

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

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Winnipeg: 511 Union Bank Building  
New York: Rooms 1109-1111, 160 Broadway.

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NO. 17.

A  
WORLD-WIDE  
WINNER



KEEN'S  
OXFORD  
BLUE

"Keen's" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks

For Sale by all the Canadian Jobbing Trade.

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

BENSON'S  
"Prepared" Corn  
STARCH

and

EDWARDSBURG  
"Silver Gloss"  
STARCH

THE LEADING LAUNDRY and COOKING STARCHES in Canada.  
Pure and easy to handle. Always in demand.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works: Cardinal, Ont.

164 St. James St., Montreal

# UPTON'S

## Pure

# Jams and Marmalades

In Bulletin No. 194, issued by the Canadian Government, the chief analyst declares Upton's Pure Jams and Marmalades absolutely pure. In addition to this we give you our guarantee that these preserves are put up in season from clean, sound fruit and granulated sugar, and are the finest preserves that can be produced.



Look at these prices and place your order at once, if you want high-grade preserves:

### UPTON'S PURE JAMS AND MARMALADES

GUARANTEED FINEST QUALITY

	16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.		16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.
Raspberry Jam . . . .	\$1.90 per doz.	50c. per pail.	Peach Jam . . . . .	\$1.70 per doz.	45c. per pail.
Strawberry Jam . . . .	1.90 "	50c. "	Plum Jam . . . . .	1.60 "	40c. "
Black Currant Jam. . .	1.90 "	50c. "	Assorted Jam . . . . .	1.75 "	48c. "
Red Currant Jam . . .	1.70 "	45c. "	Grape-fruit Mar'lade	1.60 "	40c. "
Gooseberry Jam . . . .	1.70 "	45c. "	Orange Marmalade . .	1.45 "	37½c. "

*Freight prepaid on five cases or more shipped direct from factory to Windsor, Owen Sound, Collingwood, Gravenhurst, Ottawa, Montreal, and to all intervening points in Ontario. To all other points a freight allowance of 25c. per owt. will be made.*

TERMS: Net, No Discount

**The T. UPTON CO., Limited,**  
**HAMILTON, : CANADA**

A remedy for—

The high cost of living

GRIFFIN'S

"SEEDLESS"

RAISINS

Seedless

Not  
Seeded

Seedless

Not  
Seeded

Fruit and nuts furnish lots of nourishment.  
The best fruit for general use is the raisin.  
The best Raisin you can get is

GRIFFIN'S SEEDLESS

A distinctive variety of the finest quality and flavor—grown only in California and packed by Griffin & Skelley.

No effort is wasted in pushing the sale of a good article, it's like a permanent investment and both grateful and comforting to both seller and buyer.

Be right up to date and sell

GRIFFIN'S SEEDLESS

For sale by all the best dealers.



Montreal Office

# Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p><b>R. B. Colwell</b> BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS <b>E. D. Smith Lowneys Toblers</b></p>	<p><b>Live Representation !</b> Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers, <b>E. H. BOWEN, SHERBROOKE, QUE.</b> Manufacturers' Agent and Broker.</p>	<p><b>W. G. PATRICK &amp; CO.</b> Manufacturers' Agents and Importers <b>77 York Street, Toronto</b></p>
<p><b>J. W. GORHAM &amp; CO.</b> JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p><b>E. T. BUSINESS.</b> You, Mr. Manufacturer, can do a good deal larger business in the Eastern Townships, if your lines are pushed by a live representative right on the ground. You want someone who thoroughly knows the field and to whom grocery business is not a Chinese puzzle. 15 Years on the Ground <b>S. ROBITAILLE &amp; CO., Sherbrooke</b></p>	<p><b>MacLaren Imperial Cheese Co.</b> Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers <b>TORONTO, Ont. DETROIT, Mich.</b></p>
<p><b>FOR SALE</b> Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. <b>J. T. ADAMSON &amp; CO.</b> Customs Brokers and Warehousemen  27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p><b>W. S. CLAWSON &amp; CO.</b> Manufacturers' Agents and Grocery Brokers. Warehousemen <b>ST. JOHN, - - - N.B.</b> Open for a few more first-class lines.</p>	<p><b>ON SPOT</b> Spanish and French Shelled Peanuts. Two and three Crown Shelled Almonds. Whole, Halves and Broken Shelled Walnuts. Shelled Filberts. Quotations gladly furnished. <b>Lind Brokerage Company</b> 73 Front St. E., Toronto</p>
<p><b>ROBERT ALLAN &amp; CO.</b> MONTREAL General Commission Merchants Representing Morris Packing Co. Pork and Lard—Finest Quality</p>	<p>If you are looking for some nice large or twin cheese, write us at once. <b>W. H. Millman &amp; Sons</b> Wholesale Grocery Brokers TORONTO</p>	<p><b>MANUFACTURERS:</b>—Kindly open that other eye and take notice if your Toronto Representative is ener- getic and pushing your goods to the front; if not, communicate with the new firm, who have excel- lent selling facilities. <b>THE HARRY HORNE CO.</b> Wholesale Grocery Brokers and Manufacturers' Agents. 389-311 King St. West, - - Toronto</p>
<p><b>WAREHOUSE ACCOMMODATION</b> IN OTTAWA Largest warehouse in Ottawa Valley, Fireproof; low insurance rates; direct connection all railways. Convenient to navigation. Centrally located. Write for rates. Special rates for large quantities <b>Dominion Warehousing Co., Ltd.</b> 52 Nicholas Street, Ottawa J. R. Routh, Manager.</p>	<p>NEWFOUNDLAND <b>T. A. MACNAB &amp; CO.</b> ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p><b>WATSON &amp; TRUESDALE</b> (Successors to Stuart, Watson &amp; Co.) Wholesale Commission Brokers and Manufacturers' Agents. <b>WINNIPEG, - MAN.</b> Domestic and Foreign Agencies Solicited.</p>
<p><b>CLARE, LITTLE &amp; CO.,</b> WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manufac- turers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Busi- ness solicited. Our position is your opportunity. <b>SASKATOON,</b> Western Canada</p>	<p><b>G. C. WARREN</b> Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited.</p>	<p><b>Prout, Simpson &amp; Co.</b> Wholesale Produce Merchants We are open to act as Selling Agents and Distributors for few suitable lines. GROCERS BUTCHERS BAKERS Canvassed Twice Weekly. Splendid Trackage Warehouse. Low In- surance Rates. <b>WINNIPEG - MAN.</b></p>
<p>If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is <b>The Irish Grocer, Drug, Provi- sion and General Trades' Journal.</b> 10, Garfield Chambers, Belfast, Ireland</p>	<p><b>W. G. A. LAMBE &amp; CO.</b> TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>This Space Costs 77 Cents For One insertion.</p>

# Cigars well displayed sell themselves

Which means just so much additional profit on a small investment.

This applies particularly to

You'll be interested in

**MARY ANN, 10c.**

Put up

In glass

**UNO,**

**5c.**

**HUMIDORS**



**CIGARS**

the best 5c. straight on the market.

Send us your orders NOW and be the first in your locality to be selling the new line in HUMIDORS.

# EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

**1**  
*Every Packet  
Sells  
Another*

## Four Telling Reasons!

### Blue Ribbon Tea a Leader for Many Years

**2**  
*Exceptional  
Quality*

A tea that stands up against competition during many successive years with ever increasing sales must have great merit.

That's how this well-known brand wears the "Blue Ribbon" honourably.

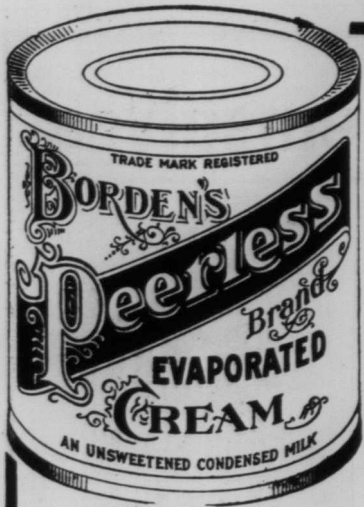
In addition to quality—compare prices, and you will find other good reasons for handling "BLUE RIBBON TEA."

**3**  
*Dependable  
in  
Flavour*

### The Blue Ribbon Tea Co., Ltd.

Montreal, Canada

**4**  
*And Good  
Profits*



UNSWEETENED

# Borden's Brands Do Build Trade—

Merchants who follow the policy of reserving the choice locations on shelves and counters, and in their windows, for such standard goods as Borden's are those who win and hold the largest measure of public confidence.

Always keep Borden's Brands to the front.

## Borden's Condensed Milk Co.

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

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



# ~ PERRIN'S ~

Our latest delicacy

ORANGE



NECTAR

# BISCUITS

LONDON

Ask traveler for sample

CANADA

☞ The present is said to be an age of specialization.

☞ This idea has been applied to the making of "Aylmer" Jams and Marmalades.

☞ They are made by experts. They are toothsome and delicious and at once convince your customers that they are made from pure fruits and by cleanly and sanitary methods.

☞ That is why "Aylmer" Jams and Marmalades are so desirable a stock for retail dealers. They please buyers who know "What's what."

☞ If you have stocked these lines in the past you know; if not, you should try their effect on your trade this season.

☞ Our modern facilities and our determination to use only best materials have enabled "Aylmer" goods to capture the better class of trade.

*ORDER FROM YOUR JOBBER.*

**DOMINION CANNERS**

**Limited**

**HAMILTON, - CANADA**



Special reduced price  
for a few days more:

**\$1.35 a dozen**

**Diamond  
Brand**

**Tomato Ketchup**

Pint decanters—2 dozen to case

**Order to-day!**

PACKED BY

**Sugars & Cannery, Ltd.**

**MONTREAL**

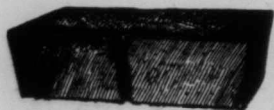
and sold by all leading jobbers

**Twin Block  
Pure Maple Sugar**

as reliable as ever,  
and selling at

**\$3.00 a case**

**How much  
do you  
want?**



Retailers are advised  
to place orders with their  
jobbers at once, as spring  
importations are about to  
be received in Canada, and  
live grocers will want  
prompt deliveries.

PROPRIETORS:

**ROWAT & CO.**  
GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325  
Cristine Building, Montreal, Quebec, Ontario, Manitoba  
and the North-west; F. K. Warren, Halifax, N.S.; F. H.  
Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Van-  
couver, B.C.



THE CANADIAN GROCER.

The Line  
That Satisfies

Is the Line  
Worth Pushing

# CANE'S WASHDAY WOODENWARE

You make no mistake in handling Cane's Woodenware. Cane's Washtubs, Pails, Washboards,

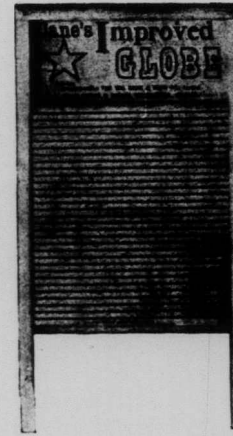


Clothes Pegs, etc., have been the leaders for over 40 years. They're still leading, too!

Every Cane Tub, Pail and Washboard is built to withstand hard wear and tear and to give your customers long-lasting satisfaction.

The Cane line of Washboards includes our ten well-known brands. Every one of them substantially built and nicely finished.

Make sure of quality by asking your wholesaler for Cane's Woodenware.



**The Wm. Cane & Sons Co., Limited, - Newmarket, Ontario**

A  
MONEY  
MAKER  
FOR  
YOU

## PACKARD'S MON-AMI WATER- PROOF BOOT POLISH

IT  
GIVES  
YOU  
104%  
PROFIT

### Mon-Ami

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

List Price, \$9.00 per gross.

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

Terms 5% 30 days.



### Mon-Ami

But three months old ;  
yet  
sold by almost the entire  
grocery trade of Canada.

Are you in line ?

If not—get busy !

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

**EVERY PACKAGE GUARANTEED**

**L. H. Packard & Co., Limited**

**Packard Building, Montreal**

Manufacturers of High Grade Boot and Shoe Polishes  
Also Makers of the Famous Rapid Metal Polishes

# Berkel's Improved Slicing Machine

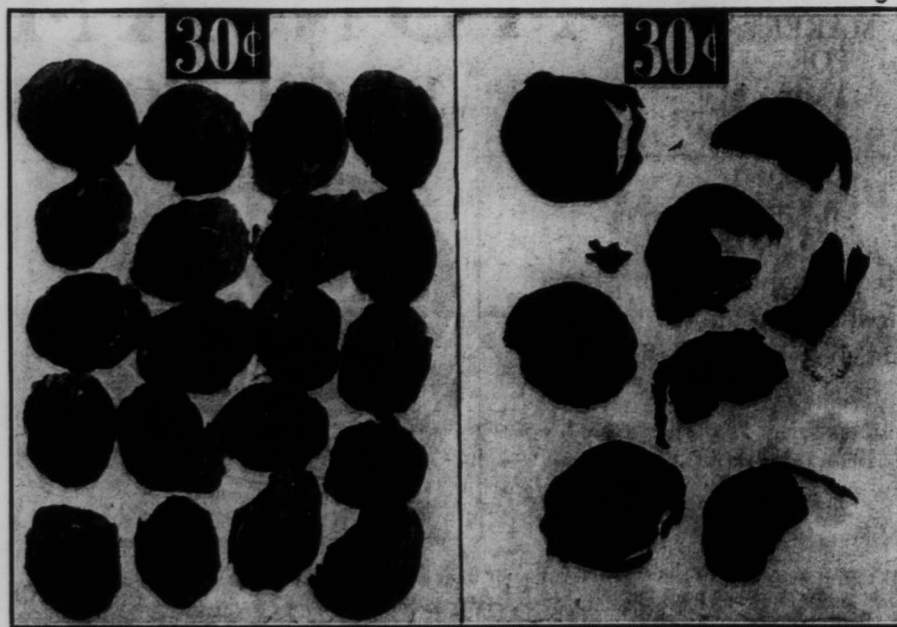


**BERKEL'S** Latest Improvement **Patent Knife Guard** to protect operators from accidents by thoughtlessly getting their hands against the circular knife. The only slicing machine in the world that has this protection.

**BERKEL'S** is the machine with the **Patent Automatic Sharpener**, by means of which the keen cutting edge on the knife is constantly maintained. The only machine with an automatic sharpening device. Simply press the Carborundum wheel shown in the cut above the knife downward and it strikes the knife edge at just the proper angle, a few turns of the wheel and your knife has an edge like a razor.

## Will Slice Boiled Ham and Bacon Down to the Last Ounce

We call attention to the photographic production of two plates of boiled ham, there is just **one pound** of ham on each plate, it was all cut from the same piece, the **eight** slices on the right hand plate were cut with an ordinary knife, while the **twenty** uniform slices on the left hand plate were sliced on a slicing machine. This is an average result. The difference can be more or less marked according to the skill and time given the hand cutting, however the machine **never can vary**, the customer is **always protected** by dealing where there is a **BERKEL'S Improved Slicing Machine**. Dried Beef can be sliced thinner, quicker and better on **BERKEL'S** than any other made. The **BERKEL'S Improved Slicing Machine** is now used by Grocers, Butchers, Department stores, Delicatessens, Hotels, Restaurants, Hospitals, Educational Institutions, Steamship and Railway Companies, Charitable Institutions, Penal Institutions, the Army and Navy, Soldiers' Homes, etc. **BERKEL'S Improved Slicing Machine** can be set to cut **automatically** (14) different thicknesses, from 1-40 of an inch up to  $\frac{3}{4}$  of an inch, "it cuts bread or meat equally well," requires no skill to operate and will slice **perfectly** more meat or bread in **twelve** minutes than the most expert cutter can slice by hand in an hour. While it is a hand machine, for several years many packers, as well as grocers and marketmen who do a large sliced meat business, have been running their **BERKEL'S Improved Slicing Machines** by mechanical power. Enough pieces of bacon can be put on this machine to cut 300 slices a minute. This should be of interest to those who put up bacon in boxes, glass or tin cans.



PLEASE WRITE FOR CATALOGUE

CANADIAN SALES AGENT: **The W. A. FREEMAN CO., Limited, Hamilton, Ont.**

HOW WE HELP YOU TO SELL

# Campbell's SOUPS

Besides the big, strong, convincing advertisements we are constantly publishing in magazines and newspapers carefully selected to penetrate every section, and sure to reach and influence YOUR customers to buy CAMPBELL'S SOUPS, we'll gladly HELP YOU to get the benefit of the demand we are creating. This is one of our plans,—we'll send you an "Address List"—all it with the names of your customers, and return it to us, and we'll mail to each of them a copy of our Menu Book with YOUR name printed on the envelope. The Menu Book is full of suggestions the busy housewife will welcome. It will increase your trade on CAMPBELL'S SOUPS—and they pay a splendid profit. We guarantee CAMPBELL'S SOUPS will please your customers or we'll refund the purchase money. OUR guarantee of satisfaction to your customers amounts to a guarantee of lasting trade for you. We have other plans to draw trade to you, such as free electrotypes to use in your advertising and we'll send you the materials for an attractive window display that will increase and facilitate sales. WE WANT you to sell CAMPBELL'S SOUPS and we'll HELP you.

The Joseph Campbell Company  
Camden, - N.J.

"21 KINDS—LOOK FOR THE RED AND WHITE LABEL"

ROSE & LAFLAMME, LIMITED, 400 ST. PAUL STREET, MONTREAL  
Sales Agency for Provinces of Quebec and Ontario



**Without Expense You Benefit Yourself**  
**Menu Book**

**Address List**

How we help you to sell Campbell's Soups...



**SUNDAY — TWENTY-SECOND MENU**

**MONDAY — TWENTY-THIRD MENU**

**Menu Book**

Additional text about the menu book and address list.

## "Nugget" Furniture Polish

shows you a margin of 50 per cent.

In  
Paste Form  
Sells at 10c



In  
Paste Form  
Sells at 10c

Retails at a popular price, shows a big margin of profit, no loss from breakage. Guaranteed absolutely free from acids and all injurious ingredients.  
**SIMPLE — CLEAN — QUICK — "A CHILD CAN USE IT."**

Write for Samples and Prices.

**The Nugget Polish Co., Limited**

22 Bedford Row, Halifax

67 Adelaide St. East, Toronto



## How a McCray Refrigerator Advertises You

**W**ITH a **McCray Refrigerator** in your store you can *GUARANTEE THE CONDITION* of cheese, butter, berries, delicatessen, etc., because it will *preserve* such perishable articles *perfectly*. It will also *display* them so *attractively* that it will *increase sales*. We have letters from hundreds of grocers to prove these statements. Some of them have doubled sales of delicatessen, etc., by displaying them in **McCray Refrigerators**. Besides this, **McCray Refrigerators** use less ice and give more efficient refrigeration than any other kind. We have a special catalog describing **McCray Grocers' Refrigerators** and explaining *how they refrigerate*, and *why they use less ice*. We call it "Catalog No. 66," ask for it on a postal card—we'll gladly send it **FREE**.

## McCray Refrigerator Company

131 Lake Street, Kendallville, Indiana.

# A 1 SAUCE

This sauce has been delighting the palate for 100 years, and is still giving a zest and relish to the plainest and richest fare.

As a merchant you are interested both in quality and profit. You'll find both satisfactory.

A1 Sauce will repay you well for any trouble you may go to in giving it prominent display and asking your customers to try it. Sample it yourself, though, first.

GENERAL AGENTS:

THOS. O. BAXTER, 27 Front St. E., Toronto      H. HUBBARD, 27 Common St., Montreal  
R. T. TINN, 337 Hastings St. W., Vancouver

We also make a full line of Meat Extracts, Essences, Soups and Potted Meats

**BRAND & CO., Limited,** Purveyors to **H.M. the King** London, England



# FLAVORS

**FLAVORS** for material that will not permit of added moisture—such as Jelly Powders.

**FLAVORS** that mix clear with preparations containing little or no alcohol.

**FLAVORS** highly concentrated, that will mix clear with any oil.

**FLAVORS** concentrated, that can be added to water without causing turbidity.

**FLORAL** and other aromatic waters, so highly concentrated that they can be advanced to the extract class by addition of alcohol.

**FLAVORS** for all purposes and which can be satisfactorily used under any and every conceivable condition.

**STUART BROTHERS**

**Niagara Falls, - - - Canada**

## E. & T. PINK

London                  England

STAND FIRST FOR PURE FOOD PRODUCTS

Jams

Marmalade

Candied Peel

Confectionery

Pickles

Pepper

Spices

FOR PRICE LISTS APPLY TO THE FOLLOWING AGENTS:

**EDGAR J. FRANKLIN** care Montreal Star **MONTREAL**

**FRED COWARD**  
1 Grandview Ave.  
TORONTO

**HERBERT J. CAVE**  
1220 Alberni St.  
VANCOUVER, B.C.

**J. W. SNOWDON**  
413 St Paul St.  
MONTREAL

**JAS. H. MYLES**  
P. O. Box 262, St. John  
NEW BRUNSWICK

# COOK'S FRIEND BAKING POWDER

For fifty years the recognized standard of Baking Powders in Canada. Conforms to Pure Food Laws the world over, because it is made from Pure Grape Cream of Tartar and contains no alum or other dangerous or questionable acids. The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality, and is equal to imported powders at double the price. Made in Canada, and Not by a Foreign Trust.

No Alum  
No Premiums

Always Uniform  
All Quality

W. D. McLaren, Limited  
Montreal

## WANTED THE YEAR ROUND

### PATERSON'S CAMP COFFEE

Owing to particularly strong demand there will be during the outdoor season, we would suggest to retail grocers the advisability of early placing their orders with wholesalers---to ensure prompt delivery.

We would appreciate wholesale houses---those who have not yet ordered---letting us know their requirements as quickly as possible.

### ROSE & LAFLAMME, LIMITED.

AGENTS  
MONTREAL and TORONTO.

Wanted in Summer for the Home—because it's convenient also for  
Fishing, Sailing, Shooting, Camping.

KEEP YOUR STOCK UP.

Beans that are put up  
in scientific fashion  
by people who know  
are bound to be of  
superior quality.

That's why **Balaklava**  
**Brand Baked Beans**  
always please—even  
most exacting customers.

Are you featuring  
this line at present?



**The Eastern Canning Co.**

PORT CANADA, : N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.; Martin & Robertson, Vancouver, B.C.

NO SPRINGS



After 9 Years' Test and Its  
Adoption by the World's  
Greatest Merchants

**The Toledo Scale**

Is Now the Recognized Standard.

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

105 Styles and Sizes  
for all kinds of Stores  
PRICES \$40 UP.

70,000 Now in Use

The Great Fair Store, Chicago, uses 100  
Toledo Scales, and say:

"The 100 Scales you sold us  
are very satisfactory. They are  
certainly money-savers on over-  
weight."

"We satisfied ourselves the  
Toledo Scale was superior to all  
others."

E. J. Lehmann, Vice-Pres.

Scales of all makes taken in exchange  
rebuilt and for sale cheap  
Send for Catalogue, Free

**Toledo Computing  
Scale Co.**

Makers of Honest Scales  
TOLEDO OHIO

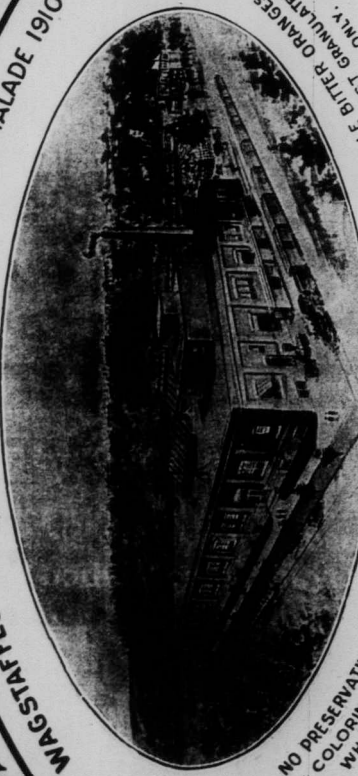
OFFICES:  
Toronto, 335 Yonge St.  
Winnipeg, Edmonton, Calgary



NO SPRINGS

**WAGSTAFFE LIMITED, HAMILTON**

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



WAGSTAFFE'S FINE OLD ENGLISH NEW SEASON MARMALADE 1910  
NO PRESERVATIVES OR  
COLORING USED  
WHATEVER

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

STILL BITTER ORANGES  
AND BEST GRANULATED  
SUGAR ONLY.

## Meadow Cream Sodas

Why are they in such demand all over the Dominion? Because they are made from the choicest Winter Wheat Flour by highly skilled bakers. From the trough to the shipping room the best and most scientific methods are used.

You should stock Meadow Cream Sodas. Their goodness and flavor will please your customers, and you'll find the profit satisfactory.

**The W. J. CROTHERS CO.,** : **Kingston, Ont.**

## PURE TOMATO CATSUP

You can work up a steady and profitable demand for this line if you handle an extra good quality. We are making a pure Tomato Catsup packed in

### **Bottles, Jugs and Kegs**

that has proved an exceptionally good seller. It would certainly pay you to get our quotations, as we are offering splendid value. Write us about it. Write us today.

**TAYLOR & PRINGLE  
CO., LIMITED**  
OWEN SOUND - ONTARIO

# Redpath

Extra Granulated and other grades of Refined Sugar represent perfection in Sugar refining and are the result of experience and modern machinery.

Manufactured by

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



## HAVE A CARE

that your stocks of a staple article like marmalade are right. Be on the safe side by handling

### **Shirriff's Imperial Scotch Orange Marmalade**

It is made solely of luscious Seville Oranges and highest grade sugar, and in flavor is unapproachable. *See to your stocks.*

*Order from Your Jobber or Direct*

**Imperial Extract Co., 8, 10, 12 Matilda St., Toronto**



# CHAMPION'S

## MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.  
Green & Co., 25 Front Street East, Toronto.

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg  
R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.  
J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

### Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS  
TONKA BEANS  
GUM TRAGACANTH  
GUM ARABIC

Winnipeg Representative,

**W. H. Escott**

Wholesale Grocery Broker  
141 Bannatyne Ave., East

### HOUSE CLEANING

becomes a pleasure instead of being a monotonous drudgery when the housewife has the helping hand of

## ASEPTO SOAP POWDER

(The enemy of dirt)

The housewife will be indeed friendly disposed toward your store if you can only get her to use ASEPTO—the housewife's friend.

STOCK UP AT ONCE—  
There's Money in It For You

Agents: Rose & Laflamme, Ltd., Montreal

**ASEPTO MFG. CO.**  
ST. JOHN, N.B.



**Repeat Orders** is the story of all Grocers who handle

### Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

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

**Tartan**  
**BRAND**

**MAPLE SYRUP**

1910 Run, Guaranteed Pure. Straight from the  
Sugar Bush. Nothing Finer

SEE OUR TRAVELLERS OR 'PHONE 596, FREE TO BUYERS

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

*St. Lawrence*

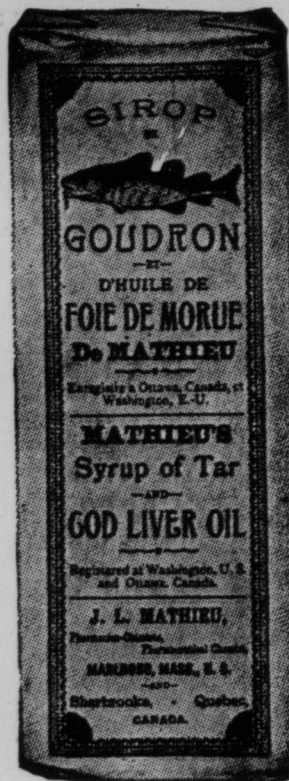
**GRANULATED**

and

**GOLDEN YELLOWS**

Made only from Pure Cane Sugar

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



**MATHIEU'S SYRUP**

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

**MATHIEU'S NERVINE POWDERS**

are needed wherever colds are attended with pains and fever.

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

**J. L. MATHIEU CO., Props.**

**SHERBROOKE, P.Q.**

Distributors for Western Canada:

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

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

**Get a Big Slice of Spice Business**

This you can do by selling **absolutely pure** spices. Ewing's Prince of Wales Brand spices represent highest quality and their purity is undoubted.

Send for Samples and Prices

**S. H. EWING & SONS, Montreal and Toronto**

## EMPRESS BRAND JAMS

20-oz. Glass Jars — 1909 Fruit

The attractive appearance sells them. Their delicious taste brings the customers back for more. **TRY THEM.** That's all we want. We are sure of your future orders once you have had the

## Empress Brand

WRITE US FOR PRICES

**Empress Manufacturing Co.**

Limited

VANCOUVER, B.C.

## The "QUALITY" SARDINE



You can enhance your reputation and add to your profit by handling

## KING OSCAR BRAND SARDINES

the line which is uniformly pure, sweet and well packed.

They are a trade-winning line and never fail to satisfy.

CANADIAN AGENTS

**J. W. Bickle & Greening**

(J. A. Henderson)

Hamilton, - - - Ont.

## We Are Like The Quakers

in the matter of  
"Particularity."

We want our Salmon  
to be

## QUAKER SALMON

in the matter of quality,  
and we see that it is.

You Can Depend Upon It.

**Mathewson's Sons**

Wholesale Grocers

202 McGill Street - - Montreal



## Fortify Your Position

as a grocer by adding to your shelves the world's Best Shoe Polish

# 2 in 1

It produces a brilliant lasting polish and is moreover waterproof.

"2 in 1" is a popular favorite and sells all the time.

See to Your Stocks.

**The F. F. Dalley Co., Limited**

HAMILTON, CANADA, - AND - BUFFALO, N.Y.

THE CANADIAN GROCER

# YOU

have a fine profit-making proposition right within your grasp if you will follow the lead of the wise grocers and feature



## RICHARDS PURE SOAP

HERE'S THE COMPLETE LINE:

Quick Naptha Soap      Snowflake Soap Chips  
Ammonia Powder      100% Pure Lye      Toilet Soaps

Agent for Toronto and Hamilton: Mr. Hutchinson, Omand Mfg. Co., 76 Colborne St., Toronto.

Effective



Economical

The Effective  
Preservation—

—of your  
Perishables

No Grocer or Butcher can afford to do business without a **EUREKA REFRIGERATOR.**

### The Eureka Patented System

is an absolute guarantee against dampness and foul air. Goods will keep fresh in a Eureka longer than in anything else made. This Refrigerator is used by the leading merchants in all parts of the Dominion.

Write for Catalogue

**Eureka Refrigerator Co., Limited**

56 Noble St., (Near Queen St. Subway) Toronto

## Sanitary Cans

For Hand Filled Goods

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

### Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

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

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

Write for Samples

**Sanitary Can Company, Ltd.**

Niagara Falls, . . . Ontario

# JAPAN TEAS

Actual operations in New Crop will commence about May 5th. We shall be constantly in touch by cable with our Mr. Nishimura in Japan.

**S. T. NISHIMURA & COMPANY**

MONTREAL & JAPAN

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in

In many ways H.P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why not sell it?

W. G. Patrick & Co., Toronto and Montreal.  
R. B. Seaton & Co., Halifax, N. S.  
W. H. Escott, Winnipeg, Man.  
The Midland Vinegar Co., Birmingham, Eng.

**H.P. SAUCE**

**BAIRD'S**  
"Second-to-None"

**Pickles**



So called because they are second to none for value.

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

GOOD, SOUND  
VEGETABLES  
and  
PURE VINEGAR

Low Price  
High Quality

**JOHNSTON, BAIRD & CO.**  
GLASGOW, SCOTLAND

**GINGERBREAD**

BRAND

**MOLASSES**

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

**THE BEST THERE IS**

Be convinced now.

**The Dominion Molasses  
Co., Limited**

HALIFAX

NOVA SCOTIA

What's the use of your tongue, Mr. Grocer?

**AURORA**

yourself, and then to tell your customers how good it is! The best that money can buy.

**W. H. GILLARD & CO.**



Why! For just two things,  
First to try it on

**COFFEE**

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

**HAMILTON,**

Branch:  
Sault Ste. Marie

# 75,000 Gallon Pickles in Brine

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

**Kegs—1, 5 and 10 Gallon.**

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

Write for prices before placing orders elsewhere.

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

Bonded Vinegar, Pickle and Spice Manufacturers.

Is there any reason  
why

## Kandy Kid

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

**The More You Eat  
The More You Want**

Made only by

**Clyde Fuller & Bro.**

WINDSOR : : : ONTARIO

## CONNOISSEURS

of sauces and relishes agree that

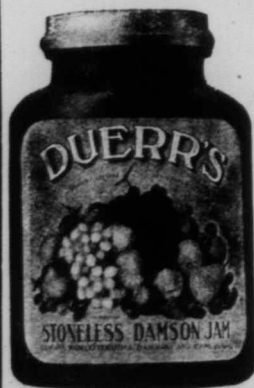
## S. B. SAUCE



is pre-eminent for delicacy and  
piquancy of flavor. For the bet-  
ter-class family trade S.B. Sauce  
can be confidently recommended,  
and it will prove a specially good  
seller now the weather is getting  
warmer.

See to your stocks.

**The T. A. LYTLE CO., Ltd.**  
TORONTO



### BRITAIN'S BEST JAMS. £250 CHALLENGE

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

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

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

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

First British Vacuum Jam Factory.

