

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

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

Toronto: 10 Front St. East.

New York: Rooms 1109-1111, 160 Broadway.

Winnipeg: 511 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, FEBRUARY 18, 1910.

NO. 7.



The most appropriate and healthy food
for young and old during the winter
months is

ROBINSON'S PATENT BARLEY

Selling food products is your business
—selling the best is your policy—sell
Robinson's

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

“Crown” Brand Table Syrup

has been such a remarkable success that grocers and general
merchants throughout Canada now make it their leading Syrup!
It will pay you to specify “Crown” Brand when you are
next ordering from your jobber.

Insist upon getting “Crown” Brand and refuse substitutes!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

A Pure Hard Soap

**SURPRISE
SOAP**

**Makes Child's Play
of Wash Day**

(Good for all uses)

THE ST. CROIX SOAP MFG. CO.

St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, Newfoundland, West Indies

Profits from Purity

The satisfied customer assures a *permanent* customer, yet without purity satisfaction of the lasting sort is not possible—or probable. Profits from Purity, therefore, command regular trade. *Profits from the articles advertised below are business builders.*

Made pure for sixty years—as pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with “Shell” Soap. Antiseptic, sanitary, clean. Not a Pure Oil “tallow soap”—no decaying animal matter in it. Absolutely pure.

**“Shell”
Soap**

Bramwell’s Epsom Salts show a noteworthy absence of moisture from top to bottom of package. They are absolutely free from foreign substances. They never have been and never will be classed with ordinary “salts” “Bramwell’s” of commerce. They are in a class by themselves.

**Epsom
Salts**

Pastacaldi’s Peel is prepared from the finest Corsican Citrons and you get what you pay for every time. No excess of sugar, but highest quality selected “Peels” peel—drained. Pastacaldi’s name on every box.

**PASTACALDI’S
Leghorn
CITRON PEEL**

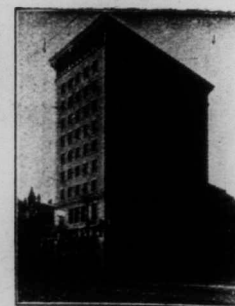
ARTHUR P. TIPPET & CO., AGENTS
Montreal, Canada



Montreal Office

Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery
Brokers
WAREHOUSEMEN
can give close attention to few more first-class
agencies. Highest references.

FOR SALE

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

J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen

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

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Representing Morris Packing Co.
Pork and Lard—Finest Quality

**WAREHOUSE ACCOMMODATION
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
Dominion Warehousing Co., Ltd.
52 Nicholas Street, Ottawa
J. R. Routh, Manager.

CLARE, LITTLE & CO.,
WESTERN DISTRIBUTORS
Wholesale Commission Merchants and Manu-
facturers' Agents. Cars Distributed, Warehoused and
Forwarded. Warehouse on Transfer Track. Busi-
ness solicited. Our position is your opportunity.
SASKATOON,
Western Canada

J. W. SNOWDON
Manufacturers' Agent
413 ST. PAUL STREET
MONTREAL

☐ An inch space in this de-
partment costs 77 cents per
week or \$40.00 per year.

E. H. BOWEN
Manufacturers' Agent and Broker
SHERBROOKE, QUE.
Solicits representation of another first class
firm putting up high grade goods. Eastern
Townships thoroughly covered by three
travellers. Highest references. Write im-
mediately if you desire to have your line well
introduced.

E. T. BUSINESS.

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

S. ROBITAILLE & CO., Sherbrooke

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery
Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

Finest
**Fraser River
Sockeye Salmon**

On Spot
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885.

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale
Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE

Shipment from John Gray & Co., Limited,
Scotland, of their celebrated Jams and Marma-
lade. 1's, glass, black currant, strawberry
and raspberry jam 1's, stone jars, black cur-
rant, strawberry and raspberry jam. 1's, glass,
marmalade. 7lb. tins Marmalade. We will
gladly furnish prices.

DOMINION BROKERAGE CO.
73 Front St. E., Toronto

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and
Manufacturers' Agents.
WINNIPEG, - - - MAN.
Domestic and Foreign Agencies Solicited.

Canadian Agencies Wanted
E. SAVILLE WEBB
7 St. Stephens Street
BRISTOL, :: ENGLAND

FORT WILLIAM, - ONTARIO
PELTIER BROS.
have an established connection as
MANUFACTURERS' AGENTS
We are open to receive a few more good agencies.
We are hustlers and we live in the best district and
Most Promising City in Canada.
Highest references.

If you are looking for trade with Irish mer-
chants there is one paper that can put you in
touch with buyers, and that is
**The Irish Grocer, Drug, Provis-
ion and General Trades
Journal.**
10, Garfield Chambers, Belfast, Ireland

"The magic of a name"

When you see the word

"PICKANINNY"

on a package of
**BUCKWHEAT
or PANCAKE
FLOUR**

you can rest assured of the quality.
None other as good.

Sell "PICKANINNY"
and add to your reputation
for selling reliable goods.

The Western Milling Co.
Toronto

CANNED FISH

for Lenten Trade

Clams
Codfish
Haddies
Herrings
Lobsters
Oysters
Salmon
Sardines
Scallops
Shrimps

We
have
these
at
prices
that
will
bring
your
orders

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

The Best Value in Canada
Blue Ribbon Tea

stands alone as the friend of the retailer and
the favorite of the consumer. If you have not
stocked it before, a trial will convince you.

QUALITY ALWAYS TELLS

THE BLUE RIBBON TEA CO., Limited

266 St. Paul St., MONTREAL, P.Q.

To the Trade:

Have You Seen the Latest and
Most Striking Evidence of the

Increasing American Demand

—FOR—

CEYLON TEA?

READ THIS:

EXPORTED TO AMERICA

January 1 to December 31, 1908

BLACK—10,193,550

GREEN— 3,305,935

January 1 to December 31, 1909

BLACK—12,307,024

GREEN— 4,065,001

**Over Two and Three Quarter Millions
Increase in Direct Shipments Alone.**

“AYLMER” JAMS, JELLIES PRESERVES, etc.

Every Glass Jar or other package of “AYLMER” Jams, Jellies or Marmalades is Guaranteed Absolutely Pure, put up from FRESH FRUIT when in season and FINEST GRANULATED SUGAR.

The flavor and high quality of “AYLMER” Preserves cannot be obtained in preserves made from pulp.

NO PRESERVATIVES

NO COLORING

At every process cleanliness is reduced to a science.

“AYLMER” New Season’s Scotch Marmalade and Orange Jelly Marmalade now ready. Send in your orders at once for stocks of these fine goods.

CANADIAN CANNERS

Limited

HAMILTON, - CANADA

Borden's Brands are standard—

IT takes goods of known quality—standard goods like Borden's—to build strength into a retail business—the sort of strength that endures throughout the years, and by means of which a large volume of profitable trade is attracted—and held.

Always give prominent display to Borden's Brands. They'll repay you handsomely for your attention.



UNSWEETENED



Borden's Condensed Milk Co.

WILLIAM H. DUNN - Montreal and Toronto

Scott, Bathgate & Co., Winnipeg, Man.

Mason & Hickey, Winnipeg, Man.

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



ROWAT'S 2 WINNERS

Two time-tried, merit-proved staples of quite unparalleled popular favor, gained through many years of uniform satisfaction-giving.

The wise grocer, in business for profit, never lets run low his stock of

Rowat's Pickles and Olives and Paterson's Worcester Sauce

PROPRIETORS:

ROWAT & CO. - Glasgow, Scotland

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, and Ontario; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.; Nicholson & Bain, Winnipeg, Edmonton, Calgary.

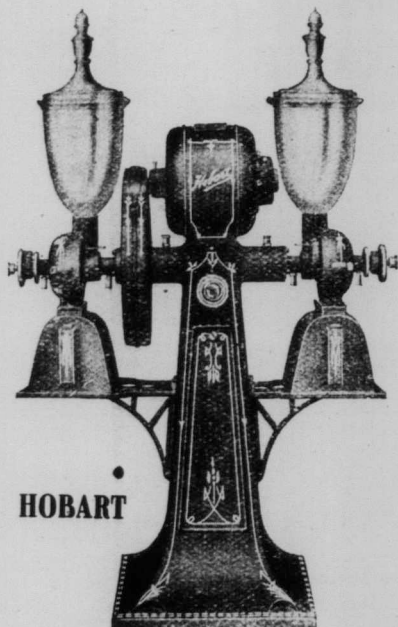


"The King of Electric Coffee Mills"

THE CLIMAX OF HOBART PERFECTION !

The distinctive features and handsome appearance of this Floor Pedestal Mill have invited more unsolicited testimonials than any mill or any fixture ever placed in a grocery or coffee store.

It tells people you are in the coffee business right



HOBART

Equipped with the Hobart Automatic Release to protect the motor and the grinding parts from contact with nails and foreign substance.

Granulates on one end and pulverizes on the other, and both ends may be used at the same time.

Beautifully enameled, hoppers nickel-plated, holding six pounds of coffee.

No amount of money could build a better Mill. No investment could pay you better.

You get the benefits long after the cost is forgotten

CANADIAN SALES AGENTS:

The W. A. FREEMAN CO., Limited, Hamilton, Ont.

A1 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



A Royal Road to Success!

Care in the selection of your stock of goods, Mr. Grocer, is of vital importance to you; you can't afford to handle "dead stock!"

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

are goods which don't "hang fire," but move rapidly. Are you stocking this line? Apart from their unquestioned purity, "E.D.S." Brand is being backed by systematic consumer advertising—the kind which compels attention and draws trade. You, too, can have your share of the trade offering.

Made by

E. D. SMITH at his fruit farm **WINONA, ONT.**

The new E. D. Smith line—Unfermented Grape Juice



ALWAYS ON TOP

☞ The best comes to the top and stays there.

☞ If it was not the best it couldn't last.

☞ WHITE DOVE CO-COANUT has been on the top for years.

W. P. Downey
Maker
MONTREAL

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.**



CHINESE STARCH

Money Maker
Known Everywhere
Repeat Seller
Best Value

Get Prices

**OCEAN MILLS
MONTREAL**

Tea Hints for Retailers

by **John H. Blake**

The author of this book has had over 20 years experience in wholesale tea circles. His aim in this work has been to give the retail dealer ideas and information that will prove valuable in a business way.

Part I deals with:—

Tea Gardens of the World.
Tea from Seed to Leaf.
Tea from Leaf to Cup.
The Tea Marts of the Orient.

Part II:—

How to Test Teas.
Where to Buy Teas.
Is it Wise to Place an Importation Order?
Bulk versus Package Teas.
How to Establish a Tea Trade.
Tea Blending.

275 Pages

Price \$2.00

Fully Illustrated

MacLean Publishing Co.
Technical Book Dept.

10 Front St. East - - Toronto



"Here's a Suggestion for Lenten Season"

Grocers, your customers find the Lenten season the hardest time of the year to provide for the table. They will welcome timely suggestions from you. Tell them there is absolutely *no meat* in the following brands of **CAMPBELL'S SOUPS** :

Pea, Tomato, Asparagus, Tomato Okra, Clam Boullion and Celery Soup

They will be pleased to know what to serve and you will be pleased to increase your **CAMPBELL'S SOUP** Sales because of the 33 $\frac{1}{3}$ per cent. profit.

Joseph Campbell Company
CAMDEN, N. J.

NOTE.—We'll send you a neat card calling your customers' attention to "**Campbell's Lenten Soups.**" Write us for it.

ROSE & LAFLAMME, Ltd., 400 St. Paul St., Montreal and 65 Front St. East, Toronto, Canadian Selling Agents

"21 Kinds—Look for the Red and White Label."

The Government's Opinion of Our Factory Is Well Worth Considering—

Here is what the Dominion Government Inspector of Canned Fruits and Vegetables had to say about our factory—as reported in the St. John Standard of Wednesday, December 22nd, 1909 :

"——found everything in excellent shape. He said that they were doing a very good business and that the class of canned goods put up was of the best quality."

It is in this factory that **BOSTON BAKED BEANS** and **BALAK-LAVA BRAND SARDINES** are packed.

Quality Will Out—and a Government Inspector is Certainly a Disinterested Party.

The Eastern Canning Co., Port Canada, N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front Street East, Toronto; D. O. 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.



"Pride of Canada"

PURITY

You have our absolute guarantee that any maple syrup or maple sugar sold under our label is **purest made**. We stand ready to back this statement.

No need to fear the government inspector if you carry our goods. They have stood the test in the past, and will always be looked upon as the acme of purity and perfection in maple goods.

Spring orders now being booked.

Maple Tree Producers' Association

WATERLOO, QUE.



By Special royal permission

A Right Selection

of Sardines is of the utmost importance to every grocer, but it is never easy to know just what to handle. In canned fish

KING OSCAR Brand SARDINES

are always uniformly pure, sweet and well packed and prove a profitable and quick-selling line.

CANADIAN AGENTS

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

HAMILTON - - - ONT.



THE
PUREST
AND
BEST

MR. DEALER

Have you stocked the new **5c. tin**
St. Charles Brand ?

Some of your customers will want it and any jobber can supply you. It's a convenient package and only

\$2.00 per case.

Manufactured by



St. Charles Condensing Co.

INGERSOLL, ONTARIO
CANADA



She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade-mark on it.

Most of the housekeepers in Canada agree with her, too.

The Canadian Salt Co.

Limited

Windsor - - - Ontario

A Quick Seller

Grocers tell us of their own initiative that Holland Rusk is the easiest, quickest, most natural repeater they have ever handled

HOLLAND RUSK

The Dainty Dutch Delicacy



Something entirely new. Distribution extending throughout Canada, Over 700 stores in one city alone making big sales and big profits.

MacGregor Specialty Co.
Canadian Importers
TORONTO

Holland Rusk Co., Holland, Michigan
Sole Makers in America

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.

PURE FOOD STANDARDS

WE BELIEVE
THAT EVERY POUND OF

WHITE SWAN BRAND

SPICES

WILL COVER ALL THE REQUIREMENTS
OF SUCH STRICT

PURE FOOD STANDARDS

AS THE
DEPARTMENT OF INLAND REVENUE

WILL SOON PUT INTO FORCE
BECAUSE THEY ARE

HIGHEST GRADE PURE

NOT MERELY PURE
TO COVER THE PRESENT LAW

DON'T WAIT

UNTIL YOU FIND YOURSELF STOCKED WITH
GOODS THAT WILL NOT PASS MUSTER

BUY

WHITE SWAN GOODS

AND TAKE NO CHANCES ON TO-MORROW

OUR PRICES ARE LOW FOR QUALITY

MAIL ORDERS RECEIVE SPECIAL ATTENTION

WRITE TO-DAY

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO

Here's a
line for
YOU!

PICKLES add a relish to the plainest fare!

But, take care of your PICKLE QUALITY.

There's no hard work or lengthy argument selling

McCready's Pickles

They're the best you can stock, and are made from the finest spices and vegetables only. The vinegar used is made on our own premises.

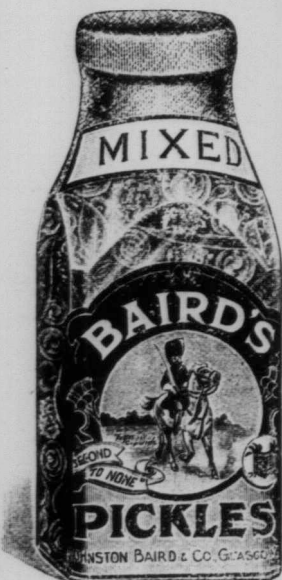
IN BOTTLES OR BULK. SEND FOR PRICES.

Thos.
McCready
& Son, Ltd.

Vinegar, Sauce and
Pickle Manufacturers

St. John, - - - N. B.

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for quality.

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

Creates the Demand

This well-known Molasses is packed in tins—2's, 3's, 5's, 10's and 20's; in pails—1's, 2's, 3's and 5's, 10 gallon kegs, half-barrels and barrels.

When ordering from your wholesaler mention the above brand.

The Dominion Molasses
Co., Limited

HALIFAX

NOVA SCOTIA

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.

W. G. A. LAMBE & CO.

Canadian Agents.

One reason why you should keep our

Meadow Cream Sodas

In stock is because they are the lightest and crispest in the market. Send for a sample order and see for yourself.

The W. J. Crothers Co., Ltd., - Kingston, Ontario

Are you well stocked in

STERLING BRAND PICKLES RELISHES CATSUPS ?

Do not make the mistake of letting your stocks run low. These goods are in large demand.

The T. A. LYTLE CO., Ltd.
STERLING ROAD, TORONTO, CAN.

This is the CONCORD CANNING COMPANY'S guarantee given with each tin of CONCORD NORWEGIAN SARDINES



WE GUARANTEE

1. That all sardines bearing our names as packers are packed with the finest autumn caught fish.
2. That fresh caught fish only are used in our canneries.
3. That the Olive Oil or Tomato Sauce used are of guaranteed purity, and of the finest quality obtainable.
4. That we use the greatest care and cleanliness in the packing.

Such a guarantee is a splendid lever to move trade your way. Are you handling "CONCORD"?

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

The Choicest Salmon comes from the Fraser and Skeena Rivers in British Columbia

Such Fish, only, are packed in tins bearing that well known label—

QUAKER BRAND SALMON MATHEWSON'S SONS

WHOLESALE GROCERS
202 MCGILL STREET, MONTREAL

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

Manzanillas, Queens, Club House, Nutoliv
Pitted, Celery Stuffed, Pimento Stuffed

SELECTED FIRST QUALITY FRUIT ONLY. PACKED TASTILY IN NEAT GLASS PACKAGES AND IN BULK

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG



MADE
IN
CANADA

IT PAYS FOR ITSELF

THE McCASKEY ACCOUNT REGISTER saves so much money from the day it is installed that it pays for itself in the first few months.

After that, all it saves is PROFIT.

THE McCASKEY prevents forgotten charges—the greatest avenue of loss in the average business.

It draws new trade.

It satisfies old customers.

It collects money faster than any human agency, and it puts an end to the labor and expense of book-keeping.

We'd like to tell you more about it.

Use a postal card and ask for information.

DOMINION REGISTER COMPANY, Limited

Successor to The McCaskey Register Co. in Canada

96-104 Spadina Avenue

TORONTO, CANADA

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.**



THERE'S A DIFFERENCE

BETWEEN

SHIRRIFF'S EXTRACTS AND ESSENCES

and many other much advertised Essences. "SHIRRIFF" goods, while being of full strength, possess the correct natural flavor of the fruit! Isn't this a strong selling point and a good reason to push "Shirriff" Essences and Extracts? Stock up to-day. They're always in demand.

The 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

AGENTS
W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.
J. W. Snowden, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars



ATTENTION!

We can help you in your profit-making if you will handle

ASEPTO SOAP POWDER

"The enemy of dirt."

ASEPTO is a pure, economical washing powder, which does away with half the "elbow grease." It is a firm favorite with the women, and means repeat orders for you.

WRITE FOR DETAILS

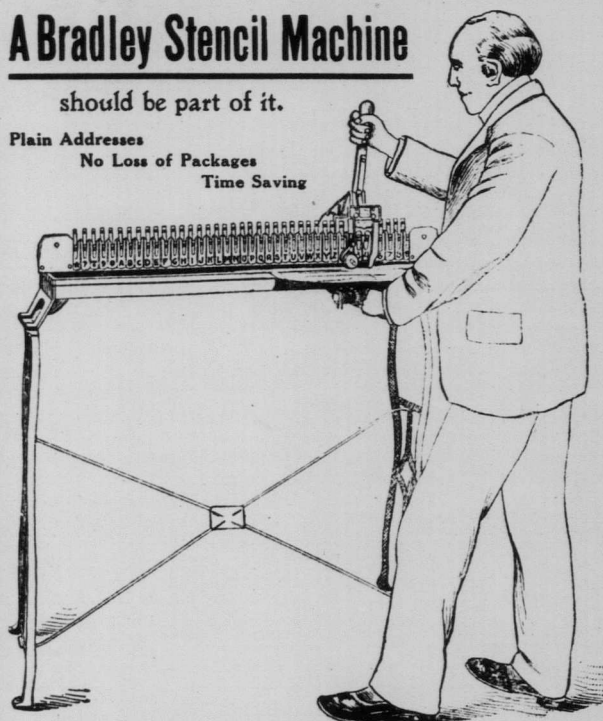
ASEPTO SOAP COMPANY
ST. JOHN, N.B.

Your equipment may be the best, but to have it so

A Bradley Stencil Machine

should be part of it.

Plain Addresses
No Loss of Packages
Time Saving



LET US SEND YOU PARTICULARS

HAMILTON STAMP & STENCIL WORKS, Limited

Sole Canadian Agents

HAMILTON and TORONTO

Toronto Office and Wareroom: 38 Colborne St. and Leader Lane



Nothing like it for Infants and Invalids. Like what? Why

Canada First Evaporated Cream

It is the purest, most easily digested, and nourishing evaporated cream made, It is perfectly sterilized, is unsweetened, and manufactured with the utmost care and cleanliness. Are you handling this Brand? It is worth recommending.

Order from your wholesaler.

The Aylmer Condensed Milk Co., Ltd., Aylmer, Ont.

1910 **FISH FOR LENT**

Tartan BRAND

Look up your stock and be prepared for the demand

Loch Fyne Scotch Herring in kits.	Mackerel in barrels, halves, kits and pails.
Holland Herring in kits.	Codsteak, Quail, Bluenose, Imperial.
Holland Herring Milchers in kits.	Boned and Skinned Cod, Quintals, Whole Cod.
Deep Sea Trout in half barrels.	Scaled Herring, Acadia and Halifax Cod in wood boxes, Shredded Cod, Kipperines.
Labrador Herring in barrels, halves and kits.	

Also all kinds of Canned Fish, including Salmon, Lobsters, Fish Balls, Codsteak, Haddie, Imported and Domestic Sardines and Herring kippered in Tomato and Fresh, Mackerel, Scallops, Oysters, Clams, Shrimps.

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

GOODWILLIE'S PURE FRUITS
In Glass



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

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

Of delicious natural flavor, quite unequalled anywhere.

AGENTS
Rose & Laflamme Limited
Montreal and Toronto

"Too great haste leads to error."

AVOID MAKING ERRORS BY USING

EARNSCLIFFE LINEN BOND

A first-class Paper for Blank Books and general office stationery. Samples sent on request.

THE ROLLAND PAPER COMPANY, LIMITED
MONTREAL, QUE.

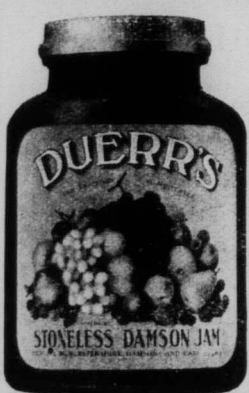
Every Grocer Wants High Grade Spices

Ewing's name signifies the best in spices of all kinds, and

All Lines of Herbs

Write us before stocking

S. H. EWING & SONS
Montreal Toronto



"BRITAIN'S BEST"
DUERR'S
 VACUUM-BOTTLED
J A M S
 ARE UNEQUALLED FOR FLAVOR

Keep perfectly any length of time.
 Absolutely pure
 No preservatives.
 English fruit and cane sugar only.
 One size, 1½ pounds net, attractively
 labelled.

Ask your wholesaler
 Duerr & Sons, Old Trafford, Manchester, Eng.

STORAGE IN HAMILTON

A new fireproof Storage Warehouse.
TRACK FACILITIES
 Every convenience to reduce the cost of handling
 Merchandise
IN BOND OR FREE
 Lowest Insurance
 Experienced Warehousemen
 Accounts Solicited

Storage and Transfer Co., Limited
 Hamilton - - - Ont.



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



Saves time.
 Saves money.
 Saves you bags.

Should
 be in every
 grocer's store.

McGregor's Patent Bag Holder

KILGOUR BROS.
 Wellington St. West, TORONTO

BLACK JACK
 "THE WONDERFUL PASTE FOR FAMILY USE."



TRY IT.

SOLD BY
 ALL
 JOBBERS

¾-lb. tin—3 doz. in case.

—BUY—

Star Brand

COTTON CLOTHES LINES

—AND—

COTTON TWINE

Cotton Lines are as cheap as Sisal or Manilla and much better
 For Sale by All Wholesale Dealers.
 SEE THAT YOU GET THEM.

Wolverine **Show Cases**



The best show case
 made in America for
 the money.

Price, \$4.50 per foot
 f.o.b. Detroit

W. H. ESCOTT
 141 Bannatyne Avenue,
 Winnipeg, Selling Agent

No. 100.
 This case is finished in golden oak—Beveled plate top.
 —Shipped K.D.—

Made by
Michigan Show Case Co., Detroit, Mich.

Housecleaning Time

is not far off. Place your Spring
 Orders now and be ready for it.

Remember

Royal Polishes

are among the requirements of
 every good housekeeper. Every
 day we are booking large orders.
 Let us have yours now.



ROYAL POLISHES COMPANY
 MONTREAL

It Pays to Sell Goods That Give Satisfaction



A LEADER FOR 50 YEARS

COOK'S FRIEND

Baking Powder has been giving satisfaction for the past 50 years. If you want purity and known quality without the fancy price, you should order Cook's Friend at once.

"IT CONTAINS NO ALUM"

W. D. McLAREN, LIMITED

BAKING POWDER SPECIALISTS

MONTREAL



NOTHING YOU CAN HANDLE

will give more genuine satisfaction to the user than the magic hand cleaner

SNAP

For chasing paint, tar, dirt or grease from soiled hands it is absolutely unequalled.

THE SNAP CO., Limited
MONTREAL :: QUEBEC



ESTABLISHED 1894

"McLEAN'S"

White Moss Coconut

PROUD? CERTAINLY

of our goods and of our name and the success we are having.

We cut the first strip in Canada, we created the name, both have been as closely copied as the Law will permit.

Do you find a poor article copied?? We want you to share our success by giving your customers **McLean's White Moss.**

THE

Canadian Coconut Co.

Montreal

JAPAN TEAS

Closing-out prices on our balance of stock will be interesting to Jobbers.

