour.—Price of flour remains unchanged, and the market is not material-

ly changed. The stock of flour on spot early in the week shows a decrease of 2,506 barrels, compared with a week ago, and a decrease of 3,853 with a year ago. It is interesting to note that May wheat in Chicago touched 88¾c a bus. on February 25th, as compared with \$1.14 a year ago. A report says it is years since the international wheat situation was as depressed as it is at present, and the trade is looking for low prices to prevail, unless the present supply-and-demand situation changes, or unless there is an impairment to the present crop outlook. Continuing it says: Supplies are the largest for the season in years, if not the largest on record. How low prices will go is a question that puzzles the trade; until the 13,000,000 bus. held in Canada are disposed of, the tendency is to go on the buying side.

In the meantime, reports of demand for Canadian wheat from European buyers are improving. The stock as compared with a year ago in Canada shows an increase of 508,304 bus.

Winter wheat patents, bbl.	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl.	5 60	
"    straight patents bbl.	5 10	
"    strong bakers	4 90	
"    second	4 50	

Cereals.—The demand for rolled oats is about the average. The market is fair and keeps satisfactory. There is no change of any note in the general situation.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolled cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 15
"    barrels	4 40

### TORONTO.

Flour.—Manitoba flours continue at the same price as last week, with 1st patents quoted at \$5.40 per cwt. No. 1 Northern Manitoba wheat is now quoted at 97 cents per bushel, a reduction of 2 cents over last week, and of 7 cents in the past six weeks. With prices hovering around this level, the flour market is weaker than it has been for some time. One miller expressed the opinion that if wheat continues at this point long, to show that there is going to be no reaction, he expected flour prices would show some reduction. On account of the slackness of the flour trade, some dealers thought that some of the big mills might reduce prices to stimulate trade, but it was also pointed out that some of the mills will not be in a hurry to reduce prices, having bought wheat at a higher figure than exists to-day.

Ontario wheat has been steadily declining, and is now quoted at 80 cents. Some of the mills have reduced the price of Ontario flour from 20 to 30 cents per barrel, but there is some differences in



**A** LITTLE BIT more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line.

The name "Perfection" was chosen because it represents the standard of quality from which our goods never deviate.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.  
WINNIPEG, MAN.



## MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

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

prices among the mills, which as one miller stated, was of little importance, as the amount of business passing in Ontario flour is extremely small just at the present time.

Manitoba Wheat.		
1st Patent, in car lots.....	5 40	5 50
2nd Patent, in car lots.....	4 90	5 00
Strong bakers, in car lots.....	4 70	4 80
Feed flour, in car lots.....	3 00	3 30
Winter Wheat.		
Straight roller.....	4 25	4 70
Patents.....	4 80	5 00
Blended.....	4 80	5 10

Cereals.—A reduction of 15 cents per bag has taken place in the price of rolled oats this week, as a result of the weakness in the oat market, while rolled wheat locally is slightly lower, being quoted at a reduction of ten cents per barrel. Trade in rolled oats has not been overly brisk lately and it is hoped that the reduction will stimulate trade.

Rolled oats, small lots, 90 lb. sacks.....	2 65
" " 25 bags to car lots.....	1 95
Standard and granulated oatmeal, 58 lb. sacks.....	3 25
Rolled wheat, small lots, 100 lb. bris.....	3 75
" " 5 bris. to car lots.....	2 65

WINNIPEG.

Flour.—An improvement has taken place here in the domestic demand for flour, while fairly good export enquiry is also in existence. A decline in prices appeared imminent at one time, but no change has taken place so far. These conditions are rather different from those prevailing across the line, where during the last two weeks many mills have been forced to close down, owing to the large stocks of flour and light demand, both domestic and export.

1st Patents, per cwt.....	2 90
2nd Patents, per cwt.....	2 75
Strong Bakers, per cwt.....	2 60

Larger Profits  
are Returned by  
Fancy Groceries

"It is in the interest of the merchant to push those lines of groceries that pay the best profit," said a Calgary retailer recently. "They should be given the most prominence in both the window and counter display. Fancy groceries, for which there is not a large demand, can be included in this class, and the grocer who gets behind these lines, will find it very profitable work.

"The demand for fancy groceries will not grow in itself," said he. "Customers must be first interested in them, and in time they will begin to ask for them. The demand for many lines of groceries could be greatly increased if they were presented to customers in a proper manner.

"Each clerk should have a display of some of these lines at his counter. He should thoroughly know the articles and be able to talk intelligently about them. Then, when the customer had made a purchase, this line could be shown her. The clerk should not be discouraged if he does not make a sale each time; that cannot be expected. The customer may

not want to purchase just at that time, but she will probably be interested, and perhaps at some future date, it will mean a sale.

"Besides the interior display," continued the dealer, "the show window is valuable in bringing these lines before the customers. When a display is made, there should almost always be a show card, descriptive of the goods. Advertising is another medium. In this way people other than those who visit or pass the store are interested."

TRADE NOTES.

Hugh McLean of Wingham, Ont., has purchased a general store business in Hensall and will move there shortly.

R. J. Ballantine has opened a grocery and confectionery business in Rosthern, Sask.

There are one hundred traveling salesmen resident in Owen Sound, Ont., and some of them held an organization meeting recently and formed a commercial travelers club. They have secured apartments and propose to hold regular meetings to discuss all questions relative to the well being of that place. Their first regular meeting was held on Saturday afternoon last; when there was a good attendance. The roll now bears nearly fifty names.

R. H. Benson has opened a general store in a brick block which he erected recently in St. George, Ont.

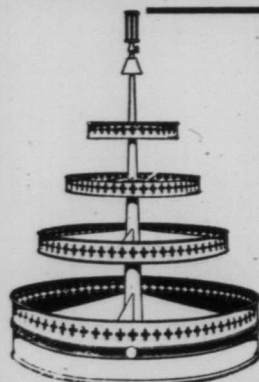
There is Health and **EPPS'S COCOA**  
Strength in Every Cup of

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

**EPPS'S MILK CHOCOLATE**

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: . E. CLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg;



Increase Your Sales and  
Profits on Vegetables

You can do both with our Vegetable Display Stand, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

**GALESBURG CORNICE WORKS**  
93 Cox Street, Galesburg, Illinois



This Kid is

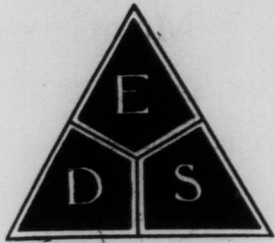
"Spreading  
Out" and fully realizes that

he is "the coming man."