Duerr & Sons, Old Trafford, Manchester, Eng.

## McLean's

A package of first-class cocoanut—the  
kind the housewife can depend upon—  
is always obtainable under the name  
**McLean**. Such packages the best  
grocers make their leaders.

**THE CANADIAN COCOANUT COMPANY**  
MONTREAL



# CAWTHRA MULOCK & CO.

OWN AND OFFER  
FOR SALE

At Par, \$100 Per Share.

\$2,000,000 of the 7% Cumulative Preferred Stock, with a bonus of 25% Common Stock, of

## Maple Leaf Milling Co., Limited

(Incorporated under the laws of the Province of Ontario) Head Office: Toronto, Can.

CAPITAL STOCK,  
Issued and Fully Paid Up.

Preferred (7 per cent. Cumulative)	\$2,500,000
Common	2,500,000
	<hr/> \$5,000,000

THE COMPANY HAS NO BONDS ISSUED OR AUTHORIZED.

### Guardian Trust Company, Limited

is prepared to receive subscriptions for \$2,000,000 of the above seven per cent. cumulative preferred stock at the price of \$100 for each share, with a bonus of common stock equal in par value to 25 per cent. of the par value of the preferred stock allotted, to be delivered on payment of subscription in full.

The dividends on the preferred stock accrue from April 5th, 1910.

Subscriptions will be payable as follows:—

10 per cent. on application, and  
90 per cent. on Allotment.

or

100 per cent.

In Installments as follows, in which case interest at the rate of 6 per cent. will be charged:

10 per cent. on Application.  
15 per cent. on allotment.  
25 per cent. on 1st June, 1910.  
25 per cent. on 1st July, 1910, and  
25 per cent. on 1st August, 1910.  
100 per cent.

The right is reserved to allot only such subscriptions and for such amounts as may be approved and to close the subscription book without notice.

Application will be made for the listing of the securities of the Company on the Toronto Stock Exchange.

The subscription list was opened at the office of the Guardian Trust Company, Ltd., Toronto, on Monday, April 25th, 1910, and will be closed on or before Monday, the 9th day of May, 1910, at 3 p.m.

**Bankers of Company: Imperial Bank of Canada and Bank of Montreal.**

#### Board of Directors:

D. C. CAMERON, Winnipeg, President.  
President Rat Portage Lumber Company, Limited.  
CAWTHRA MULOCK, Toronto, Vice-President. Director Imperial Bank of Canada, Director Confederation Life Association.  
HEDLEY SHAW, Toronto, Managing Director. Vice-President and Managing Director The Maple Leaf Flour Mills Co., Limited.  
CHARLES W. BAND, Toronto, Vice-President

John I. A. HUNT, London, President Goderich Elevator & Transit Company, Vice President Hunt Bros., Limited, Millers.  
CHARLES WURTELE, Toronto, Vice-President National Iron Works, Limited.  
JOHN CARRICK, Toronto, Secretary The Maple Leaf Flour Mills Company, Limited.  
James Carruthers Company, Limited, Grain Exporters.

#### NEW COMPANY A GOING CONCERN

Maple Leaf Milling Company, Limited, is a new Company which has taken over the whole undertaking as a going concern of the Maple Leaf Flour Mills Company Limited, including therein that of the Hedley Shaw Milling Company Limited. The company has mills at Kenora, Thorold, St. Catharines, Welland, and Port Colborne (the last named in course of construction) in the Province of Ontario and at Brandon in the Province of Manitoba. When the construction at present under way at Port Colborne is completed the company will have a total milling capacity of 12,800 barrels per day.

#### MARKET FOR OUTPUT

The rapid growth of the business of the two companies taken over has long made apparent the necessity of additional milling capacity. Further, the tremendous increase in the total output from the Western Wheat Belt makes it absolutely necessary to have more mills in Canada to handle it. Last year this output amounted to about 125,000,000 bushels, and experienced men estimate that by the end of the year 1920 Canada will be producing fully 500,000,000 bushels annually.

#### Security and Earning Power

The assets of the old Companies taken over as above stand in excess of all liabilities and without any allowance for good-will, trade marks, etc., at \$3,770,524.11, this amount being ascertained on the basis of an appraisal by the Canadian American Appraisal Company, Limited, as of March 17th, 1910, of the capital assets taken over, and the certificate of Messrs. Price, Waterhouse & Company, as of February 28th, 1910, as to current assets and current liabilities, with a liberal allowance for all contingencies. There has also been placed in the Treasury \$1,000,000 of additional cash, which, besides permitting of the completion of a 6,000 barrel mill and a million bushel elevator and storage warehouse at Port Colborne, and of fifteen additional elevators in the West, will provide the new Company with further working capital.

As per certificate of Messrs. Price, Waterhouse & Co., of London, the earnings of the old Company on the present plant amounted from September 25th, 1908, to August 20th, 1909, to \$218,843.38  
And from August 21st, 1909, to February 28th, 1910, to \$166,793.29  
being for the latter period at a rate equal to over 13 per cent. on the preferred stock of the Company.

Prospectuses and forms of application may be obtained at any branch of the Imperial Bank of Canada or The Royal Bank of Canada, from Guardian Trust Company, Limited, Toronto, and from Cawthra Mulock & Company, Toronto.

Applications for shares should be made upon the form accompanying the prospectus and should be sent, together with the remittance due on application, to

Any Branch of The Imperial Bank of Canada,  
or  
The Royal Bank of Canada

Guardian Trust Co., Limited, Toronto,  
or to Cawthra Mulock & Company,  
Members Toronto Stock Exchange  
Royal Bank Building, - - Toronto



**IF BUILDING A NEW STORE**

or re-modeling old store consult us about modern Fixture Equipment

We are specialists in that line and can save you money. We submit plans and estimates free.

Write for Illustrated Catalogue.

**Walker Bin & Store Fixture Co.**  
BERLIN, ONTARIO LIMITED



**DUST IS A GENERAL NUISANCE**

BUT IT CAN BE AVOIDED BY USING

**DUSTBANE**

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

**Dustbane Manufacturing Co.**  
Boston, - Mass.

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

Ask Your Wholesaler for These Goods

**TEA LEAD**

*Best Incorrodible*

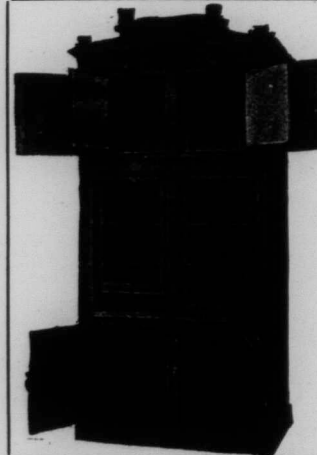
Buy "PRIDE OF THE ISLAND" Brand

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



**ARCTIC Refrigerator**

It does not matter a great deal what kind of a refrigerator you use. For they don't all refrigerate alike.

There are many good reasons why your refrigerator should be an ARCTIC.

These reasons have to do with the profits you make from butter, eggs and other perishables, and the degree with which you are able to satisfy your customers.

Arctic Refrigerators for All Purposes.

**JOHN HILLOCK & CO.**  
Queen and George Sts., TORONTO  
Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg



**The White Mop Wringer**

always proves a splendid seller, because it does all we claim for it.

It never disappoints. Wrings drier and easier than any other device.

Each one sold is YOUR advertisement, creating more sales.

Watch for TRADE MARK below; it stands for excellence.

Write for Details. Made in Canada.

**White Mop Wringer Co.,**  
FULTONVILLE, : N.Y.



Saves time,  
Saves money,  
Saves you bags.

**McGregor's Patent Bag Holder**

Should be in every grocer's store.

**KILGOUR BROS.**  
Wellington St. West TORONTO



**Moving Time!**

When people are moving and spring-housecleaning they use much polish. Royal Metal Polishes can be recommended for a variety of uses. They yield YOU a large profit.

**Royal Polishes Company**  
Montreal

**BLACK JACK**

QUICK, CLEAN, HANDY



TRY IT.

SOLD BY ALL JOBBERS

1/2-lb. tins—3 doz. in case.



THE CANADIAN GROCER.

SELL AND RECOMMEND

# PYRAMID-FLY-CATCHER

Will cause no annoyance and catch more flies than any other device

**A Great Improvement on Flat Fly Paper**  
**Hang it up anywhere** **Never drips**

For Sale by  
**NA-DRU-CO.**

Montreal,	Ottawa
Halifax,	St. John
Toronto,	Hamilton
Winnipeg,	London
Regina,	Vancouver

**Montreal.**  
 Hudon, Hebert & Co., Ltd.  
 L. Chaput Fils & Cie.  
 Caverhill, Learmont & Co.  
 Laporte, Martin & Co.  
 Granger Freres, Ltd.  
 Forbes Bros.  
 S. J. Carter & Co.  
 Hudon & Orsali  
 Larue & Cloutier.  
 Bergeron, Whissell & Co.  
 Birks, Corner & Co.

**Toronto.**  
 T. Kinnear & Co.  
 Warren Bros. & Co.  
 Parsons, Brown & Co.  
 Groceries, Ltd.

**Hamilton.**  
 Lumsden Bros.  
**Quebec.**  
 J. B. Renaud & Co.  
**Sherbrooke, Que.**  
 C. O. Genest & Fils.

**Glace Bay, N.S.**  
 Ropers, Ltd.

**Hull, Que.**  
 P. H. Durocher.

**Ottawa.**  
 H. N. Bate & Sons.  
 J. G. Whyte & Son.  
 Provost & Allard.

**Port Arthur.**  
 Marks-Clavet-Dobie Co., Ltd.

**St. Catharines.**  
 The W. H. Merriman Co.

**Stratford.**  
 Stratford Wholesale Gro. Co.

**Windsor.**  
 J. F. Smythe & Co.

**London.**  
 Ed. Adams & Co.  
 Canada Spice & Gro. Co.  
 M. Masuret & Co.

**Brantford.**  
 Geo. Foster & Sons, Ltd.

**Belleville.**  
 J. E. Walmesley Co., Ltd.

**Chatham.**  
 H. Malcolmson.

**Kingston.**  
 W. G. Craig & Co.

**Yarmouth.**  
 L. G. Gardner & Co.

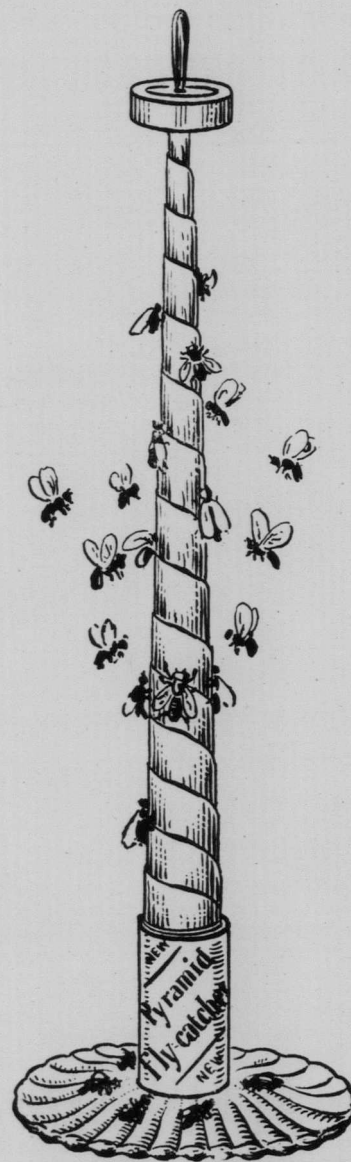
**Sydney.**  
 G. L. Murphy & Co.  
 Cape Breton W. Gro. Co.

**T**HE PYRAMID does not interfere with flat fly paper, because it appeals to the medium and better classes of your trade. They do not like fly paper because of its annoying features. The Pyramid is just what they want.

**Price, \$3.50 per Hundred**

Cases contain 40 Cartons of 50 Pyramids each

**TO DEALERS—If you want to test the most satisfactory Fly Catcher on the market, write for Free Sample and state who is your wholesaler.**

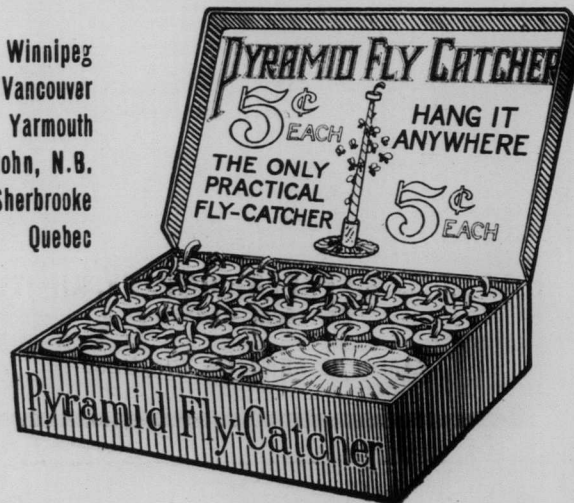


Made in Germany  
 Sold Everywhere

**WM. H. DUNN,** — Importer and —  
 Wholesale Distributor  
**Montreal and Toronto**

**Selling Agents:**

MASON & HICKEY,	-	Winnipeg
STANDARD BROKERAGE CO.,	-	Vancouver
J. LESLIE LOVITT,	-	Yarmouth
G. E. MacMICHAEL,	-	St. John, N.B.
E. H. BOWEN,	-	Sherbrooke
J. B. RENAUD & CO.,	-	Quebec



Place your order now to ensure early delivery.

## ST. CHARLES EVAPORATED CREAM

The  
Purest



and  
Best

Retailers make no mistake in pushing the sale of ST. CHARLES BRAND, as orders always repeat. A quick seller and trade-builder. Every can guaranteed.

Manufactured by



**St. Charles  
Condensing Co.**

"Manufacturers of quality CREAM"

**INGERSOLL, ONTARIO  
CANADA**



## MADE IN CANADA

### "Superfine Linen Record"

There is no feature of advertising that pays so well as a Ledger made from a good paper.

"Superfine Linen Record" is a first-class ledger paper

Made by

**THE ROLLAND PAPER COMPANY, LIMITED  
MONTREAL, CANADA**

SAMPLES SENT ON REQUEST

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

## WINDSOR BUTTER SALT

Practically every pound of prize-winning butter at the Dairy Exhibitions is made with "Windsor" Salt.

No other salt is good enough. No other salt sells.

## The Canadian Salt Co.

Limited

WINDSOR

ONTARIO

BRANDS

## "BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

### St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

## J. MALCOLM & SON

ST. GEORGE,  
ONT.



## "Epicure" Brand Lobsters

please particular customers because of that peculiar delicate flavor found in every tin. For this reason alone you can profitably feature "Epicure" brand.

Order early to ensure delivery;  
pack likely to be short.

**C. H. Mitton, - Sole Packer, - Port Elgin, N.B.**

Agents: Toronto, MacLaren Imperial Cheese Co.; Winnipeg, G. B. Thompson; Calgary, E. D. Stone; Vancouver, Geo. A. Stone.

## THE COMMERCIAL

That's the Name!  
Don't Forget it!

THE ONE WRIT-  
ING ACCOUNT  
REGISTER  
SYSTEM -

that cuts  
out Book-  
keeping,  
makes your col-  
lections; pleases

your customers and increases your trade. Thou-  
sands in use on the American Continent. Send  
postal for catalogue and testimonials of Canadian  
merchants that YOU KNOW.



**COMMERCIAL REGISTER CO.**

178-180 Victoria Street - - Toronto, Ont.

Say, Brother Grocer, are you carrying

## SNAP?

We claim that SNAP is absolutely with-  
out a rival for chasing grease, paint,  
dirt and tar from soiled hands.



**SNAP SELLS AT SIGHT**

and leaves you a good margin of profit.

*Order from your jobber*

**Snap Co., Limited**

MONTREAL, : : CANADA

# DOME LEAD

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

## James Dome Black Lead

Pays both Jobber and Retailer a Good Profit.



# BOWSER

Self-Measuring

OIL TANKS afford a

## CONVENIENCE

that alone is reason enough for installing the system.

**"The convenience is mutual**

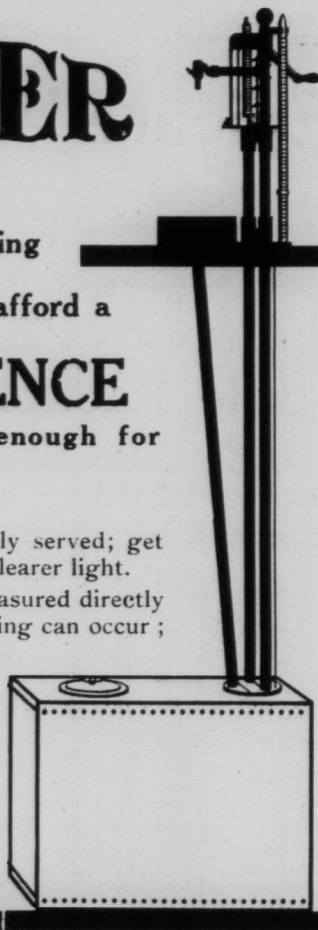
My customers are better and more quickly served; get clean oil of better quality that give a firmer, clearer light.

The barrels are easily emptied; the oil is measured directly into the consumer's can; no slopping nor spilling can occur; the odor of oil is not found in the store.

Modern CONVENIENCES mean time and money. They draw and hold trade."

Catalog 5-K contains full information regarding Bowser Outfits.

**S. F. Bowser & Co., Ltd.**  
66-68 Fraser Ave., Toronto, Can.



DOWNEY'S

## White Dove Brands

would not be famous if they were not absolutely the best made.

**W. P. DOWNEY**  
Maker  
MONTREAL



# OK

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents  
BE WARY OF IMITATIONS

# SAUCE

George Mason & Co., Limited

Sole Manufacturers LONDON, ENG.

Sole Canadian Agents

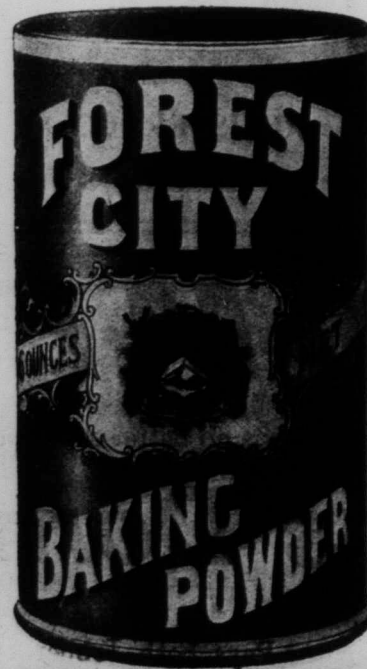
**S. T. NISHIMURA & CO.**  
MONTREAL

SUB-AGENTS:-

Toronto, Ont. - Geo. Stanway & Co.  
Hamilton, Ont. - James Somerville  
Ottawa, Ont. - H. D. Marceau  
London, Ont. - Wm. G. Coles & Co.  
Quebec, Que. - The F. Abel Co.  
Kingston, Ont. - James Craig

## FOREST CITY BAKING POWDER

THE STANDARD FOR 25 YEARS



6 oz. tins, 75c. doz.  
12 oz. " \$1.25 "  
16 oz. " \$1.50 "

Manufactured By

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

No matter what section of the country you live in you will find some PROGRESSIVE MERCHANT using a

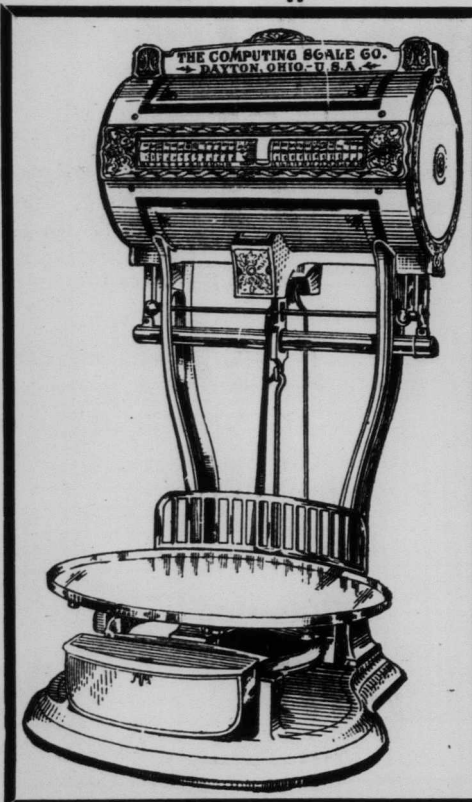
## Dayton Computing Scale

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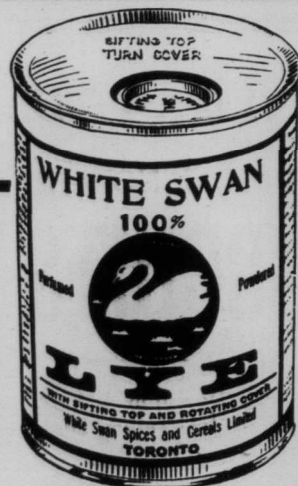
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THE QUESTION OF QUALITY BEING SETTLED, WHAT ELSE INTERESTS YOU?

**A MUCH LARGER PROFIT** THAN YOU HAVE BEEN RECEIVING ON SIMILAR GOODS.

**A TIN CONTAINING** ABOUT A QUARTER POUND MORE LYE THAN IS USUALLY GIVEN.

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Sold by leading hardware dealers, or write to us.

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Forward order to your wholesaler without delay.

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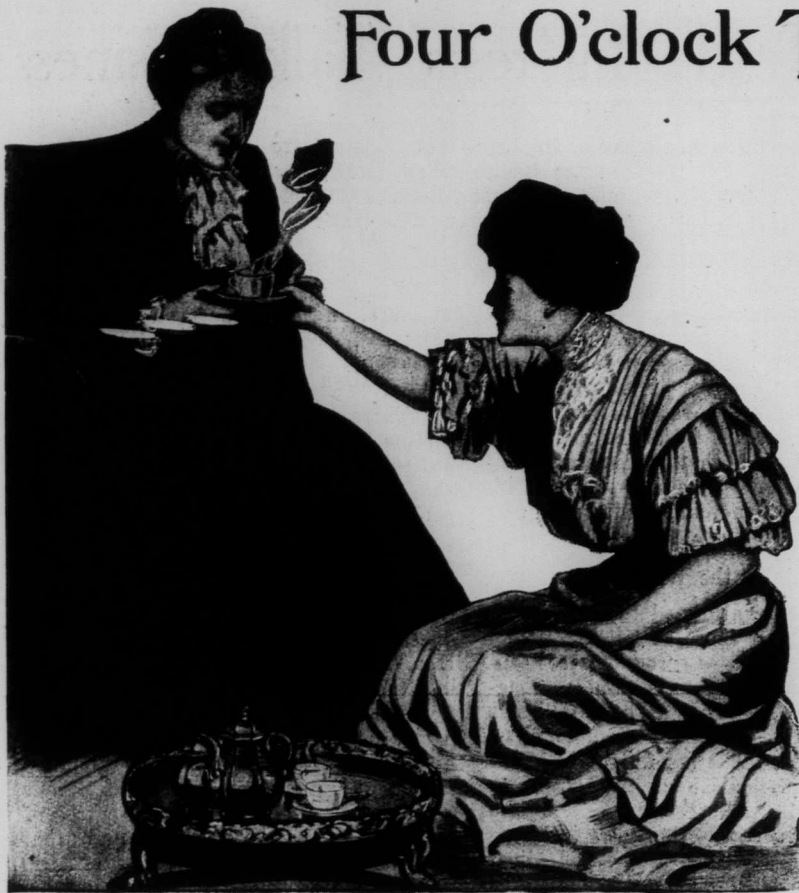
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About four o'clock, when the physical forces are at an ebb, tired people pay tribute to the refreshing qualities of "Salada" Ceylon Tea. This hour is the English "tea time" when everybody stops work or play to take a cup of tea.

Four o'clock tea in England is not a national fad. It is a time-proven method of recuperation. Tea properly brewed and of the right quality takes away fatigue. It invigorates as does no other beverage.

"Salada" Tea is most refreshing and delicious. The odorous buds and tender leaves of this hill-grown tea from the Island of Ceylon, with all their flavor and fragrance, are carried straight from plantation to purchasers in airtight lead packages.



Ask your grocer for "Salada" Tea or send for a free trial package. We mail it without charge. Say whether you use Black, Mixed or Green Tea and the price you pay per pound.

The "SALADA" TEA CO.  
Yonge Street, Toronto

THIS IS ONE ADVERTISEMENT FROM A SERIES RUNNING IN THE ILLUSTRATED WEEKLY PAPERS THROUGHOUT CANADA. WE ARE TALKING TO YOUR CUSTOMERS THIS WAY EVERY WEEK.

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# The Three Great Trade Interests Talk Business

**Most Unique Grocery Trade Convention in Canadian History—Wholesalers Introduce New Methods for Maintaining Prices—Contract Selling Plan and Secret Commissions Act Provoke Much Discussion—Relations Among Retailers, Wholesalers and Manufacturers—Some Interesting Repartee Between Wholesaler and Manufacturer.**

Toronto, April 28.—By virtue of the fact that manufacturers and retailers were present, the convention of the Ontario Wholesale Grocers' Exchange, which opened on Monday morning at the King Edward Hotel, was unique in the history of the trade in Canada.

In practically all the questions discussed the conditions existing in the retail trade were referred to as well as those in the wholesale and manufacturing departments. Free discussion was invited, the convention partaking solely of an educational character. The big questions on the slate were existing conditions in the trade, the wholesaler's relation to the manufacturer, declarations and the Contract Selling Plan, the Secret Commission Act, discrimination of manufacturers in favor of certain retailers, quantity price, relations between the retailers, wholesalers and manufacturers, etc.

Out of 52 Ontario wholesalers invited there were some 45 accepted and out of 71 invitations sent to manufacturers there were more than 60 acceptances. President W. G. Craig, Kingston, occupied the chair.

Thos. Kinnear, Toronto, welcomed the guests to Toronto.

This was the age of conventions and conferences, said Mr. Kinnear. Fifty years ago men went on from year to year doing business in their leisurely way without much thought or care about what their neighbors were doing. Today, owing to the pressure of competition, it was found necessary to meet and discuss the best methods of doing business.

"Everyone will, I think, recognize the legitimacy, as well as the necessity of such conferences, and the advantage to all who are engaged in the trade, whether wholesale or retail, because the better and more modern methods the better for all concerned.

"These meetings have not been held for two years, owing to the unfortunate litigation into which we were forced and the delay in getting judgment. That judgment was entirely in favor of the Wholesale Grocers' Exchange, and stated in plainest terms that we had done nothing contrary to law. I would like to say here, that it seems unjust that one or two men should be able to bring about such a litigation and force into heavy costs men who are carrying on business in a legitimate way. I need not say anything about the merits of our case beyond this, that so far from 'unduly restricting and hurting trade,' what

we aim at in the Exchange is to act only in the best interests of the wholesale merchants and of the retail as well. So long as the wholesaler is a necessity as a distributing agent—and he is a necessity—so long will it be to the advantage of the retail trade that he remains strictly a wholesaler. I believe that the intelligent retail merchant will recognize this, too."

## Profits of the Wholesaler.

Mr. Kinnear intimated that wholesalers were not an army of autocrats, and said that so far as profits were concerned, there was no class of men engaged in the pursuit of commerce that has a more meagre return for the amount of capital invested, the amount of risk undertaken, and the amount of energy expended; and that were it not for the strictest attention to business and the employment of the most economical methods, the wholesale grocery business at the present time would not be worth while.

F. T. Smye, Hamilton, read letters and telegrams of acceptance of invitations and regrets at not being able to attend, from all over Canada, and from New York. Practically all of these were in sympathy with the idea of carrying on an educational campaign in trade matters.

President Craig, in addressing the convention, called attention to the important matters to be discussed and reviewed the situation as it existed during the last two years, when the Grocers' Exchange was 'under a cloud' on account of the suit brought against it in 1906. The judgment of Justice Falconbridge given out in March last had 'lifted the cloud'—the defendants were found not guilty as charged. Had the verdict been adverse the situation would have been deplorable.

In view of the favorable settlement he predicted a new era for the trade with progress and profitable advancement. As observed from the programme, the convention was arranged on a broad basis, so as to admit of every feature and branch of the grocery trade being considered.

He referred to the recent new tariff agreement with the United States, and to the reduction in duty, which, though small, would result, in his opinion, in favor of the consumer in Canada. But it averted a probable tariff war, which would have been demoralizing. Then there was the prospect of a reciprocity

measure, an agitation for which already existed in the northern States.

## High Customs and Trusts.

"There seems to be the growing conviction," he said, "that high customs duties encourage trusts and mergers, and this lends strength to the reciprocity propaganda."

The speaker dealt at length with the new Combines Bill, illustrating one of its purposes by pointing to the Grocers' Guild litigation. This bill was introduced into the House of Commons by Hon. Mackenzie King. The cost of living, the influx of people from the country to the cities, and the productive capacity of the country were also touched upon. He had prepared a tabulated statement comparing prices of staple groceries of 45 years ago with those of the present day and this showed that present prices were lower.

Referring to the cutting of prices, he deplored the practice of some travelers in this respect. It should be stamped out, he maintained, by the firms who are members of the Exchange. The buyer, however, too, was often to blame for misrepresenting prices quoted them by other travelers and houses.

## Enjoyment Without Paying.

"The Conditions of Trade and the Educational Advantages of Trade Meetings," was the subject introduced by F. T. Smye.

## MR. SMYE'S ADDRESS.

While appreciating to the limit the honor of being permitted to address this convention, I feel that a subject of such vast importance at this particular time cannot be much more than introduced by any one member of the trade, and hope that the subjects and conditions brought out in this paper will be fully discussed by all the trade, and that some good will result.

We have just emerged from a period of doubts and uncertainties, and are now entering upon a dawn of a new era. The trade has been in such disorder, and so much out of sympathy with each other that the wonder is that conditions are not much worse than they are, but we are thankful that our course is now clear to start over again and build our houses on the solid rocks by honest and profitable co-operation—by eliminating all personal animosity and grievances—and by banding together with a determination to raise, by educational and social methods, the moral tone of the great



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**and Trusts.**

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THE CANADIAN GROCER.

grocery business, and in righting the il- legal practices and long-standing abuses, under which we have suffered so long and so patiently.

We can correct all these evils if we stand together, and they never would have existed had we been united, as the manufacturer has taken advantage of our being at sixes and sevens, and has permitted and allowed certain classes of trade to carry on their businesses by these questionable methods; and it is for this convention to adopt ways and means of putting an end to these commercial pir- ates and secret rebaters.

We have a straight course to pursue—the court says we are right, and have always been so, and that the modern way of conducting a business is by fair and honorable methods; so let us put in- to action the machinery to raise our busi- ness out of the mire—let our motto be from this convention, "Co-operation," and let everyone make up his mind to do his share.

There has been a lot of hard work done by the faithful few to preserve the profits on numerous lines, which you are now enjoying, and some of us have stood aside and silently accepted these profits without paying our share of the expense of association work, or even a word of appreciation.

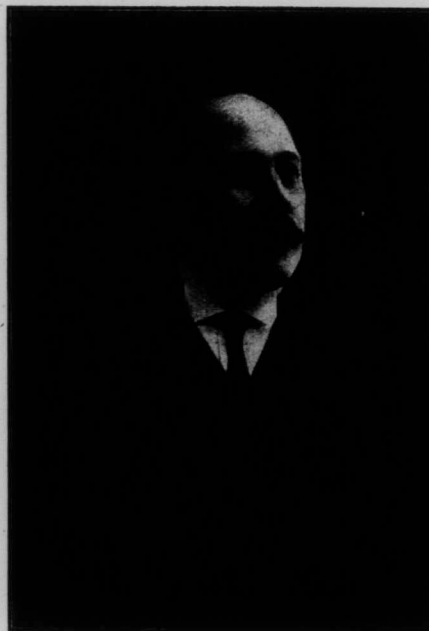
We will have many papers and ad- dresses at this meeting, all of which will be on educational lines, and pointing us to the higher plane of business morals. Let us take heed and profit by them for our own sake—for our children's sake—and for the sake of our country, and let us hand down to history a period of high ideals in business.

The grocery trade is an important fac- tor in the business community, and as it has often been said—there is no class of business where so much capital is in- vested, and where so much hard work and thought is required, that has such a small reward—and the question is, how long are we going to allow ourselves to be the slaves of the manufacturer and producer? The answer is—just as long as we remain divided on the sub- ject of united effort.

We have it within ourselves to de- mand a fair compensation for services rendered, and we all know we are hand- ling 50 per cent. of our turnover below the cost of doing business, and have been doing so for thirty years or more. Is it right that this state of affairs should continue, and what are going to do about it with our expense account increasing annually? We seem to forget that trade conditions have changed in the last twenty years. We are now con- fronted with innumerable specialty houses, who have extracted the cream and left us to do the banking for the trade of the country with the skim milk of profit to do it with. We find that the accounts we are financing are the ones who generally give us the trade on which there is the least profit, and we will find that these evils will grow if

not attended to. We will eventually find ourselves in the rut, but we can cure those evils, and thereby benefit the re- tailer, manufacturer and ourselves—by association and co-operation.

