

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.
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Winnipeg: 511 Union Bank Building
New York: 115 Broadway

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No. 6



Your customers want something to ward
off the rigours of this wintry weather, and
you can just fill the bill by selling them

Robinson's Patent Barley!

It is an equally efficient food for infants and invalids, and you can
recommend it without hesitation. Stock "Patent Barley"—it's
'right in your line, and there's no reason the drug-store man should
have a monopoly of this quick-moving product. Remember the
name—Robinson's.

Agents for the Dominion of Canada

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

SYRUP WILL BE SATISFACTORY SALES

both from the point of view of volume and profit, if you are handling

"Crown Brand" Corn Syrup

There's no syrup to which such care has been given to guarantee purity.
Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal

THE CANADIAN GROCER

The King Eats Them



The King Eats Them

Maconochie's Pickles

Pickles in Perfection

Pickles hold an important place in the store room of every household, for, wholesome in themselves, they add enormously to the enjoyment of so many other foods, and, in many instances, prevent waste.

But, if Pickles are to serve their proper purpose, they must be excellent in every particular, and it is the superiority of the FAMOUS MACONOCHIE BRANDS which secures for them their immense public favor.

Many acres of the finest land for the purpose are specially planted with vegetables for the Maconochie supplies, and at the right moment of maturity they are gathered, cured, and bottled.

The experience of a generation has been devoted to the work, and at the Maconochie Factory, the preparation of Pickles has been raised to the level of a fine art.

It does not matter in whatever climate the Maconochie Pickles are used, and they will be found in every corner of the globe, they are always bright in colour, beautifully crisp, and deliciously fresh in flavour!

The means by which this great result is achieved is no secret. They are simply

THE FINEST MATERIALS,
KNOWLEDGE AND CARE.

FOR SALE BY ALL FIRST-CLASS JOBBERS

Also MACONOCHIE'S Peels, Pan Yan Pickle, Pan Yan Sauce, Worcester Sauce, Fish, Marmalade, Jams, Blister Paste, Etc., Etc.

CANADIAN REPRESENTATIVES:

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO

CANADA

Nourishing
Palatable

Coco Fruitine

Vegetable
Butter

From the view-point of economy alone, a woman will be interested to investigate the merits of Coco Fruitine in her cooking and pastry.

Its matchless purity, rich yet delicate flavor and evident superiority to butter, oil or lard, commend it at once to the housewife who is anxious to save. Made in Marseilles, and made with *Economical* scrupulous care!

LET the "fussy" customer know your store as the one place where she will always receive rapt attention. Let her feel, if necessary, that she is right and you are wrong when an inclination to differ arises. Flatter the keenness of her judgment and thereby pave the way to resting secure in her good graces. The best business asset you can have is a woman's goodwill. It is a pearl of priceless value, friend!

ARTHUR P. TIPPET & CO.
Montreal Toronto

"Griffin" Brand Seedless Raisins

The choice of "finicky" folks and therefore of critical judges of quality, has never fallen upon other brands of Seedless Raisins in such generous measure as on the famous "Griffin" trade-marked product.

Grown, cured and packed in the largest vineyards on the Pacific Coast, and never tampered with en route. *The Standard*



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>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.</p>	<p>Evaporated Apples and White Beans Can give best quotations.</p>	<p>Arrived in store one car NEW ORLEANS MOLASSES HALF BARRELS PRICES RIGHT Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>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.</p>	<p>THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>—WINNIPEG— H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce P.O. Box 1812</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity. SASKATOON, - - - WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Railroads.</p>
<p>WRITE TO 10 Garfield Chambers, Belfast, Ireland For sample copy of the Irish Grocer, Drug, Provision and General Trades' Journal If you are interested in Irish Trade.</p>	<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.O. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29</p>	<p>A. Francois Turcotte COMMISSION MERCHANT Room 16, Morin Block Quebec, - - - Canada One or two more agencies wanted FIRST CLASS CONNECTION</p>
<p>When writing advertisers kindly men- tion having seen the advertisement in this paper.</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>—MOOSE JAW— WHITLOCK & MARLATT Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.</p>

"BALAKLAVA" BAKED BEANS

Three
leaders
for

2s Tall Cans - Cases 2 dozen

THE QUALITY IS GUARANTEED.

1 Case free with 10 cases
1/2 " " " 6 " freight prepaid

90c. doz.

"QUICK
SELLING"

Imported DUTCH Biscuits

Send
your
orders
NOW

HUDSON CREAM WAFERS
DONSCO ICE WAFERS

28c. lb.

Tins 5 and 10 lbs. - Finest Quality.

Guaranteed—Equal to any imported line on the market.

"Pancake" Maple Flavor Syrup

Wine pint tins
Barrels 12 dozen.

Wine quart bottles
Barrels 4 dozen.

OUR QUOTATIONS ARE RIGHT

EBY-BLAIN, LIMITED

WHOLESALE GROCERS.

TORONTO

Campbell's
SOUPS

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

Every woman who reads magazines or newspapers has seen the above words so many times she knows that CAMPBELL'S SOUPS provide a meal or part of a meal for any occasion. Your customers will find CAMPBELL'S SOUPS so nutritious, palatable, convenient and economical that, once you induce a trial, you can depend on steady sales, and, that's what you want because they pay you a good profit. Well advertised, easy to sell, satisfactory to customers, profitable to you—CAMPBELL'S SOUPS have all these points in their favor.

Joseph Campbell Co. - Camden, N.J.

Rose & Laflamme, Montreal, Selling Agents for Provinces of Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island.

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



Cane's Washboards LOOK BETTER, LAST LONGER



At anywhere near the same price, there are no washboards so attractive in appearance and that give such good service as Cane's. Early in our business career we formed the habit of putting the soundest materials and the most superior workmanship into our goods

And the habit remains!



The boards shown on this page are three of our leading lines. Our catalog shows the full range—a board to meet every demand, and the best value at all prices.

Your jobber sells Cane's washboards—or should.

Ask him to show you!

THE WM. CANE & SONS CO., Limited
NEWMARKET, ONTARIO



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK. ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

THE CANADIAN GROCER

Protect
Your
Merchandise



From Water,
Damp
and Damage

by shipping in

“H and D” Corrugated Fibre Board Boxes

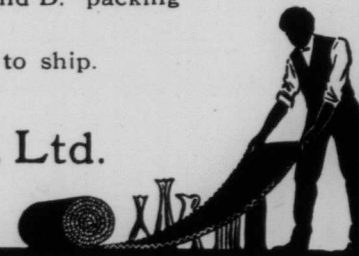
They are five times as strong and have greater carrying power than the best wooden cases, and are warranted to save freight, save storage space and save packer's time. Think what it means to have your product reach its destination in the same fresh, clean and attractive condition as it leaves your factory! An “H. and D.” packing box will do this for you!

Write to-day for details, mentioning what you have to ship.

Ask for free Booklet “How to Pack It.”

The Hindé & Dauch Paper Co., Ltd.

TORONTO, CANADA

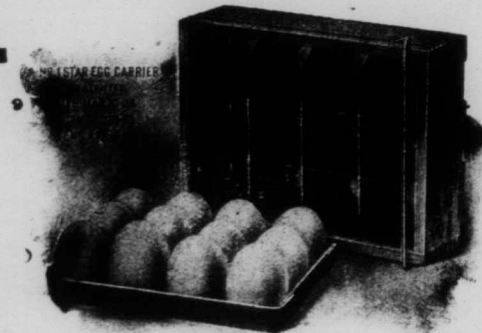


Save Money on Egg Delivery

You can do it if you will
spare a moment to look into

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

They stop all breakage and miscount, save time and satisfy customers. Actual cost of using less than 1-3 of a cent per dozen eggs delivered safely.

Compare this figure with the cost of delivery in paper bags or boxes, which break eggs. -Our booklet, “No Broken Eggs,” will interest you.

Write us and ask your Jobber.

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

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

Free to the Grocer

WITH

COMFORT SOAP

"It's All Right"

WHEN SHIPPED TO ANY STATION IN ONTARIO OR EASTERN CANADA

With 5-Box Lots we send FREE any one of the following:

- | | |
|---|-------------------------------|
| 1 Truck | 1 Box Kleano |
| 1 Ladder | (36 cakes, retails 5c.) |
| 1 Solid Aluminum Scoop, No. 0 | 2 Small Pictures |
| 1 Set Galvanized Iron Scoops (4) | 1 Large Oval Picture |
| 1 Fountain Pen | 1 Large Silver-Framed Picture |
| 1 Nail Puller | 1 Large Gilt-Framed Picture |
| 1 Counter Stool | 2 Medallions |
| $\frac{1}{4}$ Case Lye (12 tins, retails 10c) | |
| $\frac{1}{3}$ Case Handy Ammonia (12 packets, retails 10c.) | |

With 10-Box Lots we send FREE any one of the following or any two on the 5-Box List:

- | | |
|----------------------------------|-------------------------|
| 1 Wire Door Mat | $\frac{1}{2}$ Case Lye |
| 1 Solid Aluminum Scoop No. 2 | (24 tins, retails 10c.) |
| $\frac{2}{3}$ Case Handy Ammonia | 1 Imperial Clock |
| (24 packets, retails 10c.) | 1 Kitchen Set |

WITH 25 BOX LOTS we send free FIVE TIMES as many Premiums as mentioned on the 5-Box List, or any one of the following:

- 1 Rug 30 in. x 60 in., same both Sides, Smyrna Pattern
- 1 Lady's or Gent's Tight Rolling Fine Silk Umbrella
- 60 Tins Comfort Lye, (retails at 10c. per tin)
- 60 Packets Handy Ammonia (retails at 10c. per package)
- 3 solid Aluminum Scoops, assorted sizes
- 1 Rubber Tired Express Wagon, box 18 in. x 36 in.
- 1 Iron Wheeled (malleable) Express Wagon, box 18 in. x 36 in.

With 1-Box Lot either Wagon for	- - - - -	\$3.00 cash
" 5 "	" " " " " " " "	2.50 "
" 10 "	" " " " " " " "	2.00 "
" 25 "	" " " " " " " "	Free

When ordering be sure and state which wagon you require. We cannot exchange them.

Freight Prepaid on 5 Boxes and Upwards

Terms—Net 30 Days. No Discount for Prepayment.

THE COMFORT SOAP CO.

TORONTO

CANADA

THE CANADIAN GROCER

PERRIN'S

LEMON



NECTAR

BISCUITS

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



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. G. Hannah, London, Ont.; G. Wallace Weese, Hamilton;
H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

THE CANADIAN GROCER

THE ONE YOU KNOW

Flico Fly Catcher

Your customers know and appreciate that FLICO is much cleaner and handier than any Fly Paper.

Can be hung anywhere without fear of it falling on the carpets or coming in contact with other articles.

Price **\$2.40** Per Gross

PACKED THREE DOZEN TO CARTON

RETAILS TWO COILS FOR FIVE CENTS

BIG PROFITS TO THE TRADE

If you have not already done so, place your order now and so save disappointment, as last year we were oversold.

If you have not sold FLICO before, write for free samples and state who your Wholesaler is.

FLICO CATCHES MORE FLIES AND

QUICKER THAN ANY OTHER FLY CATCHER

GIVE THEM THE CHANCE

IMPORTED AND FOR SALE BY

MacLaren Imperial Cheese Company, Limited

Manufacturers and Importers Grocers' Specialties

TORONTO, - CANADA

Swiss Cheese

Your customers are becoming more and more particular about the quality and purity of their foodstuffs. You will do well, therefore, to give a prominent place in your display to

Otto Wartmann's Emmenthal Cheese

which is absolutely pure. Manufactured in the valley of Emmenthal, Switzerland, from milk of the highest quality and guaranteed unskimmed. It is so rich and creamy that it will please even your most particular customers.

IT IS SUPERIOR

to the Gruyere cheese, which is made of partly skimmed milk, and which, therefore, cannot have that delicious flavor which has done much to make the Emmenthal cheese famous. Further, the Gruyere loaves are 1-3 or 1-2 smaller than the Emmenthaler.

BEWARE OF IMITATIONS

Such has been the success and reputation gained by Emmenthal cheese that many manufacturers, both in Canada and the United States, have tried to imitate it.

Note:—We import ours direct from Switzerland.

WRITE FOR PRICES!

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from
Ontario to our
Toronto office.



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

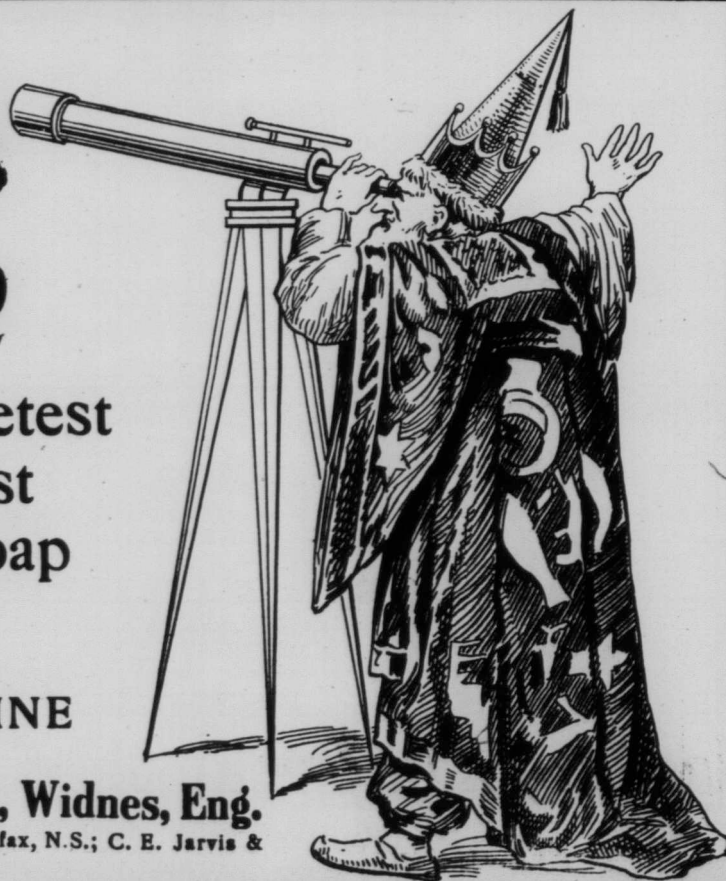
Gossage's Magical Soap

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

GUARANTEED GENUINE

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

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



IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,
37 Wall Street,
New-York City.

