

CANADIAN GROCER

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No. 11

		
<p>FIVE sales of CROWN BRAND CORN SYRUP to every sale of other syrups—that is the ratio in which the average grocer sells CROWN BRAND CORN SYRUP.</p>		<p>CROWN BRAND CORN SYRUP is higher in food value than any other syrups. For table use, cooking and candy making, it is unsurpassed.</p>
<h2>CROWN BRAND CORN SYRUP</h2>		
	<p>THE EDWARDSBURG STARCH CO LIMITED MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER</p>	

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LIAM

Season 1912
**Upton's Pure Orange
Marmalade**

NOW READY



UPTON'S
**Jams and Orange
Marmalade**

FINEST QUALITY --- REASONABLE PRICE

Made from Fresh Fruits, in a clean
up-to-date Preserving Factory.

Put up in Wood Pails and Gold Lined Tin Pails and
Glass Jars by

The T. Upton Company Ltd.

Hamilton

Ontario

"A Bird in the Hand," Etc.

And we all know the remainder of that old saying—"Is Better than two in the Bush." This saying can be adopted wonderfully well in placing a stock in a grocery store. The moral we may gain is to stock only goods of known quality, goods that will sell readily; and is not that going to pay you better than putting in a stock of goods of questionable character, that linger so long on your shelves, that value has depreciated sufficiently to wipe off any profit you may have had in view?

The goods of KNOWN QUALITY that will positively give you a quick turnover are:

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

MONTREAL

TORONTO

PERRIN'S

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

Regular Lines put up in:

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



DAIRY

CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

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

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for
infant feeding.

Recommended by physicians
everywhere.

For general household use
best value obtainable.

The Richest and Purest milk
from the world's best dairies.

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

Sales Offices and Agencies:

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN
Montreal, Toronto and Vancouver



Kitchener Brand Canned Goods



You ought to sell regularly to every one of
your customers. You have only to sell it once—
after that, it sells itself. The natural flavor and
superior quality make it a welcome addition to
any menu. It is the best fruit, manufactured by
a skillful process, and careful attention to
cleanliness in every department account for the
good quality.

This is good business—get in line.

The Oshawa Canning Company, Limited
OSHAWA, ONT.

Wonder Fly Killer

Not a Fly Catcher, But a Fly Killer
and Exterminator

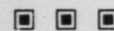


A recent article written by a health expert on the fly, had for its part:—"The danger of health is greatest in parts of the city where sanitary precautions are most neglected; but even if you live in a comparatively well-cared for part of the town, do not receive the fly as a harmless visitor, for he may come in a carriage or on horseback from the filthiest spot in the city."

A Decided
Improvement
over the
Old-fashioned
Sticky Paper
or Fly Pad



Sure
in Action



Stock Never
Grows Old

Look here, Mr. Grocer, by stocking Wonder Fly Killer, you will be placing before your trade the surest and best method they can observe in keeping their homes rid of this pest.

It is neat in appearance and our price allows you to sell at a reasonable rate that will make sales and at the same time produce for you a good profit.

There is sure to be a big demand this summer. Why not handle the best and most economical Fly Killer on the market, which by actual test, will kill Black Flies, Mosquitoes, Sand Flies, etc.



Dominion Agent: JOS. R. WILSON
204 Stair Bldg., Toronto

DISTRIBUTORS:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K. & A. Cameron, 204 Second Street West, Calgary, Alta.; MANITOBA and SASKATCHEWAN, W. H. Escott, 137 Bannatyne Ave. East, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.



To-day's Popular Food!

What were considered common food-stuffs of a short time ago have soared so in the present day that they are almost eliminated from the daily table. In their place may be found beans---baked beans. Through the soaring process of other foods

“Simcoe” Brand Baked Beans

stood pat, and therefore are exceedingly popular among all classes. But it is not this price-business that their popularity is indebted to, but rather the exceedingly fine flavor and good quality---cooked just right and flavored exactly. Every day the public are increasing the call for baked beans. For you to satisfy the most fastidious of your trade---stock “Simcoe Brand.” From the first day the case is opened, there are steady sales at profits that will please you.

Put up Plain, in Chili Sauce and Tomato Sauce; and in sizes to suit all classes of your trade. 3's Family Size contain more beans than 3's flat, at less price.—The size for you to feature.

Ask Your Wholesaler For Prices.

Dominion Cannery, Limited
HAMILTON CANADA



A BIG SAVING

can be made by anyone who is accustomed to do their own clothes-cleaning, etc., by using

Golden Ray Cleaner

which is good for anything. This may seem an odd statement to you, so in order to be thoroughly satisfied, we would like you to write for free sample box and try it.

Golden Ray

Is a Good HAND CLEANER,
CLOTHES CLEANER,
CARPET CLEANER,
RUG CLEANER,
ETC., ETC.,

It may seem strange to you. But write and make sure.

The Golden Ray Co.

4 UNION AVE., MONTREAL

King (Brand) Jam

Big Profits

are sure to come your way if you get in touch with us and decide to stock our high-class jam. We are not afraid to send you along a sample jar and let you compare it with other makes. We know we have the right goods.

King Jam is Quality

We guarantee it. Get it and employ a little selling talk. You will find it a steady seller after first trial.

Prices on Application.

Labrecque & Pellerin
111 St. Timothee St., Montreal, Que.



SANITARY CANS

FOR

"Winter Pack"

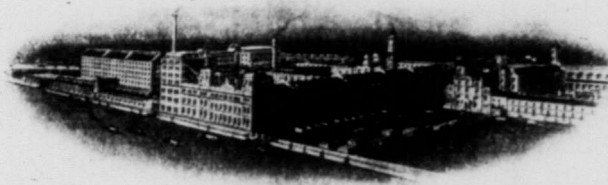
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

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

21 Royal
Appointments



32 Prize
Medals

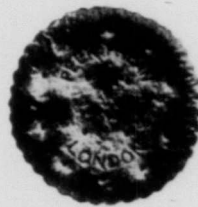
PEEK, FREAN'S BISCUITS



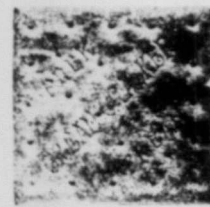
PAT-A-CAKE



BILLIKEN



GOLDEN PUFF



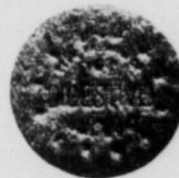
CREAM CRACKER



TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA :

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

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

"SURE, IT IS!"

This is what anyone will say if you ask if

Meadow-Sweet Cheese

is all that we claim for it.

What We Claim:

That no **10 cent** package beats it.
That it has a peculiar nip of its own.
That the attractive package does half the selling.
That the quality brings the customer back.

Saratoga Chips

Have you had a sample of this line? If not, write immediately. This is a new line, selling on sight. We have had a large number of orders during the past two months, sufficient proof of the value of the goods.

WRITE US

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

Goods of Quality

Goods of quality cannot fail to make their mark, and to influence the better class trade to your store. If you are looking for a brand of meats, sausage or lard which is above suspicion, you can make no mistake if you stock



We feel that our reputation is at stake in the manufacture of our products—and therefore exercise extra carefulness and cleanliness in producing Elgin Brand—the goods of quality.

Our Post Card Order Book is most convenient to any store-keeper. It serves as a reminder when ordering, and also enables the grocer to make each order out in duplicate.

SEND FOR ONE TO-DAY

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Dealers in Butter, Eggs and Cheese
ST. THOMAS - - ONTARIO
Wholesale Branches at Windsor and London



Satisfaction-giving Qualities to be found in no other Starch!

Chinese starch packages contain 16 ounces, not 12, and never fails to please the most exacting customer.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice. Good profit in it for you, too.

AGENTS

Standard Brokerage Co. Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Harry Horne Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Fohot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits
to H.M. the King

If you stock Carr's you will have
varieties to satisfy every taste and
suit every occasion.

Carr's Biscuits will reach you in air-
tight tins and in as crisp a condition
as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn
Montreal and
Toronto

Hamblin &
Brereton
Winnipeg and
Vancouver, B.C.

L. T. Mewburne
& Co., Ltd.,
Calgary

T. A. MacNab &
Co., St. John's,
Newfoundland



WHITE SWAN
YEAST CAKES

ARE

THE FINEST MADE BY MODERN
ART AND FULLY GUARANTEED

THE NAME "FAIRBANK"
MEANS SOAP SURETY

FAIRY SOAP



The white, floating, oval cake of FAIRY SOAP, that stays white
and sweet to the last thin wafer, is PURE SOAP—the most and
best that can be sold—without high perfumes or useless coloring.

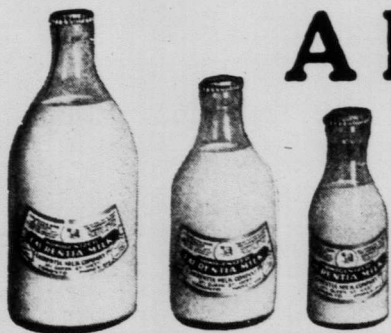
Sell it every time you can, because you can always depend on it
to please your customers, and pleased customers are the kind you want.

FAIRY SOAP is persistently and extensively advertised, and
therefore easy to sell, because well known.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

A Boon to Mankind!



LAURENTIA MILK AND CREAM



In every case of sickness, absolutely pure milk and cream are needed. In hundreds of families for ordinary use this same carefulness is exercised in the class of milk and cream used.

Laurentia Milk and Cream is distinguished from others of the same nature through **Homogenization**—this mechanical operation, and its subjection to heat pressure, entirely purifies milk and cream, and in the case of Laurentia Milk it is a means by which the cream is mixed with the rest of the milk in such a manner that it can never separate nor be separated again, even by the most powerful cream separator.

Fraud of skimming is impossible and Laurentia Milk and Cream is your customer's guarantee of purity.

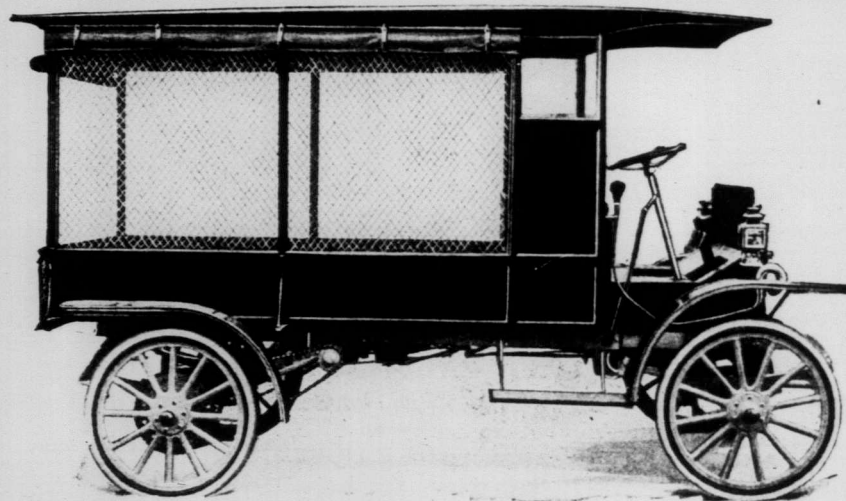
Laurentia Milk and Cream keeps sweet in any temperature until opened.

There is excellent grocer profit—WRITE FOR PARTICULARS.

LAURENTIA MILK CO., Limited

371 Queen Street West, Toronto

AN ECONOMICAL DELIVERY



The accompanying illustration gives you but a slight knowledge of the numerous styles of cars manufactured by the PIONEER TRUCK MANUFACTURING COMPANY of Canada. It is a very serviceable car for grocers and butchers, and comes in either open, closed or any style body to suit purchaser. It has a 20 H.P. 4 Cylinder Motor, solid tires, and adaptable to any business.

GROCER'S or BUTCHER'S SCREEN BODY CAR, DROP CURTAINS

If you have not investigated motor delivery as a saver to your business, you have made a mistake. Do so at once. Write us and we will give you any information you desire. CANADIAN TRUCKS are built in 1500 lb., 1 ton, 2 ton, 3 ton and 5 ton sizes and range in price from \$1,500 to \$5,000. Write for catalog giving full information and illustrations.

THE CANADIAN COMMERCIAL MOTOR CAR COMPANY, LIMITED

DEPT. A.

WINDSOR, ONTARIO

MCCORMICK'S DEVON CREAM BISCUITS

"A delicacy that appeals to one's sense of refinement"—so declares a Lady who is partial to *McCormick's Devon Cream Biscuits*.

There are about 50 of these delicious tidbits to the pound—you'll like them—the name *McCormick* is a guarantee of that.



Our extensive advertising campaign is telling everybody about McCormick's DEVON CREAM BISCUITS—a wonderful new confection. YOUR customers will expect to find them in your store, so don't disappoint them. Get in a good supply—BE PREPARED to give them what they ask for. Your stock is not complete without McCormick's DEVON CREAM BISCUITS. *Order from nearest shipping point.*

MCCORMICKS

FACTORY AT LONDON

Warehouses: MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY, AND ST. JOHN, N.B.

Scotch Marmalade

Made from Seville oranges
and pure refined sugar

by

John Gray & Co., Ltd.
Glasgow

Contains neither Glucose
nor preservatives.

Prices and Samples from :

Maritime Provinces, Quebec, Manitoba, Saskatchewan
and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal;
Toronto, Lind Brokerage Co., 73 Front St. East; Ottawa,
E. M. Lerner & Sons, 11 York St.; British Columbia and
Yukon, Kirkland & Rose, 312 Water St., Vancouver.

SOMETHING GOOD

The Price is Right.
The Mill is Right.

Nothing Counts
Like Service.

The chief aim of this company is to give the purchaser of a COLES, a mill as refined, as characteristic, and altogether as desirable as any other manufacturer can offer at a higher price.

Back of all this is a feeling of strong moral obligation and a sincere desire to instill in the minds of COLES users that feeling of confidence which should and must always be the basis of honest business relations.



COLES MFG. CO., Philadelphia, Pa.

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

Here's a great line ——— and a good one

The Beef Essence that gives universal flavor because of its strength, purity and economy, is

Children
like it



Invalids
want it

Prepared from Prime Ox Beef and highly concentrated, it makes the ideal beef beverage.
It will pay you to stock it, for the profit is good. Write for sample and prices.

**Tooth's Extract
of Meat Co.**

Wholesale Agents wanted for
Toronto Montreal Winnipeg
ESTABLISHED 1865

**12 Duke St., London Bridge,
London, S. E., England**



Smoked Herrings are Profitable if You Stock the Line that is Popular

Popular by reason of the excellent flavor and deliciousness of their composure (in bouillon); because they are only ten cents a tin. The story of the successful selling of

Bjelland's Smoked Herrings in Bouillon

lies in those two facts. The fish are summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Ask your wholesaler for Bjelland's. The Brand That Sells.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON, CANADIAN AGENTS

THERE is no better Magnet to draw
and hold the best trade in your neigh-
borhood than

Chase & Sanborn's
—High Grade Coffees—

CHASE & SANBORN
THE IMPORTERS - - MONTREAL

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Innipeg:
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THE PERFECT WAY

PERFECTION CHEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work.
Perfect in workmanship. A bevelled-edged knife. A five-
ply birch board. Handsomely finished in scale blue
enamel. It safeguards your profits in cheese.

PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish.
Handsomely displays the cheese and cutter. Protects
them from air, dust and insects. SANITARY.

THE PERFECT WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.
OF CANADA
Hamilton, Ont.



GOODS THAT SELL



Why experiment with doubtful brands of irregular quality when you can buy LION BRAND PURE MAPLE SYRUP at prices as follows:

QUART TINS, 24 to case, \$6.00 per case.
 QUART BOTTLES, 12 to case, \$3.00 per case.

Can be sold at 30 cents. Other sizes same proportion. This line will draw trade and make a reputation for you. Freight prepaid in 5 case lots, assorted, to extent of 40 cents 100 lbs.



Our MAPLE BUTTER is made from PURE MAPLE SUGAR and FRESH RICH CREAM, is manufactured and filled into cans by automatic machinery, is not touched by human hands. This is an article in great demand and at a price within reach of all.

Price:
 1 lb. TINS, 2 dozen to case, \$3.80 per case.
 Sells for 20 cents.


ALL WHOLESALE GROCERS' TRAVELLERS CARRY OUR LISTS

MAPLES LIMITED

MANUFACTURERS OF HIGH GRADE MAPLE GOODS

TORONTO

MASON & HICKEY, Winnipeg, Agents for Manitoba, Alberta and Saskatchewan

By Royal  Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

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



Mr. Grocer! We have something new for you. Something you can strongly recommend to your customers. They always like something "good."

St. Lawrence Cream Sodas

will please the palate of your trade better than any other soda. Thin, flaky, light, made in a modern factory with the most improved condition. They are quality goods and will yield you a good profit.

ASK FOR SAMPLE PACKAGE

ABBOTT, GRANT & CO.

BROCKVILLE Limited ONTARIO



AN ATTRACTIVE DISPLAY

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

Patent Adjustable Brackets

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

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

THE PIQUA BRACKET CO. Sole Manufacturers
PIQUA, OHIO.

Wonderfully Good Value !

Are you selling the kind of soap that makes housekeepers think yours is the store for good value? You can do this by selling

Wonderful Soap

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled.

Write for Quotations.

THE GUELPH SOAP COMPANY
Guelph Ontario



Seeing is Believing

There is a certain amount of doubt with the public who buy eatables that are covered from their sight, and especially is this so in the matter of cooked meats.

This is a selling difficulty that is easily overcome in

**BRAND'S
Rolled Ox Tongues**

put up in glass jars—they are particularly inviting to the eye and decidedly pleasing to the taste. Cleanliness and expert cooking of the choicest meats give Brand & Company's products a reputation that makes it good stock for a grocer.

It will pay you well in dollars too.

Get Your Spring Orders in Now.

BRAND & CO., LIMITED

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

MAYFAIR, : : LONDON, ENGLAND

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



Tartan
BRAND
THE SIGN OF PURITY

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

'PHONES 3595, 3596, 3597 3598, 748, 462

FISH FOR LENT

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS

ACADIA and CANADA COD, COD STEAK,
QUAIL, COD STRIPS, Etc.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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



Lest We Forget—Again

THAT WEALTH OF FLAVOR

which is so conspicuous in "RIDEAU HALL" Coffee can only be obtained by the most careful selections and expert blending and roasting of the **Highest Grades of Coffee.**

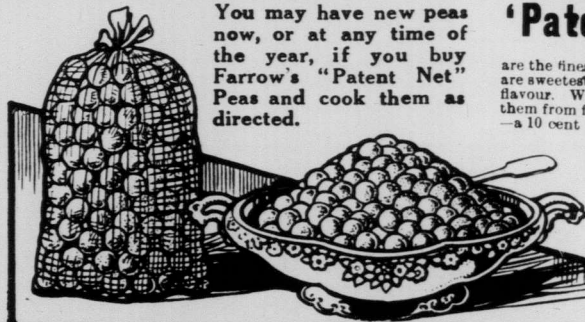
The true value of a coffee is in the cup.
We buy that way and sell that way.

Hence Our Success.

Gorman, Eckert & Co.
LIMITED
LONDON, ONT. WINNIPEG, MAN.

New PEAS (with MINT)
in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S
'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.

PURE CANE SUGAR is what you get every time when you specify

St. Lawrence
Granulated

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP
OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

Law Young & Company

MONTREAL

SOLE AGENTS FOR CANADA

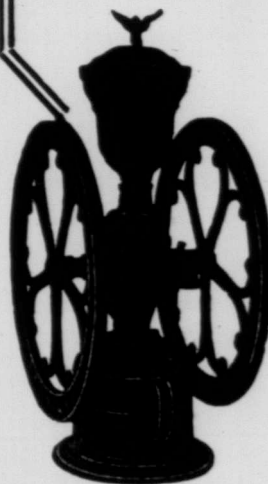
YOU ARE THE MAN WE WANT

—that is, if we haven't yet had the pleasure of putting an

ELGIN

National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larsen & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Snye & Co.; McPherson, Glasco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards

CO.

ELGIN, ILL., U.S.A.

JAMES

THE BEST
STOVE POLISH
YOU CAN BUY

DOME

BLACK

LEAD

SELLS EASILY

PAYS WELL

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

FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS**. Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.

CANADA'S FIRST IXL MUSTARD



Trade Mark of Quality

After many years' experience in the manufacturing of mustards, we have put on the market of Canada an IXL Mustard—The finest grade that Canada has seen heretofore.

These goods are put out entirely on their own merits—The attractive label, **QUALITY** of the Goods, and margin of profit to grocers, ensure this line a winner.

IXL SPICE & COFFEE MILLS, Limited
LONDON, ONTARIO



WHEN you are selling house cleaning goods in the next few weeks, don't forget that one of the chief objections the average housewife has to house cleaning is the way it soils the hands.

TIGER HAND CLEANER

cleans the hands and makes them soft and white. Tiger has no sand or grit in it. Recommend it to your customer. You will make a friend and insure further custom. Be prepared to meet the big daily demand during the next few weeks and order to-day. It pays a good profit.

Tiger Mfg. Co., Ltd., Walkerville, Ont.

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of
Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

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

Aylmer, Ont.

Clark's



Boston Baked Pork and Beans

THE BEANS WITH THE FLAVOR.



**Clark's
Sliced Smoked Beef**

A PLEASURE TO SELL.

**Clark's
Beef Steak and Onions**

JUST LET YOUR CUSTOMERS TRY A CAN OR
TWO. THE RESULTANT DEMAND WILL
SURPRISE YOU.



**Clark's
Cooked Corn Beef**

IS PRIME BEEF ONLY
—ALWAYS SWEET AND TASTY
—ABSOLUTELY GUARANTEED



W. CLARK - MONTREAL

Manufacturer of High-Grade Food Delicacies

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES		MONTREAL
<p>The W. H. Escott Co. WHOLESALE GROCERY BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS Offices at WINNIPEG and REGINA covering all The Wholesale Centres in Manitoba, Saskatchewan and Alberta Write us re your consignments.</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Merchants, Warehousemen. Track connection with all Railroads.</p>	<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen — 27 St. Sacrament Street, Montreal TEL. MAIN 778 BOND 2</p>
<p>WATSON & TRUESDALE Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN. Domestic and Foreign Agencies Solicited.</p>	<p>TORONTO We are offering Stephens' English Peels, finest in England, prices right. W. H. Millman & Sons Wholesale Grocery Brokers TORONTO</p>	<p>LONDON 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.</p>
<p>WINNIPEG H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 20 Chambers of Commerce. P.O. Box 1812</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>MARITIME PROVINCES J. W. GORHAM & CO. Manufacturers' Agents and Grocery Brokers HALIFAX NOVA SCOTIA We are open for a few high class specialty lines</p>
<p>WINNIPEG THE J. J. TOMLINSON CO. WHOLESALE GROCERY BROKERS Office and Track Warehouse, - 92 Alexander St. E. Correspondence solicited on domestic and foreign lines.</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>H. R. SILVER, LTD. MANUFACTURERS' AGENTS AND GROCERY BROKERS HALIFAX - NOVA SCOTIA First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.</p>
<p>FRANK H. WILEY MANUFACTURERS' AGENT and IMPORTER 757 Henry Ave., WINNIPEG.</p>	<p>MACLURE & LANGLEY, Limited IMPORTERS AND MANUFACTURERS' REPRESENTATIVES Toronto Montreal Ottawa Winnipeg</p>	<p>J. A. TILTON WHOLESALE GROCERY BROKER ST. JOHN, N.B. Correspondence solicited with Houses looking for first-class grocery connections.</p>
<p>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</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.</p>
<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>When Wanting Canned Vegetables or Fruit Wire or Write LIND BROKERAGE CO. 73 Front St. East - TORONTO</p>	<p>NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's. Codes: A, B, C, 5th edition, and private.</p>

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

LONDON, ENG.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

**Fruit Pulp Manufacturers and
Confectioners' Sundriesmen.**

Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried
Evaporated and Canned
Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

SUCHARD'S COCOA

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

WINDSOR SALT

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

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

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make.

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



Common Sense
KILLS { Rats 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 gets what he wants. Write for prices.

DO YOU KNOW ALL OF YOUR "CREDIT CUSTOMERS" PERSONALLY? IF NOT, YOU NEED

Allison Coupon Books

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either, for they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.

HERE'S HOW THEY WORK:—



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

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND., U.S.A.

Wanted at Once

Car Whole Green Peas

Quote lowest price per 100 lbs. with sample.

**The W. H. Escott Co.,
Winnipeg**

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

WRITE TO

10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

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

If you are interested in Irish Trade

Supplied by Appointment to the House of Lords

**O.K.
SAUCE**

Delicious
Fruity
Appetizing

Highest Award
(Gold Medal) October 1911 Festival of Empire Exhibition LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company

Winnipeg, Manitoba

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

FOR—

"Green Mountains,"

"Delawares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

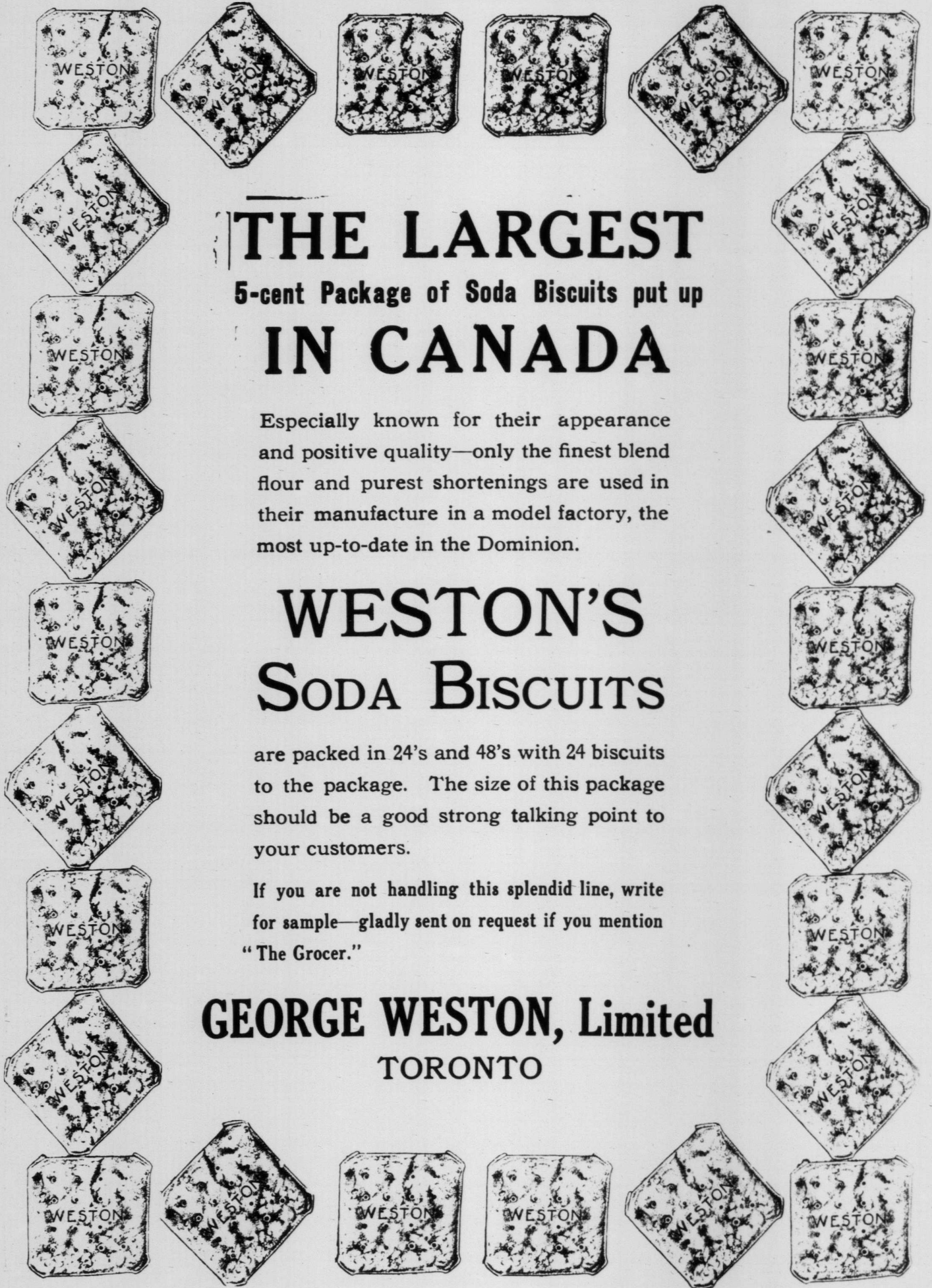
Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.



THE LARGEST 5-cent Package of Soda Biscuits put up IN CANADA

Especially known for their appearance and positive quality—only the finest blend flour and purest shortenings are used in their manufacture in a model factory, the most up-to-date in the Dominion.