It would pay every firm represented here to-day to resolve to appoint one member of his firm, or the brightest men in his employ, to do nothing else but attend trade meetings and to co-operate to remedy trade evils, and it is certain the result of his efforts would be more money for his firm than he could make in any other capacity, and is the only way that large results can be obtained. The man who stays at home and gloats or mopes over his own troubles, who regards his competitor and neighbor with suspicion, will never get out of his rut. If he is con- tent to absorb benefits others have paid for, or take everything and give



F. T. SMYE, HAMILTON,  
Vice-president of The Ontario Wholesale  
Grocers' Exchange.

nothing and never lend a hand in the work, he will never be counted as a part of the Army of Progress. Co-operation is the theme of the advancing—march and individuality its key-note. Let us do it now, and a year hence we will see the magical result. Fancy what a change of 1/2 of 1 per cent. would mean on your turnover, and it does not look impossible to accomplish that by standing together and positively refusing to handle any manufacturer's line that does not pay us a fair profit.

In opening subjects for discussion we hope that every member will state his views, and that our consolidated views will result in resolutions that will not be merely ideals of our thoughts and ideas, but practical resolutions, which will be put into action, and for the sake

of opening up discussions would suggest the following subjects:

**1st.—Elimination of Illegal Practices and Long-standing Trade Abuses.**

(A) Secret rebating on tobacco, sugar, cereals, starch and soap.

(B) The abuse of giving discount on lines where Selling Contract says "30 days net" and general discount abuses.

**2nd.—Justice of Supporting Manufacturers Who are Loyal.**

Manufacturers complain that the trade insist on their profits and terms, but that the trade do not in return help them to create a demand. Would suggest a manufacturing committee—one or two members of the trade in each section—who would advise their district of the manufacturers who were loyal or dis- loyal, and would be of great service to the retailer as well as by insisting on the jobber as the only source of distri- bution, thereby treating all retailers alike.

Another grievance that this commit- tee could remedy is that manufacturers adopting the Contract Selling Plan have not in the past carried out their part of the agreement, and have not treated all jobbers alike.

**3rd.—Uniform Plan of Making up Costs.**

Would suggest a committee taking up this matter, as feel it is very important, and if followed out would, to a certain extent, curtail price-cutting.

**4th.—Brokers Who Sell the Retailer Direct.**

A great annoyance to the trade, and also to the legitimate broker, and steps should be taken towards co-operation. The legitimate broker is to the jobber what the traveler is to the retailer.

**5th.—Prepayment of Freight to Non-Competing Points.**

This evil is growing rapidly and should be dealt with.

Gentlemen, I thank you for your patient hearing to these few thoughts which are contained in this paper, and hope sincerely that much good will come out of this convention, and also that at no distant date to see a conven- tion of not only ourselves, but our trav- elers, who act and carry out our ideas. The honest traveler has had a hard road to hoe for some years past, and many have laid down their sample cases completely discouraged by their inability to earn their living in an honorable way, and that important body of men look to us now to put things right, as they also have been long-suffering and full of patience.

In conclusion will give you a newspaper clipping from Walt Mason, which seems appropriate:

When the sun of your life's going down  
in the west,  
You'll try to recall all your deeds that  
were best,  
For soon at the seat of your Judge you'll  
appear  
To give an account of your stewardship  
here.

Each day you are doing something that  
may seem  
As smart and as brilliant as any man's  
scheme;  
Perhaps it will gain the applause of the  
town,  
But how will it look when the sun's go-  
ing down?

Each day you are striving to build up  
your pile,  
And may be resorting to systems of guile,  
And when you are asked if you think it  
is straight,  
You have your defence and begin to  
orate.

There's fierce competition, and men who  
would win,  
Mustn't be too afraid of the shadow  
of sin,  
That logic may do in the loud bustling  
town,  
But how will it do when the sun's going  
down?

You'd like to be good if you only had  
time,  
But you are so busy pursuing the dime,  
That helping your brother or trying to  
cheer  
The grief-stricken pilgrims now journey-  
ing there  
Is merely an impulse that comes but to  
fade.  
There's only one temple whose idol is  
"Trade"  
And there you may grovel for wealth  
and renown,  
"But how will it seem when the sun's  
going down?"

#### Manufacturer and Wholesaler.

Mr. Smye supplemented his address by referring to the trade abuses and by maintaining that the Government should take a hand in enforcing the laws protecting honest business.

"Manufacturers should protect us or we should refuse to handle their goods."

He read an account of an address given in Pennsylvania at a wholesale grocers' convention, showing that the two great troubles in the United States were the cash discount and the cutting of prices or rebating.

Conditions were becoming better over there, due to education more so than from the "big stick." Yet they haven't the laws over there that we enjoy here.

"I hope, gentlemen, you have come here with the idea that things are rotten that that we are to better the existing conditions," concluded Mr. Smye.

W. P. Riley, of Riley, Ramsey Co., Port Arthur, said that all were in favor of better trade conditions, but all should be doers, instead of mere sayers. Prices were being cut in his territory, and he was in favor of not handling any article which did not pay a legitimate profit. The manufacturer realizes that the wholesaler is the legitimate channel to the retailer. He cannot afford to carry accounts such as wholesalers carried, and he hasn't got the selling force. Mr. Riley strongly advised co-operation.

#### Discrimination of Manufacturers.

R. J. Carson, Kingston, agreed with Mr. Smye that there should be co-operation. Wholesalers were badly paid when expenses were considered such as cost of travelers, losses in bad accounts, etc. They have considerable capital in their businesses and they have to carry customers, while the manufacturer is practically immune from that. Yet many manufacturers do business direct with large retailers and then come round to the wholesaler with all their small orders, which they are afraid to send to the small retailers for fear of loss.

"The manufacturer has no trouble when he sells through the wholesale trade and I cannot see why it is not possible for us to get fair and better profits from him. We should appoint a committee to talk to these manufacturers when they come."

"We have no fault to find with the consumer and retailer," said Hugh Blain, Toronto, "the manufacturing interests are becoming wealthy at the expense of the distributor. We distribute in some cases for nothing or less than nothing. The manufacturer, of course, has a right to distribute his product as he chooses, but if he doesn't choose to place the distribution of his goods on a fair, honest basis, it is our right to refuse to handle them."

Co-operation, he maintained, was necessary; it was not possible for one to refuse.

#### Should Interest Retail Trade.

When a manufacturer makes an article he considers the price to the consumer. It is important that it should be an article of quality to insure permanent consumption.

"But he should interest the retail trade in its distribution, and therefore should give the retail man a reasonable profit, as well as the wholesaler. If he doesn't he cannot hope to have the interest of the retailer and wholesaler, and therefore the manufacturer has to create an interest in the consumer, retailer and wholesaler.

"The manufacturer has not given the careful consideration to us which we think he should. If he lays down his goods under certain conditions he should enforce them.

Mr. Blain referred to demoralization in the trade through secret rebating. There were honorable wholesale houses who, as well as their travelers, did not deviate from the conditions set down by

manufacturers, but the trade was injured by those who allow to be given or give secret rebates. The rebater, of course, suffered injury, as his profits at the end of the year would be less, but there should be some method of enforcing an honest method.

"If we cannot place business on such a basis that we cannot carry it on honestly, we should get out of it," declared Mr. Blain.

The following resolution was then presented, moved by Wm. Logan, Davidson & Hay, Toronto, and seconded by W. Ince, Toronto: That the meeting recognizes the conditions of trade so clearly expressed in this splendid paper by Mr. Smye, and agrees that sound justice should be done by all the trade to the manufacturer who is loyal to both the wholesaler and retailer. It is also the opinion of this meeting that every effort should be put forth by the members of the trade to stop the injurious and dishonest methods all too common in the sale of proprietary lines."

After luncheon at the King Edward Hotel at which the visiting wholesalers were guests of the Toronto section a special paper prepared by H. C. Beckett, Hamilton, was read by F. T. Syme, Hamilton, on account of the former suffering from a cold.

The address which was again read to the manufacturers on Tuesday morning was as follows:

This convention has been promoted and is being conducted for improving the conditions of trade.

First, by making if possible, the retail and wholesale grocers and the manufacturers think logically for the correction of trade evils which exist, and intelligently negotiate for better trade arrangements.

The jobbers and retailers are beginning to think there is something more for them to do than treat their rivals in business as enemies. There never was a time when organization had higher ideals or a stronger desire to elevate business ethics.

You sometimes hear the argument that the fixed price or contract selling plan is bad because it reduces the retailer and wholesaler to dead level—but do not be deceived; people who talk that way are animated by a desire to get the best of somebody. We want to study the situation with a view to benefiting the great majority, not pandering to the selfishness of a few. Good horse sense is what is needed—no use catering to the selfish side of business but let us get down to a foundation that is solid and lasting.

We are making the first attempt when we promote a convention of the three classes of trade—manufacturers, wholesalers and retailers. This kind of a meeting and this kind of educational work suggests possibilities for eliminating

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There has come an awakening. Trade inconsistency — irregular channels — double dealing—unstable prices on proprietary lines—individual loose dealing—are too common, and nothing more than conferences, publicity, and a frank heart to heart show-down will work the correction of these growing evils and ensure a cleaner slate.

There are some who have a yellow streak. Such men have little sense of honor in their make up, they always look with pride at any little advantage they think they can gain over their competitors. These men are the ones who delight in breaking away from the legitimate rules of business—these men are price cutters—they bribe the buyer—they have a degree of dishonesty that does not appeal to right thinking people. This policy of deceit practiced in trade has undoubtedly made money for some who have followed it, but they would not have had such license very long if we had years ago such a gathering of manufacturers and merchants as is taking place at this convention.

Subjects of vital importance, subjects that have received all too little consideration at the hands of the three classes of trade, are on the programme for to-day, and it is to be hoped that careful consideration and study will be given these matters

#### The Contract Selling Plan.

To-day this is a live issue in all lines of trade. Some of the most profitable specialty lines in recent years have been built up by the contract price protective plan, and this plan is engaging the serious attention of many up-to-date manufacturers who have hitherto let the wholesalers' and retailers' prices take care of themselves.

Price protection if wisely carried out and scrupulously adhered to is a means of safeguarding the manufacturer's goods and his reputation against the evil effects of price cutters.

There is far more danger to the manufacturer in catering to a class of price cutters, who depend for their success upon gulling and deceiving consumers, than there is in the contract selling plan.

The contract selling plan ensures the wages justly due to the merchants (both wholesale and retail) for the part they play in keeping the manufacturer's goods prominently before the consumer.

The price protective plan is an evolution in trade made necessary by changed conditions and because of so many food products being put up in a package and extensively advertised by the makers.

A manufacturer who spends thousands and sometimes millions of dollars to attract the attention of the consumer has no means of reaching the consumer except through the recognized channels of trade. The manufacturer who intends that his distributing agents shall make a fair margin for the service they render cannot be sure of this unless he adopts

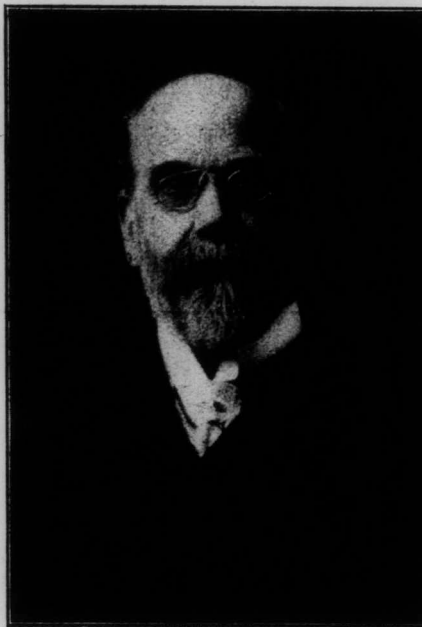
measures that will safeguard against price cutting and dishonest practices.

Success in marketing any desirable commodity through the trade must be based on knowledge of mercantile conditions with reference to that particular article.

We are here to-day to tell you that the contract selling plan is the only one that in the opinion of the trade will ensure the honest dealer the margin he is justly entitled to.

#### May Fix His Own Price.

The law gives the manufacturer the right to fix a price at which his goods shall be sold to the consumer, the retailer, and the wholesaler. A regulation fixing a fair profit is not in restraint of trade, and price cutters are liable if they do not maintain the prices fixed by the maker of the goods. Public welfare is first considered and if it be not involved, and the restraint upon one party



HUGH BLAIN, TORONTO,

Whose Address on Declarations and the Contract Selling Plan Called for Much Discussion.

is not greater than protection to the other party requires, the contract may be sustained.

Next we come to discrimination in favor of certain retailers and the harmful results thereof.

It must be clear that if a manufacturer places a small percentage of, say, five per cent. of retailers in a position to buy on a more favorable basis than the other ninety-five per cent. the five per cent. are in a position to do and will do and have done untold damage to the ninety-five per cent. We go on record on this subject, and say that if a manufacturer wants to sell five per cent. of the retail trade at the same price as he sells the wholesaler, then he should frankly state his position to the trade and sell all retailers on as favorable a basis as he would the five per cent. It

is unfair for a manufacturer to supply a small percentage of retailers with ammunition to blow the heads off the big percentage of retailers. Such a policy is suicidal; it is not a policy that will ensure loyal support and interest in the sale of the manufacturer's goods on the part of the great majority of the retail merchants throughout the country. It is a policy that will ultimately react upon the manufacturer in a manner very serious and detrimental to his business.

#### The Quantity Price.

Next we come to the consideration of quantity prices and their evil effects.

Theoretically a lower price for a greater quantity looks reasonable, but in practice this has worked out to the disadvantage of the trade. It has put a premium on dishonesty—it has encouraged salesmen to devise secret ways and means to sell small quantities at the large quantity price—it has overloaded the trade much beyond the requirements of their business—it has involved the retailers in financial difficulties—it has resulted in deterioration of many lines of food products because of the length of time they are carried in stock, and in this manner has reacted upon the reputation of the goods, the quality of which when it reaches the consumer is of great importance to the manufacturer.

Theories look well and sound well, but we have got to deal with conditions as we find them, and conditions to-day do not warrant quantity prices beyond any arrangements that will place retailers located in the smaller business centres on as favorable a basis as those in the larger centres.

The same reasons and conditions that make the quantity price on proprietary lines of merchandise a menace to the trade are the very reasons that necessitated the appointment of our Railway Board of Canada. Experience proved that it was an evil hurtful to the best interests of the trade of this country to permit a shipper with five cars of freight to get a better rate than a shipper with one car of freight. The same reason against quantity price will account for the Government inflicting a penalty on any dealer in postage stamps who sells a large quantity at a lower price than a smaller quantity. Our customs, our telegraph service, and all branches of public service that concern the welfare of the public are worked out on a fixed price, and no quantity price basis.

See what an advantage it would be to a favored merchant, and what confusion would arise if an importer of \$5,000 worth of a line of merchandise got a discount of, say 10 per cent. in duty because of the quantity, when the smaller importer would have to pay the full price. It only requires your imagination to picture the impossibility of any such plan—and so in a modified form the evil effects of a quantity price in merchandising have grown and grown as new schemes were hatched out by the cunning salesman.

We go on record in saying that if the price for a large quantity is less than it is for a smaller quantity, the fairest way would be to make the selling price of the smaller quantity the same as the price for the larger quantity.

If you can do your business to advantage through the wholesaler, then it is necessary that the honest salesman in the employ of the wholesale house should know with absolute certainty that when he quotes a price to a retailer on a proprietary line that that price is the lowest.

Doubt in the mind of a salesman means uncertainty, hesitancy, and lack of faith in the line of goods he has to offer. Doubt in the mind of a salesman unfits him for his important duty.

Confidence is a great essential to successful salesmanship and no effort should be left undone to gain the confidence of the salesman.

If you are satisfactorily working the selling end of your business through the wholesaler do not forget that the grocery traveler of the wholesaler is indirectly your traveler. We are only your selling agents, but if we are to occupy that position then we will never be satisfied if the traveler directly in the employ of the manufacturer on the road watching the manufacturer's interests, is permitted to offer concessions that the traveller for the grocery house cannot offer.

We know we have a valuable distributing machine. We know you will not use it if you can secure a more effective and cheaper service through the medium of your own selling staff. When we get unreasonable in our demands, the alternative is always open to you in doing your own selling, your own distributing, and your own collecting. If we cannot be of service to you do not engage us. If we are of service to you treat us fairly, confer with us, and work along lines of mutual fair dealing between manufacturers, wholesalers, and retailers.

#### The Cost of Doing Business.

This has an important bearing on the margins we reasonably look for in the distribution and sale of any manufacturer's goods. This is a matter that is receiving much attention from the trade and one with which you should be more familiar so that you might more clearly see the reasonableness of our ideas and efforts to impress upon you our position.

#### RELATIONS WITH MANUFACTURERS.

The next address was by H. C. Beckett as stated on the program, on "Our relations with manufacturers—what the the judgment teaches." He said:

The benefits to be derived and the results to be accomplished from such an important organization as the wholesale grocers of the Dominion must depend upon the state of development reached by its members in properly appreciating the

actual conditions that prevail in the business with which we are identified.

If conditions of the wholesale and retail trade are unsatisfactory—if our business is being destroyed—if our profits are being reduced to the vanishing point—then it must be clear to every one of us that we should "take stock" immediately, analyze the the conditions that prevail, and find out what the trouble is.

In this connection what part of our business is more important than "Our Relations with Manufacturers?"

I feel certain that you will regard the following statement as extraordinary (but I believe it to be a fact nevertheless) viz., That not one manufacturer with whom our relations are satisfactory has taken the initiative in making them so. Everything that has so far been accomplished has been the result of individual and collective effort on the part of the wholesale trade. I refer now particularly to manufacturers of proprietary articles who have been using the wholesale trade for the distributing end of their business.

Gentlemen, you alone must decide how long you are willing to continue handling proprietary lines, the margin upon which is not nearly sufficient to pay the cost of handling, for it is certain the manufacturer is going to use you just as long as you will let him.

If travelers worth two thousand dollars a year each to you were willing to work for one thousand dollars each, the chances are ninety-five per cent. of the trade would accept their services at the lower rate and let the traveler suffer and do the worrying.

That is just about the position in which we find ourselves to-day with many manufacturers. We are rendering them a service that in many cases they could not duplicate at double the present cost to themselves, and so long as the trade quietly accepts the position of salesman and distributor, practically guaranteeing the payment of all accounts (since the wholesaler takes all risk of losses) just so long will advantage be taken to use us. Now, gentlemen, ask yourselves the question, "Has the manufacturer or the consumer any claim upon us that we should perform this service for nothing?"

#### High Cost of Living.

In the press appear from time to time an article or editorial on the high cost of living, and the matter is considered of sufficient importance for Government investigation. The grocers, both, wholesale and retail, are looked upon as having a share in this, but rest assured that no wholesale grocer need feel alarmed that any investigation of his percentage of net profits would show that he had any large part in it. While food is higher in price it is principally in meats, and farm and dairy products, a matter over which neither the manufacturer nor the wholesaler has any control. Rents, fuel, clothing, and everything of that

nature have increased largely whilst sugars, teas, and so forth have decreased very much in the last twenty years. A careful investigation of the products handled by the wholesale grocer, covering a period of twenty-five years will show and does show that prices are, on the average, to-day considerably lower than they have been during that period.

This looks like a reasonable argument in favor of our claim that we are the cheapest and most effective medium of distribution, but are we not carrying our good nature too far—is not the manufacturer riding the willing morse to death? It is to be hoped that the day is not far distant when every man in the grocery trade will refuse under normal conditions to handle the product of any manufacturer unless on a basis that will show something at least over the cost of doing business. The wholesaler has a legal right to a fair profit and to have his business protected and no manufacturer can force us to sell his goods at a loss to ourselves by refusing to give us a reasonable profit, or having given it, to place the people we depend on for a living in a position to undersell us or destroy our trade.

#### What the Judgment Teaches.

The judgment in the Guild suit teaches us that confined to proper limits we have the right to protect our interests, and that efforts in that direction are laudable. In a recent judgment the court made use of these words: "This is the age of association and unions in all departments of labor and business for mutual benefit and protection. Confined to proper limits, both as to ends and means, they are not only lawful but laudable."—"The right of a combination of dealers to advance their own interests by mutually agreeing that they would not deal with any manufacturer who should sell directly to their customers has been broadly upheld."

The court says we have the right to protect ourselves against persons who either openly or by some ingenious device aim to belong to the wholesale trade and at the same time by secret arrangements with retailers or by owning retail stores, injuriously affect and demoralize the trade not only of the wholesaler but of the retailer.

It is perfectly clear that we have a legal and lawful right to protect our own interests, even, if in doing so, some rival trading shall be rendered unprofitable by the more favorable terms we have to offer.

In the case of King vs. Gage the court holds: "That traders may legally organize for the protection and advancement of their own interests, provided the interests of the public are not to be unduly impaired," and that "a regulation fixing a fair price is not a restraint of trade if it appears that such profit is a fair and reasonable one."

This seems to be a common sense view and one that must surely strike any rea-

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sonably inclined person or business man as being fair.

Without taking up too much of the valuable time of this meeting I have endeavored to make it clear that if we want to improve conditions in our business we must do something—we must be active in looking after our interests—don't imagine that better profits will come to us if we drift aimlessly upon a sea of indifference—experience has taught us that if we are willing to work for half pay—if we are willing to permit dishonest practices in business—if we are willing to permit discrimination favorable to a few retailers at the expense of the many—these practices that have prevailed in the past will continue.

It is up to the trade to point out to the manufacturer any grievances we may have and endeavor to find a remedy. If we ask anything reasonable and the manufacturer is not prepared to grant our request, then it is up to the trade to take a united stand in discontinuing the sale of a line that will not cover the cost of distribution. If the wholesalers are unable to make a living profit they are entitled to demand better terms from the manufacturer and there is nothing illegal in their doing so. The evil of combinations lies in the injury to trade or business of others by unlawful means, but it is perfectly legal for any class of men to unite for self preservation even if prices are thereby increased.

No manufacturer uses our distributing machinery for any other reason than that it pay him to do so, and if our requests were unreasonable no manufacturer would regard us as the cheapest medium of distribution.

The alternative of the manufacturer employing his own salesmen, taking chances of losses, and all other expenses incidental to dealing in small quantities direct with the retail trade, is always open to the manufacturer—so you see, there can be no restraint of trade—except that it will cost the manufacturer more to deal direct with the retailer and he will make a correspondingly smaller profit on his output, or charge more for his products which will then injuriously affect the consumer.

In this connection an excellent article appeared some time ago in the Los Angeles Commercial Bulletin concerning the advertising and distributing of goods by manufacturers. The writer says: "If a manufacturer expects his products to take a permanent stand upon the market, he must reckon with two elements of trade—the wholesaler and the retailer—as well as the consumer. The manufacturer who is wise will make his peace and friendship with both alike and will share with each a reasonable profit in payment for their share in marketing the manufacturer's wares.

"The wisest students of the art of merchandising to-day have agreed that the true tide of success lies along the logical channel of the wholesaler and retailer. Here and there an eddy which cuts out one or both may reach its goal,

but the great, deep, irresistible tide runs smoothly in the recognized channels, and a cargo on such a stream will reach its goal more safely and surely than it will when threatened by rocks of antagonism.

"The manufacturer who can win the co-operation of the wholesaler need have no concern about the fate of his goods. The wholesaler with his corps of salesmen, his economical and co-operative facilities for handling many lines, his knowledge of local conditions, his recognized influence with the retailers, the obligations perhaps which the retailer owes to the wholesaler for past favors, his knowledge of financial circumstances—all these, and more, are the possession of the manufacturer who will win to his cause the wholesaler."

**Wholesaler Next to Retailer.**

The writer of that article has not only given a correct and clear presentation of our relations with manufacturers, but he



H. C. BECKETT, HAMILTON,  
Who Delivered an Address on "Our Relations With Manufacturers—What the Judgment Teaches.

makes it clear that next to the retailer, the friendship of the wholesaler is one of the most valuable assets any manufacturer can have.

Think, gentlemen, what does it mean to a manufacturer to secure the services of over three hundred and seventy-five experienced grocery salesmen personally acquainted with every retail grocer in the Province of Ontario? What does it mean to the manufacturer to be able to cover almost every town in this Province every fourteen days with nearly four hundred salesmen, and only pay for this service on a commission basis? In giving you the figures of the number of grocery salesmen I am not exaggerating; I have personally communicated with nearly every wholesale grocery house in the province and they have kindly furnished me with figures giving the number of their salesmen.

To keep this army of salesmen properly posted there is a manager for at least every ten men; then there are the warehousing facilities of a wholesale firm, the convenience of prompt delivery to the retail merchants, and many other advantages that it would be absolutely impossible for the manufacturer going direct to the retail trade to duplicate. This immense selling machine costs millions of dollars to operate. The average cost of a salesman, including his salary and traveling expenses, is at least six dollars per day, or over twenty-five hundred dollars per day in the aggregate. The money invested by the legitimate wholesale grocery trade in the Province of Ontario exceeds nine million dollars. The good will of this splendidly organized selling agency is worth more to the manufacturer than he cares to admit or perhaps realizes.

**To Prevent Trade Abuses.**

The abuses in trade can be prevented by the manufacturer because he has the right to attach any conditions he may deem fit or necessary when engaging a wholesaler as his selling agent. All we ask is that the wholesale trade shall be placed on a uniform selling level. The manufacturer can fix his own price at which we shall sell, but the price should be uniform and our customers should not be employed by the manufacturer to destroy our trade.

If he permits the wholesaler and the wholesaler's salemen to destroy or reduce the margin that he, the manufacturer, intends the wholesaler should have, by cutting the price so that the line becomes unprofitable, then it is clear the price cutter is an injury or a stumbling block in the way of the manufacturer's success. We cannot compete with the contract breaker, and the manufacturer should know that we cannot handle his goods if he employs contract breakers and price cutters in direct opposition to our business. The business of the country must stand on an honest basis and the manufacturer who enables dishonest men to compete with us in depriving us of our means of existence and unfairly discriminating against us.

If the manufacturer secretly allows a large retailer a concession or special price that is not enjoyed by all retailers, then the manufacturer is acting unfairly to the large majority of retailers, he is destroying the business of the wholesaler, and the majority of the retailers, and is not entitled to the support of either wholesaler or retailer.

The business of the wholesaler is destroyed because the manufacturer sells at a price the wholesale could not compete with, and the business of the majority of the retailers is destroyed because they cannot successfully compete with those retail merchants who are placed by the manufacturer on a favored basis.

In considering our relations with manufacturers and the unsatisfactory conditions that prevail in handling a large portion of our business, it will not

be surprising to find that comparatively little attention has in the past been given by the trade to this very vital matter.

#### Co-operation Necessary.

Commerce is growing, trade is ever finding new methods that must be applied to suit the exigencies of the age in which we live. The question for consideration is, are we alive to present day conditions—are we doing all we can to solve the difficulties which we so frequently run across—do we appreciate the necessity of getting more closely in touch with each other and having business talks with manufacturers—can we help the retailer—if so, why don't we make a greater effort.

These results cannot be obtained by individual effort. There must be united action, good faith, and unanimity on our part, else we accomplish nothing. We too have something to say regarding terms, and if we agree to act as agents, the arrangement cannot be one-sided. Every agent has the right to dictate his terms as well as the man who employs him. The actions of this association have always been directed not to the protection of the Guilds, but to the protection of the individual members who act as agents for the producer.

It is true that some retailers do not quite appreciate the value of the work done by this association, but this to a great extent is due to misrepresentation and will continue until the gradual development now taking place in the minds of the ill-informed is more complete. In the meantime, let us work zealously to overcome obstacles and always keep in mind that right is might and will ultimately prevail.

The following resolution moved by J. H. Gilmour, of Gilmour & Co., Brockville, Ont., and seconded by T. B. Escott, of London, was carried unanimously:

"That this convention heartily endorses the attitude (as set forth in the paper presented at this meeting on 'Our Relations with Manufacturers,' that the wholesalers should take in dealing with manufacturers who will not reasonably share with the wholesaler a fair remuneration for the service rendered, and that immediate steps be taken at this convention to appoint committees to interview manufacturers (whose goods the members of this Exchange are selling on a margin too small to cover selling expenses) with a view to a more reasonable working margin.

"And that this meeting unanimously endorse the proposal made by Mr. Beckett, that manufacturers be asked to decline any wholesaler which does not keep the selling agreement."

#### Contract Selling Plan.

"Declarations: Their Uses and Importance," was the question handled

by Hugh Blain in the next address. Mr. Blain said:

"In one of the earlier accounts of Creation in the inspired volume we are told that God created the heavens and the earth and all things therein, including our first parents, who were placed in the Garden of Eden and were commanded not to eat of the apple. The serpent induced the weaker of the two to disobey. Adam also yielded to temptation and for their disobedience both were justly punished.

"Ever since, cunning serpents have been actively at work inducing the weak to disobey. The expulsion of Adam and Eve from the garden did not cancel God's right to control and this right has been freely admitted ever since and will continue so as long as we are recognized as his people.

"The same principle has been extended to his creatures. Ownership has always carried with it the right of control. Without such a right, human affairs would fall into chaos. With it, order is established, system is made possible and society is organized and conducted in the interests of the human family, each member admitting the rights of the other.

"In the interests of the public, ownership is variously treated. Some things of their very essence are the property of the individual in common with all others. Some things the individual is permitted to own only upon stipulated conditions, while some things he is permitted to own exclusively and unconditionally. Wherever exclusive and unconditional ownership is admitted, the right to control is fully conceded. There can be no more striking or real instance of absolute ownership than in the case of the producer or manufacturer. The article he makes is his own and he has the undoubted right to adopt the plan he thinks is best in placing it on the market. He has the right to make the conditions upon which it will reach the consumer and therefore has the right, if he deems it to be in his interest, to adopt what is known as the 'Contract Plan' for the sale of goods by which he can compel the wholesale distributor and the retail distributor to sell at stipulated prices and terms. That he has this right is abundantly established by numerous decisions of the courts, with which you are now more or less familiar.

Admitting then, in the first place, that the manufacturer has the right and in view of what I have said, and the decisions of the court, this must be admitted, and in the second place that he has decided to adopt the 'Contract Selling Plan,' let us consider how this contract can be best enforced.

#### His Authorities for Declarations.

"In the conduct of human affairs a promise has been found to be most binding when made under oath. The King takes his oath of office to rule and govern his people. The Premier and his Cabinet assume office by taking an obligation as to the management of the affairs of the state. The Parliament is

formed by the members swearing to a proper performance of their duties. Every official in the service of the empire, from the King down to the humblest in the state, has to promise under oath to properly perform his duties. Each profession requires its members to swear to a correct observance of its rules and regulations. Judges, sheriffs, registrars, lawyers, doctors, preachers and all others who have positions of trust or special privileges conferred upon them yield a ready obedience to their duties and promise under oath to faithfully perform them. Corporations working under legal sanction have to make their reports to the Government and give such details concerning their business as the Government may require, to show that they are not violating the law, and this report is given under oath. Voluntary organizations, when properly constituted, impose the most binding obligations upon their members. Free Masons, Odd-fellows, Orangemen, Foresters and other friendly and fraternal societies all find it necessary to have allegiance sworn to under oath. All commissions having important business to do take evidence in the same way under oath. Indeed, to take evidence in any other form would discredit and destroy the usefulness of the commission, no matter how constituted. The most trivial dispute in the affairs of life are settled in accordance with sworn testimony.

#### Suggestions From a Traveler.

"One of our travelers who has always been anxious to do a clean, honest business, suggested to me that every traveler in any way connected with the carrying out of a business agreement, before going on the road should be required to take an obligation to faithfully observe the conditions imposed, just as an official who has to perform important duties before he is installed in office, takes an obligation to faithfully and honestly discharge the duties required of him.

"I was deeply impressed with this suggestion and persuaded that it would have a deterrent and elevating influence if it were generally known that everyone in any way responsible for carrying out an agreement had taken such an obligation. The buyer would then hesitate before suggesting or accepting any proposal which he knew was contrary to the seller's obligation and the salesman would shrink from proposing or giving what he and the buyer both knew was contrary to the declaration he had taken.

"Where we agree to do business in the ordinary way of trade with stated conditions imposed has been one of the few exceptions to this almost universal practice.

"What then are the inferences we must draw from a proper consideration of these facts? In the first place, that wherever important matters are to be dealt with, they, as a rule, are surrounded with the safeguards of a declaration as to their faithful performance, and in

ers swearing to a of their duties. ervice of the em-own to the hum-orm promise underorm his duties. es its members to rance of its rules es, sheriffs, regis-preachers and all ns of trust or spe-d upon them yield their duties and o faithfully per-ns working under o make their re-nt and give such r business as the ire, to show that the law, and this oath. Voluntary perly constituted, g obligations un-ee Masons, Odd-esters and other societies all find legiance sworn to ssions having im-take evidence in oath. Indeed, to other form would the usefulness of utter how consti-l dispute in the ed in accordance

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the second place, that business transactions to be conducted under agreed conditions have not been recognized as of sufficient importance to be upheld with the much-needed declaration for their support. Experience has demonstrated that a solemn obligation commands the greatest degree of care and attention and the fullest measure of observance. Reflect for a moment on what would be the result if these all important concerns of life were not surrounded by the safeguards I have endeavored to explain. What confidence would we have in the everyday affairs of life? We would be appalled with the contemplation of the conditions of human affairs under such circumstances.