Albany, January 11, 1911.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

The Influence of Your Tea Trade

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

Get our full particulars
and prices.

**RIDGWAY'S
TEAS and
COFFEES**

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

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

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

Donnelly, Watson & Brown, Limited,

CALGARY and VANCOUVER

Sole Agents for British Columbia and Alberta

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath

TO THE WHOLESALE TRADE

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

**SUGARS
MOLASSES**

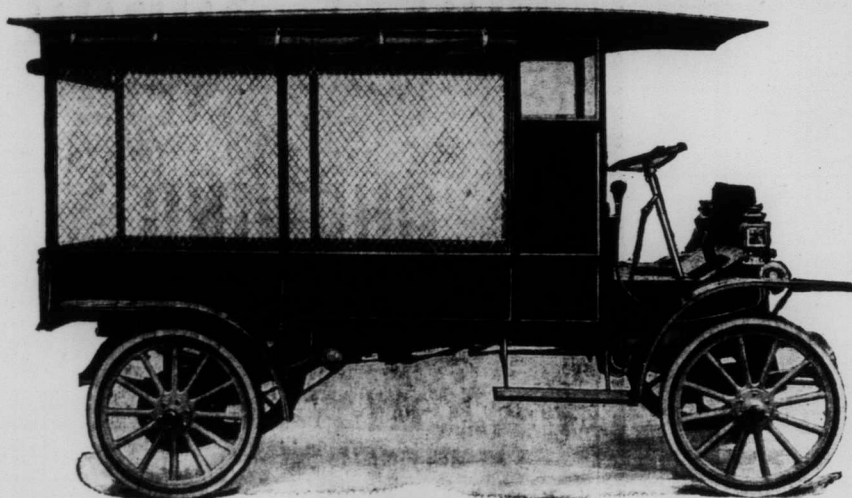
and all West Indian Produce

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

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

West India Co., Limited

Put Your Delivery on a Paying Basis



Model B 2, Screen Body, \$1,600 (Fully Equipped)

Simplify the tangled trend of a losing system and have it earn money.

The best asset of an enterprising firm is an equipment to facilitate the delivery of its output.

The Commercial Car is the only economical and expedient method.

Deliver Goods the Canadian Way

Write to-day for catalog giving full particulars of Canada's first Commercial Cars and what they will do. **A High Grade Car at a Low Price.**

MR. BUSINESS MAN

It will pay you to investigate this car, its makers, its mission, its good points and its durability. It will bear the closest investigation and will fill every promise made for it. It is a Canadian car, built in Canada by Canadians, for Canadians and FOR SERVICE,

THE CANADIAN CAR

(EXCLUSIVELY COMMERCIAL)

SPECIFICATIONS

ENGINE—22 h.p., two-cylinder opposed, water-cooled, 5½ bore, 4-inch stroke.
WHEEL BASE—107 inches.
TREAD—Standard 56 inches.
WHEELS—34-inch artillery type, mounted on roller bearings.
SPRINGS—Front semi-elliptic, 38½ x 2 in. Rear platform type, 36½ x 2 in. Side, 40½ x 2 in.
BRAKES—Internal expanding on rear wheels, adjustable by turn-buckles.
TRANSMISSION—Planetary, two speeds forward and one reverse.

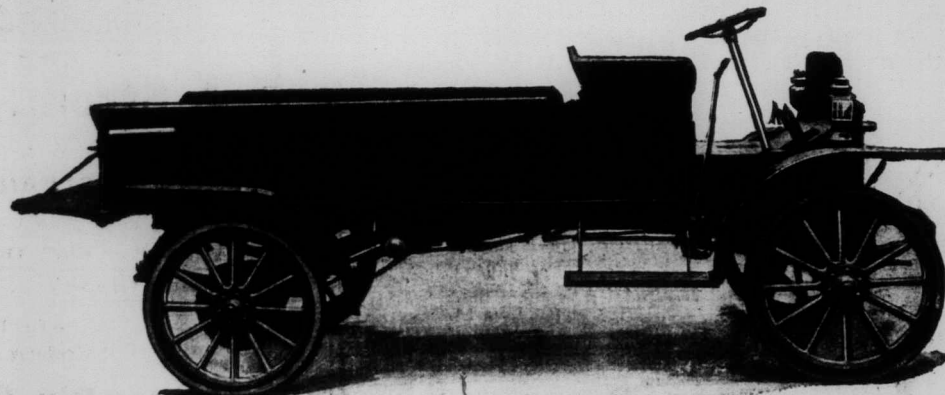
IGNITION—Bosch magneto.
FRAME—Three-in. channel section steel; length over all, 144 in.; width over all, 32 in.
AXLES—Drop forge front and rear I beam
STEERING—Improved solid double nut, 16-in. ebony steering wheel.
TIRES—Solid endless rubber, front 34x2½ in.; rear 34x3 in.
CONTROL—Slow speed forward, reverse and brake operated by foot pedals. Clutch and emergency brake by one hand lever, spark and throttle by levers at top of steering wheel.

DRIVE—Double chain direct from Jack-shaft to rear wheels.
LEVERS—All levers, foot pedals and rocker arms are drop forged, clamped and keyed to proper place, except foot pedals, which are loose on one shaft.
COOLING—Thermo syphon system.
CRANKSHAFT—Drop forged.
LUBRICATION—Force feed direct to bearings.
CLUTCH—Disc running in a bath of oil.
BODY—Loading space 42x88.
EQUIPMENT—3 oil lamps, horn and tool kit.
CAPACITY—1,800 lbs. (guaranteed).

DEALERS

We have territory for good live responsible agents to represent The CANADIAN Car. It has every good feature a commercial car should have. It is a rapid seller and delivers the goods. You can talk and show facts about this car at the same time.

Write for full details and catalogs.



Model B, Open Express Body, \$1,500 (Fully Equipped)

The Canadian Commercial Motor Car Co., Limited

WINDSOR, ONTARIO

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

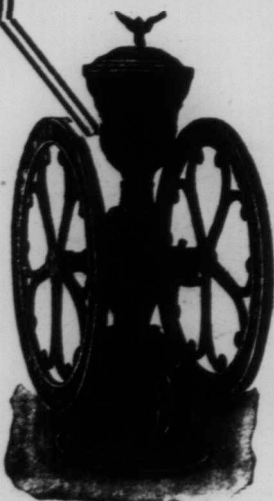
Quebec - and - Winnipeg

You are the man we want

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

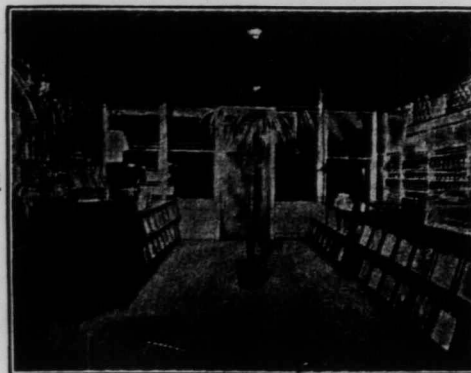
ELGIN National Coffee Mill

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



Ask any of the following jobbers
for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and
branches); The Codville Co. (and
branches); Foley Bros., Larson &
Co. (and branches).
VANCOUVER—The W. H. Malkin
& Co., Ltd., Wm. Braid & Co.; Kelly,
Douglas & Co., Ltd.
HAMILTON—James Turner & Co.;
Balfour, Smye & Co.; McPherson,
Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B.—G. E. Barbour &
Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson
& Smith.
MONTREAL—The Canadian Fair-
banks Co. (and branches).
EDMONTON, ALTA.—The A. Mac-
Donald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.



A Strong Combination :

UTILITY
CLEANLINESS
ATTRACTIVENESS

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

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES—
Manitoba: Watson & Truodale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes,
Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street
Berlin, Ontario

New Lot of Marmalade is Ready for Shipment

My! How attractive every jar of this new lot of Orange Marmalade does look! We've never put up a finer lot. And the flavor of it will delight you—and will bring your customers back for another, and another, and many another jar.



Shirriff's ORANGE MARMALADE

has always been noted for its "class." It would be hard to equal its deliciousness; impossible to better its quality. SHIRRIFF'S Orange Marmalade is looked upon as a "staple" line with hundreds of grocers. How does it stand with you?

Imperial Extract Co.
Toronto, - - Canada

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW,
SCOTLAND

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

Tartan BRAND

Our travellers have specials in:

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

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

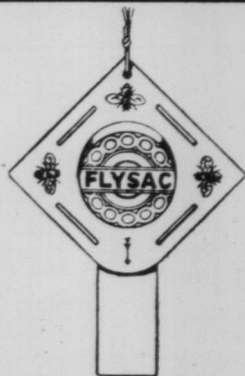
All orders specially looked after.

Phone No. 3595.

Exchange to all departments.

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

70 cents
per
box of
50
pieces.



\$12.75
per
1,000
pieces.

The
"Flysac" Flycatcher

has come from England as a boon to the Canadian household. An easy and profitable seller.

5 Good Reasons Why

1. It is hermetically sealed.
2. There is absolutely no leakage.
3. Ribbon is securely packed.
4. Covered evenly with gum.
5. It is a sure catcher.

Almost 100 per cent. profit is assured you on every order. But you cannot afford to delay. If your wholesaler cannot supply you, write direct to

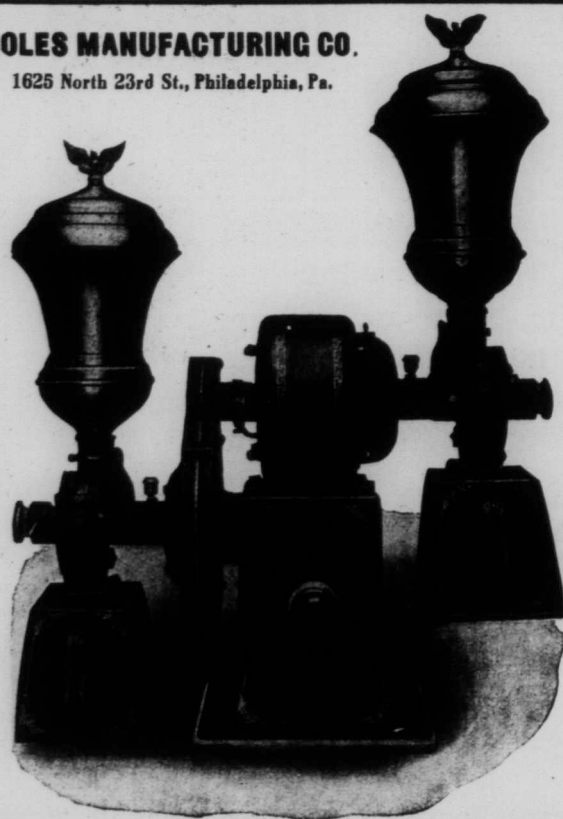
HODGSON, SUMNER CO., LIMITED

347 St. Paul Street, Montreal

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

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



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



SUCCESS

awaits the Grocer who features

Smoked Herrings in Bouillon

These delicious summer-caught small herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at ten cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

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

Canadian Agents



The Original

Important Notice to Retail Grocers

Each grocery salesman travelling on territory East of Fort William has particulars of our selling campaign for

Borden's Eagle Brand

Make enquiries or write us direct.

Wm. H. Dunn
Selling Representative
for Eastern Canada
396 St. Paul Street, Montreal

Borden's Condensed Milk Co.,
"Leaders of Quality"
Originators of Condensed Milk and largest
Manufacturers of Milk Products in the world.

PYRAMID FLY CATCHER

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

Place your order now to ensure early delivery.

WM. H. DUNN

Sole Importer

Montreal and Toronto

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King.

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

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

Ask for copy of our Illustrated Price List.

AGENTS:

Wm. H. Dunn
Montreal
and
Toronto

**Hamblin &
Brereton,**

Winnipeg
and
Vancouver



The Biggest Package. The Best Quality.

Here is a combination that means a lot to you---an opportunity to offer your customers bigger value for their money when buying Soda Biscuits.

MEADOW CREAM SODAS

come in the largest package for the money in the trade. And they are as good as care, skill and superior materials can produce.

THE W. J. CROTHERS CO. - Kingston, Ont.

**I N V A L I D
O X V I L
O X V I L**



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to
THE HARRY HORNE CO, 309-311 King St. W., TORONTO

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED
HALIFAX NOVA SCOTIA



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk. This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628 which contains 25.20 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

Is REAL CREAM and contains from 25 to 31 per cent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta, C. Fairall Fisher, 22 St. John St., Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue, Winnipeg for Manitoba, Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Do Not Neglect Placing Your Order



This good old Soap has been a household name for over fifty years, and the new bar, improved both in quality and appearance, is making new friends every day. Sells 5 Cents straight.