Don't let precedent and prejudice hold you in a rut so that progress turns out and goes around you! Buy

**ANCHOR BRAND  
FLOUR**

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



**“E.D.S.”  
Brand**

**Tomato Catsup**

**L**IKE all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not overspiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the “pressing-out” process—a specialty of our own. “E.D.S.” Catsup is entirely free from peelings, contains no apples, and it is not over-cooked.

Feature “E.D.S.” Catsup along with a full range of “E.D.S.” Jams and Jellies. They are family favorites and will influence more of the valuable family trade to your store.

Made only by

**E. D.  
Smith**

at his own  
Fruit Farms,

**Winona, - Ont.**

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.



**A Breakfast Necessity!**

There is no surer way of helping your customers to start the day right than by recommending to them

**TILLSON'S PAN-DRIED OATS**

They are the pure concentrated goodness of the best oats in the world—Canadian Oats—and are famed for their flavor, digestibility and wholesomeness.

We have created the demand for “Tillson’s” with our extensive consumer and bill-board advertising, and it only remains to you to associate your store with “Tillson’s.” Bigger business and better profit are bound to follow. Make a generous provision and order to-day.

Put up in Two Sizes  
Premium Family Package  
Retails at 25c.  
Pan-Dried Package  
Retails at 10c.

THE  
**Canadian Cereal  
& Milling Co., Ltd.**

—  
HEAD OFFICE:  
**LUMSDEN BUILDING,  
Toronto,  
Ont.**



# FLORIDA TOMATOES

First car of the season. Stock fine. Chase's Celebrated Pack.

CALIFORNIA CELERY  
 FLORIDA CELERY  
 FLORIDA LETTUCE  
 VOLUNTEER BRAND  
 (Sunkist) ORANGES  
 ROSE BRAND ORANGES  
 FLORIDA STRAWBERRIES  
 NEW RHUBARB  
 BEETS, CARROTS, Etc.



25-27 CHURCH ST. TORONTO  
 are Largest Receivers

**ST. NICHOLAS**

PACKER:  
 FRANC TRACUZZI

**Always Superior**

AGENT  
 J. J. McCABE, Toronto

**HOME GUARD**

## The Best Apples Advance in Montreal

Highest Quality are Quoted at \$8 There — Florida Celery and Lettuce are Beginning to Arrive—General Scarcity of Grapes —Prices Have Advanced—Potatoes are Higher in Winnipeg and Vancouver.

Florida celery is now arriving on the Canadian markets and is partly taking the place of the California article. California celery has not been as good a crop this year as usual. It is grown on the low land and the wet weather in that State made it impossible for the growers to get on the land to look after its growth, so that the shipments will be shorter than in other years. In some districts the land was completely flooded, destroying the crop completely. Florida lettuce is also beginning to arrive.

There must be a general satisfaction from grower to consumer in California oranges which continue in large shipments and of excellent quality. On Feb. 21 and 22, the shipment of oranges was 481 cars, compared with 174 cars for the same dates last year, the shipment of California lemons for the same date were 27 cars against 13 last year. Some dealers are of the opinion that oranges may be higher than prices now quoted, as on account of the season opening early, it will close earlier and shipments may drop off at a time before the demand has slackened. The marmalade orange season has been quite satisfactory to most dealers, both wholesale and retail.

Both Malaga and Almeria grapes have been advanced in price. There is a noted scarcity, there being practically no Almeria to be had.

Demand for apples has shown improvement in some centres, even at the high prevailing prices, while in Montreal the price of the first quality has now been advanced to \$8 per barrel.

### MONTREAL.

Green Fruit.—Recent milder weather gave a certain impetus to trade in fruits. Apples here are in small compass and it is stated western holders are glad to send in their stocks here. Demand for apples is good, considering the high price. Quotations for first quality snows have advanced to \$8. Oranges are in good demand, and a number of retailers have been doing an extensive business selling a fine quality oranges at 25 cts. a doz. It is believed that oranges are likely to advance before long. The lemon market is rather uneventful. A few strawberries are moving at between 40 and 50 cents a box.

Apples, bbl. .... 4 50 8 00	Oranges—
Bananas crated, bunch ..... 1 75 2 25	California..... 2 75 3 00
Cranberries, bbl. 10 00 11 00	Valencia..... 4 25 4 50
Cranberries, bxs. .... 2 75	Mexican..... 2 00 2 25
Cocoanuts, bags. .... 4 25	Bitter..... 2 50 2 75
Grape fruit, Flo. .... 4 25	Tangerines..... 4 75 5 00
Malaga keg..... 7 50	Pineapples—
Almeria, keg..... 8 00	Florida, case... 4 50 5 00
Lemons..... 2 50 3 00	Strawberries, Florida, qt. box... 0 40 0 50

Vegetables. — Potatoes are holding firmly at around \$1.20 to \$1.25. Vege-

tables are rather quiet just now, outside of a fair steady business along regular lines.

Beets, bag..... 1 00	Onions—
Carrots, bag..... 1 00	Spanish, 1-cases. .... 2 00
Cabbage, doz. .... 0 50 0 60	Red, bags 100 lb., per lb..... 0 03
Cabbage, bbl. ... 1 00 1 50	Potatoes, bag . . . 1 20 1 25
Celery, crate..... 5 00 5 25	New Bermuda potatoes, bbl .... 9 00
Cauliflowers, Cal., half crate..... 1 75 2 00	Sweet potatoes, basket .... 2 00
Cucumbers, doz. 2 50 2 75	Sweet potatoes, bbl... 3 75
Garlic, 2 bunches .... 0 25	Parley, crate..... 3 00
Green Peppers, small basket ..... 1 25	Parsnips, bag. . . 1 00 1 25
Leeks, doz ..... 1 75 2 00	Radishes, dozen bunches..... 0 60 0 75
Lettuce—	Spinach, bbl .... 4 50 5 00
Curly lettuce, box 1 60 2 40	Tomatoes, crate 3 50 4 00
Florida lettuce, hamper..... 3 75	Turnips, bag .... 0 75 0 90
Boston, box..... 2 25 2 50	

### TORONTO.

Green Fruits.—Trade in the different lines of fruit is keeping up well, and dealers state it compares favorably with other years. Oranges are still a leading figure in the fruit trade, while dealers have been doing a good business in lemons of late. It is pointed out that the consumption of lemons is increasing yearly, as the housewife is continually finding some new uses for this article. The lemons arriving just now are of fine quality which also helps to stimulate trade. Some dealers report that the trade in apples has shown some improvement in the past two weeks, but prices remain the same. Considering the price, strawberries are moving fairly well at 40 to 45 cents per box.