**Secret Commissions Act.**

"The position is emphasized by a recent addition by the Dominion Parliament to the Criminal Code, and it is gratifying to know that our legislators have at last recognized the importance of having business actually conducted as it is openly represented and understood to be conducted by the passage of an Act to prevent the giving or receiving of a secret commission. The Act is as follows:

"Everyone is guilty of an offence and liable upon conviction on indictment to two years' imprisonment, or to a fine not exceeding two thousand five hundred dollars, or to both, and, upon summary conviction, to imprisonment for six months, with or without hard labor, or to a fine not exceeding one hundred dollars, or to both, who,

"(a) being an agent, corruptly accepts or obtained, or agrees to accept or attempt to obtain, from any person for himself or for any other person, any gift or consideration as an inducement or reward for doing or forbearing to do, or for having after the passing of this Act done or forborne to do, any act relating to his principal's affairs or business or for showing or forbearing to show favor or disfavor to any person with relation to his principal's affairs or business; or,

"(b) corruptly gives or agrees to give or offers any gift or consideration to any agent as an inducement or reward or consideration to such agent for doing or forbearing to do, or for having after the passing of this Act done or forborne to do, any act relating to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person with relation to his principal's affairs or business; or

"(c) knowingly gives to any agent, or, being an agent, knowingly uses with intent to deceive his principal, any receipt, account, or other document in respect of which the principal is interested and which contains any statement which is false or erroneous or defective in any material particular, and which, to his knowledge, is intended to mislead the principal.

"(d) Every person who is a party or knowingly privy to any offence under this Act shall be guilty of such offence

and shall be liable upon conviction to punishment hereinbefore provided for by this section.

"The last clause was an amendment to the original bill which passed the Senate on March 31st, 1909. After being amended it was sent back to the House of Commons and agreed to on April 21st, and was finally sanctioned by the Senate."

"This Act is a strong additional safeguard to square business dealings and when taken in connection with the form of declaration I have outlined, should establish a solid foundation on which to build a superstructure of business honesty and integrity. It surely cannot be said in this enlightened period of our history that such a declaration is undignified or improper. It has the highest authority for its adoption and has been dignified with acceptance by the best elements in every walk in life. We



T. B. ESCOTT, LONDON,  
One of the Visiting Wholesalers Who  
Took Part in the Various Discussions.

hold that truth in its purity in a mere statement should be as binding as the most solemn obligation, and it is by the lover of truth.

**Not all Lovers of Truth.**

"At the same time we must admit that everyone is not a lover of truth, and where an obligation under oath differs from a mere statement is that if false the one is punishable by law while the other is not. Where the possibility of punishment exists even the depraved will hesitate before incurring the danger. How much more then will the recognized respectable person hesitate before swearing falsely when he knows the offence is criminal and subject to punishment, and how much more still will he hesitate when he realizes that others as well as himself know that the declaration is false and that he is liable to

punishment? Perjury is a serious crime and I venture to say that there are few in the respectable walks of business life who will deliberately place themselves in this despicable and dangerous position. It must also be borne in mind that the person who accepts a secret rebate or commission is equally liable, and few merchants, either wholesale or retail, when they come to understand the law, will care to put themselves in the criminal classes.

"I am, therefore, firmly persuaded that the declaration, if used wisely, in connection with the 'Contract Selling Plan,' will practically enforce a just and rigid observance of the manufacturer's prices and terms by the wholesale distributors. The judicious use of the declaration is the practical question which demands the best consideration of the manufacturers and wholesaler. It is important that the individual who violates a contract or is supposed to have violated a contract should be required to give an explicit denial under oath and a refusal to do so should be considered an admission of guilt. If the individual who violates the agreement be an agent, then the firm employing him should be required, if considered necessary, to make a declaration applicable to the case.

"The manufacturer should have the right whenever and as often as he may deem it expedient to call upon the distributor or anyone in his employ, or both, or as many as he may determine, to make one or more declarations in such terms as he may require. While it may be advisable to have a general declaration at stated periods covering the general features involved in an agreement it will also be necessary when a complaint is made to have a special declaration dealing in terms sufficiently definite to cover the alleged offence.

**Would Improve Business Ethics.**

"I am satisfied that with such a system as I have outlined these immoral practices which have been so prevalent in business, will be almost entirely eliminated and the standard of business ethics will be greatly improved. It must be admitted by everyone having even a superficial knowledge of these conditions that business is seriously demoralized and that it is most humiliating to be connected with a line of trade where such methods are practised. It is, therefore, the obvious duty of everyone immediately interested in these transactions to do all they can to abolish this growing evil. We would each continue to do our fair share of trade and competition would be had along healthy business lines.

"A young man going out on the road for the first time as salesman would feel that sterling business ability was necessary instead of secret concessions involving the meanest kind of dishonesty. Does it not bring a blush of shame to the cheek of a wholesale man when he thinks of sending a traveler out on the road to solicit business under such a system of fraudulent deception? The

motive which has caused this lamentable demoralization has been a desire to do more business and make more money, but when analyzed carefully will be found to be mistaken cupidity. Remember that 'corruption wins not more than honesty.' Even those who indulge most freely in the practice do not as a rule profit by it in the end and it is most unfair to the honest houses.

"If, however, such practice did accumulate wealth, there are surely other aims in life beside making money. Let all of us act fairly towards each other and towards our customers. Let us elevate the standard of business morals. To quote from Shakespeare:

"By Jove, I am not covetous for gold, nor care I who doth feed upon my cost; it earns me not if men my garments wear; such outward things dwell not in my desires; but if it be a sin to covet honor, I am the most offending soul alive."

"Let such inspiring words animate us with higher ideals. Let us decide to be ourselves and keep those in our employ honest men. We will then raise the wholesale grocery business to a position of dignity as well as importance and those connected with it will be an honor to the country in which they live and leave a name behind them that their family and friends can fondly cherish."

Mr. Blain read a letter from E. F. B. Johnston, K.C., who had read his paper, and the lawyer stated that the plan outlined by him (Mr. Blain) was the only one feasible.

T. B. Escott, London, thought that a man should conduct a grocery business as honestly as a man preaching the gospel—it should be on just as high a plane.

W. G. Craig lamented the fact that young men when going out to sell goods for a wholesale house are told that those goods can be bought from some one else for less money, when that same young man knows that other houses are not supposed to cut prices or rebate on those goods.

"Your character and my character," he said, "are worth more to us than all the sugar on earth." It was too bad that men in commerce were not all honest.

Thos. Kinnear, Toronto, said that the whole spirit of Mr. Blain's paper was the honest man's sentiment. At one time he had opposed such sentiments, but if men are inclined to do wrong it was better to have the oath which all men in trust are obliged to take. He was surprised to hear of reports, which in view of their source were apparently correct, that some travelers who have been guilty of secret rebating have taken the declaration. It would be a good thing if every man could be kept to the right prices, and he maintained that it was only fools who cut, as there was not an article produced on which wholesalers got much more than running expenses.

Such methods might steal away a customer, but he did not think that that customer would have much faith in a traveler or house who sold him the goods. Cutting was usually done on goods which showed little profits and he advised honest houses to sell the profitable goods and they would come out better in the end than if they cut prices. His experience was that honesty was the best policy, and he would stand always for honesty and the keeping of agreements. The fact that a traveler cut prices was an evidence of his inability to get the business.

"You'll find out at the end of the year," maintained Mr. Kinnear, "that if you keep from cutting prices you'll be in pocket."

A. G. Oliver, Geo. Foster & Sons, Brantford, endorsed the sentiments of Mr. Kinnear. So far as he was concerned, he thought the suggestions made by Mr. Blain should be fallen in with by all members of the Exchange.

#### Found Charges to be Roorbachs.

John. Sloan, Toronto, thought that Mr. Blain put too much stress on affidavits. If he had a traveler whose word he could not respect he would not respect his oath. He thought highly of the method prevailing in Hamilton. There when a charge against a man was made, a visit was paid to that man and he was talked to. He had himself tried the same thing in Toronto, and in nine times out of ten he found the charges were "roorbachs." He believed in high ideals, but he also believed in coming down to practical facts.

J. H. Gilmour, Brockville, wanted to know if Mr. Blain's method was to cover the whole Dominion, as in eastern Ontario travelers from Quebec come in competition with Ontario salesmen, and would be free from making affidavits, while the Ontario travelers would be forced to make them.

Mr. Blain, in answer, said that likely the matter would be taken up at the Dominion convention, but at present it was before the Ontario convention. If an agreement was made it was only right that some guarantee should be given by wholesalers, and he supposed that Quebec men would also have to make affidavits. We must deal fair with the manufacturers. He would rather see a traveler lose an order and retain his honor than see him, by passing a \$5 bill, come away with a big order and thereby place himself under the thumb of any buyer.

R. J. Carson, Kingston, said that the question was a matter for manufacturers to take up with those who sell his goods. There were retail merchants enjoying the same privileges as wholesalers, and there was no method of bringing them to time except through the manufacturer. To make the Contract Selling Plan operative it must be general.

H. C. Beckett, Hamilton, stated that each manufacturer of a proprietary article would have to be dealt with separ-

ately. It did not matter then where a manufacturer was situated. If in Montreal, the Contract Selling Plan he made would apply to everybody in all provinces of Canada. It was not the intention to have Quebec manufacturers come into Ontario and sell any differently to what they do in Quebec—it was for each manufacturer to deal the same with all jobbers. Wholesalers can go to the manufacturer and get such a contract. Then if a wholesale house or its representative is alleged to have given a secret rebate, say in tobacco—when the price has been agreed upon by that wholesaler or traveler—the manufacturer is in a position to put the declaration to the traveler, and if necessary to the wholesaler, and thereby clear up the matter.

Geo. E. Bristol, Hamilton, referred to Mr. Kinnear's statement that some travelers had taken a false affidavit. If that were true, it was only what was found in everyday life all the time, he said. Travelers on the road, however, when he was one of them some years ago, wouldn't do it.

"Why is the whole business of the country and in the courts done upon oath?" asked Mr. Bristol. He did not think there were ten men who would agree with Mr. Sloan in his contention. Mr. Sloan had referred to the Hamilton system. It was true wholesalers there were intimate. Nevertheless, they had their own spats, but had always tried to thrash them out and be fair.

Since the passing of the Secret Commissions Act, making secret rebates illegal, there had been some wonderful changes in business in some lines. These improvements were due to this Act. He cited cases where wholesalers had got back customers they had years ago since the passing of this Act.

H. T. Wilson, Groceries Limited, Toronto, thought that wholesalers should agree not to again employ a traveler who was caught cutting.

A. H. Pafford, Davidson & Hay, Toronto, stated that when a manufacturer discovered an alleged breach of the Secret Commissions Act and Contract Selling Plan, he was bound to get an affidavit or cut off the house from his goods. To decide at the convention, however, to cut off a manufacturer who was disloyal to the wholesaler might weaken the stand of those at the convention with that manufacturer, because all the wholesalers were not present.

Mr. Pafford also told of the beneficial effects of the Secret Commissions Act, but declared that there were firms in Toronto who had never posted their travelers on the passing of it for weeks and months after it was circulated.

Geo. E. Bristol did not think it would weaken the position of the wholesalers to decide to cut off disloyal manufacturers. The gathering was too large and the Ontario wholesale trade was too well represented for that. A decision from such a number would have a wonderful effect on every manufacturer.



"I agree to say right now," he said, "that I will give an affidavit if nobody else did."

He spoke of the old sugar agreement, which had been broken. But it was because refiners said, and probably rightly, too, they would not agree to it simply because they were not certain of the law. That now is all cleared away.

Col. Smith, London, thought that the affidavit idea was all right, and that it was practically a necessity.

Chas. Parsons, Parsons & Brown, Toronto, considered that the trade would be up against quite a proposition if every traveler, as well as wholesaler, had to sign an agreement to keep to prices and obey the contract. The idea, anyway, of cutting prices on proprietary articles was becoming a thing of the past, and he knew some travelers who rather than take such a declaration would give up their jobs.

Geo. E. Bristol pointed out here that the declaration was only to be used when a manufacturer called upon a traveler to take it in order to clear up an accusation against him—it didn't mean that a traveler will always have to take it.

Jno. Sloan remarked that it seemed to him the trade was getting into too many agreements.

F. R. Parnell, of W. H. Merriman & Co., St. Catharines, was in sympathy with Mr. Blain's paper. After the passing of the Secret Commissions Act conditions for a time were much better than in the old period. But recently his travelers had run into rebate cases every week, but not to the same extent as formerly.

Jno. Marr, Elliott, Marr & Co., London, felt that a man's word ought to be sufficient.

J. Medland, Toronto, said that Toronto wholesalers would make more progress by co-operation. If wholesalers could get together and have their travelers present to listen to addresses, something useful could be done. He would be quite willing to co-operate with the rest.

A. D. Lumsden, of Lumsden Bros., Hamilton, stated that he heartily sympathized with the idea of declarations.

J. Howard Simpson, Guelph, endorsed every word of the paper read by Mr. Blain, and speaking for his house, he would agree with any resolutions passed.

Samuel Vila, Jas. Turner & Co., Hamilton, would undertake to promise on his own behalf, as well as other members of his house, and travelers, that affidavits would be made. He did not think anyone should or would object.

W. P. Byrnes, Collingwood, was in hearty accord with Mr. Bristol, as was also Mr. McLaughlin, Owen Sound, for whom Mr. Byrnes spoke as well.

Wm. Turnbull, Adams & Co., London, believed that a good deal could be accomplished by getting the oath. There was a great advantage gained from the

Secret Commissions Act, and if there were a punishment under the Act there would be a great improvement in the grocery trade.

A diversion was made from the question for a few minutes, while H. N. Kittson, Hamilton, read his paper on "Cost of Doing Business."

After that Mr. Bristol again took up the matter of a resolution. He wanted, he said, to see something actually done and not merely to see a resolution passed favoring Mr. Blain's paper.

"We want," he said, "to eliminate all the bad features of trade and strengthen the backs of both wholesaler and manufacturer."

He asked H. C. Beckett and T. B. Escott, mover and seconder of a resolution commending Mr. Blain's paper, to allow of the original motion being added to and differently worded, and after a slight debate, participated in by Mr. Beckett, Mr. Bristol and the chairman, the following resolution was put to a standing vote, and carried unanimously:

"That this convention is under a deep sense of appreciation and gratitude to Hugh Blain for the timely and most thorough manner in which he has set forth to the trade of this country the importance and great value to the trade of declarations in business, and that a universal adoption of the principles laid down in his able paper will do more to uplift the morals of trade than any suggestion so far made. That this meeting unanimously endorses and agrees for our respective firms that we will take and have our employees take an affidavit when called on by the manufacturers."

#### Cost of Doing Business.

In his address on "The Cost of Doing Business," H. N. Kittson, of W. H. Gillard & Co., Hamilton, referred first to a paper on this subject, which had been read in Quebec in June, 1908, by Mr. Wollaston. While a comparatively short time has intervened since that paper was submitted, yet in view of the vital relation in which the cost of doing business stands to the ultimate profit of any business, he thought every opportunity should be taken advantage of to throw as much light as possible on this subject.

It may be assumed that the increased cost of doing business coincides with and keeps pace with the increased cost of living. The serious problem is to devise means to keep down expenses. In 101 items which enter into the cost of doing business in the grocery trade there is scarcely an item that does not show a substantial increase on former outlay. The increased cost of eggs, butter, bacon, beef, rents, traveling expenses, follow as a consequence of the adoption of local option in some sections. Increased in-

surance rates, more frequent service given by the travelers of wholesale houses to the retail trade also operate to bring up seriously the ratio of the cost of doing business to the volume or turn-over.

It would be calculated to throw light on the cost of doing business if the wholesale trade would agree to appoint some trustworthy accountant who would act in a confidential capacity to obtain from every wholesale house a memorandum, giving its total volume of business and a statement of the various items of expense of such business—the percentage which each item of expense bears to sales of each house respectively could be ascertained. In that way each house could know what was the lowest ratio of expense under any one item or heading any house had reached. House A might get their average charges down to a lower point than any other house. House B might get their ratio of traveling expenses down to a lower point than any other house, and so on. The sum of the lowest ratios would be the ideal minimum cost.

Mr. Kittson then took up the various items of expense, such as cartage, insurance, salaries of principals, losses by bad debts, travelers' expenses, office staffs, telephones, telegraphs, rentals, taxes, water rates, repairs, light bills, subscriptions to benevolent objects, postage, stationery, fuel, advertising, as well as several others, including samples to retailers, shrinkage in weight, etc.

A resolution was passed commending Mr. Kittson for his paper. A. H. Pafford, Geo. E. Bristol, H. C. Beckett and Thos. Kinnear spoke to the motion, Mr. Pafford urging the appointment of a committee to work along the lines suggested by Mr. Kittson's paper and get information on the subject for members of the Exchange.

#### Other Resolutions Passed.

F. T. Smye read a resolution dealing with the Contract Selling Plan. W. P. Byrnes stood sponsor for the motion, which was seconded by W. P. Riley. The resolution was carried. It reads as follows:

"That in the opinion of this convention the Contract Selling Plan (or price protective plan as it is sometimes called) on proprietary articles, is the only means of safeguarding a manufacturer's goods against the evil effects of price-cutting and dishonest practices, and that when such selling contracts are adopted by the manufacturers a provision should be made therein for a declaration to be given by any salesman when called upon, as is so admirably set forth in the address by Mr. Blain on "Declarations: Their Uses and Importance."

Another resolution, proposed by Mr. Carson, dealt with quantity prices and

their evil effects. It was worded as follows:

"That years of experience in connection with the quantity price has proved to this convention that the method is hurtful to the best interests of the retail trade, as any method that is calculated to place the buyer of a large quantity in a position to injuriously affect the trade of the great majority of the retailers of this country is not in the interests of the trade in general."

It was carried unanimously.

M. S. Sutherland moved, seconded by Jno. Marr,

"That the action of some manufacturers in discriminating in their prices and discounts on their proprietary articles to favored retailers is a menace and a direct injury to the large majority of the retail trade of this province, and that the manufacturers be requested to give this matter their serious consideration, with a view to treating all of the retail trade in a fair manner."—Carried.

#### Interest of the Retailer.

The last subject of the afternoon was John Dillon's (of A. M. Smith & Co., London) paper on "How to Preserve the Interest of the Retail Trade." In Mr. Dillon's absence the paper was read by Col. Smith. It was as follows:

"I have been asked to introduce the subject, 'How to Preserve the Interests of the Retail Trade.' I regret that this subject is not in better hands, as it is most important and I feel that I cannot do it justice, but I hope that the discussion which will follow will bring out good results.

"Self-preservation is one of the first laws of nature, and as the retailer's interests are our interests, he is necessary to us and in fact part of us. How to better the conditions of the retailer should be one of the first considerations of the wholesaler. For some years past the wholesale trade has been working along this line. This meeting is an evidence of that. The natural channel of distribution is from the manufacturer through the wholesaler to the retailer. The retail grocer is the most necessary, the most used and the most abused of all dealers. In the present day, through competition, his expenses have been unavoidably greatly increased. In the cities we find that it is a general practice for him to solicit orders, as well as to deliver the goods, and in towns and villages competition has caused him to pay exorbitant prices for produce.

"The retail grocer is also, through common practice, one of the greatest philanthropists of the day. He distributes more charity than any millionaire. If through sickness or other cause the head of the house loses his position, the grocer is called upon to supply goods on

credit. He really feels at the time that he should not do it, but he argues with himself, 'I cannot see these people starve.' I feel quite satisfied that there is not a retail merchant in our province who has not numerous records such as this, and they are costing thousands of dollars. This is another reason why he should be protected and conditions improved.

#### To Handle Profitable Goods.

"Now, it is an easy matter to criticize, but what we want is to offer some remedies. I think, in the first place, we should start with our travelers, and get them to persuade our customers to buy and handle profitable goods, not to be looking for cheap lines. Invariably my experience has been that the selling of these cheap goods displaces lines on which there would be a profit and in the end there is a certain amount left over, which is often sold at a sacrifice, practically absorbing all the profit, whereas if the merchant had saved his energy and used his newspaper for a little judicious advertising I am satisfied he would have been farther ahead. Cutting prices, especially of proprietary articles or staples, is a very dangerous and unnecessary way of getting business. I think we should post our travelers on legislation respecting trade and commerce, especially the Secret Commissions Act. He should be familiar with this so as to impart the same to his customers. They would not be misled into transacting business along immoral lines. Another thing, every traveler should be familiar with the average cost of doing business, and in conversation with his customer he should be an educating medium in this respect.

"With reference to some of the remedies. We should avoid handling any lines of proprietary articles that do not pay a fair margin and we should get the co-operation of the retailers. If the manufacturer wants to put a line of goods on the market to make himself a good fellow with the consumer at the expense of the trade, let him go to the consumer and pay all the expenses himself.

#### The Quantity Price Again.

"Another evil is the quantity price. This is invariably abused and it gives a few retailers an advantage over the many. A line of demarkation between the wholesaler and the retailer should be drawn at the retail counter. Merchants buying together in quantities to get the price is a mistake, as it gives perhaps the small man, who is a cutter, the opportunity to cut. We feel that if there was more confidence among the retailers, and if they consulted with one another, a good deal of unnecessary cutting could be avoided. This selling of ten-cent lines at three for a quarter, and buying goods at 50c per dozen to sell at 5c. and \$1 to sell at 10c, should be entirely done away with. In talking to several of the retailers I find that a conservative estimate of the cost of doing their business is about twenty per cent.

and surely they are entitled to some small profit for their investments and their services. In the present day there is a large demand for package goods. Looking at this from a sanitary standpoint of view I think it is right. It preserves food from dust, not only in the store, but in transit from the retailer to the consumer. But many of these goods do not yield the cost of handling.

"I hope there will be a full discussion."

On the conclusion of the address, F. T. Smye moved, seconded by Geo. E. Bristol,

"That John Dillon's paper, presented by Col. Smith, on 'How to Preserve the Interests of the Retail Trade,' be gratefully received and thoughtfully considered and placed on record in the minutes of this meeting for reference."

#### Day With Manufacturers.

President Craig, on business being resumed on Tuesday morning, pointed to the fact that out of 71 manufacturers invited to the convention there were 60 acceptances—a large percentage, which was gratifying.

F. T. Smye then read again the special paper of H. C. Beckett, giving his ideas on the unfair methods which some manufacturers employ and suggesting remedies. The foregoing resolutions were also read to acquaint the manufacturers with what had been done the previous day.

Mr. Smye pointed out that out of 52 Ontario wholesalers invited 45 were represented. "Seven," he said, "have no use for association work. This class of jobber will not be educated and is a menace to the trade. He wants special advantages, and to play to weak retailers who haven't minds of their own. We are here to present an undivided front, for the disloyal manufacturer is going to work a great trouble to the trade. The Contract Selling Plan will correct the evils because it treats everyone alike."

He hoped that all were meeting there as friends in the trade, and that no petty jealousies or trade animosities should enter the convention.

President Craig pointed out that it was not the intention of the Exchange to force any outsider to become a member. We ought to consider them innocent unless they are proven guilty of unfair methods. Some of them have been in business a long time and they have old ideas which are often hard to overcome, particularly if they are Scotchmen. They have done business in the old way like their forefathers and cannot see why the old system should not now succeed. But if they want to be up-to-date, they must keep up with existing conditions. There have been wonderful changes.

"We have no fault to find with those who are not members, but we are surprised that these men who get benefits and privileges from us should allow some person else to pay for the machinery in motion."

"The manufacturer and wholesale grocer should be in accord with each other," said Hugh Blain. "Their interests are identical and unless the one is

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"We recognize that the manufacturer is the foundation of business in this country, and that it is a mistake to interfere with his interests. If we are the cheapest and best channel for his goods anything done to benefit us would be good for him as well. The manufacturer has the undoubted right to put his product on the market at the price that will best repay him for his efforts. He can say at what price it shall be sold, and he can apportion profits for handling his product to himself, wholesaler and retailer. It is for him and for us and for the retailer to say along what lines his business can best be conducted. The recommendation in the resolution referring to the Contract Selling Plan points out the only way in which the manufacturer can sell his wares advantageously.

"He spends thousands of dollars on advertising to the consumer for the public must have confidence in his goods.

#### Power of the Retailer.

"But the retailer can destroy all his chances if he wishes. A half dozen retailers throughout the country can cut the prices so that his goods will soon be shoved behind the counter and their sales will fall off."

Mr. Blain cited a case of this nature which happened in Hamilton. There the retailers killed the sale of a manufactured article which was being sold by what they claimed were improper methods through one wholesaler. The manufacturer had to withdraw his methods and the business came back again.

That went to show what a few retail men could do with a well advertised article. They could destroy all the efforts a manufacturer puts forth and why should the manufacturer therefore not have the right to lay down conditions to keep his goods perpetually before the people? The Contract Selling Plan, after many years of trouble, had been adopted requiring the wholesaler and retailer to sell at fixed prices. Having made those prices every man through which the goods pass should feel it his duty to carry them out.

"But," said Mr. Blain, "we cannot vouch for the integrity of the entire trade. The majority want to distribute goods honestly, but we want the manufacturer to protect us against the others, and to share up with us a portion of the vast fortunes they are acquiring. We poor grocers are losing money and what I'm saying is true.

"When we have such a vast army of agents—some 400 in Ontario—distributing your goods at less than cost, then we think you should consider us and give us a little better profit.

"We want your co-operation—if the manufacturer is loyal to us we will be loyal to him and we are not going to do anything adverse to the interests of the retailer and consumer."

#### The Manufacturers Talk.

R. J. MacDonald, representing the Quaker Oats Co., Peterborough, was the first of the manufacturers called upon. He referred to the time when three or four years ago his company had tried to do business with the retail trade direct and when it was at loggerheads with the wholesaler.

But the company found this to be a mistake and finally adopted the Con-

tract Selling Plan, but not without opposition from the Chicago head office. Now they have fixed prices on all packages and pay a rebate of 10 p.c. every three months to the wholesale trade.

"To-day," said Mr. MacDonald, there is only one retailer to whom we sell and that is the Robt. Simpson Co. We cut off the T. Eaton Co. because they were cutting our prices."

He cited an instance which happened once in Seattle where the trade had cut his company practically off because it used arbitrary methods.

"The wholesale trade said they would cut us off," he said, "but we thought they couldn't on account of our advertising. They went to the retailers and we found that in spite of our heavy advertising the wholesale and retail trades were too strong for us—we had to give them better profits."

Some wholesalers, he thought, did not take the manufacturer into his confidence enough and vice versa. Some workable agreement should be reached. The great advantage he saw in the agreement plan and Secret Commissions



WM. DOBIE, TORONTO,

President E. W. Gillett Co., Ltd., Who Spoke on Behalf of Manufacturers.

Act, was that although there may be cutting by the wholesaler, it makes the retailer neglect to mention he is getting the better price—if he can buy the goods cheaper nobody knows it. He believed the wholesale grocers to be the cheapest medium and if all goods of manufacturers paid them a fair and uniform profit and that if goods with small profits were eliminated the wholesaler might not complain of high cost of doing business.

"The main point," he added, "is taking the wholesaler into our confidence and interesting him with fair profits."

#### Undersold by Wholesalers.

A complaint that R. L. Innes, Canadian Cannery, Hamilton, made was that he had actually found travelers of wholesale houses selling their goods at less than their own travelers. They give a rebate even on restricted lines and he did not think, therefore, that his company received the co-operation of the wholesaler and retailer to which they were entitled. He thought the

only remedy was that the wholesalers as well as travelers should be obliged to make the declaration as suggested by Mr. Blain, that they were not cutting prices.

Referring to the wholesalers' cost of doing business Mr. Innes suggested that traveling expenses be cut down. He thought there were too many travelers on the road in Ontario. In Ontario there were 400 travelers to 52 houses. Each sold probably from \$60,000 to \$70,000 worth of goods in a year, while in the west every traveler sold about \$200,000 worth. If operating expenses could only be cut down \$5,000 or \$10,000 there would be that much profit found and nobody would be the loser.

He wished the wholesalers to bear in mind the fact that their goods had to be sold at popular prices—10 cents for instance, and if there could be co-operation to reduce our expenses we could give the consumer better prices.

Mr. Innes did not think that the large retailer who buys in car load quantities should be antagonized—such as the large departmental stores—but that some plan should be worked out to hold their favor. He was not advocating quantity prices, he said, but there should be some special method for keeping their interest.

"We realize the wholesale trade to be the legitimate distributing channel and if 95 p.c. of the trade could be controlled all would be in a position to make a fair percentage of profits."

Retailers were now more and more taking advantage of rising markets, they bought right and were not merely selling above cost.

In reply to a question from Wm. Ince, Perkins, Ince & Co., Mr. Innes stated that his company had never sold a case of goods to a department store or to a retailer.

#### Competition From Wholesalers.

Wm. Dobie, of E. W. Gillett & Co. Ltd., Toronto, then addressed the meeting. He said in part:

"Gentlemen, without intending any flattery, I can truthfully say that during my experience of about 30 years of close connection with the wholesale grocery trade in Canada. I never knew a finer lot of men than those engaged in the business, but I must reluctantly qualify this statement to a moderate extent, by saying that some of you are a rather difficult lot of people to please in some respects. Sometimes we get the notion that some are like the average small boy who is looking for the long end—the biggest half of the stick of candy. We do our best to divide it fairly and in proper proportions, but our efforts we are sorry to say are not always appreciated. Considering the present high prices of all raw material, we are really treating you well. We desire it should be understood that it has always been our aim to get along nicely with our friends in the wholesale grocery business, and we think as a rule, speaking in a general way, that things have been fairly satisfactory to all concerned.

"Of course where interests clash, as they do in many cases, owing to the fact of such a large proportion of wholesale grocers being manufacturers of certain lines as well, it is utterly impossible to avoid all friction. Some

of our actions have been criticised and occasionally criticised quite severely, but notwithstanding such to be the case, we can truthfully say we have made a strong effort to be fair and to favor our friends as much as possible, under all circumstances and conditions, and if we are permitted to carry out the same policy, we will likely do so. We, however, always reserve the right to change our plan of operations and if found necessary, to go direct to the retail trade, although we hope that such a course may not be necessary.

"We are taking this opportunity of answering something that is possibly uppermost in the minds of all, and that is the question of making certain changes in price schedules recently put into effect, with the idea of making the jobber's profit slightly higher. I want to say if you thoroughly understood all the conditions leading up to the changes that were made, I am sure you would feel entirely different about the question. The fact of the matter is we have for some years been too liberal with the wholesale trade, and possibly this makes the difference in profit more noticeable now. When we reach the point where we find the wholesale trade are the real distributors of the product of our plant, we would of course, naturally feel more inclined to allow as large profits as possible, but unfortunately, to-day our records show that the majority of our output, with the exception of one line, is placed by our own salesmen. As to what may be done in the future, in the way of increasing the jobber's profit will depend largely on the showing you make. We will experiment for a few months with the new lists which became effective in March, and you can also do the same. Possibly after we have all had actual, practical experience, we will be in a better position to judge as to what is needed and what should be done.

"We are aiming to manufacture a complete line of pure goods, articles that are better than is required under any pure food law that may be put into effect in Canada or any other country. It is only reasonable to suppose that we cannot give you the same profit on the better quality of goods on which our margin is small, as on less expensive goods on which there is quite a large profit. Although members of your association have used many arguments to show that slightly larger margins should be allowed, we desire to say no change in prices or in your margin, can be made at the present time, and we cannot promise that any will be made very soon, but there is no telling what may be done if the wholesaler and his selling staff get busy and show good results. Work of this kind will be more effective in bringing around a different state of affairs than anything else.

"We strongly urge and advise that you become the real distributors of the product of our plant. By this we mean that you should through your selling force, actually sell the lines that are difficult to sell, as well as the others—the ones that are comparatively easy to dispose of. Under improved conditions such as these, we could no doubt afford to deal a little more liberally with you.

**Advocates Co-operation.**

"It should be possible for us to work together and get things running in such

nice smooth shape that we could rely on you to attend to the selling end, and all that would be required of us would be to have a few good advertising men on the road to do necessary work in that line, of which you would of course reap the benefit. Under such ideal conditions as these, you would be satisfied, we would be satisfied, in fact everybody would be satisfied. Sizing up the whole situation, we desire to say that while the jobbing and retail trades do not make quite as large profits as formerly, yet when the goods are bought in proper quantities the margin is very fair. Should we find it possible to get the cost of manufacture down finer from time to time, it will be a pleasure to see that our friends get their proportion of the saving.

"As all present know, we have a salable line of well advertised goods on which all make a profit. We have been criticized quite harshly for changes made in prices, but these changes were compulsory and there are various reasons for saying this. Since new lists became effective on March 1st, we voluntarily made a concession on one line, in the shape of a rebate which will be paid every six months, to loyal concerns, and we expect to and no doubt will receive the commendation of the wholesale trade for this action. We think the trade understands the whole question fairly well but for fear some do not, we take this opportunity of referring to Magic Baking Powder especially. Realizing that the public demand the best article possible in this line, at a moderate price, we decided to produce it and place it upon the market. This meant a vast amount of work, and a great deal of expense, but having facilities to do the work, we concluded that circumstances justified us in standing the expense. The result is that we have to-day in Magic Baking Powder the very best article in its line that can be made and sold to the consumer for 25c per lb.