Our travellers will call regularly, but our Mail Prices, our Travellers' Prices and the prices quoted by Wholesale Trade are all the same.

PRICES ONTARIO AND QUEBEC

Quanti	Per Case	Premium
5 Case Lot	\$4.15 and 20 Bars	Quick-Naptha
10 Case Lot	4.05 and 40 Bars	Quick-Naptha
25 Case Lot	4.05 and 1 Case	Quick-Naptha or Richards Pure

Freight Prepaid Terms: 30 Days

Sold to retail at 5 cents per cake straight
The Premium Soap is equal to a discount of 20 cents per cake

IF IN URGENT NEED TELEGRAPH OR TELEPHONE AT OUR EXPENSE



This is the Soap most women are eventually going to buy—

BECAUSE

- It requires no boiling, only cold or warm water.
- It can be used Winter or Summer.
- It goes further and does better work
- It is **MADE IN CANADA.**
- It sells at only **FIVE CENTS** per cake.

FACTORY, WOODSTOCK ONT.

Afternoon Tea Biscuits



**Dainty Biscuits
Daintily Packed**

A post card brings our Album

PEEK, FREAN

& CO., LTD.

LONDON

ENGLAND

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York

Pittsburgh

Chicago

London

THE CANADIAN GROCER

"Banner" and "Princess" Condensed Milk

THE LEADERS

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

They never fail to satisfy.

Write for prices.

When you are in the market for
Unsweetened Milk, buy

ST. GEORGE EVAPORATED MILK

John Malcolm & Son

ST. GEORGE :: :: ONTARIO

New Customers For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it—absolutely the purest tapioca made.
Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE MASS.
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

The Favorite Pickle



BAIRD'S SECOND-TO-NONE PICKLES

The Perfection
of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto, 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robert-
son & Co., Vancouver and Victoria.

A REAL SUBSTITUTE FOR FRESH COW'S MILK!

The care given in the preparation of

"Canada First" Evaporated Milk

and the absolute purity and efficient sterilization of each can, make it the line for you to stock and recommend. The safest milk to sell for infants and invalids. A steady business bringer and profit producer.

Order from your Jobber.

The Aylmer Condensed Milk Company, Limited, Aylmer, Ont.
Head Offices: Hamilton, Ontario



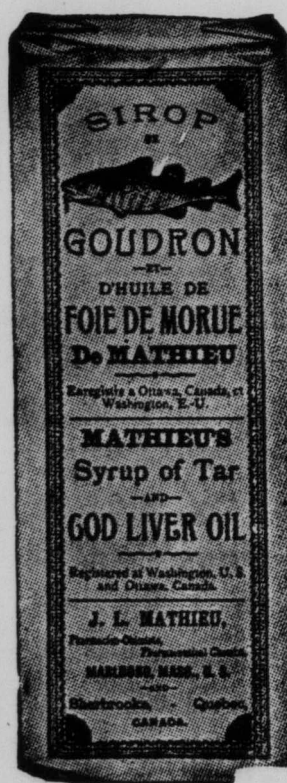
==LOW COST, HIGH QUALITY==

Just now the market conditions permit of

ST. LAWRENCE GRANULATED
THE HIGHEST QUALITY OF SUGAR PRODUCED

being bought and sold at prices that make the handling of other low and inferior grades unattractive. EVERY Grocer now has the opportunity of selling advantageously this highest quality sugar, and at attractive prices.

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

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

The sale has increased enormously—Thousands of testimonials attest their wonderful value—They never become dead stock—They afford dealers a good profit—Those who once use them make them a household remedy—Dealers who do not carry them simply lose sales that go elsewhere.

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

Sold by all wholesale dealers.

AND

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

Distributors for Western Canada.

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Only Account Register



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

Sheets lift out and fit any space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES.

Send postal—we will mail you full information.

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

You'll Hit the Bull's Eye

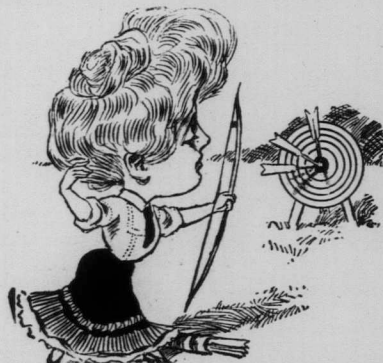
on the "Popular Taste" Target if you are selling

AURORA COFFEE!

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

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

BRANCH—SAULT STE. MARIE



WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



Do Your Customers Pay Up?

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

Allison Coupon Books

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

HOW THEY WORK



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

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

"Too Mussy For Me"



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

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

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

All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR BRAND package dates

The Hills Brothers Co.

Beach and Washington Sts., NEW YORK

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

—CLUB— MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. JEWING & SONS

Montreal and Toronto

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

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

To **WHOLESALE HOUSES**

We are closing out the balance of our Japan Teas at special prices.

S. T. Nishimura & Co., - Montreal



Steady, White Brilliant Light

At 1/4c. per Hour 500 Candle Power

If you want absolutely safe lighting, better than electricity or city gas, cheaper than coal oil or candles, get in touch with us. Lighted and extinguished by a pull of the chain. The best light for stores, homes, hotels, churches, etc.

First-Class Agents Wanted

You Save Money by Buying Your Mantles and Glassware from Us.

MACLAREN & CO.,

Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO

McLean's



Cocoanut

THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Cocoa Nut Co., Sole Makers,
Montreal



Notice to Live Grocers (OF CANADA)

The Famous KIT Coffee Essence is now being offered to the Canadian Trade. All grocers who are desirous of pleasing their particular customers should order KIT Coffee at once from their wholesale grocer, or get full information from our Canadian Agents.

For full particulars apply to

KIT COFFEE COMPANY
GOVAN - - - GLASGOW

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

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

Sole Manufacturers

COCOA-NUT BUTTERS, Limited

206 Papineau Avenue MONTREAL

Where Knowledge is Power 'tis Folly to be Ignorant!

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

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

Ginger Talks, by Holman	\$ 2.00
Brain Power Business Manual	2.00
Salesmanship, Deportment and System	1.00
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Buyer's and Seller's Cost Tables	1.50
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50 Lessons on Show Card Writing	2.50
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143-149 UNIVERSITY AVENUE, TORONTO

Purity in Foodstuffs

has become a first consideration nowadays, and your reputation is at stake, especially when you are handling preserves.

JAMS



JAMS

are guaranteed to contain nothing but the purest ingredients and are prepared in a model, sanitary factory.

We make every kind of Jam in season and put them up in both glass jars and pails.

Order "Sterling" Jams to-day.

The T. A. LYTLE CO., Limited
Sterling Road - - TORONTO



*Salesmanship in the Store
Tends to Success : : : :*

THE Canadian Grocer's competition on *Constructive Salesmanship* was established with the view of aiding retail dealers and their clerks to realize the importance of the selling forces at their command.

These selling forces can best be utilized when they have been studied carefully. Therefore let dealers and clerks who are desirous of understanding the details of their methods for *selling* goods enter this competition—nine medals are to be given the winners as tangible recognition of their ability as constructive salesmen.

Write for full particulars to

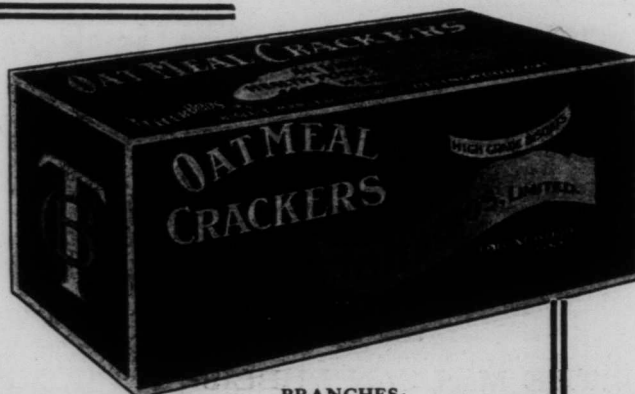
The **EDITOR, The Canadian Grocer,** 143-149 UNIVERSITY AVE.

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.



Telfer Bros., Ltd. Collingwood, Ont.

BRANCHES:
Toronto Winnipeg Hamilton Fort William

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1911

Our
wee
incr
in 19
Week

Adams
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The crossing of the twenty-three million mark and beyond.

Last year our output was 23,087,810 packages. It was the largest year in our history. 1911 will be still greater.

Our sales for the first four weeks of 1911 show a total increase over the same period in 1910 of 69,707 lbs., as follows:

Week ending Jan. 7,	increase	14,774 lbs.
" " " 14,	"	28,016 "
" " " 21,	"	21,414 "
" " " 28,	"	5,503 "

In the amount of tea sold—
In the quality of that tea—
In its ability to build trade—
In the extent of its distribution—

In the confidence and satisfaction created by its sale—



takes first place. It has held the same position for nineteen years.

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How to Obtain the Exact Cost of Goods

The Question is Answered, Should Discounts be Deducted in Order to Determine Cost?—A Negative Reply—The Value of a Cost Book Explained — The Items to be Always Included Under Expense.

By Henry Johnson, Jr.

I have the following very pertinent and interesting inquiry from a general merchant:

Dear Sir,—I have been a subscriber to and reader of your valuable paper for the past two years, and admit it is an indispensable paper, one from which I have obtained a great deal of valuable and practical information. I have been and still am very much interested in your department, and, as one of your "scholars," I would ask you to kindly inform me what you consider should properly be added to an invoice to arrive at the true cost. Also, what do you consider as expense. In arriving at true cost do you deduct the discounts and then add to the remainder such amounts as you consider part of the cost, or do you add to the gross amount of the invoice? Hoping I have made plain what information I desire.

R. S.

Winnipeg, Man.

That's a good letter, right to the point. Maybe I can answer the questions satisfactorily, but more likely I shall leave many points uncovered. I hope, however, that where I fail to cover important phases of this question, others will kindly step up and say where I am at fault. Such a question as this must be met by all of us in all sections, under all conditions. There should, therefore, be various methods, some better, some worse, of figuring costs; and a full discussion would aid all of us, might, indeed, lead to the fusing together of the best ideas into the one best method.

Get at Exact Cost.

I have detailed in former articles what jobbers add to cost. I have shown that therein we have a hint of what is good for us; but I have also shown that it would be impracticable for retailers to follow all that out to the fine point reached by jobbers. The safe way for us will be to take into consideration just what it has cost us to get the goods into our places of business ready to sell.

In the case of a bill of goods bought under the regular prices it's not hard to arrive at invoice cost of any given item per dozen or piece. But in cases where goods are bought otherwise it is not so simple. Supposing a traveler offers you five cases of an article free with 25 boxes of something else; he will likely point out that this shows you a cost of say \$2.29 on the latter. To make positive of his meaning ask him whether he is figuring the free article at \$4.25 per case, or \$4 or \$3.90. You can see at a glance that it will make a difference in your cost of the 25 boxes if it is figured at regular cost of \$4.50 or at \$3.90. You should consider carefully whether or not you are paying more for the free article than you could purchase it ordinarily by itself. But having bought the goods and having found say that the cost is \$4 per case, you can readily compute the actual invoice cost.

If this article is bought freight paid, it will be right for you to add 5c per box to your invoice cost to get actual cost to you in your store.

Another class of goods is olives in bottles. Here you must figure invoice cost; then add the actual freight cost, going right out to weigh up the goods in order to learn the actual cost of transporting a given size to your store. Then make some allowance for handling, whether you do it yourself or pay for having it done; lastly, add fully 5c per dozen all round, and in high-priced goods, costing \$3.75 and upward, add 10c. per dozen to cover breakage, spoilage and leakage. Bulk olives will cost you 10c per gallon for waste, sampling and spoilage.

Using a Cost Book.

The systematic keeping of a cost book, wherein is entered the cost of every item that you receive, will require some work—hard work, at first—but nothing will pay so well; nothing is such an educator. We cannot know too much about our business. The more we know the better able will we be to do business correctly. And the more we ponder over and study actual conditions around us the more will be revealed to us. Careful computation and record will consume many evenings; but, as we go on with the work, as we dig deeper into classifications and learn that certain goods cost more to get in than others, the better off will we be.

Do I deduct discount? Certainly not. Why? I can best reply in the old school formula.

There's a man whose name is Capital. He has certain duties in a business. In proportion as he is able to perform those duties well or ill, he is paid much or little. His pay is called NET PROFIT AND DISCOUNT. If he is weak and cannot meet his bills promptly, cannot carry his full burden, he suffers loss—labors under the disadvantage of PAYING INTEREST instead of receiving Discount and, as a consequence, he realizes less Net Profit than if he were stronger. BUT, with continued application, frugal living and careful management he may grow stronger and does, in fact, gain great strength. Then he is a better worker, then he draws More Pay. He rises in his strength and casts off the incubus, "Interest," thereafter gathering to himself large portions of Discount.

Capital Should Keep the Discount.

Now, having worked in the vineyard, shall Capital not have the pay he has earned? Shall that pay be divided with anybody else? No. It belongs only to him, since by his exertions alone has that pay become an actuality.

Put it another way. Suppose you are not in position to discount your bills. You must still so figure as to make a profit over and above all deductions and expenses; over and above and beyond the drawback of losing discount. If you figure properly, then, you will overcome the disadvantage of paying more than your neighbor who has capital where-

with to discount, and in time you will have accumulated enough reserve to discount all your bills. Now, seeing you made money before you could discount without giving any part of the discount benefit to merchandise cost, you must continue to let merchandise cost carry its full burden in order that you may realize the ADDED PROFIT which YOUR OWN LABOR and care have thrown in your way.