S. T. NISHIMURA & CO.

MONTREAL

See Samples

ARE YOU GETTING YOUR SHARE OF THE BENEFIT OF THE MONEY WE ARE SPENDING?

Our new advertising scheme is selling H. P. faster than ever. Are you supplying your customers, or are they buying it elsewhere? A post card to our agents will bring you a trial bottle and full particulars.

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

H.P. SAUCE

St. Lawrence

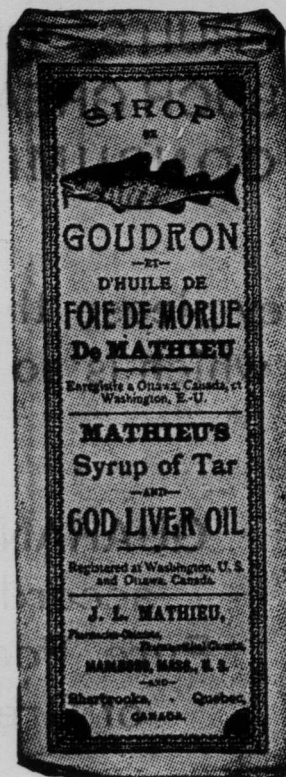
GRANULATED

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

commends itself to dealers. It has the double advantage of present popularity and future certainty.

Its popularity is due to the wonderful cures it has effected, as attested by thousands of testimonials.

Its future is assured because its history is one of steady and rapid growth.

Of all cough and cold cures none assure the dealer a greater certainty of immediate and future profits.

During Fall and Winter the demand will be continuous.

Keep well supplied and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

**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.



Facts are Stubborn Things
 and the fact that

AURORA COFFEE

is so much Superior to all the others is a valid reason why you should handle it! The aroma and flavor of "Aurora" Coffee are unsurpassed, and its retail price, 40c., leaves you a very good margin of profit. Stock up without delay!

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

Branch: Sault Ste. Marie

WHY ARE WAGSTAFFE'S

PURE JAMS AND JELLIES,
MARMALADES AND SEALED
FRUITS, REGARDED WITH
SUCH GREAT FAVOR BY THE
CONSUMING PUBLIC ?

Because they please the eye and contain that rich,
fruity flavor which is so appetising and not found in
any other.

GUARANTEED PURE
according to the
Pure Food Standards
of Great Britain.

Mr. Grocer, we stand behind every package.

WAGSTAFFE, LIMITED
PURE FRUIT PRESERVERS

Hamilton, :: :: Ontario

Trade That Pays, Grows Trade That Grows, Pays

"SALADA" SALES IN CANADA ALONE

Now-a-days people want more for their money, and we are selling more "SALADA" than ever before.

You see the connection.

If you really want your money's worth, want full value in quality, price and trade-winning goods—then buy

"SALADA"

You can always depend upon its freshness and goodness. You always expect better results from "SALADA" than from any other tea. You have reason to, a right to, and we want you to.

for the week ending

Jan. 8th	decreased	2559 lbs.
" 15th	increased	8447 "
" 22nd	"	6540 "
" 29th	"	9404 "
Feb. 5th	"	9074 "
" 12th	"	7167 "

over the corresponding weeks of 1909.

Our sales are big—and they are going to be bigger. It pays to hand out "SALADA" when tea is asked for.

INDEX TO ADVERTISERS

This index is made up on Tuesday. The insertion of the advertiser's name in this index is not part of his advertisement, nor does he pay for it, but it is placed here entirely for convenience of readers. We endeavor to have the index as complete as possible.

A	Dustbane Mfg. Co. 17	Lambe, W. G. A. 2	Robinson, O. E., & Co. 60
Adamson, J. T., & Co. 2	E	Laporte, Martin & Co. 20	Robitaille, S. 2
Allan, Robt., Co. 3	Eastern Canning Co. 9	Leard, N. A. 60	Rolland Paper Co. 16
Allison Coupon Co. 63	Eby-Blain Limited. 3	Leitch Bros. 46	Rowat & Co. 6
American Tobacco Co. 54	Edwardsburg Starch. outside front cover	Lemon Bros. 60	Royal Polishes, Ltd. 6
Andrews & Nunn. 38	Empress Mfg. Co. 11	Leonard Bros. 61	Ryan, Wm. Co. 44
Anderson, Wallace. 22	Epps, James & Co. 52	Lytie, T. A. Co. 13	S
Asepto Mfg. Co. 16	Erb, Herman. 38	Mc	St. Charles Condensing Co. 10
Aylmer Condensed Milk Co. 14	Escott, W. H. 46	MacNab, T. A., & Co. 2	St. Lawrence Sugar Refining Co. 19
B	Estabrooks, T. H. 50	McCabe, J. J. 66	Salada Tea. 21
Balfour, Smye & Co. 16	Evans, F. G., & Co. 38	McCready & Son. 12	Sanitary Can Co. inside back cover
Belden, R. B. 11	Ewen, J. W. 12	McDougall, D., & Co. 54	Sealshipt Oyster System. 61
Benedict, F. L. 46	F	McIntosh, F. R., & Co. 38	Sherbrooke Cigar Co. 55
Bickle, J. W., & Greening. 10	Fearman, F. W., Co. 44	McLaren, W. D. 18	Smith, E. D. 18
Blue Ribbon Tea Co. 3	Freeman Co., W. A. 7	McLeod & Clarkson. 38	Snap Co., Ltd. 2
Borden Condensed Milk Co. 6	G	MacLaren Imperial Cheese Co. 2	Snowdon, J. Walter. 2
Bowen, E. H. 63	Galesburg Cornice Works. 60	McWilliam & Everist. 56	Sprague Canning Machinery Co. 54
Bowser, S. F. & Co. 2	Gibb, W. A. Co. 19	M	Spratts Limited. inside back cover
Brack & Co. 7	Gillett, E. W., Co., Ltd. 47	Magor, Frank. outside front cover	Stewart, I. O. 46
Bristol, Geo. & Co. outside back cover	Goodwillie & Son. 16	Malcolm, Jno. & Son. 49	Storage and Transfer Co. 17
C	Gorham, J. W., & Co. 2	Maple Tree Producers' Assn. 10	Stringer, W. B. 57
California Fruit Growers' Exchange. 59	Gorman, Eckert & Co. 14	Marven, Ltd., J. H. 48	T
Campbell Co. Jos. 9	Graham Bros. 58	Mathewson's Sons. 13	Thurston & Braidich. 50
Canada Maple Exchange. 52	Greek Currant Co. 67	Mathieu, J. L., Co. 17	Tippet, Arthur P., & Co. 1
Canada Sugar Refining Co. 14	Guelph Soap Co. 55	Michigan Show Case Co. 21	Toronto Salt Works. 52
Canadian Biscuit Co. 48	Gunns Ltd. 44	Midland Vinegar Co. 2	Truro Condensed Milk Co., Ltd. 44
Canadian Cannery. 5	H	Millman, W. H., & Son. 52	Tuckett, Geo. E., & Son Co. 55
Canadian Coconut Co. 18	Hamilton Cotton Co. 17	Montreal Biscuit Co. 52	V
Canadian Milk Products, Ltd. 52	Hamilton Stamp & Stencil Co. 15	Mooney Biscuit and Candy Co. 51	Verret, Stewart Co. outside back cover
Canadian Salt Co. 10	Hatton, D. 61	Morse Bros. 66	Victoria Fruit Exchange. 38
Ceylon Tea Ass'n. 4	Holland, Rusk Co. 11	Mott, John P. & Co. 50	W
Champion & Slee. 42	H. P. Sauce. 19	N	Wagstaffe, Limited. 20
Chaput Fils & Cie. 49	Huber Account System. 50	National Licorice Co. 49	Walker Bin and Store Fixture Co. 66
Christie, Brown & Co. 2	I	Nelson, Dale & Co. 50	Walker, Hugh, & Son. 57
Clare & Little. 47	Imperial Extract Co. 14	Nicholson & Bain. 43	Warren, G. O. 2
Clark, W. 2	Imperial Tobacco Co. 54	Nickel Plate Stove Polish Co. 17	Watson, Andrew. 19
Clawson & Co. 2	Iriah Grocer. 66	Nishimura, S. T. & Co. 18	Watson & Truesdale. 2
Concord Canning Co. 13	Island Lead Mills Co. 66	O	Webb, Saville E. 2
Connors Bros. 59	J	Oakville Basket Co. 8	Weese, G. Wallace. 2
Constant, H. 52	James, F. T., Co. 58	Oakey, John & Sons. inside back cover	West India Co. 38
Cox, J. & G. 51	James Dome Black Lead. 28	Ocean Mills. 8	Wetley, J. H. outside back cover
Crescent Mfg. Co. 46	Jameson Coffee Co. 52	Old Homestead Canning Co. 19	White & Co. 57
Crothers, W. J. 13	Jenkins Mfg. Co., W. A. 13	P	White Swan Spice & Cereals, Ltd. 17
D	Johnston, Baird & Co. 13	Peltier Bros. 2	Wiseman, R. B. & Co. 66
Dignard, Ltd. 49	K	Pickford & Black. inside back cover	Wood, Thomas & Co., Ltd. 66
Dominion Brokerage Co. 2	Kemp, Ltd., Geo. 46	Pink, E. & T. 34	Woodruff & Edwards. 69
Dominion Cereal Co. 18	Kilgour Bros. 17	Poulin, P. 55	Woods, Walter, & Co. 68
Dominion Molasses Co. 12	L	R	V
Dominion Register Co. 14	Lake of the Woods Milling Co. 53	Richards Pure Soap. 47	Young, W. F. 62
Dominion Warehousing Co. 12		Robertson, R., & Co. 38	
Downey, W. F. 8			
Duerr & Son. 17			
Duncan, W. W. 38			

Refuse to Make Affidavit that No Rebates were Given

A New Development in Connection With the Secret Commissions Act—The Lever That Some Retailers Use in Getting the Rebate—Advantages Allowed Mail-Order House Buyers—The Act, However, Has Stamped Out a Lot of Unfair Methods—Further Developments Expected.

That secret rebates are still being given in the grocery trade for the purpose of getting business is certain. This is contrary to the ruling of The Secret Commissions Act and in all probability something interesting will develop before long.

The Canadian Grocer has learned on the best of authority, in fact knows, that recently there have been some developments in the shape of traveling salesmen refusing to make affidavit when called upon that they have not given the secret rebate and others who have made the declaration under oath when confronted with the paper.

The fact that a traveling salesman refuses to swear that he has not committed a breach of the act is significant. Such a case has actually occurred—a traveler of a wholesale house refusing to swear that he did not give or promise a secret rebate in obtaining an order.

The root of the trouble in a large number of cases lies apparently with the retailer, but the traveler is also to blame for not having a strong enough will to overcome the temptation and some censure must be attached to the wholesaler who does not investigate every alleged breach of the act by one of his salesmen.

It happens like this. A traveler cites his price on a certain article. The retailer says he will not buy at that price claiming he can do better and has done better with a salesman from some other house.

In many cases the traveler will give way to get the order and offers the same rebate. The grocer buys from him then, only so long as he is willing to give the secret rebate.

There is no doubt that a great many retailers work on "bluff" when they state that they will not give an order unless this traveler meets the price of a competitor. In fact, this is known to have been the case in one instance at least and it is safe to assert that it often occurs.

Facts are Misrepresented.

A traveler called on the grocer and quoted him a price on a certain article upon which no rebate was allowed. The grocer claimed to have been offered a better price by another salesman; thereupon the traveler who tried to make the sale complained of the unfair advantage of his competitor. The latter was confronted with an affidavit to which he unhesitatingly swore, indicating that the retail grocer was merely bluffing in order to be able to buy the article a little cheaper. Since the traveler took the

affidavit he must be judged "not guilty."

In other cases, however, the salesman has fallen to temptation and consented to give the grocer the same rebate as the grocer claimed he was getting from the representative of the rival house.

The Canadian Grocer knows that some of these travelers have been confronted with the affidavit and have refused to swear to it, indicating that they do not care to commit perjury and also indicating that they have given the secret rebate and committed a breach of The Secret Commissions Act.

"So long as the retailer continues to use the lever that 'the other fellow has given him the rebate,' so long as the traveler is so anxious to get the order that he too offers it, and so long as the wholesale house with which that traveler is employed neglects to stamp out the giving of the secret rebate, the trouble will last," stated a business man in referring to the matter.

He maintained that the act was a splendid one.

"Since it has come into force there is not nearly so much crooked work being done," he said. "The wide publicity that has been given the Act has done a world of good and a great deal of the objectionable rebating has been eliminated."

There is still a certain amount of it going on and other business men hint that developments are not far distant, and that when they do arrive some interesting trade conditions will be brought to light.

An Illegal Advantage.

There are, of course, hundreds in the retail trade who do not do business by the secret rebate plan and naturally they are desirous of having the entire trade educated to do the same. They claim that those competitors who do get the rebate have an unfair advantage—one that is obtained illegally.

In this connection mail-order houses are represented as being offenders. Travelers claim that mail-order house buyers often absolutely refuse to buy from them unless they are given the rebate. The buyers maintain that they get it from others and the traveler, if he does not wish to break the law, is forced to lose the sale. All the salesmanship in the world can scarcely change such a man, they say.

There is still another important side to the question of selling to the mail-order house. Travelers of some jobbers, it is claimed, give the rebate to the mail-

order buyers, yet the same men refuse to give it to the retail grocer. The retailer, therefore, starts out with an unfair disadvantage, in competition with the mail-order house, simply because the law has been broken by two parties.

From the above it will be seen that there are many sides to the question of secret rebates. Although trade is on a much better basis since the publicity given the Act, there are still many infractions. But since these infractions are being watched and followed up with affidavits, the trade may expect to hear some time in the near future of the new developments referred to. As before mentioned, traveling salesmen are known to have refused to take the oath that they did not allow the illegal commission and this will be the channel through which developments will occur.

When a man allows the rebate yet swears that he did not, he lays himself open to a perjury charge.

The operation of the Act will therefore be watched with interest by all members of the trade and especially by those who are temporarily placed at a disadvantage by the infractions of it.

A GOOD OBJECT LESSON.

A man went into a retail store one afternoon last week, bearing under his arm a catalogue of a mail order house.

"Do you think," he said, "that you can sell me a certain article as cheap as this catalogue?"

"I'll see," said the merchant. Figuring up the cost of transportation, stationery, etc., they found the total to be \$2.28.

"Sell it to me at that figure and I'll buy here," challenged the man.

"All right," said the merchant. "You can have it for \$2.25."

The man bought and went away rejoicing, but in a few days he came back real mad.

"See here," he said. "You horns-woggled me on that deal the other day!"

"How is that?" smiled the merchant.

"You sold that identical thing to my neighbor for \$2."

"Well, that is the regular price," admitted the merchant, "but you must remember you only asked me to meet the price of your catalogue."

Since it was on the man with the catalogue, they merely smoked up and let it go at that, but the catalogue order business has suffered a decided slump in that particular locality.

Little Uniformity in Profits of the Retailers

On Some Goods They are Large, While on Others They are not Sufficient to Cover Cost of Doing Business—Merchants Carrying on Business Without Sufficient Profits When Expenses are Considered—How Money is Lost on the Three-for-a-Quarter System.

In an effort to give readers a clearer idea of the general trend of the retail trade, The Canadian Grocer has for several weeks, been comparing present prices of goods and present day methods with prices and customers in years gone by.

During the past week an endeavor was made to obtain from some representative Canadian grocers the cost price and selling price of certain articles with a view to determining whether they were making fair profits as well as uniform profits.

The articles taken into consideration were soap, tea, coffee, bread, sugar, butter, eggs, soda biscuits, flour, rice, tomatoes, peas, corn, salmon, bacon, lard, oranges, prunes, raisins, breakfast foods, potatoes, tapioca and fancy biscuits.

While the cost was practically the same in all cases, the difference in the average percentage of profits varied from 15 $\frac{1}{2}$ to 19 1-3 p.c., without taking into consideration the cost of doing business at all. The most remarkable feature is the fact that these merchants are trying to do business on so small a margin. These articles constitute a fair average of the staple goods which are sold every day in a grocery store, and therefore a fair basis upon which to make a calculation.

With this before us, let us now consider the cost of doing business, and it may be a surprise to know how little there is left for the grocer.

In talking with a grocer a few days ago about the small profits, he repeated almost at every turn: "But what can we do?" and he did this with an emphasis which meant more than words. The only remedy is to either get a little more profit or conduct the business more economically. And this can only be done, either by buying cheaper or by selling for more, and as a retailer has little control over the cost of the goods, there seems to be only one way open and that is to sell at better prices.

In discussing the cost and selling prices of goods as well as expenses, it is claimed that the profits shown by the above percentages are not sufficient to carry on a successful business.

The Three-for-a-Quarter System.

In an article not long ago in The Grocer, it was pointed out that it was a mistake to sell 3 for a quarter and in this test it is found that this is the principal sinner. By this process, in many cases the profit is reduced from 25 p.c. to 4 1-6 p.c.

If an article costs 8c and is sold for 10c, it gives the grocer a profit of 25 p.c. on the cost, but if he sells 3 for a quarter he makes only 4 1-6 p.c. on the cost and actually he does not make as much as if he had only sold one. Why ask, "What can we do?" when such a mistake can so easily be corrected. Why bother your head about the other fellow; he is not half as bad as you think he is, for he is waiting for you to stop

the practice so that he may follow suit.

In discussing the matter of profits recently with an aggressive Canadian grocer he said: "Grocers realize the fact that they are not making right profits, but are afraid and exclaim, 'What can we do?' I say be independent enough to run your own business, and cut out the practice of selling 3 for a quarter when you are entitled to 10c each.

"Is it any credit to the grocer himself," he asked, "if he sells cheaper than his competitor? Does he stand higher in the estimation of his customers? I emphatically say no.

"Low prices naturally lead to inferior goods and just the moment this is discovered, customers will leave. A grocer in such a case not only works for nothing but he drives his trade away."

Warming up to his subject, he asked: "Is a grocer ashamed to make a profit? Is it respectable for a grocer to complain that he can't make a living profit, when he has it all in his own hands to do it or not? A wage earner

is never ashamed to tell when he gets big wages. He may be ashamed to tell when he gets too little, but a grocer thinks he gains honor and glory if he works for almost nothing."

Profits Not Uniform.

Another interesting feature is brought out in this investigation and that is the fact that, while the percentage of profit is so small on the whole, there is a profit of 33 1-3 and 40 p.c. on several items.

Why these are expected to do more than their share should be a matter for grocers to consider. The retailer works for the wholesaler, and the manufacturer the same as the traveler does, only he is paid a 'commission' where a traveler is usually paid a salary. A traveler would soon leave the road if his salary did not pay his expenses, but a grocer keeps on and on trying to make a fair profit on the entire turnover by large profits on some articles and very small on others. All goods, one would think, should bear their fair share of the expense as well as pay the fair share of the profit which the grocer needs to carry on his business.

The general store and warehouse of H. C. Barnes & Son, Salisbury, N.B., was destroyed by fire. Some of the contents of the store were carried out, but a heavy storm in progress at the time, practically ruined them. Loss \$11,000; insurance about \$6,000.

Things That Shouldn't Be



A Grocer Mixing Coffee or any Other Foodstuff With the Hands.

Mammoth Ice Palace Represented by Loaf Sugar

A Window Display Which Performed Good Selling and Advertising Work—An Idea That Might be Used to Advantage in Any Retail Store for Increasing Sale of Loaf Sugar.

Toronto, Feb. 16.—The window of Huyler's confectionery store recently contained an idea which can be worked out to good advantage by any grocer who has a stock of loaf sugar on hand. It was a loaf sugar model of the Montreal ice-palace of 1908-09, and was made from a photograph.

Nothing could be more appropriate than loaf sugar to represent ice blocks. The accompanying reproduction of the window shows that in putting them together to construct the miniature ice-palace a work of art was performed.

The artist experienced considerable difficulty in arranging the arches, but by the aid of the whites of eggs 'mortar' was secured which served the purpose splendidly. The turrets were also difficult to construct, but by careful work and a great deal of patience they were made, the result being practically an exact model of the great ice-palace in the Canadian metropolis.

That the window was attractive goes without saying. At night when it was

The idea of the display is one that ought to be made use of by other retailers wherever possible. Advantage might be taken of it to advertise by pretty window cards and in newspaper advertisements loaf sugar for afternoon teas, and other social functions. Apart from the selling value, such a window tends to get people talking about the store, all of which is bound to have a favorable result. It suggests neatness, cleanliness and industry and creates a good impression which will not soon be forgotten.

HIGH COST OF LIVING AGAIN.

Ottawa Grocers Claim Middleman is not Responsible—Past and Present Prices Compared.

Ottawa, Feb. 16.—At the meeting of the Ottawa Retail Grocers' Association last week considerable discussion was

decreased during the past 15 years. Mr. Ellis affirmed that wages, taxes, rents, etc., were higher to-day than they were ever before and then put the question, "How is it possible for the retail grocer to progress?"

Taking sugar as an example he showed that in 1910 it could be purchased for about half price it was twenty or thirty years ago, and this same state of affairs applied to many other staple articles.

Owing to the importance of this question of high living it was decided to have a committee draw up a comparative table showing the condition of affairs a couple of decades ago with that of to-day.

The matter of appointing a conspicuously attired collector was laid over for future consideration although it was decided that some method be formulated to overcome delinquents.

CAPITALIZED AT \$10,000,000.

Dominion Canners, Limited, is Name of New Concern Resulting From Merger.

A Dominion charter has been granted "Dominion Canners, Limited," with head office in Toronto, to carry on "business as manufacturers of, shippers and dealers in all kinds of canned goods, condiments, pickles, jams, jellies, preserves, table delicacies, grocers' sundries and supplies and prepared meats or foods," and "to manufacture and deal in cans, boxes, jars, containers, labels and canners' supplies, etc." The capital stock is named at \$10,000,000 divided into 100,000 shares.

This is the incorporation of the company resulting from the recent merger of canning factories with which everyone in the trade is now familiar. Among the provisional directors is Garnet P. Grant, the promoter, but it will be some time yet before the directors of Dominion Canners will be announced.

There are as yet three important factories not in the merger and it is likely they will still operate as independent concerns.

TRADE NOTES.

Roy Cunliffe, of Medicine Hat, Alta., is opening a store at Suffield.

Griffin & Robb, general merchants, are opening a store at Seven Persons, Alta.

A new grocery store has been started at the corner of Church and Wellington streets, Hull, Que., by I. St. Pierre who has for many years been traveling salesman for the Geo. Matthews Co.

The Spice Mills of Herron, Leb'anc & Co., 573 St. Paul St., Montreal, suffered severe damage by fire and smoke last Saturday morning. The smoke from burning spices made it very difficult for the firemen to work. The building is five storeys in height and it was only the quick work of the brigade that confined the damage to the third floor. The damage will, however, not exceed \$5,000.



Model of Montreal Ice Palace Constructed Out of Sugar.

lit up with small colored electric lights the effect was quite out of the ordinary and thousands of passers-by stopped to pay more than a passing glance to it.

The people surrounding the palace were represented by small candy figures. The snowy surface of the ground was made by granulated and powdered sugar.

Brought Results.

In speaking of the effect of the display, the manager of the store stated that the firm was well repaid for the work of constructing the palace. During the day-time there was a continual crowd of spectators in front of the window. Mothers brought in their children to obtain the candy figures as souvenirs, offering to pay four or five times their value for them.

given to the subject which is now of general interest—namely, the increased cost of living. It was the unanimous opinion of the meeting that the middleman was not the cause of this increase, although the profits were not as large to-day as they were fifteen years ago.

H. C. Ellis pointed out that people's tastes were advancing disproportionately with their incomes. Here in February, greens could be purchased at a hundred different stores, whereas, ten years ago only one or two merchants carried such a line. The people to-day want everything bought from the grocer delivered; coffee and tea put up in air tight bags and in wrappings of parchment and lead foil. He maintained that groceries outside of farm products had

Features of Mile Post Advertising and its Cost

Two Guelph Merchants in Different Lines Co-operate in Putting up a Series of Posts on all Roads Radiating From the City—Main Expense Lies in Initial Outlay—County Councils Quite Willing to Give Use of the Roads.

By H. Stanley Nicholson.

George A. Richardson, a Guelph hardwareman who enjoys a liberal share of the good country trade that comes into Guelph from the rich agricultural district that surrounds the place, has for the past fifteen years used as his principal means of advertising a system of mile posts, placed at mile intervals on all the main roads of Wellington County that lead into Guelph. From as far out as the first town or village on each of the main thoroughfares these posts, painted white with black letters, "1 (and from that up to 20) mile to G. A. Richardson's Hardware, Guelph," tell off the miles to people driving, motoring or walking into the city. After fifteen years of this kind of advertising Mr. Richardson is a strong believer in it. "I am sure I never spent money better in any form of advertising than when I invested in those mile posts," said he when giving a few particulars as to costs and maintenance of the mile posts and how to go about the work of establishing the scheme.

While enthusiastic about the idea Mr. Richardson was ready to admit that the initial cost was quite a consideration.

The mile posts he uses cost \$3 each and he now has 72 of them, making a total cost of approximately \$225.

They stand about four feet out of the ground and are made of good lumber, 12 inches wide and 2½ inches thick, being soaked in tar, then painted white and the advertising matter painted on in black letters. In order to preserve the posts they are embedded in foundations of small stones which are piled up around the base of the posts for a foot or so in order to keep them dry. The water in wet weather runs away from the little stone pile leaving the vicinity of the post comparatively dry.

Are Easily Maintained.

There is a good deal of actual work in getting the plan under way but once that work is done there is little left to do. The posts may need a little freshening up by the painter once every couple of years, but that is about all, if the lumber used is of the right sort and the posts have been properly treated and planted.

In this respect Mr. Richardson's experience is of interest. He has renewed his posts once in the fifteen years. That was five years ago when the old posts which had served well for ten years and were beginning to look delapidated were taken out and better ones put in their places. The second lot of posts were of better lumber and were soaked well in

tar, and planted more carefully in stone bases. The result of the extra care taken is evidenced now, for after five years the new posts still look about as good as new.