Before recent change in prices took effect, a special arrangement was made with Ontario wholesale houses to confine their purchases and sales in the yeast line to Royal Yeast and in the lye line to Gillett's Lye. In this connection we have been accused of deliberately reducing the jobber's profit after this arrangement was made; but viewing the question from the company's standpoint, this is not correct for it is a fact that the changes in prices were contemplated and in fact decided upon before other arrangement was talked of or considered at all. It is out of the question in such a case to make public anything in connection with changes in prices of the goods, for it is necessary that they be put into effect automatically, in all sections. The point of change in price is covered in the arrangement, so we should not be accused of any violation.

"While it is not my wish to interfere in any way with the program of your convention, yet it is hoped by some manufacturers as well as ourselves, that before this meeting adjourns on Thursday, that the question: "Should jobbers be competitors of exclusive manufacturers who favor the wholesale trade?" be gone into and discussed fully, and we would like you to link with that question the other: "How can a wholesale grocery house who manufacture a similar line of goods to

that made by the Gillett Co. honestly push and recommend the goods made by latter concern?"

"If things go on as they are now, and possibly get worse, we fear you are going to drive the legitimate manufacturer who is willing to work with you, to go direct to the retail trade. We have good and sufficient reasons for thinking that a wholesale grocer should be a wholesale grocer, and that he should keep out of the manufacturing line altogether. Of course we know what a good many will say to this, but believe it to be wise that this convention should give these questions very serious consideration.

"In giving consideration to our particular case, we hope you will not be too harsh, for you all know that for a long period we have indirectly been the means of the jobbing trade of the Dominion of Canada making considerable money.

"I thank you for the fair treatment and patient hearing you have given, and I take pleasure in extending a cordial invitation to all delegates to call upon us before leaving Toronto."

F. T. Smye said: "Mr. Dobie says that a complaint has been made that the wholesaler grocer has become a manufacturer and competitor. In reference to that phase of the question I would say that the percentage of wholesalers who are manufacturers is very small. Our firm is one of the guilty ones, but we were driven into the manufacture of goods by the inferiority of some of the goods supplied by some of the manufacturers. Take it in spices, coffees and extracts—for the reason that manufacturing houses were going direct to the retail trade and putting in a superior

**MANY MANUFACTURERS INTERESTED.**

Among the manufacturers who accepted invitations to be present at the wholesale grocers' exchange convention or to have a representative present were, the American Tobacco Company, Montreal; Walter Baker & Co., Montreal; Brantford Starch Works; Canadian Salt Co., Windsor; Canada Sugar Refining Co., Montreal; Cowan Cocoa Co., Toronto; Cudahy Packing Co., Toronto; Christie Brown & Co., Toronto; Wm. Davies Co., Toronto; Dominion Canners, Ltd., Hamilton; Edwardsburg Starch Co., Montreal; Empire Tobacco Co., Montreal; E. W. Gillett Co., Ltd., Toronto; Imperial Tobacco Co., Montreal; Lever Bros., Toronto; Sir W. C. Macdonald Tobacco Co., Montreal; Malta Vita Co., Toronto; P. McIntosh & Son, Toronto; Pugsley, Dingman & Co., Toronto; Quaker Oats Co., Chicago and Peterborough; St. Lawrence Starch Co., Port Credit; St. Lawrence Sugar Co., Montreal; and John Taylor & Co., Toronto.

Letters of regret were received from such firms as the Acadia Sugar Refining Co., Halifax; Walter Baker & Co., Montreal; Alpha Chemical Co., Berlin; Borden Condensed Milk Co., New York; Bovril Co., Ltd., Montreal; E. B. Eddy Co., Ltd., Hull; Mount Royal Milling Co., Montreal; and the St. Croix Soap Co., St. Stephen, N.B.

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quality of the goods to the goods which they supplied to the trade. They supplied cheaper goods to the wholesaler at the same price. A good many of the wholesalers are interested in the spice business. Outside of that I do not think we have sinned very grievously in that direction. The grocers have never gone into the manufacturing business except where the manufacturer would not share a fair profit with them—that is the only reason why the trade has gone into the manufacturing business.”

Hugh Blain's remarks on this were: “I think Mr. Smye has overlooked the real reason why the wholesalers have gone into the manufacturing of goods. I think the real reason was the grocery trade did not get sufficient profit on the goods the manufacturer handed to them to distribute. I can tell you this much, that if it were not for the manufacturing branch of our business we would show a loss at the end of the year instead of a profit, and that is the reason why the wholesale grocer has been forced into the manufacture of goods when he did not want to go into it. It just shows that conditions of trade have been wrong. The conditions of trade are responsible for the position outlined by Mr. Innes. We have not had them properly enforced or we would not be manufacturing today. Another reason is that in some lines—I am not referring to Mr. Dobie or any manufacturer in particular—but it is well known among the grocery trade we used to get our manufactured goods from the factories and we had to compete with the manufacturer when it was frequently represented to our customers that the manufacturer specially made our goods for us and that we were simply distributing their goods, and they were not putting in the quality of the goods they were selling direct from the factories. It is a condition our travelers had to meet every day in the month, and in the year, and it was for these causes where we had to compete with inferior goods, because we were not getting sufficient profits to enable us to do our business that we were forced into the manufacturing branch of the trade. I would like to impress that fact on Mr. Dobie, because if the conditions had been satisfactory from the beginning and if we had been getting the profit that as distributors we were entitled to, none of us would have cared to devote part of our institution to a manufacturing branch, and the remainder to the distributing.”

E. G. Henderson, Windsor Salt Co., was the next speaker.

“In theory possibly the suggestion of my friends from the wholesale trade are perfectly correct,” he said, “but theories do not lead to very much. It is rather a big question—the idea of having such friendly relations between the manufacturer and the wholesale grocers. But there are several things to be considered, especially in regard to the question of fixed prices. We have always

been loyal to wholesalers, and I can say without fear of contradiction that no manufacturer in Canada or any other country has been more loyal to the wholesale trade than we have been. When I began business I had to look around for the cheapest and best method of distribution, and found the cheapest method was through the wholesale trade.”

But there ought to be some way, he thought, of reaching the large retail buyers and not antagonizing them as suggested by Mr. Innes.

A fair profit was wanted, but wholesalers had said to him why he did not meet competitors' prices and then they would handle his goods. What was to be done?

These were conditions that had to be met.

Some concerns had been accused of holding up consumers, but manufacturers have to have a legitimate profit.

“You never know where you are at when rebates are given,” he said, touching on the rebate problem.

“Retailers never know what prices their competitors are getting from houses who cut prices to them.

“Cutting prices is a curse to the country,” he emphatically declared yet newspapers were calling for competition. He called attention to the fact that railways fixed prices both in freight and passenger service and asked if there was no way in which prices could be fixed to bring about a more stable condition in trade.

The convention then adjourned for luncheon.

**TUESDAY AFTERNOON SESSION.**

After the noon adjournment the manufacturers again presented their views, the starch men being given an innings.

Robt. Wallace, of the Battle Creek Toasted Corn Flake Co., said his company was one of the first to take up the matter and adopt a uniform contract selling plan. Inside of a short time fully 75 per cent. of their customers had agreed to the plan, and at present practically every customer on their lists had signed the agreement. There was some little difficulty experienced in inaugurating the system—there always is—but in the main it was found to work admirably. When charges were made the fullest information was asked for. The regulation of quantity price was at first thought to be an imposition, but the system was found to work well, and in the main was indispensable to the trade.

G. H. Benson, managing director of the Edwardsburg Starch Co., Cardinal, Ont., said the starch people stuck as well to the agreement as did other manufacturers. Last July they entered into an agreement, which now is working very well. The trade cannot say they have not been treated generously, and they should not forget that the manufacturer has had to meet changed trade conditions, which were really forced on them. Raw material prices vary as also does the cost of production, and the manufac-

turer is sometimes forced to ask the wholesalers to put up with inconveniences that he has to suffer. This was the condition of affairs last July, when they were criticized by the trade. Just now they are dealing as fairly as possible with the wholesale trade and he thought the present a good agreement. There was no use denying the fact that the Edwardsburg Company sold to grocers not strictly in the wholesale trade, but since last July the numbers of such accounts was small, and at present there were but one or two such on their list—old friends and old customers, who would not interfere with the agreement. A large number of retailers were cut off. He did not suppose that by holding these one or two old friends they were going to get any more business, but if these names were taken off there might be price-cutting and strong competition in the trade. The agreement had better be left as it is, as their position was a fair one, and he did not see any better way of dealing with the difficulty. So far as the starch men were concerned the agreement was being adhered to. They had cut out the old discount on 100-box lots, and now make a certain specified discount to the trade. After doing that he thought that was about all they could be expected to do.

W. G. Craig said there were one or two Kingston retailers on the manufacturers' list chiefly because of being old friends of the manufacturers.

**Few Retailers on List.**

Arch. Hutchinson, of the St. Lawrence Starch Co., had a connection with the starch trade for 35 years, and had charge of the Edwardsburg starch sales west of Montreal for many years. He had sold through the wholesale trade and would continue to do so. His relations with them were always amicable. The profits to the wholesale trade had been satisfactory, except on one or two occasions, because of certain reasons. The few retail accounts dealt with on the manufacturers' lists should not make for trouble. It would be a mistake to change these conditions. There are so few of these accounts—about five in the whole province. The conditions of the starch and corn syrup trade is entirely satisfactory and the wholesalers are getting a good profit.

H. S. Bourke, of the Imperial Tobacco Co., did not think that the contract selling plan would work so well with them as with other manufacturers, because of their method of dealing with customers outside as well as inside the grocery trade. In general, though, the contract selling plan had helped to make the tobacco business pay. While realizing that they should sell only to wholesalers, they had been compelled to sell to retailers sometimes. However, when such sales were, or are, made they are not allowed to sell below the rest. If any person breaks this rule he is immediately cut off the list. But you

wholesalers are not always able to control your own members. There is one of your number here to-day who makes our travelers miserable every time they call on him, by insisting that the "30-days net" clause be expunged from the contract.

"Who is it? name him," cried several of those present.

"I do not think I should give his name. I am not here for that."

"Let him stand up," was shouted from the body of the hall.

F. T. Smye, said that Mr. Bourke has made a statement that there is not harmony within our ranks. I think we should have a poll to find out who he means."

W. G. Craig—"Will the member who is accused defend the charge or explain himself?"

A. Hutchinson—"This is not the place to investigate any such charge. I understand that the manufacturers were invited here to address the convention and give their views. If any matter was to be probed then it had better be done in committee."

H. C. Beckett was glad that Mr. Bourke brought up that question. "We want the manufacturers to come here and state their grievances, give their views and get the sentiment of the trade. If any wholesaler made such a statement, he made it unthinkingly."

The matter was then dropped.

#### Friendship With Retailers.

Mr. Beckett went on to say that the manufacturers should make friends with the retailers. Part of the duty of the wholesale trade is to protect the interests of the retail trade. "We have discussed the cost of doing business with the retailers and find it is about 22 per cent. Some manufacturers have sold goods to the wholesale houses, at a certain price and after tying them up have offered the same goods to the retail trade at from 10 to 20 per cent. lower figures, the manufacturer profiting by the competition between wholesaler and retailer. We have fought this thing out in the courts; we have been misrepresented; but the courts have made things right. Now if the manufacturers can make more money by dealing direct with the retailer he is at liberty to do so, but the wholesaler will not handle his goods. At present the wholesaler is making between 6 and 7 per cent. It costs 9 per cent. to do business. The retailer sells almost at cost, and his charge is 20 per cent for doing business. When a manufacturer compares his profits with those of the wholesaler and retailer he will see things from our standpoint. Sometimes it is enough to make a man go out and—well take a drink.

Mr. Craig thought the discussion had proceeded far enough to have some resolution passed.

Mr. Blain, therefore, again read his paper presented the day before, and the resolution based on it was put. The

terms of the resolution were explained to the manufacturers by Mr. Beckett, as well as the important paragraphs of the proposed contract form.

H. N. Cowan, of the Cowan Chocolate Co., said that it was satisfactory so far as their dealings with the grocery trade was concerned, but they made and sold confectioners' goods as well.

Christie, Brown & Co.'s representative did not wish to take sides because he had no power or authority to do so.

Mr. Rose wanted to know who would enforce the agreements.

Mr. Craig—"The manufacturers."

Mr. Rose—I think the Exchange should do its own police work.

F. T. Smye thought manufacturers should assist.

Mr. Marshall, Cannery Ltd., believed that a solicitor should be appointed to look after that matter.

Mr. Beckett—The agreement is between the wholesalers and manufacturers individually.

Mr. Marshall—"But the wholesaler is directly benefited."

Mr. Beckett—"Yes, but if cutting goes on on goods because of the neglect of manufacturers the wholesale trade will lose interest in the goods and eventually that will mean a loss to manufacturers."

Mr. Hutchinson though a committee should be appointed to deal with the details of enforcement.

#### Not Absolutely Obligated.

Mr. Blain—"This resolution does not mean that manufacturers are absolutely obliged to sign a declaration. If the manufacturers think there are no grounds for the charge, or if the charge is too trivial he need not enforce the declaration. We are not committed to this system. If there is something better then let us have it. But if you cannot see your way to enforce it, or will not enforce it, then we won't handle your goods."

Mr. Rose believed that the manufacturers should first have been allowed to discuss this question among themselves and then—say to-morrow—be allowed to discuss it at the convention.

Mr. Craig thought the suggestion a good one, and if a motion was put along those lines, then it would be satisfactory.

Mr. Hutchinson—"The manufacturers are agreed to the principal of the resolution, but would rather discuss the matter later and allow the details to be worked out."

Mr. Marshall here asked if an outside packer, say, was to sell goods in Ontario would he be required to sign the agreement.

Mr. Blain—"Certainly, and if he didn't his goods would not be handled by the wholesale trade."

Mr. Smye corroborated Mr. Blain, and instanced a case on similar lines with a cereal manufacturer some time ago.

The matter was then dropped, and the convention adjourned.

#### DAY FOR THE RETAILER.

On Wednesday morning there were many retailers present from various parts of the province. The meeting was opened by President Craig who welcomed the retailers.

Vice-president F. T. Smye, reviewed the business that had been done during the past two days, and read the various resolutions on which he invited discussion. He outlined also the movement to advance an educational campaign to acquaint the trade with existing conditions and to correct evils existing.

E. M. Trowern, secretary of the Retail Merchants' Association of Canada, then read an address on the "Relations between the retailers, wholesalers and manufacturers." This address will be published in next week's issue of The Grocer.

A resolution moved by F. T. Smye and Jas. Vair, was carried tendering to Mr. Trowern the thanks of the trade.

Mr. Vair commended the action of the wholesalers in getting together the various branches of the trade. It was a step in the right direction.

Retailers and wholesalers have their difficulties, but he thought they could be smoothed out by convening on business matters.

"It is an undisputed fact," he said, "that we are not making the money in the retail trade to-day that we used to do 25 years ago in the small towns and cities."

Overhead expenses was the trouble. Retailers hadn't the buying power they had 25 years ago. "We used to buy teas then from the wholesale houses for 14½c and 16c per lb., which we sold for 40c or 3 for a dollar. We were commended for doing it and looked up to, but now we are mere ordinary grocers."

"I attribute the difficulty to the fact that there are 32 grocers in Barrie to a population of 6,800. There were too many in the trade and he thought the wholesale trade had been fostering too many small grocers in the small towns in Canada.

"If a man buys a carload of sugar in Barrie he has to pay the same amount as the man who buys five bags; the same is true of a car of can goods. Retailers do not now have the buying power they used to have."

He hoped the wholesale trade would not countenance too many small grocers in a small town, as this only was en-

#### SEE NEXT WEEK'S GROCER.

Readers of The Grocer are requested to read carefully in next week's issue the address of E. F. B. Johnson, K.C., on the Secret Commissions Act. This will appear in full and as this act is one of the most important before the trade at the present time, it deserves the attention of every retailer, traveler and wholesaler in Canada.

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couraging the small trader to cut prices and injure business.

The contract selling plan was a step in the right direction, but still he considered a grocer should get a better price when he buys in quantity in view of his buying power.

In order to have prices maintained he advised manufacturers to have their goods invoiced to the trade at the prices at which retailers should sell to the consumer. The retailer should then get a discount off, which would represent his profits.

He said that retailers had been working for a certain company all their lives instead of for themselves.

"The wholesaler claims it costs him 9 per cent. to do business; it costs us from 14 to 15 per cent., and yet we do not make a gross profit of more than 16 per cent. We should get at least 20 per cent. The large departmental stores make 25 per cent., because they have a buying power behind them. New wholesalers starting up with \$5,000 or \$10,000 capital are selling cheaper than wholesalers who have been in the business for years with capital of some \$400,000. We cannot make money and we are forced to do things we wouldn't think of doing 25 years ago."

M. Moyer, Toronto, chairman of the retail grocers section of the Retail Merchants' Association, supported organization work, which would be in the interests of consumers as well as retailers.

Consumers are now finding out that the retailers are not making the profits they thought they were—this was brought out by the recent discussion on the high cost of living question. Organization work with a view to educating the people was what he advocated.

#### Position of the Retailers.

Mr. Moyer then read a number of resolutions, which the retailers had drawn up at their meeting on Tuesday afternoon and these formed the basis of the discussion until the hour of adjournment. These resolutions were as follows:—

"That it is the opinion of this meeting that it is not in the best interests of the grocery trade that some few retail houses should have the right to purchase in large quantities direct from the manufacturer and that this privilege be not allowed to all."

"That we think that it is not fair to the retail trade that wholesalers and manufacturers should sell direct to consumers, including hotels, boats, restaurants and public or private institutions."

"That it is the opinion of this meeting that the Wholesale Grocers Exchange is an advantage to the Retail Trade if properly conducted, and providing that what is done is done in the best interests of trade and not against the welfare of the public."

"That we are as strongly as ever convinced that the contract plan of selling goods is the right and proper one."

"That we consider that it is the opinion of this meeting that price cutting on all goods should as far as pos-

sible be stopped, as it demoralizes all branches of the retail grocery trade."

"That it is the opinion of this meeting that all biscuits should be sold on the contract plan and invoiced at retail prices less the discount, and that this meeting desire that this subject be taken up by the proper committee of this section with the manufacturers and dealt with."

"That we consider it not in the interest of the retail trade that manufacturers and wholesalers should agree and fix prices among themselves and not consider the retail trade, as price cutting injures the retail trade and wholesalers and manufacturers are not affected."

"That it is the opinion of this meeting that all manufacturers should have their cases properly marked specifying the exact quantity and weight in them."

"That it is the opinion of this meeting that all goods which are to be sold by the retailer at 10 cents should not cost more than 90 cents a dozen."

"That it is the opinion of this meeting that all package goods should be sold on the contract plan."

"That it is the opinion of this meeting that immediate steps should be taken by the retailers to act with the wholesalers and manufacturers to prevent price cutting."

"That it is the opinion of this meeting that we should consult with the wholesale dealers and point out to them that it is not fair for them to encourage people going into the trade who have no knowledge of it, and who have very little capital, and the experience and knowledge not have had in business should count for something. In our opinion discretion should be used when persons who go into the grocery trade as to where they are located, and this could be done for the betterment of the trade by wholesale houses when persons apply to them to open accounts."

"Should retailers be placed on the jobbers' list and thus have advantages over ordinary retailers?"

"That it is the opinion of this meeting that it is unfair for the wholesalers, when a man fails, to compromise with him at 50 or 60 cents or even less on the dollar and thus put him in a better position than those who pay 100 p.c., and they should take steps to remedy said evil."

"That it is the opinion of this meeting that the wholesalers should restore the cash discounts."

Jas. Staples, Lindsay, spoke to the first resolution. "Is it right for the manufacturer," he asked, "to sell to a few of the retailers and then hand over the bulk of the goods to be sold through the wholesale trade?"

"If it is fair to sell to one retailer in a town is it right not to sell to another, for the one is then in a position to offer baits to customers and undersell the others?"

"If you are agreed that the right channel is through from manufacturer to wholesaler, to retailer, why not do it?"

These were questions which he asked the manufacturers and wholesalers to consider.

It was not fair to the retail trade, maintained Alex. Fisher, of Lindsay, who spoke on the second resolution, for the manufacturers and wholesalers to sell to consumers, hotels, etc.

He referred to cases where Toronto wholesalers had come into Lindsay and sold direct to hotels and he knew of other cases where consumer had bought tea from a wholesaler 10 cents cheaper than she should have paid to the retailer.

"If you gentlemen think that is right say so," he added.

#### Profit Question Again.

"The majority of the retail men," said J. F. Holloway, "do not consider the wholesale men thieves, but they have not protected the retail trade as they should have done. It is not fair that a traveler should sell an article the profit on which he says will be 20 p.c. to the retailer when he knows it will not be more than 16 1-3 per cent. Our running expenses are 15 p.c. leaving a profit that is absurd. The wholesale men are handling articles at 15 p.c. gross profit, with only 8 p.c. working expenses. The proper channel for trade is from the manufacturer to the wholesaler, and from the wholesaler to the retailer. Manufacturers have ignored the retailer in every respect. They have acted with the idea that 'If I advertise my goods the retailer must carry them.' He should first find out if the retail grocers are in sympathy with them and are not substituting others for them. The question should be 'does the grocer get sufficient to warrant his pushing a manufactured article?' We have to increase our profits. Matches have gone up 15 cents a case. Who pays that increase? It is not the consumer. The money is coming out of our pockets. Baking powders and other lines show similar conditions. The wholesaler does not lose."

Mr. Holloway suggested that wholesalers meet the grocers and let them consider whether the goods are being handled with a proper profit.

"I do not see," he said, "wholesalers or manufacturers putting their sons to learn the retail business."

"Would you put your boy in a business which after years would only yield him \$8 a week?" he asked.

"We will soon have to put women behind the counters unless you give us more profits. We should have a profit of 20 p.c. on the majority of articles. Our working expenses of 15 p.c. cannot be cut down. You are spending thousands in advertising only to get kicked at the counter."

"You may think it all right to sell a car load of goods to the T. Eaton Co., but who sells it broadcast throughout the country? It is the small man and you should look after him."

"The stopping of price-cutting is a matter of concern to all retailers," said F. W. Forde, of Ottawa. "We have had considerable trouble from a department store continually cutting."

Mr. Forde read a list of goods advertised by this store, showing the extent

#### FLOUR GOES DOWN.

A drop of 20 cents a barrel in the price of flour was announced this week in Toronto. The best quality has been reduced from \$5.70 to \$5.50 and second grades to \$5. This was announced just before going to press.

of the cut rates, and stated that every few days the list is changed.

"Some time ago," he continued, "they advertised breakfast bacon at 20 cents a pound, when we were selling it much higher. They were really offering the customers green bacon, using this questionable method. I hope the convention will consider this," Mr. Forde concluded.

J. McCorvie, Chatham, in speaking on the selling of biscuits on the contract plan, stated that retail grocers have no particular fault to find with biscuit manufacturers. The principal difficulty was with retailers themselves, who cut prices on fancy biscuits as an advertisement.

"There are merchants in every town," he said, "who do not know what it costs them to do business. They cut prices and demoralize the trade in various places. The others must suffer, but if prices were not cut a fair profit could be made. What was wanted was a legitimate profit to cover expenses and a little for our own hard labors."

Jno. O. Carpenter, Hamilton, thought that some adequate system should be worked out to see that the retailer gets a fair show with wholesaler and manufacturer. He considered that cutting prices injured the manufacturer as well as the retailer, because competitors of the price-cutters would not have any reason to push the goods that were cut upon.

**Retailers' Cost of Doing Business.**

D. Bell, Ottawa. (Bryson-Graham & Co.), stated that he was in a department store that had never been a price-cutter.

"I've never," he said, "sold sugar or anything else but at a legitimate profit. Treat your customers right, get your profits and they'll come back to you."

He presented some interesting figures on the cost of doing business. In 1907 his gross profits were 23.13 per cent., while the expense element was 14.97 per cent.; in 1908 gross profits were 23.25 per cent., and expenses 15.67 per cent.; in 1909 the figures were 21.44 per cent. and 15.71 per cent.; and 1910 they were 21.40 per cent. and 16.72 per cent. This showed that in 1907 the net profits was 8.6 per cent., while in 1910 they were 4.69 per cent. The increase in business was in four years \$35,000, thus making a greater aggregate of profit.

It was very difficult now to get good help unless good money was paid.

"During the last two weeks four of our good men have left us and gone west, so it is difficult to get the help we want."

Mr. Bell paid a high tribute to service in the store.

"We give the service over the phone that customers get at the counter if not better. We pay no attention to other department stores who cut prices—we give good service and trust to our customers to recognize it."

J. Staples, Lindsay, said: "The 10 cent article is a popular one in the gro-

cery. In charging the retailer \$1 per doz. we are not getting living profit. The merchant must consider ways of loss such as breakage and freight to be added on. There is not a 20 per cent. profit. You should consider this and see that all articles now sold at \$1 a doz. should be dropped to 90 cents. It has been noticed that articles that were 75 and 80 cents when introduced were raised to \$1 when they became established."

"It is a case of the dog wagging the tail now, but before long the tail will be wagging the dog," was J. A. McIntosh's (Hamilton) manner of illustrating the future ahead of the retail grocers. He was speaking in reference to the resolution that package goods should be sold on the contract plan.

"All proprietary goods should be sold under the contract system," he said. "One or two have been sold that way and have proved most satisfactory. No person is as well acquainted with the needs of the people as the grocer and it is his desire to keep prices as low as possible. In the most cases he cannot do so. The retail grocer should have a say in the price of goods. Biscuits went up in price a short time ago because flour went up. Flour came down again but the price of biscuits remained at the higher figure. One grocer cuts on one line, another on some other line, and so on with the result that the small profits are being lost."

"If a man wants to be a wholesaler let him get out of the retail trade," was Wm. Potter's (Chatham) terse comment. "It is impossible to be a negro and a white man, and the same applies to this matter. If the cap fits anyone they will have to wear it."

"If a man fails and wants to compromise with the wholesaler it is not fair to the other retailers. Let it be referred to the retailers," was J. Staples' suggestion regarding the last resolution to be presented.

**Cutting Out of Discounts.**

M. Moyer asked that there be a restoration of cash discounts and reasons why they were cut off. It was fair and honorable to get the discounts but dishonest if done on a secret rebate basis. Some have good reason to believe that others were getting discounts on the sly and there was a lot of dissatisfaction on that account.

"Something can and ought to be done now," said E. M. Trowern in regard to his resolution dealing with the prevention of price cutting. "Let the wholesalers appoint five representatives to meet with retailers and manufacturers."

"Forget the past," he advised and expressed his faith in the wholesalers lending their support.

"If any manufacturer decides to overlook us and declares that he will run his own business, we will tell him to run go. All we want is that which is right, decent and fair."

R. J. MacDonald, Quaker Oats Co., Peterboro in referring to discriminations in favor of certain retailers recalled the statements of some manufacturers made the day before, that it was necessary.

"My experience," he said, "was that it was harmful to do so; we used to but we sell to only one retail counter today. I think that every manufacturer should cut out every retail counter—not to sell at retail prices.

"I don't think the T. Eaton Co. in cutting prices on our goods do others any harm. I hardly think any person would spend 10 cents car fare in order to buy a 10 cent article for 5 cents."

J. F. Holloway—"Doesn't it though; haven't they got a phone?"

Mr. MacDonald—"We would be very glad to stop it."

Mr. Holloway—"Why don't you?"

Mr. MacDonald—"We never had a complaint."

Mr. Holloway—"As president of the retail grocers' section of the R.M.A. I'll see that you get one."

Regarding a statement made by F. W. Forde, Ottawa, that a department store there cut prices on a product of the Quaker Oats Co., Mr. MacDonald said he would do all in his power to see that it would be stopped.

If the retailer, he said, was not getting a fair profit it was up to him to handle some other goods that gave a fair profit.

He thought, in connection with treatment of travelers, that the retailer should be more considerate in giving him a hearing. Travelers too often got discouraging receptions.

Mr. Holloway maintained that there was a depreciation in the stamp of man with the traveling bag during recent years.

"Educate your travelers to figure profits," he said, "then we'll talk business and give them a good reception."

President Craig smoothed out the ripples at this point, however, and ended the little repartee.

Mr. MacDonald claimed that the action of T. Eaton Co. in cutting prices was done intentionally to injure his company because they could not be placed on a favorable buying basis. They did not sell direct to them.

"Of course, we will do everything in our power to stop it," he added.

**Predicted Good Results.**

In reply to what the retailers said, Hugh Blain remarked that it was admitted there was room for improvement. Efforts have been put forth in the past to aid retailers in getting legitimate profits and there had been a gradual development towards the attainment of better business standards. It was only through organization work that anything of a vital character could be done. Disturbances could be smoothed away by proper discussion.

It was not in the interests of the public that any article should be sold at

(Continued on page 52.)



## The Canadian Grocer

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## ACCOMPLISHED MUCH GOOD.

During the discussion on trade questions and conditions at the convention of wholesale grocers in Toronto on Monday, there were many references to the part which has been played by the Secret Commissions Act.

Various wholesalers testified to its efficiency in placing business transactions between the traveler and retailer on a higher moral plane since it came into effect about a year ago.

As one of the speakers stated, the giving of a rebate or the cutting of fixed prices emphasized the inability of the salesman to sell goods.

If he could sell them without giving it, he would do it and it also stands to reason that any man could do business on the rebate plan.

The educational character of the debate on this Act as well as on other trade questions was of great value and a careful perusal of the happenings at the convention should be made by all retailers, travelers, wholesalers and manufacturers.

## WHAT TO DO IN MAY.

May is almost a synonym for "moving" and "housecleaning" time. There is seemingly no other month in which so much activity among householders takes place. Brooms, metal polishes, soaps, cleansers, soaps, waterpails and scrubbing brushes are in evidence everywhere.

While many people are supplied beforehand with these necessities, it is

still a big element in the May trade. The grocer who has paved the way to handle this class of trade will undoubtedly be a lap ahead of his competitors by the end of the month. There is still time, however, to catch your share of this trade, if you have not already made preparations.

Window displays of soaps, etc., with occasionally some practical demonstration, such as soap manufacturers are always ready to give, as to the cleaning power of a certain brand which you handle will give that portion of your trade the necessary impetus.

Strawberry season practically begins in May. Fresh fruit is much sought after at this season of the year. Of course, there is always the danger with expensive perishables that they will spoil on your hands, but it is a good advertisement to have the first berries in your store. Care must be taken in buying, however, not to overstock, as there are almost daily changes in price.

Fresh dairy and farm products, butter, eggs and cheese, are in great demand. Spring is the season for fresh things to begin to come in and customers are eager to get away from the stored winter goods. It pays to push what the customer wants. Therefore do not let your competitor get the pick of the new products. You must have as good as, or better than the next man to hold your customers.

May is a month for the live, wide-awake grocer. It is at such a time that the way is paved for a good year's trade.

## PROFITS IN CONFECTIONERY.

That there is money in confectionery is exemplified by the various moves a Toronto merchant made before he became satisfied with the profits his business was producing.

Some time ago he opened a grocery store in a good business district. The profits, however, were not sufficient to satisfy him and a few months later he sold the business to open a fruit and vegetable store.

He worked in this line for quite a while, but the profits in it were not what he would like.

A short time ago he became a confectioner and sells fancy chocolates, cold drinks, ice cream, etc.—and he is now satisfied.

He says his profits are much better than those in fruit and groceries.

## WATCH PERISHABLE GOODS.

Considerable loss is incurred by many retail grocers on account of the fact that they do no use sufficient care in handling perishable goods, particularly

in the summer season, which will soon be at hand.

During the summer months, goods that are at all perishable should be kept in a place where they are not subjected to the heat. Such goods as cheese, fish, molasses, syrups, pickles, etc., should be kept in a moderately cool place, and even canned goods should not be allowed to become too warm.

Refrigerators with glass fronts are excellent containers for cheese, pickles and the like. Some grocers who have such refrigerators keep them near the show window. The goods are kept cool and at the same time are well displayed.

Salt fish should be watched carefully and kept continually covered with brine.

Corn meal and like goods should be kept only in small quantities and not allowed to accumulate, as in warm weather worms begin to work on them if allowed to stand too long.

Keep a watchful eye on all goods of the above character from now on. If you find you have too large a supply of a certain kind on hand, do something to reduce it.

## DELAYED PAYMENTS.

A reprehensive custom, quite contrary to honest business ethics, has grown up of delaying the sending of cheques in settlement of an account from one to two weeks after the first of the month, although the cheque itself is signed the first. Naturally the cash discount is taken, although by the delay in sending the cheque all right the rebate is lost.

It cannot be admitted that this is fair dealing with the firm awaiting payment. The cash discount is given on a perfectly plain agreement, and there is no excuse for this little trick. Of course, it is easy to see where comes the benefit to the senders of the cheque. They have time to get their own cheques in before the one sent out is presented.

The question of holding the cheque is their business, but the fact of taking a discount that is lost by the delay in receipt is a breach of agreement, and is a different matter altogether.