Cost, full cost, belongs to merchandise. Full gross profit belongs to merchandise. Discount is the reward of having capital wherewith to take discounts—to pay more promptly than the law requires—and the benefit must go to Capital.

What Constitutes Expense.

What do I consider expense? I can only reply very briefly in the remaining space. Expense is the ENTIRE COST of handling goods from the time you have landed them in your store ready to sell until the money is in your bank account. You can readily figure what that means. It includes rent, clerk hire, insurance, light, heat, horse feed, wear and tear on equipment, replacement of lost or worn out tools, water rates, advertising collections, postage—every blessed thing that you can think of that does not enter properly into the cost of goods as above set forth.

And, whether you figure as I say or not, one thing is absolutely incontrovertible—you PAY ALL THE BILLS for all these. Think of that occasionally. It will help you to "bear down" a little harder on the Cost of Goods.

Thinks Traveler Should Leave a Copy of the Order

Editor Canadian Grocer.—A great deal of inconvenience is often caused the merchant through the neglect of the "Knights of the Grip" to leave a plain copy of order received, on which is also marked the terms, date of shipment, etc. Invariably the merchant wishes to look up his order to see when the goods will arrive, or prices quoted, and it certainly is annoying to find that the traveler has failed to leave a copy.

It is also annoying to find a copy which has been left but which does not bear the firm's name or address. Should the merchant wish for some reason to write the firm about an order given and does not know the name and address and cannot find it on the copy of the order, it is enough to make him "say things."

Of course the merchant can procure a copy by asking for it but he should not be called upon to do so, and if travelers would all use a duplicating order book, it would be no trouble to give a copy.

DICKIE & CHAPMAN.
Pickering, Ont., Feb. 8, 1911.

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Calgary Dealer Reasons Why Displays Sell

Advocates the Use of Every Available Space in the Window and Inside the Store—The Store with Clean Goods Attractively Shown will Attract New Trade—A Selling Force in Moving Out New Lines.

Calgary, Alta., Feb. 7.—“The proper displaying of goods is an essential of modern merchandizing,” remarked a Calgary grocer recently.

“A merchant may manage to run along with a bare living without displaying goods,” he continued, “but he will run a store on this method a long time before he will be able to buy a building of his own or put himself on Easy street. No matter how commonplace are the goods, they look more attractive when well displayed.

“A statement came to my notice the other day,” he continued, “wherein it was said that a show case is not needed for potatoes because when people want potatoes they will ask for them anyway. It may be correct that we do not need a show case for potatoes, but nevertheless it is true that potatoes will sell better when well displayed to the prospective customer than when hid away in the back store house.

Will Sell New Lines.

“There are two objects of display. The first is to sell more goods to regular customers and the second to interest visitors. It may be argued that regular customers will buy all their requirements from you anyway without display but

is a well known fact that many families' demands may be greatly increased by proper methods being used by the grocer in both introducing new lines and also increasing the sale of staples by display.

“The merchant is the loser if a family goes without goods for a day longer than it intended to, just because there was nothing in the store to remind the shopper of the need for them. While display of straight staples may not increase the total consumption, still it causes people to buy where they are shown and that is to the benefit of the merchant who makes displays.

“In regard to how it affects visitors,” continued the merchant, “a person visiting your store may see some article which her regular grocer has not shown. She buys because the article was displayed. When she requires another supply, she probably comes back again. Perhaps this time you have something else which she sees on display and purchases it. Perhaps just at that time, she is out of potatoes and seeing some nicely displayed in your store, she gets a bag sent up with the other goods. Thus, gradually the merchant with the good display wins over the customer from the merchant

who was waiting for her to ask for goods.

Sales Depend on Displays.

“More display means more sales,” he said, “whether it be staples or fancy goods and every merchant should give particular attention to exhibiting goods. Displays should be changed often so that goods are presented to customers in a different way on each visit.

“Displays may be made around pillars, on the end of counters and in places about the store which are of little use for anything else. Unused spots at the back of a store need not present the unattractive appearance that many do but may be used to good advantage for the display of goods. This would not only improve the looks of the store but also would help in the sales.

“The judicious addition of price cards,” in his opinion, “will add greatly to the selling power of the displays.”

QUEBEC R.M.A. MEETING.

On Wednesday and Thursday of next week, Feb. 15 and 16, the annual meeting of the Quebec Provincial Retail Merchants' Association will be held in Montreal. The meeting will take place at 80 St. Denis St. beginning at 10 o'clock a.m. Wednesday.

James A. Gibson, grocer, Belleville, Ont., won a municipal bye-election there recently and is now an alderman. Three of the Belleville city council this year are grocers.



SHOW CARDS ACROSS THE STORE

The above is an interior view of the grocery store of F. A. Wilson, 33 Queen St., St. Catharines, Ont. One of the

features are rows of show cards from one counter across the store to the other. These are fastened to semi-cir-

cular bars and are used to advertise baked beans, tomato sauce, relishes, salad oil, etc.

SHORT TALKS TO CLERKS

By An Ex-Clerk

PUNCTUALITY.

Punctuality is a subject on which mostly all retail clerks can be plainly talked to, as it means the starting out right for a good day's work. When you start out right for a good day's work, you are starting out in the world right.

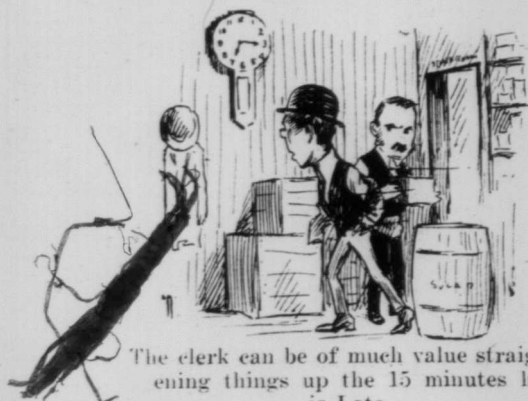
If the time to be at the store is seven o'clock, you hire with your employer knowing that that is the time. Why should you come to the store at 7.15? Many clerks will come to work ten minutes late, twenty minutes late, thirty minutes late. If you are engaged to come to work at seven, then carry out your contract. If your employer engaged you on the understanding that he would pay you \$12 a week, what would you think if he gave you on Saturday night only \$11.80? You would immediately say, "You have not carried out your contract."

My point is, **MAKE GOOD RIGHT FROM THE START.** Is it fair, do you think, to steal fifteen minutes—for that is what you do when you are late. Stealing may sound harsh, but when you come right down to facts that is what it is. You could be of value in that fifteen minutes straightening things up, putting things in their places, and in many other ways.

And let me impress another thing on you: When **YOU** are late, why shouldn't the other clerks come late? In fact, the result is that they do, and they get it into their heads that it is all right. As a matter of fact, it is all wrong.

A bank opens at ten o'clock. It does not open at 10.10. It opens on the dot. That is punctuality. If you are going to the depot to catch a train at nine o'clock, you would never figure on getting there ten minutes after nine; you would be there ahead of time—caused by punctuality in the railroad system.

Probably you think that when you come in ten minutes late it is never noticed. Don't fool yourself! Don't ever get the impression that, because there is no mention made of an irregu-



The clerk can be of much value straightening things up the 15 minutes he is late.

larity, it is not noticed, because it is. It is noticed not only by your employer but by your brother workers. It is

noticed by the opposition store across the road. Now there is no chain stronger than its weakest link—a very weak link—which you want to immediately remove from your chain.

I recall a serious railroad wreck that was occasioned by an employe not being punctual. He was an operator, and he was due at his post at 8.00 p.m., at a little wayside station. The Chief Dispatcher, of course, knew when this operator was due, as they know of all the duties of the junior operators. At eight



Serious Railway Wreck Was Caused by the Operator Not Being Punctual.

o'clock the Chief Dispatcher called this operator's station to stop train No. 5. At two minutes past eight he called him again to stop train No. 5, but could get no answer to the call. Again and again did he try to get a reply from this operator, knowing that the man should be on his job at eight o'clock or

be dead. It was of the utmost importance that No. 5 passenger train be stopped, as a freight train coming in the opposite direction had mistaken orders; and if No. 5 were not stopped they were going to meet, which would mean the loss of many lives. And it had to be stopped before five minutes past eight, or the passenger train would go rushing past this wayside station.

Well, it was not stopped. The operator was late. The operator was not punctual. The result was **DISASTER**, and the loss of many lives. Think of the lives on the passenger train that depended on that operator being punctual!

You never know what may depend on **YOU** being punctual. The very time you are late may be the very time you are being watched. You might wonder, "Why would I be watched?" Well, your employer is probably thinking of promoting you; he may be thinking of taking in a silent partner, and is watching you to find out just how much interest you have in the business.

A retail clerk is the same as any other man; he has something to sell, and that is his time. When a man buys that time the clerk should deliver the goods. Now, you might say, "Well, many a night I have worked after hours." True! show me a successful man in this world who has not worked many a night after hours! I have done so thousands of times. You must have the temperament and the disposition to be willing to give what you can—but don't take back something to offset it. That is not the way to succeed.

CATALOGUES AND BOOKLETS.

Kenneth McDonald & Sons, Ottawa, are sending out their annual seed catalogue. The front cover presents an attractive combination of a tomato, cucumber, ear of corn, beans and a muskmelon.

STORY OF AN ORDER SENT TO CATALOGUE HOUSE

By Theo. Legault.

I read with interest in a recent issue of *The Canadian Grocer* the article "Why Farmers should Trade at Home," by M. Moyer. Of all the relative questions which concern us, this one, I believe is of the most immediate and vital importance. If there are any leaks, defects or discrepancies through which the local retail merchant suffers, Mr. Moyer certainly has hit them on the head. The citizens and farmers of this district have acquired the habit and now they spend the best part of their cash on mail orders.

This habit is so strangely contagious that it even prevailed for supremacy of patronage in a lodge where it was arranged that a gift should be presented to a retiring officer. One member scrupulous about the expenditure of the court funds, suggested that they purchase a certain toilet and manicure set of pure French ebony binding, in a beautiful calf case, lined and trimmed with mauve German silk, etc., etc., all for \$23.90 at a Toronto mail order house. It also occurred that a well stocked

fancy goods merchant had something of that description. He invited them to have a look at it, as he claimed it to be the same article.

Not much! These men could not believe nor did they want to be convinced that this \$12 case could compare with the catalogue article.

They sent the cash to Toronto to get it. When it arrived, they examined it closely and found it to be in every respect identically the same as the set the local merchant had offered—and a man who helps every society, keeps the town together and spends all his money to give it appearance and comfort.

This lodge had actually paid 100 per cent. more by sending their cash away from home.

Mr. Moyer suggests an educational campaign to assist the merchants to contest this business. His plan apparently would be of mutual benefit to both dealer and consumer. I am satisfied that he is in earnest, as the cause has the sympathy of all dealers. Could we not hear more from him in this direction, and would it not be a good idea to have him explain his plans exactly.

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the wording of the card which was in purple ink. It read:

CARD OF APPRECIATION.

We desire to express to our many patrons our thanks for their esteemed patronage in the past, and also to assure them how much we appreciate the confidence they have in our store and system.

As we enter upon another year's business, we look forward to the pleasure of an increased trade and will promise all our present customers a greater interest in their business than heretofore. Our aim is to please. If anything has not been satisfactory, kindly give us an opportunity to make it right.

With best wishes for a Prosperous and Happy New Year.

We are,
Your obedient servants,
ELLIS BROS.

At the beginning of February a small circular was sent with the monthly accounts advertising marmalade and California oranges and coffee. In reference to the former, customers are urged to buy in February. Californias are offered both by the dozen and case and it is further explained that they are are now at their best. The talk on coffee is as follows:—"We certainly have the finest blend of Coffee one could wish for; it has a rich flavor and is good and strong. Delivered to you freshly ground in air-tight lead bags at 39 cents a pound. We want you to try it."

Such cards and talks as the above are sure to have good results as it is practically assured that they will be read. Money in stationery and stamps is also saved when this literature is sent with monthly accounts.

Merchant Seeks Aid of Ry. Commission

Central Ontario Dealer Complains That New Canadian General Electric Siding Will Injure His Business—He Wants Litigation to Prevent Siding Crossing the Street or Else That He be Compensated for the Injury Done to Him — Smoke will Spoil Goods Displayed He Says and Engines will Frighten Horses.

Peterborough, Ont., Feb. 9.—R. C. Braund, a local grocer, is not going to allow the Canadian General Electric Company to place a siding across Park St. without his opposition to the idea having been fully considered by the Railway Commission and the municipal council of Peterborough.

Mr. Braund has built up a large suburban general store establishment. His place of business, which is located at the corner of Park and Albert Streets has been enlarged from time to time, until to-day it constitutes a good sized modern departmental store. The Canadian General Electric Company's factories are located on Park Street, some little distance above Mr. Braund's store. This company recently purchased a quantity of land in the vicinity and are erecting large extensions to their plant. They have applied to the city council for permission to run two sidings from the C.P.R. tracks across Park St. These two sidings will then run parallel to Albert St. on the company's property, of course, straight across the street from Mr. Braund's place of business.

Asks for Damages.

Mr. Braund naturally objects to these sidings, unless he receives due compensation for the damage he alleges will occur to his business. When the matter came up before the city council, he and his solicitor stated their objections and the matter has not as yet been finally disposed of.