WESTON'S SODA BISCUITS

are packed in 24's and 48's with 24 biscuits to the package. The size of this package should be a good strong talking point to your customers.

If you are not handling this splendid line, write for sample—gladly sent on request if you mention "The Grocer."

GEORGE WESTON, Limited
TORONTO

IN order to gain a reputation for Tea and Coffee it will be necessary for you to handle a line that has gained a reputation for high quality and ever-present goodness.

“MELAGAMA” TEA and COFFEE

will place you in that enviable position, as they have gained the confidence of consumers everywhere.

Order a case each “Melagama” Tea and Coffee to-day. We guarantee the sale.

You run no risk. If you find that “Melagama” is not even better than we say it is, ship it back at our expense.

For prices see quotation page of this issue

MINTO BROS.

TORONTO

Postum Trade Is Sure, Steady and Constantly Growing

Profits on other lines may come and go—

Profits on Postum go on forever.

Postum has no sliding scale of prices—the buying price and selling price are firm as a rock. And there's a heavy, persistent advertising campaign back of Postum all the time to assure continued demand.

And, let us whisper this so you can hear it miles away—

Postum profit is good, and the sale guaranteed.

Better put in a Postum window and counter display

AND DO BUSINESS

If you haven't got the displays we'll send 'em prepaid on request.

CANADIAN POSTUM CEREAL COMPANY, LTD., Windsor, Ont.

"SAFE" STOCKS

Pink's Jams DO NOT STAY ON YOUR SHELVES. WHEN ONCE YOUR CUSTOMERS BUY THEM AND TEST THEIR QUALITY, THEY BUY REGULARLY.

It will pay you TO RECOMMEND THEM.

E. & T. PINK LONDON, ENG.

THE LARGEST JAM MANUFACTURERS IN THE WORLD

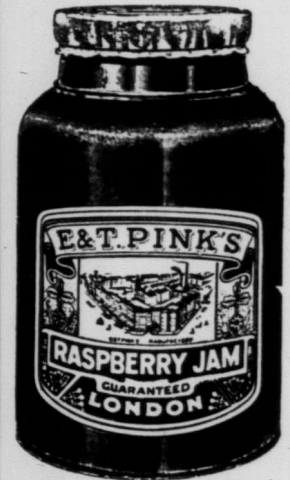
APPLY TO OUR SOLE CANADIAN DISTRIBUTORS

THE MANUFACTURERS AGENCY CO.

HALIFAX, N.S. - -
BOSTON, U.S.A. - -

C. E. CREIGHTON - -
GEN. SALES OFFICE - -

BEDFORD CHAMBERS
131 STATE ST.



Government Analyses Prove its Superiority.

Every Test Proved ABSOLUTELY PURE Maple Syrup



Order "Pride of Canada"
New Maple Syrup
At Once

You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

Maple Tree Producers' Assoc. LIMITED
Montreal

SHAMROCK

Silent Tip Matches

make your match sales yield you a profit as well as other things.

Shamrock Silent Tip Matches bring the grocer who handles them a double profit, the financial gain selling and the assurance of satisfied customers. Nicely packed, they make good shelf and window stock.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.

EASY TO SELL SOCLEAN THESE DAYS



Spring-like weather immediately turns the thoughts of the housewife to cleaning. It is an operation that is bound to take place in every well-kept house. Your best place, Mr. Grocer, is to stock a sweeping compound that will lessen the labor of sweeping and do the work better.

SOCLEAN The Dustless Sweeping Compound

if introduced in its true light to the housewives at this season, sales are bound to follow. The truth about Soclean is: It is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, leaves a fragrant odor after sweeping, and is fireproof.

Soclean is put up in handy-sized lithographed pails, convenient for household use, and will pay you well to stock and push.

SOCLEAN LIMITED, Toronto, Ont.



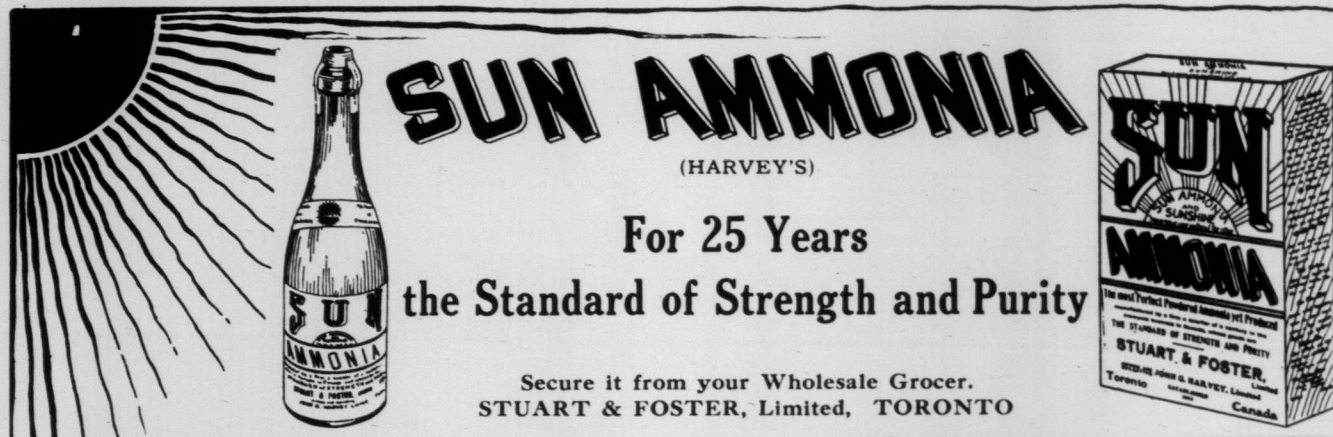
Good Margin of Profit

Sold at all Wholesalers

THE NUGGET POLISH CO'Y, LIMITED

67 ADELAIDE STREET EAST

TORONTO




SUN AMMONIA
(HARVEY'S)

For 25 Years
the Standard of Strength and Purity

Secure it from your Wholesale Grocer.
STUART & FOSTER, Limited, TORONTO

THE most Perfect Powdered Ammonia yet Produced
Manufactured by a process of a number of years on the
THE STANDARD OF STRENGTH AND PURITY
STUART & FOSTER,
TORONTO
STUART & FOSTER, Limited
Toronto
Canada



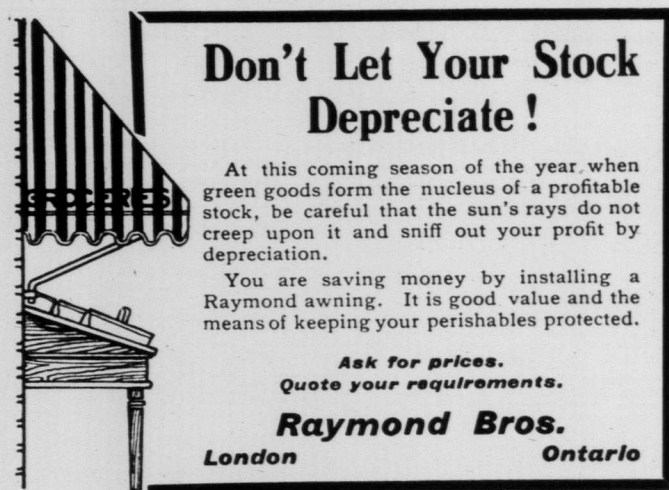
Have No Hesitation
in recommending to your best customer
'Bluenose' Butter

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

SOLE PACKERS
SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS
Halifax, - N.S.



Don't Let Your Stock Depreciate!

At this coming season of the year when green goods form the nucleus of a profitable stock, be careful that the sun's rays do not creep upon it and sniff out your profit by depreciation.

You are saving money by installing a Raymond awning. It is good value and the means of keeping your perishables protected.

Ask for prices.
Quote your requirements.

Raymond Bros.
London Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

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

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

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

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

WORLD RENOWNED
BRAND  STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.
C. F. STUHR & CO., HAMBURG



The BROWN is the only convenient Bag Holder

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

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

When writing to advertisers, kindly mention this paper



Oakey's

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

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

THE FARMER BUYS Carter's Root Seeds FROM YOU

as readily as he does his Coffee—in sealed one-pound bags. Good business is to be done at a fair margin, and there is no risk to you. The name of Carter is a hall-mark in itself, and the sterling excellence of the goods ensures the satisfaction of your customer; furthermore, you sell at a low prices.

JAMES CARTER & CO., Seedsmen to His Majesty
Raynes Park, LONDON, ENGLAND

Isn't it worth sending for details of the proposition?

Address the sole distributors for Canada:

PATTERSON, WYLDE & CO.
P. O. Box 532, TORONTO

Head Office:—Chamber of Commerce Bldg., Boston, Mass.

There Is Something Unique

about the combination of the Jelly and the Powder for custard to be served with the Jelly. The housewife likes this double idea and when she purchases

Club Jelly Powder

she knows that full value is there all the time and that she is getting **SOMETHING EXTRA**, a valuable extra (not a useless premium) in the form of a **FREE, DELICIOUS CUSTARD POWDER**

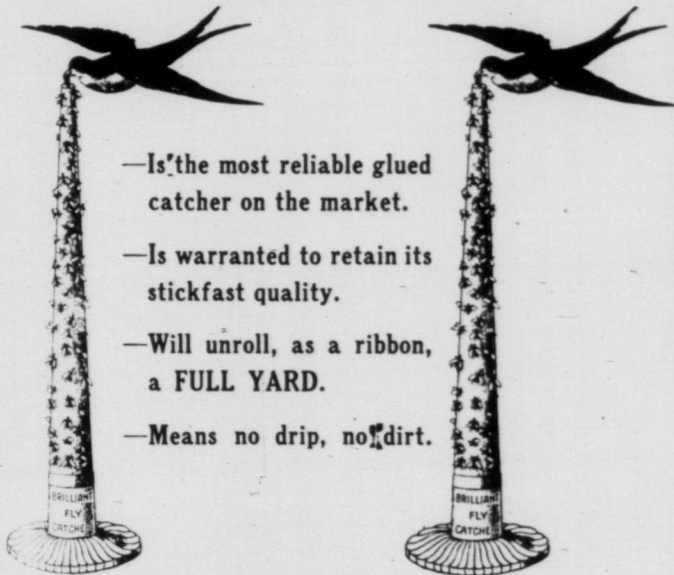
Club Jelly is the height of perfection.

S. H. EWING & SONS

MONTREAL

TORONTO

Brilliant Fly Catcher



- Is'the most reliable glued catcher on the market.
- Is warranted to retain its stickfast quality.
- Will unroll, as a ribbon, a FULL YARD.
- Means no drip, no dirt.

\$1.75 per box of 100

FOR JOBBERS' PRICES AND SAMPLES WRITE

GRANGER FRÈRES LIMITÉE

390 St. Paul Street,

MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG.

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retail at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St., Montreal

W. G. PATRICK & CO., Toronto

W. H. ESCOTT & CO., Winnipeg

False Statements



were made about our **Cabinet Brand Maple Compound Syrup** by a concern in Toronto. We found it necessary to take action and they apologized for slanders and withdrew them in their entirety, as appears by their letter of which the following is a copy.

Ramsays Limited,
Montreal, Que.

Toronto,
Feb. 21, 1912

Dear Sirs,

Referring to our recent letter to the members of the Ontario Wholesale Grocers' Guild, in which we stated that "Ramsays Cabinet Brand" Maple Syrup was composed of glucose, brown sugar and artificial flavoring, we beg to state that we were mistaken in the analysis thereof and such statement is incorrect, and we beg therefore to withdraw the letter in its entirety, and to express our regret that this occurred.

Yours truly,
(Signed) Maples Limited
Jas. C. Gardiner.

Every knock is a boost. Mr. Grocer, think it over, syrup season is now on. Feature the syrup that is proved to be the best by our opposition. Made from pure Maple and the best of granulated sugar. We do not have to slander anyone to get your business because you know we are a reliable firm and will give you a square deal.



RAMSAYS LIMITED

MONTREAL, QUE.



"BANNER" BRAND JAMS

As rich, toothsome and delicious as if you had stepped into a garden in the early hours of a summer morning and tasted the flavor of the fresh fruit—that is Banner Quality. Put up in pails which are exceptionally good sellers.

SEND FOR PRICES.

LINDNER & BENNER,

TORONTO

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.



SPRING HOUSE CLEANING

It is always time for special activity in household requirements. There'll be the demand—See that you are prepared to meet it.

WE HAVE THE STOCK THAT'S RIGHT—AT RIGHT PRICES.

BRUSHES

SCRUB, SHOE, STOVE, KALSOMINE, WHITEWASH.

BROOMS, MOPS, CLOTHES PINS

Special quotations on 6 doz. lots of BROOMS, freight prepaid to your station.

COTTON CLOTHES LINES SISAL

WASHBOARDS

LIGHT IMPROVED, SOLID BACK GLOBE, NICKEL PLATE, BRASS KING, GLASS KING.

PAILS WOODENWARE TUBS

The "MADE IN CANADA" kind that gives satisfaction to both seller and user.

SPECIAL QUOTATIONS ON LOTS PREPAID FROM FACTORY

ALSO A FULL STOCK of every well-known brand of SOAPS, WASHING POWDERS, METAL POLISHES, Etc.

WE ARE QUOTING SPECIALLY LOW PRICES ON ALL LINES. SEND US YOUR ORDERS.

EBY-BLAIN, LIMITED Wholesale Grocers
TORONTO

IT SELLS ON MERIT

There's a constant demand in every household for a good bottle of Worcester Sauce. The kind that possesses that peculiar piquancy and gives a superior zest to any dish is

Adam & Co.'s Worcester Sauce

Prepared under conditions of most scrupulous cleanliness and efficiency, the ingredients are from an original recipe and guaranteed absolutely pure.

Canadian Agents: Alex. Tytler, Temple Building, London, Ont.; J. A. Crooks, Bediord, Halifax, Nova Scotia; Kirkland & Rose, 312 Water St., Vancouver, B.C.; G. C. Warren, Regina, Sask.

PROPRIETORS:

"KIT" Coffee Company, Govan, Glasgow, Scotland



For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD KEEN'S MUSTARD

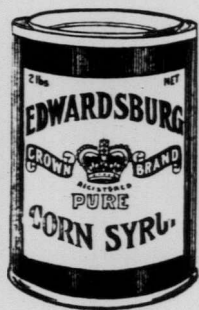
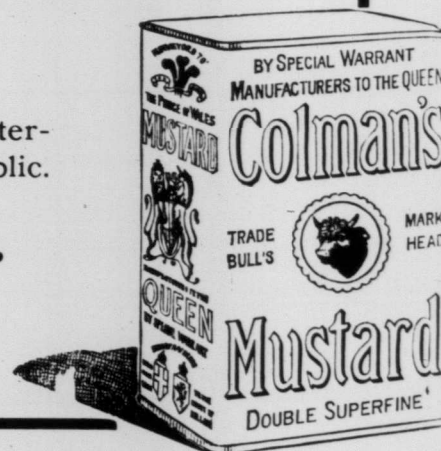
Double Superfine Quality
—In square tins

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



Ask the Girls if They Ever Use Crown Brand Corn Syrup to Make Fudge and Taffy.

If they never have, they don't know how much more wholesome and toothsome than "bought" candy is that made with

CROWN BRAND CORN SYRUP

There is nothing cloying in the sweetness of candy made this way—Crown Brand is the great candy syrup, pure, digestible, and agrees with everybody.

THE EDWARDSBURG STARCH CO. LIMITED MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Dealer Threatened With a Revolver

Woman Who Owed Him Account First Used the Broom—Merchants Tell of Debt Collecting Troubles—Want Change in Garnishee Law—Pushing Articles on Which Profit is Fair—General Discussion on Trade Matters.

Whenever grocers are gathered together, it is only natural that they talk of experiences which they encounter in their business, as well as vent their ideas on business subjects.

Discussion in this particular case had drifted to the possibility of forestalling the dead beat by one dealer being willing to exchange information with another regarding customers in order to prevent them from running up bills at several stores.

From One Town to Another.

"This information can be exchanged to good advantage even by dealers in different towns," broke in one dealer.

"A new family recently moved into our town and requested credit from me. I enquired where they came from and with who they had been dealing. I gave them credit while I wrote to their former dealer enquiring as to their credit. He answered immediately that 'if the man kept sober he was good pay.' Thus I was put on my guard, and knew when to draw the strings.

An Ill-Kept Home.

"A grocer can gauge a person's credit pretty well by appearances," commented another. "I visited the house of a new customer to whom I was giving credit. Although the man was making good money, the furniture in the house was scanty. I came to the conclusion that he wouldn't be reliable. Afterwards I learned he was addicted to the habit of drinking as well as being impatient in settling his grocery bills.

"When pay day came and my bill had not been paid, I made a visit to their home. I got no farther than the door. The husband was out but his better half was much in evidence. She met me at the door. Apparently she resented my friendly call and much more so when I made known my mission. She swung the broom freely and with deadly intent to injure.

Threatened to Shoot.

"Get out of here," she commanded, "or I'll put holes in you," at this she darted into the house, apparently in search of some more deadly instrument than a broom. Her sister who was there at the time, advised me to leave, saying she would try to get the husband to settle the bill. I went and the bill was later all paid."

Want Change in Garnishee Law.

"We certainly need the garnishee law changed," came from another; "it is a rank injustice to the merchant at the present time. When the law was passed requiring that \$25 be left to the person garnisheed, wages were paid mostly by the month, so that it was satisfactory to the merchant. But now, wages are paid by the week in many cases, and semi-monthly in others, and the \$25 restriction is too much."

"And you can't scare them," put in another, "by threatening to garnishee, for these dead beats know the law just as well as the merchant."



There was some trouble in collecting this account.

Selling Goods With Profit.

Conversation switched to the dealer's power to sell the brand of goods he wishes. Several present gave instances in which they had turned the demand to something just as good and on which they made a better margin of profit.

"There was a certain brand of tea," remarked one dealer, "on which the price was raised, leaving but a small margin of profit. I told my clerks to sell anything else but that brand, providing the quality was just as good. At the end of the first day one of my clerks informed me that he had switched six customers from that tea to another."

"I find that most regular customers will purchase what I recommend," said another. "Many a customer will come in and ask 'which brand would you advise me to take?'"

Buying Paper Bags.

One grocer wanted the opinion of the rest on whether it would be profitable to purchase 100,000 paper bags because he got one per cent. more discount than on 10,000. Most of those present were of the opinion that it would be no saving to buy the larger amount by reason of the extra one per cent.

"I pay 60 cents per thousand more," one commented, "to have my ad. printed on my bags. I think it is a good method of keeping a person's name before the public."

"EASY-ON-THE-PURSE" GOODS.

A window in a Quebec town that recently attracted some attention, as well as extra business was named: "Goods which are easiest on the purse."

Along the front was a long tray containing beans with the price per lb. Back of this were three trays, containing rice, rolled oats and rolled wheat with price cards attached. The background was built up of table syrup with a show card, "Butter is dear—use syrup." Flanking the display on one side was a pyramid of tomatoes inscribed with: "The-fresh-off-the-vine flavor," while on the other canned pumpkin similarly built up with a card: "What about pumpkin pie?"

GRAIN MEN COMPLAIN.

Eastern millers are objecting to charges made by lake port elevators for storage on grain after shipping instructions have been given. They want the responsibility for storage to cease within ten days after filing shipping instructions. One grain man says that grain ordered shipped by him in December still lies in the elevator, and that he has received a bill for \$3,800, accumulated storage charges, that he never figured on when he sold the grain. They will petition Dominion Government for redress.

READY MADE CARD PHRASES.

Children can shop here.
Courteous treatment to everyone.
Every cent spent gets full value.
Ready for right service.
We deliver on time.
We give everyone a square deal.
Same treatment to all.

Good Ad. Copy Needed to Get Results

Something Specific Necessary to Hold the Attention—Samples of General Talks Which are Not Strong Business Getters—Time of Year to Use Liberal Space.

By A. H. McKay.

Too many retailers are disposed to follow along the lines of least resistance. But it remains a fact that the dealers who have made strong efforts to bring trade to their stores are those who are making the best successes.

This time of year is generally regarded as a quiet season in comparison to others. Efforts and plans should be made to turn it into a brisk selling season and one of the best methods is to use newspaper space and use it correctly.

The value of a window display does not depend on the number of articles that can be got into it. The same applies to an advertisement. One point brought out clearly and plainly is better than a dozen touched on the surface.

.. Our .. Grocery Dep't. Receives Our Special .. Care ..

We aim to give only the best goods at popular prices.

The stock being renewed every week ensures freshness that cannot otherwise be secured.

If you are not a customer of ours give us a trial.

We are sure we can please you both in quality and price; as well as good services.

J. J. McGowan & Co.

Too general. Something definite tends to bring results.

A case in point is the advertisement of McClelland's appearing here. The original space occupied was 4½ in. x 4¼ in. in dimensions—room for a fairly good announcement. But notice the copy used:

"Pruning shears, pruning saws and clippers, long and short handles," and

Apples, Apples

OWING to the recent cold snap which lessened our sale of Apples, we find we have a few barrels too many on hand for this season of the year.

In order to reduce our stock to the required amount we have decided to sell until further notice as follows:

Choice Greenings 20 bbl. \$4.50
Good Cooking Apples, 7 lbs. 25c
Or 30 lbs. for - - \$1.00

We only have 15 bbls to sell at these prices so get busy and get your share.

D. A. NICOL

An ad. that should bring business. Outside border detracts from ad. itself.

"Our oysters, haddies, kippers and cod are fresh arrived."

Goods With No Connection.

This is a poorly written advertisement and not likely to bring many returns. In the first place shears and saws are not associated with oysters or haddies and, therefore, there is no excuse for mentioning them in practically the same breath. An advertisement should be written in the same conversational manner the dealer would use face to face with a customer. If such is the case one would scarcely term the McClelland ad. a good one. Better give the entire space one day to fish and say for instance:—"A change of diet your family will like," as a heading, and follow up with, "First quality oysters, fresh and not water-soaked, per pint, 30 cents," etc., giving prices in each case. The following day give the space to shears and clippers if you wish, but not the two together.

Regular and Special Prices.

The advertisement of Murdoch & Wilson, Virden, Man., deserves commendation. The writer of it compares special prices announced by a Winnipeg dealer with his regular quotations and shows them both to be the same. This is splendid material to discourage mail order business in small places, and Murdoch & Wilson are to be congratulated

on their enterprise. This is the kind of advertising that places confidence in the home merchant and every dealer should make it a point to use something like this frequently.

Something Specific Necessary.

The trouble with the J. J. McGowan & Co. (Treherne, Man.) copy is that the talk is too general. Let us suppose the writer of this advertisement is selling goods to a customer. Would he make the statements he has in the ad., or would he say, "This is a splendid line of preserves we have just received; the manufacturer is thoroughly reliable and we can recommend it; the price is 25c." etc.?

What is needed in every ad. is at least one specific line mentioned with something about its value and the price. If the space is large enough it might be portioned off into sections, each given up to a particular line. Almost any one of the statements made in the McGowan & Co. ad. would make a fairly good heading.

Special Winnipeg Prices

AND

Our Regular "Specials"

In last Friday's Winnipeg Free Press a Grocer had a column of "Specials."

On the list were the following articles:

	Special Winnipeg Price	Our Regular Price
Tomatoes, per tin	15c	15c
Pumpkin, two tins	25c	25c
Raspberries, per tin	25c	25c
Strawberries	25c	25c
Peaches	25c	25c
Linton Berries	25c	25c
Cherries	25c	25c
Bartlett Pears	15c	15c
Sultana Raisins	15c	15c
Valencia Raisins	10c	10c
Currants	10c	10c
Iceing Sugar	10c	10c
Dates	10c	10c
Lamp Glasses, 3 for	25c	25c
Lantern Glasses, 3 for	25c	25c
Tomato Soup, 2 tins for	25c	25c
French Capers	15c	15c
Hot Barley, 5 lbs. for	5c	5c
Split Peas, 5 lbs. for	25c	25c
White Beans, 5 lbs. for	25c	25c
Libby's Soup, 5 tins for	25c	25c
Stov. Paste or Polish	10c	10c
Corn Starch, 3 pkts for	25c	25c

Please Note—That's not so bad for Virden, Winnipeg "Special" prices are Our "Regular" prices right here at your door.

Murdoch & Wilson

Phone 87. Cor. 7th Ave. and Nelson St.

This is the sort of newspaper advertising that discourages mail order business.

Take Care With Borders.

The Apple advertisement used by D. A. Nichol, Whitehead, Sask., is well written and should bring good returns.

A more striking heading might have been used such as "Where the cold snap

helps you," and followed up with the present wording. The listing of prices is a good feature and makes the selling power of the ad. more effective.

The border, however, is rather black and will to a certain extent detract from the ad. itself. By using plain, narrow black border with plenty of white space about the copy, one will never go wrong. Best printers nowadays do not use the heavy meaningless borders. A special border design appropriate for the goods or store is of course a different thing.

Copy should be plain, conversational, in ordinary every-day store language and it should be set up with some care.

Pruning Shears,
Pruning Saws
and Clippers
Long and Short Handles

Our Oysters, Haddies, Kippers
and Cod are Fresh Arrived

McClellands
West End Stores

The kind of advertising that should not be used.

Mineral Waters Offer Good Opportunities

There is Large Business to be Done in This Line, if Proper Attention is Given—Such Goods Can be Easily Sold by Displays—Preparations Should be Made Early for Spring Trade.

By O. S. Johnston.

Perhaps you wonder why attention is drawn to mineral and aerated waters. Perhaps you look upon these goods as belonging to the ice cream parlor or confectionery, etc., store. If so, why should you? Why shouldn't you sell soft drinks just as well as your Grecian friend down the street?

Reason this out, Mr. Grocer. Your customers may not ask you for a dozen bottles of soda water or a similar quantity of lemonade, but the mere fact that they do not ask you offers no strong reason for your believing that they will not purchase them.

Must be Stocked to be Sold.

If you had a few bottles of quality minerals around your store and in prominent positions, you would undoubtedly catch a number of your customers either looking at them or examining them. At that very time, then, you have a favorable opportunity to do a little selling work, and surely you can give one hundred and one sound reasons why your customers would find it convenient to have a few bottles. When your clientele realize that you are out to meet their every requirement, in fact, anticipate their wants, you may rest assured that your name is going to be used thus: "Mr. — will have that, he seems to have everything we want."

Now, don't you think that your business as a grocer, your advertisement which says "everything for the household," both make it your duty to have these lines at hand for which you expect a demand and for which you find it possible to create a demand?

Creating a Demand.

Now, these three words, "create a demand," are frequently used by retailers, not only in the grocery, but in practically every other business, during interviews granted travelers. The traveler is gently told, most politely at times, to see that the consumer is sent to his store to ask for the goods and then an order will be sent through for supplies. It certainly is quite satisfactory to be asked for a new line, but you must agree you are admitting inability to sell, acknowledging a lack of creative salesmanship when you say "start a demand first."

Provided you are convinced of the quality of a certain line, provided the article is one which you faithfully believe in salable and satisfactory, you can sell it, yes, you can sell it if you make up your mind to do so. The manufacturer is as eager to see his goods take a permanent hold on the market as you are to see your business improve daily, and he will give you help in various ways. But if you insist on him spending a large sum on getting the housewife to your store, you may cut away part of the profit. In other words, you may pay a few cents to secure a sale which could well be put in your cash box and turned to good advantage. And some manufacturers with splendid lines are not in a position to enter on large consumer advertising and demonstration campaigns all of a sudden.

Displays Will Sell Goods.

Supposing you had a neat stand with three or four shelves or rungs standing in the centre of your store, carrying

samples of eight or nine different drinks, such as soda water, lemonade, ginger ale, lime juice, cream soda, etc., don't you think that the neat arrangement and color effect would create a desire and lead to sales? Certainly it would. The order could easily be filled from a stock kept in a cool corner in your store room and money be made easily.

Where Service Paid.

An instance of poor and good service came to the writer's attention quite recently. A new mineral water was placed on the market by a well-known firm, and a fairly up-to-date grocer was asked for it. The customer was told: "No, I have not got it, sir, but I can give you —." "No," said the customer, "if I had wanted that I would have asked for it. I want —." Now, that grocer never said, "I'll get it in," but simply let the prospective buyer leave the store fully convinced that he would not find it of much benefit to deal there, and determined to call on a more wide-awake man. He did so, but found the goods wanting in the second store also; but the clerk expressed a desire to supply him, and made it his business to have the required quantity at the man's house within a reasonable time. He was awake to new accounts, and has won extra business, and finds repeat orders. "Vouloir e'est pouvoir," that's all. Of course, profit must be considered in such cases.