The signers of the cheque may not be responsible for the delay. We will put it that the bookkeeper, with his eye on his banking account, keeps back the cheque for a few days. But a firm is responsible for the acts of its servant.

Let business be done fairly and squarely. Let one firm feel that it can rely upon the business morality of another, and that no tricks can possibly make their appearance. We are all in business to make money, but let it be done without resorting to ways that make us lose the respect of those with whom we are doing that business.

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

## QUEBEC MARKETS

### POINTERS—

Raw Sugars—Firm.  
"Choice" Molasses—Firm at advance.  
Canned Pumpkins—Up 15c.

Montreal, April 28th.

Trade has improved during the last week, partly as a result of a general weakness in prices. Also the roads are drying up and country buyers can get in more readily. Collections are greatly improved, showing that trade generally is better.

One of the fruit boats, the Tortona, arrived recently with a cargo of green fruits, and improved matters materially in this line.

Sugar is somewhat at a standstill of late, partly owing to the present high price and partly to the lack of any incentive to buy, dealers seeming to be well stocked up on this article.

The recent incorporation of a new refinery, the Atlantic Sugar Refining Co., Ltd., has caused considerable talk.

Local strawberries are on the market. The weather has been against trade the last few days, a constant drizzle and mist causing buyers to stay in as much as possible. It is to be hoped that conditions will improve soon, as far as the weather is concerned.

Sugar—Although last week saw a considerable weakening in raw sugars, the past few days have restored prices to their former level and the local situation is practically unchanged.

Owing to the temporary shutdown of the Canada refinery, due to the water being withdrawn from the canal, a lull in refining has taken place, but stocks are ample for any requirements.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 80
" Beaver	4 80
Paris lump, boxes, 100 lbs.	5 85
" " 50 lb.	5 95
" " 25 lb.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" " 100 lb. boxes	5 85
" " 50 lb.	5 95
" " 25 lb.	6 15
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls.	5 30
" " 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bag	4 65
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrup and Molasses—Offerings from the West Indies and Demerara have been large, but the exporter is holding them too high for the local market at present. Local men are holding off for a reduction. At present it is somewhat doubtful whether the expected reduction will take place.

Syrups are quiet at former quotations.

Evaporated Apples—There is too much low grade stock on the market this year. Dealers ascribe the present dullness to this cause. Consumers have become tired of this commodity, and buying has been extremely light. It is to be hoped that producers will take the lesson to heart in preparing the fall supply.

Evaporated apples, prime..... 0 08

Dried Fruits—Buying is mostly being done for immediate requirements and as a result trade is well distributed in all lines, though the volume is none too large. Seeded raisins are having a somewhat slow sale at present. Currants are firm with a fair demand. This year's date crop promises to be exceptionally good according to a recent cable.

Currants, fine filistras, per lb., not cleaned	0 05	0 05
" " cleaned	0 05	0 05
" Patras, per lb.	0 07	0 08
" Vostizzas, per lb.	0 08	0 09
Prunes—		
40-50	0 09	0 09
50-60	0 08	0 08
60-70	0 07	0 07
70-80	0 06	0 06
80-90	0 06	0 06
90-100	0 05	0 05
Raisins—		
Australian, per lb., (to arrive)	0 08	0 09
Old seeded raisins	0 06	0 06
California, choice seeded, 1-lb. pkgs.	0 07	0 07
" fancy seeded, 1-lb. pkgs.	0 09	0 09
" loose muscatels, 3-crown, per lb.	0 07	0 08
" " 4-crown, per lb.	0 08	0 10
" sultana, per lb.	0 07	0 07
Malaga table raisins, Rideau clusters, per box	2 25	2 25
Valencia, fine off stalk, per lb.	0 05	0 05
" select, per lb.	0 06	0 06
" 4-crown layers, per lb.	0 06	0 06

Nuts—The price of lower grade peanuts is weaker and this has given considerable impetus to trade in those lines. Otherwise nuts are holding firm at former quotations. Stocks of almonds and walnuts are somewhat low and an advance in these lines is to be looked for.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 13	0 13
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 12	0 13
Walnuts, Grenobles, per lb.	0 13	0 14
" Marbots, per lb.	0 12	0 12
" Cornes, per lb.	0 11	0 11
Shelled—		
Almonds, 4-crown selected, per lb.	0 32	0 35
" 3-crown "	0 31	0 33
" 2-crown "	0 28	0 30
" (in bags), standard, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 65	0 75
Walnuts—		
Bordeaux halves	0 28	0 30
Brokens	0 23	0 27

Beans and Peas—Pork is still too high to permit of any increase in demand for beans. Prices are the same, but signs of weakness are in evidence. Peas are in fair demand at unchanged prices.

Ontario prime pea beans, bushel	2 15	2 20
Peas, boiling, bag	2 50	2 50

Rice and Tapioca—Tapioca is selling briskly even at the recent advance, and

stocks are rapidly becoming depleted. Rice is quiet with steady quotations.

Rice, grade B, bags, 250 pounds	2 75
" " " 100 "	2 75
" " " 50 "	2 75
" " pockets 25 pounds	2 85
" " " 12 1/2 pounds	2 95
" grade, c.c., 250 pounds	2 65
" " 100 "	2 65
" " 50 "	2 65
" " pockets, 25 pounds	2 75
" " " 12 1/2 pounds	2 85
Tapioca, medium pearl	0 05 1/2 0 06

## ONTARIO MARKETS

### POINTERS—

Sugar—Unsettled market.

Dried Fruits—Quiet.

Evaporated Apples—Slow.

Toronto, April 28th, 1910.

The wholesale business men report fair conditions. In a few lines things are inclined to be quiet, but on the whole the markets are satisfactory. One wholesaler attempted a prediction saying that the coming year would be a poor one for credit. Events alone will prove the accuracy of his statement.

The week has been an epoch making time in the history of the grocery trade of this province. Grocers during the past few days have met and mingled with wholesalers and manufacturers and beneficial results to all three should be experienced in the near future.

Sugar—The sugar market is unsettled. Some wholesale men expect an increase of 10 cents at any time, others feel that the price has gone its highest. Opinion is divided. Willett and Gray one of the best authorities on sugar refer to the market as follows:

"Indications from the raw sugar standpoint all point to an advance in refined almost immediately. The fruit season is now near enough at hand to help along a new demand."

St. Lawrence "Crystal Diamonds," barrels	5 85
" " " barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
Paris lumps, in 100-lb. boxes	7 60
" " in 50-lb. "	6 15
" " in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	4 90
Redpath extra granulated	5 20
Imperial granulated	4 90
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls.	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Dried Fruits—The market in dried fruits is moving, although not stirring up any excitement. Apricots are easy with trade fair. Dried apples require a little stirring for sales and with the

THE CANADIAN GROCER

apple trade all but wound up should move more steadily.

	Per lb
Prunes—	
30 to 40, in 25-lb. boxes.....	0 11½
40 to 50 " " .....	0 09
50 to 60 " " .....	0 07½
60 to 70 " " .....	0 07
70 to 80 " " .....	0 07
80 to 90 " " .....	0 06
90 to 100 " " .....	0 06½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard.....	0 15
Choice, 25 lb boxes.....	0 15
Fancy.....	0 17
Candied and Drained Peels—	
Lemon..... 0 09 0 11 Citron.....	14 17
Orange..... 0 11½ 0 12½	
Figs—	
Elmes, per lb.....	0 08 0 10
Tapnets.....	0 03½ 0 04
Bag figs.....	0 03½ 0 04
Dried peaches.....	0 06 0 06½
Dried apples.....	0 07½
Currants—	
Fine Filiatras..... 0 06 0 07 Vostizzas.....	0 06½ 0 09
Patras..... 0 07½ 0 08	
Uncleaned ½ cent less.	
Raisins—	
Sultana.....	0 05 0 05½
" fancy.....	0 06 0 07
" extra fancy.....	0 08½ 0 09
Valencia, new.....	0 06 0 06½
Seeded, 1 lb packets, fancy.....	0 08
" 16 oz. packets, choice.....	0 07½
" 12 oz. ".....	0 06
Dates—	
Hallowees..... 0 05 0 05½ Fards choicest.....	0 10
Saisr..... 0 05	

Rice and Tapioca—Market is fairly strong. Rice is plentiful and at a low figure.

	Per lb.
Rice, stand B.....	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal.....	2 85
Rangoon.....	0 03½ 0 04
Patras.....	0 06½ 0 06
Japan.....	0 04½ 0 05
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Bago.....	0 05 0 06
Seed tapioca.....	0 06
Tapioca, medium pearl.....	0 04½ 0 05½

Beans—The bean market is rather slow. No change has been noted either in demand or prices.

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

MANITOBA MARKETS

Winnipeg, April 28, 1910.

The local trade is heavy just now, and grocers in the city are ordering freely. It is believed that the large emigration has greatly stimulated the city trade and wholesalers report an exceptionally brisk trade with grocers everywhere in the west. Opening orders are frequent and it is evident that a large number of newcomers are engaging in the merchandising business. At any rate, the opportunities are many, and it is the concern of manufacturers and wholesalers how they are to take care of the rapidly-developing business. The hand-to-mouth trade is altogether too evident in a large number of lines, and shortages are continually being reported. The feature of the week is the scarcity and consequently high price of butter.

Sugar—The decline of last week is maintained and the feeling seems to be that it will be still lower. Some difficulty is experienced in landing the powdered stuff in good condition.

M. ntreale and B.C. granulated, in bbls.....	5 60
" " " in sacks.....	5 65
" " yellow, in bbls.....	5 29
" " " in sacks.....	5 15
Iceing sugar, in bbls.....	5 95
" " " in boxes.....	6 15
" " " in small quantities.....	6 20
Powdered sugar, in bbls.....	5 75
" " " in boxes.....	5 95
" " " in small quantities.....	6 60
Lump, hard, in bbls.....	6 45
" " " in ½-bbls.....	6 55
" " " in 100-lb. cases.....	6 55

Lard—This market is strong, particularly in the pure. The competition between U. S. and Canadian compound holds prices moderate. The demand is excellent for all sizes and brands.

Pure, 20-lb. pails.....	3 65
" 3-lb. tins, 60-lb. cases.....	11 25
" 10-lb. tins, 60-lb. cases.....	11 05
Compound, 20-lb. pails, per pail.....	2 80
5-lb. tins, 60-lb. cases.....	8 80

Maple Syrup—There is not a heavy supply of Quebec syrup on the market this spring. The sap run was reported to be poor. It will undoubtedly mean that prices will be firmer before long.

24 quarts, per case.....	8 50
12½ gallons, per case.....	7 85
6 gallons, per case.....	7 25

Butter—Jobbers report the most serious shortage in butter that this province has ever experienced. It is impossible to get supplies from the Eastern Townships and the local production has fallen off, due to the shortage of stock feed. When the grass butter comes on the market prices will go down rapidly. Today retailers pay 38c for No. 1 creamery, and 30 to 35 cents for dairy. These are high prices.

NEW BRUNSWICK MARKETS.

St. John, N.B., April 28.—All grades of Ontario flour declined 20 cents on Tuesday.

NOVA SCOTIA MARKETS.

Halifax, April 28, 1910.

The grocery markets were active this week, and there are several changes in the price list. One of the most important changes is in the price of sugar which has declined ten cents per hundred pound on all grades. The drop in the price was not unlooked for by the trade. There is great activity in the egg market, and the price has fluctuated widely. The receipts last week were heavy and the price was sent down to 17 cents, while a few of the dealers were quoting them at 16 cents. The speculators then got busy and bought up all the available stock, and a car load was shipped off to Montreal. As a result of this cleaning up the price was advanced and eggs are now quoted at 18 cents per dozen. The receipts are not heavy this week and the price remains firm. Some of the dealers say that there is a market in Montreal for all the eggs available.

Jobbers report a good demand for canned goods, and preserved fruits in

glass. The sales of these goods have increased greatly this month.

PERSONAL NOTES.

C. W. Summers, president of the R. G.A., London, Ont.; W. J. Mellen, president of the Brantford R.G.A., and F. Harp, also of Brantford, were visitors to the Toronto office of The Canadian Grocer on Wednesday.

INFORMATION FOR BUYERS. Supplied to the Trade by Sellers.

C. F. Fisher, representing J. W. Windsor, packer of Ice Castle Brand lobsters and kippered herring, reports that new pack will be on the market about the middle of May. Advance sales, he says, are heavy, as the supplies on hand are practically nil.

Surprise Soap, the product of the St. Croix Soap manufacturing Co., Saint Stephen, N.B., is now known all over Canada. While Surprise washing powder has not been on the market so long it is an equally good article. A sample of it will be sent to any grocer in Canada on application so that he may give it a trial in his own home and prove its good qualities.

REPRESENTATIVE WANTED.

WANTED—Traveling salesman for a leading wholesale grocery house. Must be a first-class man. Give age and reference. Apply Box 346, CANADIAN GROCER, Toronto.

SITUATIONS VACANT.

CITY SALESMAN WANTED for thoroughly reliable and well established specialty house. Splendid opportunity for a first-class man. Box 347, CANADIAN GROCER, Toronto. (18p)

MAPLE SYRUP!

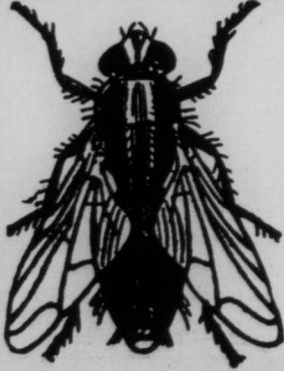
Small's Maple Leaf Brand is the Standard the world over. CANADA MAPLE EXCHANGE Montreal

ABSORBINE

Will reduce inflamed, strained, swollen Tendons, Ligaments, Muscles or Bruises, Cure the Lameness and Stop pain from a Splint, Side Bone or Bone Spavin. No blister, no hair gone. Horse can be used. Horse Book 2 D free. \$2.00 a bottle at dealers or delivered.

ABSORBINE, JR., for mankind, \$1. Reduces Strained Torn Ligaments, Enlarged glands, veins or muscles—heals ulcers—allays pain. Book Free.

W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass. LYRANS Ltd., Montreal, Canadian Agents.



## WILSON'S FLY PADS

Owing to the unusually warm weather that prevailed in March the demand will be much larger this season than ever before.

# Seize the Opportunity!

A grand chance is now offering to place your goods on the booming Western markets. We are here to tell you of the demand, prospects and opportunities which the West is presenting right now, and we will, if you wish it, handle your goods for you on a reasonable commission basis. We have exceptional facilities in our large track warehouses at Winnipeg, Regina, Calgary and Edmonton.

May we convince you that we can be of real service to you?

Let us hear what your requirements are.

## NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg      Regina      Calgary      Edmonton      Fort William

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

# Old-Time Purity

of the contents and manufacture is the outstanding feature of

"E. D. S."  BRAND

JAMS and JELLIES

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

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

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

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

AGENTS - N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N. S.; J. Gibbs, Hamilton.



## A Break in Price of Butter is Expected Soon

Reports From Country Indicate Heavy Milk Flow in Short Time—Heavy Production of Eggs in Ontario and Quebec — Substantial Decrease in Price of Live and Dressed Hogs — Maple Syrup Dearer on Account of Scarcity.

A break is looked for in the price of butter by those in close touch with the market. The weather has been favorable for growth and from the country reports are received that the meadows and pastures are rich with grass. It is true that there is no change up to the present, but the feeling has grown that it is only a matter of time before a drop in price is experienced.

The receipts of eggs have been unusually large. Prominent provision houses state that they are two weeks ahead of last year in production and it is believed that the present condition will be maintained. The production of eggs has been particularly heavy in Quebec with the result that the receipts at Montreal have been greater than at Toronto.

The new cheese is beginning to arrive but there is no demand for it. The situation remains unchanged.

As anticipated, the easier prices in hogs have been realized but the drop has been greater than expected.

For live hogs at country points the price has fallen from \$9.40 to \$8.75 and \$9.00 is being paid at the central points. The price of dressed hogs declined from \$12.75 to \$12.25. The receipts continue.

### MONTREAL.

Provisions.—There is a general feeling of growing weakness in both live and dressed hogs this week and a few sales are reported at 25c reduction. Prices in general remain unchanged, however, and the volume of trade passing is steady though not all that could be desired.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 17 1/2
Cases, tins, each 10 lbs., per lb.	0 17 1/2
" " " 5 " " "	0 17 1/2
" " " 3 " " "	0 17 1/2
Pails, wood, 20 lbs. net, per lb.	0 17 1/2
Pails, tin, 20 lbs. gross, per lb.	0 17 1/2
Tubs, 50 lbs. net, per lb.	0 17 1/2
Tierces, 37 1/2 lbs., per lb.	0 17 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 12 1/2
" " " 5 " " "	0 12 1/2
" " " 3 " " "	0 12 1/2
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 37 1/2 lbs., per lb.	0 12 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	32 00
Bean pork	28 00
Canada short cut back pork, bbl. 45-55 pieces	31 50
Clear fat backs	34 00
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb. bbl.	9 75
" " 200 "	18 00
" " 400 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 16 1/2
Long clear bacon, heavy, lb.	0 17 1/2
Long clear bacon, light, lb.	0 17 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 18 1/2
Large sizes, 18 to 25 lbs., per lb.	0 17 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 18 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 18 1/2
Bone out, rolled, large, 18 to 25 lbs., per lb.	0 18 1/2
" " " small, 9 to 12 lbs., per lb.	0 19 1/2
Breakfast bacon, English, boneless, per lb.	0 20
Windsor bacon, skinned, backs, per lb.	0 21
Spiced roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	10 00
" dressed, per cwt.	14 00

Butter.—Butter is firm at present high quotations, and supplies seem light. Little is available yet for storing, and dealers here fear the effects of the continued low cream tariff to the United States.

Receipts for the week are 1,472 packages as against 2,646 packages same week last year. For the season they are

411,481 packages as against 430,479 packages same season last year.

New milk creamery	0 32
Fall creamery solids	0 30 1/2 30 1/2
Dairy, tubs, lb.	0 22 1/2 23 1/2
Fresh dairy rolls	0 25 0 26

Cheese.—Cheese conditions are practically unchanged since last week. Receipts of new made are larger than last year and are being readily taken up. For the week they are 2,754 boxes as against 2,317 boxes same week last year. For the season they are 1,976,818 boxes as against 1,963,051 boxes same season last year.

Quebec, large	0 13
Western, large	0 13
" " twina	0 13 1/2
" " small, 20 lbs.	0 13 1/2
Old cheese, large	0 16

Eggs.—Eggs are coming in freely and yet none too freely to suit packers. Prices are still high, though the farmer is getting about 1c. less than last week. The reason that no change in quotations to the retail trade is made is because it is claimed the former margin was barely sufficient to enable a living profit to be made.

Receipts for the week are 15,156 cases as against 9,517 cases same week last year. For the season they are 272,633 cases as against 257,110 cases same season 1909.

Maple Products.—Maple syrup is up 5c on account of scarcity. Dealers report practically a bare market, with no more supplies in view. A further advance is expected. Sugar is scarce also, but the demand, though strong, is not quite up to that for syrup.

Compound maple syrup, per lb.	0 4 1/2 0 05
Pure township sugar, per lb.	0 10 0 11
Pure syrup, 64 lb. tin	0 70
" " 10 1/2 lb. tin	0 85

Honey.—Honey is taking a new lease of life, due in part to the scarcity of maple products. Sales this week have been much improved over last week. Prices are unchanged.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08 1/2 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11 1/2
Buckwheat comb	0 13 1/2 0 13

### TORONTO.

Provisions.—A decided decline in the price of live and dressed hogs is a feature of this week's market in view of the high figures that have obtained for weeks past.

Long clear bacon, per lb.	0 15 0 15 1/2
Smoked breakfast bacon, per lb.	0 18 1/2 0 19
Roll bacon, per lb.	0 15 0 16
Light hams, per lb.	0 17 1/2 0 18
Medium hams, per lb.	0 17 1/2 0 18
Large hams, per lb.	0 17 1/2 0 17 1/2
Shoulder hams, per lb.	0 14 0 14 1/2
Backs, plain, per lb.	0 20 0 21
" pea meal	0 21 0 21 1/2
Heavy mess pork, per bbl.	28 00 29 00
Short cut, per bbl.	31 00 31 50
Lard, tierces, per lb.	0 18 1/2 0 18 1/2
" tubs	0 18 1/2 0 17 1/2
" pails	0 17 0 17 1/2
" compounds, per lb.	0 13
Live hogs, at country points	9 00
Dressed hogs	12 25 12 50

Butter.—There has been an increased output of butter at the factories but not sufficient to affect the market, which still shows but little change. As stated above, the annual break that comes with

spring is about due and the conditions are so favourable that it should be experienced at any time now. Reports received by the provision houses are to the effect that the country could not look better and the milk supply should gradually increase to its highest mark.

Fresh creamery print	Per lb.	0 31 0 33
Stored creamery solids	0 26 0 27	
Farmers' separator butter	0 28 0 30	
Dairy prints, choice	0 24 0 25	
Baking butter	0 18 0 19	

Eggs.—The egg market is noticeably easier and indications point to lower prices. The production is all that could be desired and they are being marketed in fairly large quantities.

New laid eggs	0 18 0 20
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Poultry.—The poultry market is rather dormant. Spring broilers are coming in but in small numbers and the price is high.

Spring chicken, dressed	0 18 0 30
Hens, per lb. dressed	0 11 0 12
Turkeys, per lb., large	0 18 0 19
Ducks	0 16 0 17

Honey.—No change has been reported in the honey market. The demand is steady and the price has not deviated.

Honey, extracted, 60 lb. cans	0 10 1/2 0 11
" " 10 lb. pails	0 11 0 12
" " 5 lb. pails	0 12 0 12 1/2
" comb, per dozen	2 50 2 75

### THERE MAY BE A MERGER.

Toronto, April 28.—The Grocers' Section of the R. M. Association of the Toronto branch, held their annual meeting on Monday night last, and elected the following officers:

J. F. Holloway, chairman.  
D. McLean, 1st vice.  
D. Clark, 2nd vice.  
F. C. Higgins, secretary.  
John Bond, treasurer.

The retiring chairman, A. B. Griffin, urged upon the members to give the officers their united support. The association was a necessity, he said, and deserved the moral and financial assistance of every grocer. The two local grocers' associations are growing more friendly and the likelihood of a "merger" is more than probable.

### WHOLESALE GROCERS EXCHANGE.

(Continued from page 46.)

less than cost—it was an injury not only to the party who cut the price, but an injury to the trade and commerce of the country.

"We are depending on you for our existence," said Mr. Blain, "and you deserve to get fair profits. I believe that retailers as a rule are the worst paid men in the community, and you have a right to have protection if you do work which is fair and honest in the interests of the public and of yourselves."

Mr. Blain predicted that good results would follow from the convention. They would not be immediate. Perseverance will be required, but ultimately business would be placed on a fair and honorable basis so far as all its branches were concerned, two of which he felt did not get a fair consideration at the present time.

The remaining part of the convention will appear in next week's issue of The Grocer and as this includes E. F. B. Johnston's address on the Secret-Commissions Act every grocer should see that he obtains his copy.

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Per lb.  
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 ..... 0 28 0 30  
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 ..... 0 11 0 12  
 ..... 0 12 0 134  
 ..... 2 50 2 75

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OUR  
 Maple Leaf Brand  
**Breakfast**  
**Bacon**  
 IS PERFECTION  
 Our Own Special Cure  
 Try it for that Particular  
 Customer  
*There is no other just as good*  
**GUNNS** Pork and Beef Packers  
 LIMITED TORONTO


**GET THE HABIT**

of asking for weekly shipments of cooked hams. This is an excellent custom--it saves you the trouble of thinking of your requirements and the expense of wiring for goods at the last moment--and it enables us to anticipate your wants and see that they are taken care of.

**F. W. Fearman Co.**  
 LIMITED  
 Hamilton

A Reindeer Milk  
 Baby  
 He looks it.





**Young Canada is Being Raised on  
 Reindeer Condensed Milk**  
*The richest and best*  
**HOW IS YOUR STOCK?**

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

MILD CURED  
**Breakfast Bacon  
 Skinned Backs  
 and Hams**

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

**The WM. RYAN CO.**  
 LIMITED

PACKING HOUSE:  
**FERGUS, - - ONT.**

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

**Have You Any Credit Customers?**

Yes. Almost every grocer has. And it's a serious matter to avoid loss. Yet there is a way to make the credit customer just as good an asset and as safe as the cash buyer.

**Allison COUPON BOOKS**

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

**HOW THEY WORK**



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

For Sale by the Jobbing Trade Everywhere.  
Manufactured by  
**ALLISON COUPON CO., Indianapolis, Ind.**

**T. E. CHAREST**

Commission Merchant  
**QUEBEC**

My several years' experience makes me a particularly reliable representative for a Canned Goods House. Am open to consider a good proposition in this line at once. Highest references.

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

**Dishes for Eatables**

To increase the attractiveness of goods sold in Oval Batter Dishes, they receive particular care in the making. Those employed are working to increase your sales. Write your dealer about them.

**Graham Bros. & Co., Kinmount, Ont.**

**The GRAY, YOUNG & SPARLING CO., Limited  
SALT MANUFACTURERS**

Granted the highest awards in competition with other makes.  
**WINGHAM ESTABLISHED 1871**



**CHINESE STARCH**

Quick Sales.  
Satisfaction.  
Large Profit.  
No Dead Stock.

Get Prices

**OCEAN MILLS  
MONTREAL**



**It dries them up Common Sense KILLS**

*Roaches and Bed-Bugs  
Rats and Mice*

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

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

**Turn Your Accounts Into Cash**

Our Collection System can get the money—that's its big recommendation.

If we don't collect we make no charge.

We make a specialty of getting collateral security.

Write for circular, rates and methods.

References from best dealers and Bank of Hamilton, Winnipeg.

**Commercial Union Association**

45 Atkins Bldg., McDermott and Albert Sts.  
**WINNIPEG, MAN.**

Service Est. 1903 Satisfaction

**KEEP POSTED ON SUGAR**

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

**SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK**

**THE Beverage for ALL Weathers**

**Epps's Cocoa**

A Cup of "Epps's" at breakfast **Warms** and **Sustains** you for hours. As a supper beverage it is perfect.

**Grateful**

**Comforting**

Special Agents: **C. E. COLSON & SON, Montreal**

Nova Scotia: **E. B. ADAMS, Halifax.**

Manitoba: **BUCHANAN & GORDON, Winnipeg**

**—Taking Care of Your Profit—**

In making prices for our different lines we have always been careful to leave **You** a fair margin of profit. This is a feature to consider when you are ordering your biscuits.

Our O. K. Sodas in pails run from 40 to 44 to the lb.

**The Canadian Biscuit Co., - La Perade, Que.**





## QUALITY — COST

Your customers appreciate your efforts to supply to them goods of the maximum quality at the minimum cost, and by such methods only can you reasonably expect to merit the confidence and continued patronage for which you strive. The use of Magic increases the quality of the food and decreases

the cost, thereby meeting the full requirements of discriminating customers.



## Magic Baking Powder

CONTAINS NO ALUM

Magic is a medium-priced baking powder and the only well-known one made in Canada that does not contain Alum.

**E. W. Gillett Co. Ltd.**  
Toronto, Ont.

Winnipeg

Montreal

**Pays a Profit From the Day  
It is Installed**



Made in Canada

- ¶ This is THE McCASKEY ACCOUNT REGISTER in which is embodied the SYSTEM of handling ACCOUNTS WITH ONE WRITING.
- ¶ Sixty thousand merchants are using it.
- ¶ If it saves them time, labor and money it will do the same for you.
- ¶ We'll be glad to tell you about it and demonstrate it without any cost to you. Drop us a line saying you are interested.

FIRST AND STILL THE BEST.

**Dominion Register Co., Limited**

Successor to The McCaskey Register Co. in Canada.  
96-104 SPADINA AVE. TORONTO, CANADA

## The Best Meats

are the meats that are made by the man who knows most about meat making and has the equipment to do the best he knows how.

CLARK'S MEATS have a longer experience behind them and better facilities to make them than any other meat in Canada.

Hence their excellence, and this means meat sales to the grocer who carries them.

**Wm. Clark - Montreal**

Manufacturer of high-grade

—Food Specialties—



As we have entered the field for the manufacture of high-class pepsin chewing-gum under our brand of Y&S, which for forty years has been the leading brand of Stick Licorice sold in the United States and Canada, we beg to call the attention of the trade to the Y&S pepsin gum, a strictly high-class article containing only the finest ingredients. Y&S is the stamp of quality. We put up the following flavors: LICORICE, PEPPERMINT, WINTERGREEN, SPEARMINT. Order a sample box (assorted if required) from your jobber. There is no better gum made. Each piece wrapped singly. 5 pieces to package. 20 packages to box.

**National Licorice Co.**  
MONTREAL

**Here's a pointer for you!**

If you wish to obviate all trouble with your Biscuit condition and quality, sell



**"WHITE LILY" BRAND Cream Sodas**

in Jumbo tins.

It's just the extra care put into the mixing and baking of these biscuits, and the extra skill in choice of materials that make them a little better than the other maker's best.

"Soggy" condition is unknown with WHITE LILY BRAND!

Stock up freely with

**WHITE LILY**

Jam Jams, Havelock Lunch, Marshmallow and People's Fancy Mixed.

The profit's all right in selling 'White Lily' Brand. In bulk, boxes and tins.

WRITE FOR PRICES

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

By Royal



Letters Patent

**NELSON'S POWDERED GELATINE**

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

**NELSON'S Gelatine and Liquorice LOZENGES**

Should be in your confectionery department.

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

The above can be had from any of the following agents:  
The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington St. East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.

CANADA:  
No better Country



MOTT'S:  
No better Chocolate

All the year round

**Mott's**

"Diamond" and "Elite"

brands of

**Chocolate**

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

J. A. Taylor Montreal    R. S. McIndoe Toronto    Jos. E. Huxley Winnipeg    Arthur Nelson Vancouver  
Arthur M. Loucks Ottawa    R. G. Bedlington Calgary

## Prices of Flour May Show Decline in Near Future

No Change in Quotations in Either Flour or Cereals—Market Rather Quiet in the Latter—Export Trade Dull.

The flour and cereal markets show no change from a week ago. There is a possibility, however, of lower prices on flour being registered, but no one seems to have any idea when they will materialize.

Cereals show a general weakness, due to the opening of spring, but quotations remain the same. Export trade in cereals is light.

### MONTREAL.

Flour.—Flour is quiet in all lines. The situation here does not seem weak, however. It is simply a temporary lull. Export demand is particularly light. Prices are unchanged.

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

Oatmeal—There is a fair local demand for fine oatmeal, but nothing to boast of. Export trade is light, and prices are weakening somewhat, but no change has been made to the retail trade as yet.

Fine oatmeal, bags.....	2 20
Standard oatmeal, bags.....	2 20
Granulated.....	2 20
Golddust cornmeal, 98-lb. bags.....	2 10
Boiled cornmeal, 100-bags.....	1 85
Rolled oats, bags.....	2 00
barrels.....	4 25

### TORONTO.

Flour—While winter wheat is not pressed on the market, Ontario millers are in a position to do without it, as there is no lack of supply of the Manitoba wheat at even lower prices than is asked for the Ontario article. Flour prices showed no change, but a decline is looked for by dealers.

Manitoba Wheat.	
1st Patent.....	5 60
2nd Patent.....	5 20
Strong bakers.....	5 00

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

Cereals—Although easier prices are expected in the cereal market they have not yet been felt to any appreciable extent.

Rolled oats, small lots, 90 lb. sacks.....	2 00
"    25 bags to car lots.....	1 90
Rolled wheat, small lots, 100 lb. bris.....	3 10
"    25 bris. to car lots.....	2 80
Standard and granulated oatmeal, 48 lb. sacks.....	2 25

### NEW COMPANIES.

The The Dominion Salt Company, Ltd., with head office at Sarnia, Ont., has been granted an Ontario charter to manufacture and deal in salt and its products. It is capitalized at \$100,000.

A Dominion charter has been granted the Atlantic Sugar Refining Company, Limited, with head office at Montreal, to manufacture syrup, molasses, sugar and their products. The capital stock

is registered at \$4,500,000. The incorporators are: A. Chase-Casgrain, J. W. Weldon, E. M. McDougall, J. J. Creelman, and S. J. LeHurray.

C. Robillard & Co., Limited, with capital stock of \$75,000 have received a charter to take over and continue the business of C. Robillard & Co., as manufacturers of aerated waters. The head office remains at Montreal.

### A COMBINATION FRUIT.

H. Coxwell, grocer, Howard St., Toronto, reports an interesting curiosity which he found among a shipment of California fruit. It is a combination of orange and lemon. The divisions of the two fruits having grown together in alternate sections. The light yellow skin of the lemon and the dark yellow of the orange is perfectly blended, he says.

### TRADE NOTES.

A. P. Tippet, Montreal, was in Toronto this week.

J. P. LeBlanc, grocer, Florence, N.S., has assigned.

Trottier & Co., grocers, St. Casimir, Que., have registered.

The Star Dressing Co., soap manufacturers, Montreal, have registered.

M. J. Fleming, general merchant, Marshall, Sask., has sold to Mr. Hodson.

Geo. E. Bristol & Co., Hamilton, are using a motor truck for city delivery.