The work of measuring off the distances one would imagine would be a rather tedious and expensive undertaking, as it would take a good deal of time. But a merchant can get this done cheaply by unskilled labor, or can let a couple of his clerks do it in slack times. All they will need is a chain to measure off the distances with. Mr. Richardson left the measuring for the contractor to do.

An Exclusive Ad.

It must be remembered that the roads on which the merchant may wish to place his mile posts belong to the county in which they are located. The county council, however, are easily dealt with. It can be explained to them by the interested merchant that the signs he wishes to erect will be of an attractive nature and will be subject to their approval. In making his appeal to the county fathers he should emphasize the benefits the posts will be to the traveling public who use the roads, dwelling upon the great convenience of the signs. Once the consent of the county council has been gained the merchant has insured for himself not only the right of way for the placing of his mile stone signs but the exclusive right for doing so.

The councillors who grant a merchant the right to erect mile stones along the main roads of the county do it in consideration of the fact that it is going to be a convenience to the public and consequently they will not make their county thoroughfares look ridiculous by having more than one series of stones erected or allowing them to be erected at more than mile intervals. A case of this occurred in Guelph some years ago when a merchant thinking that Mr. Richardson had a good thing in the mile stone scheme, thought, he would erect similar signs. He would have them every half mile he thought, and between every post that read, "so many miles to G. A. Richardson's Hardware, Guelph." he thought he would put a post with "so many and a half miles to Blank's store." Of course the county council would not think of allowing it. So in this line of advertising it's the early bird that gets the worm.

Two Merchants Can Co-Operate.

In the mile post idea two merchants in different lines of business can work very well together. They can use alter-

nate sides of the signs to very good advantage, being in different lines of business the one man's ad. does not in any way compete with the other. They each have their ad. on every mile post but on the opposite side. This is done at Guelph, where G. A. Richardson shares his mile stone signs with C. L. Nelles, stationer. There is no particular advantage to either of them over the other for they use the coming and going sides of the posts alternately. This does not lessen but rather adds to the interest of the ad. For instance a person driving along any leading Wellington County road, casually notices a mile post to see how much further he has to go and sees the name of Nelles' book store. "That's funny," he thinks to himself, "I thought it was Richardson who had those mile posts put up," and he watches for the next one when he finds sure enough Richardson's name is there. The edges of the posts when about 2½ inches thick, as they are here, allow space for more advertising. It is in Guelph where on the edges of the mile stones are painted "Lowest prices" which relates to both merchants using the sign and can be read in connection with either of the ads., depending of course upon the way the person reading is driving.

When the two merchants go in together in this way they materially cut down the expense and yet each gets his full share of the advertising.

LACK OF PRODUCTION AGAIN.

Even with the facilities in Canada for poultry raising and egg production, this country is importing eggs from far off Russia. The first consignment of Russian eggs arrived in Montreal last week having come a distance of more than 6,000 miles. They were brought here in view of a probable shortage of the supply of Canadian eggs.

Speaking of this condition of affairs, J. A. Gunn, of Gunn, Langlois & Co., said: "Unless the farmers of this country soon realize that they are letting slip through their fingers through indifference, the local market will be lost to them. It is a disgrace to the farming community of this country that dealers should be compelled to look abroad for a sufficient supply to provide for home requirements. Our exports in eggs have dropped to almost nothing and now we have to look to foreign countries for enough to feed our own people."

GETS WHAT ALL MAY GET.

The MacLean Publishing Co.
Toronto.

Dear Sirs,—Find enclosed order for \$2.00 for The Canadian Grocer as per slip enclosed.

Am very much pleased with your paper; we certainly get a lot of good ideas from it.

L. C. Bullock.

Doon, Ont., Jan. 31, 1910.

Questions from Retailers and their Answers

Grocer Declines to Replace Wilted Roses Which he Sold to a Customer Because He Claimed the Florist was to Blame—Result was He Lost a Customer—What Others Would Have Done—How to Figure Out Cost of Doing Business.

Editor Canadian Grocer,—I handle flowers in connection with my grocery business and it has been a very profitable department. Sometimes I have trouble with a customer who says the flowers I send are not fresh enough. The other day I filled an order for two dozen roses. Next morning she telephoned that seven of them had wilted two or three hours after she received them, but that the remainder were excellent. She thought I should replace the poor ones. I said I was very sorry; it was not my fault; that I got them direct from the florist. If they were off, he was to blame, and I could not replace them. She said, very well, I shall not deal further with you. What would you do?

RETAILER.

Ottawa, Feb. 11, 1910.

Answer.—Probably the best method of answering this will be to give what other grocers would have done under similar circumstances.

The reply of one was: "The fact that this lady pronounced 17 roses from the 24 as excellent, suggests that what she said about the other seven was true, and as such, she had a perfect right to complain, and expect them either to be replaced or else their cost deducted from her bill. To put the blame on the florist from whom the grocer bought them is not fair nor in good taste to the customer. She bought the roses from the grocer and had nothing whatever to do with the party he purchased them from. When she telephoned to the grocer, instead of shirking the blame and putting it on the florist, he should at once have expressed his willingness to make it right.

"If he could not have replaced them, he should have cheerfully offered to deduct them from the bill, and then get square with the florist. If he had any doubt about the lady's representation, he should have sent for them with the excuse that he had to have them to show the florist in order to get his money from him.

"It was very unwise, I think, to say that he was not to blame and could not replace them. A customer is usually worth too much to drop her on so trifling a thing."

The reply of another grocer was similar. He said: "In that case I would certainly have either replaced the seven wilted roses or allowed the customer what she paid for them, according to her desire. It makes no difference to her the origin of the roses—it's the party from whom she purchases them in whom she is interested and that is quite natural.

"Supposing a grocer sold a customer two dozen 'fresh' eggs and seven happened to be stale, that grocer when con-

fronted with the fact would scarcely say: 'I'm sorry, but it's not my fault—you will have to deal with the jobber who sold them to me.'

"Unless he wasn't particular about losing the customer he would explain that while it wasn't his fault he would be glad to replace them.

"I would have replaced the roses in any event and would have done so more readily if I myself had picked them out for her."

Wants Cost of Doing Business.

A Hamilton, Ont., grocer in renewing his subscription, asks: "I would be pleased if you could supply the following information, viz., what is the average net retail profit and the average net cost of doing a retail business in staple groceries."

In answer to the above it may be stated that the average net profit as well as the average net cost of doing business entirely depends on circumstances and varies in different towns and cities, and it also depends on the management. One grocer makes money under conditions where another one will lose. It may, however, be stated that the net profit over and above all expenses should be at least 8 per cent. and not less than 5 per cent. This, however, can only be ascertained by each grocer, by keeping account of his daily cash sales. Some find it too much trouble to keep proper accounts, from the fact that they are trying to keep track of the cash and credit sales. To save a great deal of trouble and have just as good results in the end, the daily cash sales should include all the money that was received from goods sold and also what was taken in that day on accounts for goods that had been sold before. If this is done, it is an easy matter to know the daily cash receipts. To find out the cost of doing business, find the weekly cost of rent, light, heat, telephone, help, horse feed, delivery, etc. Suppose cash sales for a week are \$400 and expenses \$52, then by multiplying \$52 by 100 and dividing by \$400, the cost of doing business in per cent. is ascertained. This is 13 per cent., the percentage on the turnover for doing business.

To get an approximate percentage of the profit made on any goods, the following is a simple method: Take a number of your bills as you sell the goods to your customers and determine what they have cost you. If this is done, say with 3 or 4 bills for several days, you will get a fair idea of the profit you are making by finding the difference between cost and selling price. When these parts of the grocery work are properly attended to, they offer inducements for greater

effort to excel from week to week, besides providing the satisfaction of knowing what you are doing.

WANT RATES ADJUSTED.

St. John, N.B., Feb. 16.—At the conference of Canadian confectionery and biscuit manufacturers held here last week a committee of representatives of Upper Canadian firms, with C. Currie, of T. S. Perrin & Co., as secretary, was appointed to interview the Federal Government, with a view to having the tariff rates adjusted, by reducing the duty on raw materials, such as are used in the manufacture of candy. The matter of freight will also be brought to the attention of the Government. At present, Canadian firms are laboring under difficulties in this respect, as the freight rates from England to Vancouver, as well as other points in the west, is 25 cents less than from Montreal to Vancouver. The conference will be arranged with the Government as soon as possible.

WHO IS A RETAILER?

In connection with the query as to who is a retailer, a jobbing grocer in New York has some pertinent remarks to make on the subject.

"While they are making all this talk about who is a consumer," he said, "I would like to ask 'Who is a retailer?'"

"According to my idea the retail grocer is the man who sells to his customers direct from his store without turning the orders over to a wholesale house to furnish at prices in quantity at much less than he charges his regular trade. When a retail grocer tries to do a business greater than he can carry on in his own store and becomes a middleman as between the jobber and the consumer he becomes a broker of rather uncertain standing and certainly not a retail grocer."

TRADE NOTES.

W. A. Lavash, Sydney, C.B., has sold to D. A. McLean.

John J. Keating, grocer, Montreal, died last week. He was a native of Halifax but has been in the Canadian metropolis for some 30 years.

Edward Aver, who has been head clerk for some time in McCasland's grocery, Paris, Ont., is going on the road for Geo. Foster & Co., wholesale grocers, Brantford, Ont.

Thos. McCready & Son, Ltd., pickle and vinegar manufacturers, St. John, have been altering their already large factory and making some necessary improvements which will facilitate the transaction of their growing business. A large new 100 h.p. boiler has been put in, replacing a 35 h.p. boiler. This will be used in connection with the firm's spice and pickle business. A new private siding from the main line of the railway has been completed, too. McCready's are now using exclusively for the making of their pepper, specially built corrugated steel rolls, possibly unique in Canadian spice factories.

Some Store Interior Arrangements in Montreal

Staple Lines in One Store Placed Where They Will be Handy for Serving — The Graduation of Shelves — Circular Display Stands of the Flower Stand Type—The Use Made of Bottle Racks.

Montreal, Feb. 17.—To have a grocery store that is arranged correctly inside may seem simple to the average man who has never tried his hand at it. Let him once set to work to put his ideas on paper and the store would not be built very rapidly, unless he has made a thorough study of all the needs a grocer has.

System is the basis of all good interiors. There must be a place for everything, and that place must be properly built for the articles it is to contain.

A new idea is in use in the store of Dionne & Dionne, St. Catherine St. West, Montreal. Articles are placed near the front of the store if they are in constant demand, such as sugar, tea, and other articles which almost every customer wants. Lines, for which demand is small are used for display purposes and stocked in the sections of the store where they are not quite so handy. The call is small and there will probably be five for sugar for one of some other line.

How Shelving May be Placed.

Good shelf room is an absolute essential to the up-to-date grocer. A good system is to have shelves graduated further apart below and perhaps only eight inches apart at the top. This enables a display to be made to better advantage, particularly on the lower shelves, which are those most observed by customers. Plenty of shelf room, and a neat use of them will do wonders toward selling goods.

By some grocers, a stand, somewhat after the plan of the old circular flower pot stand, is in use. For descriptive purposes one about six feet high will do, though an eight foot stand is perhaps better for its actual use. The six foot stand consists of six circular shelves, the lowest being about four feet in diameter and the top one only a foot. The intervening shelves are graduated between the two extremes. These shelves are fastened to a central rod, sometimes being arranged to revolve. In others they are stationary. For a canned goods display they are very useful. In the case of a store with pillars, such shelving can be built around them to any height desired.

Another form used for interior display is a table for displaying fruits and vegetables. This table has its top divided into compartments, in each of which is displayed a different kind of edible. One such table observed by the writer, was constructed cheaply, yet did the work of the more expensive, made-to-order article.

Some of the empty soap boxes about the store had been covered with stout burlap, after removing one end of the box. They were then placed on a cheap table, which had likewise been covered. Having the open ends placed outward, that is away from the centre of the table, it was convenient for both customer and salesman to inspect and demonstrate goods. The two soap boxes placed end to end were just the width of the table.

Bottle racks are also in use by some of the best grocers. These are not only for the display of liquors, which in Quebec are handled in large quantities by grocers, but catsup, pickles, olive oil, and other bottled goods, which are a part of every grocer's stock. They can be made attractive, and are not at all expensive.

Speaking generally on the subject of arrangement, it is a good idea to advertise the goods which are having a slow sale. Display them well in the store. At the same time staples should be kept where salesmen can serve them readily, as they are in perpetual demand, and time of service is one of the most important things the grocer has to consider.

As a last word to the progressive re-

your services would be worth to others. Also treat in like manner the services of any member of your family employed in the business, but not on your regular pay-roll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.

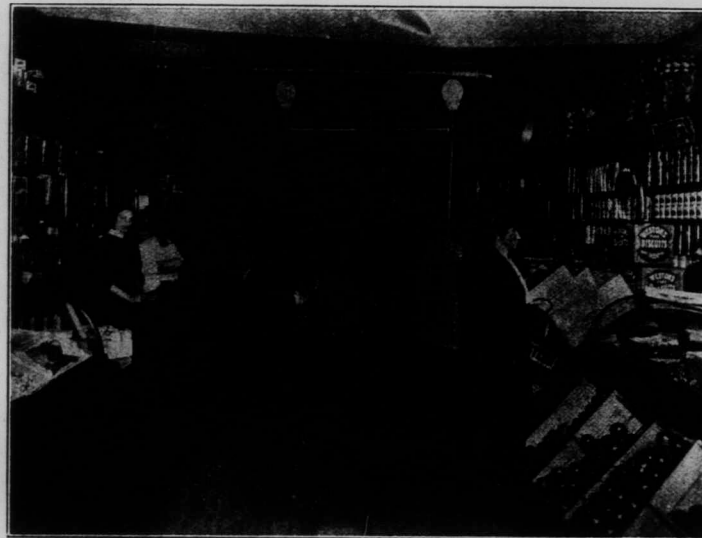
5. Charge depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.

6. Charge amounts donated for subscriptions paid.

7. Charge all fixed expenses, such as taxes, insurance, water, light, fuel, etc.

8. Charge all incidental expenses such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and phones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and



An Interior View of John B. Harker's Grocery Store, Belleville, Ont.

tailer, systematize your store from cellar to attic, and see that your system is preserved, or improved. Never let things return to the old state, before you decided that haphazard merchandizing was not good enough for you.

COST OF DOING BUSINESS.

Items That Should be Considered When It is Being Figured.

The following are some suggestions on figuring costs compiled by a business man and which should be of considerable value to the retail grocer.

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help an amount equal to what

not charged, allowances made customers, bad debts, etc.

10. Charge collection expense.

11. Charge any other expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to prove it by your books and you will have your total expenses for the year. Then divide this figure by the total of your sales and it will show the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold. Then subtract from the remainder what it cost you (invoice price and freight) and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits. Then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.

Some Pointers in Regard to Store Architecture

How a New Brantford Grocery Has Been Laid Out—The Value Attached to Equipment and Shelf Room—An Extensive Confectionery Department—Floor Space Enlarged Show Increase in Business.

Brantford, February 16.—A little more than five years ago, Alf Patterson commenced a small grocery store at 149 William street, the floor space being 12 by 16 feet. Here, in spite of the many handicaps coincident with such a small area, the proprietor, by catering to the residents of the North Ward and to citizens in general, increased business has necessitated a large addition to the store accommodation. The store was recently opened to the public.

The grocery department has been moved from the north to the south side, in the new addition, which brings the floor space up to 42 x 27 feet.

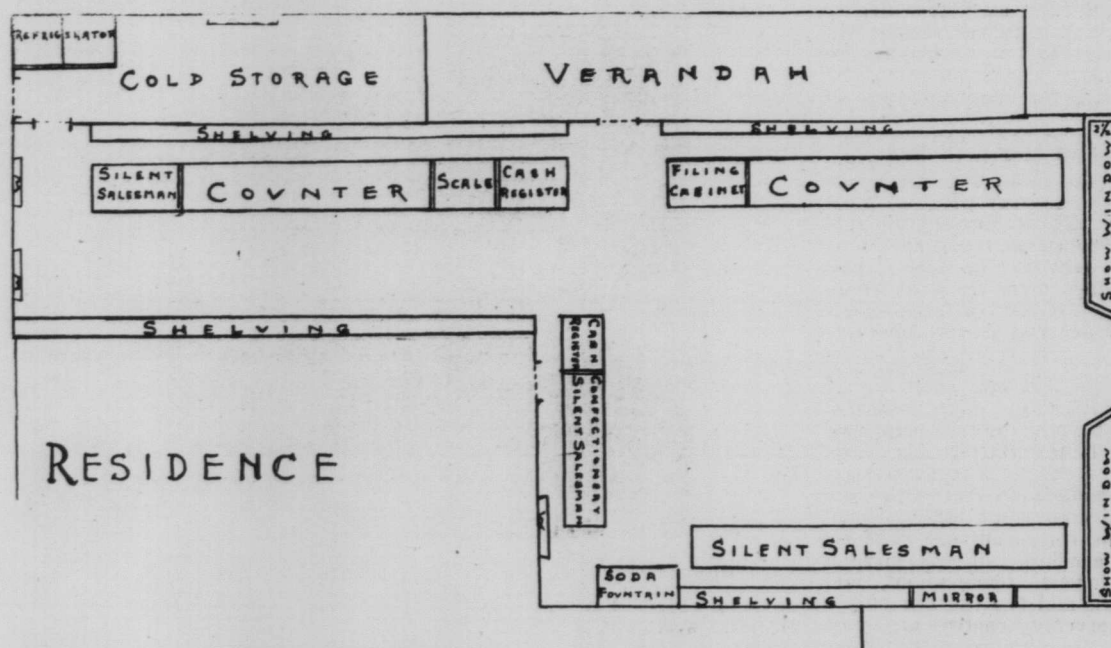
Fine shelving and up-to-date silent salesmen have been placed here, every-

how the interior is arranged. It shows that considerable attention has been paid to equipment.

Mr. Patterson has a filing cabinet, cash registers, computing scale, several silent salesmen, cold storage and a refrigerator.

The grocery section is on the right hand side and the confectionery department on the left. The store may be entered from the residence to the left, the entrance being into the confectionery section.

The verandah to the right, mentioned above is expected to be of considerable value when summer comes as a place for serving ice cream and soft drinks.



Ground Floor Plan of Alf. Patterson's New Grocery Store in Brantford, Ont.

thing in bulk being placed in air, mouse, and dust-proof bins.

In addition to the grocery department, Alf. Patterson also conducts a retail confectionery business. In addition a soda fountain has been installed, and ice cream and sodas will be served in the summer, the verandah at the side of the store, comfortably shaded, being used as an ice cream parlor.

In addition, the proprietor has also installed a refrigerator and cold storage room and will carry a stock of fresh meats.

Some Interior Features.

The plan of the ground floor here reproduced conveys a good idea as to

Another feature of the interior is the extensive shelving provided. This allows the display of samples of all goods to the best advantage.

KNOWING HOW THE BUSINESS STANDS.

The necessity of looking sharp after profits has often been urged upon dealers. They should know exactly where they stand in their business, of the desirability of frequently taking account of stock, of knowing whether they are making or losing money, of knowing exactly whether they are making or losing on any particular article, and of the necessity, in order to carry on a suc-

cessful business, of obtaining a fair, legitimate profit on everything sold.

There are dealers who know little about these things, who do not know from one year's end to another whether they are making money or losing money, and so they drag along from year to year, possibly getting a living, such as it may be, and a little more. They are, at any rate, receiving nothing, or little interest on the capital invested, and their own labor goes for nothing. There is no such thing as standing still. Either an individual or business house is going ahead or falling behind. There is no such thing as neither gaining nor losing ground. Either one or the other is being done. No man is in business for his health or for no purpose. It is not worth while to engage in business for a simple living in return. There is no incentive to ambition and no incentive to enterprise unless the outlook is for better things and improvement in financial conditions, and for, perhaps, ultimate independence and financial ease.

If a business man is not gaining he is losing ground, and if he is losing ground he should at once make it his business to find out why he is losing ground and to remedy the difficulty.

FOR WINDOW CARDS.

We can't and won't supply the quality called "muck."

If you find what you want here, it's right, and the price is right.

"Left overs" find no lodgment on our shelves.

We do not give offensive advice, nor any advice that is not asked for.

Our stock is up-to-date. That which wasn't was sold a year ago.

Conc

The of selec much i cause h life in salary and boa every e the fir time wh like bus A ele importa distribu nation-mean i executi stern b A yo fession, him. F and p emulati Risk employ their w will ne be plea The is that tween r belongs used to ness. clerk's sionally deed, i courage

I cal a trave of app forgott do ever store i have f careles contagi many a thing educati away, many a of vas The for soc comes ties an Have for thi for hi power during self to Luckne

Concerning the Retail Salesman and His Work

Treatment of Clerks in the General Country Store—Application to Duties and Qualities They Require — Writer Believes Employer Should Know How Evenings are Spent.

By F. C. Williams.

The writer has studied the question of selecting clerks for several years with much interest and profit—perhaps because he himself commenced mercantile life in a general country store, on a salary of seventy-five dollars per year and board, and also because he feels that every clerk should have in mind from the first of his commercial career, the time when he himself will be owner of a like business.

A clerk engaging himself in the most important line of merchandising—the distributing of everyday supplies to the nation—enters upon a profession of no mean importance requiring as it does executive ability, breadth of view, and stern business sagacity.

A young man entering upon his profession, usually imitates those about him. He notes the neatness, methodical and precision of his employer with emulation.

Ruskin says: "When men are rightly employed their amusement grows out of their work." A clerk in his right place will not watch the clock, his duties will be pleasant rather than irksome.

The first thing for a clerk to realize is that every moment of the time between regular opening and closing hours belongs to the business, and should be used to the best interests of that business. No proprietor will object to a clerk's relaxing for a few minutes occasionally but a clerk is unfortunate indeed, if his employer permits or encourages his fooling away time.

Always Work to be Done.

I call to mind a very good saying of a traveler, a friend of mine in the days of apprenticeship, which I have never forgotten—"A person can find work to do every moment of his time in a general store if he is looking for it." And I have found this a truism. Habits of carelessness are costly, incurable, and contagious. Wasted time is the bane of many a life. It is this more than anything else, that cuts short preparatory education. Time trifled away, idled away, fooled away is what deprives many a life of success. This is a point of vast importance.

The love of fun and frolic, a craving for society, passion for good times overcomes many a young man of good abilities and intentions.

Havelock joined the army at 28, and for thirty-four years worked and waited for his opportunity, conscious of his power and fretting as a subaltern. But during all these years he was fitting himself to lead that marvellous march to Lucknow.

"I have been watching the careers of young men by the thousand in the busy city of New York for over thirty years," says Dr. Cuyler, "and I find that the chief difference between the successful and the failures lies in the single element of magnanimous powers." Permanent success is more oftener won by holding on than by a sudden dash, however brilliant it may be.

The easily discouraged who are pushed back by a straw are all the time dropping to the rear. They who understand and practice Abraham Lincoln's homely maxim of "pegging away," have achieved the best success.

Courtesy is Necessary.

A clerk should remember that courtesy must be accorded customers. That method, neatness punctuality, and politeness are requisites that must be given prominence, to warrant success. He should pursue his duties from a sense of pleasure, rather than from a purely sense of duty.

It pays to be patient, if it is tempered with prudence. The slowest plodder will sometimes develop into the brightest career.

Faults overlooked, I consider, is a serious mistake, for carelessness soon becomes a habit, and consequently a serious loss to any business.

I believe in treating clerks as I would wish myself treated—accorded as it were a "square deal."

Mercantile life to-day requires a constant intellectual growth. It is that which deepens and broadens, and makes a fellow greater than his calling.

As long as an employee performs his duties in the store satisfactorily, some one has said that it need be of no concern of his employer how the evenings and nights are spent. I believe the employer has a right to know how and where the evenings are spent. Personally, I would not engage or keep any help whose actions out of business hours were in any way questionable. I believe if the high standard of citizenship is always maintained in the store, that employes, as well as employer will catch the spirit of true success.

CERTIFIED GROCERS.

"Many of our readers who have the best interest of the individual grocer at heart will endorse the hope which was expressed by the President of the Liverpool Grocers' Association at its meeting on Tuesday, that the day is not far distant when the men who have charge of the food of the people will be 'duly certified grocers with a technical knowledge of the article they supply.' The

object of the Institute of Certified Grocers is in that direction, and any movement which aims at raising the standard of efficiency among food distributors, especially among grocers and provision dealers, is worthy of sympathetic consideration and support. Modern trading conditions call for a high level of efficiency if the single-shop grocer is to hold his own against his gigantic many-branch competitors; the incompetent man is doomed to failure sooner or later."—London Grocer.

GETTING NEW BUSINESS.

Have you ever made an attempt to get someone else's customers?

It is well worth the attempt if you do it honorably, but the first rule of the game is to so hold your own customers that someone else won't get them from you. This is a practical art and can be accomplished in the right way. This way is to give satisfactory goods at satisfactory prices and to keep in touch with them at all times. To get the other fellow's customers the following rules must be lived up to:

Don't misrepresent him and his lines to the visitor who enters your own store, for the boomerang often hits him who sends it forth.

Don't let him get ahead of you with service, so that the customer desired goes where the greater attraction pulls him.

The customers of someone else are not hide-bound to him if you give them better values and better treatment.

Don't let your customers run to your competitor's sales for lack of something to buy at your own store.

NEW KIND OF SHOP-LIFTER.

A grocer in Portland, Me., U.S.A., was systematically robbed by a woman customer, and it took him only a short time to find out how she did it. This woman had a habit, not of taking small eatables as samples, but taking mere slips of paper. When her charge ticket was made out and the duplicate slip given her with her goods she waited until the clerk's back was turned and stole the copy—the grocer's only record of the sale.