Spring is coming rapidly and the summer, the season when a big trade should be yours, if you muster your forces and prepare a campaign for mineral waters. Later on instances will be given of what others have done with these goods, what selling methods they have adopted, and perhaps instances such as these will prove conclusively that any goods can be sold provided they are of a good class and the proper force is put behind them.

SHOW CARD PHRASES.

Blank's jam. "If you once buy to try, you will always try to buy."

No home is complete without ——— cocoa.

A perfect food, easily digested.

Delicious flavor and unexcelled quality. None better.

Taste the taste of these fine olives.

Blank's Coffee is good to the last drop.

Take our word for it, and order some.

Just the thing for a hurry-up lunch.

Keep some on hand.

Our trade in this line was built on quality.

The man who lacks confidence in the goods he is selling cannot expect to inspire in others the confidence he himself does not have.

Criticizes Agitation to Form Association

Member of Grocers' Section of R. M. A. Thinks an Ontario Retail Grocers' Organization Unnecessary—Tells of What the R. M. A. Has Done and Attempted—Weight of Bag of Potatoes.

The Editor, Canadian Grocer.—As chairman of the provincial committee of the "grocers' section" of "the Retail Merchants' Association of Canada," will you allow me a little space in your columns to say a word in reference to the agitation on the part of some retail grocers, who seem to think that there is something not right in their business environments, and that the panacea would be a provincial grocers' association, distinct from all other retail merchants.

They claim that they are anxious to "adjust" such matters as "the Scales Inspection Act," "the Garnishee Law," "to have more power to confer with wholesale grocers and manufacturers on trade conditions," and "to watch more closely co-operative store legislation." If those who are supporting this agitation had been alive to their own interests and had supported the existing association, they would know that all these matters have been looked after, and while we have not accomplished all we desire, it is owing more than anything else to the fact that so many of the grocers are withholding their support, and are thinking of doing alone what the united retailers have already largely accomplished.

Work Already Attempted.

The Scale Inspection Act has been repeatedly discussed by the united retailers, and a resolution has been submitted to the Government, and is now under their consideration.

We introduced a measure into the Ontario Provincial House to amend the Division Court Act, and to reduce the present garnishee amount, but owing to other changes being necessary in the act, our amendment is standing over until they are brought in.

What better can the grocers expect than what we have secured for them from the wholesale men, when they now invite the retailers and the manufacturers to their conferences for consultation? The machinery is all complete, and is ready for the retailers to take advantage of it.

When they state that their intention is "to watch more closely" co-operative store legislation they must have been asleep. Do these men not know that this bill has been defeated three times for their benefit at a great deal of time and expense, and without their aid? Could any closer watchfulness have done more?

Did we not accomplish all we could hope for?

Changes in Weights.

Some years ago trouble arose from the fact that we had no legal weight for a bag of potatoes, and as 90 pounds, which was supposed to be a bag, and was more than the sugar bags which are available for that purpose, would hold, and were also too heavy for delivery by grocers, we asked that a bag of potatoes should have a legal weight of 75 pounds. Before the Government would proceed to do this they discovered among the vegetable growers that the weight of bushels of different vegetables were entirely wrong. For instance, 60 pounds of carrots, the legal weight per bushel, would almost measure one and a half bushels. A conference took place, and the vegetable growers adjusted all the different weights, and as the legal weight of a bag of potatoes in Quebec was 80 pounds, the conference found no objection to that weight and recommended that a bag of potatoes should be 80 pounds. As soon as we saw this, we at once, in the interests of the grocers, explained the advantages of 75 pounds, and succeeded in getting their consent, and this will now be the legal weight of a bag of potatoes. This is equal to five pecks. What a puzzle it would always have been to the grocers to get a customer to understand the price of a bag and compare it with 5 1-3 pecks. This shows that nothing escapes the watchful eye of the "grocers' section" of "the Retail Merchants' Association of Canada."

If those grocers who are so anxious to form a separate association could put their finger on anything that has been neglected by the officers of the association, unless it was impossible of accomplishment for want of funds which were not supplied, then I could understand why they are endeavoring to create this agitation, which is a step backward. I may boldly state that the defeat of the co-operative bill alone, to say nothing of the many other things that we have accomplished, saved millions of dollars to the retail trade and protected the country in general from confusion, trouble and cost.

Declares it to be Ingratitude.

No retail merchant can say, if he knows what "the Retail Merchants Association" has done for him, that he

has not received directly or indirectly at least \$50 for every dollar he ever paid, and those that never paid anything have nevertheless derived their full share of the benefits. Could, therefore, anything be more ungrateful and more unwise than, in the face of all this, to be withholding their financial support when the machinery is already waiting for united action, and reasonable financial support.

In all their business affairs the grocers, as a section of "the Retail Merchants' Association of Canada," are entirely separate, but yet operate under the same charter, with the decided advantage of the help of all other retail lines, in matters of legislation and expenditure. This is an age of coming together the world over, and the entire retail trade should stand together under the best possible relations with the manufacturer, the wholesaler and the consumer.

If the retail grocers of Hamilton, London, Brantford, Guelph or any other cities and towns are really in earnest to improve the conditions of the retail grocery trade, I advise them as a friend and as an old grocer, and one who has given organization work a lot of time and thought, to look carefully into what is now being done, and what has been done for them by the "grocers' section" of "the Retail Merchants' Association of Canada." If it is found that nothing has been accomplished, as some of the "Rip Van Winkles" in the grocery trade seem to think, then they will have cause for complaint, but if, as they will find, many men have sacrificed their time and their ability to help improve the conditions of the grocery trade, then I think that these men should at least receive the grateful thanks of the trade, and not be passed over without recognition by a few who have been asleep while others have been working.

If the retail grocers of Ontario desire to improve their conditions they must be united, and work in harmony. As chairman of the "grocers' section" of "the Retail Merchants' Association of Canada" for the Province of Ontario, I ask the hearty co-operation of all retail grocers in Ontario, and if we all stand together and work together in harmony through one properly organized association, we will accomplish far more than we can by being organized in separate associations working independent of one another. I ask every retail grocer who is anxious to improve his trade and who wants to know how we are organized to communicate with me.

M. MOYER,

Chairman "Grocers' Section."

R. M. A. of Ontario.

21 Richmond St. West, Toronto.

Letter Announcing Cash Business

Udora Merchant Points Out Advantages to Customers and Himself by Adopting This System—Asks Assistance From His Patrons.

Udora, Ont., Mar. 14.—“For Cash Only.” This is the keynote of a letter which R. S. Webster & Co. (Wm. O. Webster) has sent out to customers in announcing the 1912 policy. This firm has been in operation here for more than 40 years.

The circular letter was written in a friendly style pointing out the merchant's reasons for selling for cash. It reads as follows and will be found interesting to any contemplating a similar move:—

“Dear Sir,—

“Ten years of this business under the present management have gone and we take this opportunity to extend our cordial thanks for the kindly patronage you have accorded us in the past. We take this confidence you have placed in us doubly kindly in its being an evidence that to you and your interests we have made good.

“It is our purpose to further advance our ability to do the very best for the people of this locality by raising our business to an absolutely cash basis, and after January 1st, 1912, will sell for cash only.

Credit System Costly.

“It has been long recognized that we have been selling staple lines of merchandise on credit of longer or shorter terms at prices as low as or lower than other merchants get for cash, and we are confident that the savings we can make by the cash system will enable us to make price reductions to our customers that will be well worth while.

“The credit system is costly to all concerned, and you have to pay your share of the losses that accrue from it. We suggest some savings the cash system will make for us and you:—

(1) Bad debts. Dead beats creep into the accounts of every business man and you have to pay your share of these losses.

(2) Items we forgot to charge.

(3) Cash discounts we can get on much of our buying, and best prices available for every cash purchase.

(4) Interest on money we would require to raise to assist us in carrying heavy credit accounts during the summer months.

(5) Fully 5 per cent. of our time taken up in bookkeeping which we can turn to better earning use.

(6) Worries of the credit system that sap a great deal of the energy out of

every business man that he should have for use in his business.

Want People's Good Will.

“Most of all, the good will of our neighbors—short credits do make long friends. We could fill quite a page with the people who get mad when we ask them for their accounts and go off to some other store with their money. We want your good will.

“Time was when we had few banks, and it was required of merchants that they should be bankers and carry large credit accounts, but now there are plenty of banks well equipped for handling credits, and we are willing they should get this business and allow us to devote the whole of our means to the collecting and distributing merchandise for our people's needs.

“We anticipate that this important change in our business may for a short time incur some slight inconvenience, but we will shortly accommodate ourselves to the benefits of this cash system, and understand that our declining to let goods go out of our store without receiving cash for them does not mean a refusal to trust our customers. This cash system comes into effect promptly on January 1st next.

“To any who may not have paid up accounts due us we especially request

that these be all cleared off our books this month, as any delay over that time may oblige us to hand the accounts to other hands for collection and so entail costs.”

R. S. WEBSTER & CO.

GROCERS BLOCK EARLY CLOSING.

Lucknow, Ont., March 14.—(Special)—Remembering a futile effort made a year ago to close business places by mutual agreement, 27 business men of Lucknow recently petitioned the council to pass a by-law compelling early closing of retail places on four days a week. Only five merchants among those approached refused to sign the petition. At the present time the hardware and dry goods stores close at six o'clock on five evenings of the week, but the grocery stores remain open until the last straggler leaves the street. The council refused to take action on the petition, maintaining that a by-law was a disagreeable means to the end in view, and that the council had the right to demand that at least 75 per cent. of any one class of business men should be represented on the petition. On this basis, the grocers were found wanting, and so the old system remains.

If you complain about poor business, you may expect people to get the opinion that your business is not making good.

THE W. W. COOPER Company

WE HAVE DECIDED TO ADOPT

The Cash System

AFTER THE FIFTEENTH DAY OF FEBRUARY, 1912.

We are making the change after careful and deliberate consideration and are satisfied that it will result beneficially both for our customers and ourselves. Under present conditions the customer who pays cash or pays promptly has to make up for all who are slow pay and those who never pay. It also requires an elaborate system of book-keeping, which costs both time and money. The frequent sending out accounts, using both stationery and stamps, also the tying up of large sums of money which would enable us to carry even a larger and better stock of goods at Lower Prices. We estimate we can save you Five to Ten per cent. over present prices may be more when we have tried it out and know what we can do.

A LITTLE COMPARISON

Last year we had extended credit to the amount Ninety Thousand Dollars, whereas the Mail-Order-Houses, we have to compete against did not have Ninety Cents. We paid taxes in the town and district amounting to Thirty-Five Hundred Dollars in 1911. Whereas the Mail Order houses did not pay Thirty-Five Cents. By comparing these items you can easily see that we can save you money by adopting the Cash System we should have your support. We find many customers sending money to these Mail Order Houses who owe us in the aggregate large sums of money. MEANWHILE REMEMBER

Everything will be CASH after the 15th of February

GOODS SATISFACTORY OR MONEY REFUNDED—It will be our aim to give our customers the best quality, best prices and best service possible, and we hope to receive the same kind consideration from the public as has been extended to this store since its establishment nine years ago. All accounts will be rendered to that date (February 15th) and we ask for prompt and speedy settlement of the same.

THE W. W. COOPER Company,

Successors to Argue & Cooper

SWIFT CURRENT, SASK.DEPARTMENTAL MERCHANTS

Newspaper advertisement reduced from a space 9 x 7 1/2 inches, used by Saskatchewan dealer to announce change to cash business. This shows the exercise of judgment in composition.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Province of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston

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

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York.

Telephone 2282 Cortlandt

Western States Representative—A. H. Byrne. 607 Marquette

Building, Chicago.

Telephone Randolph 3224

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960.

E. J. Dodd

FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription: Canada, \$2.00; United States, \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

THE FALL IN EGGS.

The Canadian hen has come down from her high perch to lay a few eggs. For a long time, like the Canadian cow, she stood apart from mankind. A month or two ago she laid 'golden' eggs. Now she lays pretty nearly the ordinary variety.

The middle of February wholesale price of eggs in Montreal was as high as 50c per dozen. They are now around 27 to 29 cents, a decline in four weeks of about 20 cents or an average of 5 cents per week. At this rate it would only take 6 more weeks to get them down to nothing at all.

However, while eggs will likely be some lower the rate of declines of the next few weeks will not be as great as in the past.

Production of eggs is rapidly increasing as warm weather approaches but so is the consumption with cheaper eggs. It may be the latter will hold its own with production and if so eggs will not go further down to any appreciable extent.

In Toronto wholesale prices are down to around 24 cents as compared with 40 and 42 a month ago.

On the other hand butter is still butter. There has been little or no change in price from a week ago, but when new cows begin to assist in a week or two, it is expected the price will ease off somewhat.

QUALITY AND NOT QUANTITY.

It is frequently said that the Canadian consumer is more particular about quantity than quality; that he will purchase those goods of which he gets the most for his money.

This certainly has been a truism with the majority of the Canadian people as well as with other nationalities. But it is passing and passing rapidly. In every city, town and village nowadays the most successful dealers will generally be found to be those who make quality their keynote and not quantity.

This is true with regard to the grocery store particularly. What we eat we want it to be clean, wholesome and of a high grade of purity. We all know of the increasing numbers of women who will pass by the unclean, ill-kept, unattractive store for the brighter, more inviting

and immaculate establishment farther along the street. Examples of this may be seen everywhere and while it is true that we still have many poorly kept stores stocked with many inferior goods throughout the country, yet dealers are more and more recognizing the importance of cleanliness and catering to the better natures of consumers by stocking and getting behind high-class goods.

Every retailer should realize this fact: that the people of Canada are rapidly seeing not only the advisability, but the necessity of eating pure foods. Stocks should be bought accordingly and every grocer should lend his assistance in creating demand for such goods.

TOO MUCH GENEROSITY.

When a new man starts in the grocery business, he is sometimes prone to be a little too generous. He gives two or three biscuits over the pound, four or five chocolates above the amount paid for, or perhaps does not take the coppers due him in making change.

While the generosity of such a dealer is to be commended, yet his business acumen cannot. In these days when the average margin of profit is shaved down so closely, he cannot afford to give away a little extra with every order. This is a "small" leak in a business which amounts fairly high during a year. It does not take many sales a day to give away thirty or forty cents. During 310 business days it would mean more than \$60—the price of a scale or two or three months' rent.

Let every customer pay for what he or she receives and that only. As long as honest weight and honest value are given, no one can conscientiously expect more. A grocer cannot disappoint any person by giving only the proper weight and proper change.

This generous spirit causes one of the little business leaks that should be eliminated. If all the small losses were done away with there would be fewer failures in the retail business to-day.

SELL EASTER NOVELTIES.

Easter is not now many weeks distant. Good Friday falls on April 5, three weeks from to-day.

Many dealers are now arranging advance displays in Easter confectionery and novelties and if an early appeal is made, it will bring sales if not now, at least later on.

These novelties are usually so attractive that when placed in a show case or window they make a strong appeal. Every grocer should handle some of these goods even if only a few. They lend an extra tone to the store, attract occasional new customers who may become permanent, they provide a good extra profit and can easily be sold at this coming festive season.

Many dealers who began with an exceedingly small stock of Easter goods a few years ago, now have a large sale for them and buy extensively. Others can work up a similar trade.

STOP THE PETTY THEFTS.

A short time ago The Grocer called attention to the fact that many dealers were losing money through petty thefts on the part of men who delivered them goods. A reader, who is a specialty salesman, calls attention to a case which bears out the necessity for our warning. He writes as follows:—

"One of my customers the other day told me how the man who had been delivering him butter for a long time

had stolen one pound at a time. It was his custom to take the box of butter to the refrigerator and place so many pounds on the shelf.

"In counting it he would take one pound of the grocer's butter from the opposite side and place it amongst what he was leaving. It was found out by the girl in the store who discovered the pound one day mixed with the other and began to suspect that something was wrong. She placed a cross on a number of pieces of paper inside the wrapper of each pound of the grocer's own butter. Next day when the man brought the butter, she walked through into the kitchen. But it was arranged that her father be stationed at the head of the counter and watch his movements. Presently he saw him place a pound of his butter amongst what he had brought. He accused him of doing it and of course the delivery man protested his innocence, but the grocer showed him the cross on the piece of paper inside the wrapper.

"He then begged him not to say anything as he was a married man and had a family.

"If such a man did each of say forty or fifty customers every day out of a pound of butter at thirty-six or thirty-eight cents per pound it would amount to a pretty good salary."

As we have emphasized before, dealers should be careful to see they get what they pay for. A man will through carelessness lose a lot of money in a year and not know where it has gone. Make positive beyond any doubt that you are not being "done."

BRIGHT WESTERN PROSPECTS.

The Board of Trade of Moose Jaw, Sask., claim there is every indication of a shortage of men in April in that district, unless the immigration at the latter part of the present month is heavy enough to meet the demands. Already the farmers of the district are sending in orders to the local employment agencies for men which will make the demand for farm help busier than in any previous spring. For the programme of building which is going on in that city this year, there will be needed altogether, according to the estimate of a contractor, fully 5,000 men, including carpenters, finishers, bricklayers, and concrete workers.

A city official estimates that the sewer, pavement, and water programme for the year will require several hundred men.

If this is an indication of western progress this year, prospects for a good 1912 are quite bright. It is an undisputed fact that the coming year will see a large influx to the West and business will be particularly good if the weather permits the grain yield to be an average one or better.

WHO PAYS THE TRAVELER?

At a travelers' meeting in connection with the recent convention of hardware dealers at Guelph, Ont., the question of treatment of Knights of the Grip was brought up. A British Columbian dealer urged upon the retailers the necessity of treating the traveling representatives of distant firms with courtesy and consideration. "When you notice a traveler in your store," he said, "don't keep him waiting. If impossible to see him at once, appoint an hour and let the man—who is as busy as you are—get off on other business."

There is more than mere courtesy suggested here. The whole question of conserving energy and expense is involved. A retailer keeps a traveler needlessly; the trav-

eler misses a train; has extra hotel expenses, and is unable to cover his territory as quickly as he had hoped. Multiply that state of affairs by the number of thoughtless dealers who do fail to put themselves out for the travelers. The wasted days which this calculation would show—could it be made—would be startling.

But who pays for the wasted days. Is it the manufacturer, the jobber? At first, perhaps, yes, but sooner or later the extra selling cost thus necessitated works back to the consumer. The retailer will have to sell him the goods at a higher price. Possibly this may not mean a financial loss to him—but it will mean harder work, for every one knows that the higher price goes the harder it is to sell the article for which that price is asked.

No, the retailer is vitally interested in keeping down the cost of marketing manufactured products. Higher cost of marketing means higher cost of selling, to the consumer, and the profit being the same, the lower an article can be sold the better.

Another dealer at that convention told a story which all travelers, and all those visited by travelers will appreciate.

"I was talking up our paint," he said. "I had stated that there was no better paint made, and explained that we had aimed to make it like the human skin—able to give off moisture and yet able to exclude it. But we haven't quite achieved our aim," added Mr. Kennedy. "We're free to confess the Lord has us beaten."

"I'm glad to hear," said the dealer, "that someone has you beaten."

During a discussion in which was being urged the importance of keeping the attention of customers who had "just dropped in," one merchant told of a young boot salesman who had taken off a young lady's shoe, and carrying it under his arm he attended to three other customers before returning to her. "That," said the merchant, "was a wise clerk. He made certain that his customer would stay."

EDITORIAL NOTES.

Make hay while the sun shines. Sell fish while Lent lasts.

Oh what a fall was there! Wholesale prices of eggs dropped 18 cents during the past month.

Three weeks from to-day, April 5, is Good Friday. How about an early display of those Easter novelties?

Next Wednesday is the twentieth of March—the actual beginning of Spring. Then we may expect to see a lot of dust kicked up around the homes.

The emphasis that has been given to the use of special occasions for the booming of business should not be forgotten by the grocer. St. Patrick's Day offers a splendid opportunity for something special.

Throughout Ontario, many dealers are still selling soap which was recently reduced in price, at 5 cents straight. They are anxious to get their money out of it having bought at the higher price.

W. S. Greening's fourth article on Pure Food Legislation will appear in next week's issue, that of March 22. It will deal with United States law and will therefore be one of the most important of the series.

Lesson 12---Course in Cardwriting

A Style of Alphabet Suitable for Use as Headlines or for Special Fancy Cards,
But Not Appropriate for Sale Cards—Decorative Features.

By J. C. Edwards. Copyright, Canada, 1911.

No reasonable argument can be used to uphold the use of fancy letters as practical for sale cards. The plainer a letter is the more readable and therefore, the more productive of results.

Though this course has been compiled with the express purpose of presenting the reader with only practical alphabets for use in modern show-card writing, there are times when the less practical lettering is advisable even in every-day work.

There are times when a fancy trim is called for, and while a plainly lettered card is proper, yet a fancy touch is more in harmony. Now this fancy

the grey panel scheme used at both ends of the card—the one on the left being used as a relief for the capital F. The other card illustrates the use of flat stroke fancy lettering for the whole inscription. Note how much harder it is to read this card than the one previously described. Compare the two and you will readily see the reason for not advocating this or any fancy letter for sale or quickly read cards.

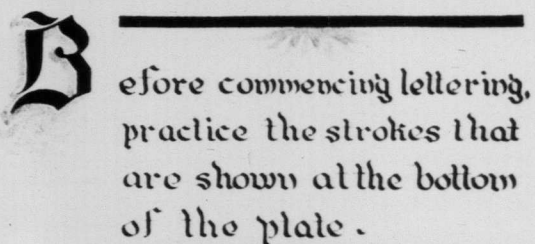
A very simple form of decoration is used in this card, but which adds just enough life to relieve the plain black and white appearance

At the bottom of plate 12 there are a

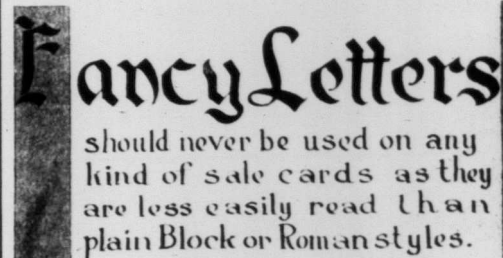
never be used only at the beginning of a sentence or when only two or so words are used as the headline they may all begin with a capital.

There are only about three letters in the lower case which are like the capitals and these are S and X and Z and even these are slightly different inasmuch as the S in the capitals has the lower or last stroke continued right up and across the face of the letter. The Z is practically the same but the X is finished slightly different. The rest of the letters are decidedly unlike each other.

The lower case is more simple to exe-



Before commencing lettering, practice the strokes that are shown at the bottom of the plate.



Fancy Letters
should never be used on any kind of sale cards as they are less easily read than plain Block or Roman styles.

Cards showing application of flat stroke fancy lettering and decorative effect.

touch does not need to be so fancy as to detract from the legibility of the card—it must be quickly made as well. Old English lettering, in its original set style is not practical and is less readable than almost any style used in lettering to day. Yet it is a handsome letter and when nicely written makes a fine effect. This is the reason why we present here a corrupt version of the Old English, taking away the fussy parts and transforming the letters into an easily and quickly written style which can be read without trouble.

Placing Emphasis.

Where one word or so requires to be brought out more prominently in the inscription this letter may be used effectively. This is demonstrated in the card reading "Fancy Letters should never be used on any kind of sale card, etc." The words "fancy" and "letters," being the subject, and the most important parts of the card are made prominent by the use of this alphabet. The small letters in the reader of the inscription are made with a small soen-necken pen (No. 2½). This lettering will be taught in later lessons.

The decorative feature of this card is

number of strokes given which, if practiced, will give the elements of this letter and be of great aid in helping you to master it.

Persistent Practice.

Persistent practice will accomplish a great deal in card-writing, in fact, it is the secret of success. You may ask where this style of letter would be used to advantage.

Your special sale cards may bear the formal inscriptions lettered with "Flat Stroke Fancy" and illuminated in whatever way you may desire, or they may have an informal inscription with the main words in "Fancy." Your Easter cards, your Christmas cards and such important cards may be made with this style of lettering. In fact, new goods cards where quality and style—not price—is the main feature, may be lettered to a more or less degree with this "Flat Stroke Fancy" lettering. You must use your better judgment in deciding what you use.

The Use of Capitals.

Capitals of this style of letter do not blend well together. They are even less readable than the lower case and should

cute. A number 7 red sable flat brush was used to make this plate.

AN 18-PAGE ADVERTISEMENT

The August Scheele Company, a retail grocery concern of Elgin, Ill., in one edition of the local paper recently used 18 full pages of advertising. Besides the general announcement of the store, pages, half pages and quarter pages were devoted to various goods of manufacturers which the store carries, the manufacturers whose goods were advertised assisting in the cost.

The Postum Cereal Co. are erecting another new factory at Battle Creek, Mich. This makes the 19th building in the cluster belonging to this firm.

A "5 and 10 cent" grocery department is the latest innovation by a department store in Muskegon, Mich. Bulk goods will not be handled, but every five and ten cent seller in canned foods and other lines will be sold in this department. What tea, coffee and sugar is handled will be put up in packages.

Plate No 12 - Flat Stroke Fancy
- Lower Case -



a c a b l b c d
 d e e f s f g c^{OR} c
 g g g h l h i v i w k l k
 k l m n m n o o p p
 q c q r r s s s t t u u
 u v w v v u w x x
 y y y z z z Practice These
 Strokes

W W) S S S S A S))

Flat stroke fancy lettering, which has its more practical value in the various decorative purposes to which it is applicable.

A Retail Grocer's Faulty Statement

Lots of Work and Little Money—Good Credit Trade—No Proper Account With Himself—Many Details Lacking.

*By Henry Johnson, Jr.

One who wants to know writes me as follows:

—, Ont., March 1, 1912.

Henry Johnson, Jr.,

Care Canadian Grocer,

Dear Sir,—I have read with interest some of your articles in The Grocer and I decided I would write you, send you a copy of my statement and ask your opinion of the progress I have made. Sometimes I feel quite satisfied with my progress and again at times I think there must be something wrong. I am turning over a lot of stuff, handling a lot of money, and yet I am hard up all the time. I do a large credit business, monthly accounts, etc., people who want good goods and good service to whom price is no particular object, and these accounts I value more than some of my cash business. Is that right? But at the same time some of them are not very prompt in settling; it is nearly always the middle or end of the month before I get my cheque for the previous month's business.

I took over this business in March, 1908, from my employer, paying \$2,126.54 for stock and fixtures, and also put in \$273.46 in cash, making my investment \$2,400, and at the end of ten months (I always take stock January 1st) my statement showed:

Stock	\$1,874.37
Book accounts	1,076.70
Fixtures	1,425.81
	—————
	\$4,376.88
Capital account	\$2,400.00
Liabilities	1,700.69
Net gain	276.19
	—————
	\$4,376.88

Every year since then has shown a small net gain, which has always been added to capital. 1909, \$340; 1910, \$216.82. For 1911 I enclose a more complete statement:

Stock	\$3,270.10
Fixtures	1,450.00
Book accounts	2,453.03
Cash	151.60
	—————
	\$7,324.73
Capital account	\$3,133.01
Bills payable	2,337.87
Bank	1,292.31
Profits added	561.54
	—————
	\$7,324.73

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

My personal account was\$1,234.45
Profits added to capital 561.54

Gross gain\$1,795.99
Cash turnover\$27,113.73
Expenses 3,417.48
Cost of doing business 12.60%
Rate of gross profit 6.62%
Rate on turnover 19.22%

Expenses include everything but my personal account, which varies from month to month; some months when I require it, as when insurance comes due, I may use \$200, and the next month only \$50; but it is a grind all the time—I never have a cash surplus.

Is this a normal condition of affairs, or is there something wrong? Hoping to hear from you in the near future,

G. A. J.

That is the kind of letter which makes me sorry that I have not more space at my disposal, for that is the kind I should like to handle immediately. But I shall do the best I can with it now—and hope I may be of some service.

Many Things Not Right.

Several things are wrong here. Fortunately, the business has not actually run behind, so far as I can see from figures given, and Mr. J— is ready to listen to suggestions, so I have no doubt at all that he will act on whatever good points may be given to him.

I cannot go into full details because those are not given me to work with. I should like to have an analysis of expenses and a transcript of the last closing entries in the ledger, so I might see just what Mr. J— considers "expenses." It is evident to me that he omits some quite important things.

Take the first ten months of the business. The investment was \$2,400. At 6 per cent. interest that costs \$12 per month to use; hence the cost of that capital was \$120 during that ten months.

Again, there was an investment of \$1,425 in fixtures. That item is properly discountable 10 per cent. annually. That figures \$11.87½ per month; \$118.75 for the ten months. If those two items be deducted from the profit item of \$276.19 very little will be left. I do not think either item was deducted because the fixture account is held at \$1,450 three years later. If \$50 has since been invested, the account should now stand at about \$1,079.32.

The Proprietor's Salary.