Mr. Braund claims that the proposition is the height of injustice. He points out that these two sidings immediately across the street from his store, on which shunting engines will work for

the greater part of the day, will result in loss of trade to him. The engines, he claims, will belch forth smoke that will destroy his goods displayed outside: that no horses can stand in front of his store without becoming frightened, and that general depreciation of his property will follow. He demands compensation from the Canadian General Electric Company and states that he is perfectly willing to leave the matter to the decision of the Board of Railway Commissioners for Canada.

The point he takes is, that the siding in question cannot be put across Park Street without the permission of the city council, or the Board of Railway Commissioners, and that neither of these bodies should grant this permission, when it is apparent that it is bound to damage his property and business, unless he is duly compensated.

The Question at Issue.

The case is a peculiar one and the outcome will be awaited with interest. There is no doubt that the Canadian General has a perfect right to have as many tracks as it sees fit on its own property, even if these tracks are immediately opposite Mr. Braund's store, and even if they do prove injurious to Mr. Braund's business. But the fact remains that these tracks cannot be laid on the Canadian General Electric Company's own property without crossing Park street. Therefore, should the city council, or the Railway Commission grant permission for the laying of the tracks in question across Park Street, when it appears perfectly certain that Mr. Braund's business will suffer thereby?

London Grocers Have Merry War In Price Cutting

London, Ont., Feb. 9.—What was probably the only price-cutting war among London retailers over sugar took place here prior to the last decline. One of the grocers advertised a ten-days sale of sugar. Increasing his newspaper advertising somewhat, he quoted standard granulated sugar at \$4.64 per sack, or 20 pounds for \$1, pointing out to the public that "the wholesale price of granulated sugar is lower now than it has been in the past three years, and we want you to get the benefit."

However, the lead was followed by a number of other grocers about the city, who promptly advertised by newspaper and window cards that they were selling 22 pounds. Then the former quoted best granulated by the sack, \$4.50 and 22 pounds for \$1, adding "To those who bought at our stores at the prices quoted in Wednesday's paper we will allow the difference." The advertisement was headed "Who put the Price of Sugar Down?" Followed by the argument that "the grocer who did ought to be patronized."

A number of other London grocers then held a telephone consultation and decided to go one better, so on Saturday sugar was selling all over the city, including the first price reducer at 23 pounds for the \$1 and \$4.45 per cwt. A half dollar bought 11 pounds. Laid down in London, it cost \$4.44, so the profit was not large, and it will be noticed that by-the-dollar rate was lower still, which meant selling at a loss.

The result was that all grocers, sold a lot of sugar but last week things got back more to normal when the first man to reduce prices let up. Other dealers say they were prepared to get even, even if the process was an expensive one.

An Ontario City Council Getting After Peddlers

St. Thomas, Ont., Feb. 9.—A committee of the city council has been named to formulate a measure that will provide for an adequate charge to be made for licenses for transient traders, and outside and local peddlers. The committee is to suggest a by-law that will meet the needs of the case, as well as the views of the police magistrate.

Ald. Chant, on behalf of protesting merchants, pointed out at the meeting that the legitimate trade is being handicapped by permitting peddlers to get rid of a cheap class of goods without any icapped by permitting peddlers to get rid time ago, but was finally declared "no good" because of the prohibitive fees imposed. With the present nominal fee of \$25 to transient merchants, he pointed out, they could do business without doing much to reimburse the city.

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The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING Co., LIMITED

JOHN BAYNE MACLEAN PRESIDENT

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DEVELOPING INTO SALESMEN.

A story comes from British Columbia telling of the commendable method used by a dealer to develop salesmanship among his clerks.

He establishes friendly selling competitions, offering some small prize to the clerk who wins. These contests are usually put on to introduce new lines of goods in which the dealer has become interested and at the same time they are advantageous to the clerk who is desirous of developing into a real salesman.

Clerks should realize that their entire future in the retail business practically depends on their abilities to sell goods and they should snatch at every opportunity given them to increase sales. They ought to study the theory of salesmanship, as well as to become students of character, for on this depends much of their success.

The writer was, not long ago, in conversation with a traveling salesman, who had evolved from a grocery clerk, who made it a point to study phrenology. He had a whole library of books on the subject and he was still a student; as might be presumed he was a man who was much in demand as a salesman and therefore commanded a good salary.

To become a salesman, should be every clerk's ambition and to do this he must take advantage of every possible chance of developing his ability to sell.

WHY FISH SHOULD BE SOLD.

Because fish is a food the average Canadian grocer should be interested in it. He may not understand that up to the present, the fish business has been carried on largely in a haphazard manner.

Advanced systematic methods have been witnessed only within the last year

or two. But the feeling is one of optimism. One of the signs of the times is the fact that the importation of United States fish is rapidly declining. Canada has practically inexhaustible supplies and the cost of the long haul from the coast is lightened by the government's action in paying one-third of the express charges.

Because of the fact that various interests are at work to expand the fish industry, the retail grocer should acquaint himself with the situation. Home consumption is increasing but there is room for still greater growth. If this is accomplished the retail grocer should be one of the sharers in the new business. He is in closest touch with the consuming public and should satisfy himself as to whether he feels that in his community there is an opportunity to build up a good trade in fish especially at particular seasons of the year.

EARLY CLOSING RESCINDED.

The early closing by-law has been rescinded in Belleville, Ont. This is to be regretted because it is a step in the wrong direction.

Last year a by-law was passed there compelling grocers to close at 7.30, Saturdays excepted. One or two grocers and fruit dealers refused to do so and a police court case followed with the result that the minority won out on the plea that they were fruiterers and not grocers. This caused the grocers as a whole to ask for the old method and the city council has answered the request by erasing the law from the municipal statutes. Now there is no limit to open hours.

This is to be regretted because in other towns and cities the early closing system has been working satisfactorily. Retail dealers have been frank in their assertions that where such a method has been adhered to there has been no loss in business. On the other hand they maintain in the majority of cases that what they save in light, fuel, recreation, worry, etc., more than balances any profit they were ever accustomed to make when they kept open until a late hour.

Retailers want some time to themselves; they must not be cooped up in their stores from seven in the morning until eleven at night if they care anything about their health. None but a strong man can do that and if he continues for any length of time he will eventually experience the reaction.

Looking at it in a purely business light, in nine cases out of ten the grocer, according to stated experiences, loses money through late closing. Light and fuel costs him something; his clerks and delivery men lose enthusiasm in a business at which they are compelled to spend all of their waking hours; the

grocer does not do justice to them nor to himself in late closing, and the lack of independence on the part of the dealer is not appreciated by the better class of trade.

MUST OPERATE CLEAN STORES.

The Washington, D.C., health authorities are looking sharp after grocers and butchers who keep their stores in untidy and unsanitary conditions. They recently fined a grocer for allowing dust to accumulate on his windows, for having a dirty floor and a cellar full of debris.

It will thus be seen that the day of the dirty store is gradually waning and it is a pretty safe prediction that at the end of another half century, it will be as difficult to find an unsanitary store as a needle in a haystack.

Live Canadian merchants already see the trend of public opinion in this regard and they are now more than fulfilling the requirements of the most fastidious persons.

Let all realize what is or what soon will be required of them and meet these requirements more than half way.

LEAVE A COPY OF THE ORDER.

As pointed out in a letter from a Pickering grocery firm, travelers should never neglect to leave copies of orders taken while out on the road. The traveler owes it to his customers to do so just as a retail dealer does to those who purchase on credit from him.

There are no doubt many dealers who never ask for copies of the orders they give and possibly the traveler may claim that it is not his place to give duplicates. But in this he is in error. The traveler who desires to have permanent customers must treat them all fairly, openly and above-board. He must not let the idea get abroad that he is in any way trying to get the better of any customer, for as certain as he does, he eventually will lose that customer whether he was right or wrong.

By giving a duplicate of an order therefore, the traveler is not only assisting the merchant to take a greater interest in his business but is gaining the confidence of the merchant.

HINTS FOR GROCERS.

Look out for the man in the overalls; he may have a five dollar bill in his pocket which he will spend in less time than it takes her ladyship to purchase a pound of prunes.

Merchants should pay particular attention to the heating of the store during the winter months. Customers, especially those who drive in from the country, like to have a place where they may warm themselves on their arrival and before leaving on the return journey.

Country Retail Merchants Issue Catalogue

They Began to Do This in 1910 and Business Last Year Increased \$8,000—Advertise That They Can Meet or Beat Any Mail-Order Price—An Editorial Conversation About Advance in Prices, Etc.

Richmond, Ont., Feb. 2.—The 1910 business of Lewis Bros., Richmond, exceeded that of 1909 by \$8,000.

Their turnover last year was \$37,000 and they operate a general store business.

They attribute a big share of the increase in trade to a four-sheet catalogue called the "Up-to-Date Store News" the front page of which is reproduced here. The original size of the catalogue is about 14 x 11 inches in dimensions and it is issued, as will be observed from the introduction, occasionally.

About 1,000 of these catalogues are issued every month at a cost of about \$18 per month, which with the addition of stamps for mailing bring the entire cost to about \$28. The prices quoted, unless otherwise stated hold good during the month.

One criticism that might be made of

the catalogue is that the various departments are possibly broken up a little too much. Had, for instance, all grocery news been on one page, hardware on another, etc., the reader would not have had to look in various parts of the paper for all the news about groceries, hardware, etc.

Meet Mail Order Prices.

The editorial introducing the goods and their prices is run in a conversational style which should secure the attention of the prospective buyer. It reads in part as follows:

"We desire to apologize to the many customers who were obliged to go away without being waited on, on some of our busy days this month. We expected to have had some extra help for Thursdays and Saturdays but were disappointed. Under the circumstances, we did the best we could and trust our custo-

mers will pardon any inconvenience they were put to.

"Since the last issue of our little paper prices on many lines of goods have advanced very materially. There have been stiff advances on flour, feed, rolled oats, rolled wheat, tapioca, sago, rice, raisins, currants and canned goods. With the exception of flour and feed, we are trying to keep to our old prices as much as possible, as in some of the lines mentioned, we had anticipated advances and had stocked up accordingly. On some of the other lines, we are obliged to make small advances. But our prices will still be lower than present value. You will find our prices, even on the lines we have had to advance, as low as the lowest. This little paper is published to give you a chance to compare our prices with others.

"We stand ready at any time to meet or beat the prices of any city or mail-order house on the same quality of goods, on anything we have to sell. All we ask is that you compare our prices with others before purchasing. They speak for themselves, etc."

UP-TO-DATE STORE NEWS

Published occasionally by Lewis Bros., Richmond, Ontario for the benefit of ourselves and our customers

Volume One Number Four

AGOST AND SEPTEMBER, 1910

Subscription Price: Yearly Advance and Postage

Editorial

We desire to apologize to the many customers who were obliged to go away without being waited on on some of our busy days this month. We expected to have had some extra help for Thursdays and Saturdays but were disappointed. Under the circumstances we did the best we could and trust our customers will pardon any inconvenience they were put to. Since the last issue of our little paper prices on many lines of goods have advanced very materially. There have been stiff advances on flour, feed, rolled oats, rolled wheat, tapioca, sago, rice, raisins, currants and canned goods. With the exception of flour and feed, we are trying to keep to our old prices as much as possible, as in some of the lines mentioned, we had anticipated advances and had stocked up accordingly. On some of the other lines, we are obliged to make small advances. But our prices will still be lower than present value. You will find our prices, even on the lines we have had to advance, as low as the lowest. This little paper is published to give you a chance to compare our prices with others. We stand ready at any time to meet or beat the prices of any city or mail-order house on the same quality of goods, on anything we have to sell. All we ask is that you compare our prices with others before purchasing. They speak for themselves. As heretofore, our Thursday Bargain Sales will continue to be a strong feature. In another part of the paper you will find the special Thursday prices quoted for five weeks. Nearly every Thursday, we have extra bargains to offer that are not included. These consist of different lines of goods that we pick up at special prices. In every case, we give our customers the benefit of these low prices. If you do not receive this paper regularly kindly advise us and we will make inquiries, and see that you get it. If you have a friend that you would like us to send it to we will do so if you furnish us name and address.

Flour and Feed

As we have warned our customers in our last price list there has been a slight advance on all lines of flour and feed. We expect still further advances. We expect our flour and feed to be in a few days, probably before this paper reaches you. We quote today's prices below on flour and feed but cannot guarantee them. We are obliged to follow the market promptly up or down.



When the bread or cake or pastry comes from the oven light, crisp and appetizing, you are sure to say you have had good luck with your baking.

The "good luck" idea is a relic of the time when housekeepers pinned their competency against poor flour. To day good baking isn't a matter of good luck in any home where **Baker's Household Flour** is intelligently used.

In the hands of competent housewives it never fails because it is the whitest, lightest, purest and best baking flour to be had.

If the goodness of your baking is due to chance, your grocery is giving you the wrong kind of flour. Ask for **Baker's Household Flour**. **Superior Flour Mills Co., Ltd.** Montreal.

Baker's Household Flour , per bag	\$3 40
Glenn's Household Flour , per bag	\$3 15
Baker's Special Household Flour , per bag	\$3 00
Big Leaf Household Flour , per bag	\$3 15
Rose Brand Household Flour , per bag	\$3 25
Empire Household Flour , per bag	\$3 00
Imperial Feed Household Flour , per bag	\$1 80
Maize	\$1 80
Shells	\$1 30
Beans	\$1 20
Gold Dust Corn Meal , per bag	\$2 50
Corn Feed , per bag	\$2 00
Roll'd Oats , 90 lb. Sacks	\$2 25
Roll'd Oats , 80 lb. Sacks	\$2 00
Wheat Granules , 6 lb. bags	25c.
Oil cake	\$2 40



Harvest and Threshing Gloves and Mitts

We have a good stock of Harvesters and Threshers' Gloves and Mitts. We have mitts made with and without fingers. Prices 25c., 30c., 35c., 40c., and 50c., per pair. Also Belt Leases, Cylinder Oil and Machine Oil by the gallon or barrel. Close prices quoted to threshers on machine oil by the barrel.