There has been a big advance in Malaga and Almeria grapes, owing to the scarcity of stocks. There are practically no Almeria to be had on the local market, and Malaga are ranging in price from \$7 to \$12 per case.

Apples, bbl..... 3 50 6 00	Messina..... 2 75 3 00
Apples, box .... 1 75 2 00	Limes, box..... 1 25
Bananas..... 1 50 2 00	Oranges—
Cocoanuts, sack 4 00 5 00	Tangerines, a strap..... 5 50 6 00
Cranberries, bbl 9 00 10 00	Marmalade..... 2 50 2 75
Cranberries, case.... 3 50	Navel..... 2 50 2 85
Grapes—	Mexicans..... 1 75 2 00
Malaga, bbl. ... 7 00 12 00	Pineapples crate 4 00 4 50
Almeria, bbl.... 5 00 7 00	Strawberries, bx 0 40 0 45
Grape Fruit—	Tomatoes, case of 6 baskets..... 5 00
Florida per case 3 50 3 75	Rhubarb, doz..... 1 00
Jamaica, case.. 2 75 3 00	
Lemons—	
California..... 3 50	

Vegetables.—Florida celery is beginning to arrive on the local market, and is partly taking the place of California. the shipments of which have been short of late. Some Florida lettuce is also arriving, and is quoted at \$2.50 per hamper. Spanish onions are enjoying a fair trade at unchanged prices. Sweet potatoes are a little firmer and are quoted at \$1.40 to \$1.50 per hamper, while Ontario potatoes are selling at \$1.00 per bag, with choice New Brunswick stock bringing \$1.10. The trade in imported goods is normal, with beets showing a slight reduction in price, while cucumbers are a little higher.

Some yellow globe onions are being offered in 100 lb. sacks at \$2.50.

Beets, Louisiana doz.....  
 Canadian beet bag.....  
 Cabbage, Canadian.....  
 Cabbage, per 100 lb.....  
 Carrots, Canadian, bag.....  
 Carrots, Louisiana, doz.....  
 Celery, dozen, California.....  
 Celery, Florida, case \$5. 6's.....  
 Cucumbers, Boston, doz.....

Fruit.—fairly steady, have taken remains in stock, and will be further in small quantities, however, One shipment would be in market, but will be bruised of inferior quality.

Apples—Greenings, 1 Can. Nor. Sp. No. 1.....  
 Can. Nor. Sp. No. 2.....  
 Other varieties Wash. box Greening, b Newton Pip per box...  
 Rome Beauty per box...

Vegetables.—Dried vegetables, the market is fair sized, and or potatoes southern grown in Pe prices are large in quantity from the south.

Beets, Louisiana doz..... 1 00	Endive, 12 heads ..... 1 00
Canadian beet, bag ..... 0 60 0 75	Lettuce, Cana- dian, head... 0 40
Cabbage, case- Canadian..... 0 75 1 25	Boston head let- tuce, doz..... 1 25
Cabbage, per 100 3 50 5 00	Boston head let- tuce, hamper. 2 50 2 75
Carrots, Cana- dian, bag..... 0 50	Onions—
Carrots, Louis- iana, doz..... 1 00	Spanish, large.. 3 00
Celery, dozen . . . 0 30 0 40	Spanish, 3-cases 1 50
Celery, Califor- nia, case..... 4 50 4 75	Yellow, per bag 1 65 1 75
Celery, Florida, case 5's, 6's, 4's 2 50 3 00	Potatoes, Onta- rio, bag..... 6 90 1 00
Cucumbers, Bos- ton, doz..... 2 25 3 00	Sweet, hamper. 1 40 1 50
	Parsley, per doz 0 75
	Parsnips, bag . . . . . 0 60
	New turnips, per 11-qt. basket..... 0 50

**WINNIPEG.**

Fruit.—Trade in fruit remains on a fairly steady basis and small changes have taken place lately. The demand remains steady, and prices are unchanged. Stocks of apples are getting smaller, and wholesalers state that conditions in the east are none too encouraging for a late supply, consequently some predict further advances in the near future. Florida strawberries continue to arrive in small quantities. The shipments, however, vary considerably in quality. One shipment will contain fruit that would be hardly surpassed on the eastern market, while the next consignment will be almost unfit to be put on the market, the berries being small, and badly bruised, giving a general appearance of inferior fruit hurriedly packed and immediately dumped on the market.

Apples—	Senator, per box ... 2 75
Greenings, bbl. .... 6 00	Wynesaps, box... 2 75
Can. Nor. Spies, No. 1..... 7 00	Bananas, bunch 2 50 3 50
Can. Nor. Spies, No. 2..... 6 00	California lemons crate..... 5 00
Other varieties. .... 6 50	Cranberries—
Wash. boxed apples—	Frozen, bbl ..... 9 00
Greening box..... 2 00	Florida grape fruit, box ..... 5 50
Newton Pippin, per box..... 2 00	Malaga grapes, per keg..... 9 00
Rome Beauty, per box..... 1 75	Navel oranges.. 3 00 3 50

Vegetables.—An active trade is still in progress in all lines of vegetables. Dried vegetables are all being offered by the hundredweight, and stocks are of fair size. Green vegetables on the other hand are offered by the dozen, basket or pound, and comprised mostly of southern grown stuff, the native or home grown supply being practically exhausted. Potatoes continue to soar, with prices per bushel in small lots at \$1.10. Large quantities are now being brought in from Ontario, and a few carloads from the south, the weaker market there making it possible to import.

# FLORIDA CELERY

Our first car Florida Celery arrived this week. Stock is very fine. Sizes run 3½, 4, 4½, 6 and 8 doz to crate.

—ALSO—

California Celery arriving regularly

Specialties such as STRAWBERRIES, PINEAPPLES, TOMATOES, LETTUCE, CUCUMBERS, PEPPERS, EGG PLANT, Etc., arriving daily.

Headquarters for Fancy Fruits and Vegetables.

## WHITE & CO., Limited

TORONTO - Branch at HAMILTON

# MARMALADE ORANGES

NOW IS THE TIME

Fresh shipment unloaded this week

Sizes 160's, 200's, 240's. Extra Fancy

## GOLDEN ORANGE BRAND

(Thompson's Improved Navel Oranges.)

Grape Fruit Lemons Bananas  
Onions—Spanish and Domestic.

## HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

# BUSTER BROWN

## LEMONS



The best wholesalers' trade always carry our pack of Lemons and want your orders. You want our Lemons too, because the quality is good and every box will make you money.

Mention our name when ordering

W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers



# Fish - Oysters



## Lent Opens with a Good Trade in Fish

Large Business is Looked Forward to — Prices of Fresh Frozen Fish Are a Little Easier on Account of Mild Weather — Haddie are Plentiful and Reasonable in Price—Chicago Fish Trust Makes Out in Prices.

The Lenten season has opened and all the dealers are looking forward to a large business in fish for the next five or six weeks. In the beginning of this week the weather took a little mild turn that resulted in prices weakening to some extent. At the time this was expected to be only temporary, as with good cool weather the market should be firm enough.

There is not much change in the general fish situation. Some of the houses are short of boneless cod and have had to turn down orders every day. Others report a sufficient supply for their customers, but it was admitted that boneless cod is not as abundant as in former years, and also there is not the same demand. Fillets which have been short are now in better supply, and some heavy orders have been filled. It might be remarked that the price is probably the highest ever paid. There is an ample supply of frozen fish, and the prices are a little easier. Haddies are plentiful and are offered at a reasonable price. All the wholesale trade agree that the trend is away from the pickled cod and Labrador herring of the olden day. One Montreal dealer states that as far as his business was concerned this did not constitute 5 per cent. of his total trade, where soem years ago it was one of the big features. Salt fish is, as stated before, generally scarce. However, there is plenty of fish for the demand, and because of the fact that demand is directed toward those lines in which there is a certain abundance, there need be no question about the bulk of business that is to be done. All that is desired is a continuance of favorable, that is, cold weather, in order to protect the handling of frozen fish. It is hardly to be expected that winter has really shot its last bolt yet.

### QUEBEC.

Montreal.—Frozen fresh fish is just a little easier, owing to the suggestion of warm weather which the new week ushered in. Whitefish, smelts, green cod and haddock, all leading lines, are lower in price, but the drop is said to be only temporary, depending on the weather. It should have the effect of

keeping trade at a top notch. Favorable weather is fully expected for the next four or five weeks, anyway. The big fish dealers have been deluged with orders, and the total amount of trade this year should pretty nearly satisfy even the most optimistic.

FRESH FROZEN		
Codfish..... 0 03½ 0 04	Salmon, B.C., red 08½ 0 09	
Dore, winter caught, per lb..... 0 08 0 08½	Gaspesalmon..... 0 20	
Haddock..... 0 03½ 0 04	No. 1 Smelts, boxes, 10 and 15 lbs. each. 0 08	
Halibut, per lb. 0 08 0 08½	No. 2 Smelts, boxes, 15 and 25 lbs. each. 0 04	
Steak cod..... 0 04½ 0 05	Whitefish, large, lb..... 0 08½ 0 09	
Mackerel..... 0 11	Whitefish, small, 0 06 0 06½	
Tom cods, bbl..... 1 60		
Flounders, bbl..... 2 00	SALTED AND PICKLED	
Pike..... 0 05½ 0 06	Lake trout, half bbl. 6 00	
	Salmon, B.C., red, bbl 14 00	
	" " pink, bbl 12 00	
	" " Labrador, bbl 16 50	
	" " " bbls 9 00	
	" " " trcs., 300 lb..... 22 00	
	Salt eels, per lb. 0 07½ 0 08	
	Salt sardines, 20 lb. pis 1 00	
	Scotch herring..... 6 50	
	" " " keg 1 00	
	Holland herring, bbl 5 50	
	" " " keg 0 75	
SMOKED		
Bloaters, large, per box, 60s..... 1 20		
Haddies..... 0 07		
Herring, new smoked, per box..... 0 25		
Kipperd herring, per box, small..... 1 00		
SHELL FISH		
Shell oysters, bbl., choice..... 12 00 13 00		
XXX Shell Oysters..... 10 10		
Lobsters, live, per lb..... 0 30 0 35		
Oysters, choice, bulk, Imp. gal..... 1 48		
bulk, selects..... 1 60		
Solid meats—Standards, gal., \$1.85; selects, gal., \$2.		
PREPARED FISH		
Boneless cod, in blocks or packages, per lb. 6½, 7, 9, 10, 11..... 2 20		
Shredded cod, 2 doz. in box, per box..... 6 50		
Skinless cod, 100 lb. case..... 7 60		
Dried cod, medium, 100 lb. drum..... 6 00		
Dried cod, large, bundles..... 6 60		
Dried cod, medium, bundles..... 6 60		
Dried haddock, medium, bundle..... 6 60		

### ONTARIO.

Toronto.—Several changes have taken place in prices of fish this week, which have resulted on the whole in making things more favorable for the retailer. In the fresh frozen fish, which comprise a good part of the general trade, there have been several slight reductions, while Labrador herrings in both barrels and half-barrels are quoted at reduced prices. The market is in an unsettled condition. The fish trust in Chicago is making some radical cuts in prices, particularly Northwest fish, but the feeling prevails in some quarters that it is an effort to convert some old stock into cash, and that the prices of first class fish will not be affected to any great extent. Trade is keeping up well, and orders show that retailers are starting the Lenten season

with good sized stocks. Dealers state that there are no more first class fish in storage here than will meet the demand during the next six weeks.

FRESH CAUGHT FISH	
Steak cod..... 0 08	Haddock..... 0 06 0 07
FROZEN LAKE FISH	
Goldeyes..... 05	Salmon trout..... 0 12
Halibut..... 0 09 0 10	Smelts, No. 1..... 0 08
Lake Superior herring 0 03½	Smelts, extra..... 0 14
Pike..... 0 05	Tullibees..... 0 06
Pink sea salmon 0 08 0 09	White fish, winter caught..... 0 09
Round red "..... 0 09	Yellow pickerel..... 0 68½
OCEAN FISH (FROZEN)	
Herring, per 100..... 2 10	Mullets..... 0 04
Flounders..... 0 05	Bluefish..... 0 12
SMOKED, BONELESS AND PICKLED FISH	
Acadia, tablets, box..... 2 10	Cod, Imperial, per lb. 0 06
Acadia 1-lb. bxs per crate..... 3 60	Fillets, per lb..... 0 12
Acadia, 2-lb. boxes, pr. crate..... 2 80	Herring (Labs.) half-barrels..... 3 10
Acadia 3-lb. bxs per crate..... 5 40	Herring, bbl..... 5 00
Shredded cod..... 2 25	Haddie, Finnan..... 0 07½
Bloaters, box..... 1 25	Kippers, box..... 1 25
Boneless Digby, box 1 00	Oysters, extra selects, gal..... 2 25
Codfish, Bluenose, " 1 40	Oysters, selects, gal..... 1 85
Cod steak, per lb..... 0 07	Oysters, standard, gal 1 05
	Pickled lake herring, 100 lb. kegs..... 3 80
	Quail on toast, per lb. 0 07