Another point is that the proprietor's salary is expense, just the same as

though he hired a man to run the business. This expense must be kept and limited to a fair percentage on the total sales. That percentage is necessarily larger in a small business than in a large one; but in no case must it run much over 3 per cent. Such ratio on this business would allow for a salary of practically \$810—say \$67 per month—and that is what Mr. J— should limit himself to; but, for ready figuring, let us suppose that he will do \$30,000 in 1912, so that we can put in the salary at \$75 per month, \$900 per year. That is the amount on which Mr. J— should live during 1912. He must live on it if he is to play safe. He must live on it for the good reason that it is ALL HE HAS, legitimately, on which to live.

When a man undertakes to manage a business, he undertakes to account for the safety of and fair return on the entire investment. Properly speaking, he can no more take liberties with that business than if it did not belong to him at all.

If, then, we take Mr. J—'s statement of expense at what he gives it and add thereto the items I have enumerated, we shall have something like this:

Expense account	\$3,417.00
J—'s salary	900.00
Interest	193.98
Depreciation	119.93

Total expenses \$4,630.91

and that figures over 17.15 per cent. on the sales of, say, \$27,000.

I do not know how Mr. J— has computed his margins. He gets his expenses all right—as most of us do—through figuring them onto the sales. Maybe he computes his margins that same way. I am inclined to think he does this or he would have gone broke long ago; but I should like to know that he does this.

The Delivery Expense.

If he has horses and wagons, too, as I suppose he has, those must be separated from the general fixture account and then discounted, or depreciated, 20 per cent. instead of 10 per cent. This is because delivery equipment cannot be counted on for more than five years or the average, while other fixtures are good for many years and 10 per cent. is a conservative discount to charge against them annually.

Altogether, I incline to the opinion that Mr. J— is an industrious man all right, but one who takes some things from the wrong end of the calculation. His idea is that he must have "what he needs" as his own share. He must change that plan around and take the view that he shall get, by way of salary, what his business can afford to pay him. If he proves such a good manager that the business shall grow, then it must pay

him more; but he must first show his deservitude in this tangible way.

Credits Must be Watched.

When he gets to figuring closely in this way, on himself, he will be careful about expenses. As those run to-day, basis about 17 1-5 per cent., they are too high; 12.60 per cent. is fine—I urge him to work to that line. He must watch his credits—I can only touch on that point now—and collect promptly. Remember, the first duty is to the business which hires you and pays for your best efforts. The customer is important to any business, but not so important that it is ever good practice to relinquish the rights or best interests of the business to any whim or convenience of the customer.

Another point I can only touch upon is the advisability of limiting the capital investment somewhat. Earnings, when any are really shown, should be disposed of with some judgment. If the business really NEEDS additional capital, put in some of those earnings. The remainder should then go to a surplus

account. But be sure there is real need—not some lazy, or dilatory habit of your own in the collection of bills to which you are catering under the mistaken impression that your business is “growing.”

Remember the Savings Account.

Lastly, The way to have money is to lay it aside and KEEP IT. I have talked on this subject before. I shall talk again some of these days. But Mr. J—should begin at once to lay aside \$25 every month, in a savings bank—and NEVER touch it nor fail to add the new \$25 every month, at the beginning of the month. After he has accumulated \$500 that way I can tell him what to do with it. Meantime, take it out, charge it to surplus, and SAVE IT.

This is only introductory. I want my friend to send me the further details asked for. I want to keep up this discussion with him until all the ground is covered. So I hope he will write again very soon.

The Management of a Retail Business

By H. C. Carson, F.S.S.

Nowadays, when every nation, great and small, is engaged in the struggle of commerce, the lack of knowledge in the matter of languages and customs is being recognized as one of the chief drawbacks to development and progress. The time may come when a universal commercial language will be adopted, and business customs will harmonize, one nation with another, but until such time, the ability to translate readily and correctly will be found to be a money-making asset in any commercial or financial house. Many mistakes, sometimes merely humorous, but quite frequently very costly, have been committed in the past by firms content to leave the translation of a business letter in a foreign language to the capacity of the ledger clerk or someone else in the office professing a knowledge of the language in question.

Unfortunately for the amateur translator, there is a considerable difference between, say, the French of the evening classes and the French spoken and written by the commercial men of that country. This is why the casual translator, who is quite capable of an intelligent reading of a French novel, sometimes makes errors in the translation of a business epistle which cause more than annoyance.

The wide development of business has brought into the commercial arena countries whose tongues are absolutely unfamiliar to the ordinary man. For in-

stance, a good deal of business, in Canadian goods most likely, is being transacted between England and nations and races speaking such languages as the Frisian, the Slavonian, the Lithuanian, the Sesotho, the Maya, the Pangasinan, the Tagalog, and many others, and it must be realized that there is real need for competent translators. This brief list of tongues excludes those spoken and written by the peoples of the Far East, the Chinese, the Japanese, the Persian, the Armenian, etc., all of whom do a tremendous business with Great Britain, and a growing business with Canada and other countries.

The translation bureau, when adequately equipped, saves the business house all trouble in the translation of foreign correspondence. There are in London several bureaus which make it a boast that their translators can correctly render into English and language of any country which is, so to speak, within the pale of civilization. The translators are highly accomplished men, each specializing in a particular branch of the languages spoken by the races of the commercial world. Some deal with the Latin tongues, other the Slavonic, others the Eastern, and so on. The translators in the first-class bureaus are, moreover, men who have mastered the principles underlying the commercial practices and regulations of the countries with whose language they have such intimate acquaintance. They are, there-

fore, competent to not merely translate, but to make perfectly clear any points which might baffle a university professor who possessed their linguistic ability, but who lacked their knowledge of international business procedure.

The time is coming when Canada will be in the vortex of international trade, and if the business is to be done direct, without the intervention of other countries better equipped, Canadians must give heed to this very important question. The establishment of bureaus now probably would not pay in dollars and cents, but their inauguration and maintenance might well be undertaken, even with Government assistance, preparatory to Canada's assumption of her place among the commercial nations of the world.

THE CARE OF CEREALS.

Some Pointers Offered by Miller—Killing the Black Weevil.

The keynote in the care of cereals if the dealer hopes to build or maintain his trade is to keep the stock fresh. This in the opinion of a miller is one of the most important things to be observed by the retailer who would make a success of his cereal department.

“The grocer should make sure that the old is sold out before he starts in the new. The trouble is that employes will bring in the new and pile it on top of or in front of the old. This sometimes is done in the storehouse and again in the store so that in some instances a portion of the stock gets very old. Displeased customers is the result.

“Flour for a time at least,” he continued, “improves with age, but with cereals it is directly opposite. Cereals should be used as soon as possible after being milled.

“Keep cereals away from odorous substances or they will absorb such odors. They are dried crisp and for this reason, moisture affects the flavor.

“Give cereals plenty of light,” he further advised, “and keep them in a dry place, but only at a moderate temperature. And again, be sure to sell out the old before the new.”

Cereals are not attacked very much by the black grain weevil. To exterminate them, this miller advises the use of bi-sulphide of carbon, which he says will destroy the insect but not affect the goods.

The success of your advertising depends upon something more than the mere ability to attract attention. It must make the people want the goods.

The Market—Canned Milk Advanced

Number of Manufacturers Put Up Prices—Demand so Large They Can't Keep up With Orders—Raw Sugar Market Has Steadied Up—Has Been Record Season For Syrup—Sales Still Continue Brisk—Canned Raspberries and Strawberries Higher in Montreal and Toronto.

POINTERS—

Beans.—Declined.
Canned Strawberries.—Advanced 10c.
Shelled Walnuts.—Down.
Seeded Raisins.—Declined.

Montreal, March 11. — Local dealers still report business of a satisfactory character. Demand for all lines is up to the mark and supplies are encouraging. Spring trade is close at hand and wholesalers claim they are prepared to meet it. The general market shows declining tendencies and for the week beans, shelled walnuts and seeded raisins dropped.

Another interesting feature in the market is the 10-cent advance in canned strawberries. Canned goods have offered few activities of late, but now promise to become more lively.

Shelled walnuts are also on the decline.

SUGAR.—The sugar market for the week remains unchanged. Prices are on a parallel with last week's, and the retail demand is of a hand-to-mouth order.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, 5-lb. cartons	5 85
Granulated, Imperial	5 40
Granulated, Beaver	5 40
Paris lump, boxes, 100 lbs.	6 30
Paris lump, boxes, 50 lbs.	6 40
Paris lump, boxes, 25 lbs.	6 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 50
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27 1/4
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Powdered, 25-lb. boxes	6 15
Phoenix	5 55
Bright coffee	5 50
No. 2 yellow	5 40
No. 1 yellow	5 30
No. 1 yellow, bags	5 15
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUP and MOLASSES.—The trade for syrup and molasses is of a steady nature. Prices advanced on one brand of white corn syrup last week, but since then no activity has been displayed. Business on all varieties is still brisk.

French Barbados molasses, puncheons	\$0 36	\$0 40
French Barbados molasses, barrels	0 41	0 45
French Barbados molasses, half-barrels	0 43	0 45
Guinea Barbados molasses, puncheons	0 34	0 36
Guinea Barbados molasses, barrels	0 37	0 39
Guinea Barbados molasses, half-barrels	0 39	0 41
Orleans	0 25	0 28
Rice	0 30	
Guinea Syrup, bbls.	0 40	
Guinea Syrup, half-barrels	0 37 1/2	
Guinea Syrup, quarter barrels	0 33 1/2	
Guinea Syrup, 38 1/2-lb. pails	1 75	
Guinea Syrup, 25-lb. pails	1 25	
Guinea Syrup, 10-lb. tins, 2 doz. per case	2 75	
Guinea Syrup, 5-lb. tins, 1 doz. per case	3 10	
Guinea Syrup, 2 1/2-lb. tins, 1/2 doz. per case	3 00	
Guinea Syrup, 1 1/4-lb. tins, 1/4 doz. per case	2 95	

FRUITED FRUITS.—With one new feature the market continues on last week's level. Prices of seeded raisins, both common and fancy brought forth a decline.

The general tone is strong; but lacks activity.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08 1/2	0 09 1/2
Currants, fine filiatras, per lb., cleaned	0 07 1/2	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09 1/2
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 06 1/2	
Dates, Hallowee, loose	1 30	1 40
Figs	0 11	
Figs, 3 crown	0 07 1/2	0 10 1/2
Figs, 4 crown	0 08	0 10 1/2
Figs, 5 crown	0 08 1/2	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	0 12	
Glove boxes, 15-oz. per box	0 10 1/2	0 11 1/4
Glove boxes, 10-oz., per box	0 07	0 07 1/2
Prunes—		
30-40	0 16	0 18
30-40	0 15	
40-50	0 14	
50-60	0 12 1/2	
60-70	0 12	
70-80	0 11 1/2	
80-90	0 11	
90-100	0 11	
100-120	0 08	
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09	
Choice fancy seeded, 1-lb. pkgs.	0 09 1/2	
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63 1/2	
Sultana raisins, loose, per lb.	0 12	0 15
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per 1/4 box	2 80	5 75 1/2
Malaga table raisins, clusters, per 1/2 box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08 1/2
Valencia, select, per lb.	0 08 1/2	0 09 1/2
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The local tea market continues firm, with prices for the week unchanged. Ceylons and Japans are firm although nothing of the new crops has yet been heard of. Chinas are steady, and dealers are holding out for large profits. Nothing exciting is likely to take place for some time.

Japans—		
Choice	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Good common	0 26	0 30
Common	0 21	0 24
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunnpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—The week has seen no movement in coffee; consumptive demand is limited and dealers in view of the small crops this year expect an advance in price before long.

Mocha	0 25	0 28
Rio	0 21 1/2	0 23 1/2
Mexican	0 25	0 28
Santos	0 22	0 24
Maracibo	0 23	0 25 1/2

SPICES.—Spices are still in fair demand for this season of the year. Prices in general are steady but some may firm up with the coming spring trade.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Ratavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 36
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32

Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Nace	0 25	0 35
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Strength is noticeable in a number of lines of nuts. Shelled walnuts brought a decrease this week and are now quoted at 27 and 29 cents. Peanuts offer no interest yet but an active trade can be looked forward to in the near future.

In shell—		
Brazils	0 22 1/2	0 25
Filberts, Sicily, per lb.	0 10 1/2	0 12
Filberts, Barcelona, per lb.	0 10 1/2	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mayette Grenobles, per lb.	0 15	0 15
Walnuts, Marbots, per lb.	0 12 1/2	0 13 1/2
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13 1/2	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08 1/2	0 09 1/2
Coon, roasted	0 08 1/2	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 10	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 18	0 20
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Broken	0 28	0 30

RICE and TAPIOCA.—An improved inquiry is noted in rice circles. Prices remain firm as yet. A normal amount of business is being transacted in tapioca at unchanged prices.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 50	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	6 30	6 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

CANNED GOODS.

TORONTO.—Some wholesalers reason that present demand for canned goods is fair for season. Others express a different opinion.

"I can't say that demand has come up to my expectations," said one. "At this season of year with housewives' supplies of fruits and vegetables reduced and retailers' stocks being depleted, one would naturally expect a brisk demand for canned goods. So far it hasn't developed very briskly with us."

"The real big consumption of canned goods," commented another jobber, "is just now getting under way. Retailers' stocks will shortly show the strain and

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our stocks will begin to move out more freely."

Tendency in all lines is apparently one of steadiness. Raspberries and strawberries in 2's, as was pointed out some weeks ago, as likely, are becoming closely cleaned up, and, accordingly, prices are strengthening. Quotation of \$2.40 for 2's is now general, with some jobbers asking as high as \$2.50 per dozen.

Gallon apples are quoted at \$3.05, and 3's at \$1.07 1/2.

With present scarcity and high prices for vegetables of all kinds, retailers would do well to give special prominence to canned vegetables.

Evaporated and condensed milk have made another upward move. Several firms have advanced prices 10c per case on evaporated, and 25c to 35c per case on condensed. Demand, as pointed out before, has been extremely heavy all winter. Manufacturers have been working to full capacity, but are still far behind with orders. High price and scarcity of fresh milk, as well as natural increase in consumption of this line, is explanation of big retail demand. This big demand, combined with high milk and sugar, are responsible for higher prices.

TORONTO.

FRUITS.		Group B.
3's-Apples, preserved	1 1/2	
3's-Apples, standard	1 07 1/2	
Gal.-Apples, standard	3 00	
2's-Blueberries, (huckleberries) standard	1 47 1/2	
Gal.-Blueberries (huckleberries) standard	5 97 1/2	
2's-Gooseberries, preserved	1 15	
Gal.-Gooseberries, solid pack	8 80	
2's-Grapes, white, Niagara, preserved	1 55	
Gal.-Grapes, white, Niagara, standard	3 55	
2's-Peaches, white heavy syrup	1 91	
3's-Peaches, white heavy syrup	2 91	
1 1/2's-Peaches, yellow flats, heavy syrup	1 55	
3's-Peaches, yellow flats, heavy syrup	1 90	
3's-Peaches, yellow, flats, heavy syrup	2 00	
3's-Peaches, whole, yellow, heavy syrup	2 10	
3's-Peaches, pie, not peeled	1 50	
3's-Peaches, pie, peeled	1 70	
Gal.-Peaches, pie, not peeled	4 40	
Gal.-Peaches, pie, peeled	5 55	
2's-Pears, heavy syrup	1 80	
3's-Pears, heavy syrup	2 40	
3's-Pears, light syrup, globe	1 55	
3's-Pears, light syrup, globe	1 40	
3's-Pears, pie, not peeled	1 40	
3's-Pears, pie, peeled	1 55	
Gal.-Pears, pie, peeled	4 55	
Gal.-Pears, pie, not peeled	4 10	
3's-Plums, light syrup	0 90	
3's-Plums, light syrup	1 30	
2's-Plums, heavy syrup	1 45	
3's-Plums, heavy syrup	1 45	
Gal.-Plums, standard	3 55	
2's-Plums, egg, heavy syrup	1 45	
2 1/2's-Plums, egg, heavy syrup	1 70	
3's-Plums, egg, heavy syrup	2 20	
2's-Plums, Green Gage, light syrup	1 00	
2's-Plums, Green Gage, heavy syrup	1 30	
3's-Plums, Green Gage, standard	1 90	
Gal.-Plums, Green Gage, standard	4 05	
Group A is 2 1/2c higher than above.		
Group-B.		
A.		
2's-Cherries, black, pitted, heavy syrup	1 95	1 97 1/2
2's-Cherries, black, not pitted, hy. sy.	1 55	1 57 1/2
2's-Cherries, red, pitted, hy. sy.	1 95	1 97 1/2
2's-Cherries, red, not pitted, hy. sy.	1 55	1 57 1/2
Gal.-Cherries, red, pitted	8 55	8 57 1/2
2's-Cherries, white, pitted, heavy syrup	2 65	2 67 1/2
2's-Cherries, white, not pitted, hy. syrup	1 65	1 67 1/2
2's-Currants, black, heavy syrup	2 00	2 02 1/2
2's-Currants, black, standard	5 30	5 32 1/2
Gal.-Currants, black, solid pack	8 30	8 32 1/2
2's-Currants, red, heavy syrup	2 00	2 02 1/2
2's-Currants, red, preserved	2 30	2 32 1/2
Gal.-Currants, red, standard	5 30	5 32 1/2
Gal.-Currants, red, solid pack	8 30	8 32 1/2
2's-Gooseberries, heavy syrup	2 27 1/2	2 29
Gal.-Gooseberries, standard	7 02 1/2	7 05
2's-Lawtonberries (blackberries) hy. sy.	1 80	1 82 1/2
2's-Lawtonberries, preserved	2 00	2 02 1/2
Gal.-Lawtonberries, standard	7 05	7 07 1/2
2's-Pineapple, sliced, heavy syrup	2 27 1/2	2 29
2's-Pineapple, grated, heavy syrup	2 27 1/2	2 29
2's-Pineapple, whole, heavy syrup	2 35	2 37 1/2
3's-Pineapple, whole, heavy syrup	2 40	2 42 1/2
2's-Raspberries, black, heavy syrup	2 40	2 42 1/2
2's-Raspberries, black, preserved	2 40	2 42 1/2
Gal.-Raspberries, black, standard	7 27 1/2	7 30
Gal.-Raspberries, black, solid pack	9 52 1/2	9 55
2's-Raspberries, red, heavy syrup	2 40	2 42 1/2
2's-Raspberries, red, preserved	2 40	2 42 1/2
Gal.-Raspberries, red, standard	7 27 1/2	7 30
Gal.-Raspberries, red, solid pack	9 52 1/2	9 55
2's-Rhubarb, preserved	1 55	1 57 1/2
3's-Rhubarb, preserved	2 30	2 32 1/2
Gal.-Rhubarb, standard	3 55	3 57 1/2

2's-Strawberries, heavy syrup	2 40
2's-Strawberries, preserved	2 40
Gal.-Strawberries, standard	7 27 1/2
Gal.-Strawberries, solid pack	9 52 1/2

VEGETABLES.		Group B.
2's-Beans, red kidney	1 15	
2's-Beets, blood red Simcoe	1 00	
2's-Beets, whole, blood red Simcoe	1 30	
3's-Beets, sliced, blood red Simcoe	1 35	
3's-Beets, whole, blood red Simcoe	1 40	
3's-Beets, whole, blood red Rosbud	1 55	
3's-Cabbage	1 00	
2's-Carrots	1 00	
3's-Carrots	1 30	
2's-Cauliflower	1 67 1/2	
3's-Cauliflower	2 10	
2's-Corn	1 15	
Gal.-Corn on cob	4 80	
3's-Corn on cob, golden dwarf	1 80	
2's-Parsnips	1 15	
3's-Parsnips	1 30	
3's-Pumpkins	1 00	
Gal.-Pumpkins	3 12 1/2	
3's-Squash	1 15	
Gal.-Squash	3 35	
2's-Succotash	1 15	
3's-Tomatoes	1 80	
Gal.-Tomatoes	4 80	
3's-Turnips	1 15	
Group A is 2 1/2c higher than Group B		
2's-Asparagus, Tips	2 55	2 57 1/2
2's-Beans, golden wax	1 40	1 42 1/2
2's-Beans, golden wax, midge, Auto brand	1 30	1 32 1/2
2's-Beans, golden wax	1 15	1 17 1/2
3's-Beans, golden wax	1 40	1 42 1/2
Gal.-Beans, golden wax	4 25	4 27 1/2
2's-Beans, refugee or valentine (green)	1 10	1 12 1/2
3's-Beans, refugee (green)	1 40	1 42 1/2
2's-Beans, extra fine sifted, size 1	1 30	1 32 1/2
2's-Beans, extra fine sifted, size 2	1 77 1/2	1 80
2's-Beans, early June, size 3	1 40	1 42 1/2
2's-Beans, standard, size 4	1 35	1 37 1/2
2's-Spinach, table	1 60	1 62 1/2
3's-Spinach, table	2 25	2 27 1/2
Gal.-Spinach, table	6 00	6 02 1/2
Clover Leaf and Horseshoe brands salmon-		
1-lb. talls, dozen	2 50	
1-lb. flats, dozen	1 60	
1-lb. flats, dozen	2 55	
Other salmon prices are-		
Humpbacks, dozen	1 35	
Pinks	1 35	
Cohoos per dozen	1 90	
Bucks per dozen	2 00	
Red Springs per dozen	2 10	
Northern River Sockeye	2 45	
Lobsters, halves, per dozen	3 00	
Lobsters, quarters, per dozen	1 75	

CANNED POULTRY AND SOUP.	
Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 90

MONTREAL. — Canned goods are showing signs of activity. The demand is normal. Strawberries, 2 lbs., advanced 10 cents this week and are now quoted at \$2.50 generally.

ONTARIO MARKETS.

POINTERS —
Canned Milk—Advanced.
Raspberries and Strawberries—Stocks low and prices higher.
Sugar—Raws have steadied.
Corn Syrup—Big demand.

Toronto, March 14.—Trade in groceries still presents a degree of quietude, although in opinion of most wholesalers no more marked than at this time other years. Sales sheets of majority of houses show that business during January and February was fully up to standard for these months. Breaking up of country roads which will make traveling difficult will no doubt affect country purchases during March somewhat.

Collections are fair, although it is conceded that they might be better. High prices in general have made financing rather a difficult problem this winter, especially for smaller dealers. Practice of retailers stocking quite heavily in fall which has become more general in recent years has made it difficult for him, although trend of prices in late years during period from early fall to

spring has shown it to be generally profitable.

Corn syrup is one of the lines now moving briskly. In fact, it has had a heavy sale all winter. Condensed and evaporated milk is showing large and increasing consumption. Several manufacturers have advanced prices on these two lines.

The trade believe that a re-adjustment on those soap prices which were recently changed is probable in near future, and that in the adjustment the free case method will be eliminated, and this limited at a straight price. First of the month is named by some for the change.

Retailers are beginning to become more interested in house cleaning supplies as the season of demand approaches. Spring foods will now also be coming to the front.

SUGAR—Raw market has shown recovery from easiness noted last week and is now resting steady. Recent reports regarding Cuban crop have not been so good, suggesting that estimates of crop may possibly have to be reduced. Last week many New York refineries made arrangements to cover, and if out-turn of Cuban crop continues unfavorable, it is possible that market may show some degree of strength when next buying movement sets in. Trade is on a routine basis, following heavy buying during February.

Extra granulated, bags	3 25
Extra granulated, 20-lb. bags	5 75
Extra granulated, 5-lb. cartons	5 95
Imperial granulated	5 50
Bover granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	6 25
Powdered, 25-lb. boxes	6 25
Powdered, 50-lb. boxes	6 25
Red Seal, 5-lb. box	6 25
St. Lawrence Crystal Diamonds	6 25
Paris lumps, in 100-lb. boxes	6 25
Paris lumps, in 50-lb. boxes	6 25
Paris lumps, in 25-lb. boxes	6 25

SYRUP AND MOLASSES — Corn syrups are still moving briskly. This has been a record season for this line. Greatest difficulty which manufacturers find is in keeping up with orders. Some firms are away behind in deliveries.

With approach of syrup season, maple syrup will probably develop greater business.

Syrups—		Per
2-lb. tins, 2 doz. in case	2 00	
5-lb. tins, 1 doz. in case	2 00	
10-lb. tins, 1/2 doz. in case	2 00	
20-lb. tins, 1/4 doz. in case	2 00	
Barrels, per lb.	0 00	
Half barrels, lb.	0 00	
Quarter barrels, lb.	0 00	
Pails, 38 1/2 lbs. each	1 00	
Pails, 25 lbs. each	1 00	
Maple Syrup—Compound—		
Gallons, 6 to case	1 00	
1/2 gals., 12 to case	1 00	
3/4 gals., 24 to case	1 00	
Pints, 24 to case	1 00	
Maple Syrup—Pure—		
Gallons, 6 to case	1 00	
1/2 gallons, 12 to case	1 00	
3/4 gallons, 24 to case	1 00	
Pints, 24 to case	1 00	
Quart bottles, 12 to case	1 00	
Molasses, per gallon—		
New Orleans, medium	0 30	0 30
New Orleans, barrels	0 28	0 28
Barbados, extra fancy	0 25	0 25
Porto Rico	0 45	0 45
Muscovado	0 25	0 25

DRIED FRUITS—Many jobbers are seeking reason for continued inactivity

in drier should being t It was probabl this ye ible.

"The that r effect.

high fig a fancy are by 1

"I a mented ing to 1

low and lines in

All fir firmly h raisins a being sl

Prunes—

31 to 49, 40 to 50, 50 to 60, 60 to 70, 70 to 80, 80 to 90, 90 to 100

Same 1 Bosnia 1

Apricots— Choice, 2 Candied Pe Lemons Orange Citrus

Figs, 2 to 2 1/2 Tappets Bag figs Evaporated 1 Dried apples Evaporated Currants—

Fine File Patras Vostizas Unclean Raisins—

Sultana Sultana Sultana Valencia, Seeded, 1 Seeded, 1 1/2

New Dates— Halloweens Full boxes Package d Farris, ch Farris, ch

TEA—I tea. Loc change, b markets fu market, sn and prosp sales have big, and f on all gra

COFFEE tion here o market is time now i

tea, roasted green Rio Santos, roasted Caramibo, roas Santos, roas

Java, roasted Mexican Macadamalo Candied Cateory

SPICES— This time o routine and tested in t total amount being done.

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in dried fruits at time when demand should be brisk. There is a routine trade being transacted, but it is far from brisk. It was suggested by one dealer that probably a greater abundance of apples this year than last was partly responsible.

"There is no doubt," said another, "that rather high prices are having some effect. Apricots and peaches are at a high figure. A good prune is also worth a fancy price, while currants and raisins are by no means cheap."

"I am not worrying at all," commented a third. "Retailers are starting to push dried fruits in real earnest now and we will soon find trade in these lines improved."

All lines are fairly steady. Dates are firmly held, as also are figs. California raisins are at least not firmer, tendency being slightly in buyers' favor.

Prunes—		
35 to 40, in 25-lb. boxes	0 15	0 16
40 to 50, in 25-lb. boxes	0 14	0 14½
50 to 60, in 25-lb. boxes	0 13	0 14
60 to 70, in 25-lb. boxes	0 12	0 12
70 to 80, in 25-lb. boxes	0 10½	0 11
80 to 90, in 25-lb. boxes	0 10	0 10½
90 to 100, in 25-lb. boxes	0 09½	0 10
Same fruit in 50-lb. boxes, ¼ cent less.		
Bosnia prunes	0 08½	0 09
Apricots—		
Choice, 25-lb. boxes	0 22	0 23
Fancy, 25-lb. boxes	0 20	0 21
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs, 2 to 2½ inches, per lb.	0 09	0 13
Tapioca	0 04½	0 04½
Bag figs	0 04½	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Fine Filiatas	0 07½	0 08
Patras	0 08	0 08½
Vostizas	0 10	0 12
Uncleaned, ¼ cent less.		
Raisins—		
Sultana	0 11	0 12
Sultana, fancy	0 14	0 14½
Sultana, extra fancy	0 16	0 17
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy	0 09	0 09
Seeded, 16-oz. packets, choice	0 08½	0 08½
New Dates—		
Halloweens—		
Full boxes	0 06	0 06
Package dates, per 1 lb.	0 07	0 07
Pards, choicest, 12-lb. boxes	0 09½	0 10½
Pards, choicest, 60-lb. boxes	0 06½	0 07

TEA—Routine trade is being done in tea. Local prices generally show no change, but hold steady. In primary markets firm tone prevails. On Colombo market, smallness of sales early in year and prospects of continuance of small sales have brought about a stronger feeling, and from now on a steady market on all grades of Ceylon tea is expected.

COFFEE—No great change in situation here or elsewhere in coffee. Tone of market is steady. Trade as for some time now is of routine character.