Her monthly accounts looked small to the grocer. He kept his eye on this particular patron and his eyes were opened. The spindle whereon these slips were kept was rightly transferred to behind a screen and the customer's account was suddenly transferred several blocks down the street.

Fifty winterport steamers, which made returns at the customs house, St. John, N.B., up to Saturday, took away cargoes valued at \$11,335,832. Included in the cargoes was 3,860,495 bushels of grain, 442,755 bags of flour, 43,729 boxes of cheese, and 3,436 head of cattle.

H. N. Cowan, of the Cowan Co., Toronto, left on Thursday for a two or three months' business and pleasure trip to the Old Country. Before returning he will visit England, France, Germany and other European countries.



An Interior View of the Grocery Store of R. Higgins & Son, Yonge St., Toronto.

Practical Methods Used in Retail Grocery Stores

A Merchant Doing Business on a Two Week Payment Plan—Experience of a Halifax Grocer in Selling Cough Medicine—Poetry Used in the Advertising—An Opinion on the Assessment Act—Regina Grocer's Experience With a Lawyer.

On a Two Week Payment Plan.

Magog, Que., Feb. 16.—Starting six years ago with a small capital, Henry Chamberlain of this town has worked up a successful grocery business with the best class of town trade. He gives The Canadian Grocer credit for many useful hints in developing and carrying on his business; the evening it comes in, the daily papers are laid aside until it is thoroughly gone over. He conducts his business on a 2-week payment plan, which he finds more satisfactory than it would be to collect on delivering the many orders that come in by phone. Last year his store was moved from a corner on the main street to a short distance up across the side street. He arranged with the telephone company for a long wire and continued business in the store while it was being moved.

Customers Buy the Best.

Halifax, N.S., Feb. 16.—There is a grocer here who carries cough syrup at three prices, 35, 25 and 18 cents, respectively. When a customer comes in and asks for cough syrup, the grocer pulls down a bottle of each kind and places them side by side before the customer, saying as he places his hand on the top of each bottle:

"This one is 18, this one 25, and this one 35."

Almost invariably the customer says: "I will take the 35-cent kind."

This is a pointer for grocers who sell cough medicines. The same idea may work with some other goods. The very fact that the price of the 35-cent kind is higher, creates a demand in the eyes of the customer. Of course, the profit is in the higher-priced kinds.

Poetry and Advertising.

Chatham, Ont., Feb. 16.—Poetry as an aid to advertising is rarely employed, and when it is, it frequently degenerates into limping doggerel. J. H. Kadwell, who since coming out from England a year or more ago has conducted a successful grocery on Grand Ave., the other day used his two inch space in the local papers to lure the cigar trade with the following verse of a better type:

A cigar is good to aid digestion,
A cigar is good to chase dejection.
It brightens wit and adds a joke
And makes your troubles fly like smoke.

The advertiser appropriately adds: "Get your cigars at J. H. Kadwell,

Grand Ave., opposite Thames. Phone 602K."

Assessment Act a Stumbling Block.

Orillia, Ont., Feb. 16.—In reference to the Assessment Act on which a number of views were recently given in The Grocer, Thos. Mulcahy, merchant, says: "It occurs to me that to tax the building and not the land is to place a stumbling block in the way of improvement and advancement, and that the present business tax discriminates in favor of the owner of a large and valuable stock of goods in a mediocre or poor premises as against the owner of equally valuable stock in premises of much greater value."

How Grocer Lost Three Dollars.

Regina, Alta., Feb. 16.—A local merchant has a good story to tell of how he considered he was 'taken in' a short time ago by a lawyer. One of his customers came to him and wanted to obtain a number of live geese. He pointed out that they would have to be brought in from the country and the extra freight and trouble would make them expensive. Expense, however, was of no consideration to him so the geese were secured

at his
rived th
He was
store th
The f
\$9.50 a
order.
trouble.
however
of the
was o
wound
'not a
the stc
A fev
and no
good a
discove
"Will
asked,
worth
He g
called
smile
chant
bringi
down
"Fiv
merch
was \$
"Oh
The
custor
tomer

Gra
after
vinced

at his special request. When they arrived they were taken to his residence. He was not at home but called into the store that evening to pay for them.

The geese cost the merchant exactly \$9.50 and he asked the customer \$10 in order to have a small sum for his trouble. The mention of that sum, however, seemed to startle the purchaser of the geese. He wouldn't pay it—it was outrageous, he said, and finally wound up by offering eight dollars and 'not a cent more,' and walked out of the store in a rage.

A few minutes after a lawyer came in and noticing the merchant in none too good a humor made some enquiries and discovered the cause of the trouble.

"Will you give me that account?" he asked, "I'll make him pay it if he is worth it."

He got the account. In a few days he called at the store again with a broad smile on his face. He notified the merchant that he had been successful in bringing the man to terms and laid down a five dollar bill on the counter.

"Five dollars only," exclaimed the merchant in surprise. "Why the account was \$10—where's the rest?"

"Oh, that's for my trouble," he said. The merchant was offered \$8 by the customer; he got \$5 and lost the customer into the bargain.

Have Adopted Cash Systems.

Granby, Que., Feb. 16.—Monty Bros., after due consideration and being convinced that it was the proper way to

conduct business, especially a grocery business in connection with which there are so many small sales, decided some time ago to establish the cash system. They prepared a circular and had it delivered personally to every woman in charge of a home in the town and surrounding country, advising that from Monday — they would sell only for cash. The circulars, they consider, were very effective. They launched the cash system in a manner which brought no disagreement with customers about credit.

On Sept. 1st, 1909, J. R. Horner also adopted the cash system. In speaking about it he said: "Years ago the way farmers realized from their farms made credit necessary, but now they receive cash for their maple sugar, syrup, eggs, etc., and monthly for their milk that goes to the factories; there is now no necessity for credit." The adoption of the cash business relieved him, he says, of much work and worry in connection with bookkeeping and collections.

WHY QUALITY WAS POOR.

Another Communication on the Question of Importation of Currants.

The Canadian Grocer has received the following letter from London, Eng., on the question of the importation of currants of good and poor quality:

Editor Canadian Grocer,—“We have read with considerable interest the letter of ‘Subscriber’ in your issue of the 21st Jan., and can fully endorse the re-

marks of their correspondent that if Canadian dealers get poor quality of currants they should blame themselves. During the early part of last year our senior conversed with many Canadian dealers in the large cities on the subject of dried fruits, and it was made abundantly clear that business was in many cases done direct with shippers quite unknown in the trade. Later in the year we made offers of currants to Canada, and in every instance we were informed that competitors were much cheaper. After many offers had been turned down, we made a special offer of a parcel of Filiatra currants at cost price, which, if the business had gone through, would have left us with a loss after paying certain charges—but it was turned down with the remark that competitors were offering cheaper.

“After this we came to the conclusion that it was useless wasting money on cables offering dried fruit.

“While in Canada, our senior was shown fruit purchased as ‘Filiatra,’ ‘Amalias’ and ‘Vestizza’ fruit—but the less said about it the better. In one instance he was shown a purchase that was absolutely worthless—such a purchase is dear at any price—even if made 1s. below ruling prices. Surely for the sake of 3d. or 6d. per cwt. it would pay the Canadian dealers to purchase from well known firms, who at least have a reputation to keep up, and then if by any chance there should be a slight difference in delivery, they would be able to recover. It would pay the dealers to regard that extra threepence as an insurance.”



Suggestions for Arranging a "Castle" Seed Window Display for the Spring Season.

Stores

ames. Phone

bling Block.

In reference to which a number given in The merchant, says: tax the build- place a stumbl- improvement at the present s in favor of valuable stock or poor prem- er of equally mises of much

ree Dollars.

—A local mer- to tell of how ken in' a short One of his cus- and wanted of live geese. they would in from the a freight and hem expensive. of no consider- se were secured

The Canadian Grocer

Established - - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
JOHN BAYNE MACLEAN - - - PRESIDENT

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

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

OFFICES

CANADA—
MONTREAL - - - Rooms 701-702, Eastern Town-
 ship Bank Building
 Telephone Main 1255
 J. J. Gallagher
TORONTO - - - 10 Front Street East
 Telephone Main 7324
 W. H. Seyler, Manager
WINNIPEG - - - 511 Union Bank Building
 Telephone 3728
 F. E. Munro
VANCOUVER - H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B. - W. E. Hopper
UNITED STATES—
NEW YORK - - - R. B. Huestis
 Room 1109-1111 Lawyers' Title, Insurance & Trust
 Co. Building, 160 Broadway, New York, N. Y.
 Telephone, 1111 Cortland.
GREAT BRITAIN—
LONDON - - - 88 Fleet Street, E.C.
 Telephone Central 12960
 J. Meredith McKim
FRANCE—
PARIS - - - John F. Jones & Co.,
 31bis Faubourg Montmartre
SWITZERLAND—
ZURICH - - - Louis Wolf
 Orell Fussli & Co.

Subscription, Canada and United States - \$2.00
 Great Britain, 8s. 6d. - - - Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

HOW TO MAKE MORE MONEY.

In these days of keen competition, smaller profits on individual sales and increased cost of doing business and of living, merchants and manufacturers must increase their sales. This is absolutely necessary if they want to grow and keep up with the times, to build up and extend their business, to dress, to live and to raise and educate their families in accordance with the station in which they are living.

There is only one way in which their sales can be increased—to increase the buying power of their customers. The great majority of the customers of the merchants and manufacturers of Canada get their money directly or indirectly from farming and manufacturing. Therefore it is necessary for us to combine to increase the buying power of the farmers and factory hands—to provide more money for them to spend. The farmers, however, are the most important class because on them also depend the manufacturers. The farmers of Canada are steadily increasing their revenues owing to the higher prices for most products, but they are not increasing the production of their farms to anything like the extent they should.

At the annual meeting of the Western Ontario Dairymen's Association recently it was stated that "what was hampering the dairy farmer was lack of good cows, lack of information and lack of incentive and inspiration."

If the farmer were supplied with better cows, better information and the

necessary inspiration, within five years every retailer in Ontario could double his sales and therefore his profits. In fact, his profits ought to more than double. His rent, heat, light, clerks, need not cost any more than now. The farmer is careful in his buying and is often more economical than we think he should be, but we are all the better for the moral influence he thus wields. As his income increases he is a generous spender—the most prolific spender of money with the retail merchants of any class in the community. Therefore it is very much to our interest as business men to help the farmer to make more money. It is very easy. The assistance the farmer needs must come from the Government. In nearly all the provinces of Canada now the governments have in their employ most valuable farming experts, but everywhere they are hampered by indifference of governments and by lack of funds.

Merchants should get after their members of Parliament and tell them they must insist on more money being spent to assist farmers to make more money. What is hampering the development in Ontario to-day is, as the speaker at St. Thomas pointed out, the neglect of the Ontario Government. It is for the business men as well as the farmers to ask the government what they are going to do about it.

TREATMENT OF CUSTOMERS.

A great deal is heard from time to time about the ingratitude or lack of gratitude on the part of customers. The question arises why shouldn't customers feel ungrateful if they do not get the goods and service paid for?

The customer goes to a store, purchases goods, pays for them. He pays the price asked and he has a right to expect good, straight goods, the full value of his money, and courteous, prompt and careful attention. This he is entitled to and he owes no gratitude therefor. There is no reason why a customer should feel grateful because he is waited upon and because he is treated courteously instead of with discourtesy, because the clerk is polite instead of insolent, and because the grocer is affable instead of crabbed.

On the other hand, the grocer, has a little more reason for being grateful. He is absolutely dependent upon the public for the support of his business and of himself, while the public is not dependent upon any one dealer; so that the grocer is rather under a compliment to one who patronizes him for their selection of his store as a place to purchase family supplies.

There is an inclination in some retail stores to treat customers with

more or less condescension, with an air of having done them a great favor by selling them goods. The safest, the most logical and the most agreeable attitude to assume is the perfectly natural one that all are dependent and equally so, and it is not best to go too far into an analysis as to the extent of such dependence. In a broad sense, all classes and all businesses are interdependent and their existence is necessary to one another.

WHY WAS REQUEST DECLINED?

Towards the end of January a letter was sent out to various publications offering free of charge copies in the form of a supplement of the inaugural address of the Hon. Clifford Sifton, chairman of the Commission of Conservation, on the conservation of our natural resources and more especially that of our forests.

But the secretary, upon application to the Post Office Department for free transmission through the mails, was informed that the regulations forbade its distribution. He was therefore compelled to withdraw the offer.

This appears to be a matter deserving of an investigation by the government. The Commission of Conservation has a national object in view, the development of which will be in the interests of the Canadian people as a whole. Its great object is to prevent waste of our resources and as such, one would think, deserves special consideration.

A government exists primarily for the benefit of the people and the rejection of a request for the free use of the mails for the distribution of such important free literature is entirely out of place.

An investigation as to the cause of the rejection ought certainly to throw considerable light on the matter.

RECOMMENDED THE BUTTER.

The merchant who gives such a service that his customers will recommend his store to others is following along proper lines. A retailer reports that not long ago he overheard a conversation between two women on a street car which made him feel quite happy.

He was sitting in such a position that neither saw him and neither knew he was there. The car finally passed his store when one of the women asked: "Do you deal at —?" pointing to his store through the car window. The other replied that she didn't.

"I do," said the first speaker, "and

that's where you get the best butter in the town."

This shows that the scientific grocer should always consider his own store and methods of doing business from the standpoint of his customers. Because that retailer had a reputation for good butter his store was given considerable free advertising. He knew positively of one instance and had every reason to believe that it was recommended frequently in like manner.

His butter service had undoubtedly gained for him new business.

AGRICULTURAL NEGLECT.

It is clear from the comparisons of prices which have been shown in The Canadian Grocer that the present high cost of living has been almost entirely due to lack of production on the farm.

C. C. James, Deputy Minister of Agriculture for Ontario, and a man closely in touch with the conditions of the farmer stated as much in a recent address when he told of the great influx of people from the country districts to the towns and cities. At the present time there are 62,000 persons less on the farm than there were 10 years ago, while the populations of the towns and cities have increased by more than 350,000.

A natural result of this is a decrease in production and therefore higher prices not only to the consumer but to the wholesaler and retailer as well—so far as the farm products are concerned.

That the farm is being neglected is shown by the figures quoted by Mr. James and until production is greatly increased prices will continue to be high.

MONEY IN A RETAIL BUSINESS.

One frequently hears it remarked by retail grocers that there is no money to be made these days in the grocery business—that is, anything which will amount to a competency.

The exceptions to this, however, prove that it is possible to make money. The case of a certain wholesaler who made his money in the retail grocery business with which to embark in the wholesale trade, is a case in point.

It means there is money to be made in the retail grocery business, and it means that the chances of success in the business are as good now if not better than ever before. The whole truth of the matter is that if industry, thrift, good business judgment and management are used, if the same ability is employed with the same good judgment as in other lines of business, the grocery business offers as good opportunities, as good chances in every way to build up a successful business as anything.

To-day the chief requisite is to get all the profit possible, all the rebates and discounts that are allowed, and to rigidly keep down expenses. The trouble with the average retail grocer to-day who complains that there is no money in the business is that he does not do business on business principles, conducts it in a haphazard way and stumbles along in the dark. He has no system, and he does not know at any time of the year whether he is making or losing money.

When a retail grocer makes the statement that there is no money in the grocery business he should ask himself what is the reason, and then proceed to analyze his own methods and affairs and apply the remedy. If he is a business man he can and will do this.

GATHERING KNOWLEDGE.

The salesman who is entering a store has an opportunity to learn the business before he assumes the responsibilities. It is a chance that many a merchant may well envy him. Many merchants had no opportunity to learn, save in the hard and crippling classes of experience.

And yet the case is not hopeless for the merchant himself. He has a chance to learn a great deal every day. In spite of the fact that his time is pretty well absorbed in the details of his work day by day, he can gather knowledge each twenty-four hours, acquire information and become a better merchant all the time.

A good many do not do it, however. They look upon business much as the high school graduate does. The season of study is over, and now the harvest is to be reaped. It may be a good harvest or it may be a pretty poor one, but the time for learning is past.

The graduate may learn that the time of learning never passes away, and so may the merchant. That time is always present. There are merchants to-day who plug along, doing pretty well, who are woefully ignorant of some of the rudiments of store economy. It is not too late for them to acquire these, and shame should never hold them back. It is not a matter of shame to be ignorant, but it is to remain ignorant, and the critical moment will arrive some time when it will be uncovered.

CLEANING THE COUNTERS.

When an apprentice is employed, one of the first things a grocer should do, is to teach him to keep the counter clean. He should not merely be taught to dust and polish it early in the morning, but to constantly keep an eye on every speck of dirt and dust that may arise during the day.

It should be clean and clear of obstructions; parcels should not accumulate, and goods laid out for display ought to be removed quickly. Almost at the moment a customer leaves the counter, it should be clean and bright, ready for the next buyer.

One of the rules prevailing in some grocery establishments is that the assistant should clear away goods shown before the customer leaves, oftentimes keeping a client waiting while he attempts the double duty of packing a parcel and clearing the counter. This method may be carried to an extreme, for it is obvious that any delay in completing the work of serving a customer causes annoyance.

Counters, however, should be cleared as quickly as possible. Further, the modern practice of using too much of the counter space for the display of goods, curtailing the space for serving, is to be deprecated. It is quite possible to have a number of sundry articles ready to hand to show customers, to tempt them to buy if possible, without obstructing the counter by superfluous litter. This tendency to crowd too many articles on the counter requires checking.

NOTES OF A PHILOSOPHER.

Don't waste valuable moments on details that a subordinate can handle.

Don't shake hands with a man as if it hurt you.

Don't wait for fortune to smile on you. Fortune doesn't smile all the time. When she does, she usually favors those who hustle, not those who wait.

Don't show yourself too anxious to get an order. The customer will see it in your manner, and he will make the bargain, not you.

Don't allow your clerks to smoke while on duty.

Don't work all the time. Remember, even machinery needs rest.

Don't show many different kinds of goods at once.

Don't be satisfied with customers you have without attempting to get more. The successful man uses follow-up letters and other means to accomplish this purpose.

Don't be satisfied until you bring everything to a complete finish.

Great is suggestion! Instead of suggesting laziness to a clerk by accusing him of it, suggest energy and you will in time develop the quality you suggest.

What is successful salesmanship? Why, that which makes the customer want to come back to the store again.





E. & T. PINK

LONDON, ENGLAND

The world's providers of

Jams, Marmalades, Candied Peel,
Confectionery, Pepper Pickles

Write for price lists to either of the following agents :—

Edgar J. Franklin

c/o The Montreal Star, Montreal

Herbert J. Cave

413 Hastings St., Vancouver, B.C.

The Markets—Strong Sugar Market Again Prevails

Increasing Demand for Raws—Bean Prices Still Firm With no Indications to Lower Prices—Little Sale for Evaporated Apples—Grocery Market Somewhat Dull During the Week.

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

QUEBEC MARKETS

POINTERS—

Scarcity of Japan tea.
Advance in French walnuts of 3c.
Peanuts still advancing.

Montreal, February 17, 1910.

Trade generally is good notwithstanding Lent, and wholesale jobbers report that plenty of orders are coming in by mail, even shortly after travelers have visited certain territories. This shows that people have money and are living well, even if they do not eat meat except on the days on which it is allowed.

Sugar—The market is slightly weaker and the demand keeps steady for small lots. No changes in quotations have occurred.

Granulated, bags	4 80
" 20-lb. bags	4 90
" Imperial	4 55
" Beaver	4 55
Paris lump, boxes, 100 lbs.	5 60
" " " 50 lbs.	5 70
" " " 25 lbs.	5 90
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 50
" 100 lb. boxes	5 60
" 50 lb. "	5 70
" 25 lb. "	5 90
" 5 lb. cartons, each	0 37½
Extra ground, bbls.	5 25
" 50-lb. boxes	5 45
" 25-lb. boxes	5 65
Powdered, bbls.	5 05
" 50-lb. boxes	5 25
Phoenix	4 80
Bright coffee	4 75
No. 3 yellow	4 65
No. 2 "	4 55
No. 1 " bags	4 40
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrup and Molasses—For molasses the demand is only fair in small lots and for syrups the demand is excellent and the statistical market is very strong.

Fancy Barbadoes molasses, puncheons	0 40	0 42
" " barrels	0 43	0 45
" " half-barrels	0 45	0 47
Choice Barbadoes molasses, puncheons	0 38	0 41
" " barrels	0 41	0 43
" " half-barrels	0 43	0 45½
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03	0 03
" 1-bbls.	0 03	0 03
" 1-bbls.	1 80	1 80
" 3¾-lb. pails	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
" 5-lb. " 1 doz. "	2 85	2 85
" 10-lb. " 1 doz. "	2 75	2 75
" 20-lb. " 1 doz. "	2 70	2 70

Tea—The market continues firm with a steady demand for low-grade China greens. The stocks are running low in these China greens and buyers will be governed accordingly. There seems to be a scarcity of cheap Japan tea on the market, with a fair demand well distributed in all lines. No change in prices.

Choicest	0 40	0 50
Choice	0 35	0 37
Choice—Fine	0 32	0 37
Japans	0 27	0 30
Medium	0 27	0 30
Good common	0 22	0 25
Common	0 20	0 22
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoes	0 20	0 22
" Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
Gunpowders	0 19	0 22

China greens—Pingsuey gunpowder, low grade.	0 14	0 18
" " " "	0 30	0 30
" " " "	0 30	0 50

Coffee—Coffee seems one of the steady lines in the grocery market, and the demand is steadily increasing in the Province of Quebec. In fact, it was stated by a well-known jobber that the sales of coffee had greatly increased in country districts latterly. There is every indication of a firm market.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—The market is firm in all lines with a normal demand. No change in prices.

Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	0 07	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 22
Cream of tartar	0 23	0 32	" white	0 22	0 29

Dried Fruits—The market is slow and disappointing with the exception of Valencias, which though slightly firmer are much under the satisfactory level. There is every tendency towards weakness.

Currants, fine filiatras, per lb., not cleaned	0 05½
" " " cleaned	0 06½
" Patras, per lb.	0 07½
" Vostizza, per lb.	0 08
Raisins—	
Australian, per lb., (to arrive)	0 08½
Old seeded raisins	0 06
California, choice seeded, 1-lb. pkgs.	0 07
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½
" " 4-crown, per lb.	0 08½
" sultana, per lb.	0 07½
Valencia, fine off stalk, per lb.	0 05
" select, per lb.	0 06½
" 4-crown layers, per lb.	0 06½

Nuts—Peanuts are still the feature, there being a firm market and a good demand. Prices are excellent and on the advance. The French treaty has occasioned a small change in the price of Bordeaux walnuts. The original cost has increased 11-3 cents, and the price quoted is from 28 to 30 cents. There is a great scarcity of these walnuts and those who are fortunate enough to have a supply can make a little money readily.

In shell—	
Filberts, Sicily, per lb.	0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 12
Walnuts, Grenobles, per lb.	0 12½
" Marbots, per lb.	0 12½
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 32½
" 3-crown " "	0 31½
" 2-crown " "	0 30
" (in bags), standard, per lb.	0 26
Cashews	0 15
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13
Pecans, per lb.	0 15
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 28
Broken	0 23

Evaporated Apples—The demand for these lines is small and the market is declining and disappointing. The idea seems to be that when times are good the consumer does not care very much

about evaporated apples, but will buy more expensive lines.

Evaporated apples, prime..... 0 08 0 08½

Beans and Peas—There is a normal demand, but little doing in these lines. Prices are firmly held by beans. No change in prices.

Ontario prime pea beans, bushel	2 25
Peas, boiling, bag	2 50

Rice and Tapioca—A slight stimulation has taken place in the demand owing to Lent no doubt, but it is principally for small lots.

Rice, grade B, bags, 250 pounds	2 95
" " " 100 "	2 95
" " " 50 "	2 95
" " " pockets 25 pounds	3 05
" " " " 12½ pounds	3 15
" grade c.c., 250 pounds	2 85
" " " 100 "	2 85
" " " 50 "	2 85
" " " pockets, 25 pounds	2 85
" " " " 12½ pounds	3 05
Tapioca, medium pearl	0 04½ 0 04½

CANNED GOODS

MONTREAL—Lent has stimulated the demand for various lines. This includes canned vegetables of all descriptions for which there is an excellent demand with an upward tendency in prices. The market is very firm. Canned fruits have improved in demand to some extent and there is much room for betterment. Canned fish naturally are affected by Lent and the demand is increased being almost evenly distributed. The observation of Lent in Quebec province is very rigid and it is a natural sequence that better trade all around in canned goods outside of meat should take place.

Peas, standard, dozen	\$1 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Beans, dozen	0 85
Corn, dozen	0 80 0 82½
Tomatoes, dozen (Ontario and Quebec)	0 82½ 0 90
Strawberries, dozen	1 37½ 1 40
Raspberries, 2s, dozen	1 75
Peaches, 2s, dozen	1 65
Peaches, 3s, dozen	2 65
Pears, 2s, dozen	1 60
Pears, 3s, dozen	2 30
Plums, Greengage, dozen	1 50 1 55
Plums, Lombard dozen	0 95 1 00
Lawtonberries, 2s, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	1 87½
1-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoos, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00
Compressed corned beef, 1s	1 50
Compressed corned beef, 2s	2 70
English brawn, 2s	3 00
Boneless pigs' feet, 2s	3 00
Ready lunch veal loaf 1s	1 20
Ready lunch veal loaf 1s	2 35
Roast beef, 1s	1 50
Roast beef, 2s	2 70
Stewed ox tail, 1s	1 60
Stewed kidney, 1s	1 50
Stewed kidney, 2s	2 65
Minced collops, 1s	1 40
Minced collops, 2s	2 50
Corned beef hash, 1s	1 60
Corned beef hash, 2s	2 80
Jellied hocks, 2s	3 50
Jellied hocks, 6s	10 00
Paragon ox tongue, 1s	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 2½s	9 50
Paragon lunch tongue 1s	4 00
Tongue lunch, 1s	3 00
Sliced smoked beef, 1s	1 60
Sliced smoked beef, 1s	2 60

THE CANADIAN GROCER

TORONTO—The demand for canned goods is active and some factories are completely sold out of some lines, among which are beans, and beets in 2-lb. tins. Peas are all sold as well as spinach in 3-lb. tins, gallon apples, red pitted cherries in 2 lbs. and Flemish beauty pears in 2 lbs., egg plums are also gone; green-gage plums in 2 and 2½ lbs.; black raspberries in 2 lbs. and 1 gal.; red raspberries in gals.; rhubarb in 3 lbs. and 1 gal. All canned goods are considered safe stock to hold.