### NOVA SCOTIA.

Halifax.—The fish trade is brisk, and there is a good demand all round. The dealers have orders for all the fish that they can procure. There is little fresh halibut on the market, and the dealers have put the retail price of halibut up to 18 cents per pound. The market was practically bare of lobsters this week. Only a few small lots were received, and they were quickly bought up. The shipments to the Boston market also show a heavy falling off. The supply of smelts is also limited, and those coming on the market are of a very small run. The receipts of fresh fish of all kinds are light, two small cargoes being landed here this week. There is no change in the salt and pickled fish markets. Stocks are small and prices high. Foreign shipments are also light.

### MANITOBA.

Winnipeg.—During the week wholesalers and jobbers have been exceptionally busy preparing for the rush season which always takes place during Lent. Added to this the continued mild weather has caused many to believe that an early Spring is upon us, which has resulted in the packing of freezers and making all preparations for the spring when it does come. Stocks held in the city are fairly heavy at present, and although trade is still in a lull, it is expected that next week quite a different aspect will be in evidence. Whitefish, salmon and halibut are the staple stocks held here, and comprise the largest quantities on hand now, while several other varieties have been brought in for the Lenten season. Frozen fish comprised the largest list, mackerel being the highest priced, at 12c per lb. Smoked fish has also been increased, while Labrador herring and salt whitefish are being offered by the half barrel. New lists are now being quoted by wholesalers, and a few changes in old prices will be noticed. Present prices quoted:



**YOUR LENTEN SEASON HARVEST**

Proper attention to your fish department during the Lenten season will increase your sales to a most gratifying extent. **NOW IS THE TIME TO THINK ABOUT IT.**

**Quick  
Sellers**

OCEAN BRAND  
**Finnan Haddies  
Kippers  
Bloaters**

**Boutilier's  
Smoked  
Fillets**

**Frozen Cod**

**Frozen Haddock**

If your wholesaler cannot supply you, write us direct.

**Halifax Cold Storage Co., 45 William Street  
Selling Branch, Montreal**

**BRUNSWICK BRAND SEA FOODS**

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care, and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

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

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



THE CANADIAN GROCER

FROZEN FISH		SMOKED FISH	
Flounders.....	0 06	Mullets.....	0 03
Gal eyes.....	0 03½	Pickrel split.....	0 07½
Habit.....	0 08	Salmon.....	0 09
Habit, box lots		Smelts.....	0 10
25 lbs.....	0 07½	Steak cod.....	0 07½
Haddock.....	0 06	Soles.....	0 07
Ja fish.....	0 34	Sea herring.....	0 01
Lake herring.....	0 03½	Tom cods.....	0 05
Market Cod.....	0 05½	Whitefish, split.....	0 07½
Macarel.....	0 12	Whitefish, round.....	0 07
		Bloaters, per box.....	1 50
		Fillets of haddock, lb.....	0 12
		Haddies.....	0 08
		Kippered herring, box.....	2 00
		Holland herring keg.....	0 68
		Labrador herring, per.....	
		Smoked salmon, lb.....	0 20
		Smoked codfish, lb.....	0 12
		Smoked goldeyes, doz.....	0 50
		½ bbl.....	4 25
		Salt whitefish, bbl.....	6 00

Felix Graham has opened a general store in Merritt, B.C.

## Bad Judgment in Selection of Paper Bags

How the Continual Use of Paper Bags of Larger Size Than Required Can Total Up to a Big Loss in a Year — Clerks Should Fix Proper Sizes and Weights in Mind.

By J. W. Bryans.

The other day while in a grocery store I saw a merchant himself take a sixteen-pound bag to do up 25 cents' worth of corn meal, which could have been held nicely in an eight-pound bag.

If this habit of using bags twice as large as needed were carried out in all lines it would mean a big loss in the ordinary grocery store in a year.

The paper bag is an important item in the grocery store, not so much in the individual cost of them, but in the saving in their use after you have them in the store. Quite commonly merchants or their clerks take a bag twice as large as needed to do up goods. The smaller bag not only means a saving, but also makes a much neater parcel. When a bag too large is used, it makes the contents seem less, while the merchant should aim to make parcels of goods look as large as possible.

### First Thing to Learn.

One of the first things that the clerk should be taught when he starts in the grocery business, is the proper use of the paper bag. He must be taught to use a little thought and judgment in their selection. For instance, all clerks know the size of bag it takes to hold different weights of sugar, and as corn meal is just a little lighter, he can judge what size is necessary for the different quantities. In the same way he knows bulk soda is about the same weight as sugar, and he will know the correct size to use for that. Similarly the right size for other articles can be judged, and when the correct size is found, it should be noted in the memory, so that when a customer calls for goods, the proper bag may be known without a moment's hesitation.

Use a bag as small as will conveniently hold the article and allow of its being tied securely. In case of such articles as eggs, a larger size should be used, in order that the top may be turned in to form a handle, so that a customer may easily carry them home. For one dozen eggs a three pound bag, and for two dozen a six pound, will be found to be the best size. But save wherever it can be done consistently with a well-wrapped parcel. There is no need to use a twelve pound bag for a half peck of potatoes where an eight will do; and eight-pound bag for six pounds of rice, when a six

will do; a five-pound bag for a pound of tea, when a three will do, or any other unnecessary large sizes that the grocer will find in his daily work.

### Quality of the Bag.

Care should be taken in selecting the quality of the bag. Light weight bags for such articles as sugar, rice and beans will be found to be the dearest in the end, on account of the number that break open in filling, and there is also the annoyance to customers to be considered. For eggs, oranges and other articles of similar weight, a medium weight bag is required while for biscuits, cakes, cereals and teas, a lighter weight will do perfectly well. A saving in bags may be made by having carriers made for delivering pecks and half pecks of potatoes, apples and vegetables. The goods can be dumped into some receptacle at the customer's home on delivery, and these carriers in a year save an enormous quantity of paper bags.

## Devotion to Duty Won Big Custom for Nova Scotian

A story comes from a Nova Scotian town telling how a clerk in his anxiety to carry out his duties faithfully, and give satisfaction to the patrons of the store, won a customer whose trade meant a big item in the year's business of his employer.