Black roasted	0 23	0 24
Green Rio	0 19	0 20
Santos, roasted	0 24	0 25
Maracaibo, roasted	0 24	0 25
Santos	0 27	0 28
Santos, roasted	0 30	0 32
Santos, roasted	0 32	0 35
Santos	0 27	0 28
Santos	0 25	0 26
Santos	0 24	0 25
Santos	0 12	0 13

SPICES—Demand from consumers at this time of year for spices is merely routine and similar conditions are reflected in trade of wholesalers. A normal amount of business is apparently being done.

Allspice, cloves and peppers maintain their strong position on primary markets.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15-18	60-0 70	70-0 80
Cassia	20-30	85-1 15	95-1 25
Cayenne pepper	23-28	80-1 05	90-1 15
Cloves	23-28	75-0 95	85-1 10
Cream tartar	27-30	90-0 90	
Curry powder	25-00		
Ginger	22-27	65-0 85	75-0 95
Mace	50-85		0-2 75
Nutmegs	30-45	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	28-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	16-20	75-0 90	75-0 90
Turmeric	15-50		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk 0 12
Celery seed, per lb. in bulk 0 20
Shredded coconut, in pails 0 16½ 0 17½

RISE AND TAPIOCA—Consumption of rice and tapioca is probably larger in spring and summer than at any other season. For this reason, trade should soon be showing more activity.

Condition of rice market is little unchanged from position outlined. Tapioca is firmer on primary markets.

A report from Hongkong, China, says that rice shortage during the current season has drawn upon stocks and will doubtless continue to be felt during the coming season even if normal new supplies are available. Latest advices from Indo-China indicate rather poor prospects. Saigon reporting a material shortage which will probably not permit the export of more than 700,000 tons as compared with the 1,000,000 tons it usually exports. Reports from Siam are not much more encouraging.

The general opinion in the trade, says this report, seems to be that high prices are likely to obtain. One leading firm apparently summarizes the general opinion in its statement that "on the whole our opinion is that prices for rice during 1912 will average higher than for either of the two preceding years, though not higher than in the two months of September and October in 1911."

Standard B. from mills, 500 lbs. or over.		
f.o.b. Montreal	3 65	
Rice, standard B., f.o.b. Toronto	3 75	
		Per lb.
Rangoon	0 03½	0 04
Fancy rangoon	0 05	0 05
Patna	0 05½	0 06
Japan	0 06	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca—		
Bullet, double goat	0 08	0 08
Medium pearl	0 06½	0 07
Flake	0 06	0 06
Seed	0 06½	0 07

NUTS—Demand for nuts is not brisk, although normal for season. Orders are mostly for small lots.

General firmness prevails. Local wholesalers purchase greater quantity of requirements for season in fall, and stocks now held are said to be none too large for season.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 34	0 35
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 36
Hilberts	0 11	0 12
Pecans	0 17	0 18
Brasils	0 20	0 21
Peanuts, roasted	0 18	0 19
Peanuts, green, extras	0 08½	0 09
Peanuts, green, jumbo	0 10	0 10

BEANS—Although beans are reported easier in Montreal, local tendency is by no means in that direction. A report from Ontario bean district reports small offerings from farmers and holders pointing to small stocks and firm in their ideas. With good demand now being felt, local feeling is for continued steady market.

Prime beans, per bushel	1 50
Hand picked beans, per bushel	1 60
California Lima beans, lb.	0 08

MANITOBA MARKETS.

POINTERS—
Syrup—Up 5c case.
Evaps.—Firm.
Beans—Strong.
Winnipeg, Mar. 14.—Wholesalers are pleased with volume of business in groceries. Market for season is active, the spring rush developing features of activity every day. Prospects for coming month are bright.

General steadiness prevails in market. Syrup advanced 5c per case during week. Evaps. and beans are both regarded as quite strong, while prunes are holding up well.

SUGAR—Sugar prices have shown no change during week. Easiness developed for a time in New York raw market, but has since taken on steadier tone. Cuba is being closely watched, it being felt that out-turn of crop there holds key to market.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and B.C. in sacks	6 15
Montreal, yellow, in bbls.	5 80
Montreal, yellow, in sacks	5 75
Ice sugar, in bbls.	6 85
Ice sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 35
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 05
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 05

SYRUP—An advance of 5c per case has been made in syrup during week. Last week, it will be remembered, white or clear corn syrup took an upward move of 10c per case. Demand for syrup has been extremely brisk during whole season.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 73
6 10-lb. tins, per case	3 61
3 20-lb. tins, per case	3 62
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

EVAPORATED APPLES — Strong market reported in evaps. last week still continues, with 11c being quoted. A good many houses have quite bullish ideas on this line.

DRIED FRUIT—There is not a great deal new to report in dried fruit-market. Same steady undertone as noted before prevails in some lines, but quotations show no change. Prunes hold well, while California raisins show tinge of easiness.

New Prunes—	
90-100s, 25s, s.p.	0 10½
90-100s, 10s, s.p.	0 10½
80-90s, 25s, s.p.	0 10½
80-90s, 10s, s.p.	0 11½
70-80s, 25s, s.p.	0 11
70-80s, 10s, s.p.	0 11½

THE CANADIAN GROCER

60-70s, 25s, s.p.	0 11%
60-60s, 25s, s.p.	0 11%
40-50s, 25s, s.p.	0 13
Cooking Figs—	
Choice boxes	0 06%
Half boxes	0 05%
Half bags	0 04%
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 40
Currants—	
1-yr. clean, per lb.	0 07%
Washes, per lb.	0 08
1-lb. package	0 08%
2-lb. package	0 17%

COFFEE—Quotations on coffee remain as last week. Neither is there any change in general situation, steadiness prevailing. A healthy trade is generally reported in this line.

Roasted Rio, per lb.	0 22
Green Rio, 5s, lb.	0 17
Green Rio, 7s, per lb.	0 15%

BEANS—Market for beans is quite strong under limited stocks and good demand, which has been in evidence since early fall. Peas show no change.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NEW BRUNSWICK MARKETS.

St. John, March 14.—One of chief changes of interest during past week has been increase of ten cents per barrel in Manitoba flour. Local wholesalers have been advised that Ontario millers may follow before long. Situation is said to be exceedingly strong. The fact that May wheat has moved upward in Chicago market and that an advance of about four cents a bushel from lowest point of fortnight ago, has been made, is said to be largely responsible for increase. Keen competition among milling companies is thought to have kept the price of flour at the old figure for some time past. An advance of \$1 a ton in all grades of mill feed has taken place also.

White beans have increased ten cents a bushel. Stocks with farmers are said to be low and scarcity has caused increase. Cornmeal has also gone up ten cents a bag.

The seed market is reported stronger than for some days past and further increases are looked for even over those which have already occurred. It is being said by local wholesalers to their customers that towards last of the season present stocks will undoubtedly be well taken up, and some meaning of course, those who defer early purchases will have to go without seed.

Scarcity is noted in onions and an increase in price is marked. New Valencias (4s) are being quoted at \$4.25; Valencias (5s) at \$4.50 in crates containing 120 pounds. Winter stocks are pretty well sold out and new offerings are being made. New Egyptians are expected in a few weeks.

Eggs have been brought in in fair quantities from country and aided by mild weather the supply seemingly has become much better, so that a drop in price has taken place. From 28 to 30 is now asked for case stock, while hennery goods remain dearer, selling at from 35 to 38, and in some instances, 40 cents.

While potato market has received a promising supply from surrounding local

centres, there have been heavy importations of European stocks, mostly Irish goods, and these have relieved market, and caused farmers to bring in some of what they were holding for further advances. Different dealers sold at \$2.25 this week, and the price ranged from \$2.25 to \$2.75, the Irish potatoes bringing about \$2.50. It is thought that after this week there will be but little potatoes brought to St. John from the neighboring country districts, as most farmers will not be willing to dispose of what they have until after seeding time, when a slump will again take place following another expected rise.

Bacon	\$ 15	\$0 15
Beans, hand picked, bus.	1 50	2 55
Beans, yellow eye, bus.	3 00	3 00
Butter, dairy, per lb.	2 25	2 25
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 16%	0 17
Currants, 1's, lb.	0 08	0 08%
Canned Goods—		
Beans, baked	\$1 15	\$1 25
Beans, string	1 02%	1 05
Beans, doz.	1 00	1 05
Peas, No. 3	1 25	1 25
Peas, No. 1	1 30	1 30
Peas, No. 1	1 80	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	5 19	5 19
Cornmeal, bags	1 75	1 75
Cornmeal, bbls.	3 65	3 65
Eggs, hennery	1 35	1 35
Eggs, case	0 28	0 30
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 55	6 60
Flour, Ontario	5 60	5 70
Lard, compound, lb.	0 10%	0 10%
Lard, pure, lb.	0 12%	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	5 70	5 70
Oatmeal, std.	6 30	6 30
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	2 25	2 75
Raisins, California, seeded	0 09%	0 10
Rice, per lb.	0 03%	0 04
Salmon, Case—		
Red Spring	\$7 75	\$8 00
Cohoos	7 25	7 50
Sugar—		
Standard granulated	5 80	5 90
Austrian granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	5 75	7 00

NOVA SCOTIA MARKETS.

Halifax, Mar. 14.—Flour and feeds led the advance in local market during week. Manitoba flour was marked up 20c per barrel, in sympathy with advance in price of wheat. Corn and oats also showed greater strength. Corn advanced 4c per bushel, and cornmeal was marked up 5c per bag. Local dealers report that all kinds of feed are scarce, and prices higher. Middlings, feed flour and bran were advanced \$1 per ton.

Receipts of eggs are increasing, and the price is starting to drop. There is also some improvement in receipts of fresh made dairy butter in small tubs. It is going to trade at 26c.

Early last week local market was almost bare of Jamaica oranges. Shipments are now falling off. Receipts of Valencias and Californias are increasing. Valencias range from \$3.50 to \$4.50, and California navels from \$3 to \$3.25.

Onions are only in fair supply. Valencias are 3½ to 3¾ cents per pound, and United States \$4 per bag. Potatoes continue in good demand and price holds

steady at \$2.25 per bbl. for best stock. Cabbage are scarce and high, \$3 being quoted.

THE WALLPAPER SEASON.

Arranging the Department to Best Serve Customers.

The wall paper season will soon be upon the retailer again, and once more will the spring selling campaign be opened. Methods that have proved successful in the past will be retained and an endeavor will doubtless be made by the average dealer to adopt new measures with a view to putting new life into sales and of securing better results than ever from this department.

Arrangements of Goods.

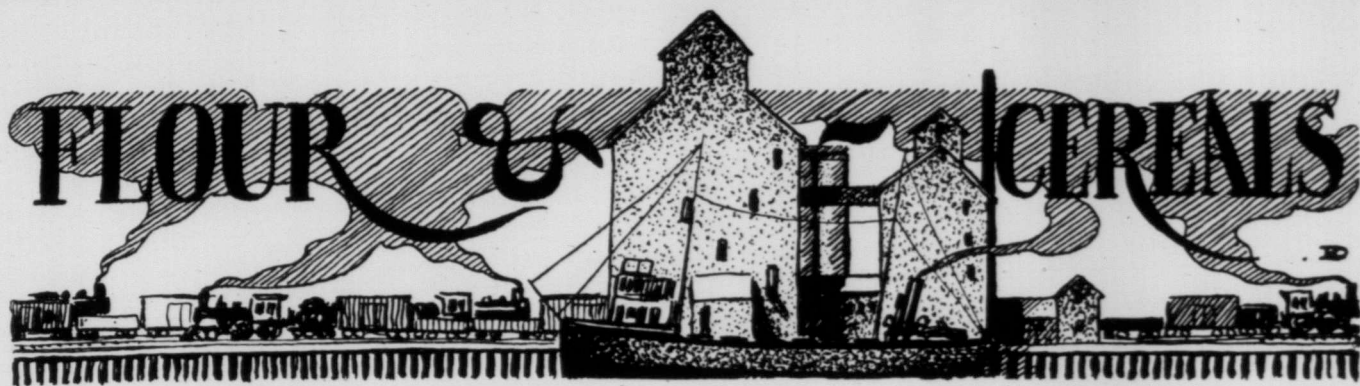
One of the first things to be provided for is a neat and practical arrangement of the stock. When an ideal condition has been secured in this direction the department has an aid to salesmanship that cannot be estimated. In the smaller store the methods of the larger cannot be applied, of course, on the same scale, but the valuable ideas obtained the latter can be employed effectively even in the humblest wall paper department. The securing of conditions by which a clerk can most readily and easily serve a patron should be the first aim of the manager or proprietor, and the natural divisions into which wall paper falls render it rather easy to make the beginning.

The wall paper department of Goodwin's, Limited, Montreal, is made up of a number of sections. There is that in which paper for bedrooms only is shown, that for parlors, another for halls, dining rooms and libraries, another for bathrooms, pantries and kitchens and so on. In the case of this departmental store each section is probably as large as the entire department in many of the stores throughout the country, but the smaller retailer can divide his shelves into sections after the manner in which the large store divides into sections the floor space of its wall paper department.

It is hardly necessary to point out the differences in the style and design of wall paper that prompts the divisions into the sections just mentioned. The trade are fully aware of the qualities that make a particular piece of wall paper suitable for a bedroom, another for a dining-room and so on. This knowledge is so essential that its possession may surely be taken for granted.

EDITOR WANTED

YOUNG MAN AS ASSISTANT EDITOR IN the Montreal office of the Canadian Grocer. He must have a thorough knowledge of the grocery business, be a capable writer and have the ability to get the news of the trade. To such a man a liberal salary will be paid, with excellent chances for advancement. Apply Canadian Grocer, Eastern Townships Bank Building, Montreal.



Steadiness in the Rolled Oat Market

Rather Strong Front to Market—Scarcity of Oats for Milling Purposes at Mills
—Advance of 10 Cents per Barrel in Manitoba Flour has Become Nearly General—Feed Continues Scarce and Firm.

Advance of 10c per barrel in Manitoba flour announced last week became more general towards end of week. A fair domestic trade is being transacted, but there was considerable volume of orders booked ahead previous to upward move, as certain millers had been expressing bullish sentiments for some time.

Rolled oats present a rather strong front in sympathy with raw material. Slow transportation is responsible for scarcity of milling oats at mills. This is quite marked in some cases, and there are instances where mills have had to close down for a short time until another shipment of raw material made its appearance.

Fairly brisk movement of cereals is still in evidence, the spring slackness in consumption apparently having not made its appearance as yet. Cornmeal is steady and firm.

Offerings of winter wheat flour are small, with slightly firmer tendency, due partly to fact that country roads will shortly be breaking up, resulting in slackening in delivery of wheat by farmers.

Feed of all kinds, most particularly bran and shorts, continues scarce and with prices firm.

MONTREAL.

FLOUR—Flour situation is uninteresting, with no features of importance to report. Prices are on last week's level and tend to remain the same for some time. Demand is normal.

Winter wheat patents, in bags	4 80
Light rollers, in bags	4 30 4 50
Manitoba 1st Spring wheat patents, bags..	5 60 5 70
Manitoba straight patents, in bags	5 10 5 20
Manitoba strong bakers, in bags	4 90 5 00
Manitoba second, in bags	4 60

CEREALS—Market for the week has been unchanged, prices remain firm, with much heavier demand, both local and from the country. Raw material is scarce and may cause the prices to advance.

Fine oatmeal, bags	2 62
Standard oatmeal, bags	2 62
Granulated oatmeal, bags	2 62
Rolled cornmeal, 100 bags	2 00
Rolled oats, jute bags, 90-lb.	2 40
Rolled oats, cotton bags, 90-lb.	2 45
Rolled oats, barrels	5 15
Rolled wheat, bbl.	2 25

TORONTO.

FLOUR—Advance of 10c per barrel in Manitoba flour announced last week has become pretty general, making 1st patents in car lots worth \$5.60 per barrel. Market for raw material holds steady.

There is a fair reasonable trade in flour for domestic account, although there was considerable business done previous to advance, as millers had been expressing bullish ideas for some time before.

Offerings of Ontario flour are not so free. Millers believe that with roads shortly breaking up, deliveries of wheat will be slower, with a resulting strengthening.

Manitoba Wheat.	
1st patent, in car lots	5 50 5 60
2nd patents, in car lots	5 10 5 20
Strong bakers, in car lots	4 90 5 00
Feed flour, in car lots	3 00 3 20

Winter Wheat.	
Straight roller	4 00
Blended	4 50 5 00

CEREALS—Volume of demand in cereals still continues quite brisk. Millers state they do not look for usual spring let-up in consumption to become noticeable for a little time yet.

The rolled oats market is quite strong under similar conditions in raw material, and there are those millers who hint that a strengthening in price is not altogether unlikely. There is quite a marked scarcity of oats at mills reported by some firms, due to delayed transportation on railways. One Ontario mill for this reason was closed down for a short period last week.

Cornmeal is steady and firmer.

Rolled oats, small lots, 90-lb. sacks	2 50
Rolled oats, 25 bags to car lots	2 40
Standard and granulated oatmeal, 90-lb. sk	2 75
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 30
Cornmeal, 100-lb. bags	2 00 2 15
Rolled oats in cotton sacks, 5 cents more.	

1911 WHEAT PRODUCTION.

Final estimates of 1911 production of wheat, as received by International Agricultural Institute from all important countries, show total production in northern hemisphere of 3,154,360,000 bushels, against 3,185,565,000 in 1910, a decrease of 31,205,000 bushels. Preliminary estimate for southern hemisphere is 290,988,000, compared with 275,810,000 in 1910. This makes the world's total, according to Institute, 3,445,348,000 bus., as against 3,461,375,000 by the same countries in 1910. Broomhall gives gives world's total for 1911 as 3,451,992,000 bushels.

POINTERS IN BRIEF

Talk food values of your goods to customers.

Don't forget to boost the fish department. Now is the time to sell fish.

Syrups and molasses are good sellers at this season.

Point out that canned fish are always ready for use.

Suggest that customers save their "preserves" by using canned and dried fruits.

Push all kinds of cheese. This line has a high food value.

Don't forget the value of display in promoting sales of any line.

Eggs as a substitute for meat are in keen request during Lent.

Don't neglect cereals. Conditions are excellent for their sale.

Stuart & Foster, Ltd., manufacturers of ammonia, Toronto, have purchased the corner of King and Berkeley Streets of that city, on which is a four-storey building they will occupy shortly.

O. Lefebvre, of Ocean Mills, Montreal, was in Toronto this week, and appointed the Harry Horne Co. agents for Toronto.

USES CARE IN EASTER CONFECTIONERY STOCK

Purchases Liberally of Fancy Chocolate, But Not of Novelties Marked "1912"—Advance Preparations Made in St. John.

St. John, N.B., Mar. 11—(Special).—Although it is still several weeks from Easter there are a few enterprising grocers who are opening an attractive display of novelties of various kinds in confectionery and other dainties to induce additional trade during that season. "It is just as well to be early," said one of them this week, "and when the customers are made aware that we have a nice line of these goods they will begin to think of making their purchases for the youngsters, or even for their adult personal friends, whereas if the opening or displaying of these particular lines were deferred for a few weeks they would not be so much in the customers' mind when coming into the store, and therefore there is less tendency to buy."

Articles such as fancy chocolate chickens, hens, eggs, and baskets, attractively gotten up, are finding a foremost place in the confectionery quarter of the stores.

Careful Buying of Easter Goods.

An experienced and shrewd grocer said

this week he was careful to have for Easter a nice line of boxed chocolates and fancy candies, for he found the after-Lent demand always quite brisk, but there was one feature of the buying on which he was always cautious. When placing his order for his Easter chocolates in boxes, he only bought a limited supply of goods bearing the mark "Easter, 1912," or "An Easter Remembrance, 1912," while he stocked up quite liberally with fancy boxes without these accompaniments.

His reasons in doing this were that one year he had over-stocked in chocolates bearing these descriptive phrases, and while they sold quite readily, he was unable to get rid of all of them about Easter time. Consequently when he tried to sell them some time later, customers reading the lettering became suspicious and preferred the ordinary boxed chocolates as fresh goods. Since then he has found it practical only to have about a little more than a third of his Easter chocolates so marked.

IN THE CLERK'S REALM.

There are a lot of men who expect to have their wages raised just because they get around on time in the morning.

The best way for a man to make himself valuable to his employer is to keep busy instead of standing out in front watching people going by.

The man who is afraid or ashamed or unwilling to do any honest labor that comes his way need not wonder if other clerks get their wages raised before him.

Any man who is satisfied with a job half done will have to be satisfied with half a success.

The clerk whose mind is fixed on what he is going to do after closing hour rather than his day's work is not liable to succeed.

The first essential of a good clerk is that he be willing to do a good day's work.

The profit a dealer makes on a sale is of small importance compared with satisfying the customer. A dissatisfied customer will cost many profits in the long run.



A corner in Kyle & Stevenson's store, Montreal.



Cel

Celery position year, which arrive in were seek now price and this generally California of year, been small

Advent usually early but this year With only demand, if it doesn't chance of time to cost an unknown

The first toes to California quality, although fairly fancy time to cost although p

Valencia preaching dian onion demand for prices. So posted before Egyptian

There has potatoes. Considerable have come to the island in St. populations of which weaker with holding lines have are doing security of weather fruit should are more fruit, of smaller sizes

GREEN I subject to lit



Celery Still Continues Scarce and High

Contrary to Usual Course of Market at This Time—Limited Quantity and Good Demand—Florida Tomatoes Arrive on Canadian Markets—Spanish Onions Approaching End of Season—Canadian Onions Scarce—Cuban Grapefruit Arrives.

Celery prices are moving in direct opposition to movement at this time last year, when Florida was beginning to arrive in considerable volume and prices were seeking lower level. For some time now prices have been high and firming and this continues. Eastern Canada generally receives large quantity of California celery during first two months of year, but amount so far this year has been small.

Advent of Florida stock on market usually eases prices on this commodity but this year has been an exception. With only a limited quantity and a big demand, prices have been firm. Indeed, it doesn't look as if there were any chance of lower prices for some little time to come. Canadian celery has been an unknown quantity for some time now.

The first shipments of Florida tomatoes to Canadian markets were of good quality, although as to be expected, at fairly fancy figures. Strawberries continue to come along from the same state, although prices are holding quite steady.

Valencia or Spanish onions are approaching end of season. With Canadian onions scarce, there has been a big demand for Spanish even at advanced prices. Some further shipments are expected before season finally ends, while Egyptian onions will soon be arriving.

There has been no material change in potatoes. A fairly steady tone prevails. Considerable quantity of Irish potatoes has come to Canada. Potatoes have declined in St. John, New Brunswick. Importations of Irish potatoes have somewhat weakened ideas of farmers who were holding for higher prices, and dealers have therefore been freer. Parsnips are done, while there is a marked scarcity of beets and carrots.

As weather becomes milder, business in fruit should show improvement. Oranges are moving quite well, as are also grapefruit, considering rather high prices asked. Cuban grapefruit, running to smaller sizes, is now on Canadian market.

MONTREAL.

GREEN FRUITS.—Market has been subject to little movement this week; de-

mand and supplies continue to balance each other and with one exception prices stand at last week's position. Fruit imports have started with the mild weather and will liven the market. Tangerines offer only changeable feature in the market. As predicted last week, the price has advanced owing to local scarcity.

Apples—	
Spies	4 50 6 00
Baldwins	3 75 4 75
McIntosh Reds	6 00
Greenings	3 50 4 50
Bananas, crated	1 75 2 00
Cocanuts, bags	4 00 4 50
Cape Cod cranberries, in bbls.	14 00 15 00
Cranberries, N.S., bbls.	10 00 11 00
Box cranberries	3 50
Grape fruit, Florida, case	7 00
Jamaica, case	3 50
Grapes, Malaga, per keg	6 00 6 50
Lemons	3 50 4 00
Oranges—	
Florida	4 00
Navel	3 00 3 50
Valencia	3 75 4 50
Jamaica, box	1 75 2 00
Mexican	1 75 2 00
Bitter oranges, per box	2 50 3 00
Pineapples—	
Floridas	4 00
Tangerines, per strap	6 00 6 50

VEGETABLES.—The vegetable trade is waiting for developments; business, meanwhile, continues to be brisk with dealers anxiously awaiting the spring imports, now that the cold season has passed. Cauliflower is scarce and has experienced an advance in price with tendencies towards further movement in this direction. Strawberries have put in their appearance, and dealers claim supplies will be good at seasonable quotations.

Beans, green, hamper	6 00 7 50
Brussels sprouts, per qt.	0 30
Carrots, bag	2 00 2 25
Cabbage, dozen	1 00
Florida celery	5 25 6 00
Cauliflower, dozen	3 00
Garlic, 2 bunches	0 45
Green peppers, bus, basket	2 50 3 00
Lettuce, Boston, per box of 2 doz.	2 00 2 25
Leeks, dozen	1 50 1 75
Onions—	
Spanish, crate	4 00
Half crate	2 25
Canadian reds, 100 lbs., per lb.	0 05
American radishes, dozen	0 50
Sweet potatoes, per basket	3 00
Montreal potatoes new, bag	2 00
New potatoes, 99 bbl.; 6c lb.	
Strawberries, per qt.	0 75
Spinage, per bbl.	5 00 6 00
Turnips, per bag	1 00
Parsnips	1 50 2 00
Tresses	0 20

TORONTO.

GREEN FRUITS.—A moderate and seasonable trade is being transacted in

fruits. Milder weather adds impetus to sales.

As noted last week, Cuban grapefruit has made its appearance running to the more desirable sizes and quoted at \$5.50 per case. Oranges are slightly easier and are moving fairly well.

Apple trade is good in spots. Gradually, however, stocks are being reduced. Some dealers are doing considerable business in box apples. No. 1 Russets and Baldwins are quoted at \$1.50 per box and No. 2 Baldwins at \$1.10. No. 1 Baldwins in barrels bring \$4.

Bananas	1 25 1 75
Lemons, Messina, new crop	3 75 3 25
Oranges—	
Marmalade	2 75
Florida	3 00
California navels	3 00 3 50
Valencias, 714's	6 50
Valencias, 420's	4 25 4 50
Tangerines, strap of 2 boxes	6 00
Grapefruit—	
Florida, case	6 00 6 50
Jamaica, case	3 50 4 50
Cuban, case	5 50
Grapes, Almeria, per keg	4 00 6 00
English hot house grapes, lb.	0 75 0 95
Cranberries, bbl.	13 00
Cranberries, per box	4 50
Apples, bbl.	2 25 4 00
Pineapples, case	4 50 5 00
Florida strawberries, box	0 65 0 75

VEGETABLES.—A prominent feature in vegetables is marked scarcity of some lines. Beets and carrots are cleaned up. Canadian onions are nearing that stage and prices are extremely high. Cabbage is worth \$3 to \$3.50 per barrel. Some new stock is offered at \$5.50 crate.

Stocks of Spanish onions are not large and season is drawing to close. Some further shipments are expected to this market, but prices will be firm. First shipment of Florida tomatoes was of good quality. They are selling at \$5 per crate. These crates contain 6 baskets or about 35 to 36 pounds in all.

Florida celery is scarce and prices firm and likely to continue so for a time. Boston head lettuce are easier at \$1.50 per dozen.

Potatoes are just slightly easier this week. "There is really no change in general situation," said one wholesaler, "but there is some price cutting being indulged in by some local dealers in quest of business." The imports from Ireland are quoted at same price as Ontario, namely, \$1.75.

Asparagus, large	0 90
Asparagus, small, doz.	2 40
Cabbage, barrel	3 00 3 50
Canadian beet, per bag	1 50
Carrots, bag	1 75
Cauliflower, Cal., case	3 50
Celery, per dozen, washed	1 85
Celery, Cal., per case, 6 1/2 to 10 doz.	8 00
Celery, Fla., per case, 5 to 8 doz.	5 50 7 00
Turnips, bag	0 50 0 90
Boston cucumbers, dozen	2 25 2 75
Boston head lettuce, dozen	1 50
New radish, per dozen	0 40 0 80
New lettuce, per dozen	0 50
Mushrooms, 1-lb. boxes	0 75

Onions—		
Green onions, dozen	8 35
Spanish, case	4 00
Spanish, half cases	2 25
Canadian, 75-lb. bags	3 00
Parsnips, per bag	1 75

Potatoes, N. B.	1 85
Potatoes, Ontario, bag	1 75
Potatoes, Irish	1 75
Sweet potatoes, hamper	2 00
Tomatoes, Florida, crate	5 00

Fruits and Vegetables Well Displayed

A Window Display Which Can Be Easily Made—Has Brought Good Results to Store Proprietor—Attention Given to Color Scheme—Good Use Made of Labels, and Red Vegetables.

Every Friday evening the window of a certain Montreal store begins to take on an attractive form. It is for the purpose of creating extra business on Saturday and it lives well up to its purpose.