Pork

We carry a good stock of Pickled Hocks and Short Cut Pork by the barrel and can quote you a very close price on the same. Don't purchase without getting our price.

Bread! Bread!

We sell the **Shinn-Shouldis Company's** Bread and receive it fresh every day. Still selling at the old price.



Building Material

We invite comparison with any other store on Building Material. Get our prices before purchasing your Nails, Locks, Hinges, etc., and save money.

Fencing Material

We are selling agents for the Pittsburgh Perfect Fencing which we consider the best fencing on the market. The wire from which it is made is of a special quality of high grade open-hearth steel made especially for fence use. This wire is extra-heavily galvanized and by electrically welding the stay to the strand there are no joints to hold moisture and cause rust. Where it is welded it is reinforced by a little excess galvanizing which piles up where the weld is made. It is guaranteed by the maker and by ourselves to give satisfaction. Also high carbon, hard end spring wire, plain galvanized wire, plain black wire, fence staples, etc. Let us quote you prices.

Tea! Tea!

Our 32c. Japan Tea is a winter. Sold at 30c. per pound in 2 lb. lots, with a discount of 5% off for cash, the best value in the trade for the money. We would like you to compare it with any other 32c. tea you can purchase. We have a good Japan Tea at 25c. per lb. **Lipton's Black Tea** in sealed packages at 30c., 40c., and 50c., etc. **Black Tea** in bulk at 25c., 35c., and 40c., per lb. If you use a Black Tea please compare our **Gold Star 40c.** Black with anything you can buy in bulk or package at 50c. or 60c., and let us know the result.



Taylor's Borax Soap

Until further notice we will sell 5 bars **Taylor's Borax** and 1 cake **Infant's Delight Toilet Soap** for 25c. and 3 cakes **Infant's Delight Toilet Soap** and 1 cake **Taylor's Borax Soap** for 25c.

In other words, 35c. worth of soap for 25c.



Made by **The Shearson-Whitman & Co.** Is tough and elastic. Doesn't scratch or mar readily under foot wear. Can be walked on next day after application. Has a lasting lustre. Easy to apply.

TIME LIMIT ON STORAGE GOODS.

Bill Introduced for this Purpose—Opposed on Grounds that it is not Practical.

Ottawa, Feb. 9.—E. N. Lewis, M.P., for West Huron, Ont., has introduced a bill into the House of Commons amending the Cold Storage Act. The principal clauses he inserts are:

That from and after the passing of this Act it shall be unlawful in Canada to keep in storage in any warehouse or other place of deposit for a longer period than one year any meat, fish, poultry, game, butter, eggs, oysters or other food products intended for sale or distribution.

That whenever it shall appear to the satisfaction of the Dominion Medical Health Officer or food inspector that any meat, fish, poultry, game, butter, eggs, oysters or other food products kept in storage for a period under one year, may not be sold or distributed without prejudice to the public health, the said Medical Health Officer or Food Inspector shall cause such products to be seized and destroyed.

Mr. Lewis considered that the need of law of this character was realized by the recent receipt in Montreal of \$100,000 canned eggs from China.

The above proposed changes were criticized by Mr. Chisholm, M.P. on the grounds that the question at issue was not so much the length of time goods were left in cold storage, as the regularity or otherwise of the temperature of the cold storage in which they were kept. The bill went to committee.

Reproduction of Front Page of Catalogue Issued by Lewis Bros., Richmond,

THE CANADIAN GROCER

high prices and in the lines in greatest demand there are no signs of lighter business.

Sugar.—The sugar market is reported fairly firm at the last reduction. It is admitted that there is the possibility of lower prices if sellers force them. However, it is thought that the market has traveled about far enough. In addition the winter will soon be terminated and heavy demands should again begin to be felt. Just what will happen in the meantime is difficult to tell but the tendency is to look forward to signs of higher prices.

Granulated, bags	4 20
" 20-lb. bags	4 30
" Imperial	4 05
" Reaver	4 05
Paris lump, boxes, 100 lbs.	5 11
" " 50 lbs.	5 10
" " 25 lbs.	5 24
Red Seal, in cartons, each	4 91
Crystal diamonds, bbls.	5 00
" 100 lb. boxes	5 10
" 50 lb. "	5 37
" 25 lb. "	5 37
Crystal Diamond Dominoes, 5-lb. cartons, each	4 85
Extra ground, bbls.	4 85
" 50-lb. boxes	5 05
" 25-lb. boxes	4 45
Powdered, bbls.	4 45
" 50-lb. boxes	4 20
Phoenix	4 15
Bright coffee	4 05
No. 2 yellow	3 85
No. 1 "	3 80
Bbls. granulated and yellow may be had at 5c above bag price	

Syrups and Molasses.—The molasses market is a little firmer, due to the advance reported from the primary market of one cent a gallon. Demand for syrup is fair.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03	
" 1-bbls.	0 03	
" 1-bbls.	0 03	
" 38-lb. pails	1 70	
" 25-lb. pails	1 25	
Cases, 2-lb. tins, 2 doz. per case	2 60	
" 5-lb. " 1 doz. "	2 60	
" 10-lb. " 1 doz. "	2 60	
" 20-lb. " 1 doz. "	2 45	

Dried Fruits.—Valencias are scarce and apparently there is only a limited supply of the finer stocks. The demand for currants is rather quiet. The trade in other dried fruit lines is fairly good. Choice seeded raisins are quoted at a slight advance.

Currants, fine fillatras, per lb., not cleaned	0 08
" " cleaned	0 07
" Patras, per lb.	0 08
" Vostizna, per lb.	0 09
Dates	0 06
Figs, 4 crown	0 09
" 6 crown	0 10
" 9 crown	0 11
" 12 crown	0 12
" 15 crown	0 13
" 18 crown	0 14
Prunes—	
30-40	0 12
40-50	0 11
50-60	0 10
60-70	0 09
70-80	0 08
80-90	0 08
90-100	0 08

Raisins—	
Choice seeded raisins	0 08
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07
" " 4-crown, per lb.	0 08
Malaga table raisins, clusters, per box	2 40
Valencia, fine off stalk, per lb.	0 07
" select, per lb.	0 07
" 4-crown layers, per lb.	0 08

Tea.—There is practically no change in the tea market. Orders are coming in liberally but conditions are practically identical with those existing a week ago.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan—Fine	0 30	0 35
" Medium	0 25	0 28
" Good common	0 21	0 23
" Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoe	0 20	0 25

Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 22
Ceylon greens—Young Hysons	0 20	0 25
" Hysons	0 20	0 22
" Gunpowder	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The coffee market is normal with prices holding firmly. Demand is good. The market is considered steady and strong but the keenness that characterized it a few months ago under the excitement of fluctuations is lacking.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maraçibo	0 20	0 25
Mexican	0 22	0 30			

Spices.—Firmness in several lines of spices continues. The demand is normal and nothing of a feature can be said to prevail at this time.

Allspice	Per lb	0 13	Ginger, whole	Per lb	0 20	0 30
Cinnamon, whole	16	0 18	" Cochin	0 17	0 20	
" ground	0 13		Mace	0 17	0 25	
Cloves, whole	0 28	0 33	Nutmegs	0 30	0 40	
" ground	0 25	0 31	Peppers, black	0 16	0 18	
Cream of tartar	0 25	0 32	Peppers, white	0 30	0 25	

Nuts.—Nuts are in good demand with prices holding at a high level. There has been no depreciation in quotations since prior to the Christmas season. That is there has been no decline of appreciable extent. Owing to the short crop year and the meagre holdings reported the market continues to maintain its position.

Almonds, 4-crown selected, per lb.	0 35	0 37
" 2-crown "	0 32	0 35
" 1-crown "	0 31	
(in bags), standards per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 19	
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	
Pistachios, per lb.	0 75	
Walnuts—		
Rondeaux halves	0 38	0 40
Broken	0 30	0 32

Almonds, 4-crown selected, per lb.	0 35	0 37
" 2-crown "	0 32	0 35
" 1-crown "	0 31	
(in bags), standards per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 19	
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	
Pistachios, per lb.	0 75	
Walnuts—		
Rondeaux halves	0 38	0 40
Broken	0 30	0 32

Rice and Tapioca.—The primary markets in tapioca have been firm and top prices have been paid. It is thought by some that the prices recently paid are as high as any reported during the last twelve months. America has been buying and prices are expected to be maintained. The wholesale trade is fairly good. Rice is steady.

Rice, grade B, bags, 250 pounds	3 00	
" " 100 "	3 00	
" " 50 "	3 00	
" " pockets 25 pounds	3 10	
" " pockets, 12 1/2 pounds	3 20	
" grade c.c., 250 pounds	2 90	
" " 100 "	2 90	
" " 50 "	2 90	
" " pockets, 25 pounds	3 00	
" " pockets, 12 1/2 pounds	3 10	
Tapioca, medium pearl	0 06	0 07

Peas and Beans.—There is not much change in the pea market. Offerings are fairly liberal. The situation in beans is not quite so clear. Brokers quoting to western dealers have advanced their prices slightly but have had no replies to their offerings. One stated that he was not sure just what the situation was but he was inclined to believe that the present silence may be traceable to the reciprocity proposals.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

MANITOBA MARKETS

POINTERS—

Beans—advanced.
Evaporated Apples—scarce.
Currants—strong.
Winnipeg, Feb. 10.—Trade during the last week has been hampered consider-

ably, owing to the severe snowstorm prevailing over the entire west. Passenger trains have been running irregularly, while on many of the branch lines in the northwestern sections of the country, no freight trains have been running at all. Notwithstanding these drawbacks trade has been good, and wholesalers predict a rush of business as soon as the elements become settled again.

In reviewing the trade for the month of January, wholesalers are of the unanimous opinion that more business was conducted than for many a long year in this month. One large house stated it was a record January for them. In spite of the intense cold and severe storms, which not only delayed freight shipments, but tied up travelers for days at a time in various towns, orders have been satisfactory and the demand has been good for all lines. Farmers have experienced a great deal of hardship by not being able to get to town regularly, which has resulted in their buying larger quantities at one time than they were in the habit of doing; and in view of the fact that the second severe storm for the month has not completely abated yet, it would seem that they acted on the right principle.

The largest demand has been for syrup which was brought about by the high prices prevailing for all classes of dried and foreign fruits. Collections have been fair and fewer failures have been recorded than usual, as payments have been met pretty regularly all winter.

Sugar.—This market is still so weak that even lower prices are looked for. Last week's decline has had a tendency to increase sales as merchants have been keeping in close touch with conditions and were holding off, but are now starting to purchase in fair quantities as this makes a total decline of 20 cents per barrel since Jan. 20. Stocks in the city are of considerable size so that all orders can be easily handled.

Montreal and B.C. granulated, in bbls.	4 85
" " in sacks	4 80
" yellow, in bbls.	4 45
" " in sacks	4 40
Ice sugar, in bbls.	5 45
" " in boxes	5 65
" " in small quantities	6 10
Powdered sugar, in bbls.	5 25
" " in boxes	5 45
" " in small quantities	5 60
Lump, hard, in bbls.	5 75
" " in 1-bbls.	5 85
" " in 100-lb. cases	5 75

Foreign Dried Fruits.—The recent advances in raisins and prunes are still maintained, and no new prices are reported. The demand for prunes during the last month has not been as heavy as in former years, owing to the high prices which have been prevailing. Stocks are only of medium size at present, and the outlook, if anything, would indicate higher prices. Mediterranean dried fruits are holding firm at their high figures also. Currants are high, without any likelihood at present of a decline, while figs are firm and an advance would not be unlikely.

Smyrna Sultana raisins, uncleaned, per lb.	0 12
" " cleaned, per lb.	0 13
California raisins, choice seeded in 1-lb. packages	0 07
" " fancy seeded, in 1-lb. packages	0 07
" " choice seeded in 1-lb. packages	0 08
" " fancy seeded in 1-lb. packages	0 09
Raisins, 3 crown muscatels, per lb.	0 07
" " " " " "	0 07

Prunes—				
25-lb. bx, 90-100, lb	0 09	Prunes, 50-60 "	0 13	
" 80-90 "	0 11	Prunes, 40-50, lb	0 13	
" 70-80 "	0 12	Silver prunes, ac.		
" 60-70 "	0 12	to quality	0 11	0 14

THE CANADIAN GROCER

Currants uncleaned, loose pack, per lb.	0 07½
" dry, cleaned, Filistras, per lb.	0 08½
" wet, cleaned, per lb.	0 08½
" Filistras, in 1-lb. pkg. dry, cleaned, per lb.	0 09½
Pears, per lb.	0 13½
Peaches, stand-ard, per lb.	0 09
Peaches, choice.	0 10
Apricots, stand-ard, per lb.	0 16
Apricots, choice per lb.	0 16½
Plums, pitted, lb.	0 12

Syrup and Molasses.—A strong demand has been in existence for both commodities, but more especially for syrup. No changes have taken place in prices, but a good steady trade is expected to continue throughout the winter. These articles are being consumed in place of evaporated apples and other dried fruits on account of the scarcity and high prices existing in these lines.