A farmer entered the store one day last fall and handed this clerk a list of goods to do up, for which he said he would call in a short time. This farmer had never dealt with them before, and was preparing for a threshing at his farm next day. He had ordered a quantity of pork along with the other articles. The clerk was anxious to please this customer in the hope of securing his regular trade, and he took great pains in doing up all the items on the list, that the customer might find no fault. Soon the farmer drove up to the door with a fiery horse. The clerk, to save the farmer from delay, piled all the parcels carefully in the rig and, with a pleasant farewell, went back to work feeling that

he had done his best to please that customer. Imagine his feelings, however, when, about a half an hour afterwards, he discovered that he had neglected to give the farmer the pork he had ordered, for he knew that it was needed on account of the threshing next day.

All afternoon the matter troubled him. When the store closed up at six o'clock, instead of going for a game of ball as he had intended, he took his bicycle, strapped on the meat, and rode eight miles to the farmer's home. He arrived there just at dusk to find the farmer, in a temper, hitching up a horse to go after the necessary pork. Expressing his sorrow for neglecting to place the pork with the other goods, the clerk explained that he had come out with it just as soon as he got off work. He helped the farmer unhitch the horse, and soon they were engaged in a very animated conversation about the crops and other subjects of interest to the farmer.

When the young clerk left the irate man was in the best of humor and appreciative of what the boy had done to please him.

Continuing this process of thought, he concluded that a store doing so must, under ordinary circumstances, give good service, and that night he decided to give that store his orders in the future.

Now that trade meant a big thing to that grocer, because this farmer had a lumber camp, which in the winter used up large quantities of groceries. The merchant was benefited to a large extent by this unusual attempt of a clerk to carry out his obligation, and that same determination to do his best will no doubt greatly help this young man to scale the heights of success.

## Lemon Bros.

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

## Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

## Dried Apples

Shipments Solicited  
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE Manager



Haddies  
Bloaters  
Kippers

Oysters in  
Bulk and  
Shell

OUR LEADERS

**LARGE FROZEN SEA HERRING**

COD HADDOCK HALIBUT SALMON  
PIKE PICKEREL WHITE FISH SMELTS

Write  
for our  
New Price List

P.O. Box 639

Five Long Distance Telephones

BONELESS AND PREPARED FISH  
SALTED AND PICKLED FISH  
LOBSTERS, CLAMS  
SCALLOPS

Branches:  
Montreal, St. John,  
N. B.; Grand River  
Gaspé, Que.

**LEONARD BROS.**  
Montreal and St. John, N.B.

**EVERYTHING you buy of us is CHEAP**

The price may not be the lowest, but is the **LOWEST**  
according to the standards of good business  
and the quality given.

SALT,  
LABRADOR  
AND  
LAKE HERRING  
DRY COD

**FISH**

FRESH FROZEN  
LAKE and SEA  
FISH of every  
description.

Get Our Special  
Price List.

KIPPERS  
BLOATERS  
AND  
FINNAN HADDIE

**OYSTERS**

FAMOUS  
BEACON  
BRAND

The  
**F. T. JAMES COMPANY**  
Limited

WHOLESALE FISH AND OYSTER DISTRIBUTORS

Church and Colborne Streets,

Toronto

THE CANADIAN GROCER

TRADE CHANGES IN CANADA.

New Stores Opening Up and Old Ones Changing Hands Throughout the Dominion.

Ontario.—C. G. Moore, grocer, Chatham, Ont., has assigned.

N. S. Schwerdfaget, grocer, Ottawa, has sold to W. H. Lucas.

D. M. Gordon, general merchant, Wingham, Ont., deceased.

J. T. Lennox, grocer, Wingham, Ont., has sold to Mary Grisdale.

Charles A. Jeffrey, general merchant, Dresden, Ont., has assigned.

W. J. Wingrove, grocer, Toronto, has sold to Joseph Pulfer.

Mrs. Z. Sauve, Ottawa, has sold her grocery to E. C. Leveque.

Neil C. Cameron, general merchant, Goderich, Ont., has assigned.

H. W. Thompson, grocer, Stratford, Ont., has sold to Geo. Graham.

Conrad Schaab, grocer, Chesley, Ont., has sold to M. C. Faust.

Oscar Piquette, general merchant, Cambridge County, Ont., has assigned.

J. E. Pedlow has purchased the grocery store of Geo. Lamothe, Strathroy, Ont.

Cherniak Nathan, grocer, Windsor, Ont., is succeeded by Schwartz and Cherniak.

Norton & Wiltse, general merchants, Brockville, dissolved, Ezra Wiltse continuing.

Quebec.—G. Audet & Co., general merchant, Les Evoulements, Que., has assigned.

J. L. Aubut, grocer, Bic, Que., has assigned.

Turgeon & Frere, grocers, Montreal, registered.

Richer & Drouin, grocers, Montreal, Que., registered.

The stock of L. Remillard, grocer, Montreal, has been sold.

The assets of J. B. Giroux, grocer, Montreal, have been sold.

P. N. Pate, general merchant, O. Leary, N.B., has assigned.

Alfred Gallant, general merchant, Mirabel, Que., has assigned.

Omer Beaulieu, general merchant, St. Anaclet, Que., has assigned.

Godeon Bergeron, general merchant, Chicoutimi, Que., has compromised.

John P. LeGrand, general merchant, Paspebae West, Que., deceased.

Western Canada.—J. A. Percival, general merchant, Killarney, Man., has sold to J. B. Wilson.

Max Drab is erecting a general store building at Denzil, Sask.

Thos. Campbell, general merchant, Tenlon, Man., has sold to C. Bond.

W. Jastrzebak has taken over the Co-operative Grocery Co., of Winnipeg.

L. Freifeld, Emerson, Man., has sold his general store to Skiner & Field of Winnipeg.

J. B. Wilson has purchased the general store of T. E. Morris at Alexander Man.

A general store has been opened by Labada Bros. & Co., at Dundurn, Sask.

Wood & Harris have opened a grocery store at Cranbrook, B.C.

O. A. Kraft, grocer, Edmonton, Alta., has sold to J. H. Ross

L. B. Haley has sold his general store at Rawdonville, Alta.

Chas. Yeamans is opening a grocery store at Blue Hill, Sask.

Porter Bros.' general store at Broadview, Sask., was destroyed by fire.

W. B. Hooper, grocer, Moose Jaw, Sask., has sold to Miller & Mowatt.

E. F. Cassidy, general merchant, Mazinodx, Sask., has sold to J. D. McMillan.

H. B. Penner, Rosthern, Sask., has sold his general store to R. J. Ballantine.

Gilpin Bros., Edmonton, Alta., have sold their dry goods and grocery business to A. Lepore.