Table with 3 columns listing various food items and their prices. Items include Beans, Corn, Peas, Pumpkins, Tomatoes, Strawberries, Raspberries, Peaches, Lawtonberries, Clover Leaf and Horseshoe brands salmon, etc.

ONTARIO MARKETS

POINTERS—

Sugar—Strong market. Dried Fruits—Good demand. Beans—Prices still firm. Evaporated Apples—A quiet market.

Toronto, February 17, 1910.

The wholesale trade is experiencing more than the usual February dullness. The complaint is pretty general that trade is not what was expected. Perhaps the expectations, in consequence of the great crop were placed too high, which causes some disappointment. One jobber says that nothing was rushing but the expenses. He did not look as if he meant it, but he did say very emphatically that business was dull.

Sugar—The sugar market is strong. Raw sugar is especially active with large sales in New York. The demand for refined in Canada is also increasing, with prospects for a large turn over. Prices of refined sugars, however, are not changed.

Table listing prices for St. Lawrence 'Crystal Diamonds', Paris lumps, Red Seal, St. Lawrence granulated, Beaver granulated, Redpath extra granulated, Imperial granulated, Acadia granulated, Wallaceburg, St. Lawrence golden, Bright coffee, No. 3 yellow, No. 2, No. 1, and Granulated and yellow, 100-lb. bags.

Syrup and Molasses—The large percentage of these goods are sold in tins, the prices of which are fixed and therefore prices remain steady. The demand is not what it should be, say the dealers.

Table listing prices for Syrups (2 lb. tins, 5 lb. tins, 10 lb. tins) and Maple Syrup (Gallons, 5 to case, Quarts, Pints).

Table listing prices for various coffee and tea items: Barrels, Half barrels, Quarter, Pails (25 lbs. ea.), Tea (Río, Santos, Maracaibo, Mocha, Java, Rio green).

SPICES—There is little doing in spices and prices are not much considered.

Table listing prices for various spices: Peppers (black, white, whole), Peppercorns (white, black, whole), Ginger, Cinnamon, Nutmeg, Cloves, Cream of tartar, Allspice, Mace, Mixed pickling spices, Cassia, Celery seed.

Dried Fruit—There is a good demand for all kinds of dried fruit, yet prices remain at the same old point. Some lines, especially Valencia raisins are scarce, but still sell without an advance.

Table listing prices for various dried fruits and nuts: Prunes (30 to 40, 40 to 50, etc.), Apricots (Standard, Choice, Fancy), Candied and Drained Peels (Lemon, Orange), Figs (Elemes, Tapnets, Bag figs), Dried peaches, Dried apples, Currants (Fine Filiatras, Patras), Raisins (Sultana, fancy, extra fancy), Valentias, Seeded, Dates (Hallowees, Fards choicest), Sais.

Nuts—They are practically out of season and receive little attention. Almonds, Formigetta, Tarragona, shelled, Walnuts, Grenoble, Bordeaux, Marbots, shelled, Filberts, Pecans, Brazil, Peanuts, roasted.

Table listing prices for various nuts: Almonds, Tarragona, Walnuts, Filberts, Pecans, Brazil, Peanuts, roasted.

Rice and Tapioca—There is nothing but the regular demand, and that seems to be below the usual.

Table listing prices for various rice and tapioca products: Rice (stand. B., Standard B. from mills), Tapioca (medium pearl).

Beans—Beans are firm and are picked up quickly when offered.

Table listing prices for Beans (per bushel).

Evaporated Apples—The sales of these goods are light and with green apples cheap, and dried peaches at almost the same price as apples, the outlook is not encouraging.

Table listing prices for Evaporated apples.

MANITOBA MARKETS

(Corrected by Wire.)

Weaker—Evaporated apples, Japan rice. Stronger—Syrups, lard, beans. Winnipeg, Feb. 17, 1910.

Wholesale houses have been doing splendid business with out of town customers who have come to the city during the Bonspiel. There are more visitors in town for the big winter sporting event than for several years back and of these a large proportion are retailers. All report good business conditions, freer money and less tendency to speculation than there was in the equally good business year prior to 1907.

The synopsis above gives the main features of the market this week. Speaking generally, values are being well maintained and, with the exception of two items on the list, there is a tendency towards still higher prices.

Sugar—The sugar market is strong. There is no actual advance to record but higher prices would not surprise those who are in close touch with the market. Quotations continue as follows:

Table listing prices for various sugar products: Montreal and B.C. granulated, Yellow sugar, Icing sugar, Powdered sugar, Lump, hard.

Syrup and Molasses—The syrup market is strong with an active demand. Quotations are unchanged from last week.

Table listing prices for various syrups and molasses: Syrup (Crown Brand), Beehive Brand, Barbadoes molasses, Gingerbread molasses, New Orleans molasses, Challenger.

Tapioca and Sago—Reports from primary markets indicate higher prices for both tapioca and sago. Local prices are unchanged.

Table listing prices for Tapioca and Sago (per lb.).

Fresh Fruits and Vegetables—Supplies of most items on the vegetable list are limited. Prices continue as follows:

Table listing prices for various fresh fruits and vegetables: Carrots, Potatoes, Cal. cauliflower, Native cabbage, Native onions, Oranges, Lemons, Apples (Ontario), Grape Fruit, Grapes, Bananas, Cranberries.

Nuts—Shelled Walnuts, Almonds, Peanuts, Japan.

Honey—There is much activity in the honey market, sales being particularly

THE CANADIAN GROCER
 DIRECTORY OF
**Manufacturers, Manufacturers' Agents,
 Brokers, Etc.**

BRITISH COLUMBIA

**W. A. JAMESON
 COFFEE CO.**

Importers and Roasters of High Grade
 Coffees.

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

Mail orders promptly attended to.

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

F. G. EVANS & CO.
 139 Water St. VANCOUVER, B.C.,
 Wholesale Grocery Brokers and
 Manufacturers' Agents

Correspondence Solicited.

**VICTORIA
 FRUIT GROWERS' ASSOCIATION**

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

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

Wholesale Manufacturers' Agents
 Correspondence Solicited.

F. R. McINTOSH & CO.
 Vancouver, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

25 Alexander St.
 VANCOUVER, B.C.

Wholesale Brokers
 GROCERIES, PRODUCE, FRUITS, GRAINS

Importers and Exporters

Reference—Bank of Montreal.
 Write us for information about B.C. trade.
 Cable Address—"Robin," Vancouver.
 Codes—A B C, 5th Edition; Revised Economy; Modern
 Economy; Utility and Dowling's.

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent

DISTRIBUTING

Free and Bonded Warehouses

VANCOUVER - VICTORIA

HERMAN ERB

Manufacturers' and Wholesale Com-
 mission Agent

P. O. BOX 405
 522 Bastion Street, Victoria, B.C.
 Open for a few more agencies

THE CANADIAN GROCER

British Columbia Office at Room 11, Hartney Chambers,
 Cor. Pender and Homer Sts., Vancouver.
 H. HODGSON Manager

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

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
 Agents

144 WATER ST., VANCOUVER, B.C.

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

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

Andrews & Nunn

Manufacturers' Agents and
 Wholesale Commission Merchants

Codes—A B C 6th Edition, Western Union

615 Dominion Trust Building
 VANCOUVER, B.C.

Correspondence
 Solicited

Highest
 References

MORE THAN SEVEN
 THOUSAND pairs of
 eyes—interested eyes—rest
 on this page fifty-two times
 a year. By the use of an
 inch space an advertiser is
 able to place himself pro-
 minently before nearly one
 hundred pairs of eyes for
 every cent the advertising
 costs him.

The West India Co., Ltd.

The Canadian house of

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

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building,

MONTREAL

Profit at Every Turn

You double your profit and make absolutely sure of her good-will every time you sell 40c. Red Rose Tea to a customer who comes for 30c. tea. When you recommend the 40c. tea you pay your customer a compliment she will appreciate. The pleasure she derives from the finer flavor and richer strength of the higher grade will be worth more to her than the slight increase in the price, and she will thank you. Less of this tea will make a brewing, but because it is so good the Family will use a great deal more. You profit at every turn of the transaction.

It pays to remember

Red Rose Tea

“is good tea”

The 40c. is VERY good

Wellington St. E.
Toronto, Ont. } Branches
315 William Ave.
Winnipeg, Man. }

T. H. ESTABROOKS
ST. JOHN, N.B.

THE CANADIAN GROCER automatically selects the people its advertisers need to reach. It is read every week by the open-minded, alert and inquiring merchants in every section of the country, at a time when they are seeking information and suggestions to guide their actions.

Desertion of Farms Causes High Cost of Living

People Flocking to Towns and Cities Lessens the Production Says a Deputy Minister of Agriculture—Where Supply and Demand Comes In—A Situation That Causes Alarm.

Toronto, February 17.—The general public is at last finding out the causes of the high cost of living in Canada. When such authorities as C. C. James, Deputy Minister of Agriculture for Ontario, says that supply and demand is responsible, there must be something to it. In an address which he made at the meeting of the Ontario Association of Fairs and Exhibitions, this was practically his theme.

Mr. James was emphasizing the fact that the cost of living was due to the neglect of agriculture in Ontario, making known some startling figures not previously issued, which showed that there were now 62,000 people less on the land in Ontario to-day than there were ten years ago. On the other hand the towns and cities had an increased population of between 350,000 and 400,000. In 1908 there were 1,108,874 people on the land. In 1899 there were 1,447,016.

"Is there any wonder that the cost of living is leaping?" he asked.

"If the producers of this province," he went on, "supplying us with food are decreasing, not literally but actually, and the consumers of the towns and cities are growing enormously, it is natural that the cost of living increases. Isn't it about time we woke up and realized that upon our agricultural welfare depends our welfare."

"It is estimated that the City of Toronto has a population of a little over 400,000. That is away in advance of the assessed population. The difference between the decrease of rural population and the increase of city population in the province is over 350,000. That is the change during the last ten years in Ontario between producers and consumers."

Agricultural Neglect.

"You can understand why the prices of food have been going up. It won't do to tell us it is the fault of the cold storages which were up for the express purposes of preserving food in cheap seasons so that it could be used in dear seasons. It won't do to tell us that it is the middleman. He doesn't get it all. The middleman is in the business to make money."

"It seems to me that the whole key to the situation is this neglect of agriculture in Ontario. You as farmers, say, 'It is all the better for us. We get bigger prices.'

"But there are some of us in the cities who are feeling the pinch. It seems good to me that we have felt the pinch. It has done the whole country good. For the first time the people of this country are wideawake to the importance of the agricultural interests. Get down and touch the pockets of the

people in the cities, and they will think over these things. The agricultural problem before this country is so important that it needs the co-operation, not only of the agricultural societies, the live stock societies, and fruit-growers' associations, but of the people in the towns and cities. Otherwise I don't know what we are going to do. Even the present position of high prices do not benefit the many farmers who were not wideawake.

"I am not sure that the prices did not get a little too high just recently, and an instance of what bad effects such a state of affairs have, was given. People said 'We will quit eating beef,' and straightway began to consume some other product. The result is that the prices of this will jump and at that rate of reasoning the people will jump to something else. Such action disorganizes the whole world of commercial industry."

"Keep things at a fair, steady average price, and it will be more to our interests than this see-saw of high and low prices. The bacon business in Ontario had been an instance. Packers and feeders of hogs are now wondering what is going to happen."

PERSONAL NOTES.

Practically the entire staff of every department of the wholesale grocery house of Balfour, Smye & Co., Hamilton, Ont.—the only exceptions being the travelers who were too far away to get there—joined in having a jolly good time at the Tudor Inn recently. Fred T. Smye occupied the chair, and during the evening a presentation of an address and a fountain pen was made to Maurice Festing, who recently left the employ of the firm to open a retail store. A presentation was also made to Jno. Mathieson of a gold watch. He has been appointed western representative of the firm. Speeches were made by Harry Taylor and Alex. Fraser, and a general good time was the result.

R. C. Blackburn, for more than five years one of Davidson & Hay's Toronto traveling salesmen, has severed his connection with that firm to become the western Canadian representative of W. G. Patrick & Co., manufacturers' agents and importers. He will have his headquarters in Winnipeg and will make two trips annually to the Pacific coast. Mr. Blackburn spent 4½ years with H. P. Eckardt & Co. in the office and sample room prior to going on the road for Davidson & Hay. Last Saturday the latter firm made him a presentation of a beautiful case of pipes, with cigar and cigarette holders, etc., Col. Davidson making the presentation.

ALBERTA MARKETS.

Calgary, Feb. 17, 1910.

The markets here have been steady of late with few price changes. Sugars are up 10 cents, and hams and bacon are firmer, and the same is true about beans. Fresh eggs are more plentiful, the retail price being down to 35 to 40 cents for strictly new laid.

Corrected by Wire.

Sugars—		Dry salt bacon,	
B.C. granulated	5 84	smoked	0 18½
Raymond	5 74	Eggs, fresh, case	30 dozen
Peels—		Butter—	
Lemon	0 12	Alberta cream-	
Orange	0 13	ery bricks	0 30
Citron	0 20	Alta. creamery	
Dried fruits—		solids	0 29
Apricots, choice	0 16	Alta. dairy	0 26
stand		Alta. tubs	0 25
ard	0 15	Cheese—	
Peaches, choice	0 10	Ontario, large	0 15
stand		" twins	0 15½
ard	0 09½	" Stiltons	0 17
Pears, choice	0 12	Beans—	
Pitted plums	0 12	Ontario, hand-	
Prunes, 40-50	0 08½	picked, bushel	2 75
" 50-60	0 07½	California limas,	
" 60-70	0 07	per lb.	0 06½
" 70-80	0 06½	Canned fish—	
" 80-90	0 06	B.C. salmon,	
" 90-100	0 05½	sockeye, 48-1's	7 50
Evap. apples, 50's	0 10½	B.C. cohoes,	
Produce—		48-1's	5 75
Sugar cured ham		B.C. pinks, 48-1's	4 00
10-12 average	0 21	Sardines, domes-	
Sugar cured ham		tic, 100-4	4 00
picnic	0 16	Lobster, 48-1's	17 00
B. bacon bellies	0 21	" 96-2's	18 50
" back	0 20	Fin. haddie, 48-1	5 65
Dry salt bacon	0 15		

A THREE MONTHS' LIMIT.

A bill has been introduced into the Legislature of the state of Massachusetts, U.S.A., to prevent the retention of food in cold storage for more than three months, and no articles may be brought into the State from cold storage warehouses in other States unless the date when the articles went into the warehouse be stamped upon them. This is more rigorous than even the testimony of Dr. Wiley would require, says the Philadelphia Record, and three months would not allow the cold storage system to render its perfectly legitimate service of equalizing throughout the year supplies of articles which are produced more abundantly at certain seasons than at others.

NEW COMPANIES.

The Metal-Bound Box Co. of Canada, Ltd., has been formed with head office in Montreal, to carry on the business of manufacturers of all kinds of boxes, baskets, etc.

The La-lo Manufacturing Co., of Newton, Mass., have been granted permission by the Dominion government, to carry on business in Canada in connection with their product "La-lo Spray," a dust layer.

The Mackey Specialty Co., has been granted letters patent by the Ontario government, to take over the business carried on by Diamond Cleanser. The head office of the company will be at Ottawa.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers. Spratt's Patent Limited, of London, England, have secured through their Canadian branch the contract for the feeding of the canines assembled at the annual exhibition of the Ontario Kennel Club in Toronto. It is needless to say that the various contestants for prize honors will live well during the week of the exhibition.

MARKETS.

1910.

in market and high ly. Prices

0 32	0 33
0 25	0 28
0 26	0 29
0 30	0 35
0 35	0 45
1 25	1 50
1 10	1 50
0 85	0 90
0 95	1 00
1 85	1 90
1 55	1 60
6 50	6 75
6 00	6 25
1 70	1 80
2 70	2 80
1 15	1 25
2 75	4 25
2 30	2 60
0 11	0 12

MARKETS.

7, 1910.

les, such and but- The qual- 40 cents is gett- r is hav- worry as er. The posed to d as the er made

resulted grown in Washing- ntry and of the as well local men ; vegeta-

e locally s, conse- ott caus- Across ts. It is arket is on of the too, on smaller

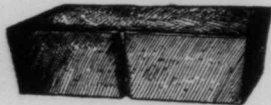
0 40	
0 22	0 25
0 31	0 33
0 40	0 45
0 14	0 15
0 18	0 19
0 18	0 17
35 00	
25 00	
1 30	
1 27	
1 00	1 10
1 12	1 13
1 12	1 13
1 08	1 09

Two Seasonable Lines



Noted for its Uniformity and Delicate Sap Flavor
—True to Nature. Ask your wholesaler about it and
the satisfaction it gives.

**Twin-Block
PURE**



**MAPLE
SUGAR**

\$3.00 per case

Prompt Shipments a Feature.

Increase Your Profits

By stocking these well-known
Confectionery Lines :

Walnutine Blocks (about 1/2-lb.)	30 to case ..	\$2.00
Maple Cream Blocks, " " "	" " ..	2.00
	Net weight	
	per pail.	per pail
Maple Cream Hearts	18-lb.	\$2.25
Maple Buttons	20-lb.	2.40
Maple Smacks	15-lb.	2.00
Mint Buttons	17-lb.	2.00
Nutty Creams	17-lb.	2.25
Fruity Creams	17-lb.	2.25
Butter Beans	12 1/2-lb.	1.75
Assorted Cream Caramels	25-lb.	3.25

Also a Full Line of Gross Goods.

Goods made up to Order, and shipped FRESH
direct in five-case lots, prepaid, when the freight rate
does not exceed 40 cents per 100 lbs.

Sugars & Cannery, Limited, - Montreal

Brain Box

Many a Can-
adian business
man has come
to call



The Huber Account Register

Interior can be taken out and fits any safe

his "BRAIN BOX." ALL of his bookkeeping (wholesale
and retail) is placed in this cabinet at ONE WRITING
---the PAST ACCOUNT ADDED, the customer being
supplied with an EXACT DUPLICATE. Every account
is not only up-to-date but up-to-the-minute, and always
ready for settlement.

*It practically cuts out bookkeeping; prevents dis-
putes with customers; the best collector known; in
use over three years by hundreds of Canadian
merchants.*

Drop a postal for full information to

R. B. Belden & Co.,
178-180 Victoria Street - Toronto

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

THE CANADIAN GROCER

NICHOLSON

D H BAIN

CODES.
ABC 4th & 5th EDITION
WESTERN UNION
ARMSBYS 1901 & 1907

CABLE ADDRESS
NICHOLSON, WINNIPEG,
CALGARY,
EDMONTON



EDMONTON BRANCH

NICHOLSON & BAIN

CALGARY BRANCH

NICHOLSON & BAIN

BANNATYNE AVE EAST
TRANSFER TRACK

Winnipeg, Man., Feb. 18, 1910.

TO MANUFACTURERS AND SHIPPERS:

Dear Sirs,

We beg to advise having opened up a Branch Office and Warehouse in Regina, Saskatchewan, to take care of the Jobbing at Regina, Moosejaw and Saskatoon.

We are satisfied a Commission House located in Regina can serve manufacturers and shippers in a more satisfactory manner than Commission Houses located in Winnipeg. The following are comparative distances:—

REGINA	357 miles from WINNIPEG
MOOSEJAW	398 " " "
SASKATOON	337 " " "
MOOSEJAW	41 miles from REGINA
SASKATOON	160 " " "

You will therefore readily see the great advantage a Commission House located in Regina will have over those located in Winnipeg—"THE MAN ON THE SPOT," all things being equal, will command the business. We are very pleased to state our Regina Branch will be in charge of a competent and energetic manager, who has had a long and thorough training in our Home Office in Winnipeg, and understands every branch of the Commission and Brokerage business.

If you are open to appoint us your exclusive agents for Saskatchewan please communicate with NICHOLSON & BAIN, Regina, or NICHOLSON & BAIN, Winnipeg.

WAREHOUSE—We have ample Storage facilities at Regina and can handle on consignment carloads of all kinds of merchandise for sale to the Wholesale Trade.

To the old and valued firms who have for years been doing business with us at WINNIPEG, CALGARY and EDMONTON, would ask that you pass all business for REGINA, MOOSEJAW and SASKATOON through our new branch, NICHOLSON & BAIN, Regina, and all letter or wire communications will have their prompt and careful attention.

We are open for some first-class Agencies for SASKATCHEWAN, and solicit your enquiries.

Yours truly,

NICHOLSON & BAIN,

WINNIPEG

REGINA

CALGARY

EDMONTON.

STILL
"EASIFIRST"



SPECIAL PRICE FOR THIS WEEK

12¹/₄ cents tierce basis

Prices will certainly advance. This is your opportunity to

ORDER NOW

GUNNS Pork and Beef Packers
 LIMITED WEST TORONTO

LARD

During the Lenten Season there is always a good demand for Lard. The Lard we sell is made under inspection of the Dominion Government, and reference to the bulletins issued by the Department will show that our samples have always been found perfect.

We make also Lard Compound, and sell it as Lard Compound. This is perfectly wholesome and forms a cheap substitute for Lard at present high prices.

F.W. Fearman Co.
 LIMITED
 Hamilton

THE MILK
 Everywhere Acknowledged to be
Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction.

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

Hog

In sp
 written
 living, t
 mand w
 eventua
 in theo
 are tryi
 ed meth
 find th
 point in
 not exis
 naturall
 the sple
 cold sto
 advanta
 farmers
 prices f

The h
 during
 large q
 have be
 let, a g
 pectedly
 very br

The c
 complai
 they di
 will enc
 be avai
 needed

The e
 a serio
 While t
 consider
 receipts
 sufficien
 end of
 a quanti
 from R
 was dor
 point t
 necessit

Provi
 in lard
 is a ge
 which i
 Lent se
 blame e
 in any
 There i
 exceptio
 quoted

Pure Lard-
 Boxes, 1
 Cases, 1
 " "
 " "

Pails, w
 Pails, t
 Tubs, 5
 Tierces,
 Compound
 Boxes, 1
 Cases, 1
 " "
 " "

Pails, w
 Pails, t
 Tubs, 5
 Tierces,
 Pork-
 Heavy Com
 Bean pork,
 Canada, etc
 Heavy clea
 Clear fat

Hogs were Higher in 1882 than they are To-day

Present High Prices Will Stimulate Demand—Ontario Butter Going to Pacific Coast—Poor Quality Reported in Connection With Current Arrivals—Egg Situation Considered on the Whole to be Healthy.

In spite of all that has been said and written about the causes of the cost of living, the natural law of supply and demand will work on undisturbed and eventually solve the problem, not merely in theory but in reality. While some are trying to attach the blame on changed methods of handling the goods, we find that hogs reached even a higher point in 1882, when these conditions did not exist. The good prices for hogs will naturally stimulate their production and the splendid facilities of our packing and cold storage plants to handle it to better advantage should be a guarantee to the farmers that they can depend on fair prices for their hogs.

The butter market has much improved during the last several weeks. While large quantities of our creamery butter have been held without any visible outlet, a good demand came almost unexpectedly from Vancouver, which had a very brightening effect on the situation.

The cheese men also have no reason to complain. Things look much better than they did some time ago, and the year will end up before the new make will be available, with nothing more than a needed surplus in our hands.

The egg situation also has nothing of a serious character connected with it. While the stocks are not heavy, they are considered with the constantly increasing receipts of new laid eggs, to be quite sufficient to carry us comfortably to the end of the season. It is quite true that a quantity of eggs have been imported from Russia, as an experiment, but this was done more from a speculative standpoint than from a matter of absolute necessity.

MONTREAL.

Provisions—Business is good, decline in lard having been maintained. There is a general weakening of the market, which is, no doubt, due to Lent; in fact, Lent seems to be a factor on which to blame either a rise or fall of the market in any branch of trade involving meat. There is no change in prices, with the exception of dressed hogs, which are now quoted at \$12 a hundred.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16 1/2
Cases, tins, each 10 lbs., per lb.	0 16 1/2
" " " 5 " " "	0 16 1/2
" " " 3 " " "	0 16 1/2
Pails, wood, 20 lbs. net, per lb.	0 16
Pails, tin, 20 lbs. gross, per lb.	0 16 1/2
Tubs, 50 lbs. net, per lb.	0 16
Flour, 375 lbs., per lb.	0 16 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11 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 12 1/2
Pails, tin, 20 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 12
Flour, 375 lbs., per lb.	0 11 1/2
Pork—	
Heavy Canada short out mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short out back pork, bbl. 45-55 pieces	26 50
Heavy clear pork, bbls. 20-35 pieces	28 50
Clear fat backs	32 50

Heavy flank pork, bbl.	29 00
Plate beef, 100 lb bbls.	7 75
" " 200 "	15 00
" " 300 "	22 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14 1/2
Long clear bacon, heavy, lb.	0 15
Long clear bacon, light, lb.	0 15 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 15
Large sizes, 18 to 25 lbs., per lb.	0 16
Medium sizes, 13 to 18 lbs., per lb.	0 16 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 16 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 17 1/2
" " " small, 9 to 12 lbs., per lb.	0 15
Breakfast bacon, English, boneless, per lb.	0 18
" " " "	0 17 1/2
Windsor bacon, skinned, backs, per lb.	0 19
Spiced roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	8 50
dressed, per cwt.	12 00

Butter—The market is firm and a decided advance has taken place, with a tendency towards still more advance. Fall creamery solids are now quoted at 27 1/2c, with an all around advance on fresh butter.