Syrup—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb.	0 03½
Barbadoes molasses in ½-bbls., per gal.	0 50
New Orleans molasses, ½ bbls., per gal.	0 36

Evaporated Apples.—Prices still continue higher. Stock in Ontario with the exception of one or two odd cars are practically exhausted, and the general expectation is that the market will be bare of this line before spring. A fair demand still continues.

Beans and Peas.—The demand for beans still continues to increase, which has resulted in an advance of 5 cents per bushel during the week. Large quantities are being shipped now to logging and railroad construction camps. Stocks however, are of good size, and there is little danger of them being exhausted. Split peas and pearl barley are also in good demand, and prices are becoming firmer. Split peas are now quoted at \$2.85 per 100 lbs., barley at \$2.50, and pearl barley at \$3.50.

Green Coffee.—No change has taken place in prices since last week, although market still continues to soar. The rapid advance during the last month is attributed to the fact that the demand was greater than the supply, and to manipulation of market by Brazilian dealers. The prevailing opinion is that there is little likelihood of lower prices until new crop is reaped.

Tapioca and Sago.—Both these lines have taken advances of ½c per lb. during the week. The demand has improved considerably during the last three weeks, and a declining market has been changed into an advancing one. Stocks are of fair size, but if the present demand continues higher prices if anything are looked for.

Coffee, standard Rio	0 14½	Coffee, choice	0 15
		Coffee, extra choice	0 16
Pearl tapioca, per lb.	0 06½	Sago, per lb.	0 04½

BRITISH COLUMBIA MARKETS.

Vancouver.—Never has halibut been so scarce as it is this season. One vessel got in last week with 40,000 pounds after being out 26 days, the longest trip on record. It is reckoned by the fish companies that it costs them all the way from 15 cents to 30 cents a pound to get halibut and that the boats just now are operated at a loss. The local price is seven cents. The demand for other kinds of fish is greater than the supply. No salmon is coming

in at all now. The weather has been very bad, which accounts for the small catch of fish. Fish men here will not discuss the tariff agreement, saying that if it is ratified it will revolutionize the business. After decision is passed, they will be ready to talk.

Vancouver, Feb. 9.—The supply of goods has been augmented for the first time by importations from Japan. The imported article is of good quality, better than the local, and can be brought in at a slightly lower price. Local potatoes now are being bought by the wholesalers at \$28 a ton and being sold for \$32. No Ashcroft's are on the market. The outlook is that there will be enough to see the season through, without any big increase in the price.

There is a reduction in Eastern butter, the quotation this week being 29 cents to 30 cents. There is no Australian butter on the market this week, but New Zealand brings from 30 to 32 cents. Local butter varies, as the supply is not as large as the demand, and some weeks more is coming in. This week the quotation is 35 cents.

Apples, cooking	1 00	Prunes	0 07½	0 11½	
Apples, local	1 25	0 275	Currants	0 08	0 10
Beans, per lb.	0 03½	0 04½	Dried apricots	0 15	0 18½
Butter, Eastern			Eggs, Eastern	0 35	
dairy in tubs	0 29	0 30	Eggs, local	0 45	0 50
Butter, Eastern			Flour, Standard,		
dairy choice	0 28	0 29½	bbl.	6 80	
Butter, local			Tapioca, per lb.	0 06	
creamery	0 35		Evaporated		
Bacon	0 26	0 32	apples	0 11	
Canned Goods—			Ham, cooked	0 18	0 20
Peas, Early June	1 37½		Lard, pure	0 16½	
Tomatoes	1 52½		Lard, compound	0 13½	
Corn	1 20		Potatoes—		
Apples	3 95		Potatoes, local	32 00	
Strawberries	2 03½		Rice, per ton	62 50	75 00
Raspberries	2 02½		Sugar, standard		
Canned salmon	6 85		granulated	5 35	
Cornmeal, p. 100	2 40		Sugar, imported	5 25	
Cornmeal, local	2 40		Sugar, light yel-		
Cheese, Ontario	0 15	0 15½	low	4 70	
Dried Fruit—			Sugar, dark yel-		
Wal. raisins, lb.	0 06		low	4 60	
Cal.	0 08½				

NEW BRUNSWICK MARKETS.

St. John, Feb. 9.—Sugar, pork, lard and molasses declined in the local market last week. Sugar dropped ten cents and present quotations are: Standard granulated, \$4.35 and \$4.45; Austrian, \$4.25 and \$4.35; bright yellow, \$4.15 and \$4.25; No. 1 yellow, \$3.85 and \$3.95. Prices quoted for pork are: domestic mess, \$23.50 to \$24.50; American clear, \$23.50 to \$25.50. American plate beef is offered at \$20.25 to \$20.50. Lard is 14 to 14½ for pure and 12½ to 12½ for compound. Fancy Barbadoes molasses is quoted at 29 and 30 cents per gallon.

Beans, hand	2 15	2 10	Cal. raisins, seed-	0 08½	0 09
picked, bus			ed	0 06½	0 09
Beans, yellow	2 65	2 75	Prunes, lb.	0 05½	0 09
eye, bus			Molasses, fcy.		
Cheese, new, lb	0 13	0 18½	Barbadoes, gl	0 29	0 30
Currants, lb	0 08½	0 08½	Butter, dairy,		
Canned goods—			lb.	0 22	0 24
Peas, No. 4	1 20		Butter, cream-		
" No. 5	1 97½		ery, lb.	0 24	0 26
" No. 2	1 32½		Eggs, new laid	0 30	
" No. 1	1 80		Eggs, case	0 28	
Peaches, 2s,	1 95	2 00	Ham	0 16	0 18
dozen			Potatoes, new,		
Peaches, 3s,	3 00	3 05	bbl.	1 90	2 00
dozen			Rice, lb	0 03½	0 08½
Raspberries,	1 85	1 90	Lard, compound		
dozen			lb.	0 12½	0 12½
Tomatoes	1 35	1 40	Lard, pure, lb.	0 14	0 14½
Strawberries,	1 85	1 90	Bacon	0 16	0 20
Flour, Manitoba,	6 35	6 45	Pork, domestic		
" Ontario,	5 70	5 85	mess	23 50	24 50
Fish—			Pork, Ameri-		
cod, dry,	4 30	5 50	can clear	23 50	25 50
Herring, salt,			Salmon, case—		
bbls		5 95	Red spring	7 00	7 70
Bloaters, box	0 85	0 90	Cohoos	6 50	6 75
Cornmeal, gran.	4 65	4 75	Baked beans,		
Cornmeal, hvs.	1 40	1 45	dozen	1 90	1 90
" bbls.	2 85	2 90	Lemons, Messi-		
Oatmeal, bbls.	5 15	5 20	na, per box	3 00	3 25
Std. oatmeal	5 60	5 70	Sugar—		
Rolled oatmeal	5 10	5 20	Standard gran.	4 35	4 45
Buckwheat,			Austrian	4 25	4 35
west, grey, bag	2 90	3 00	Bright yellow	4 18	4 25
			No. 1 yellow	3 85	3 95

SHOW CARD PHRASES.

You may buy cheaper goods, but you can't buy better.

Equal to any, superior to many, second to none.

Buy to-day for to-morrow's dinner.

The price is not high but the quality is.

If satisfied, tell others; if not, tell us.

Good goods at fair prices.

Ask for what you don't see.

There is coffee and coffee; try our 40c line; it will please you.

Did you order tea? We have the best package tea on the market.

Cheese to suit every taste. Try a wedge of your favorite kind.

The foundation for the day's work is a good breakfast. Let us supply your breakfast foods.

TRADE NOTES.

C. R. Hickman, grocer, of North Vancouver, B.C., has sold to W. B. Hood.

Alexander & Panar have purchased the general store of Lyons Bros. at Vonda, Sask.

Mr. Cutler, Halifax, N.S., secretary and a director of the Acadia Sugar Refining Co., died suddenly on Monday.

Jno. Hickey, of Rignev & Hickey, grocers, Kingston, Ont., was attacked by highwaymen on Tuesday night. It is believed these men knew he carried money home with him.

Getting Ready for Convention in Classic City

Guelph, Ont., Feb. 9.—Preparations are well under way for the 13th annual meeting of The Ontario Provincial Retail Merchants' Association, to be held here on Tuesday, Feb. 28, and Wednesday and Thursday, March 1 and 2. A representative of the city went to Toronto this week to make arrangements for the programme with the head office of the association.

As many important trade questions are to be thoroughly discussed the association is anxious to have as many merchants present as possible. The dates above were chosen for the reason that June, the time of last year's convention, is considered to be an unusually busy time on account of so much fruit arriving on the market.

In addition to the convention sessions there will be a conference between the Guelph merchants and their customers on Wednesday morning, March 1, to talk over the mail order question, and its evil effects on home development. This will be an innovation so far as R. M. A. conventions are concerned and it undoubtedly prove interesting.

Royal Commission for Investigation

Montreal Produce Merchants' Association View the Tariff Negotiations With the U.S. With Some Alarm—Hold Special Meeting to Go Into the Question and Pass Resolution Embodying Their Opinions.

Montreal, Feb. 7.—The Montreal Produce Merchants' Association at a special meeting held last week passed a resolution favoring a royal commission making investigation into the proposed new tariff arrangements with the United States. Their resolution was:

"Whereas, the prosperity of Canada largely depends on the prosperity of the agricultural population.

"Whereas, the proposed reciprocal agreement with the United States removes all protection from the farmer by opening the Canadian markets, not only to the United States, but to most of the countries of the world producing farm produce in surplus quantities, while the protection is maintained on all articles that the farmer requires to buy.

"Whereas, while it is true that for several years past the value of farm products generally in the United States has ruled higher than similar goods in Canada, yet under the stimulus of these high prices an over production has now taken place there, and to-day a surplus actually exists in many lines, and prices have declined to a lower basis than that which now prevails in Canada; this statement applying especially

to the large items of hog products, butter, cheese and eggs, with the result that to-day enormous losses are being sustained by American dealers and they are offering to import them into this country.

"Whereas, it is claimed by advocates of reciprocity in the United States that it will reduce prices of all farm produce and thereby cheapen the cost of living, it necessarily follows that they anticipate lower prices to rule in the future, and it is altogether improbable that the opening of the United States markets to Canadian produce will result in Canadian farmers realizing higher prices than under present conditions.

"Whereas, the proposed arrangement will also admit the produce of many other countries free, values in Canada will necessarily be brought down to the level of the country offering farm produce the cheapest.

"Whereas, statistics published in the United States prove that the per acre production there is only about one-half that of the most advanced European countries, and as in the United States more attention than ever before in the history of that country is being given to intensive and scientific methods of

agriculture, it is most probable that the United States will go on increasing its production of farm produce and continue to have a surplus; therefore, to allow their produce free entry into Canada, together with farmers to accept lower prices for their hogs, butter, cheese, eggs, poultry and other produce that they now obtain in the Canadian market under existing conditions.

"Whereas, Canadian farmers have never been as prosperous in the history of the country as they have been, and are to-day under existing conditions, realizing higher prices than most producing countries of the world.

"Whereas, in order to weld the provinces together and also to strengthen the bond of union between the Mother Country and Canada, it is necessary to foster the policy which would most conduce to that end for which our railways and carriers were built, namely to carry trade east and west, while the proposed agreement will result in trade being diverted north and south, thereby endangering our political autonomy and possibly our union with Great Britain.

"Therefore, be it resolved, that we, the members of the Montreal Produce Merchants' Association, view with grave apprehension the proposed reciprocal agreement, and we would respectfully urge that the Government appoint a royal commission to take the evidence of farmers, producers and dealers and those interested generally, in order to ascertain their views and to learn to what extent they will be affected before consummating the proposed agreement."

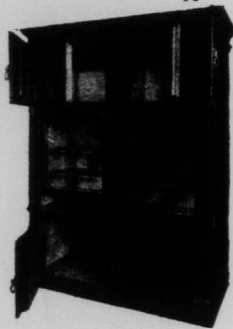
"Arctic" GROCER REFRIGERATOR

meets every requirement of your trade. Case is of ash, hardware of solid brass with lining of spruce, shellacked. All parts separable. Perfect circulation of cold, dry air is guaranteed

Write for Catalogue

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

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143-149 University St. - Toronto, Canada

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made; it makes your customer's money go farther.

Ask your jobber.

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal

**Manufacturers, Manufacturers' Agents,
rokers, Etc.**

BRITISH COLUMBIA DIRECTORY

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

Importers and Roasters of High Grade
Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

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

R. ROBERTSON

J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
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.

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

Andrews & Nunn

Manufacturers' Agents and
Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence
Solicited

Highest
References

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

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

OFFICE AND WAREHOUSES

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

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

The Condensed Ads. in this
Paper will bring good results

**5%
TO
10%
SAVED**

GROGERS of NORTHERN ONTARIO

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

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

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

THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT**
is daily increasing

ASK
FOR
QUOTATIONS



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Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.

Reciprocity in India

FOR 16 years the trade relations between the retail grocery trade of Canada and Red Rose Tea have been broadening and strengthening. The foundation of these relations is the high quality of the tea. That quality makes Red Rose a standard of quality among tea experts. To a tea expert, "As good as Red Rose" means as good as money can buy.

Your trade and mine in Red Rose has been built up on this foundation of quality. I appreciate fully the co-operation and good will of my customers, and have sought, by every means in my power, to strengthen the mutual relations between the trade and Red Rose Tea.

I am firmly convinced it will pay **you** to sell more Red Rose Tea; to display it, and recommend it to your customers. You will sell more tea.

**Red Rose
Tea**
"is good Tea."

T. H. Estabrooks

Toronto

Winnipeg

St. John, N.B.