Cook & Orr, general merchants, Strathcona, Alta., who were burnt out recently, are opening up business again.

SALESMEN WANTED

Trained Salesmen earn from \$1,200.00 to \$10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn \$100 a month or more while you are learning. Write to-day for our free book "A Knight of the Grip," list of good openings, and testimonials from hundreds of men recently placed in good positions. Address nearest office, Dept. 250 National Salesmen's Training Association Chicago New York Kansas City Seattle New Orleans

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THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Never Run Short of SHAMROCK

BIG PLUG SMOKING TOBACCO

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

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

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

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.  
For adding a delicious flavor and color to soup.  
For coloring cakes a rich brown.  
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all. The only Browning made in Canada.

Put up in 3 and 6 oz. bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALE FOR IT OR SEND TO

INGLEHART S, MERTON, Ont.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



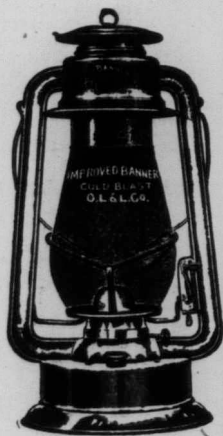
# "BANNER" 1911 Gold Blast Lantern

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

New  
Well!

Solid  
Brass  
Burner!

Supplied  
with  
Wicks!



Hand-  
somest  
Lantern  
Made!

Give  
Your  
Customers  
the  
Best!

For Sale by All Jobbers.

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

# MAPLE SUGAR

## CHEWING TOBACCO

**Rock City Tobacco Co.**

Quebec - and - Winnipeg

# Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE MILDER  
THAN



## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

# TUCKETT LIMITED

Hamilton,

Ont.

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

Contractors 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 postage, etc.

**AGENCIES WANTED.**

**SOUTH AFRICA**—Advertiser proceeding South Africa will arrange agencies, business introductions, etc. Reply immediately, Box 377, CANADIAN GROCER, Toronto. (10)

**SITUATIONS WANTED.**

**SITUATION WANTED**—First-class grocer wants work managing store or grocery department. Address Box 376, THE CANADIAN GROCER, Toronto.

**SITUATION WANTED**—First-class grocer wants situation on road representing wholesale grocers or specialty. Address Box 375, THE CANADIAN GROCER, Toronto.

**MISCELLANEOUS.**

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

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

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

**COPELAND-CHATTERSON SYSTEMS**—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (11)

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

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

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

**DOUBLE** your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (11)

**RETAIL MERCHANTS AND OTHERS WITH A** limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

**MISCELLANEOUS.**

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

**FIRE INSURANCE. INSURE IN THE HARTFORD.** Agencies everywhere in Canada.

**GET THE BUSINESS—INCREASE YOUR SALES.** Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (11)

**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.

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

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

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

**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. (11)

**THE National Cash Register Company** guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

**WAREHOUSE AND FACTORY HEATING SYSTEMS.** Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (11)

**TECHNICAL BOOKS.**

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

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

**AGENTS WANTED.**

**AGENTS**, calling upon grocers, wanted for the various Provinces of Canada for the sale of Monk & Glass specialties. Apply, stating full particulars, to MONKHOUSE & GLASSCOCK, Limited, London, S.E. England. (9)

**PERIODICAL DEPT.**

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

**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

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

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

IM  
Cases  
4 dozen  
3 dozen  
1 dozen  
3 dozen  
1 dozen  
1 dozen



or more of



White S  
doz. in c  
1-lb. tins.



Cartoon  
No. 1, 1-lb.  
No. 1, 1-lb.  
No. 2, 5-c  
No. 2, 5-c  
No. 2, 5-c  
No. 10, 12  
No. 10, 12



Ap  
Strawb  
Raspbe  
Black o  
Red ou  
Raspbe  
cur  
Raspbe  
goo  
Plum j  
Green  
ston  
Gooseb

Strawb  
Black o  
Raspbe  
Frog





**ALWAYS RIGHT.** SUN PASTE

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

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



Winter  
Time is  
Stove Polish Time

Stock and recommend

## Black Knight Stove Polish

It gives a brilliant and lasting shine and calls for but a fraction of the 'elbow grease' required by other stove polishes.

Economical in use. Put up in an attractive box. Will not stain the hands. Feature this ready seller.

*Order from your jobber*

**THE F. F. DALLEY CO., LIMITED**  
HAMILTON, CAN. - BUFFALO, N.Y.

## USE NEW BRUNSWICK "KRAFT" WRAPPING PAPER

ASK YOUR WHOLESALER

**The New Brunswick Pulp and Paper Co., Ltd.**

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

## Silent Salesman Refrigerator One of the Famous Arctic Line

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

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



Write for Catalogue and Details

**John Hillock & Co.**  
Limited  
Toronto, Ontario



## Notice to Live Grocers (OF CANADA)

The Famous KIT Coffee Essence is now being offered to the Canadian Trade. All grocers who are desirous of pleasing their particular customers should order KIT Coffee at once from their wholesale grocer, or get full information from our Canadian Agents,

*For full particulars apply to*

**KIT COFFEE COMPANY**  
GOVAN, - GLASGOW, SCOTLAND

## TEA LEAD

*Best Inocorrodible*

Buy "PRIDE OF THE ISLAND" Brand

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

**ISLAND LEAD MILLS, LIMITED**

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

Canadian Agents

**ALFRED E. LAMBE & SON, TORONTO.**  
**J. HUNTER WHITE, ST. JOHN, N.B.**  
**GEORGE T. GORDON, MONTREAL.**





**PERFECTION** is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



**OUR** latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

**GORMAN, ECKERT & CO.,**

**Ltd., London, Winnipeg**

**Soap and Washing Powders**

For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Florida soap, per gross	12 00
Straw hat polish, per gross	18 20

3 doz. to box..... \$3 60

6 doz. to box..... \$7 20

30 days.

Or Quick Natcha Soap (100 bars to case) in 5-case lots (delivered) \$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

**Starch**

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—

No. 1 white or blue, 4-lb. carton	\$0 06½
No. 1 white or blue, 3-lb. carton	0 06¼
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 36½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00

Culinary Starch—

Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, 4c higher	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks	
8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½

Brantford Gloss—

1-lb. fancy boxes, cases 36 lb.	0 07
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Canadian Electric Starch—

Boxes of 40 fancy pkgs., per case	3 00
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**Canned Haddies, "Thistle" Brand**

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flat, per case	\$5 00
Cases 4 doz. each, oval, per case	5 00

**Milk.**

CANADA FIRST BRAND

The Aymer Condensed Milk Co., Ltd.