Ganong Bros., St. Stephen, N.B., are building an addition to the present plant.

H. Laporte, Laporte, Martin & Co., Montreal, has returned from the south.

Frank Hodgson, manager, Montreal Biscuit Co., was in Quebec for a few days last week.

The assets of J. A. Roy, general merchant, St. Philemon, Que., have been sold.

Surprise Soap Co., St. Stephen, N.B., are building an addition to their establishment.

R. C. Roberts & Co., general merchants, Osage, Sask., have sold to C. McDonald.

Edwards & Saunders have recently opened a retail store on Prospect Ave., Sherbrooke, Que. They have a good stock, and are live retailers.

V. McLaren, for many years foreman at the Times office, Port Elgin, Ont., has purchased the grocery and confectionery business of J. H. Brooks, of that place.

J. T. Adamson & Co., Montreal, have been appointed agents for Quebec province for Armour & Co., Chicago. H. F. Tibbs, Jr., Montreal, will represent them in Canada and will have a general supervision of local agencies.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day!

The  
**MOONEY BISCUIT  
& CANDY CO., LTD.**  
Stratford, Can.

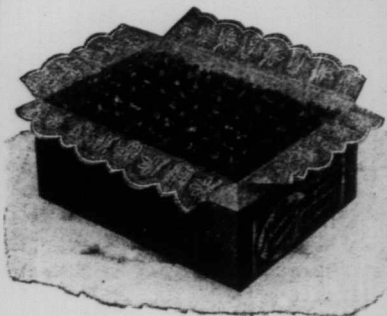


**COX'S  
GELATINE**

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

PURITY GUARANTEED

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



## Reputation!

You know the value of a good reputation.

It is sought by all firms.

And a particular line often wins for a house untold prestige, if it possesses special features, and be aggressively pushed.

We find our famous

## "CHOCOLATE BORDO"

has made us known everywhere in Canada as makers of high class chocolate goods.

It has brought us reputation, and business—and consequent profits.

Have you ever considered how handling known high-class brands must bring you reputation—meaning customers and dollars?

By featuring our chocolates in your store you educate the public to associate high-grade goods with your name.

## The Montreal Biscuit Company

Manufacturing Confectioners

MONTREAL

## TRUMILK

An excellent full cream milk in powder form, suitable for tea, coffee, cereals, etc.

## MILKSTOCK

A separated milk in powder form, perfect for all kitchen uses.

Both these products are guaranteed to be absolutely free from all chemicals, preservatives or adulterations of any kind, and are excellent articles for drinking purposes. *Always sweet, safe and pure.* Prices, profit, and any other information required, sent on application to

## Canadian Milk Products, Limited

Sole Manufacturers

Head Office: MAIL BUILDING, TORONTO.



The New Flavor

## MAPLEINE

Better Than Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

Frederick E. Robson & Co.  
Sales Agents  
26 Front St. E., TORONTO

## CIE FRANCAISE des PATES ALIMENTAIRES Macaroni, Vermicelli, etc.

Strictly French. Manufacture Guaranteed  
Manufactured at  
92 Beaudry Street MONTREAL

## FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance.

WRITE TO

**P. POULIN & CO.**  
39 Bonsecours Market, - Montreal  
WE SELL FEATHERS TOO

The Largest and Oldest Barley  
Manufacturers in Canada

LET US QUOTE YOU PRICES ON

## Pot and Pearl Barley Split Peas and Feed

**John MacKay, Limited**  
BOWMANVILLE, - ONTARIO

## W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

## WINDSOR SALT

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

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

## ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

## 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.

## THE HODGSON GUM 90.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums  
at Popular Prices. Write for  
Samples and Quotations.

We make special brands to order.

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



## If One is Enough, Why More?

**W**HAT'S the use of carrying around a pumpkin when a hazelnut answers the purpose?

What's the use of keeping two salesmen when *one* makes more sales and holds the business?

Brother Grocer, what *is* the use? Recently our Toronto people wrote us of funny happenings. Said they:

"We called to-day on Up & Doing and asked them why they were pushing FIVE ROSES *exclusively* as a *pastry flour* to the exclusion of bread-making."

And they replied that they pushed a Manitoba Hard Wheat flour for bread baking, but *always recommended FIVE ROSES for pastry.*"

Pretty rich, don't you think.

Because, you see, FIVE ROSES is strictly a pure Manitoba Red Fife product, the immaculate extract from the heart of the berry.

And to think, Brother Grocer, that many praise it exclusively for its fancy cooking proclivities, pastries and "sich."

And, what's more, the pastry folks take to it like unto an hungry kid to the wetnurse.

While the re-orders take care of your profits.

No doubt 'tis due to our advertising in the newspapers far and wide, featuring in detail the pastry possibilities of FIVE ROSES.

Which only goes to prove what a mighty force is good advertising copy, since it has created a prejudice for FIVE ROSES as a pastry raw material.

We tell YOU this, Brother Grocer, lest you think of Manitoba Spring Wheat flours as good *only for bread*. Why pay two salaries when one delivers the goods—

Why keep so many brands when FIVE ROSES turns the trick—

Why lose time and money talking with a dozen flour mill representatives weekly when *one* flour fills the bill—

Why open separate accounts, make small separate entries, multiply YOUR bookkeeping when it means NOTHING in the till—

Why harbour the *slow seller* when YOU can sell FIVE ROSES—

What's the use, Brother Grocer? Since one is enough, let YOUR own good judgment dictate.

Act Now and save yourself the work of second thinking.

LAKE OF THE WOODS MILLING COMPANY, LTD.  
CANADA

**HIS REQUEST WAS LATE.**

**Got Order Badly Mixed and Missed a Golden Opportunity.**

"Here!" called the pretty servant girl as the grocer's man was just starting out of the kitchen door, "where's that can of salmon?"

"Did you order a can of salmon?" he asked, turning round with his basket in his hand.

"Course I did, and I don't see any raisins, either, nor the eggs. Say, what's the matter with you lately, anyhow? You never seem to get anything right any more."

"I don't remember of you ordering eggs," he said, slowly.

"Course you don't—you don't remember nothing. Here's summer squash. Who told you to bring a summer squash? You're about the limit."

"Say, Annie," he began, with a pained expression on his face, "please don't talk to me like that; it hurts my feelings."

"Lookey here," snapped the pretty servant girl as she brought her foot down sharply on the oil-cloth, "you don't know me well enough to call me by my first name!"

"Well, I'd like to," he said doggedly.

She blushed and poured some hot water into the dishpan, but did not reply. He stood embarrassed picking at the edge of the basket.

"D'you know why I got that order all balled up this morning?" he asked finally, with an effort.

"No, I don't," she answered.

"Well, I'll tell you," he plunged on desperately; "when I come for it I had my mind all made up to ask you to go for a walk with me next Sunday afternoon, but when I got where you was I lost my nerve and was so rattled I didn't know what I was writin' when you was givin' me the order, and that's the honest truth."

"Well, in that case, I s'pose you can take it over again. Now, listen."

Then she repeated the order while he took it down. He was as calm as a cucumber.

When he had finished he closed his order book and thrust it into his pocket.

"Well," he said, with his hand on the door knob, "will you come?"

"Come—where?" she asked, innocently.

"A walk with me, next Sunday."

"Very sorry," she said, with a face that told she wasn't the least bit sorry, "but the butcher's man asked me if I'd go driving with him next Sunday, and I told him I would."

**THE WINDOW TRIMMER.**

Speaking from a psychological point of view, the successful window trimmer of to-day should be endowed with the following faculties: Well developed imagination, inspiration, originality, color, balance, constructiveness, individuality and patience.

Imagination enables him to picture in his mind the work he wishes to do.

Inspiration enables him, after that start has been made, to place the various articles to be used in the exhibit where they will show to the best possible advantage. All this comes to the trimmer as he builds up his display, just as new ideas come to the mind of the artist as he paints his picture.

Through originality the trimmer makes a display that is distinctive in design and style and that does not show the earmarks of imitation.

Patience, and lots of it, enables the trimmer to carry to a successful conclusion many a tedious piece of work, that he would otherwise leave out of the display. Patience without doubt is one of the greatest assets a trimmer can possess.

Balance concerns the placing of articles used in the display so that the exhibit will not appear to be one-sided or topheavy at any particular point. A well balanced display is absolutely necessary at all times. A proper interpretation might be, "A place for everything and everything in its place."

The day is not far distant when a window trimmer, as he is now termed, must be something more than a mere trimmer. He must add the qualifications of a decorator. A color scheme of draping the bare walls of a window with either cloth or paper will tend to bring out the beauty of the exhibit and make it more attractive to the general public than the old style of trimming. Harmony in color is another valuable asset to possess.—World-Wide Publicity.

**JAMAICA CIGARS  
and CIGARETTES**

**"La Retreat" Brand**

Made from the finest and choicest tobacco.

**LaRetreat Factory Co.** Agent required for these  
7 Port Royal St. Products in Canada.  
Kingston, Jamaica, B. W. I. Special inducement to financially responsible party.

**Tell Your Customers  
That :**

**SHAMROCK  
BIG PLUG  
SMOKING TOBACCO**

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

**CLAY PIPES**

The best in the world are made by

**McDOUGALLS**

Insist upon this make

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

SPRAGUE

**CANNING MACHINERY CO.,**

CHICAGO, ILL., U.S.A.

**TANGLEFOOT**



*The Original Fly Paper*

*For 25 years the Standard  
in quality*

*All others are imitations*

**Black Watch**

**The Big Black Plug  
Chewing Tobacco**



**"A Trade Bringer"**

**Sold by all the Wholesale Trade**

**For Steady, Profitable Selling**

No line you can stock in your Tobacco Department will equal the

**7-20-4 Cigar**

A splendidly-made smoke of choice imported leaf only, and sells at a popular price.

Try a few boxes of "7-20-4."

Write for prices.

**Sherbrooke Cigar Co.**

Sherbrooke, Quebec.

**Everything About—**

**Wonderful Soap**

Will show you that it is the Washday Wonder Soap. The Friend of the Household.

The packing, the make-up and the quick sales have made it the friend of the grocer.

**We Have a Proposition to Offer You**

One that will work to our mutual advantage. It isn't a long story, but it will prove an interesting one. Write for particulars.

**The Guelph Soap Co.,**

GUELPH, : : ONT.

TORONTO AGENTS:

MacGREGOR SPECIALTY CO.

**Are You Keeping Your Tobacco Stock  
Up-to-Date ?**

IF NOT, WHY NOT ?

**"Tuckett's Special"**

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured  
from

Imported Leaf Exclusively

**The Geo. E. Tuckett & Son Co., Limited**

HAMILTON, CANADA.

## Strawberries Coming from Points Farther North

Prices Being Reduced as Supplies Increase—Fresh Vegetables Becoming Easier Also With Advance of the Season—Demand for Smaller Sized Oranges—Prospects for Higher Prices in Lemons—Fresh Fish Attracting Attention.

### Strawberries

North Carolina arriving in good shape and prices are right.

Lots of new goods coming to hand daily—Tomatoes, Cabbage, Cukes, New Potatoes, Texas Bermuda Onions (they are fine), Pineapples, Asparagus, in fact everything to make windows attractive and increase sales.



URCH ST. - TORONTO  
General Importers

### When

you hear brands of Lemons spoken about by people who know—you invariably hear that

**“St. Nicholas”**  
and  
**“Home Guard”**

are the most intelligently and honestly packed Fancy Lemons that have yet appeared in Canada. People “who know” say things like that.

**J. J. McCABE**

AGENT

32 Church Street, Toronto.

#### MONTREAL.

Green Fruits—Local strawberries are now on the market in sufficient quantity to bring down the price to 15c and 18c per quart. A few Floridas were on the market Saturday at 30c, but the end of their season is now reached. Bananas are up to \$3 for high-grade stock, some even selling as high as \$3.50. Trade has improved in nearly all lines except apples. These are quiet still.

Apples—	Lemons—
Baldwins, bbl. .... 3 50	Sicily bitters, box 1 75 2 25
Greenings, bbl. .... 4 00	Oranges—
Russets, bbl. .... 3 50 4 25	Floridas ..... 3 00
Kings, No. 1 ..... 4 00	California navels 3 00 3 25
Spies, per bbl. .... 5 00	Porto Ricos ..... 2 50
Tallman Sweets ..... 3 00	Mexicans ..... 2 25
Bananas crated,	Sicily bitters, .....
bunch ..... 2 00 3 00	box ..... 2 25 3 00
Cranberries, bbl. 6 00 10 00	Jamaica, bbl ..... 4 50
Cranberries, per bushel box. .... 1 50 2 00	Pineapples—
Cocoanuts, bags. .... 4 25	Floridas, case ..... 4 50
Grape fruit—	Strawberries—
Florida, box ..... 4 75	Florida, qt. .... 0 15 0 18
Grapes, Almeria, per keg ..... 5 00 7 00	

Vegetables—New cabbage is on the market at \$4 per crate. There is a decided scarcity of both new and old, as is shown by this week's high quotations. California celery is practically done, while Florida is higher. Tomatoes are coming in more freely and are easier. Radishes and beets are cheaper. Trade has improved considerably in the past week. It was needed, as dealers have been worried over it for some time past.

Asparagus, doz. .... 5 00 8 00	Spanish, cases
Beets, bag. .... 0 25 0 50	150 lbs. .... 3 50
Carrots, bag. .... 0 40 0 50	Spanish, 1 cases 1 50 1 75
Cabbage, bbl. .... 1 50	Potatoes—
Cabbage, new, ct. .... 4 00	Montreal, bag. .... 0 60 0 70
Celery—	Sweet, per bbl. .... 2 50 3 50
Florida, crate. .... 2 75 3 50	" basket. .... 1 75
Cauliflowers, crte. .... 5 50	Parsley, dozen. .... 0 30 0 60
Cucumbers, doz. .... 2 00	Parsnips, bag. .... 0 75 0 80
Garlic, per lb. .... 0 15	Radishes, dozen
Green Peppers, basket. .... 0 75	bunches. .... 0 25 0 40
Lettuce—	Rhubarb, doz. .... 1 25
Montreal, box. .... 0 50 0 60	Spinach, bbl. .... 2 00
Imported, box. .... 2 20	Tomatoes—
Mushrooms, lb. .... 0 50 0 75	Floridas, crate .. 2 50 3 00
Onions—	Cubans, crate .. 2 25 2 50
Egyptian, lb. .... 0 02 1	Turnips, bag. .... 0 50 0 75
Red, per bag ..... 1 50	

Fish—Haddock is still scarce, while halibut are plentiful. The first fresh Atlantic salmon has arrived and, as usual, the price is away up, 50c per lb. River fish are plentiful and as the market is somewhat dull, prices are well within the reach of every pocketbook. Trade in general is only fair.

Shad. .... 0 25	Mullets. .... 0 05
Pike. .... 0 08	Haddock. .... 0 05
Perch. .... 0 05	Halibut. .... 0 10
Steak cod. .... 0 05	Bullheads. .... 0 10
Salmon. .... 0 50	Carp. .... 0 06

Codfish. .... 0 04 0 04	Mackerel. .... 0 08
Dore, winter caught, per lb. .... 0 08	Pike. .... 0 06
Haddock. .... 0 05	Salmon, B.O. red, 0 10
Halibut, per lb. .... 0 10	Gaspe salmon. .... 0 18
Herring, per 100. .... 1 00	per lb. .... 0 18
Market cod. .... 0 04	Smelts, 10 lb. boxes. .... 0 07
Steak cod. .... 0 05	Whitefish, large, lb. .... 0 09
	Whitefish, small. .... 0 07

#### SALTED AND PICKLED

Green cod, No. 1, bbl. .... 6 00 6 50	Salmon, B.O., red, bbl 14 00
Labrador herring, bbl 5 00	" " pink, bbl 12 00
" " 1/2 bbl 2 85	" " Labrador, bbl 18 00
Labrador sea trout, bbl. .... 11 00	" " 1/2 bbls 9 00
Labrador sea trout, half bbls. .... 6 00	300 lb. .... 25 00
No. 1 mackerel, pail. 2 00	Salt eels, per lb. .... 0 07
" " 1/2 bbls. .... 9 00	Salt sardines, 20 lb. pis 1 00
No. 1 pollock, bl. .... 4 00	Scotch herring, bbl. .... 6 50
	" " keg 1 00
	Holland herring, bbl 5 50
	" " keg 0 75

#### SMOKED

Blosters, large, per box. .... 1 00
Fillets, lb. .... 0 10
Haddies. .... 0 07
Herring, new smoked, per box. .... 0 13
Kippered herring, per box. .... 1 00

#### SHELL FISH

Shell oysters, bbl. .... 9 00
Lobsters, live, per lb. .... 0 16
Oysters, choice, bulk, Imp. gal. .... 1 30
" " Selects, Imp. gal. .... 1 51
" " Sealight, standards, per Imp. gal. .... 1 75
" " select, per Imp. gal. .... 2 00

#### PREPARED FISH

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

#### TORONTO.

Green Fruits—The arrival of the first carload of North Carolina strawberries on Tuesday indicates the near approach of the opening of the Canadian season. Last week the shipments were received from Louisiana, and it is not so long ago that the market had to depend upon the Florida-grown berries. The price is slightly easier, quart boxes being quoted at 17c to 20c and pints at 11c. There is a healthy demand for oranges, particularly in the smaller sizes. Lemons are firm, with the prospect for higher prices. The apple market is on its last legs, as the season is drawing to a close. However, there is still a good demand for the higher grade variety. Cranberries are also nearly done.

Apples. .... 1 00 4 50	Floridas. .... 9 50 2 75
Bananas. .... 1 75 2 00	Mexican. .... 2 00 2 25
Cranberries, bbl 6 25 6 50	Valencia. .... 3 50 3 75
Cocoanuts, sack .... 4 00	Jamaica, barrel .... 4 25
Grapes, Almeria per keg. .... 6 00 6 50	Marmalade, Sev. .... 3 00
Grape Fruit—	ille, per chest. .... 3 00
Florida. .... 4 25 4 50	Sicily bitter, box. .... 2 50
Lemons—	Pineapples, case 4 25 4 75
Sicily. .... 2 50 2 75	Strawberries—
Oranges—	N. Carolina, q. bx 0 17 0 20
California navels 2 75 3 00	p. bx. .... 0 11

Vegetables—The vegetable market is brightening. There is a good demand for all the season's offerings and prices are slightly easier. Tomatoes are one of the most popular lines, and in the higher grades are of excellent quality. Our own outdoor-grown rhubarb is crowding the imported article off the market and is meeting a heavy demand. As to radishes, cucumbers, lettuce, beets, etc., the sup-



ply barely meets the demand. Potatoes are still at a bottom price.

Asparagus, per dozen..... 1 50	Valencias, new, crate..... 3 00 3 25
Beets, bag..... 0 90	Spanish..... 3 50 3 75
Beets, new, doz. .... 0 75	Green, per doz. . 0 50 0 60
Beans, green per hamper..... 3 75	Spanish, 1/2 cases. .... 1 50
Beans, wax, per hamper..... 4 50	Texas Bermudas per crate..... 2 25
Cauliflower, doz. .... 2 25	Paranips, bag.. 0 85 0 90
Cabbage, Canadian, dozen... 0 35 0 40	Potatoes—
Cabbage, Can., per barrel..... 2 00	Canadian, bag.. 0 50 0 55
Cabbage, new, bri. . . 3 00	Bermuda, new, per barrel..... 8 00
Carrots, bag..... 0 85 0 75	Sweet, hamper.. 1 25 1 50
Carrots, new, dz. .... 1 00	" barrel..... 3 50
Celery, Canadian, dozen... 0 30 0 35	Parsley, per doz bunches..... 0 70
Celery, Florida 2 00 2 50	Radishes, doz.. 0 85 0 40
Cucumbers, doz. 1 75 2 00	Rhubarb, doz. . 0 75 1 00
Lettuce, hamper..... 2 50	Spinach, hamper.... 0 60
Lettuce, per doz. .... 0 50	Tomatoes, hot house, lb..... 0 25
Mushrooms, lb. .... 0 90	Tomatoes, case of 5 baskets... 2 50 2 75
Onions—	Turnips, bag..... 0 40
Canadian, bag.. 1 00 1 25	

Fish—The fish market is opening up on the season during which the supply is of the best quality. The day of frozen fish is practically over, having given way to the fresh-caught variety, which is being received in larger quantities. The prices are easier and the demand is noticeably increasing.

FRESH CAUGHT FISH

Halibut..... 0 09	Steak cod..... 0 07 1/2
Salmon trout..... 0 10	Perch..... 0 07
White fish..... 0 11	Haddock..... 0 06 1/2

FROZEN LAKE FISH

Goldeyes..... 0 06	Pike..... 0 05
Pickeral yellow..... 0 08	Whitefish, frozen... 0 03
	Perch, fresh caught.. 0 07

OCEAN FISH (FROZEN)

Herring, per 100..... 1 50	Salmon, pink, per lb.. 0 08
Mackerel, each..... 0 20	" red..... 0 09
Smelts, No. 1..... 0 08	" sea dressed.. 0 10

SMOKED, BONELESS AND PICKLED FISH.

Acadia, per crate... 2 40	Fillets, per lb..... 0 11
" tablets, box... 1 60	Haddie, Finnian... 0 07
Bloaters, per basket.. 0 90	Herrings, Digby, bundle 0 60
Codfish, shredded, box 1 80	Herrings, Imported
" Bluenose, " 1 40	Loch Fyne, per kit.. 1 50
Cod steak, per lb..... 0 07	Kippers, per box..... 1 25
Cod, Imperial, per lb.. 0 05	Quail on toast, per lb. 0 05 1/2
Discoes, per basket.... 1 25	

TELL YOUR CUSTOMERS.

A sharp knife is run about the edge of the half grape fruit to separate the pulp from the skin, in preparing it for the table, but a pair of scissors is more easily used in cutting out the centre fibre. Besides, if the fruit is at all tough, the knife is much more apt to waste the juice, and makes a more ragged hole.

Used as a first course at breakfast, many hostesses prefer not to sugar grape fruit beforehand, for the reason that

# WHITE & CO., Limited

TORONTO AND HAMILTON

The Fancy Fruit and Produce House

**Fresh Jamaica Coconuts—**

(Picked within 3 weeks)

**Florida Tomatoes—**

(Fresh, Ripe, Firm Stock)

**November Cut Lemons**

**Bronco Brand Navels**

**North Carolina Strawberries**

EVERYTHING OF THE BEST

Phone Main 6565.

Mail Orders Solicited

## FANCY

**RIPE** { PINEAPPLES  
FLORIDA TOMATOES  
BANANAS

**FRESH** { LETTUCE  
RADISH  
RHUBARB  
GREEN ONIONS

==== **Finest Oranges and Lemons** ====

**HUGH WALKER & SON**

(Established 1861)

GUELPH, ONTARIO

## TEXAS BERMUDA ONIONS

Mild Flavor — Fine Quality — Well Graded.

The growers of Texas have succeeded in placing on our market a first-class Onion—packed in the square slat crate, 50c. net. Order from your wholesaler—Order now.

W. B. STRINGER,

Sales Agent, Toronto.

some guest may enjoy it better in its natural state.

A good test in buying grape fruit is the weight, which seems to disappear when the fruit becomes pulpy.

A grape fruit salad is occasionally very useful as a variety in the menu. The pulp should be cut in large sections, with the fibre removed, sprinkled with French dressing, left for half an hour on the ice and then piled on crisp lettuce leaves.

A delicious marmalade is also made, either from grape fruit alone or from a combination of grape fruit and oranges.

A very pretty dessert is obtained by cutting the rind of the half fruits in points and garnishing in the centre with maraschino cherries.

**CASH REGISTER AND THERMOMETER.**

One would hardly tumble to the idea that there is any connection between the cash register and the thermometer in business affairs. But there is a candy and ice cream parlor on Queen Street, Toronto, where the thermometer hangs besides the cash register and the proprietor says that they always move to-

gether. As soon as the thermometer goes up the cash register follows without fail, and when the thermometer registers below 40 deg. Fahrenheit then he takes a holiday and leaves the store in the hands of his assistant. They are two true friends, he says, which are always reliable.

**ANNUAL PROFIT OF \$1,580,000.**

The owners of Ivory Soap—Proctor & Gamble Co.—in a financial statement recently made public in the Wall Street Journal, admit annual profits during the past twenty years of 8 per cent. on \$2,250,000 preferred stock and 14½ per cent. on \$10,000,000 common. This makes the average net profits for twenty years considerably over \$1,580,000 a year. The quoted bid valuation of both classes of stock amounts to over \$40,000,000. The business was started in 1837. For many years it has been the most extensively advertised soap in the United States. For one insertion of a page in one magazine they paid \$5,000 a month.

They make a good soap, always maintaining the quality, and from small beginnings they have, by good advertising, built up this enormous revenue.

The T. Eaton Co., Toronto, have decided to close their store at 1 o'clock on Saturday afternoons during June, July and August. In former years the

early closing was in effect only during July and August.

**FRED. L. MYERS & SON**

ESTABLISHED 1879.

KINGSTON, JAMAICA, B.W.I.

Wholesale Wine and Spirit (Rum, etc.), Sugar, Export and Commission Merchants and Wharf Owners.

Our Specialties:—Sugar and "GENUINE JAMAICA RUM" shipped to all parts of the world.

**THE PEOPLE OF JAMAICA**

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

**KINGSTON**

**"GLENER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

**SEPTEMBER CHEESE**

Rich, Full Cream, Fine Texture, Colored Cheese.

*It will please your trade. Try it.*

**Fisher Produce Co.**

Limited

76 Colborne St., Toronto

**Highest price paid for DRIED APPLES**

**O. E. ROBINSON & CO.**

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

SEASON 1908-9  
**Dried Apples**

Shipments Solicited  
Settlements Prompt

**W. A. GIBB COMPANY**  
HAMILTON

JAMES SOMERVILLE, Manager

**Lemon Bros.**

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

**TRY LEARD'S LOBSTERS and CANNED CHICKEN**

Write for Prices

**W. A. LEARD**

Summerside,

P.E.I.

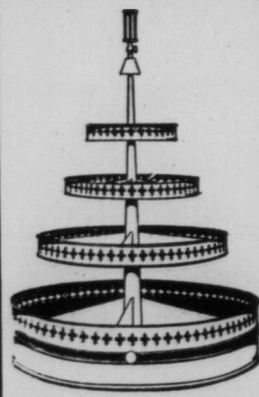
**BASKETS**

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

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

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

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



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

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

**GALESBURG CORNICIE WORKS**

93 Cox Street, Galesburg, Illinois

## INDEPENDENT

packs of Oranges are pre-cooled in cars before shipment, under ice, and are thereby held at an even temperature all through their journey to you. This feature has an important bearing on their holding-up qualities after removal to warehouses and stores on account of the fruit not having been weakened by being subject to many extreme changes in temperature en route. It will pay you to stock Independent packs of Oranges.

**The Independent California Orange Brokers of Toronto**

32 Church Street

## Sardines That Sell

are those that have a guarantee on each tin!

### Concord Norwegian Sardines

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

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.



**LIST OF AGENTS:**

R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



### Especial Emphasis

should be laid on the fact that

## BRUNSWICK BRAND SEA FOODS

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

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

See that you have a full range on your shelves.

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



AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; G. S. Buchanan, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Cartaret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

RECENT BUSINESS CHANGES.

Businesses Bought and Sold, Assignments Made, and Deaths in the Trade.

Ontario.

A. Gratton, grocer, Toronto, is out of business.

Alex. McCoy, grocer, Toronto, suffered loss by recent fire.

E. H. Young, grocer, Hamilton, has sold to A. E. Layman.

S. A. Morrison, grocer, West Lorne, Ont., has sold to F. Parr.

James Simpson, grocer, Metcalfe, Ont., is succeeded by O. C. Simpson.

T. F. Chamberlain's grocery and provision business is advertised for sale.

W. S. Jackson, general merchant, Gore Bay, Ont., has sold to Gamey & Graham.

J. A. A. Raizenne, general merchant, St. Eugene, Ont., is discontinuing business.

Agnes Davidovitch, general store, Burk's Falls, has sold to Wolfe Denenberg.

W. B. Jones, general merchant, of Wyoming, Ont., has sold to R. Stirret & Co.

Green & Kerr, grocers, Huntsville, Ont., have dissolved, Marvin Green continuing.

F. E. L. Talbot, general merchant, Rutherford, Ont., has sold to J. D. Dillicott.

G. C. Greaves, general merchant, Kingville, Ont., is succeeded by E. C. Brush.

Caster & Pruner, general merchants, Grand Valley, Ont., have sold to J. W. Bridgett.

G. W. Rayeroff, grocer, Hamilton, Ont., has sold the Cannon St. business to O. W. Bessey.

Meeting of creditors of L. Fabbro, general merchant, Copper Cliff, Ont., was held on the 19th.

E. H. Adamson, general merchant, Winterbourne, Ont., advertises his business for sale.

Leigh Bros. general merchants, of Hawkestone, Ont., sustained loss by fire recently. They were insured.

Quebec.

G. Cote, grocer, Quebec, has assigned.

A. Lapensee, grocer, Montreal, has assigned.

R. J. Handy, grocer, Montreal, has sold out.

C. Litner, grocer, Montreal, has compromised.

Gratton Frere, grocers, Montreal, are registered.

Fred Brown, grocer, Montreal, has begun business.

D. Jaunel & Co., grocers, Montreal, have registered.

Lapointe & Ledoux, grocers, Montreal, have registered.

Zakaib & Sayfy, grocers, Montreal, have registered.

Honore Blouin, wholesale grocer, Que., offer to compromise.

Annex Provision Co., grocers, Montreal, have registered.

The National Packing Co., of Montreal, have registered.

J. A. Ray, general merchant, St. Philemon, Que., has assigned.

D. Langlois & Co., general merchants, Perce, Que., have assigned.

T. E. Authier, general merchant, Roxton Falls, Que., has assigned.

Eisenberg & Co., general merchants, St. Jerome, Que., have registered.

J. A. Moreau, general merchant, St. Louis de Ha Ha, Que., has assigned.

The assets of Jas. Villeneuve, grocer, Pointe Gatineau, Que., have been sold.

The assets of J. E. Gobeil, general merchant, St. Methode, Que., have been sold.

The assets of Chaperon & Frere, general merchants, St. Monique, Que., are to be sold.

The sale of F. Gagne's general store, St. Joseph d'Alma, Que., has been delayed.

The assets of Jos. Warren, general merchant, Pointe a Pic, Que., are to be sold April 29th.

The assets of Jean Lacasse, general merchant, St. Rose de Watford, Que., are to be sold.

Western Canada.

H. D. Hassell, grocer, Vancouver, B.C., has assigned.

F. Counsell, grocer, Vancouver, B.C., has discontinued.

M. McLean, grocer, Moose Jaw, Sask., is succeeded by R. Fysh.

E. H. Abbott, general merchant, Maple Creek, Sask., has sold out.

J. A. Becker, general merchant, Wilcox, Sask., is moving to Webb.

M. Hayman, general merchant, Togo, Sask., has moved to Calder, Sask.

J. T. McDonald, grocer, Victoria, B. C., is succeeded by Fenerty Bros.

Whitman & Co., general merchants, Emerson, Man., have sold to Mr. Koen.

H. H. Shouldice, general merchant, Maymont, Sask., has sold to H. Christifield.

B. E. Ghent, general merchant, Foreman, Alta., is succeeded by O. W. Stubbs.

Meeting of creditors of A. E. Watt, general merchant, Bienfait, Sask., has been held.

James Slater, general merchant, of Bethune, Sask., has sold stock to Seth Wilton & Co.

Herbert Jarvis has retired from the Jasmin Trading Co., general merchants, Jasmin, Sask.

The business of the Haddad Salome Co., general merchants, Jasmin, Sask., is reported for sale.

R. H. Abbott, general merchant, of Maple Creek, Sask., is succeeded by J. W. Boyer & Co.

Fillmore Trading Co., general merchants, Fillmore, Sask., are succeeded by E. J. Gregory.

A meeting of creditors of R. J. Davis & Co., general merchants, Zealandia, Sask., has been held.

Miller & Co., general merchant, Vegreville, Alta., have sold stock to National Co-operation Co., Ltd.

G. A. Strickland & Co., general merchants, Okanagan Centre, B. C., are succeeded by Code, Strickland & McLeod.

Maritime Provinces.

R. P. Murphy, grocer, Inverness, N.S., has assigned.

Guion & Keith, general merchants, Butternut Ridge, N.B., are succeeded by Mills, Eveleigh, Ltd.

O. M. Melanson & Co., general merchants, Shediac, N.B., have dissolved, O. M. Melanson continuing.

AVOID LOSSES IN COOKED HAM.

Care Necessary in Cutting Ham in Small Pieces—Watch the Ounces.

By M. M.

It is a very common habit for people to run to the store for 5c worth of cooked ham. This means from 2 to 2½ oz., which is so small that the average grocer is apt to throw in a little slice extra. A fraction of an ounce means a loss. It is impossible for a grocer to sell a ham in 5c lots and to get his money back, to say nothing of store expenses.

Why should this be continued? No order should be taken for less than 10c and that should be a quarter of a pound.