Fall creamery solids	0 26	0 27 1/2
Fresh creamery solids	0 27	
Fresh creamery prints	0 27 1/2	
Dairy, tubs, lb.	0 21	0 22 1/2
Fresh dairy rolls	0 23	0 23 1/2

Cheese—There is a fair demand for good cheese. There seems to be very little cheese left in warehouses and what is now going out is being sold at a fair profit to holders. It is reported that on the Old Country market large supplies of New Zealand cheese are arriving and consumption is large. There is a slight advance in large Quebec cheese at 13c.

Quebec, large	0 13
Western, large	0 13
" " twins	0 13
" " small, 20 lbs.	0 13
Old cheese, large	0 16

Eggs—Most of the eggs coming into this market are from points west. Some interest has been taken in the fact that Russian eggs have been brought to the market. There is a slight tendency to lower prices, new laids being quoted at from 32 to 35 cents, while selects are selling at 28 cents.

New laid	0 32	0 35
Selects, dozen	0 28	
No. 1, dozen	0 27	
No. 2, dozen nominal	0 25	0 26

Poultry—This is not a good time of year for poultry. Little is doing in any line. Prices, however, remain firm, but there is little offering. There will be no revival until after Lent.

Chickens, per lb.	0 15	0 19
Hens, per lb.	0 12	0 15
Young ducks, per lb.	0 19	0 20
Turkeys, per lb.	0 19	0 20
Geese, per lb.	0 14	0 15

Honey—The market remains tame and uninteresting and prices are steady.

White clover comb honey (nominal prices)	0 15	0 17
Buckwheat, extracted	0 08	0 08 1/2
Clover, strained, bulk, 30 lb. tins	0 11	0 11 1/2
Buckwheat comb	0 12 1/2	0 13

TORONTO.

Provisions—The provision market is less active than a week ago. The supply of hogs is even growing smaller. This is, however, owing to the time of the season, and is nothing more than was ex-

pected. The winter-fed hogs generally reach the market during December and January, and for several months following, hogs become scarcer. The prices of hogs are about the same as last week and there are no changes in the finished product.

Long clear bacon, per lb.	0 14	0 14 1/2
Smoked breakfast bacon, per lb.	0 18	0 18 1/2
Roll bacon, per lb.	0 14	0 14 1/2
Light hams, per lb.	0 15	
Medium hams, per lb.	0 15	
Large hams, per lb.	0 14	0 14 1/2
Shoulder hams, per lb.	0 13	0 13 1/2
Backs, plain, per lb.	0 18	0 18 1/2
" pea meal	0 18 1/2	0 19
Heavy mess pork, per bbl.	27 00	27 50
Short cut, per bbl.	28 00	29 00
Lard, tierces, per lb.	0 15 1/2	0 16
" pails "	0 15 1/2	0 16
" " "	0 15 1/2	0 16 1/2
" compounds, per lb.	0 12 1/2	
Live hogs, at country points	8 00	8 10
Dressed hogs	11 50	

Butter—Last week we had the good news to report that the quality of fresh-made butter was much superior to what it was last year, but it is regrettable that such a condition of affairs has not continued, for the complaints about bad butter are galore. There is never enough difference made in the price of good and bad butter and this has much to do with the poor quality. Good butter is in demand, but the poor quality is rapidly accumulating and must be sold at a loss.

	Per lb.	
Fresh creamery print	0 23	0 29
Stored creamery solids	0 25	0 26
Farmers' separator butter	0 23	0 24
Dairy prints, choice	0 20	0 22
Tub butter	0 19	0 20
Ordinary butter	0 18	0 19

Cheese—The cheese market is in good condition. Prices are well maintained, in fact, are firm, but so far as the local market is concerned, there is no change. Some grocers report gradual increases in their sales.

Cheese, new, large	0 12 1/2	0 12 1/2
" " twins	0 12 1/2	0 13

Eggs—The receipts of eggs are gradually increasing from week to week, and as we are rapidly approaching spring, the egg situation may be considered in good shape. The stocks of storage eggs, while they are not heavy, are sufficient to carry us through the season.

Cold storage eggs	0 27	0 28
Select eggs	0 29	0 30
Strictly new laid	0 30	0 33

Poultry—The poultry trade is approaching the season of the year when it is forced to take a rest. The season, therefore, is practically over, and few fowl will be sold until the spring chicks will be ready.

Spring chicken, dressed	0 18	0 20
Hens, per lb. dressed	0 11	0 12
Turkeys, per lb., large	0 13	0 19
Ducks	0 16	0 17

Honey—The regular demand continues, but there is nothing new to report. Prices are steady.

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

POTATOES FOR CUBA.

St. John, N.B., Feb. 16.—There has been a great development in the potato trade between New Brunswick and Cuba this season. According to figures received from the Department of Agriculture shipments via St. John up to Feb-



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

Nation's Celebrated
GUSTARD POWDER
THE BIG 5c. PACKAGE

Just the thing

WHEN EGGS ARE SCARCE

We stock it. Write.

W. H. ESCOTT

Broker

Winnipeg, - - Man.

THE PEOPLE OF
JAMAICA

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

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

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.

**Sugar Maple
Butter Dishes**

The Sugar Maple helps produce the Oval Dish. The Oval Dish helps produce the good sales. So produce your order with this ad. to your dealer.

Graham Bros. & Co.

Kinmount

Ontario

ruary 8th amounted to upwards of 80,000 barrels. The warehouses established at St. John and Havana by the New Brunswick Government have been a great assistance to the shippers in opening up this market. New Brunswick potatoes are now practically the only ones in the

Havana market, and the dealers in New Brunswick are assured that they have captured the market and future business. The daily consumption of tubers in Cuba is about 2,000 barrels, and a fine market for New-Brunswick potatoes is now available.



The demand for a higher Standard in flour is growing steadily; we have anticipated this and for years our milling has been done on a basis of "quality first."

**Anchor Brand
Flour**

Is perfectly milled—from selected wheat of absolute purity, and no effort or care is spared to make it a "perfect flour" that will appeal to the most exacting.

Manfd. by
Leitch Brothers
Flour Mills,

Oak Lake, Manitoba. 5

GEO. KEMP, LTD.
LONDON, ENGLAND.

SUPPLIERS TO
THE BRITISH
GOVERNMENT



**Dainty Novelties
Splendid Selling Lines**

**KEMP'S
BISCUITS**

YOU MUST STOCK THEM

Send your name and address for samples and Export Price List.

SOLE EXPORT AGENTS

H. COLLINGS & CO.

FOR QUALITY 16 Philpot Lane, E.C., London, Eng.



A Good Storekeeper

studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

MAGIC BAKING POWDER

is the kind that pleases the people.



ESTABLISHED 1852.

☞ Merchants should recommend food-products that are produced in **clean** factories.

MOTHERS With Large Families

will thank you for selling them

Clark's Pork and Beans

which provide an ample, nourishing and excellent meal at half the cost of meat.

"CLARK'S" are the standard of Pork and Beans quality in Canada.

Wm. Clark - Montreal

Manufacturer of high-grade
—Food Specialties—

YOU

can make sure of your full share of the family soap trade—a very considerable item—if you are handling

Honestly
Made



Guaranteed
Pure

Here's a List of

RICHARDS Profitable Soaps

Quick Naptha
Soap

Snowflake Soap
Chips

Ammonia Powder

100% Pure Lye

Toilet Soaps

dealers in New
that they have
future business.
tubers in Cuba
and a fine mar-
potatoes is now

higher
owing
antici-

rs our
e on a
"

nd

-from
solute

r care
it a
will

cting.

SUPPLIERS TO
THE BRITISH
GOVERNMENT

ties
Lines

S
TS

K THEM

for samples
st.

& CO.

ndon, Eng.

Are Farmers Advised to Hold for Higher Prices?

Some Light Thrown on the Bean Industry, Which May Explain High Prices—Half of Bean Production Said to be Still in Hands of Growers Because Institutes Advise Them to Wait.

Chatham, Ont., Feb. 16.—At the recent convention of the Michigan Bean Jobbers' Association at Detroit, N. H. Stevens, president of the Canada Flour Mills Company, of this city, and one of the leading authorities upon the Canadian bean industry, read a paper which discussed the present bean situation in Canada in considerable detail and cast a great deal of light upon the present position of the industry.

Mr. Stevens' address was in part as follows:

"The large quantities of beans our people are consuming now, compared with what they did a few years ago—and our crop apparently not much larger—practically means that the Canadian people this year will consume our whole crop.

"We are in about the same position as we were in 1908, as we didn't carry any old beans over in stock from the crop of 1907, neither did we carry over any beans of the crop of 1908, therefore, we have only the crop of 1909 to deal with.

"The forepart of the season was more favorable for producing beans, only about the time when the beans were in blossom we had a pretty long dry spell, and some of the early beans didn't pod as well as they might have done.

Advise Holding Back.

"Canadian farmers have a good many Farmers' Institutes, and discuss important questions that apply to the product of the farm, in producing crops, harvesting, and last, but not least, in marketing the crop. We believe the advice generally to farmers from their Institutes has been to hold back their grain, also their beans, and although to-day over half of the season for consuming beans or getting the beans to the place of consumption—namely, distributed among fishermen, lumbermen and mining districts—has passed by, yet from the best information that I could get hold of, it

appears fully one-half of the quantity of beans raised in 1909 are still in the farmers' hands, holding for higher prices. Whether they will be able to force the price up or not it will take time to tell. As soon as spring comes and the gardens produce the vegetables, and the hens get off of their strike and all start laying again, so that we will have plenty of eggs and vegetables, people can live without beans at an extortionate price and the farmer may be glad to sell his beans at the present prices or less.

"Many a venturesome business man who has been honored with the title of being called a 'bull,' has held his grain too long and markets have broken and he has suffered a heavy financial loss; and if the farmers play at the same game it is possible they may experience the same results.

"The quality of our beans grown in 1909 is very good. The average quality would scarcely pick over two pounds to the bushel. The beans are hard and should save well, so that the farmer is not likely to have much loss by beans being damaged while in his granary.

"We probably had about 50,000 acres of beans in Canada in 1909, and produced about 850,000 bushels.

"The first beans to market, bought on a hand-picked basis, brought the farmer about \$1.70, but they dropped in price until about \$1.50 on a hand-picked basis was paid. To-day the farmer is getting about \$1.80, basis hand-picked, delivered at the warehouse."

EAGERLY LOOKED FOR.

In remitting his subscription fee to The Canadian Grocer, Frank Oberle, general merchant, Formosa, Ont., adds: Your paper is eagerly looked for by myself and clerks.

SOMETHING SURPRISINGLY SATISFYING in "WHITE LILY" BRAND BISCUITS!

Goods which are prepared from the very finest materials, mixed in modern sanitary machinery, and baked in up-to-date ovens must be just a little above the ordinary article.

This is why

"WHITE LILY" BRAND

Cream Sodas,
Havelock Lunch,
Cottage Mixed and
People's Fancy

are in such demand. Are you catering for the insistent public demand for a high-class biscuit at a reasonable price? Write us for prices. Sold in bulk, boxes and tins.

**J. A. MARVEN
LIMITED
MONCTON, N.B.**

A MENAGERIE IN YOUR OWN STORE

It does not sound possible—but that's what you have if you stock our biscuits in animal form. Very taking line that sells at a popular price. Large profit. Grocers find it a sure repeat seller.

Free sample and prices from

**THE CANADIAN BISCUIT COMPANY, LIMITED
LA PERADE, QUE.**

There is no stable profit where there is no lasting reputation.

That's a self-evident proposition—just as plain as "two and two make four."

Profits may flow in for a while, even when a merchant handles second-rate goods.

But, shrewd grocers do not bother much about transient success.

They're out for the trade that stays—the trade worth while—the *trade that pays*.

And that trade can only be clinched by handling *first-quality, high-grade* goods.

That's why a vast majority of grocers prefer to handle

CHRISTIE BISCUITS

They realize the significance of Christie reputation—a reputation based on high-grade, honest-quality goods.

Besides, there's a Christie biscuit for every taste—we manufacture 600 varieties.

N.B.—Christie Biscuits sell more than biscuits.

CHRISTIE, BROWN & CO., Ltd.



Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges, etc.

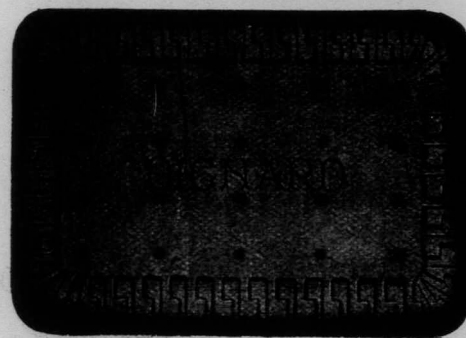
Write for price lists and illustrated catalogue

**Send
To-day**

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington St. E., Toronto
PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., Montreal
MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver
PROVINCE OF ALBERTA, Teas & Perceé, Calgary and Edmonton

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
**VILLAGE
Biscuit**
retails
3 lbs. for
25c.


DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL

Never had a can of milk returned to us yet

Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

**John Malcolm & Son,
ST. GEORGE, - ONT.**

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. Bedington Calgary

TABLE RAISINS

Bevan & Co., - - Malaga

A Nice Assortment on Hand

300 Boxes and 1/4 Boxes

"Bull" "Lion" "Excelsior Windsor"
"Tiger" "Elephant"

Try a Few Boxes. Quality Fine and Guaranteed.

PRICES LOW

L. CHAPUT, FILS & CIE.

Wholesale Grocers MONTREAL Established 1842

English Flour Market Showing a Price Decline

No Changes Occur on the Canadian Market — Millers Claim Flour is too Low for Present Price of Wheat—Cereal Demand Fair.

The flour situation has no new features this week. The usual and uncontrollable fluctuation in wheat continues without getting far away from a certain point. Flour has practically been at a standstill so far as prices are concerned for some time, although the English market is easier, with a decline of one shilling per sack.

The stocks of wheat in the hands of farmers in the Northwest are variously estimated, but the general opinion prevails that they hold more than was previously supposed.

MONTREAL.

Flour—The fluctuations in wheat have not affected the flour markets and steadiness rules, with a strong demand. Millers seem well satisfied with the market and as these lines are the necessities of life, it indicates that buyers have money.

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—Business is exceedingly good. The export demand has kept up strongly. Prices are firm, with a tendency to advance. We quote no change.

Fine oatmeal, bags	2 62 1/2
Standard oatmeal, bags	2 62 1/2
Granulated "	2 62 1/2
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 85
Rolled oats, bags	2 40
" barrels	5 05

TORONTO.

Flour—There is practically no change in the flour market this week. The market is just fair, according to the millers, with the price of wheat too high for the price of flour. Export demand for flour is easier, which makes it impossible for them to raise the price.

Manitoba Wheat.	
1st Patent	5 70
2nd Patent	5 30
Strong bakers	5 10
Winter Wheat.	
Straight roller	5 10
Patents	5 30
Blended	5 30

Cereals—The cereal market is steady, but quite satisfactory. The demand is fair and the market has a continual upward tendency, but still for some weeks the prices have been the same.

Rolled oats, small lots, 90 lb. sacks	2 40
" 25 bags to car lots	2 25
Rolled wheat, small lots, 100 lb. brls.	3 10
" 25 brls. to car lots	2 89
Standard and granulated oatmeal, 48 lb. sacks	2 65

NEW SUGAR COMPANY.

The Atlantic Sugar Refining Co., has been granted a Dominion charter to refine sugar, syrup, molasses, etc. The head office will be in Montreal. Those

mentioned in the incorporation notice are A. C. Casgrain, J. W. Weldon, E. M. McDougall, J. J. Creelman, and S. J. LeHurray, all of Montreal. The capital stock is placed at \$4,500,000 divided in 45,000 shares of \$100 each.

SYSTEM OF PAYING COLLECTOR.

Change Made in Method of Financing Debt Collection Department of Chatham R. M. A.

Chatham, Ont., Feb. 16.—Following the retirement of W. M. Murdock, as official collector for the Chatham Retail Merchants' Association, Ernest Askunas, of Wallaceburg, has been appointed to the post, the action of the executive in naming him being ratified a few days ago by the association. Mr. Askunas also succeeds J. W. Powers as secretary, the latter being compelled by pressure of other duties to relinquish his position with the Retail Merchants.

Simultaneously, the collection system is placed upon a somewhat different basis. In return for all his services, Mr. Askunas is to receive the \$10 membership fee of each merchant in the collection department, his salary being payable at the rate of \$50 a month, any excess over that amount going to Mr. Askunas every six months. This fee covers all collections within a radius of three miles of Chatham. The collector is required to call upon each debtor once a week, or following the debtor's pay day, unless the debtor volunteers to make regular payments at the office. Moneys received by the collector are to be banked at least weekly, a separate bank account being provided for this purpose; the receipts being distributed to the merchants once a month. Upon collections made outside the three-mile limit the collector is allowed a commission of 5 per cent. where the collection is made by letter; 10 per cent, where a call is found necessary, and 10 per cent, and court costs in the event of collection being made by suit.

The collector also looks after the delinquent list. A completely new list is to be issued once every three months; while monthly lists, showing the names of debtors added, as well as those entitled to be "scratched," is also to be furnished each member.

It is proposed to supplement the slow pay list with a list of "hopeless dead-beats"—those with whom it is found impossible to accomplish anything.

Though his headquarters will be at Chatham, Mr. Askunas will, for the present, at least, continue to look after collections for the Wallaceburg association, where since his appointment he has done notable work in realizing upon bad debts.

The Wise Retailer

realizing that in these days of competition a careful selection is absolutely essential, handles

Mooney's "Perfection" Soda Crackers

which are constantly in demand.

Mooney's "Perfection"

are the kind that reach the retailer in the same crisp condition as they leave our oven.



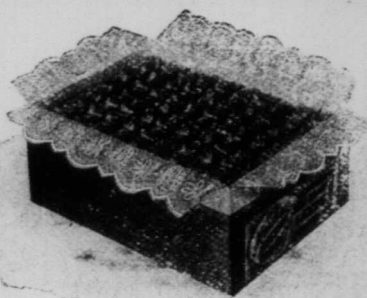
THE MOONEY BISCUIT & CANDY CO., Ltd.
STRATFORD, - CANADA



COX'S, INSTANT POWDERED GELATINE.
The PURITY of this GELATINE is GUARANTEED by Messrs. COX who themselves both MANUFACTURE and PACK their brand under scientific supervision.

PURITY GUARANTEED

Canadian Agents: **J & G. Cox Ltd**
C. E. Colson & Son, Montreal
D. Masson & Co.
A. P. Tippet & Co., " Gorgie Mills EDINBURGH.



Sages tell us experience teaches! Wise men profit by that of others. If one firm handled a certain line for 25 years very successfully, would not you be inclined to take it up?

It is over a quarter of a century since we launched our now famous

“CHOCOLATE BORDO”

(Registered)

Each succeeding year has been a record-breaker. The confection is a winner, a money-maker, a success in every sense of the word.

For 25 years we have profited. You can share in the success by featuring the brand.

The Montreal Biscuit Company

Manufacturing Confectioners

MONTREAL

TRUMILK

A full-creamed Milk in soluble powder form.

MILKSTOCK

A separated Milk in soluble powder form.

These products are unequalled in quality by any other milk, whether in powder or condensed form. Pure, healthful, digestible, convenient. Guaranteed free from preservatives or adulteration. Dissolve easily in cold water and make perfect liquid milk.

MADE IN CANADA

Canadian Milk Products, Limited

Head Office: TORONTO.

Plant: BROWNSVILLE, ONT.

Strength in Every Cupful

A Delicious Food and a Drink in One. A Cup of

Epps's Cocoa at Breakfast

Warms and Sustains You for Hours. As a Supper Beverage it is perfect.

Special Agents, G. E. Colson & Son, Montreal

Nova Scotia, E. B. Adams, Halifax.

Manitoba, Buchanan & Gordon, Winnipeg

CIE FRANCAISE des PATES ALIMENTAIRES Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
82 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 SEL. FEATHERS TOO

Mr. Merchant,

Are you handling

Royal Purple Stock and Poultry Specifics

the largest advertised goods of this nature on the market? If not, write us for price list and our plan of advertising to bring you direct results.

The W. A. Jenkins Mfg. Co.,
LONDON : : : ONT.

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.

MAPLE SYRUP

"Your syrup is superior to anything I have seen on the market."—H. Mockford, Charlmond Road, London
It is STANDARD. Get Prices.

CANADA MAPLE EXCHANGE
Montreal



ABSORBINE



Removes Bursal Enlargements, Thickened, Swollen Tissues, Curbs, Filled Tendons, Soreness from any Bruise or Strain, Cures Spavin Lameness, Allays Pain Does not Blister, remove the hair or lay the horse up, \$2.00 a bottle, delivered. Book 1 D free.

ABSORBINE, JR., (mankind \$1.00 bottle.) For Synovitis, Strains, Gouty or Rheumatic Deposits, Varicose Veins, Varicosis, Hydrocele. Allays pain. Book free.
W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.
LYNANS Ltd., Montreal, Canadian Agents.



I MUST have seen that same picture every day for the last five years. And yet, Brother Grocer, 'tis only yesterday that the lesson was brought home.

It represents the Landing of Julius Caesar in Britain many centuries ago.

A seacoast scene with a handful of Roman galleys in the shallows surrounded by the stalwart splashing Britons, seeming numberless as the sands they fell on.

And yet the handful *won*.

Because, you see, they had *efficient* arms and armor, and the Britons nothing but rude handwrought weapons to back up their real courage.

So Caesar landed, and, as he says in his own Commentaries: "I came—I saw—I conquered."

THUS, Brother Grocer, is it obvious—

That, other things being equal, he conquers who is *best equipped*.

You ask yourself why is Jones more prosperous.

More popular with the housewives.

Always encroaching on *your* trade, poaching on your preserves.

Since he is not a better salesman, since his location is no better, perhaps it is a question of *service*.

And service, Brother Grocer, means better goods, better staples, *better flour*.

IF YOU *don't* handle FIVE ROSES flour, it doesn't really matter what brand you do keep.

For Jones *can* (and may) sell a *better brand than yours* any day.

But if you sell FIVE ROSES, then it's no longer a question of price.

It is Service, quality, *value received*.

You feel that you have a success brand—your customers tell you so.

You are not worried by complaints nor nagged by praise of the other man's goods.

For FIVE ROSES *guards* your interests from invasion—your cash drawer from attack.

It supplies the armor of quality, the power of efficiency.

'Twill help YOU land on the crest of the wave, Brother Grocer. So do the thing—and *do it NOW*.

—E.M.E.

**LAKE OF THE WOODS
MILLING COMPANY**

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES

K

milk,
ible,
tion.

ed
NT.

akfast

perfect.

on, Winnipeg

SALT

pt shipments.
r our expense.

ORKS
LIFF, MANAGER

ATS

TMEALS

Broken Lots.

ONS.

ders.

ridge, Ont.

UP

to anything

arket."—H.

ad. London

et Prices.

CHANGE

RINE

largements,

n Tissues.

is, Soreness

or Strain.

ness, Allays

ster, remove

e up. \$2.00 a

ok 1 D free.

(m.n.kinds)1.00

Strains, Gouty

Veins, Varico

ok free.

Springfield, Mass.

in Agents.

The Grocer's Encyclopaedia From Week to Week

The Food Value of Currants—More Nutriment Than in Beef, Says Eminent Physician—Used at Almost Every Meal by Greeks—What the Germans and Hollanders Think of Currants.

From recent analyses of samples of dried currants the fact has been verified that the fruit contains no less than 73 per cent of sugar in its most valuable form, writes Francis Henry Laking, M.D., physician to King Edward. This great saccharine proportion is already in the form of grape sugar, and thus is potential to take up its work of producing and maintaining energy and vitality. It is what is known as "invert sugar—a composite of dextrose and levulose. It assists digestion, it allays nervous excitement and provides against nervous exhaustion. No fruit can show this large proportion except those of and kindred with the currant.

It should be more generally realized that in selecting articles of food to supply the constituents of normal diet regard should be had to the amount of potential energy in the material. It should be an easy matter to convince people that this or that food is good or bad. That certain things are abundant or deficient in essential food elements. For instance, let us make an interesting comparison, and one that should be quite clear to the average intelligence. I mean the comparison between the components of currants and lean beef. The currants show 73 per cent. of grape sugar, the whole of which contributes to manufacture energy; the beef contains no sugar at all. Currants contain 1.77 per cent. of proteid; the beef 19.3 per cent. In currants there is but 20 per cent. water; in beef 72 per cent., the bulk of which is waste.

More Nutriment Than in Beef.

The important fact here disclosed is that there is 54.87 per cent. more total nutriment in the currants than in the beef. Indeed, I am not wide of the mark when I say, even eaten alone, the currant contains nutriment in all sufficiency.

In the dietary of the peasant classes of Greece, a people remarkable for their hardihood and health, the currant appears at almost every meal—while in Germany and Holland currant bread is a common article of food. Indeed, amongst the many shapes in which the currant may be brought to table, bread made of, say, 30 parts of currants to 70 parts of dough is one of the best.

Currants contain in the right proportion certain valuable acids, such as tartaric, citric and malic. These acids, while having wholesome individual properties, besides being refrigerant, antiseptic and antifebrile, serve to modify or adjust the flavor of the sugar and help the other nutriment components of the fruit to readily deliver themselves up.

It will thus be seen that the masses have at their command a delicious ar-

tle of food, which costs the merest trifle, and of which they would surely and readily avail themselves did they but know its value. The middle and upper classes, those who are, in a sense, indifferent to food regarded in its dietetic aspect, but who select it mainly for flavor, have an important adjunct to the table, which gratifies the palate and operates as a liberal auxiliary to health and well being.

Useful as a Diet Food.

For children and those who must of necessity adopt a "diet," currants, properly treated and prepared, will prove a digestive aid and act as a gentle and natural laxative.

Almost the whole of the sugar in the currant consists of invert sugar—that is to say, of a mixture of dextrose and levulose; there is not any cane sugar present, but in some cases there is a very slight predominance of dextrose or crystallizable fruit sugar.