Not that this window is unattractive during the rest of the week, for it is, but a special effort is made by the store to erect for the week-end a display that will catch the eye and create business. It does this too, for there are many people in that district who watch regularly for that special weekly window.

Lay Stress on Color.

The window for the week-end generally takes on the form of a combination of canned goods, vegetables and fruits. Now the same goods might be shown in another window and attract only passing attention. It is not simply the goods shown which appeal to the eye so much as the manner in which they are shown and the color combination.

The general scheme of the window is shown in the accompanying cut. It is a corner display. The chief feature which makes the display an attractive one is the systematic manner in which it is arranged. The same goods tossed in carelessly, as may be seen in many windows, would not look half so tempting.

A feature of the window as referred to above, is the color scheme worked out with the goods. It requires some study to learn just how different colored goods should be arranged together in order to

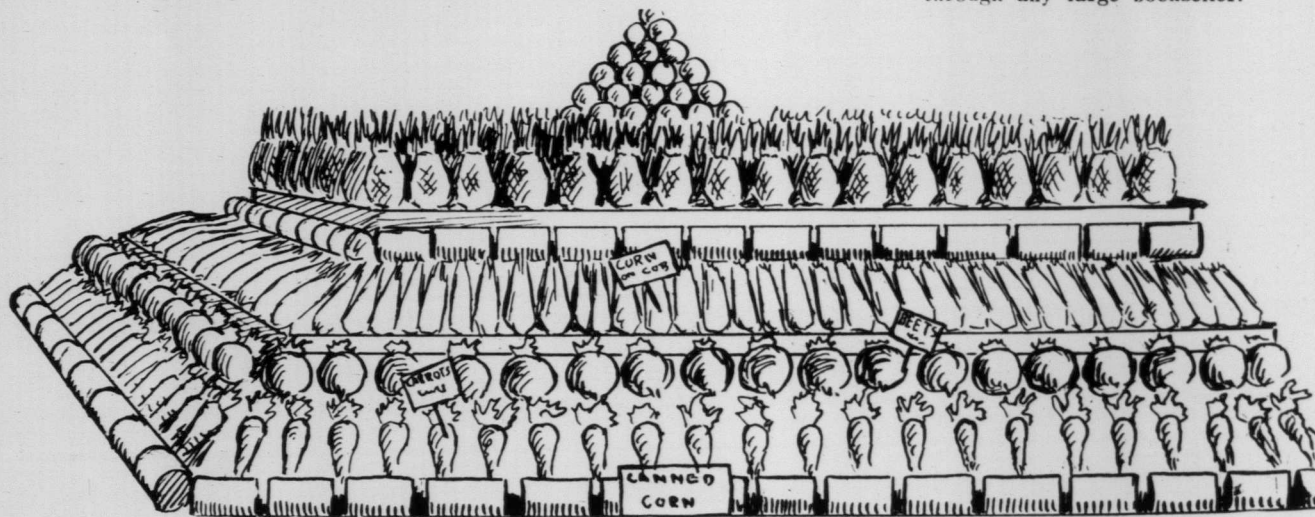
appear best. It pays, however, to spend the time in studying this out. The window in question proves the truth of this assertion.

How It Was Arranged.

It is arranged in a series of systematic steps. In contact with the glass of the window, is a border of canned corn. Following this is a row of carrots in sloping position, each carefully placed in position. Above this a row of beets in the same manner. The next step upward shows corn on the cob in a slanting position. Those stores which have not new corn at this season could use celery here just as well. Between the row of corn on the cob and beets, is placed canned tomatoes with the red label turned out. Ripe tomatoes could be used also. Care should be taken that the colors combine properly. On the ledge at the top a couple of rows of pineapples are placed with a pyramid of apples in the background.

This particular window creates business. It has become popular with the people in that district. Its chief assets are the care with which it is arranged and the color scheme followed. Any grocer or his clerk can prepare a display equally as well. The idea is one that can be used to good purpose and is worth following.

The Savoy Candy Company, Toronto, has been incorporated with a capital stock of \$60,000.



A window in which colors were given attention, as explained in accompanying article.

MARCH MACLEAN'S.

In MacLean's Magazine for March there are no fewer than eight Canadian special articles, while four of the short stories are by Canadian authors. Such a list, so thoroughly Canadian in character, cannot but appeal strongly to readers throughout the Dominion. MacLean's Magazine carries more distinctly Canadian matter than any other magazine published. That it is the reason it has so completely captured the Canadian field. Write the MacLean Publishing Company, Toronto, for a sample copy.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer.—Will you kindly inform me through your Grocer Letter Box if it is lawful to leave a gum box outside on Sunday?

Toronto, Ont.

READER.

Editorial Note.—This question was taken up with the Property Commissioners and police departments of the City Hall, Toronto, who referred it to the Morality Department. The latter gave the opinion that as a gum box was a "vendor," and as it is illegal for a vendor to sell goods on Sunday, it would be unlawful, according to the Lord's Day Act to leave the gum machine out over Sunday. This applies to the Dominion of Canada. If any reader knows of a test case we would be pleased to hear of it.

Editor Canadian Grocer.—Do you know where I could get a book of directions for making candies?

OSBORNE BROS.

Editorial Note.—There is a book called "Home Candy Making," compiled by Mrs. Rorer which should be procured through any large bookseller.



Weather a Big Aid to Fish Business

Has Assisted Materially in Promoting Sales—Record Season Expected—Temporary Lull at Some Centres—Last Week or so of Lent Generally Shows Big Demand—Prices on Whole Rule Steady to Firm.

We have now reached middle of Lenten season and sales so far have been gratifying to wholesalers. Extremely favorable weather has been an important factor in assisting sales and with fair luck in this direction for three weeks more, most dealers will be able to report record season's business.

Just at present moment, a slight lull in activities is reported from some centres. This, however, is not an unusual occurrence. Opening of Lent generally brings marked briskness. Retail dealers become pretty well supplied and purchases ease off. Then as latter part of Lent approaches, preparations are made for final sprint, the last week or so generally showing good sales. This is at least one wholesaler's idea of the trend of demand during Lent.

Frozen fish are selling well while smoked are in good demand. Here and there an item is being removed from the slate, as an odd line is cleaned up. Prices on the whole still continue steady to firm.

QUEBEC.

MONTREAL.—The Lenten trade is still at its height; business for all varieties is keeping up with no signs towards easing off. The retail demand has caused mackerel, doree, extra smelts, green pollock and Labrador salmon to drop entirely from market. In fancy haddies a fresh shipment has been received, and as result prices have declined. New Labrador herrings are now quoted at \$3, a decrease of 10 cents per half barrel. Weather has been favorable and a great support to sales.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	0 04
More than case	0 04½
Smelts, fancy	0 10
Haddock	0 04½ 0 05
Halibut, per lb.	0 08½ 0 09
Herring, frozen, per 100 fish	1 30 2 00
Fillets	0 04½ 0 05
Salmon, dressed and headless, lb.	0 05 0 06½
Trout, dressed and headless, lb.	0 05 0 06½
Steak cod	0 05 0 06½
Mackerel	0 10
Dressed perch	0 10

B. C. red salmon	0 10	0 11
Gaspé salmon, per lb.	0 10	0 11
Qualla salmon	0 07½	0 08
No. 1 smelts per lb.	0 09	0 10
Lake trout, per lb.	0 10	0 11
Whitefish, large, per lb.	0 09	0 10
Whitefish, small, lb.	0 06	0 06½

PREPARED FISH.

Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	3 00
New Labrador herring, per half bbl.	3 10
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	2 00
Lake trout, kegs	8 00
No. 1 green haddock, per 200 lbs.	7 50
Salt cod, per lb.	0 06
Salt sardines, bbls.	8 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 19-lb. boxes	9 15½

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 05
Fillets, fancy, 15-lb. boxes, per lb.	0 12
Herring, new, smoked, per box	1 15
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Oysters, choice, bulk, imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal. \$1.75; selects, gal.	\$2.00
Bolled lobsters, per lb.	0 30

ONTARIO.

TORONTO.—Good sales by retailers for this period of Lenten season are in evidence, although in the opinion of one dealer, trade is not as brisk as at the beginning, nor yet as brisk as expected at latter part of it.

While this is a period when a slight lull is naturally expected, nevertheless demand is appreciable. Frozen lines are in good demand under favorable selling conditions, while smoked and pickled fish are not being neglected.

Prices in general are steady to firm. Fresh fish are firm and higher. Fillets of haddie are scarce.

FROZEN FISH.

Gold eyes	0 05
Pike	0 05
New pink sea salmon	0 09
Whitefish	0 09
Halibut	0 10
Smelts, extra, per lb.	0 10
Smelts, No. 1, per lb.	0 10
Red salmon, headless and dressed	0 11
Mullet	0 04
Bluefish	0 11
Lake herring	0 05
Steak cod, per lb.	0 06½

Flounders, per lb.	0 05
Tullibee, per lb.	0 05

FRESH CAUGHT FISH.

Steak cod	0 09
Haddock	0 07 0 09
Trout	0 09 0 11

SMOKED.

Kippers, per box	1 15
Bloaters, per box	1 15
Finnan Haddie, per lb.	0 08 0 09
Digby herring, per bundle	0 05
Cod, imperial	0 06½
Quail-on-toast	0 07
Fillets of haddie	0 15
Ciscoes, basket	0 08 1 00
Ciscoes, per lb.	0 09 0 10
Scotch haddies, per box	1 00
Scotch kippers, per box	1 55

PICKLED.

Lake herring, per keg	4 00
Oysters, selects, per gallon	1 70 1 75
Oysters, standards, per gallon	1 55
Pickled trout, per half bbl.	7 25 7 75
Labrador herring, bbls.	6 00
Labrador herring, half bbls.	3 25 3 50
Shrimps, 1-gallon cans	1 25

PREPARED.

Shredded cod, 2 doz pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 00
Skinless cod, 100-lb. boxes, whole fish, box	7 50
Cod in loose strips, 25-lb. to box, lb.	0 06½
Pure cod tablets, 20 1-lb. tablets	2 30

NEW BRUNSWICK.

ST. JOHN.—With fair and encouraging weather during past week, supply of fish on local market has been well able to meet demand except in case of smelt which are practically out of stock. Gaspereaux are becoming more plentiful, but are still selling at 7 cents each. The run is good on these as well as on cod, haddock, halibut, and herring, while requests for smelt indicate that sales of these could be large if there were any on hand. Smoked stocks are selling well and are in good supply.

NOVA SCOTIA.

HALIFAX.—Dealers report retail demand for fish this Lenten season heavier than usual. Sales of smoked fish are enormous. From Digby alone, this week, one thousand boxes of fish were shipped to Upper Canada and United States market. The fish consisted principally of finnan haddies, kippers and bloaters.

Lobster situation on local market is unchanged. No live lobsters are offered for sale here, which is something unusual for Lenten season in Halifax.

Local market is well supplied with fresh fish. Some fairly large catches of haddock and cod were landed here this week. With prospects of more favorable weather for fishing the catches will improve from now.

New smoked salmon is selling freely, also fillets, haddies, bloaters and canned clams. Oysters in the shell are only of medium quality, but the bulk stock is fine.

Figuring Profits on the Selling Price

Retailer Who During 1911 Made a Common Error—Expected to Finish With Larger Balance—Estimated Cost of Doing Business on Selling Price and Profit on Cost.

"Let well enough alone" has a very comfortable sound, but there is nothing in it which enables a man to get ahead.

Most retailers are satisfied with their methods. They think they are making money. But here is a letter which suggests a reason for the many failures among these same satisfied retailers. The story was told in a letter to the service department of a large manufacturer of store equipment.

The retailer, whose name we cannot give because it might affect his credit, is now in business. He thought until a short time ago that he was going to make a good profit last year in addition to his salary, but he has discovered that he has actually lost \$1,125.

Made a Good Start.

"I started the year," he said, "with \$1,100 in the bank and a stock inventory of \$3,150. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only \$550. Assets \$4,550, liabilities \$550.

"My business for the year aggregated \$40,600. My stock inventory at the end of the year was \$3,250. My bank balance was \$600. Accounts payable, against me, aggregated \$975. I drew nothing from the business, except my salary of \$100 a month. Assets \$3,850, liabilities \$975.

"I found that my cost of doing business was 22 per cent. including my salary. I figured that I should make a profit of 10 per cent., and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. profit on.

Balance Smaller; Debts Bigger.

"But I find my inventory smaller, my bank balance smaller and my debts bigger at the end of the year.

"I expected a profit above expenses of \$2,500. I thought I had that profit; but my year-end statement shows that I have lost \$1,125.

"Can you tell me the answer to this puzzle?"

Figured on the Cost.

His mistake was this: He took his cost of doing business and his profit from the cost price. He should have taken both from the selling price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him \$2.25. Suppose his cost of doing business was 22 per cent., and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of \$2.25, and thought he was adding 10 per cent. for profit.

He had estimated his cost of doing business, of course, as 22 per cent. on his gross business or on the selling price of the article. Instead of allowing 22 per cent. on the selling price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for 92.97, or probably \$3, when it had to be sold at \$3.31 to get 10 per cent. profit. He needed a gross business cost of over \$50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on \$3.31 is nearly 73 cents. 10 per cent. on \$3.31 is a little over 33 cents. Adding 73 and 33 gives \$1.06. Adding this to \$2.25 gives us \$3.31.

The whole problem hinges here: Figure your percentages on the selling price.

FILLING ORDERS EXACTLY.

When Phoned in This Dealer Maintains Customer Should Receive Only Amount Ordered.

Wallaceburg, Ont., March 14.—(Special).—"I make it a point in my business," remarked a grocer the other day, "to supply the customer with the exact amount ordered.

"Frequently a customer will telephone or send a messenger with an order, which will include, say, half a pound of cheese, or some other article of that nature. I have known grocers in other places with the very best intentions in the world to send more than the amount ordered, and to charge for what they send. Usually they cut on the generous side, find they have two or three ounces over, and reason that Mr. Customer won't kick at paying a few cents extra for the extra weight. The same thing has happened with meats and even butter; and, from all accounts, it is quite the thing with meat dealers, when telephoned for a roast of "about four pounds" to ring in anywhere from five to seven pounds and charge accordingly.

"Now, that sort of thing doesn't appeal to me as good business. I believe in giving the customer just what he orders and charging him on that very same basis. I dare say merchants who ring in a little extra weight do so with the very best intentions, but most people don't like it. They think the merchant takes advantage of telephone orders, or orders sent by children. The suspicion and bad feeling more than outweighs the few cents extra business.

"It takes more careful cutting to give exact weight, but I never ring in an extra cent on an order. My customers know that even if they can't come in person, they'll get exactly what they ask for, and neither less nor more."

LOST LIBEL SUIT.

Buyers' Exchange Sues Missouri Trade Paper for \$20,000.

St. Louis, Mo.—A verdict of not guilty ended the libel suit for \$20,000 damages brought against The Interstate Grocer, the Grocers' Journal Company and George J. Schulte, publisher of the paper, by the American Buyers' Exchange of St. Louis. The latter organization formed to operate in St. Louis, in its suit for damages alleged that the articles and cartoons published in The Interstate Grocer injured its business in the city and damaged it to the extent of the sum asked for. Truth of the charges was the defense of the trade journal and its editor.

"The American Buyers' Exchange was a corporation started for the purpose of getting retail merchants in all lines to give 5 per cent. cash discounts to customers," said George J. Schulte, "in the article complained of, The Interstate Grocer gave the details of the plan, criticised and commented on it, and said that it could not possibly succeed because it would increase the cost of doing business for the retailer and boost the cost of living.

"The American Buyers' Exchange, in its petition for damages, said that the article prevented it from getting business from retail grocers who were to have formed the backbone of the scheme, and that therefore, it asked \$10,000 actual damages and that \$10,000 be assessed against the Grocers' Journal Company and George J. Schulte, its president, as a punishment.

"The defense of The Interstate Grocer was that the article and cartoon told the truth, that the scheme was a failure because it could not do what was claimed for it, and the testimony given during the trial, and the verdict of the jury, upheld every charge made in the article and in the answer to the petition of the A. B. E. Company."



Produce & Provisions



Greater Interest in Hams and Bacon

In Anticipation of Easter Demand—Nothing to be Gained by Holding off, Says Wholesaler—Eggs Continue to Decline Under Increased Supplies—Lower Prices Will Probably Induce Larger Demand—Canadian Production of Butter Expected to Shortly Become More Important Factor in Supply.

Retailers are beginning to show greater interest in hams and bacon as the close of Lent gradually approaches. Wholesalers who met with little success in selling these lines for Easter trade a few weeks ago, now report that they are booking considerable business. Probably due to brisker demand which the close of Lent will bring, a slightly firmer feeling is noted in hams at Toronto. A Montreal dealer points out to his customers that nothing will be gained by withholding their orders for Easter supplies, as prices are more likely to strengthen than move in the opposite direction.

Eggs during the past week have continued on their downward course, as it was anticipated would be the case. Under the greatly increased supplies, big declines have taken place at all centres. Indeed, Canadian production seems to be fast overtaking demand.

"What of the future?" is now the question. With production steadily increasing it would be natural for prices to decline still further. There is, however, another side to the question.

"Let us consider the trend of the Chicago market," said one dealer. "Prices there went down as low as 18 cents. The result was that people thought they were low enough to eat, and consumption began to increase, for once they get the taste of the new spring egg, they crave for more. The result was prices again strengthened, advancing to 22 cents. In same way when prices get down to certain level here, we can expect the consumers to appease his appetite."

Therefore it seems as if we cannot expect prices to go down with a slam, although there may probably be further easing. Much depends on the increase in receipts.

Present prices on butter remain fairly steady but indications are that market

may show tinge of easiness before long. This is explained by fact that prospects are bright for Canadian production to shortly become more important factor in supply, due to the usual spring increase. Already creameries are offering small lots. It will take some little time before there will be any marked effect on prices. Meanwhile demand is mostly for small lots.

MONTREAL.

PROVISIONS.—Market for the week is devoid of features. The demand is seasonable with supplies sufficient to meet call.

No signs of easing off in the price of hogs has yet been heard.

Long clear bacon, heavy, lb.	0 10 1/4
Long clear bacon, light, lb.	0 11 1/4
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14 1/4
Extra small sizes, 10 to 13 lbs., per lb.	0 14 1/4
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15 1/4
Breakfast bacon, English, boneless, per lb.	0 11 1/4
Windsor bacon, skinned, backs, per lb.	0 14
Spiced roll bacon, boneless, short, per lb.	0 11 1/4
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 50
Hogs, dressed, per cwt.	10 25
Pure Lard—	
Boxes, 50 lbs., per lb.	0 12 1/2
Cases, tins, each 10 lbs., per lb.	0 12 1/2
Cases, tins, each 5 lbs., per lb.	0 12 1/2
Cases, tins, each 3 lbs., per lb.	0 13
Pails, wood, 20 lbs. gross, per lb.	0 12 1/2
Pails, tin, 20 lbs. gross, per lb.	0 12 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 375 lbs., per lb.	0 12 1/2
One pound bricks	0 13 1/4
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09 1/4
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 09 1/4
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09 1/4
Pails, wood, 20 lbs. net, per lb.	0 09 1/4
Pails, tin, 20 lbs. gross, per lb.	0 08 1/2
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 375 lbs., per lb.	0 08 1/2
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 50
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—No change of importance has moved the market. Prices remain firm, but tend to easiness. Creameries

have started to manufacture, four and five boxes are now received by express, but this slow process has little effect on market at present. Dealers claim that butter would be at the 40-cent mark only for the New Zealand creamery import.

Creamery	0 35	0 35 1/4
Dairy, tubs, lb.	0 28	0 30
Fresh, dairy rolls	0 32

EGGS.—Eggs offer the most interesting feature at present. Prices have decreased considerably this week and are still on the decline. Delivery is heavy from all parts of the country and this coupled with the United States new laid imports constitutes a well supplied market. Shipments of American eggs will soon be unnecessary as home supplies will be sufficient to meet the demand.

New laid	0 27	0 29
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CHEESE.—"Not moving," sums up the market. The same lack of interest prevails with no signs of becoming active.

Quebec, large	0 17	0 17 1/4
Western, large	0 17	0 17 1/4
Western, twins	0 17	0 17 1/4
Western, small, 20 lbs.	0 17	0 17 1/4
Old cheese, large	0 18	0 18 1/4

POULTRY.—Poultry is again featureless. No change in price or demand has developed and nothing interesting can be expected until navigation opens.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—The honey market is still unmoved. The supply is equal to the Lenten demand with prices as previously quoted.

White clover, strained	0 12
White clover, in comb	0 13
Buckwheat, in comb	0 12
Buckwheat, strained	0 08 1/4

TORONTO.

PROVISIONS.—Lard continues in demand at steady prices and stocks are kept quite closely cleaned up. Provisions still continue a little on quiet side. Values are stationary. Some firmness is noted in hams, probably due to fact they will shortly be finding a brisker sale.

Live hogs are steady under moderate receipts.

Smoked Meats—		
Light hams, per lb.	0 14 1/4	0 15
Medium hams, per lb.	0 14	0 14 1/4

Large hams, per lb.	0 13%	0 14
Bacon, plain, per lb.	0 17	0 18
Bacon, pea meal	0 15%	0 16
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10%	0 11%
Shoulders	0 10%	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11%
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 22
Lard, tierces, per lb.	0 11%	0 11%
Lard, tubs, per lb.	0 11%	0 12
Lard, pails, per lb.	0 12	0 12%
Lard, compounds, per lb.	0 09	0 09%
Live hogs, at country points	6 60	6 70
Live hogs, local	6 90	7 00
Dressed hogs	9 00	9 25

BUTTER.—There has been no important change in butter situation during week. Outlook is however shaping in direction predicted as probable. Imports of stock from the United States had steadying effect, keeping values from mounting to greater heights. Now prospects are bright for Canadian production to shortly become a more important factor in supply. Flow of milk and consequently make of butter will now be showing increase. Already some dealers report slightly larger offerings from creameries, but it will take a little time to show any great volume. It is pointed out by one dealer that advance shipments of new milk butter are not exactly top-notch in quality.

Fresh creamery print	Per lb.	0 36
Creamery solids	0 33	0 35
Farmers' separator butter	0 32	0 34
Dairy prints, choice	0 30	0 31
No. 1 tubs or boxes	0 28	0 30
No. 2 tubs or boxes	0 25	0 27

EGGS.—Eggs have been tobogganing in real earnest of late, following course predicted in these columns. They have

now reached the 24 to 25 cent mark and there are those who expect them to reach still lower level before long. "Down to the 20-cent mark," is the slogan of one dealer with bearish ideas. There are others who think increased demand induced by lower prices will keep prices from making any decided downward shoot for a short time, although there may be further easing. Much depends on volume of receipts.

CHEESE.—Stocks are decidedly small and prices steady with every prospect of continuing so. It will be on in May before new cheese becomes a factor.

Large	0 16%	0 17
Twin	0 17	0 17%
Stiltons	0 18	0 18%

HONEY.—A fair demand, only moderate stocks and steady prices sums up the honey situation.

White clover, 60-lb. tins, per lb.	0 12
White clover, 10-lb. tins, per lb.	0 12%
White clover, 5-lb. pails, per lb.	0 12
Dark clover, 5-lb. pails, per lb.	0 12
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07
Comb white clover, per doz.	2 25 3 00

POULTRY.—Wholesalers report fair demand, mostly confined to latter part of week. Prices rule steady.

Fowl	0 08	0 10
Chickens	0 10	0 12
Ducks	0 14	0 15
Geese	0 12	0 13
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

pected to ease off as low as those ruling a year ago. The high price of 30 cents on Sept. 1 last is explained by the fact that on account of the extremely warm weather, strictly new laids were at a premium.

Changes in Bacon.

As pointed out before, pork products are on a lower level than a year ago, although the fluctuation in the intervening period has been considerable in some lines. For instance, long clear bacon one year ago was 11½ cents at Montreal, easing off to 9½ cents by Sept. 1 and since reacting to present figure of 10½c.

Medium hams and boneless breakfast bacon are now both quoted at 14½ cents, Montreal. One year ago medium hams were 15½c. and breakfast bacon 16c. It will be seen that on Sept. 1 last, these lines were worth 18½ and 18 cents respectively due to the heavier demand which is always in evidence during the warmer weather. Hams, bacon and kindred lines with the close of Lent will once more start to move more briskly.

Not Much Change in Lard.

Pure lard is at about the same level as a year ago. The demand during the winter months has been brisk and still continues so, on account of the high price of butter, forcing many a housewife to substitute lard wherever possible. The following is a comparison of prices during the past year on Montreal market:—

	Mar. 12 1912	Sept. 1 1911	Mar. 10 1911
Butter—Creamery	35½	27	27½
Butter—Dairy, tubs	30	23	23
Eggs—New laids	29	30	27
Long clear bacon, heavy	10½	9½	11½
Medium hams, 13 to 18 lb.	14½	18½	15½
Breakfast bacon, boneless	14½	18	16
Pure lard, tubs	12½	11½	12½

PRESENT QUALITY OF BUTTER.

Since the article in last week's issue on the present quality of butter compared with the past went to press, an opinion has been expressed contrary to those published.

Flavelles, Limited, Lindsay, Ont., claim that speaking generally, they do not think the quality of Canadian creamery is quite as good as it was some years ago. Then the milk was gathered daily and separated in the factories. Now it is separated at the farmers' homes and the cream gathered every two or three days and brought to the creamery where it is manufactured into butter. Commercially this is the only way in which it can be handled now. The fault lies in the quality of the cream received which is not equal in quality to the cream separated from the milk in the factory. The creameries, themselves we believe are making it better, if anything, than it has ever been done, but then raw material is deficient.

Further opinions on this subject will be appreciated.

Bacon Lower, Butter and Eggs Higher

Price Comparisons With Year Ago — Pork Products Below Those in March of 1911—Review of Butter and Egg Situation.

It is interesting to note how produce and provision prices compare with a year ago and the fluctuation in values during the past twelve months.

For reasons already well known to the trade value in butter and eggs at the present time are above the prices ruling one year ago, although eggs are fast being reduced to a lower level.

Pork Products Below Last Year.

In provisions and pork products the story is, however, a different one, for comparisons show that prices are generally lower than those being quoted a year ago. This is an argument that the retailer should not lose sight of in this period of high values in many lines. To customers who complain of high prices it can be pointed out that pork products are cheaper than at this time last year.

Butter in 1911.

Butter one year ago was quoted in Montreal at 27½ cents for creamery and 23 cents for dairy in tubs. Then the usual spring increase in production caused values in both varieties to ease off. Not for long, however, for even as early as June the weather began to take a hand in the game. Under dry,

hot weather, the meadows were withered, the flow of milk lessened, and the make of butter also. Not only was this true in Canada but also in Europe. The result was that on Sept. 1, when prices should have been reaching a comparatively low figure, they were, on the contrary, on a level with values ruling in early March.

Thus, the autumn began with light stocks of butter in both Canada and Europe and it was evident prices were bound to increase as the season advanced and holdings were reduced. This has been the case, and now with Canadian stocks cleaned up, and imports being made, creamery in Montreal is worth 35½ cents, 8 cents higher than a year ago.

New laid eggs on Mar. 10 of last year were 27 cents on the Montreal market. The grocer is all too well acquainted with the fact that they have been ruling high during the winter. The cold weather experienced during the first six weeks of 1912 prevented the increase in new laids that would otherwise have taken place.

Production, is now, however, developing rapidly and values are shortly ex-



Worth Looking Into

"Canada" Brand Pure Boneless Cod Fish


If there is one line of fish which is dainty enough to please even the most fastidious and cheap enough to satisfy everyone, it is "Canada" Boneless Cod. Tasty, delicious and wholesome. It is half sold before it reaches your store. Neatly packed and easily handled. Ask about specially packed Tablets for retailers.

HADDIES	HADDIES	HADDIES
FILLETS	FILLETS	FILLETS
KIPPERS	KIPPERS	KIPPERS
BLOATERS	BLOATERS	BLOATERS

Remember the brands:—"OCEAN" and "BOUTILIER."

The Halifax Cold Storage Co., Montreal

**YOUR GOODS KEPT
PROMINENTLY BE-
FORE THE WHOLE-
SALE TRADE**



Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

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

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

IT'S YOUR MOVE

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers
HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

QUOTATIONS FOR PROPRIETARY ARTICLES

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

Goods made by

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

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1/2-dozen	2 1/2-lb.	10 50
1/2-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2 1/2-lb.	5 00
1/2-dozen	5-lb.	9 60

2-dozen 6-oz. Per case

1-dozen 12-oz. case

1-dozen 16-oz. case \$6.00

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

MAGIC SODA.

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

GILLETT'S CREAM TARTAR.

	Per doz.
1/4-lb. paper pkgs., 4 doz. in case	\$1 00
1/2-lb. paper pkgs., 4 doz. in case	2 00

Per case

4 doz. 1/4-lb. paper pkgs. 1 88 00

2 doz. 1/2-lb. paper pkgs.)