Supposing a grocer cuts up a ham that weighs 8 pounds and he sells it at 35c per pound, he would get \$2.80 if he had no loss in weight. If he sold it in 5c lots he would have to weigh 56 times. Now, supposing he lost ½ an ounce each weighing, he would lose 28 ounces in the ham, which, at 35c a pound, would mean a loss of 61¼c.

All that it is possible to make on the 8-pound ham at 10c a pound profit would be 80c. Supposing it took a clerk two minutes to cut, weigh and do up 5c worth, it would take him 112 minutes altogether. Now, if the clerk gets \$12 a week and works 10 hours a day, the clerk's time to put up that ham in 5c lots would cost 37 cents.

The loss in weight of 61¼c, plus the 37c, equals 98¼c. If to this is added the loss of the ends, which is unavoidable, in most cases, it would increase the loss at least 10c more; thus the total loss would be \$1.08½, or just 28½c more than cost.

With the modern slicing machines now on the market the grocer can save a great deal in slicing ham. The old butcher knife cannot be depended upon to prevent waste.

The grocer surely is not to be blamed for the high cost of living when he makes such profits as these.



It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

All grocers should carry a full stock of Royal Baking Powder.

It gives the greatest satisfaction to customers and pays the grocer a greater profit, pound for pound, than any other baking powder he sells

**Classified Advertising**

**ADDING MACHINE.**

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

**AGENTS WANTED.**

**A**LONDON HOUSE of first rate importance is desirous of introducing their widely celebrated Teas and other Goods throughout the Dominion. Responsible firms with sound connections, employing good staff of travelers covering the whole of Canada and British Columbia are requested in first instance to communicate with W.243, c/o T. B. Browne's Advertising Offices, 163 Queen Victoria Street, London, E.C., England. (17p)

**AGENCIES WANTED.**

**A**FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

**BUSINESS CHANCES.**

**F**OR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

**COUNTER CHECK BOOKS.**

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

**O**UR 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.

**FOR SALE.**

**A** GOOD BUSINESS FOR SALE. Retail grocery business, town near Hamilton, has always made money and can be improved, owner retiring, premises can be bought or rented. This is an exceptional opportunity, so act quickly. Apply Box 345, CANADIAN GROCER, Toronto. (17p)

**F**OR SALE. Well established Grocery, Provision and Crockery business in one of the best towns in Eastern Ontario, population over 5,000, large corner brick store, splendid location, turnover last year over \$22,000 and business growing. Excellent farming country, controls several good agencies for the town, stock in first-class condition and bought right, stock being kept up and business going on as usual, expenses light, building can be purchased or rented. No cutting of prices but all goods sold at a reasonable profit. Good reasons for selling. If you contemplate buying, address Box 340, CANADIAN GROCER, Toronto, at once and receive full information. (17)

**F**OR SALE—Grocery store, well located in one of the best Quebec cities. Only one competitor in the neighborhood. Established 14 years. Have good thriving, high class trade. Terms cash, or cash for stock and time for store and good will. Address A.V.L., care CANADIAN GROCER, Montreal. (18p)

**F**OR SALE in the city of Windsor, Ontario, large corner grocery store. Good business reasons for selling. Address 23 Pitt St. West, Windsor, Ont.

**C**ASH REGISTER, Nickel-plated, registers one cent to \$20, perfect condition. Bargain price, \$50. The R. O. Smith Co., Orillia. (17)

**MALE HELP WANTED.**

**W**ANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

**W**HOLESALE grocery traveler wanted. Good salary to first-class man. See branch and main line of C.P.R. to Port Arthur and Fort William. Apply quick to Box 344, CANADIAN GROCER, Toronto. (17)

**MISCELLANEOUS.**

**A**NY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

**A**TTRACTION fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

**C**OUNTER 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.

**D**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)

**D**ON'T use poor business stationery. Get your printer or stationer to furnish you with "Banker's Bond." Letterheads, envelopes, writing tablets, etc. Goods perfect, price moderate. Satisfaction accompanies the added prestige which follows the use of good stationery. W. J. Gage & Co., Limited, Paper Makers, Toronto.

**E**GRY 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. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**E**ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

**E**RRORS AVOIDED, LABOR SAVED—Using the "Shou-perlor" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

**F**IRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

**F**OR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

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

**J**UST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

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

**S**COTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

**MISCELLANEOUS.**

**S**AVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

**S**AMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

**T**HE "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)

**T**HE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

**W**ANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writterpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

**W**HEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

**Y**OU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ontario. (tf)

**Y**OU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

**T**HE MONEY you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

**REPRESENTATIVES WANTED.**

**P**ROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

**TECHNICAL BOOKS.**

**S**ALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 10 Front Street E., Toronto.

**C**ANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 10 Front St. East, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder W. H. GILLARD & CO. Diamond - 1-b. tins, 2 doz. in case \$2 00

IMPERIAL BAKING POWDER Cases. Sizes. Per doz. 4-dozen 10c. \$0 85

MAGIC BAKING POWDER Cases. Sizes. Per doz. 6 dozen 5c. \$0 50

ROYAL BAKING POWDER Sizes. Per Doz. Royal-Dime \$0 95

CANADIAN CANNERS, LIMITED Aylmer Jams Per doz. Peach 1 80

FRUIT JELLIES Strawberry 1 90 Red currant 2 40

MARMALADE Raspberry 1 80 Scotch 1 40

PURE PRESERVES - Bulk 5's & 7's per lb. 14's & 30's per lb.

WHITE SWAN SPICES AND CEREALS LTD. White Swan Baking Powder

COOK'S FRIEND BAKING POWDER Cartoons - Per doz. No. 12, 4-oz., 6 dz 0 70

CEREALS WHITE SWAN SPICES AND CEREALS LTD. White Swan Breakfast Food

WHITE SWAN WHEAT Kernels, per doz. \$1 40

KEEN'S OXFORD, per lb. 0 17

CHOCOLATES AND COCOAS THE COWAN CO., LIMITED Cocoa - Perfection, 1-lb. tins, per doz. \$4 50

LONDON PEARL, per lb. \$0 22

UNWEETENED CHOCOLATE - Plain Rock, 3's & 4's, cakes, 12-lb. boxes

CHOCOLATE WAFERS, No. 1, 5-lb. boxes 0 30

CONDENSED MILK BORDEN'S CONDENSED MILK CO. Eagle Brand Condensed Milk \$8 00

TRURO CONDENSED MILK CO., LIMITED Jersey Cream 1-lb. tins, per case \$4 00

COFFEES EBY, BLAIN CO. LIMITED Standard Coffees Roasted whole or ground

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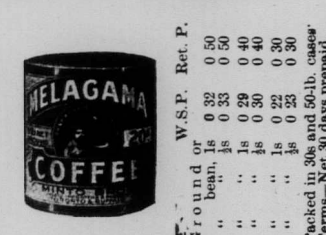
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COFFEES EBY, BLAIN CO. LIMITED Standard Coffees Roasted whole or ground



W.S.P. Ret. P. Ground or bean, 1 lb. 0 32

CONFECTIONS THE COWAN CO., LTD. Cream Bars, 60's, assorted flavors, box 1 80

IMPERIAL PEANUT BUTTER Small, cases 2 dozen 0 95

COUPON BOOKS - ALLISON'S For sale in Canada by The Eby Blain Co. Ltd

INFANTS' FOOD Robinson's patent barley, 4-lb. tins, \$1.25

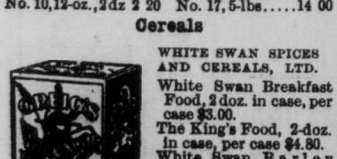
FLAVORING EXTRACTS SHIRIFF'S 1 oz. (all flavors), doz. 1 00

CANADIAN MILK PRODUCTS, LTD. TORONTO Truimilk, full cream, per case (4 doz), 4 lb

JOS. CAMPBELL CO., CAMDEN, N.J. Soups (condensed) - No. 1 cans, all kinds



COOK'S FRIEND BAKING POWDER Cartoons - Per doz. No. 12, 4-oz., 6 dz 0 70



WHITE SWAN SPICES AND CEREALS LTD. White Swan Breakfast Food, 2 doz. in case, per case \$3.00

WHITE SWAN WHEAT Kernels, per doz. \$1 40

KEEN'S OXFORD, per lb. 0 17



CHOCOLATES AND COCOAS THE COWAN CO., LIMITED Cocoa - Perfection, 1-lb. tins, per doz. \$4 50

LONDON PEARL, per lb. \$0 22

UNWEETENED CHOCOLATE - Plain Rock, 3's & 4's, cakes, 12-lb. boxes

CHOCOLATE WAFERS, No. 1, 5-lb. boxes 0 30

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TRURO CONDENSED MILK CO., LIMITED Jersey Cream 1-lb. tins, per case \$4 00

COFFEES EBY, BLAIN CO. LIMITED Standard Coffees Roasted whole or ground

CONDENSED MILK BORDEN'S CONDENSED MILK CO. Eagle Brand Condensed Milk \$8 00



TRURO CONDENSED MILK CO., LIMITED Jersey Cream 1-lb. tins, per case \$4 00



COFFEES EBY, BLAIN CO. LIMITED Standard Coffees Roasted whole or ground

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TRURO CONDENSED MILK CO., LIMITED Jersey Cream 1-lb. tins, per case \$4 00

COFFEES EBY, BLAIN CO. LIMITED Standard Coffees Roasted whole or ground

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TRURO CONDENSED MILK CO., LIMITED Jersey Cream 1-lb. tins, per case \$4 00

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IMPERIAL PEANUT BUTTER Small, cases 2 dozen 0 95

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CANADIAN MILK PRODUCTS, LTD. TORONTO Truimilk, full cream, per case (4 doz), 4 lb

JOS. CAMPBELL CO., CAMDEN, N.J. Soups (condensed) - No. 1 cans, all kinds

S.S. Beef (Inglass Brand), 3 sizes - 1/2, \$1.50; 1, \$2.25; 1 1/2, \$3.50

HANDLING... Write us for Son, 193 Ter (tf)

for free samples... company, Ltd., (tf)

er is the only... Write to King and (tf)

ern Concrete... Write to King and (tf)

for dealers to... Write to King and (tf)

EATING SYS-... Write to King and (tf)

having the best... Write to King and (tf)

from fire! If... Write to King and (tf)

better advantage... Write to King and (tf)

through not hav-... Write to King and (tf)

WANTED.

machine in Cas-... Write to King and (tf)

KS.

ollection of 335... Write to King and (tf)

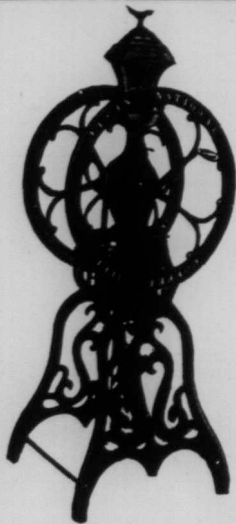
MANUFACTUR-... Write to King and (tf)



**ALWAYS RIGHT.** SUN PASTE

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

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



**Five Essentials**

- Simplicity
- Fast Grinding
- Durability
- Easy Adjustment
- Finish

**Elgin National Coffee Mills**

(40 STYLES)

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

**LOW COST**

Ask any of the following Jobbers for our Catalogue:

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

MANUFACTURED BY

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

**Bradley Stencil Machine**

The latest development of a CIRCULAR Stencil Machine not so expensive as the Standard.

E A S Y T O O P E R A T E



**HAMILTON STAMP & STENCIL WORKS, Limited**

Sole Canada Agents

HAMILTON  
37-39 King William St.

TORONTO  
38 Colborne St.

**R. B. Wiseman & Co.**

123 Bannatyne Avenue East **WINNIPEG, MAN.**

**Warehousemen, Forwarding Agents and Wholesale Brokers**

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

HAVE YOU TRIED

**MOLASSINE DOG and PUPPY CAKES?**

**MARVELLOUS FOR ERADICATING WORMS and Keeping Dogs in Splendid General Health**

The "MOLASSINE" Dog Foods are the only Foods on the market which besides feeding, keep dogs healthy and improve their coats.

QUOTATIONS AND SAMPLES FROM

**ANDREW WATSON, - Sole Importer**  
91 PLACE YOUVILLE MONTREAL



# CURRANTS

We are proprietors of  
 "AFRODITE" brand, the best AMALIAS  
 currant on the market.  
 "NARCISSUS," fine FILIATRA currants,  
 "NAUSICAA," fine FILIATRA cleaned  
 currants  
 and importers and distributors of  
 highest grade PATRAS and VOSTIZZA  
 currants.

We aim to give the trade the best grades  
 of currants obtainable from season to season.  
 We solicit the opportunity to quote on  
 your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

LAMBE & MacDOUGAL, London  
 H. & A. B. LAMBE, Hamilton  
 W. G. A. LAMBE & CO., Toronto  
 H. D. MARSHALL, Ottawa  
 ARTHUR P. TIPPET & CO., Montreal  
 J. W. GORHAM & CO., Halifax

**GREEK CURRANT CO.**  
 95 Broad Street - NEW YORK  
 THE LARGEST CURRANT HOUSE IN GREECE

# BUGGY EGG CRATE



The most satisfactory Egg Carrier  
 yet invented.

YOU should have them in stock.  
 5,000 sold first season.

**Walter Woods & Co.**  
 Hamilton and Winnipeg

OCEAN MILLS  
 Montreal  
 Chinese starch, 48  
 1-lb., per case \$4.00;  
 Ocean Baking Pow-  
 der, 48 3-oz., \$1.40;  
 48 4-oz., \$1.80; 60 8-  
 oz., \$4.50; 36 1-lb.,  
 \$3.75; 48 1-lb. pkg.  
 \$4; 10 1-lb. tins, \$5;  
 loose 25 lbs., \$1.75;  
 Ocean blancmange,  
 48 8-oz., \$4; Ocean  
 borax, 48 8-oz.,  
 \$1.60; Ocean cough  
 syrup, 36 6-oz., \$3.00;  
 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60.

Jam Per lb.  
 30-lb. wood pails..... 0 06  
 Pure assorted jam, 1-lb. glass jars, two  
 dozen in case..... 1 75

Jelly Powders  
 IMPERIAL DESSERT JELLY  
  
 PURE AND DELICIOUS  
 TRUE FRUIT FLAVORS  
 CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.  
 Soap  
 The GENUINE. Packed 100 Bars to case.

EASIFIRST  
 LARD COMPOUND  
 EXCELS  
 ALL OTHERS

Price—Ontario and Quebec:  
 50 c per can..... 1 75  
 100 c per can..... 3 00



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



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

Lard  
 N. E. FAIRBANK CO. BOAR'S HEAD  
 LARD COMPOUND.

Tierces... \$1 13  
 4-bbls. .... 0 13  
 Tubs, 60 lbs. 0 13  
 30-lb. Pails, 2 73  
 30-lb. tins, 2 63  
 Cases 3-lb. 0 14  
 " 5-lb. 0 14  
 " 10-lb. 0 13



F.O.B. Montreal.

GUNNS  
 "EASIFIRST"  
 LARD  
 COMPOUND.  
  
 Tierces... 0 12  
 Tubs... 0 12  
 30-lb. pails, 0 13  
 30-lb. tins, 0 12  
 10-lb. " 0 14  
 5-lb. " 0 13  
 3-lb. " 0 13  
 1-lb. cartons 13

Licorice  
 NATIONAL LICORICE CO.  
 5-lb. boxes, wood or paper, per lb. .... \$0 40  
 Fancy boxes (36 or 60 sticks), per box... 1 35  
 " Ringed" 5-lb. boxes, per lb. .... 0 30  
 "Acme" pellets, 5-lb. cans, per can... 0 40  
 "Acme" (fancy box), 60, per box 1 00  
 Tar licorice and tolu wafers, 5-lb. cans,  
 per can..... 2 00  
 Licorice lozenges, 1-lb. glass jars..... 1 75  
 " 30 5-lb. cans..... 1 00

"Purity" licorice, 10 sticks ..... 1 45  
 100 sticks..... 0 73  
 Dulc, large cent sticks, 100 in box.....  
 Lye (Concentrated)



GILLETT'S  
 PERFUMED LYE  
 Per case  
 1 case of 4 doz \$3 50  
 3 cases of 4 doz 3 40  
 5 cases or more 3 35

Marmalade.

T. UPTON & CO.  
 12-oz. glass jars, 2 dozen  
 case, per doz. \$1; 16-oz.  
 glass jars, 2 doz. in case,  
 per doz. \$1.45; 5 and 7  
 lb. tins and 7-lb. pails,  
 per lb. 7c; pint sealers  
 (24 oz.), 1 doz. in case,  
 per dozen \$2.25.

"SHIRRIFF BRAND"  
 "Imperial Scotch"—  
 1-lb. glass, doz... 1 55  
 3-lb. " " 2 80  
 4-lb. tins, " 4 65  
 7-lb. " " 7 35  
 "Sbredded"—  
 1-lb. glass, doz.... 1 90  
 3-lb. " " 2 10  
 7-lb. tins, " 8 25



SPRATT'S PRICE LIST  
 Mixed Bird Seeds, 1-lb. pkts., 3 dozen  
 cases per doz ..... \$0 85  
 Parrot Food, 1-lb. pkts., 1 doz cartons 0 45  
 Parrot Food, 2-lb. pkts ..... 1 35  
 Bird Cage Sand, about 1 1/2-lb. bags, 1  
 gross cases, per doz. .... 0 30  
 Bird Cage Grit, about 1 1/2-lb. bags, 1  
 gross cases, per doz. .... 0 30  
 Mince Meat  
 Wetley's condensed, per gross, net... \$12 00  
 per can of 1 dozen, net. ....



ST. CHARLES CON-  
 DENSING CO.  
 PRICES:  
 St. Charles Cream,  
 family size, per case  
 ..... \$3.50  
 Baby size, per  
 case..... 2.00  
 Ditto, hotel, 3.70  
 Silver Cow Milk 4.55  
 Purity Milk.... 4.25  
 Good Luck.... 4.00

Mustard  
 COLMAN'S OR KEEN'S  
 D.S.F., 1-lb. tins..... per doz. \$ 1 40  
 " 1-lb. tins..... 2 50  
 " 1-lb. tins..... 5 00  
 Durham 4-lb. jar..... per jar 0 75  
 " 1-lb. jar..... 0 25  
 F.D. 1-lb. tins..... per doz. 0 85  
 " 1-lb. tins..... 1 35

IMPERIAL PREPARED MUSTARD  
 Small, cases 4 dozen..... 0 45 dozen  
 Medium, cases 2 dozen..... 0 90  
 Large, cases 1 dozen..... 1 35

Olive Oil  
 LAPORTE, MARTIN & CIE., LTD.  
 Minerva Brand—  
 Minerva, qts. 12's ..... \$ 5 75  
 " pts. 24's ..... 6 00  
 " 1-pt. 24's..... 4 25

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

Soda  
 COW BRAND  
  
 Case of 1-lb. contain-  
 ing 60 packages, per  
 box, \$3.00  
 Case of 1-lb. contain-  
 ing 120 pkgs. per  
 box, \$3.00  
 Case of 1-lb and 1-lb.  
 containing 30 1-lb.  
 and 60 1-lb. pkgs. per  
 box \$3.00

MAGIC BRAND Per case  
 No. 1, cases 60 1-lb. packages..... \$2 60  
 No. 2, " 120 1-lb. " ..... 2 60  
 No. 3, " 60 1-lb. " ..... 2 60  
 No. 5, " 60 1-lb. " ..... 2 60  
 No. 6 Magic soda—cases 100—10-oz. pkgs.  
 1 case..... 2 65  
 6 cases..... 2 55

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St.

Montreal

Soap and Washing Powders

- Maypole soap, colors, per gross... \$10 20
Maypole soap, black, per gross... 15 30
Oriole soap, per gross... 10 20
Gloriola soap, per gross... 12 00
Straw hat polish, per gross... 18 20



3 doz. to box... \$3 60
6 doz. to box... \$7 20
30 days.



1 Box Price... \$4.00
5 Box Price... \$3.90
Freight paid on 5 box lot



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—\$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

- EDWARDSBURG STARCH CO., LIMITED
Laundry Starches—
No. 1 white or blue, 4-lb. carton... \$0 07
No. 1 white or blue, 2-lb. carton... 0 07
Canada laundry... 0 06
Silver gloss, 6-lb. draw-lid boxes... 0 08
Silver gloss, 6-lb. tin canisters... 0 08
Edward's silver gloss, 1-lb. pkg... 0 07
Kegs silver gloss, large crystal... 0 07
Benson's satin, 1-lb. cartons... 0 07
No. 1 white, blbs. and kegs... 0 06
Canada white gloss, 1-lb. pkgs... 0 06
Benson's enamel, per box... 1 50 to 3 00
Culinary Starch—
Benson & Co's. Prepared Corn... 0 07
Canada Pure Corn... 0 06
Rice Starch—
Edwardsburg No. 1 white, 1-lb. car. 0 10
Edwardsburg No. 1 white or blue... 0

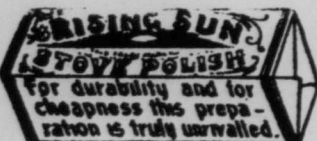
- BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.
Laundry Starches—
Canada Laundry, boxes of 40 lb... 0 06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lb... 0 06
Finest Quality White Laundry—
3-lb. canisters, cases of 48 lb... 0 07
Barrels, 200 lb... 0 06
Kegs, 100 lb... 0 06

- Lily White Gloss—
1-lb. fancy cartons, cases 30 lb... 0 07
6-lb. toy trunks, 8 in case... 0 08
6-lb. toy drums, with drumsticks in case... 0 08
Kegs, ex. crystals, 100 lb... 0 07
Brantford Gloss—
1-lb. fancy boxes, cases 35 lb... 0 07
Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case \$ 3 00

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Stove Polish

- Rising Sun, No. 1 cakes, 1/2 & 1/4 grs. bxs. \$8 50
Rising Sun, No. 3 cakes, gross boxes... 4 50
No. 5 Sun Paste, 1/2 gross boxes... 5 40
No. 10 Sun Paste, 1/2 gross boxes... 9 00



JAMES DOME BLACK LEAD 6a size, gross, \$2.40. 2a size, gross, \$2.50

Boot Polish

- PACARD'S BOOT AND SHOE POLISHES
Mon-Ami, \$9 gross; Black "O", \$9 gross; Large Combination, \$20 per gross; Pony Combination, \$10; French Glycerine, \$9; Ladies' Special, \$20; Fat. Lea. Cream \$20 per gross.

- Syrup. EDWARDSBURG STARCH CO., LTD. "Crown" Brand Perfected Syrup.
Barrels, 700 lbs... 0 03 1/2 per lb.
Half-barrels, 350 lbs... 0 03 1/2
1-barrels, 175 lbs... 0 03 1/2
Pails 25 lbs... 1 30 each
35 1/2 lbs... 1 80
Plain tins, with label—
3 lb. tins, 2 doz. in case... 2 50
10 " " " " " " " " " " " " " " 2 25
10 " " " " " " " " " " " " " " 2 75
80 " " " " " " " " " " " " " " 2 70
(5, 10 and 20 lb. tins have wire handles.)

- Teas THE "SALADA" TEA CO.
Wholesale Retail.
Brown Label, 1's and 1/2's... \$0 25 \$0 30
Green Label, 1's and 1/2's... 0 27 0 35
Red Label, 1's, 1/2's, 1/4's and 1/8's... 0 30 0 40
Red Label, 1's and 1/2's... 0 35 0 50
Gold Label, 1/4's... 0 44 0 60
Red-Gold Label, 1/4's... 0 55 0 80

- EMPIRE PACKAGE TEA
Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.
250... 1s. 50c.; 1s. 21c.
300... 1s and 1/2s, 23c.
400... 1s and 1/2s, 28c.
500... 1s and 1/2s, 35c.
750... 1s and 1/2s, Vulcan, 50c.
100 lb. lots freight paid.



Blue Label, 1/2's... \$1 80

- Orange label, 1's and 1/2's... 0 23 0 40
Blue Label, 1's... 0 30 0 35
Brown Label, 1's and 1/2's... 0 38 0 40
Brown Label, 1/2's... 0 40 0 40
Green Label, 1's and 1/2's... 0 35 0 50
Red Label, 1/2's... 0 40 0 60

- LAPORTE, MARTIN & CIE, LTD.
Japan Teas—
Victoria, hf-c, 90 lbs... 0 25
Princess Louise, hf-c, 90 lbs... 0 19
Ceylon Green Teas—Japan style—
Lady, cases 60 lbs... 0 18
Duchess, cases 60 lbs... 0 19

- BLUE RIBBON TEA CO., MONTREAL
Wholesale Retail
Yellow Label, 1's... 0 30 0 35
" " " " " " " " " " " " " " 0 21 0 25
Green Label, 1's and 1/2's... 0 34 0 30
Blue Label, 1's and 1/2's... 0 25 0 35
Red Label, 1's, 1/2's, 1/4's and 1/8's... 0 30 0 40
White Label, 1's, 1/2's and 1/4's... 0 35 0 50
Gold Label 1's and 1/2's... 0 43 0 60
Purple Label, 1's and 1/2's... 0 55 0 80
Embossed, 1's and 1/2's... 0 07 1 00



- Pink Label 1's and 1/2's... 30c. 40c.
Gold Label 1's and 1/2's... 35c. 50c.
Lavender Label 1's and 1/2's... 42c. 60c.
Green Label 1's and 1/2's... 50c. 75c.
Canisters
Gold Tins, 5's... 35c. 1.75 50c. 2.50
Gold Tins, 3's... 35c. 1.05 50c. 1.50
Gold Tins, 1's... 35c. each 50c. each
Gold Label, 1's 15c ea. 36 lb. 25c ea. 50 lb.
Red Tins, 1's 35c ea. 70 lb. 50c ea. 1.00 lb.
Red Tins, 1/2's 15c ea. 75 lb. 5c ea. 1.00 lb.



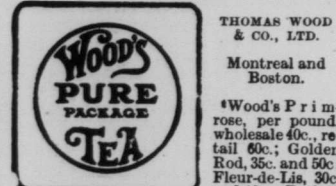
- MELAGAMA TEA. MINTO BROS., 45 Front St. East.
Black, green, mixed—1/2s, wholesale 70c., retail \$1; 1/4s, 55c. and 80c.; 1/8s, 44c. and 60c.; 1 lbs. and 1/2s, 40c. and 60c.; 1/4s, 38c. and 50c.; 1 lb. and 1/2s, 35c. and 50c.; 1 lb., 1/4s, 30c. and 40c.; 1/2s, 32c. and 40c.; 1/4s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



- Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.
Black Label, 1-lb., retail at 25c... \$0 20
Black Label, 1/2-lb., retail at 25c... 0 21
Blue Label, retail at 2c... 0 23
Green Label, retail at 4c... 0 30
Red Label, retail at 5c... 0 35
Orange Label, retail at 6c... 0 42
Gold Label, retail at 8c... 0 55



Pure Gold Jelly Powder... 10 cents
Pure Gold Salad Dressing Powder 1 per doz.
Discounts on application.



in 1/2-lb. tins. All grades—either black, green or mixed.

- GILLETTS CREAM TARIAR
Per doz
1/2-lb. paper pkgs., 4 doz. in case... \$7 90
1-lb. paper pkgs., 4 doz. in case... 1 80
Per case
4 doz. 1/2-lb. paper pkgs. } assorted... \$7 20
3 doz. 1-lb. paper pkgs. }
Per doz
1/2-lb. cans with screw covers, 4 doz. in case... \$2 00
1-lb. cans with screw covers, 3 doz. in case... 3 75
Per lb
5-lb. sq. canisters, 1/2 doz. in case... 0 30
10-lb. wooden boxes... 0 27 1/2
25-lb. wooden pails... 0 27 1/2
100-lb. kegs... 0 25 1/2
360-lb. barrels... 0 25

- THE QUAKER OATS CO.
Winnipeg prices—Quaker oats, 36's (or 2-18's) \$3. case; Quaker oats, 20's, (with premium) 4.10; Quaker Best Y. Cornmeal, 24's, 2.40; Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90; Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5/4 case lots, 1/4 case free, delivered; Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25; Aptezto biscuits, 24's, 3.50; Saxon wheat food, 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy, 24's, 2.40; Puffed rice, bris., 25 lbs. each, 22c 1/2.

- Imperial Tobacco Company of Canada, Limited—Empire Branch.
Chewing—Black Watch, 6s... 44
Black Watch, 12s... 45
Bobs, 6s and 12s... 46
Bully, 6s... 46
Currency, 6s and 12s... 46
Stag, 6 2/2s... 46
Old Fox, 12s... 44
Fay Roll Bars, 7s... 56
Fay Roll, 7s... 56
War Horse, 6s... 49
Plug Smoking—Shamrock, 6s, plug or bar... 45
Rosebud Bars, 6s... 45
Empire, 6s and 12s... 44
Ivy, 7s... 50
Starlight, 7s... 50
Out Smoking—Great West Pouches, 8s... 59
Veterinary Remedies

- W. F. YOUNG
Absorbine, per dozen... \$18 00
Absorbine Jr., per dozen... \$ 9 00
Yeast
Royal Yeast, 3 doz. 5 cent pkgs... \$1 15
Gillett's Cream Yeast, 3 doz. in case... 1 15

Tell your Doggy Customers that you Stock  
**Spratt's** <sup>MEAT</sup> **Dog Cakes**  
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Your Jobber can supply. **It means More Business.** Packed in all Sizes.

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 1910

**The Cold Blast Lantern**

New Patent  
 Lift Automatic  
 Air-Chamber Lock  
 Tubes Patent  
 Screw-cap Double  
 and Seamed  
 Handle Oil-Well



For Sale by all Jobbers

**Ontario Lantern & Lamp Co.**  
 LIMITED  
 HAMILTON, ONTARIO

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Crescent Brand



**SODA-CRYSTALS (WASHING SODA)**

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

**BRUNNER, MOND & CO., LIMITED**  
**WINN & HOLLAND, Agents**  
**MONTREAL**

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**KNIFE POLISH**

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Manufacturers of  
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The original and only  
 Genuine Preparation for  
 Cleaning Cutlery, 6d.  
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The most economical high-grade oil ever  
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THOMAS WOOD  
 & CO., LTD.  
 Montreal and  
 Boston.

\*Wood's Primrose, per pound, wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in either black, green

REAM TARIAR  
 Per doz  
 oz. in case ..... \$1 90  
 oz. in case ..... 1 80  
 Per case  
 assorted ..... \$7 20  
 Per doz  
 covers, 4 doz. in ..... \$2 00  
 covers, 3 doz. in ..... 3 75  
 Per lb  
 doz. in case ..... 0 30  
 ..... 0 27 1/2  
 ..... 0 27 1/2  
 ..... 0 25 1/2  
 ..... 0 25

ER OATS CO.  
 uaker oats, 36's (or 2-18's)  
 s, 20's, (with premium)  
 Cornmeal, 24's, 2 40;  
 Puffed wheat, 36's, 2 90;  
 Flakes, 36's, (11 case  
 red) 2 90; 54 case lots  
 Banner oats, 20's (with  
 oats, 20's, (with premi-  
 breakfast food, 18's, 2 25;  
 3 50; Saxon wheat food,  
 eat, 24's, 3 50; Hominy,  
 bria., 25 lbs. each, 22c lb.  
 SACCO.

COMPANY OF CANADA,  
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ch, 6s ..... 44  
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 1 12s ..... 44  
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 ..... 56  
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 ..... 43  
 rock, 6s., plug or bar. 45  
 ..... 44  
 ..... 50  
 West Pouches, 6s ..... 60  
 ry Remedies

YOUNG  
 ..... \$15 00  
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cent pkgs. .... \$1 15  
 4, 3 doz. in case. 1 15  
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Complete list of  
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LIMITED

No. 12 Port St.

**MONTREAL**

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

## WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed  
in sanitary packages

**SOLVES THIS QUESTION**

Quality Unexcelled.

Absolutely Dust-proof.

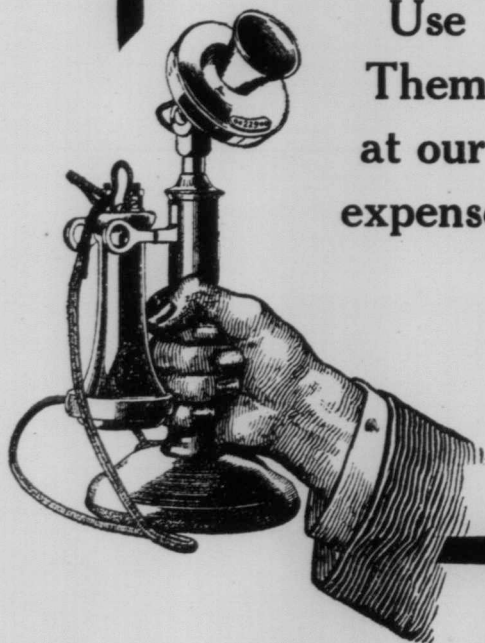
Three dozen to a case.

All jobbers.

**J. H. Wethey, Ltd.**  
ST. CATHARINES, ONT.

4  
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Them  
at our  
expense.



## Telephone Your Orders—

—at our expense and see how quickly we can get goods to you. This long-distance telephone service is quite a feature of this business and enables us to cover nearly all our territory every day and every hour of the day to your advantage.

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