A second and not less striking fact, was the smallness of the proportion of woody fibre, or cellulose, the essential and chief constituent of wood, husks and skins. From the appearance of currants one might imagine that a very large proportion of the article was made up of skins. As a matter of fact, the insoluble proportion of the skins, that which would not be capable of digestion, is remarkably minute, amounting to only 1 per cent. or less. In other words, there is no more fibrous matter in currants, in spite of their appearance, than there is, for instance, in brown bread. This fact is further confirmed by the enormous proportion of total matter soluble in water which, added to the moisture naturally present in the currants, makes up from 96 to 97 per cent. of the total weight. Currants,

when their skins are broken, are almost wholly soluble in water, only 3 per cent. or 4 per cent. remaining undissolved, and of this small proportion three-quarters go into solution during digestion.

While it is clear that by far the chief value of currants as an article of food depends upon their contents in saccharine material, in regard to which they are equalled, yet not surpassed, by a single natural food product, namely, honey—their contents in organic acid (mainly consisting of tartaric acid) is of considerable importance. The acidity amounts to about 1½ per cent. It covers, modifies and to some extent hides the enormous proportion of sugar. Furthermore, there can be no doubt that dietetic value must be ascribed to the potash which, in the form of cream of tartar, always accompanies the tartaric acid of the grape.

**Tell Your Customers
That :**

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

*When cut never dries up or
becomes hard. The leaves
are so firmly packed that the
plug remains fresh and moist*

**CLAY
PIPES**

Those made by
McDOUGALL
are peerless. Insist upon
having them.

D. McDOUGALL & CO., Glasgow, Scot.

SPRAGUE

**CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.**

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

**WONDERFUL
SOAP**

is true to its name, and is a veri-
table wonder-worker in ridding
soiled clothes of every vestige of
dirt. It is the housewife's best
friend, and while it is economical
for her to use, it is profitable for
you to handle!

Push "WONDERFUL."
There's money in it!

Guelph Soap Company

GUELPH, ONTARIO

**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.

Dealers are Losing Money on the Apple Market

Supply Too Great for Demand and Many Varieties are Getting Past Their Time—Scarcity of Haddock and Pike Likely to Advance Prices—Some Frozen Oranges Yet on the Market.

MONTREAL.

Green Fruits—Business is dull and new fruits are coming in slowly. Plenty of apples are on the market and oranges and grapes have maintained their slight advance. Six cars of No. 3 apples sold at \$1.25 to \$1.75 on Tuesday per bbl. No. 2 sold from \$2 to \$2.50 per bbl. Dullness, however, is the dominant note in green fruits.

Apples—	Kumquats, qt.	0 25
Baldwins, bbl.	Lemons—	
Greenings, bbl.	Verdilis, box.	2 50
Russets,	Maoris, box.	3 25
Kings, No. 1.	Limes, per box.	1 50
Spice, per bbl.	Messina bitters.	2 25
Fameuse, bbl.	Oranges—	
Mackintosh reds.	Floridas.	3 00
No. 2.	California navels.	2 75
Tallman Sweets.	Porto Ricos.	2 25
Bananas crated,	Mexicans.	2 25
bunch.	Jamaicas, crate.	4 10
Cranberries, bbl. 7 50	Pineapples—	
Cocanuts, bags.	Floridas, box.	4 00
Grape fruit—	Strawberries—	
Florida.	Florida, qt.	0 70
Grapes, Almeria,	Tangerines, strap.	5 75
per keg.		

Vegetables—Heavy winter weather has hindered business in vegetables during the week. Some reductions have taken place, however, owing to storage goods being available, instanced by Boston onions selling at \$1.25. On the other hand Spanish cases have advanced to \$3. Florida tomatoes have sagged slightly and are selling at \$5 a crate. Cubans are \$3.50. Hot house tomatoes are on the market at 30c per lb. Otherwise the market is uninteresting with fair demand.

Beets, bag.	0 50	0 60	Spanish, cases	
Brussels sprouts,			150 lbs.	3 00
per qt.	0 23		Spanish, 1/2 cases.	1 65
Carrots, bag.	0 50	0 60	50 lbs.	0 90
Cabbage, bbl.	1 00	1 25	Potatoes—	
Celery—			Montreal, bag.	0 65
Canadian, doz.	0 75	0 90	Sweet, per bbl.	2 50
California, crate.	5 50		" basket.	1 50
Cauliflowers, doz.	1 50		Paraleys, dozen.	0 40
Cucumbers—			Parasnips, bag.	0 90
Boston, doz.	1 00	2 00	Rhubarb, doz.	1 25
Garlic, per lb.	0 17 1/2		Spinach, bbl.	4 00
Green Peppers,			Tomatoes—	
basket.	0 75		Floridas, crate.	5 00
Lettuce—			Cubans, crate.	3 50
Curly, box.	1 60		Hot-house, lb.	0 30
Boston.	1 25		Turnips, bag.	0 40
Onions—			" Quebec,	
Red, per bag.	1 00		per ton.	7 50

Fish—This has been a fish week. Three Ember-days occurred during this week and the demand has been heavy. Prices are advancing and a change will be noticed in most of the current quotations. There is a scarcity in pike and haddock and prices are likely to advance. Frozen herring have come in in good supply and Tommy Cods are more plentiful than usual. As a consequence prices have sagged. The market is active and business is exceptionally good in all departments. Consumption all through the province of Quebec has increased since Lent set in and higher prices may be expected for nearly all popular fish.

FRESH

Market cod, lb.	0 05	Haddock, lb.	0 05	0 05 1/2
Steak cod, per lb.	0 05 1/2			

FROZEN

Dore, winter caught,		Pike, round.	0 06
per lb.	0 08	Steak cod, lb.	0 05
Flounders.	0 08	Salmon, B.C., red,	0 08 1/2
Haddock.	0 05	per lb.	0 08 1/2
Halibut, per lb.	0 09	Salmon, Gaspe.	0 18
Herring, per 100.	1 75	Salmon, Qualls,	
Herring, large.	2 25	per lb.	0 07 1/2
Lake trout.	0 10	Smelts, 10 lb. boxes.	0 10
Mackerel.	0 09	Tom cods, per bbl.	2 00
Market cod.	0 04 1/2	Whitefish, large, lb.	0 09 1/2
Pike, headless and		Whitefish, small,	
dressed.	0 07	per lb.	0 06 1/2

SALTED AND PICKLED

Green cod, No. 1 med-		No. 1 mackerel, bris.	16 00
ium, per brl.	7 00	Salmon, B.C., 1/2 bbls.	8 00
Green cod, small, brl.	4 75	" " bbls. red.	14 50
Green cod, large, brl.	7 50	" " pink.	14 00
Labrador herring, bbl.	5 25	Labrador, bbl.	18 00
" " 1/2 bbl.	3 00	" " 1/2 bbls.	9 50
Labrador sea trout,		300 lb.	25 00
bbl.	11 00	Salt eels, per lb.	0 10 1/2
Labrador sea trout,		Salt sardines, 20 lb. pl.	1 00
half bbls.	6 00	Sardines, Quebec, bbl.	5 50
No. 1 mackerel, pall.	2 00		
" " 1/2 bbls.	8 00		

SMOKED

Bloaters, large, per box.	1 10
Haddies, 15 lb. bxs., per lb.	0 07 1/2
Herring, new smoked, per box.	0 13
Herring, boneless, per lb.	0 10
Kipper herring, per box.	1 10
Smoked salmon, sugar cured, per lb.	0 25

SHELL FISH

Lobsters, live, per lb.	0 16
Lobsters, cooked.	0 18
Oysters, choice, bulk, Imp. gal.	1 40
" " Sealshipt, standards, Imp. gal.	1 85
" " select.	2 00
" " shell, per bbl.	7 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10c. per lb.	6 00
Dry cod in bundles, per bundle.	5 50
Skinless cod, 100 lb. case.	1 80
Shredded cod, per box.	1 80

TORONTO.

Green Fruits—Apples are getting to be almost an eyesore on the market. The sales are altogether too slow to suit the dealers. Many varieties are getting past their time, and are depreciating in value. one dealer said that he was tired looking at them, and nothing but loss stares most of them in the fact. Not only here, but the English market is a heavy loser to exporters. Apples are waiting for buyers at from \$1.50 to \$3 a barrel, according to quality and variety. A good many of the navel oranges are still frosted and risky to buy. A shipment of strawberries called the "Pride of Florida" arrived during the week and are selling at 60 to 70c a quart box. Pineapples are in good demand and regardless of all the noise of high prices are selling at \$4.50 a case, while our own apples are rotting at one quarter that value.

Apples.	1 50	3 50	Oranges—	
Bananas.	1 75	2 00	California navels.	2 00
Cranberries, bbl.	8 00	8 50	Floridas.	2 50
Grapes, Almeria			Mexican.	2 00
per keg.	6 00	6 50	Marmalade, Sev-	
Grape Fruit.	3 75	4 00	ille, per chest.	4 50
Lemons—			Messina bitter, box.	2 50
Messina.	2 25	2 75	Pineapples, case.	3 75
			Strawberries, qt.	0 60

Vegetables—It is remarkable how the consumption of fresh green vegetables is increasing from year to year. Where a few cases were sold a few years ago there are now car loads sold, and another thing is noticeable and that is that each year they come a few weeks earlier than the previous year. Without mentioning any line, it is safe to say that all kinds

Strawberries

Are receiving three times a week direct from Florida, also Florida Lettuce, Egg Plant, Green Peppers. Your orders will have our best attention.

Marmalade Oranges are now at their best; prices right. California Navels, Valencia Oranges, Grape Fruit, Almeria Grapes, Figs, Dates, Nuts, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO

DON'T MISTAKE

IT'S NOT because other brands of lemons may be of irregular quality that ST. NICHOLAS and HOME GUARD are the acknowledged premier fancy brands of Messina lemons shipped to Canada to-day—it's because ST. NICHOLAS and HOME GUARD represent the FINEST QUALITY of fruit that grows—packed and handled to the point of perfection—always the best and always the same.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Market

g	
l-	
d	0 06
lb.	0 05 0 05½
B.C., red.	0 08½ 0 09
ape.	0 18
ulls,	0 07½ 0 08
lb. boxes.	0 10
per bbl.	2 00
large, lb.	0 09½
small,	0 06½ 0 07
D	
erel, brls.	16 00
C, ½ bbls.	8 00
" bbls., red.	14 50
" pink.	14 00
radior, bbl	18 00
" ½ bbls.	9 50
trcs.	
	25 00
er lb.	0 10½
se, 20 lb. pi	1 00
tuebec, bbl	5 50
	1 10
	0 07½ 0 08
	0 13
	0 10
	1 10
	0 25
	0 16
	0 18
	1 40
	1 35
	2 00
	7 00 10 00
8, 9 & 10c. per lb.	
	6 00
	5 50
	1 80

of fresh vegetables are available and the prices do not seem to stand in the way.

Beets, bag.	0 70	Green, per doz.	0 50 0 60
Beets, new, doz.	1 00	Spanish, ½ cases.	1 50
Calliflower, doz.	2 25	Paranips, bag.	0 85 0 90
Cabbage, Canadian, dozen.	0 35 0 40	Potatoes—	
Cabbage, Can., per barrel.	1 35	Canadian, bag.	0 60 0 65
Carrots, bag.	0 65 0 75	Bermuda, new,	
Carrots, new, dz.	1 25	per barrel.	8 50
Celery, Canadian, dozen.	0 30 0 35	Sweet, hamper.	1 25 1 50
Celery, Cal., per case.	5 00 5 50	" barrel.	3 50
Cucumbers, doz.	1 75	Parsley, per doz.	
Lettuce, hamper.	2 50	bunches.	0 70
Lettuce, per doz.	0 30	Pineapples.	4 25 4 50
Onions—		Radishes, doz.	0 35 0 40
Canadian, bag.	1 00 1 25	Rhubarb, doz.	1 00
Valencias, new,		Spinach, hamper.	1 10
crate.	2 75 3 00	Tomatoes, hot	
Spanish.	2 50 2 75	house, lb.	0 25
		Tomatoes, case	
		of 6 baskets.	4 00
		Turnips, bag.	0 40

Fish Market—The fish market is busy. The demand is good and the prices are firm. There are no changes in prices, except halibut which are scarce and 2c higher.

LAKE FISH (FROZEN)			
Goldeyes.	0 05½	Pickarel yellow.	0 09
Herring, Lake Erie.	0 06	Pike.	0 06
" Lake Superior.	0 05½	Perch.	0 12
" Lake Ontario.	0 04	Trout.	0 10
Pickarel, blue.	0 05½	Whitefish.	0 10

OCEAN FISH (FROZEN)			
Steak Cod.	0 07	Salmon, pink, per lb.	0 09
Halibut.	0 12	" red.	0 10
Haddock.	0 08½	" sea dressed.	0 13
Herring, per 100.	3 00	Smeets, No. 1.	0 11
Mackerel, each.	0 20	extra.	0 15
		Shrimps, per gal.	1 15

SMOKED, BONELESS AND PICKLED FISH.			
Acadia, per crate.	2 40	Herrings, Labrador,	
" tablets, box.	1 60	half barrels.	2 90
Bloaters, per basket.	1 00	Herrings, Digby, bndle	0 60
Codfish, shredded, box	1 80	Herrings, Imported	
" Bluenose.	1 40	Loch Fyne, per kit.	1 10
Cod steak, per lb.	0 07	Kippers, per box.	1 25
Cod, Imperial, per lb.	0 05	Quail on toast, per lb.	0 05½
Ciscoes, per basket.	1 25	Trout, pickled, 100 lb.	
Haddle, Finnan.	0 08	barrels.	6 00

SHELL FISH.			
Oysters, standards, per gal.	1 65	Oysters, selects, per gal	1 85
		Oysters, extra selects.	2 00

BETTER BASIS FOR FISH TRADE.

Object of the Recent Merger of Eastern Fish Companies.

Montreal, February 16.—In reference to the merger of fish concerns recently reported, A. H. Brittain, Montreal, with the Atlantic Fish Co., confirmed it stating to The Canadian Grocer that the Canadian fisheries, which were the finest in the world, had not been properly developed owing to lack of capital and organization on the part of those interested. "There is no intention to increase prices but it is hoped by the present merger," he said, "to put the business

HEADQUARTERS FOR
High-Class Oranges

**NAVELS
FLORIDAS
VALENCIAS**

We ship only the best goods. Fruit that will please you and your customers. Are you getting our Weekly Price List?

WHITE & CO., Limited

Phone Main 6565

Toronto and Hamilton

Fresh Arrivals

THIS WEEK

TWO FANCY NAVELS ALL SIZES

ONE CAR

Fancy Bananas, Lemons
Cranberries, Almeria Grapes, etc.

Phone or mail your orders

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

Have you seen them?

seeing is believing

Have you eaten them?

eating is convincing

FLORIDA ORANGES

Finest Oranges in the world.

Sweet and full of Juice.

The eating quality is unsurpassed

Order always—You will always sell—Florida Oranges

FLORIDA
CITRUS EXCHANGE

W. B. Stringer

District Manager

TORONTO

FISH and OYSTERS

Everything in
**FOOD
FISHES**

Ocean Fish, including Halibut, Pink or Qualla Salmon, Dressed and Round Red Sea Salmon, No. 1 Smelts, beautiful large Sea Herrings, Cod and Haddock.

Lake Fish, including choice winter-caught Whitefish, Trout, Herrings, Goldeyes, Yellow Pickerel and Pike.

Pickled Fish—Labrador Herrings (kegs and barrels), Pickled Trout, Imported Loch Tyne Herrings.

Smoked Fish—Finnan Haddies, Bloaters, Kippers, Digby Herrings.

Dry Cod of every description.

Oysters, the famous "Beacon" Brand.

QUOTATIONS

sent by first mail on request.

WE GUARANTEE

the finest of stock in each and every line.

Our prices are not the lowest—but considering quality they are the cheapest.

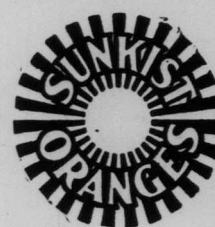
The F. T. JAMES CO., Limited

Church and Colborne Sts.

TORONTO



To The Fruit Trade



One way of increasing your fruit trade and your profits is to keep your stock cleaned up. A dozen oranges left to dry out and spoil in the bottom of a box reduces the profits on a whole case. Fruit that doesn't move in a reasonable time is bound to deteriorate in value and will not do your fruit trade any good. Again, if you can double your sales you double your profits, and your stock is always fresh and clean. Its very appearance is an added incentive to your customers to buy.

Every orange and lemon packed in the "Sunkist" wrappers passes the most rigid inspection ever given fruit. Every piece must be well colored, juicy and full flavored. As we ship entire train

loads of fruit from California, we have the advantage over all traffic lines, thus bringing to you the best fruit of California in prime condition. "Sunkist" brand is fruit you can recommend, fruit your trade will appreciate, and you can build up a fresh fruit business that will make you more clear money than any other line of goods you handle. "Sunkist" on the wrappers of oranges and lemons means quality insurance.

We are taking special care with our Canadian shipments and believe every jobber can supply you with "Sunkist" oranges and lemons. If you have any trouble in having your order filled, we will be glad to hear from you.

CALIFORNIA FRUIT GROWERS' EXCHANGE

Distributing Points: TORONTO WINNIPEG MONTREAL CALGARY

THE MEN BEHIND THE PRODUCT

We want to tell you something about ourselves as well as our goods. We have for fourteen years been in our present business—the catching, packing and shipping of the famous

BRUNSWICK BRAND SEA FOODS

We obtain the choicest supplies, employ the highest skilled help and use the most modern and sanitary methods. We give an A1 service and believe in prompt, polite treatment.

Sell the Brunswick Brand—

It Is What the People Crave For



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.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, 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.

on a better basis, especially in regard to its export trade."

The firms in the merger are: The Charles Robin Collas Company, Limited, of Jersey, with head office at Halifax and some thirty branches, many of them on the Gaspé coast; A. G. Jones & Co., Halifax; Zwicker & Co., Lunenburg; The Atlantic Fish Companies, Limited, of Lunenburg, with branches at other points.

The capitalization of the new corporation and other details of the merger have not yet been announced, and the name of the new concern has not yet been finally decided upon. The settlement of these and other details will be a matter of a short time.

In the meantime the parties mentioned have agreed to become participants in the merger. The deal was accomplished through the Bank of Montreal.

manages without much trouble to make a good many extra sales and therefore increases his profits.

DEATH OF FISH MERCHANT.

Daniel Hatton, head of the wholesale fish company bearing his name under the style D. Hatton & Co., died Saturday, Feb. 12, at the Western Hospital, Montreal. He was born in Montreal 65 years ago. After spending a few years of his life in the United States he returned to his native city. In 1874 he established the fish business which developed to its present proportions, chiefly through his own ingenuity and enterprise.

Mr. Hatton achieved many real estate interests and was considered wealthy outside of his business. He was a member of the Board of Trade, a life governor of the General Hospital, and was identified with several other institutions. He was the organizer of the boating club at Ste. Rose where he spent the summer for many years.

Increase Fish Profits by Means of Telephone

Good Opportunities on Fast and Abstinence Days During Lent—The Use Made of the Phone by a Montreal Retailer—Calls up Prospective Purchasers Regularly and Adds Greatly to His Annual Sales.

There are many grocers who make it a practice to call up by phone their regular customers on special occasions, suggesting a particular line of goods which is appropriate to the day or season.

For instance, during Lent, there are certain days upon which a great many eat no meat whatever and then is the time for the grocer to make good capital out of his fish department.

Some retailers make it a point in Lent to keep so close to their customers by the use of the telephone that they secure their entire fish trade. During the morning of every fast and abstinence day of every week they make enquiries about the fish order for that day, suggesting the lines of fish they have on hand and advising their customers what to purchase.

In order to do this, retailers must know what these special days are. Every day in Lent is a fast day. With the exceptions which are stated below, meat may be eaten but once every day.

Wednesdays and Fridays of every week during Lent are known as fast and abstinence days and no meat is eaten during them. The Ember-days this year fall during the present week and are Wednesday, Friday and Saturday. They are fast and abstinence days, and Saturday before Easter Sunday is also a fast day.

With this knowledge the retailer has something definite to work on, because he knows exactly when fish will be in demand by certain of his customers and when it will be in the greatest demand.

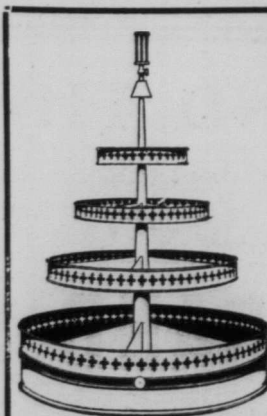
That this information is valuable is exemplified by a Montreal grocer, who claims he has greatly increased his fish sales this season in this way. Every Wednesday and Friday morning he or his salesmen enquire by phone as to whether his customers desire this or that kind of fish, which they have just received, and in a good many cases orders are secured which otherwise would never have been filled or which would have been filled by some one else.

This is attended to not only in Lent, but throughout the year, so far as Fri-

day is concerned, and his fish sales are thereby greatly augmented.

The Montreal retailer does not stop at fish, but uses other seasons of the year to advantage—particularly the fruit season. He calls up customers who, he thinks, will be interested, mentioning new fruits he has just secured and advises them to purchase, always being careful that it is a favorable time for them to do their buying. Also, when he has some particular article in which he wishes to interest his customers he uses the phone to good advantage, so that during the whole year, by exercising a little judgment and forethought, he

Salesmanship is an art. We can perfect ourselves by study. If you have great natural ability don't depend too much on it, if you have but little natural ability don't despair. Study and keep your eyes open and you will surely improve.—Geo. Ritter.



SELL MORE VEGETABLES AT BETTER PRICES

We figure that's what you want to do so we'd like to tell you how you can do it by using our **VEGETABLE DISPLAY STAND**

When writing state whether you have a city water supply.

GALESBURG CORNICER WORKS
93 Cox Street, Galesburg, Illinois

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, P.E.I.

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

SEASON 1908-9
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest prices paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

THE CANADIAN GROCER

FISH FOR LENT

PLACE YOUR ORDERS NOW

FRESH

*Cod
Haddock
Pike
Pickrel
Mackerel*

FROZEN

*Halibut
Salmon
Smelts
Whitefish
Herrings*

SMOKED

*Haddies
Filletts
Smelts
Klippers
Red Herrings*

PREPARED

*Boneless Cod
Skinless Cod
Boneless Fish
Green Cod
Dry Cod*

PICKLED: *Labrador Herring, Labrador Salmon, B.C. Salmon, Sea Trout, Mackerel*
Frozen Sea Herrings **Bulk and Sealshipt Oysters**

Our Lenten Price List will interest you. Send for it.

LARGEST FISH AND OYSTER WAREHOUSE IN CANADA

BRANCHES:
Montreal
St. John
Grand River
Gaspe

LEONARD BROS.

20 to 26 Youville Square (Near Customs House) Montreal

P. O. Box 639
4 Long
Distance
Telephones

Nova Scotia Haddies are good
New Brunswick Haddies are good
Portland Haddies are good

We know because we handle them all, but
the best Haddies known are the

Wachusett Haddies

packed by Freeman & Cobb of Boston, Mass.
Why? Because only fat, plump and perfectly
fresh fish are selected before going to the
smoke house; because they are smoked by a
professional; because they are so cleanly and
carefully put up; because they possess a
flavor which always pleases.

We are sole agents for Canada. For prices,
ask for our booklet, last edition.

D. HATTON CO.

Montreal

YOU, Mr. Retailer

are not in business for your health.

You doubtless want to "get yours" out of
every sale.

You also without doubt want to make
more sales to your trade.

And probably you would not mind getting a
nice slice of somebody else's trade.

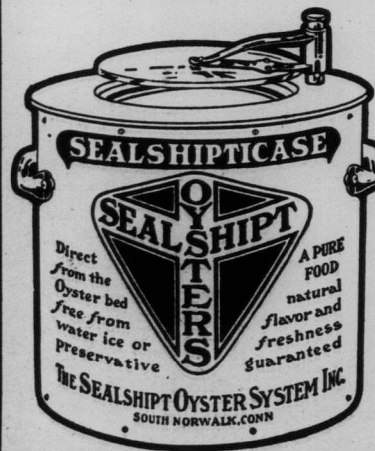
The question always is, how to get more
good customers without such expense as
will eat up all
the profits.

The answer is: be-
come a SEALSHIPT
AGENT.

Write us to-day
and we will tell you
how it's done.

The Sealshipt Oyster System,

SOUTH NORWALK, Inc.
Connecticut.



Government Standards Necessary for Cannery

So Claim a Number of Speakers at Annual Session of National Cannery Association—Propose Name of Packer on the Labels—Cannery Brought into Disrepute by "Slack" Packing.

Atlantic City, N.Y., Feb. 15—That a scramble for business among the canned goods manufacturers of the United States has resulted in making the merits of the product proportionate with the price, is the belief that is held by many of the packers who opened their big convention here last week. The keynote of the addresses was the necessity of establishing a Government standard for canned goods and a publicity fund of not less than \$100,000 to bring the canning business to its proper standing. "Slack" packing and not inferior quality, the speakers said, had resulted in having the product of the canneries brought into disrepute from many sources.

Stories of ptomaine poisoning not founded on fact and printed in sensational newspapers and magazines was another reason given why the demand was not what it should be according to the ideas of the canners. In the matter of private labels, most of the canners apparently favor a Government standard which will compel them to put their names on the labels and many of the potters and brokers taking the other side.

"Despite what may be said, it is a fact that our product is more free from germs than any other line of foodstuffs," W. O. Hoffecker of Smyrna, Delaware, said: "Many will recall that at the last meeting of this association, held in Atlantic City, we recorded ourselves as distinctly in favor of a national pure food law, and it was only a short time thereafter that the new law was passed, and we have been the ones who have always favored upholding its provisions.

"There is one shortcoming in the law, however, which should be remedied, and that is to have Government standards for all our goods.