Per case

Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

**Stove Polish**

Per gross

Rising Sun, No. 1 cakes, 1 & 1/2 grs. bxs.	\$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, 1/2 gross boxes	5 40
No. 10 Sun Paste, 1/2 gross boxes	9 00

**Syrup**

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03½
1-barrels, 175 lbs.	0 03½
Pails, 25 lbs.	1 20 each
38½ lbs.	1 70

Lily White Corn Syrup.

Plain tins, with label—	
2 lb tins, 2 doz. in case	2 5½
5 " " " " " "	2 85
10 " " " " " "	2 75
20 " " " " " "	2 70
(5, 10 and 20 lb. tins have wire handles)	
Beaver Brand Maple Syrup.	Case
2 lb. tins, 1 doz. in case	\$3 50
5 " " " " " "	4 0
10 " " " " " "	3 95
20 " " " " " "	3 90
(5, 10 and 20 lb. tins have wire handles)	

**Teas**

THE "SALADA" TEA CO.

Wholesale Retail

Brown Label, 1's and 1/2's	\$0 25	\$0 30
Green Label, 1's and 1/2's	0 27	0 35
Blue Label, 1's, 1/2's and 1/4's	0 20	0 40
Red Label, 1's and 1/2's	0 35	0 50
Gold Label, 1's	0 44	0 60
Red-Gold Label, 1's	0 55	0 80

Wholesale Retail

Blue Label, 1's	0 21	0 26
Orange Label, 1's and 1/2's	0 23	0 40
Blue Label, 1's	0 30	0 35

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—

Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs.	0 19

Ceylon Green Teas—Japan style—

Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19

Wholesale Retail

Yellow Label, 1's	0 20	0 25
Yellow Label, 1/2's	0 21	0 25
Green Label, 1's and 1/2's	0 24	0 30
Blue Label, 1's and 1/2's	0 25	0 35
Red Label, 1's, 1/2's and 1/4's	0 30	0 40
White Label, 1's, 1/2's and 1/4's	0 35	0 50
Gold Label, 1's and 1/2's	0 42	0 60
Purple Label, 1's and 1/2's	0 55	0 80
Embossed, 1's and 1/2's	0 70	1 00

Wholesale Retail

Pink Label, 1's and 1/2's	30c	40c
Gold Label, 1's and 1/2's	35c	50c
Lavender Label, 1's and 1/2's	42c	60c
Green Label, 1's and 1/2's	50c	75c

Canisters—

Gold Tins, 5's	35c	\$1 71	50c	\$2 50
Gold Tins, 3's	37c	\$1 05	50c	\$1 50
Gold Tins, 1's	35c	each	50c	each
Gold Label, 1's	18c	ea. 36 lb.	25c	ea. 50 lb.
Red Tins, 1's	35c	ea. 70 lb.	50c	ea. 140 lb.
Red Tins, 1/2's	18c	ea. 72 lb.	25c	ea. 140 lb.

MELAGAMA TEA

MINTO BROS., 45 Front St. East

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

Wholesale Retail

Brown Label, 1 lb. or 1/2 lb.	0 25	0 30
Red " " " "	0 27	0 35
Green " " " "	0 30	0 40
Blue " " " "	0 35	0 50
Yellow " " " "	0 40	0 60
Purple " " " "	0 55	0 80
Gold " " " "	0 70	1 00

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

Black Label, 1-lb., retail at 25c	\$0 20
Black Label, 1/2-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24

Green Label, retail at 40c..... 0 30

Red Label, retail at 50c..... 0 35

Brown Label, retail at 60c..... 0 42

Gold Label, retail at 80c..... 0 55

**Cream Tartar.**

GILLET'S CREAM TARTAR

Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case	\$1 00
1-lb. paper pkgs., 4 doz. in case	2 00
4 doz. 1/2-lb. paper pkgs. assorted	\$8 00
2 doz. 1-lb. paper pkgs.	
1-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, 1/2 doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

**Oxo**

Oxo in Bottles—1-oz., \$2 per doz.; 2-oz., \$3.50 per doz.; 4-oz., \$6.50 per doz., and larger.

Oxo Cubes—Tins of 4, 35c. per doz.; tins of 10, \$2.40 per doz.; tins of 50, \$11 per doz.

CORNELLE DAVID & CO.

H.P. Sauce, packed in cases of 3 doz. \$1 90

H.P. Pickle, packed in cases 2 doz. pts. 3 35

H.P. Pickle, packed in cases 3 doz 1/2-pts 2 2

**Tobacco.**

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	44
Bully, 6s	44
Currency, 6s and 12s	46
Stag, 5 1/2-6s	48
Old Fox, 12s	44
Pay Roll Bars, 7s	56
Pay Roll, 7s	56
War Horse, 6s	45
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s.	44
Empire, 6s and 12s	45
Ivy, 7s	56
Starlight, 7s	50
Out Smoking—Great West Fouches, 6s.	50

**Yeast**

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	\$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.



Please let us  
hear from you  
when you want

**SALT**

or any informa-  
tion about it.

**Verret, Stewart & Co.**

LIMITED

MONTREAL

Your Customers Know—

AND WILL BUY

**WETHEY'S  
MINCE MEAT**

IN ANY FORM

because they are acquainted with  
our quality and cleanly methods.

**ARE YOU HANDLING IT?**

We have condensed mince meat  
in cartons--also ready for use  
in enamelled cans and pails--  
also in wooden pails and tubs.  
We have mince meat to just suit  
your trade--no matter what it  
may be.

WRITE US.

**J. H. Wethey, Limited**

ST. CATHARINES, - ONTARIO

## The Retail Dealer is a Salesman Representing the Manufacturer Whose Goods He Handles

And upon his personal qualifications, his business ability, his knowledge of the goods, the profit he secures and upon his estimation of the reliability of the manufacturer he represents, depends the success of the MANUFACTURER as well as of himself.

The ultimate object of every manufacturer of a food-stuff is, therefore, not merely to sell his product to the dealer, but to GET the dealer to SELL it to the con-

sumer. In order to obtain the best results it is necessary to get the dealer interested to the point that he WILL sell the article in question.

When a manufacturer advertises in The Canadian Grocer he tells the dealer about his goods, thereby giving him a better knowledge of them and therefore giving him more power to make sales.