Per doz.

1/2-lb. cans with screw covers, 4 doz. in case \$2 20

1-lb. cans with screw covers, 3 doz. in case 4 10

Per lb.

5-lb. sq. canisters, 1/2 doz. in case 33

10-lb. wooden boxes 30 1/2

25-lb. wooden palis 30 1/2

100-lb. kegs 28 1/2

360-lb. barrels 28

GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

YEAST.

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

BAKING POWDER. W. H. GILLARD & CO.

Diamond.	
1-lb. tins, 2 doz. in case	\$2 00
1/4-lb. tins, 3 doz. in case	1 25
1/4-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

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

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

BORWICK'S BAKING POWDER

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

COOK'S FRIEND BAKING POWDER

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

In Tin Boxes—

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03 1/2
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book 1/2 cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

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

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

DOMINION CANNERS,

Aylmer Jams.	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs. 7 lbs.
Strawberry	0 59 0 82
Black currant	0 59 0 82
Raspberry	0 59 0 82

14's and 30's per lb.

Strawberry	0 10 1/2
Black currant	0 10 1/2
Raspberry	0 10 1/2

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Perfection, 1-lb. tins, doz.	4 40
Perfection, 1/2-lb. tins, doz.	2 35
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/4's, 6 and 12-lb. boxes	0 25

Iceings for Cake—

Chocolate, white, plnk, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections— Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36

Chocolate wafers, No. 1, 5-lb. boxes 0 30

Chocolate wafers, No. 2, 5-lb. boxes 0 25

Nonpareil wafers, No. 1, 5-lb. boxes 0 36

Nonpareil wafers, No. 2, 5-lb. boxes 0 25

Chocolate ginger, 5-lb. boxes 0 30

Milk chocolate wafers, 5-lb. boxes 0 36

Coffee drops, 5-lb. boxes 0 36

Lunch bars, 5-lb. boxes 0 36

Milk chocolate, 5c bundles, 3 doz. in box, per box 1 35

Milk chocolate, 5c cakes, 3 doz. in box, per box 1 36

Nut milk chocolate, 1/2's, 6-lb. boxes, lb. 0 36

Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 36

Nut milk chocolate, 5c bars 24 bars, per box 0 90

EPP'S'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In 1/4, 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen 0 90

Mott's breakfast cocoa, 2 doz. 10c size, per doz. 0 85

Nut milk bars, 2 dozen in box 0 80

" breakfast cocoa, 1/4's and 1/2's 0 36

" No. 1 chocolate 0 30

" Navy chocolate, 1/2's 0 26

" Vanilla sticks, per grs 1 00

" Diamond chocolate, 1/4's 0 24

" Plain choice chocolate liquors 20-30

" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, 1/4, and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO., Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb pkgs, White Moss 0 36

LARD LOGIC

—Gunns Quality holds trade and brings new business—



Standards of Excellence

Maple Leaf Brand
Pure Lard

Our Quality Brand
Kettle Rendered
Pure Leaf

Easifirst
Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

GUNNS LIMITED

Pork and Beef Packers

WEST TORONTO

LARD

Market is higher and demand brisk. There will be a good demand for Lard during Lent. We look for further advance.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

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

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

1/2-lb pkgs. White Moss ..	0 27
1/2-lb pkgs. White Moss ...	0 28
1 and 1/2-lb. pkgs., assorted	0 26 1/2
1/2 and 1/4-lb. pkgs. asstd...	0 27 1/2
1/2-lb. -pkgs. asstd., in 5-lb.	
boxes	0 28
1/4-lb. pkgs., asstd., in 5-lb.	
boxes	0 29
1/4-lb. pkgs., asstd., 5, 10, 15-	
lb. cases	0 30
Bulk—	
In 15-lb. tins, 15-lb. pails and	
10, 25 and 50-lb. boxes.	
Pails Tins Bbls.	
White Moss, fine	
strip	0 12 0 21 0 17
Best shredded..	0 18
Special shred...	0 17
Ribbon	0 19
Macaroon	0 17
Desticated	0 16
White Moss in 5 and 10-lb. sq.	
tins	21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK	
Wm. H. Dunn, Agent, Montreal	
and Toronto	Per Case
Eagle Brand, each 4 doz...	\$6 00
Gold Seal Brand, each 4 dz.	5 25
Challenge Brand, each 4 dz.	4 70
Peerless Brand, "Hotel,"	
each 2 doz.	4 00
Peerless Brand, "Tall," each	
4 doz.	4 50
Peerless Brand, "Family,"	
each 4 doz.	3 75
Peerless Brand, "Small,"	
each 4 doz.	2 00

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.,	
Per case.	
Canada First Baby Eva-	
porated Milk	2 00
Canada First Family Eva-	
porated Milk	3 65
Canada First Medium (20	
oz.) Evaporated Milk ...	4 40
Canada First Hotel Eva-	
porated Milk	3 90
Canada First Condensed	
Milk (sweetened)	5 05
Rose Bud Condensed Milk	
(sweetened)	4 90
Beaver Condensed Milk,	
(sweetened)	4 15

REINDEER LIMITED.

"Jersey" brand evaporated	
cream, per case (4 doz.)	\$3 65
"Reindeer" brand, case (4	
doz.)	5 50
"Reindeer" Condensed Cof-	
fee, case	5 00
"Reindeer" Condensed Co-	
coa, case	4 80
"Reindeer" Condensed Cof-	
fee, in glass jars, case..	6 20

ST. CHARLES CONDENSING	
Prices— CO.	
St. Charles Milk, family	
size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN, LIMITED.	
Standard Coffees	
Roasted whole or ground, pack-	
ed in damp-proof bags.	
King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26 1/2
Fancy Bourbon	0 26

Crushed Java and Mocha	0 19
Package Coffee.	
Gold Medal, 2-lb. tins,	
whole or ground	0 31
Gold Medal, 1-lb. tins, do.	0 32
Gold Medal, 1/2-lb. tins,	
do.	0 33
Anchor Brand, 2-lb. tins,	
do.	0 31
German Dandelion, 1-lb.	
tins, ground	0 26
German Dandelion, 1/2-lb.	
tins, ground	0 28
English Breakfast, 1-lb.	
tins, ground	0 19
Grand Prix, 1 and 2-lb.	
tins, ground	0 30
Demi-Tasse, 1 and 2-lb.	
tins, ground	0 30
Flower Pot, 1-lb, pots,	
ground	0 23

WHITE SWAN SPICES & CER-EALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 32
Mo-Ja, 1/2-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epicures, 1-lb. fancy	
glass jars, per doz., \$3.00.	
Cafe l'Aromatique, 1-lb. amber	
glass jars, per doz., \$4.00.	
Presentation (with tumblers) \$3	
per doz.	

MINTO BROS.

MELAGAMA BLEND.

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

CONFECTIONS.

PEANUT BUTTER.

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

CHEESE.

MACLAREN'S IMPERIAL

Ontario Prices	
per doz.	
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each 1/2 doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LON-	
DON, ENG.	
"Golden Butterfly" Brand Cream,	
8 doz. 10c size, cases, \$7.00.	
"Golden Butterfly" Brand Cream,	
8 doz., 15c size, cases, \$11.50.	

INFANTS' FOOD.

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

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2 1/2 oz., (all flavors) doz. ...	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50

16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00
Discount on application.	

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

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

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Mon-	
treal. Imported Peas "Soleil"	
Per case	
Sur Extra Fins, 1/2 facons.	
40 bou.	11 00
Sur Extra Fins, tins, 1/2	
kilo, 100 tins ...	15 50
Extra Fins, tins, 1/2 kilo,	
100 tins	15 00
Tres Fins, 1/2 kilo, 100 tns	14 00
Fins, tins, 1/2 kilo, 100 tns	12 50
Hi-Fins, tins, 1/2 kilo, 100	
tins	11 00
Moyens No. 1, tins, 1/2 kilo,	
100 tins	10 00
Moyens No. 2, tins, 1/2 kilo,	
100 tins	9 50
Moyens No. 3	8 75
Asparagus, Haricots, etc.	

MINERVA PURE OLIVE OIL, Case—

12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 1/2-pints	4 25

TINS—

5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
1/2-gal., 20s	26 00
1/4-gals., 20s	13 50
1/2-gal., 48s sq.	17 00
1/2-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.

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

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 25 lbs., 11-lb bars, lb 0 07 1/2	
Case, 12 lbs, 2 1/2-lb. bars, lb. 0 08 1/2	
Case 50 lbs, 3/4-lb bars case 3 50	
Case 200 lbs. 3 1/2-oz., case 3 75	
"La Lune," 65 p.c. olive oil.	
Case 25 lbs, 11-lb bars, lb.. 0 07	
Case 12 lbs. 2 1/2 lb. bars, lb. 0 08	
Case 50 lbs, 3/4-lb. bars, case 3 25	
Case 100 lbs. 3 1/2-oz. bars,	
case	1 80
Case 200 lbs., 3 1/2-oz. bars,	
case	3 40

ALIMENTARY PASTES.

BLANC & FILS.	
Macaroni, Vermicelli, Animals,	
Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07 1/2
Box, 25 lbs., loose	0 07
DUFFY & CO. BRAND.	
Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15

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

CEREALS.

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

MUSTARD.

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

Per Jar

Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUS-TARD.

Ontario Prices.	
Small, case 4 doz., per doz. 0 45	
Medium, cases 2 doz., doz. 0 90	
Large, cases 1 doz., doz... 1 35	

CANNED HADDIES "THIS-TLE" BRAND.

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

LARD.

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

Tierces	8%
20-lb. pails	9%
20-lb. tins	8%
60-lb. tubs	9%
3's, 20 to case	9%
5's, 12 to case	9%
10's, 6 to case	9%

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORT-ENING.

Tierces	0 08%
Tubs	0 09
20-lb. pails	0 09 1/2
20-lb. tins	0 08 1/2
10-lb. tins	0 09 1/2
5-lb. tins	0 09 1/2
3-lb. tins	0 09 1/2
1-lb. cartons	0 10 1/2

MARMALADE.

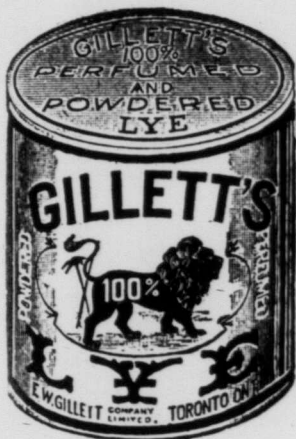
SHIRRIFF BRAND.

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	3 90
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	3 25

VERMICELLI AND MACARONI

D. SPINELLI C'Y, MONTREAL	
Fine.	
4-lb. box "Special" per box	0 22
8-lb. box "Special," box	0 44
5-lb. box "Standard" box	0 27 1/2
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb bbls.	
per lb.	0 06
25-lb. cases, 1-lb. pkgs.	
(Vermicelli) per lb.	0 06
Globe Brand.	
5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb cases (loose) per lb.	0 06
25-lb. cases, 1-lb pkgs., lb. 0 06 1/2	





NOW is a good time to largely increase your sales of Gillett's Lye. A few cans of Lye placed on the show case or in the window will

act as a timely reminder to your customers of the time and labor saved by the use of Gillett's Lye for house-cleaning purposes, and for numerous other purposes, such as making soap, disinfecting sinks, toilets, outdoor closets, drains, and for ridding buildings of rats, mice, roaches and other vermin. Gillett's Lye is the standard Lye of Canada. Beware of imitations that are claimed to be "just as good," as they are never satisfactory. These imitations cannot be put in larger tins and sold for less than Gillett's Lye except at a sacrifice of quality. **QUALITY** goods give the desired result, and **QUANTITY** goods create dissatisfaction in the minds of customers. Gillett's Lye conforms to the high standard of Gillett's Goods.

"Gillett's Lye Eats Dirt."

NOTE It can be recommended as a positive exterminator of rats and mice, and it has none of the objectionable features of a poison. The process for using it is simple. Just sprinkle a little of the Lye in and around the holes made by them. In addition to this, make a circle of Lye about one-quarter inch deep on a thin board about a foot square, and place some cheese or meat in the centre. In endeavoring to get at the bait, their feet will be burned, and the whole colony, whether large or small, will immediately disappear.

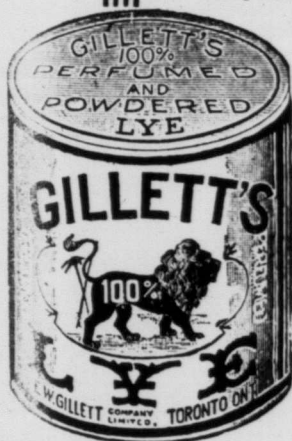
REFUSE SUBSTITUTES.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

WINNIPEG

MONTREAL



THE CANADIAN GROCER

JELLY POWDERS.

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

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

IMPERIAL DESSERT JELLY.
Ontario Prices.
Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.
Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.
A. P. TIPPET & CO., AGENTS
Crisle soap, per gross .. \$10 20
Floridola soap, per gross .. 12 00
Straw hat polish, per gross 18 20

SNAP HAND CLEANER.
3 dozen to box \$3 00
6 dozen to box 7 20
30 days.

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

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

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.
1-16 gall., doz. \$2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

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

STARCH.

EDWARDSBURG STARCH CO.,
Boxes Cents
Contain Laundry Starches per lb.
40, Canada Laundry05½
40, Canada white gloss,
1-lb packages06
48, No. 1 white or blue,
4-lb. cart's.06½
48, No. 1 white or blue,
3-lb. cart's.06½
100 lbs., kegs, No. 1 white06½
200 lbs. bbls., No. 1 white06½
30 lbs. Edwardsburg silver
gloss, 1 lb. chromo pack-
ages \$0 07½
48 lbs. silver gloss, in 6-lb
canisters 0 07½
36 lbs. silver gloss, 6-lb.
draw lid boxes 0 07½
100 lbs. kegs, silver gloss,
large crystals 0 06½
28 lbs. Benson's satin, 1-lb.
cartons, chromo label .. 0 07½
40 lbs. Benson's enamel
(cold water) per case.. 3 00
20 lbs. Benson's enamel
(cold water) per case .. 1 50
Celluloid—boxes containing
45 cartons, per case ... 3 60
Culinary Starch
40 lbs. W. T. Benson &
Co.'s celebrated prepared
corn 0 07½
40 lbs. Canada pure corn
starch 0 05
(20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS
Ontario and Quebec.
Laundry Starches—
Canada Laundry, boxes
about 40 lb. 0 05½
Acme Gloss Starch—
1-lb. cartons, boxes of
40 lbs. 0 06
Finest Quality White Laundry—
3-lb. canisters, cases of
48 lbs. 0 06½
Barrels, 200 lbs. 0 06½
Kegs, 100 lbs. 0 06½

Lily White Gloss—
1-lb. fancy cartons, cases
30 lb. 0 07½
6-lb. toy trunks 8 in
case 0 08½
6-lb. toy drums, with
drumsticks, 8 in case 0 07½
Kegs, extra large cry-
stals, 100 lbs. 0 06½
Brantford Gloss—
1-lb. fancy boxes, cases
36 lb. 0 07½
Canadian Electric Starch—
Boxes of 40 fancy pkgs.,
per case 3 00

Celluloid Starch—
Boxes containing 45 car-
tons, per case 3 60
Culinary Starches—
Challenge Prepared
Corn, 1-lb. packets,
boxes of 40 lbs. 0 05
Brantford Prepared
Corn, 1-lb. packets,
boxes of 40 lbs. 0 07½
Crystal Maize Corn
Starch, 1-lb. packets,
boxes of 40 lbs. 0 07½
(20-lb. boxes ¼c higher.)

OCEAN MILLS, MONTREAL.
Chinese starch, 48 1-lb., per
case \$4; Ocean Baking Powder,
3-oz. tins, 4 doz. per case, \$1.00;
4-oz. tins, 4 doz. per case, \$3.00;
8-oz. tins, 5 doz. per case, \$6.50;
16-oz. tins, 3 doz. per case, \$6.75;
5-lb. tins, 10 tins a case, \$7.50;

1-lb. bulk, per 25, 50 and 250 lbs.,
at 15c per lb. Ocean blanc mange,
48 8-oz., \$4; Ocean borax, 48 8-
oz. \$1.00; Ocean cough syrup,
36 6-oz. \$6.00; 36 8-oz. \$7.20;
Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.

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

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

SODA—COW BRAND.
Case of 1-lb., containing 60 pack-
ages, per box, \$3.00.
Case of ½-lb., containing 120
packages, per box, \$3.00.
Case of 1-lb. and ½-lb., contain-
ing 30 1-lb. and 60 ½-lb. pack-
ages, per box, \$3. Case of 5c
packages, containing 96 pack-
ages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.,
Crown Brand Corn Syrup
2-lb. tins, 2 doz. in case,
per case \$2 40
5-lb. tins, 1 doz. in case,
per case 2 75
10-lb. tins, ½ doz. in case,
per case 2 65
20-lb. tins, ¼ doz. in case,
per case 2 60
Barrels, 700 lbs. \$0 03½
Half barrels, 350 lbs. 0 03½
Quarter barrels, 175 lbs. . 0 03½
Pails, 38½ 1 75
Pails, 25 lbs., each 1 25

Lily White Corn Syrup.

Plain tins, with label—
Per Case.
2-lb. tins, 2 doz. in case..\$2 75
5-lb. tins, 1 doz. in case.. 3 10
10-lb. ins, ½ doz. in case. 3 00
20-lb. tins, ¼ doz. in case 2 95
5, 10 and 20-lb. tins have wire
handles.

Beaver Brand Maple Syrup—

Case
2-lb. tins, 2 doz. in case \$3 50
5-lb. tins, 1 doz. in case 4 00
10-lb. tins, ½ doz. in case 3 95
20-lb. tins, ¼ doz. in case 3 90
5, 10 and 20-lb. tins have wire
handles.

OXO.

CUBES. Minimum
reselling prices
Enamelled tins of dozen tins
4 cubes \$ 0 95 \$0 10
10 cubes 2 40 0 25
50 cubes 11 00 1 15
100 cubes 21 50 2 25
Oxo Minimum
(Liquid) reselling
Bottles prices. prices.
1 doz. 1-oz. \$ 2 00 \$0 20
1 doz. 2-oz. 3 50 0 35
1 doz. 4-oz. 6 50 0 65
1 doz. 8-oz. 11 25 1 10
1 doz. 16-oz. 18 50 1 75

MOLASSES.

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's—2 doz. to case, per doz. 93
3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per
doz. 1 20
3's—Tins, 2 doz. cases, per
doz. 1 75
5's—Tins, 1 doz. cases, per
doz. 3 20
10's—Tins, ½ doz. cases,
per doz. 5 30
20's—Tins, ¼ doz. cases,
per doz. 19 40
Pails—1's each 0 65
Pails—2's, each 1 12
Pails—5's, each 2 55

DOMOLCO BRAND
Maritime Provinces and Ontario:
2's. 2 doz. case, per doz ... \$1 35
3's. 2 doz. case, per doz. ... 1 95
5's. 1 doz. case, per doz. ... 3 75
10's. ½ doz. case, per case.. 3 40
20's. ¼ doz. case, per case.. 3 05
Western Prices—Sudbury to
Victoria.
2's, 2 doz. case, per doz... 1 60
3's, 2 doz. case, per doz. .. 2 35
5's, 1 doz. case, per doz. .. 4 00
10's. ½ doz. case, per case 4 15
20's. ¼ doz. case, per case 3 80

SAUCES.
PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz.
cases, doz \$0 90
Pint bottles, 3 doz. cases,
doz. 1 75
H. P.

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

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz.
case \$2 25
Medium, packed in 3-doz.
case 1 40

HOLBROOK'S IMP. WORCES-
TERSHIRE SAUCE

Per doz.
Rep. ½ pints, packed in 6-
doz. case \$2 25
Imp. ½ pints, packed in 4-
doz. case 3 15
Rep. qts. packed in 2-doz.
case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.
6a size, gross \$2 40
2a size, gross 2 50

NUGGET POLISHES.

Dozen
Polish, Black and Tan ... 0 85
Metal Outfits, Black and
Tan 3 65
Card Outfits, Black and
Tan 3 25
Creams and White Cleaner 1 16

TOBACCO.

**IMPERIAL TOBACCO COM-
PANY OF CANADA.**
Chewing—Black Watch, 6s .. 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6½s and 12s ... 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7½s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s,
plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50

QUAKER

We are again offering for the coming season the well-known Quaker Brand Canned Fruits and Vegetables. These goods have a distinctive quality by reason of the fact that the raw product is grown in the salubrious climate of Prince Edward County, which county is surrounded by the waters of Lake Ontario, and where the soil also is particularly suited to the growing of vegetables. This combination of climate and soil makes for the very best obtainable results, and in consequence, along with the exceedingly fine and large plant of the Bloomfield Packing Co., the quality of the goods put out under the Quaker label is of such high standard that the demand for this brand has been increasing steadily, and the factory is now taxed to its full capacity to supply the requirements of the patrons of the popular Quaker brand.

We are now booking for Fall delivery, and solicit business from all our old customers, and any new who are desirous of putting in a stock of Canned Goods which will increase the patronage of their store.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Cor. Front and Scott Sts. - TORONTO

THE CANADIAN GROCER

Starlight, 7s 50
 Cut Smoking—Great West
 Pouches, 8s 59
 Regal Cube Cut, 9s 70

TEAS.
 THE "SALADA" TEA CO.
 East of Winnipeg.

Wholesale R't'l.
 Brown Label, 1's and 1/2's .25 .30
 Green Label, 1's and 1/2's .27 .35
 Blue Label, 1's, 1/2's, 1/4's
 and 1/8's 30 .40
 Red Label, 1's and 1/2's .36 .50
 Gold Label, 1/2's 44 .60
 Red-Gold Label, 1/2's ... 55 .80

LUDELLA CEYLON TEA.
 Orange Label, 1/2's 24 30
 Orange Label, 1's 23 30
 Brown Label, 1/2's & 1's 28 40
 Brown Label, 1/4's 30 40
 Green Label, 1/2's & 1's... 35 50
 Red Label, 1/2's 40 60

MELAGAMA TEA.
 MINTO BROS.
 45 Front St. East.

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

Wholesale R't'l.
 Brown Label, 1-lb. or 1/2 .25 .30
 Red Label, 1-lb. or 1/2 .. 27 .35
 Green Label, 1's, 1/2 or 1/4 .30 .40
 Blue Label, 1's, 1/2 or 1/4 .35 .50
 Yellow Label, 1's, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only ... 55 .80
 Gold Label, 1/4 only 70 1.00

"KOLONA" TEA.
 Ceylon Tea, in 1 and 1/2-lb. lead
 packages—black or mixed.
 Black Label, 1-lb., retail at
 25c20
 Black Label, 1/2-lb. retail at
 25c21
 Blue Label, retail at 30c24
 Green Label, retail at 40c30
 Red Label, retail at 50c 35
 Brown Label, retail at 60c ... 42
 Gold Label, retail at 80c ... 55

JAMS AND JELLIES.
 T. UPTON & Co.
 Compound Jams — Red Rasp-

berry, strawberry, peach, plum,
 red currant, black currant,
 cherry, gooseberry, blueberry,
 apricot, huckleberry, 12-oz. glass
 jars, 2 doz. in case, \$1 per doz.;
 No. 2 tin, 2 doz. in case, \$1.90 per
 doz.; No. 5 tin pails, 9 pails in
 crate, 37 1/2c per pail; No. 7 tin
 pails, 6 pails in crate, 52 1/2c per
 pail; No. 7 wood pails, 6 pails
 in crate, 52 1/2c per pail; 30-lb.
 wood pails, 7 1/4c per lb. Packed
 in assorted cases or crates if
 desired.

Compound Jellies — Raspberry,
 strawberry, black currant, red
 currant, pineapple, 12-oz glass
 jars, 2 doz. in case, \$1.00 per
 doz.; No. 2 tin, 2 doz. in case,
 \$1.90 per doz.; No. 5 tin pails,
 9 pails in centre, 37 1/2c per pail;
 No. 7 wood pails, 6 pails in crate,
 52 1/2c per pail; 30-lb. wood pails,
 7 1/4c per lb. Packed in assorted
 cases or crates if desired

Pure Orange Marmalade—Guar-

anteed finest quality. 12-oz
 glass jars, 2 doz. in case, \$1.10
 per doz.; 16-oz. glass jars, 2 doz.
 in case, \$1.50 per doz.; pint seal-
 ers, 1 doz. in case, \$2.25 per doz.;
 No. 2 tins, 2 doz. in case, \$2 per
 doz.; No. 4 tins, 2 doz. in case,
 32c per tin; No. 5 tins, 9 in case,
 40c per tin; No. 7 tins, 12 in
 crate, 56c per tin; No. 7 wood
 pails, 6 in crate, 56c per pail;
 30-lb. wood pails, 7 1/4c per lb.

JELLY POWDERS.
 WHITE SWAN SPICE AND
 CEREALS, LTD.

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

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

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

FLORIDA CELERY,
 TOMATOES and CABBAGE

Have car of each to arrive
 this week, will be shipped
 at lowest market price.

VOLUNTEER, ROSE AND
 CLOVER BRANDS
 California Oranges

Florida Grape Fruit, Mes-
 sina and Palermo Lemons,
 Spanish and Domestic
 Onions, Irish Potatoes (im-
 ported), Strawberries, Head
 Lettuce, Cucumbers, etc.



25-27 CHURCH TORONTO
 are Largest Receivers

TANGLEFOOT



THE ORIGINAL FLY PAPER
 FOR MORE THAN 25 YEARS THE
 STANDARD IN QUALITY.
 ALL OTHERS ARE IMITATIONS.

YOU ARE SURE OF
 FRESH TOMATOES

all winter, Mr. Grocer, and, furthermore, you
 will have no loss from the decayed or crushed
 variety if you entrust us with your business.
 Write about

"CROWN" BRAND
 OUTDOOR GROWN
 6 BASKETS TO THE CRATE

Each crate thoroughly examined
 before shipping.

All crushed Tomatoes removed.
 Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.
 30 William Street, Montreal

The
 B. L. O. E.

"ST. NICHOLAS"
 "HOME GUARD"
 "PUCK"
 "KICKING"

Brands. Handle only

The
 B. L. O. E.

J. J. McCABE

AGENT

TORONTO, : : ONT.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Lemons

At present prices are
a good purchase.

We advise buying from
present arrivals, as prices
later are bound to be
higher.

Home Guard and Lord
Beresford Brands are the
finest quality.

WHITE & CO., LIMITED
TORONTO and HAMILTON

FANCY FROM FRUIT FLORIDA

TOMATOES AND CELERY

Fancy Ripe Tomatoes Crisp, well-bleached Celery

Strawberries Pineapples

Full Line of fresh Greens arriving every day,
both Southern and Hot-house.

WE HAVE A NICE LOT OF DOMESTIC ONIONS (RED GLOBES)

Put up in 100 lb. sacks. They are dry and
well cured. Try some.

THE HOUSE OF QUALITY

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN LEMONS

ALWAYS PACKED UP
TO A STANDARD
NEVER
DOWN TO A PRICE.

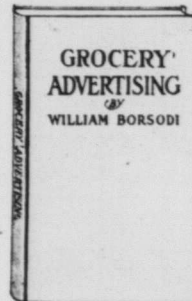
PROTECT YOURSELF BY ORDERING
THIS BRAND OF
FOLLINA'S FANCY
LEMONS

W. B. STRINGER

Gen. Can. Agent Toronto

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published
in this remarkable book. They are not clever
nonsensical ads; nor are they fanciful freaks. The
selling phrases and descriptive advertising matter
in this book cover every article sold by the
grocer in practical, profit-pulling language.

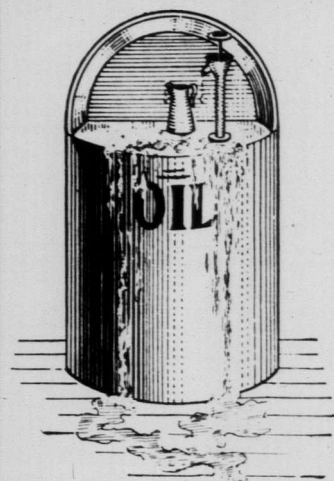


The book is divided
into departments,
making it a simple
matter to prepare a
good ad.

Grocery Advertising is a book you have been
looking for—it gives you the fruits of nineteen
years' practical advertising.

PRICE POSTPAID \$2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto



*"This Butter Is
Tainted With Coal Oil
I Don't Want It"*

How many of your customers get provisions tainted with kerosene?

Do you know that the oil smell in a store will affect such things as lard, meat, butter, vegetables, etc.