"As it is now it is possible for unscrupulous canners to put up slack cans in any manner they please so long as there is nothing dangerous to the public health. Standards set by any State or National Association of Cannery will never supply the proper remedy, as there are no means of enforcing the provisions. A Federal system of standards is the only method to reach the desired end.

Price-Cutting the Cause.

"It is hard to locate the blame for slack filled cans, but price cutting is largely responsible for the evils. It is absolutely unfair to have a differently decorated label, the only distinguishing feature between a standard and second grade of any canned goods. The label on seconds should bear the word 'seconds' in letters plainly visible to the consumer. Government inspection will either compel packing better goods or

put the bad canner out of business; either would be preferable than present conditions."

"Cannery look on the stories of food-stuffs being too high as a ghastly joke, from their standpoint," Pres. Craig said. "Entirely too many are now selling their product below cost in order to keep their plants going.

Mr. Craig also favored Government inspections and stated that the proposed dating law would work an unnecessary hardship on all who sell the goods. After a certain time, which is before they reach the consumer, it is easy to tell whether they are good or bad, and after that time the good product keeps indefinitely.

Mr. Craig also called attention to newspaper articles in connection with the use of sulphate of copper as a coloring for peas, and held that the ruling of the food officials on the permitting the use in imported goods was unfair to the domestic packers.

In the United States, he said, the canners of peas do not nor are they allowed to use artificial color, and that the present ruling admitting colored foreign products is wholly for the benefit of the importer.

Frank L. Deming of the Canned Goods and Dry Fruit Brokers' Association, made an interesting address on his branch of the trade, calling attention to the fact that brokers were a recognized factor in the trade ever since Joseph induced the King of Egypt to run a corner in corn.

CANADIAN TRADE CHANGES.

Grocery Businesses Bought and Sold, Assignments Made and Losses by Fire.

Ontario.

M. P. Reid, grocer, Kingston, Ont., has assigned.

Geo. Riley, grocer, Toronto, offers to compromise.

Spence & Kellond, grocers, Toronto, have assigned.

C. B. Ellison, grocer, Hamilton, Ont., has sold his business.

Fred A. Jellies, general merchant, Kintail, Ont., has assigned.

W. E. Parrot, grocer, Chatham, Ont., has sold to S. Bullis & Co.

Assets of Chas. Summerhill, wholesale confectioner, Ottawa, are to be sold.

Jaques & Donnelly, grocers, Toronto, have dissolved, C. A. Jaques continuing.

Richard Hewins, general merchant, Mountsbury, Ont., has sold to Geo. Hinton.

W. J. Ard and F. W. Hunt, general merchants, South River, Ont., have sustained loss by fire.

Rymal & Thorpe, wholesale and retail fruit and produce merchants, Hamilton, Ont., have given up business.

F. W. Weldon, grocer and butcher, Hamilton, has sold to Frank Clark, who takes possession on March 1st.

Quebec.

Duquette & Falcon, grocers, Montreal, have dissolved.

Cantin & Frere, grocers, Quebec, Que., have registered.

Mrs. Geo. Vaudreuil, grocer, Quebec, Que., has assigned.

The Plateau Grocery, Notre Dame de Grace, Que., will soon be opened.

Assets of Geo. Moore & Son, general merchant, Lisgar Station, Que., are to be sold.

Maritime Provinces.

Daniel B. Ross, general merchant, Stoney Island, N.S., has assigned.

Daniel Gray, grocer and dry goods merchant, Westville, N.S., has assigned.

Western Canada.

L. Davis, grocer, Winnipeg, has sold out.

J. Newhouse, grocer, Winnipeg, is succeeded by S. Ostrey.

S. Murray, grocer, Weyburn, Sask., has sold to D. C. Nixon.

Leisen & Roles, general merchants, Bruno, Sask., have dissolved.

G. S. Stasink, grocer, Melfort, Sask., has been sold out by sheriff.

T. H. Heiman, grocer, Morden, Man., is succeeded by Wm. Heiman.

A. Higgins, general merchant, Sidney, Man., was burned out recently.

W. E. Jennings, grocer, Francis, Sask., advertised his business for sale.

A. S. Knight, grocer, Norwood Grove, Man., has sold to W. J. Kennedy.

J. L. McCosh, general merchant, Souris, Man., is moving to Brock.

Stephenson & Clark, general merchants, Leslie, Sask., have dissolved.

Stock of estate of Ambrose Brunt, Clarkleigh, Man., is sold to E. J. Martin.

A. C. Ready, general merchant, Homewood, Man., is succeeded by R. L. Babb.

Nathan Korman, general merchant, Morden, Man., has sold to Jacob Korman.

The Western Trading Co., general merchant, Neudorf, Sask., are succeeded by B. Panitz.

Stock of estate of E. E. Ruttle, general merchant, Rosthern, Sask., is being sold by auction.

Ross & Cunningham, general merchants, Elgin, Man., are succeeded by Cunningham and Grier.

Whitman & Co., general merchants, Emerson, Man., have sold their Ridgeville business to A. W. Heath.

G. C. MacDonald & Co., general merchants, Prince Albert, Sask., have sold to Agnew Bros. Hardware Co.

Estate of Jno. O'Reilly, grocer and liquor merchant, Portage la Prairie, is succeeded by Campbell & McCaig.



WILL IT PAY?

This is the first question that is asked by any merchant when considering the purchase of modern store fixtures. The fundamental question is one of

ECONOMY.

A device is economical if

- It adds cleanliness,
- It is a convenience,
- It makes labor lighter,
- It makes labor more efficient,
- It reduces the labor item,
- It saves time,
- It adds safety,
- It adds neatness.
- It helps the appearance.

IT SAVES MONEY.

Considered from these standpoints the

Self-Measuring Oil System
is the greatest economy.

BOWSER

The question is not "Can I afford it?" because it will pay for itself with money that was before wasted. It's simply up to you to investigate. The merchant who tries to see how much he can really get by adopting modern methods is the one who pulls the largest trade.

WRITE FOR BULLETIN 5.

S. F. Bowser & Co., Ltd., Toronto, Ontario

MR. GROCER, Try the Better Way

That credit customer should not give you trouble at all. His business is as good as the cash customer's, and he will pay just as well if you use the right tactics on him. Don't jump all over him—don't be too loose with him. Just use the good, old, safe, sensible plan that has been tried and proved successful by thousands of grocers all over America.

Allison COUPON BOOKS

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

HOW THEY WORK



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

For Sale by the Jobbing Trade Everywhere.
Manufactured by
ALLISON COUPON CO., Indianapolis, Ind

An additional \$1 worth of goods to each of Grocer's 7,000 readers:

If 7,000 of the best grocers in Canada held a meeting every week at Toronto, Montreal, Winnipeg or some other point, what would a manufacturer pay for the privilege of giving them a series of talks about his goods?

If this manufacturer was able to demonstrate the solid worth of his product, and show that it paid the dealers a fair profit, could he induce each one of them to buy an additional \$1 worth of it in a year?

\$1 worth of any manufacturer's goods would make a pretty small parcel. Yet multiply that quantity by the number of dealers and you find that it means \$7,000.

There is only one way in which a manufacturer can address the 7,000 leading buyers of grocery lines every week. That is through The Canadian Grocer.

If he approaches his talks in this paper as carefully as if he were actually addressing a meeting of these buyers—says something worth while—do you mean to say that he could not make it worth many times what it costs?

A space this size costs \$425 for 52 weeks, which means that a manufacturer using it could talk to about 10 good buyers for every cent expended. The value of the space to him would depend entirely upon what he said in it.

Classified Advertising

AGENCIES WANTED.

A GENT, with good connections, open to represent wholesale firm or manufacturer in city of Quebec. Highest references. "L," 75 Peter St., Quebec. (9p)

A WHOLESAL FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, B.C. (9p)

WANTED—To secure connection with a first-class cheese and also creamery butter factory situated in western Ontario. Apply to 309 N. Vickers St., Fort William, Ont.

ADDING MACHINE.

ELLIOTT-FISHER Standard Writing-Adding Machines makes toil easier. Elliott-Fisher Limited, 513, 83 Craig St. W., Montreal and Room 314, Stair Building, Toronto.

AGENT WANTED.

A GENTS WANTED IN CANADA by Manchester Manufacturer of Bottled Jams. An attractive line that should sell well. Address—Duerr & Sons, Old Trafford, Manchester. (tf)

BUSINESS OPPORTUNITY.

YOUNG MAN, 21 years, with four years' business experience, wants experienced partner to go into the jobbing business. Would invest in and look after office end of business. Box 332, CANADIAN GROCER, Toronto (8p)

COUNTER CHECK BOOKS.

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

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (13p)

FOR SALE—One Huber Account Register made by R. B. Belden & Co. Was never in use. For quick sale, \$25 cash f.o.b. here. D. D. Donovan, Brockville. (6p)

FOR SALE—An excellent opportunity for anyone looking for a snap in a first-class general store property in an Eastern Ontario village. Store large and convenient to wharf and station. Has new furnace and lighting plant. Present tenant doing excellent business. Terms can be arranged for half purchase price. Apply to "Gilt Edge," CANADIAN GROCER, Toronto. (6)

GROCERY BUSINESS FOR SALE in town of Winchester, Ont. Stock and fixtures \$2,000, annual cash business \$13,000. Must be sold in a short time. Good opening. J. E. Cook, Box 322, Winchester, Ont. (7p)

SITUATIONS VACANT.

GREAT OPPORTUNITY FOR SALESMAN visiting the drug or grocery trade in and west of Winnipeg. Firm established on eastern market several years wants salesman who can invest \$300. All profits from his territory will be turned over to him until his investment is paid back. Commission and half the profits thereafter. Profits very large. L. C. M. Co., 506 Union Trust Building, Detroit, Mich.

WANTED—Salesman for Montreal with established trade in grocers' and druggists' specialties and confectionery. Replies confidential. State salary expected. Address "Confectionery," CANADIAN GROCER, Toronto.

WANTED—Salesman for Western Ontario with good connection for confectionery, grocers' and druggists' specialties. Reply with full particulars and salary expected. Address "Importers," CANADIAN GROCER, Toronto.

SITUATIONS WANTED.

COMPETENT MALE GROCERY STENOGRAPHER (employed) wants position offering better opportunity for advancement. A worker. "Steno," care H. Hodgson, 11 Hartney Chambers, Vancouver, B.C. (9p)

MISCELLANEOUS.

A BOON TO EVERY GROCER—A perfectly reliable fountain pen is to be found in the Beumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Company, Canadian Agents. Toronto.

ANY 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.

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

DDOUBLE 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)

DOES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper protection. We are Fire Insurance Experts. We can safeguard your interests, and procure the lowest rates. Mitchell & Ryerson, Confederation Life Bldg., Toronto.

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.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" 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., Toronto. (tf)

CUT DOWN THE COST of your fire insurance. Our illustrated catalog "O" on fire-proof windows, doors, etc., contains full information as to how you can save money on your insurance. You will find it interesting. Write for it to-day. A. B. Ormsby Co., Ltd., Toronto. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished liven surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

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

INSURE HEALTH by installing Pullman system of natural ventilation. Simple, inexpensive. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co., Saturday Night Building, Toronto; Board of Trade Building, Montreal. (tf)

JUST 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)

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

SAVE 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)

SAMPLES 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.

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

THE 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)

USE the best carbon paper. Our "Klear-Kopy" carbon gives clear unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (tf)

WANTED—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 Writerepress Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

WHEN 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)

YOU 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)

YOU 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)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

THE 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.

\$75 buys the best duplicating machine on the market. ACME will print anything a job printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, compartments plainly lettered and arranged like universal keyboard of the standard make of typewriters, one drawer for accessories and forms, 20 lb. font of typewriter type, one chase, one Acme ribbon any color with typewriter ribbon to match, one pair tweezers, two quoins, one key, one oil can and one set of registers. Sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A.

REPRESENTATIVE WANTED.

PROBABLY 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)

WANTED.

SOAP WANTED—I would like to hear from a firm who can sell a laundry soap in wrapper having my own imprint, or else without wrapper or name. A soap with a profit to it is required. P.O. Box 102, Arnprior, Ont. (7p)

Diamond
1-lb. tin
1-lb. tin
1-lb. tin
Cases
1-dos.
1-dos.
1-dos.
1-dos.
1-dos.
1-dos.
MA
BAK
POW
NEW STY
AYIN
Strawbe
Rasber
Black cu
Red cur
Rasber
curri
Rasber
roos
Damon
ston
Greeng
ston
Goosebe
Strawbe
Black cu
Rasber
Other va
Freigh
White S
1-lb. tin
1-lb. tin
1-lb. tin
Cartoon
No. 1, 1
No. 1, 1
No. 2, 5
No. 2, 5
No. 3, 2
No. 10, 1
No. 10, 1
White S
White S
Keen's
In 10
Gillett's

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

Diamond—	1-lb. tins, 2 doz. in case	\$2 00
	1-lb. tins, 6 " "	1 25
	1-lb. tins, 6 " "	0 75
IMPERIAL BAKING POWDER		
Cases	Sizes	Per doz.
4-doz.	10c.	\$0 85
3-doz.	6-cs.	1 75
1-doz.	12-cs.	3 50
1-doz.	12-cs.	3 40
1-doz.	24-lb.	10 50
1-doz.	5-lb.	19 75

MAGIC BAKING POWDER

Cases	Sizes	Per doz.
6 doz.	5c.	\$0 40
4 " "	4-cs.	0 60
4 " "	6 " "	0 75
4 " "	6 " "	0 95
4 " "	12 " "	1 40
4 " "	12 " "	1 45
4 " "	15 " "	1 65
4 " "	15 " "	1 70
1 " "	24-lb.	4 10
1 " "	6-cs.	7 80
1 " "	6-cs.	Per case
1 " "	12 " "	\$4 55
1 " "	12 " "	

ROYAL BAKING POWDER

Cases	Sizes	Per doz.
Royal-Dum.	5c.	\$0 25
" "	1-lb.	1 40
" "	6-cs.	1 95
" "	1-lb.	2 55
" "	12-cs.	3 85
" "	1-lb.	4 90
" "	12-cs.	12 50
" "	5-lb.	22 25

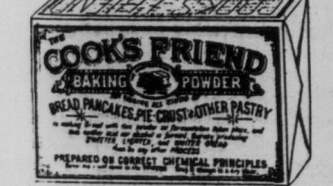
BARRELS—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Peach	Per doz	1 80
Strawberry	Jellies	1 30	2 40
Raspberry	Red currant	1 30	2 40
Black currant	Black currant	1 80	2 40
Red currant	Crabapple	1 80	1 70
Raspberry & red currant	Plum	1 80	1 70
Raspberry and gooseberry	Grape	1 80	1 70
Damson plum	Marmalade	1 80	1 40
stoneless	Orange Jelly	1 70	1 75
Greengage plum	Green Fig	1 70	2 25
stoneless	Lemon	1 70	1 80
Gooseberry	Pineapple	1 80	2 25
Pineapple	Pineapple	1 80	2 25

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder	1-lb. tins, 2 doz. in case	\$2 00
" "	1-lb. " "	0 75
" "	1-lb. " "	0 75



Cook's Friend Baking Powder

Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz	3 10
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lb.	7 25
No. 10, 12-oz., 3 dz	2 20	No. 17, 5-lb.	14 00

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food	2 doz. in case, per case	\$3 00
The King's Food	2-doz. in case, per case	\$4 80
White Swan Barley	Crisps, per doz.	\$1
White Swan Self-rising	Buckwheat Flour, per doz.	\$1
White Swan Self-rising	Pancake Flour, per doz.	\$1
White Swan Wheat	Kernels, per doz.	\$1 40
White Swan Flaked	Rice, per doz.	1 00
White Swan Flaked	Peas, per doz.	1 00

Blue

Keen's Oxford, per lb.	0 17
In 10-box lots or cases	0 16
Gillett's Mammoth, ½ gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb. per doz.	1 30
Perfection, 10c size 5-lb. tins	0 90
per lb.	0 37
Solu. le. bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

special quotations on Cocoa in bbls.

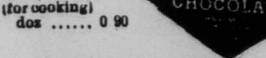
Unsweetened Chocolate—	Per lb.
Plain Rock, 1 ½ & 1 ¾, cakes, 12-lb. boxes, per dozen	0 86
Perfection chocolate, 10c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90

Confections—

Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, " "	0 25
Nonpareil wafers, No. 1, " "	0 25
Nonpareil wafers, No. 2, " "	0 30
Chocolate ginger, 5-lb. boxes	0 25
Milk chocolate, 50 bundles, per box	1 33
Milk chocolate, 30 cakes, per box	1 35

Agents, O. E. Colson & Son, Montreal. In ½, 1 and 1-lb. tins, 14-lb. boxes, per lb. smaller quantities

JOHN P. MOTT & CO.'S
R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Mott's breakfast cocoa, 10c. size

breakfast cocoa, ½'s	0 38
No. 1 chocolate, ½'s	0 38
Navy " "	0 29
Vanilla sticks, per gross	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	0 32
Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED

Premium No. 1 chocolate, ½ and ¼-lb. cakes	\$0 35
Breakfast cocoa, 1-½, ½, 1 & 5-lb. tins	0 41
German Sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes	0 26
Caracas Sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes	0 32
Auto Sweet chocolate, 1-4-lb. cakes, 3 and 6 lb. boxes	0 32
Vanilla Sweet chocolate, 1-6-lb. cakes 6-lb. tins	0 44
Soluble cocoa (hot or cold soda) 1-lb. tins	0 28
Cracked cocoa, ½-lb. pkgs., 6-lb. bags	0 52
Caracas tablets, 100 bundles, tied 5c. per box	2 00

COCOA-NUT

CANADIAN COCOA-NUT CO., MONTREAL.

White moos, fine strip	0 12
Best Shredded	0 15
Special Shred	0 17
Ribbon	0 19
Macaroon	0 17
Desiccated	0 18
White Moos in 5 and 10 lb. square tins, 21c.	

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoa-nut—	
Feather-strip, pails	0 16
Shredded	0 15
In packages 2-cs., 4-cs., 8-cs., lb.	0 20

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	Cases. Doz.
Eagle Brand Condensed Milk	\$6 00 1 50
Gold Seal Condensed Milk	4 25 1 10
Challenge Condensed Milk	4 00 1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00 0 50
Peerless Brand Evaporated Cream family size	3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80 1 20
Peerless Brand Evaporated Cream hotel size	3 70 1 85



TRURO CONDENSED MILK CO., LIMITED.
"Jersey" brand evaporated cream per case (4 doz.) \$4 00
Reindeer brand per case (4 doz.) 5 00



Coffees.

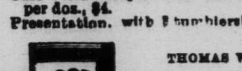
EBY, BLAIN CO. LIMITED.
Standard Coffees.

Roasted whole or ground. Packed in damp proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Duchess	0 26
Crushed Java and Mocha, whole	0 11
Golden Rio	0 17
Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jar, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD. White Swan Blend.



Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.00.
Cafe d'Armatique—1-lb. amber glass jars, per doz. \$4.
Presentation, with 8 numbers, \$10 per doz.



THOMAS WOOD & CO.

"Glit Edge" in 1 lb. tins	\$0 33
"Glit Edge" in 2 lb. tins	0 33
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese—Imperial

Large size jars, per doz.	\$ 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 4
Individual size jars, per doz.	1 06
Imperial holder—	
Large size, doz.	18 00
Med. size " "	17 00
Small size " "	12 00
Roquefort—	
Large size, doz.	2 40
Small size " "	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 85
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box	1 35
" " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb.	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb.	0 40

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95
Medium, cases 2 dozen	1 80
Large, cases 1 dozen	2 75
Tumblers, cases 2 dozen	1 35
25-lb. pails	0 15

Coupon Books—Allison's

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

Extract of Beef

LAPORTE, MARTIN & OIL, LTD.
"Vita" Pasteurized Extract of Beef. Per case. Bottles 1-oz., case of 2 doz \$3 20
" " 2 " " 1 " " " 3 00
" " 4 " " 1 " " " 4 50
" " 20 " " 1 " " " 4 75
" " 30 " " 1 " " " 5 00

Infants' Food

Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts

SHIRIFF'S

1 oz. (all flavors), doz.	1 00
2 " " " "	1 75
3 " " " "	2 00
4 " " " "	3 00
5 " " " "	3 75
8 " " " "	5 50
16 " " " "	10 00
32 " " " "	18 00

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO
Trumilk, full cream, per case (4 doz.) ½ lb tins 4 80
Milkstock (cooking milk), per case (4 doz.) ½ lb tins 4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafontaine, Montreal and Toronto.
1-lb. glass jar, screw top, 4 doz., per doz. \$2 20
T. UPTON & CO.

Compound Fruit Jams

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7 lb. tin pails, 8 and 9 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06½

Compound Fruit Jellies

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 wood pails, 5 pails in crate, per lb.	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.
Soups (condensed)—No. 1 cans, all kinds, doz. \$1.20. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. \$1.40.
Tomato Ketchup—Bottles (10c. size only) doz. \$1.40. Tabasco-Ketchup—Bottles (10c. size only) doz. \$1.40. Chili Sauce—Bottles (10c. size only) doz. \$1.40. Mustard (prepared)—With spoon (new) doz. \$1.40; No. 80 jars, doz. \$1.40.

W. CLARK'S SPECIALTIES

S.S. Beef (Inglass Brand), 3 sizes—1s, \$1.5; 2s, \$2.25; 3s, \$3.35 dozen. Ox Tongue (Paragon), 4 sizes—1s, \$7.50; 2s, \$8.50; 3s, \$9.50; 4s, \$12.00. Stewed Ox Tail—1s, \$1.60 dozen. Stewed Kidney—1s, \$1.5; 2s, \$2.65 dozen. Minced Collops—1s, \$1.40; 2s, \$2.50 dozen.
--

OCEAN MILLS

Montreal
Chinese starch, 48 1-lb., per case \$4 00;
Ocean Baking Powder, 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 blanchmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1 60; Ocean cough syrup, 36 8-oz., \$6 00;
36 8-ounce, \$7 30



Ocean corn starch, 48 1-lb. \$3.60.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

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



If Interested in Modern Grocery Equipment write for Our Illustrated Catalogue.

The Walker Bin & Store Fixture Co., Ltd.
Berlin, - - Ontario

ELGIN NATIONAL COFFEE MILLS

are made in no less than
40 DIFFERENT STYLES

This favorite mill, in addition to its being the easiest running and fastest grinding on the market, is an ornament to any Grocery, owing to its attractive symmetry and finish.

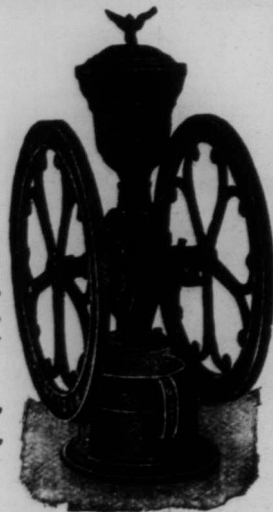
The ELGIN has steel grinders, can be adjusted while running, and sells at a

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.



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

Tea Lead,

Best Inocorrodlble

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS LIMITED,** BRAND

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

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

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} ^{-FIBRINE-} **Dog Cakes**

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

MAY WE SEND OUR ILLUSTRATED LIST?

Write **SPRATT'S Patent Ltd.**, London, Eng. Canadian Branch - 13 St. Therese Street, St. Gabriel's, Montreal.

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, Black
 berries, Sour Cherries, Blackberries, Etc., Rhubarb, Etc.

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

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, Ontario

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S ENGLISH SAL SODA

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

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

FREQUENCY OF SAILINGS

Every twelve days a Pick-
 ford and Black steamer
 leaves Halifax for Ber-
 muda, The British West
 Indies and Demerara, and
 is away thirty-eight days.
 A delightful trip for
 moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

DAKEY'S 'WELLINGTON' KNIFE POLISH

JOHN DAKEY & SONS, Limited

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

Wellington Mills London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever
 sold in Canada.

FOR SALE EVERYWHERE

Coffee

ase

es.

colouring.

D

Montreal

0 30
 0 37
 0 42
 0 55



90 cents
 Powder } per doz

THOMAS
 WOOD & CO.
 LTD

Montreal and
 Boston

wholesale retail
 .. 0 40 0 60
 .. 0 35 0 50
 .. 0 30 0 40

All grades—either

TARTAR

Per doz

case..... 0 90

case..... 1 80

Per case

assorted..... 7 20

Per doz

ers, 4 doz. in 1 90

ers, 3 doz. in 3 70

Per doz

in case..... 0 25

..... 0 24

..... 0 25

..... 0 24

ANY OF CANADA

BRANCH.

..... 44

..... 47

..... 44

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

..... 47

Good winter roads
mean *easy hauling* of

Salt

For best laid-down-
prices write

VERRET, STEWART & CO.
LIMITED
MONTREAL

WETHEY'S CONDENSED MINCE MEAT

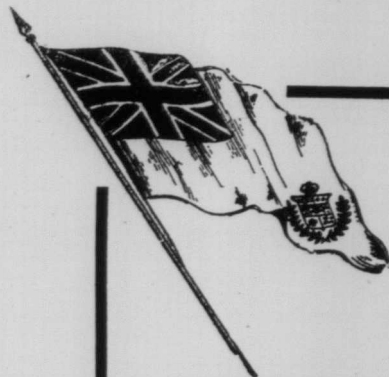
(in Cartons)

Just as staple as sugar

**No Grocer's Stock is Com-
plete Without It**

If your jobber cannot supply you
—write us direct.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.



EMPIRE BRAND
We own it

Sorting Out

We all waste a lot of time sorting out the worth-while things.
That is one advantage of dealing with us. This is done
beforehand. Your choice lies only among the better qualities.
A taste of our quality will make you a steady customer.

Good Quality and
Good Service
Never Change With Us

GEO. E. BRISTOL & CO., HAMILTON, ONTARIO
WHOLESALE GROCERS



Use this
It is for
YOU

Montreal

VOL.



But-

To e

FR

Fy

EL

53 F