They don't have to come in contact with the oil. Where the old sloppy measure and funnel method is used you can't help the oil odor. Get a

Bowser Self-Measuring Outfit

It is evaporation-proof and does away with measures and funnels—That's why the Grocer with a Bowser always has a clean, inviting store and satisfied customers. Then, too, he gets a better profit because he has no waste.

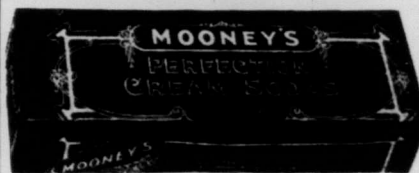
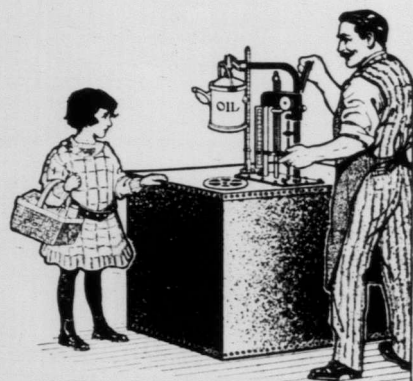
It will pay every merchant in dollars and cents to look into this question.

Send a *CARD TO-DAY* for our free illustrated book No. 5, it shows the outfit in colors.

S. F. BOWSER & CO.
(INCORPORATED)

66-68 Fraser Avenue
TORONTO, - ONT.

"For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc."



Superiority!

A little 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. Air-tight packing gives them the rich fresh flavor that will bring your customers back again.

The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa,
Sydney, C. B., Halifax, N. S.,
Fort William, Calgary, Vancouver,
St. John's, Nfld.



**ANCHOR
BRAND
FLOUR**

is pure, wholesome and reliable at all times. It is quite different from ordinary flour and will make the most of your baking. 18

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

Are You Prepared
To Meet The Demand
that is being created daily for

MAPLEINE

(The Flavor de Luxe)

For Cakes, Cake Fillings,
Candies, Ice Cream, Etc.,
and for a Table Syrup
better than Maple.

Order from your jobber, or
Frederlok E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.



40

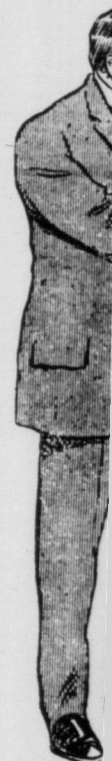
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40c. RED ROSE TEA

There is going to be a very big increase in the sale of **40c Red Rose Tea** this year.

We feel certain of this from the fact that many merchants are now selling much more than they did, and there is more enquiry than we have ever known before for better grade teas.

We believe the increases now being made are due in most cases to the merchants having tried **40c Red Rose Tea** in their homes.

They have found on trying it that it was not only distinctly finer in quality, but that it was just as economical to use. It spends further. So they have recommended it to their customers, with the result that they are now making more profit and selling tea that gives their customers better satisfaction.

If the reader of this ad: will try the tea himself we believe he will feel like recommending it.

T. H. Estabrooks Co., Limited

7 Front Street East, TORONTO



GET THIS

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

YOU WANT

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

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

Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG,

CANADA

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

GROCERY FOR SALE, RAILROAD TOWN. Population 1,500; stock \$1,200; monthly sales over \$600. Good reasons for selling. Apply, D. MacLennan, 893 Lansdowne, Toronto.

FOR SALE—STOCK OF GENERAL STORE. Stock about five thousand, doing a cash business. Established thirty years. This is a money-maker to a good live man. Good reasons for selling. Stone store with stone dwelling attached. Can be rented for a term of years, rent moderate. If interested, would like to show you the business. A. Millar, Spencerville, Ont.

MANAGER WANTED

EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital. Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.

SALESMEN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chic Co., Limited, London, Canada.

OLIVE OIL—AN ITALIAN MANUFACTURER of choice brand of olive oil is desirous of appointing agents in Canada. Apply Box 417, Canadian Grocer.

WANTED—TRAVELER FOR EASTERN AND Northern Ontario. Apply by mail, with references and salary expected. Reply confidential. Maclure & Langley, Limited.

WANTED—SALESMAN TO CARRY SIDE- line to general stores, hardware and harness stores. Samples small and light. Write at once for information. Give territory covered, present occupation, references. Box No. 418, Canadian Grocer.

STORAGE

STORAGE, VANCOUVER, B.C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MacLean Publishing Co., 143 University Ave., 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 catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money, too. Write us for proof. National Cash Register Co., 285 Yonge Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LET- ters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will 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.

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

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. 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.

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

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

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

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

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

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

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

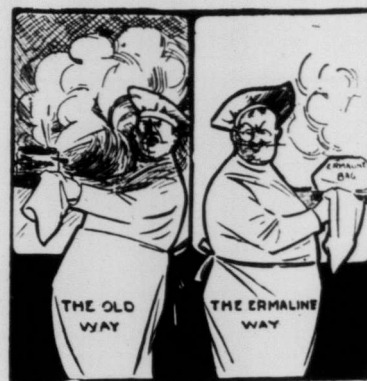
Don't

let a housewife ask for and not get—
let any customer be in doubt about—
be behind time and without—
lose any of the big profits from—
let your competitor be first to stock—

- That Wonderful Time Saver
- That Sure and Steady Economizer
- That Big Success

THE
Ermaline
Cooking
Bag

Study this



then write

Edward Lloyd
Limited
508 Eastern Townships Bank Bldg.
Montreal



Head Map

Henderso
the best ther
A good
producer.
Sold in bo

Let us
and

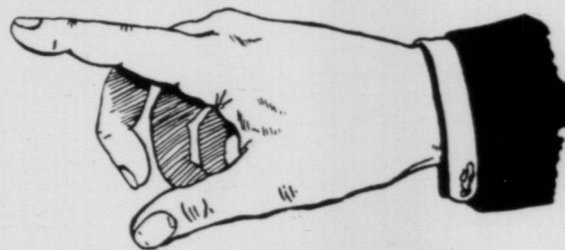
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86-88 Ful

IRISH POTATO

White-sk
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Particula
from

M'Lo
Wholesale

48 M
BELFAST,
Cables—



When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillecoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Aherne, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor. A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist
86-88 Fulton St., - New York

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.

Wholesale Potato Exporters

48 MAY STREET
BELFAST, - IRELAND.

Cables—"Paradox" Belfast.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

The Condensed Ad. in this Paper will bring good results



A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock, always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer.

Write for particulars to

W. P. Downey
MONTREAL

Condensed Coffee



Reindeer Brand

is the extract of best grade Coffee condensed together with Granulated Sugar and REINDEER Brand Milk.

For a cup of rich Coffee simply put one spoonful in a cup and add boiling water. (Will keep in same can after opening.)

Are you getting your share of this increasing demand? If not, try showing a full line of goods bearing the Reindeer Head and stock up.

REINDEER LIMITED

TRURO, N.S. and HUNTINGDON, P.Q.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

"Elite"

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

Diamond

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

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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

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

AURORA COFFEE

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

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

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

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Jel

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CAMPBEL
CAMPBEL
CAMPBEL
CAMPBEL



Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

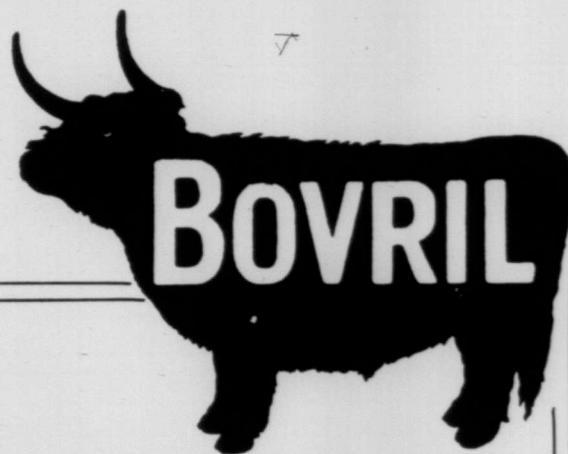
If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
 CAMPBELL, WILSON & SMITH, Limited, Regina.
 CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
 CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



needs no introduction to your customers. Just send for a set of the handsome window and interior advertising cards we furnish free and prepaid. They will get the sales for YOU.

It's a good profit too.

BOVRIL, LIMITED, - MONTREAL



**"Anti-Dust"
Sweeping Powder
Stock it
Sell it--
Repeats follow**

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain their custom, and you get new customers. "Anti-Dust" may correctly be termed the "Grocer's Standby."

"Anti-Dust" is the germless and dustless way of Cleaning and is immensely popular.

Get supplies from your jobber
or write us direct. :: ::

SAPHO MFG. COMPANY, LIMITED
MONTREAL



When she asks for salt she means of course

WINDSOR SALT

She never thinks of using any other kind for the very good reason that she knows no other kind is as good as "Windsor" Salt for table or dairy.

Are you prepared to supply her?

The Canadian Salt Co.,
LIMITED

WINDSOR - - - ONTARIO

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

M^cVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

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

AGENTS:

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

The Grocer Who Can Supply and Who Pushes

SNAP

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—"Success," and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this

wonderful hand cleaner—cleans the hands of all kinds of soil, paint, grease, tar, etc.



Snap Co.
Limited

Montreal, - Que.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S ENGLISH SAL SODA

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

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

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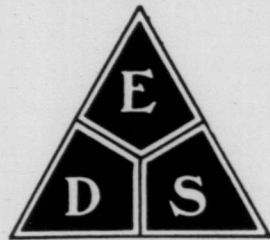
E.

Sm

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Fruit

Winona

AGENTS:—N.
W. H. DUNN,
& HICKEY,
COLWELL, F
GIBBS, Hamilt



"E.D.S." Brand Tomato Catsup

Like 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 over-spiced, 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.

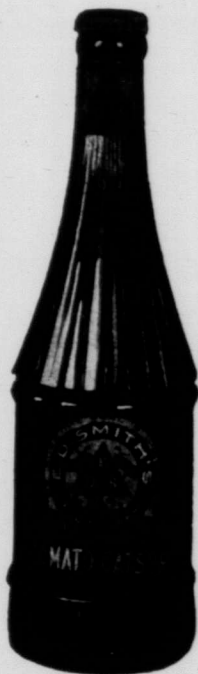
Made only by

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.



Quaker Soap

PURE SOAP

Neither Prize

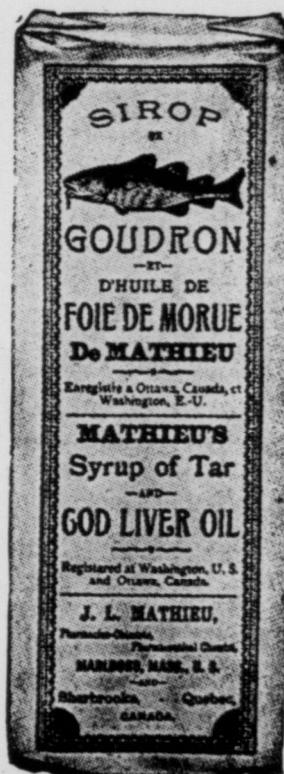
Nor Premium

Just Soap

Mathewson's Sons

Wholesale Grocers
MONTREAL

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be 'thankful
and you'll make a
"little something"—and
be happy also.

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

If they seem feverish, suggest
Mathieu's Nervine Powders

—the great headache remedy
which, taken in connection
with Mathieu's Syrup, helps
to break up the cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Co., Montreal, Que.
Foley Bros. & Larson, Winnipeg, Man.



In Constant Demand

Pickles, if they are good, will work up a decidedly friendly business connection between you and your customers. The kind for quality and flavor that retain the best family trade is

ROWAT'S PICKLES

—AND—

PATERSON'S SAUCE

Years of experience in pickling have gained us an enviable reputation that is unbeatable. Once you stock Rowat's—you will know what steady demand is.

Rowat & Co.
GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

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



Cake and Icing 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

Butter, Eggs
AND
Dried Apples

AND

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

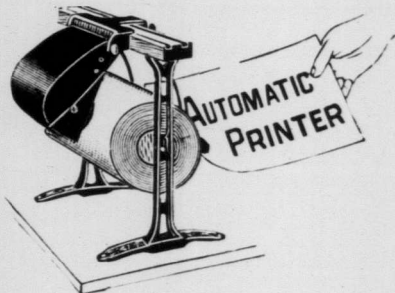
LEMON BROS.

Owen Sound, Ontario

IF

You want to advertise your store
You want to advertise your service
You want to stamp your name on paper
You want to stamp your name on bags
You want to save 90% on your advertising bill

Ask us about the



It's a wonder, and does everything we claim for it.

PAYMENT LIGHT.

SATISFACTION HEAVY.

Send your name into every home every day.

UTILITIES LIMITED
MONTREAL

Listen!

Don't hesitate to get in touch with us. We have a number of good selling lines which we can allow you at very reasonable prices, which will allow you a big margin of profit.

**SPANISH PEPPERS,
PEELED TOMATOES,
OLIVE OIL,
ROMAN CHEESE,
HARICOT VERT,**

Suggest to the housewife that she should try some macaroni and cheese with our

TOMATO EXTRACT

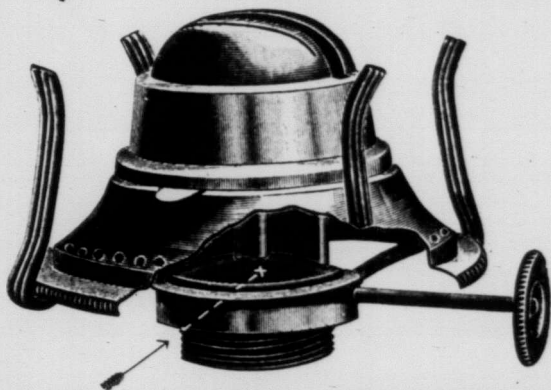
It's delicious.

H. E. VIPOND & CO.
MONTREAL

Banner All Brass Lamp Burners



MADE WITH
COVERED BASE



It is put in the **BANNER** for **YOUR PROTECTION**

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS.

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER

Are You a Salesman?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.
Quebec Winnipeg

Tuckett's
Orinoco
Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.



THE MCGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.

21-23 Wellington St. West, TORONTO



McLEAN'S WHITE MOSS COCOANUT

Always to be depended upon. The quality does not follow the ups and downs of the market, but is uniform always.

THE CANADIAN COCOANUT CO.,

MONTREAL

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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

It Brings 'em Back

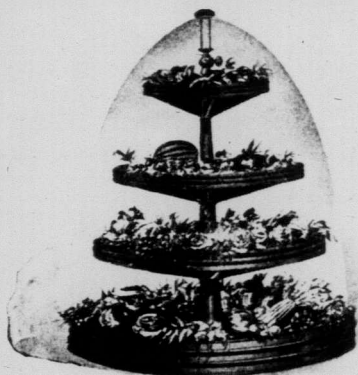
Every time you sell a bag of Ontario People's Salt you make, besides a good profit, a better impression on your customers than you could have made with any other salt.

PUT IN A TRIAL ORDER. SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND



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

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

Write to-day for complete description.

WILLIS MFG. CO.
Galesburg, Ill

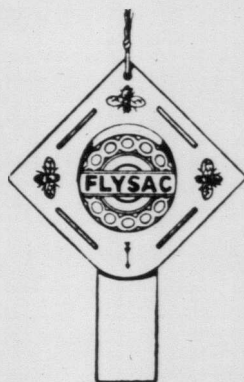
Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers write for agency proposition.

Flysac Flycatcher

70 Cents Per Box of 50 Pieces.
\$12.75 Per 1000 Pieces.

ARE YOU
SUPPLIED?



Hodgson, Sumner Co., Limited
MONTREAL

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

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY
ALL
JOBBERS

1/4-lb. tins -
3 doz. in case.

"Brighten Up Sales"

with a line that knows no equal for polishing either brass, copper, or any other metal.

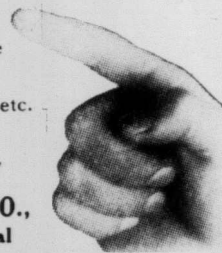
VENAUTO METAL POLISH

has qualities that necessitate little work, and gets shining results.

Put up in small tins, half-pints, pints, etc. In cream form.

Stock Up For Spring Trade Now

BANNER MANUFACTURING CO.,
Box 35, Station C, Montreal



American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

Montreal, Que.

Hamilton, Ont.

The Silent Salesman Refrigerator WILL BOOST YOUR TRADE

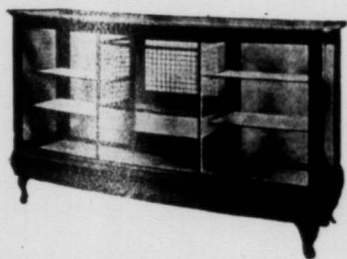
We know this to be a fact because it has been thoroughly tested. Hundreds of grocers are enabled to attractively display their dairy and delicatessen articles, as well as to improve the general appearance of their stores by using

THE SILENT SALESMAN REFRIGERATOR

One of the Famous Arctic Line

Not only that, but nothing will spoil on your hands.

Representatives in West: Donnelly, Watson & Brown,
Calgary, Alta.



Write for Catalogue
and Details

John Hillock & Co.
Limited
Toronto, Ontario

The "BARR" ACCOUNT REGISTER

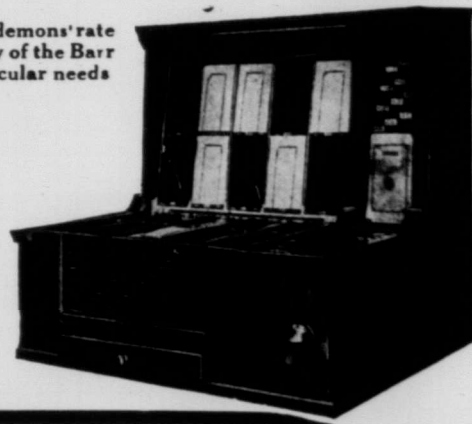
The only proper, speedy and safe means of handling credit accounts—a device that is incomparably superior to any that has ever been offered on this or any other market.

The practical working out of the one-writing account system has demonstrated beyond a doubt that itemizing, that drudgery of retail bookkeeping, is a useless waste of time and labor.

The total or balance of every customer's accounts is always at hand. Everything is above board—a fact that inspired confidence—and confidence brings trade.

Ask us to demonstrate
the superiority of the Barr
for your particular needs

Barr
Registers,
Limited,
TRENTON,
ONTARIO



**INTRODUCE
"GLOBE"
MACARONI and VERMICELLI**

**MADE
OF HARD
WHEAT**



**MADE BY
SKILLED
LABOR**

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli. They are absolutely pure.

You will profit by the sale of "GLOBE" products.
Stock them now.

D. SPINELLI & CO.

REGISTERED

MONTREAL, - - QUEBEC

Eureka Canada's Sanitary **Refrigerator**

THE GREATEST

Dry air circulating Refrigerator of the age.



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

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

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon



Ready Sellers in Winter!

The best line of stove polish for you to sell—the line that will give you satisfaction and profit is

Black Knight Stove Polish

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

Economical in use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED

HAMILTON, CAN.

BUFFALO, N.Y.



**Three Lines You Should Know
and Introduce to Your
Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.35

Princess Condensed Milk, 4 doz. in case, \$3.90

Banner Condensed Milk, 4 doz. in case, \$4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE,

ONTARIO

Don't Worry About Soap Profits!

There was never a turn for the worse that entirely eliminated all hope for profit on certain goods of grocery store calibre. The alternative for you, Mr. Grocer, who has been forced to sell soap at six bars for 25 cents, almost eliminating your profit, is to stock a bar soap that will hold your trade—yes, increase it.

N.P. BAR

is the line of soap that shows a respectable margin of profit for the retailer.

It is an honest price soap both as regards quality and quantity—the five-cent cake will be entirely unthought of when the N.P. Bar is established in the homes of your customers.

Talk it up, put it on the scales. Show your trade it's honest value, and you will build up a new soap business that will pay you two ways; not only soap profit, but a good steady buying trade in other lines.

This is a proposition it will pay you to investigate. Write for prices now.

DAVID MORTON & SONS

Limited

Victor Soap Works

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\$3.90
\$4.40

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or East to

ARIO

Mr. Grocer

Are you aware that **SPRING** is almost here, and that **SPRING HOUSE-CLEANING** is about to begin? Have you thought about a supply of **GOOD BROOMS**, that will surely sell at a good profit to you, and give your **CUSTOMER GOOD VALUE?**

IF NOT, ask your **WHOLESALE GROCER** to send you a shipment of **PARKER BROOMS**.

HE will get them to you wherever you are.

We guarantee satisfaction to him, to you and your customer.



The
**Parker
Broom Co.**
692 Wellington St.,
Ottawa, Can.

Le Soleil=Quality

How Well You Know It!

How well you know that we need say nothing about the quality of the goods bearing the above brand! Indeed, you would not even be surprised to know that the high quality has brought about such a home demand that only about 50 of orders can be exported.

Imported Vegetables Le Soleil Brand

are always fast sellers and give you a ready profit. There is no dead stock. The goods are half sold when they reach your store.

Crop 1912

We have placed a very large order for this year's crop and are now taking orders for Fall delivery. Place your order immediately and benefit by lowest prices because

Opening Prices are Always the Lowest of the Season

LARGE ORDERS HAVE ALREADY been placed with us, and as all requirements will be entered in rotation as received, you had better let us hear from you right away, as it is hardly reasonable for you to expect us to guarantee delivery of any goods other than those ordered from the packers.

Assortment

Peas--Haricots--Spinach --Artichokes--
Asparagus-- Carrots-- Celery-- Brussels
Sprouts--Flageolets--Macedoine.

Soups

Julienne -- Chervil -- Tomatoes -- Prin-
tanriere--Peas.

Laporte, Martin Et Cie., Limitée

568 ST. PAUL ST. MONTREAL

TELEPHONE MAIN 3766

Here's
a
Pointer
for
You

THE CANADIAN GROCER

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Quality and Advertising Make **OXO CUBES** Quick, Easy, Steady Sellers

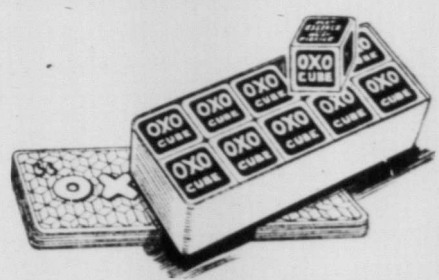
OXO Cubes easily lead all other Beef Extracts in quality, convenience and economy. They are the concentrated goodness of prime beef. One Cube makes a cup of delicious hot OXO, without any bother in ladling or measuring it out. OXO Cubes add richness and flavor to meat pies, hashes, croquettes, stews and gravies. OXO Cubes are invaluable in the sick room.

We are telling your customers these facts about OXO Cubes in the leading Canadian Newspapers and Magazines. They are reading OXO advertisements and buying more and more of the Cubes. You get the benefit in easier sales and more of them.



Corneille David & Co.

Toronto Montreal Winnipeg
Ottawa London, Ont. St. John, N.B.



NOTICE TO THE TRADE

regarding

COX'S GELATINE

OWING to the rapid and continuous increase in the population of Canada, the Proprietors of COX'S GELATINE find it desirable to broaden their selling arrangements. The trade are asked to note that from March 31, 1912, their Representatives in Canada will be as indicated below.

The Proprietors desire to take this opportunity of thanking those who have so ably represented them in the past.

SOLE AGENTS IN CANADA

EAST

Arthur P. Tippet & Co.
MONTREAL

MIDDLE WEST

Tees & Persse
WINNIPEG

WEST

Martin & Robertson
VANCOUVER

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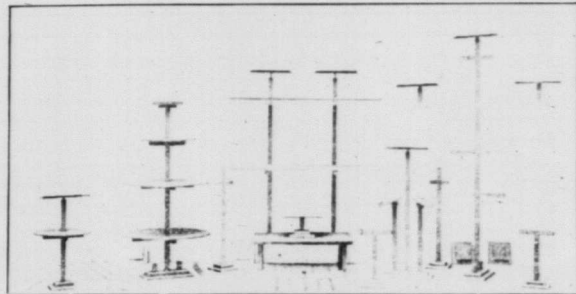
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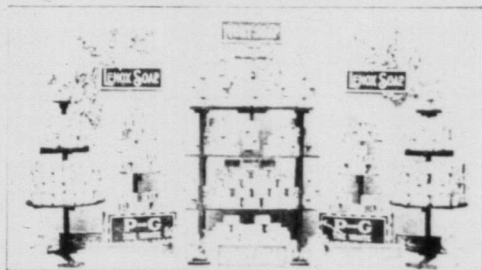
YOU CAN BUY A SMALL SET OF



Copyright, 1911. Patented, 1911.

THE FULL SET

(Patented 1911, in United States and Foreign Countries.)
The above illustration shows entire set of No. 11 GROCERY YOUNITS, comprising 125 YOUNITS to the set. There are 17 display slabs made of well-seasoned oak lumber. 10 of the slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining 108 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS, and EXTENSION YOUNITS, in assorted lengths and sizes which will enable you to make HUNDREDS and HUNDREDS of Window Trims and as many odd and standard fixtures. **You Never Need a Tool.**



Copyright, 1911. Patented, 1911.

This 10-ft. Window Trim was made with set No. 11, and took only 53 YOUNITS of the 125 in the set, leaving 72 YOUNITS for making other trims and individual fixtures.

MILLER BROS., General Merchants

STONY PLAIN, ALTA., Canada.
Stony Plain, Alta., Sept. 10, 1911.
The Oscar Onken Co., Cincinnati, O.
Gentlemen,

Please send us another set of the No. 4 Onken Wood Window Fixture Younits. We have more windows to trim and therefore can use another set.

Since using the first set you shipped us for about two weeks, we have concluded not to use any other make of fixtures, as we feel there are none like yours.

They are easy to set up and can be used for the different kinds of merchandise we handle.

We would not be without the two sets for anything.

Yours very truly, MILLER BROS.

My Two Sets

Set No. 11, 125 YOUNITS. For two large grocery windows and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **\$36.00**

Set No. 11 1/2, 65 YOUNITS. For one large grocery window and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods. **\$21.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border. Shipments made at once for Easter.



For the accommodation of Grocery Store Merchants who have limited window space, I am making a small set of my YOUNIT Window Fixtures to meet their wants.

This small set will do the same service as the large set, only, of course, on a smaller scale.

No matter what size windows you have, my YOUNIT Window Fixtures will enable you to build most beautiful window displays in a few minutes. Window displays that will attract into your store additional trade.

My Window Fixtures simplify window trimming by economizing your time.

With my set of Window Fixtures, you have at your command unlimited possibilities for HUNDREDS AND HUNDREDS of original and effective trade-pulling window treatments that are positively impossible with hundreds of dollars' worth of metal or any other wood fixtures.

Each set is put up in a Hardwood Hinged-lid Storage Chest (oiled finish).

They are made in one stock finish, weathered oak and in a soft mellow waxed blend.

A book of window trim designs sent with each set sold, showing what can be done with ONKEN YOUNITS. Every set guaranteed to give satisfaction. Shipments made at once for Easter.

THE OSCAR ONKEN CO.

Established 32 Years

No. 788 Fourth Ave.,
Cincinnati,
Ohio,
U.S.A.

Order Through Your **JOBBER** or **DIRECT**

The Oscar Onken Co., 788 4th Ave., Cincinnati, O.
Send me your Window Fixture Booklet

Firm City Business

Glad To Have My Old Five Roses Back



ACSHAPING

Englehart,
New Ont.

“Have used FIVE ROSES flour for some time. Have tried others, and always go back to the FIVE ROSES, as I have more bread with same amount of flour.”

Mrs. Chas. H. McN—

Newton,
N.B.

“We have used FIVE ROSES for a number of years with very few exceptions, but always glad to come back to FIVE ROSES again.”

Mrs. J. N. M—

Edmonton,
Alta.

“I have been using your FIVE ROSES flour for 5 years and over, and I do not think any other flour is near so good. A friend told me to try..... I did so, but to tell you the truth I was very glad when it was all gone. I did not like the bread and pastry it made one bit, and I was glad to have my old FIVE ROSES flour back.”

Mrs. Thos. McL—

Genoa,
Que.

“I use FIVE ROSES flour and must say it never disappoints me. I have tried quite a few brands of flour, but find there are none that can come up to FIVE ROSES either for bread or pastry.”

Mrs. Andrew B—

Englehart,
New Ont.

“I never use any other flour but FIVE ROSES. I've proved it to be the best for cooking. I've tried other kinds, but I've gone back to FIVE ROSES.”

Mrs. Dick, Box. 433

Unsolicited letters, Brother Grocer. What's the use of struggling against the tide? You can't win out against FIVE ROSES. Because the FIVE ROSES customer is a permanent asset.

When she tries another brand it only confirms her in the use of FIVE ROSES. Make your customers come back—sell FIVE ROSES. To-day ask your jobber—or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

“The House of Character”

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached



Not Blended