Your customers want to know where to buy

WONDER-SHINE

Every day we receive enquiries about **WONDER-SHINE**—"Where can it be purchased? Who sells it in this town?"

Some of these enquiries are from your neighborhood.

Our advertising has interested these people.

They want to buy this new silver cleaner.

Mr. Dealer—We can only point out a small percentage of the trade you are losing each day by not displaying this new specialty prominently.

Hundreds of people read the advertisements and would buy if suggested by their dealer, but will not take the

trouble to write.

Do not let your competitor reap all the **WONDER-SHINE** profits—50% clear on every package.

Keep a display carton *always* in your window and one *always* on your counter.

Suggest to your customers this new method of keeping the silver bright and beautiful.

A pleased customer will tell her neighbor—you reap the benefits.

If you haven't **WONDER-SHINE** in stock, ask your jobber for it or send for three dozen trial order. Write to-day.



Household Convenience Co., Ltd., Toronto, Ontario

Agents for Quebec and Maritime Provinces:
Smith Hardware Co., 212 Lemoine St., Montreal

Agents for Alberta and British Columbia: Donnelly, Watson & Brown, Limited, Calgary, Alta.

Agents for Manitoba and Saskatchewan:
Daw & Wyssman Co., 67 Merchants Bank Bldg., Winnipeg

c59

THE CANADIAN GROCER

SYNOPSIS OF CO-OPERATIVE BILL

Retail merchants sending it out in pamphlet form.

The Retail Merchants' Association of Canada is sending out through its secretary, L. M. Howarth, a synopsis of the association's objections to the passing of the Co-operative Bill now before the House of Commons.

The principal clauses of this synopsis, which will reach every member of parliament, read as follows:

"There is to be no proper Government inspection.

"No guarantee or money deposits are to be placed with the Government.

"Any inexperienced man can manage them. Seven men with one dollar each, or with seven (\$7.00) dollars capital, can start agents out on commission to knock at the door of the housewives anywhere in Canada, and canvass the working men in the workshops, and secure their hard-earned earnings, by inducing and offering them large rates of interest, and stating that these societies are to be theirs. They are to own them, they will be able to control them, and so forth, and in this way endeavor to show the superiority of these 'speculative visions' over the old established, well managed Loan and Savings Companies and banks, that have sold Government deposits and experienced men at their head.

"Ten per cent. of their profits are to be laid aside to meet losses, so that they evidently anticipate losses before they start.

"Children of any age can take shares.

"What the societies can do depends upon the 'rules' that they make themselves.

"The rules of the society are to be given to the members only on demand, and on payment of a fee fixed by the 'rules.'

"Officers who receive or have charge of money shall become bound with or without surety.

"Any similar corporation can hold the shares of any other corporation, thus making it a huge 'Wheel within a wheel,' and making it also an endless chain scheme.

"Each society is limited to an electoral district, but hundreds of societies may be operated in any electoral district.

"They say 'No officer shall be paid,' but no reference is made as to how much commission is to be paid for securing the stock.

"One corporation or society may lend on the shares of any other corporation.

"No member or person has any right to inspect the books of the society, but he may inspect his own account, and yet they claim that the society belongs to the subscribers.

"Disputes, not exceeding \$100, are to be decided by the rules, and cannot be collected by any court of law. What sort of protection is this for innocent investors?

"In case a member is dissatisfied or disputes a claim, ten members who have been members twelve months, can appoint an accountant, and all expenses are to be paid by the applicant or society, as may be directed.

"In case a society fails, if the contributions of the existing members are not sufficient to pay the liabilities, all those

who have ceased to be members for less than one year, can be called upon to pay toward the liability fund, a sum equal to the amount they subscribed.

THE PEOPLE OF JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered,
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

A. C. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alayke Clover Seeds.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

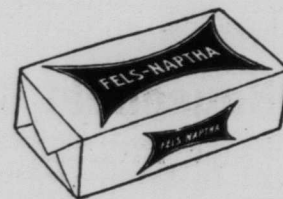
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, JAMAICA

The Best Advertisement

for

Fels-Naptha Soap
is Fels-Naptha
Soap itself. Women are constantly praising its merits to each other, and wide-awake merchants know that such goods are quick assets.



Manufacturers and Shippers

...in...

Eastern Canada, Europe and the U.S.A.

desiring to place grocery lines in the rapidly developing market of Western Canada will do well to get in touch with us. We have a most extensive connection with the Western Canada trade, and exceptional commercial facilities, including large warehouses in Winnipeg, Calgary, Edmonton, Saskatoon and Regina, the five main distributing centres of Western Canada. Now is a good time to begin cultivating this great market. Commence by writing us for detailed information.

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG

REGINA

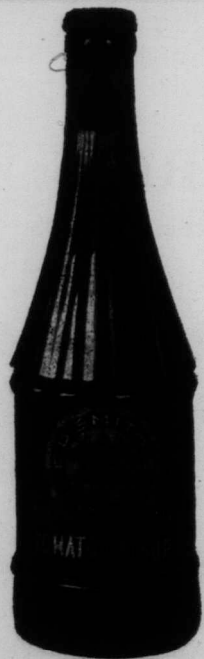
SASKATOON

EDMONTON

CALGARY

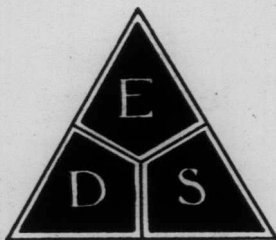
The Catsup with the different flavour!

There is a delicacy of flavor and appetising richness to every bottle of



“E.D.S.”

Brand



Tomato

Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

“E.D.S.” Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.


E. D. SMITH

Made only by
at his own fruit farms

Winona, Ont.

[STILL
"EASIFIRST"

GUNNS



easily holds its lead against all competitors.
 You cannot afford to buy anything but the best.

ORDER TO-DAY.

GUNNS Limited

Packers :: West Toronto

English Breakfast Bacon

as made by Fearman Co. at Hamilton, is the finest Breakfast Bacon, and has been cured and selected by us in the same way for over fifty years. Nothing like it for breakfast food.

F. W. Fearman Co.
 LIMITED
HAMILTON



JERSEY CREAM
 BRAND
 EVAPORATED MILK
THE TRURO CONDENSED MILK CO. LIMITED
 TRURO, NOVA SCOTIA

Talking Points



REINDEER
 BRAND
 CONDENSED MILK
THE TRURO CONDENSED MILK CO. LIMITED
 TRURO, NOVA SCOTIA

For Grocers and Clerks!

Have you told your customers—

- That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;
- That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;
- That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

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



REINDEER
 BRAND
 MILK COFFEE
COMBINED READY TO USE
 CONDENSED MILK CO. LIMITED

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



REINDEER
 BRAND
 MILK COCOA
COMBINED READY TO USE
 CONDENSED MILK CO. LIMITED

Breakfast Bacon

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

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing-Houses
FERGUS
70-72 Front St. East
TORONTO

Go

The centre week, easier States the W ing la ports quote The with a expor suppl last y what lish h An E mark 1s. 1 63s. and i Alt mark Besid shipp Nortl Onta has 1 load Bo laid stead age a low c firms broug centr Su and is la

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Pure L Bo Ca Pa Pa Tu Th

Comp Bo Ca

Pa Pa Tu Th

Por Heavy Bean Canad Clear Heavy Plate

Dry Green Long Long

Good Demand for Both Butter and Eggs

Supplies are Plentiful But Good Demand Keeps Prices Steady—
Firmness in the Cheese Market—Poultry Supplies are not
Large—Arrival of Hogs Has Been Light but Prices are
Easier Following United States Market.

The arrival of hogs at the important centres has been light during the past week, but prices of live hogs are a little easier, following the trend of the United States market. The supply of hogs in the Western States was quite heavy during last week. The English market reports a firm bacon market with Canadian quoted at 60s. to 65s.

The firmness in cheese still continues with a fair home trade and a little better export demand. Montreal reports that supplies are smaller than at this time last year and that the great bulk of what remains in store belongs to English houses, to be shipped out as ordered. An English report states that the cheese market is strong at a further advance of 1s. Finest Canadian cheese is at 61s. to 63s. and stocks of Canadian are light and in good demand.

Although butter is quite plentiful, the market is kept steady by a good demand. Besides local trade, Montreal firms are shipping considerable butter to the North West while some is going from Ontario to the Maritime Provinces. This has relieved the market from an overload to a certain extent.

Both the arrival and demand for new laid eggs is good, so that prices are steady. Prices of the United States storage article still continue low and some low offers have been made to Canadian firms, with the result that eggs are being brought across the line to most of the centres.

Supplies of poultry are not abundant and in those centres where the demand is large, prices are a little higher.

MONTREAL.

Provisions—Demand is generally good and markets are steady and well sustained. Lard is down a little but not to any appreciable extent. Smoked meats are bringing good business. Receipts of live hogs are light. On the whole the market is uneventful at present.

Pure Lard—	
Boxes, 50 lbs. per lb.	0 12 1/2
Cases, tins, each 10 lbs., per lb.	0 14
" " " " " " " "	0 14
" " " " " " " "	0 14
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 13 1/2
Tubs, 50 lbs. net, per lb.	0 13
Tierces, 375 lbs., per lb.	0 12 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12
" " " " " " " "	0 12 1/2
" " " " " " " "	0 12 1/2
Pails, wood, 20 lbs. net, per lb.	0 13 1/2
Pails, tin, 20 lbs. gross, per lb.	0 15 1/2
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	26 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb. bbl.	27 50
" " " " " "	27 00
" " " " " "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11 1/2
Long clear bacon, light, lb.	0 12 1/2

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12 1/2
Large sizes, 18 to 25 lbs., per lb.	0 14 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 15 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 16
" " " " " " " "	0 17 1/2
" " " " " " " "	0 17 1/2
Breakfast bacon, English, boneless, per lb.	0 17 1/2
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 16 1/2
Hogs, live, per cwt.	8 00
" " " " " " " "	8 50
" " " " " " " "	11 00
" " " " " " " "	11 50

Butter—Demand for butter is improving. Several good enquiries have been received from the Maritime Provinces and local demand is good. It is rather an irony, the fact that even the factories are looking for butter in Montreal. This is explained by the shipping of cream to Boston and as a result customers who depend on the factories are supplied from the city provision men who apparently receive better money for the cream than by churning it into butter. There is a poor demand for dairy butter. This has been noticed for a long time and the condition continues. Dairy rolls that used to be in heavy demand during the winter are hardly bought at all now. The confectioners seem to be the only ones who are now asking for this variety.

New milk creamery	0 26	0 26 1/2
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	0 23

Eggs—The market is steady with supplies fairly good. Prices are unchanged and just at present there are no features.

New laid	0 32
Selects	0 28
No. 1	0 25

Cheese—Cheese is quite firm and four-tens cents is the prevailing price. Supplies are much below those existing at this time last year. One dealer claims that there is not half the supply of a year ago. The export enquiry is good. Under these conditions the market is firm, prices are steady and there is no sign of easiness yet in sight.

Quebec, large	0 14
Western, large	0 14
" " " " " " " "	0 14
" " " " " " " "	0 14
" " " " " " " "	0 14
Old cheese, large	0 16

Poultry—The poultry market seems to be quiet for the present. Spot supplies are not abundant but they seem sufficient to meet the demand now running.

Fowl	0 14	0 15	Ducks	0 17	0 19
Geese	0 14	0 15	Turkeys	0 20	0 21
Chickens	0 14	0 18			

Honey—The honey market is unchanged. Firmness is evident and prices are steady. The total volume of business is not heavy.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08 1/2	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12 1/2	

TORONTO.

Provisions.—There is considerable trade being done at the present time in the various lines of pork products and dealers seem to be well pleased with business just now. The arrival of hogs

which was fairly free last week, was cut down to small proportions this week on account of the heavy snow storm, as farmers were unable to deliver the porkers, but this lull will likely be made up for during the latter part of the week. The price of live hogs is a little easier, the average quotation at country points being \$7 per cwt., while locally the price is \$7.25 to \$7.30. There seems to be quite a difference in prices existing this week in the different wholesale houses, as for instance one firm is quoting pea meal backs at 18 cents, while 20 cents is the price of another house. There seems to be a little easier feeling than last week in several lines, such as lard, hams, and short cut pork. Lard in tierces is quoted at 12 1/2 to 12 3/4 cents, and in pails at 12 1/2 to 13 cts., while the compound article is ranging at 10 1/2 to 11 cents. In short cut pork in barrels there is a range extending from \$24 to \$26 per barrel.

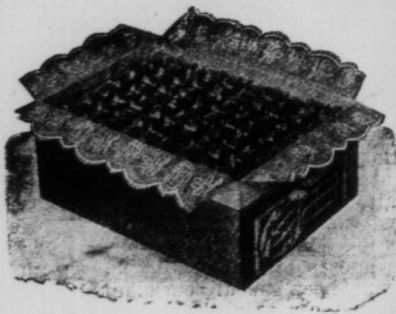
Long clear bacon, per lb.	0 11 1/2	0 12
Smoked breakfast bacon, per lb.	0 17	0 18
Pickled shoulder	0 09 1/2	0 11 1/2
Roll bacon, per lb.	0 12 1/2	0 13
Light hams, per lb.	0 15	0 16 1/2
Medium hams, per lb.	0 14 1/2	0 16
Large hams, per lb.	0 13 1/2	0 14
Cooked hams		
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 17 1/2	0 19
" " " " " " " "	0 18	0 20
Heavy mess pork, per bbl.	21 00	22 00
Short cut, per bbl.	24 00	26 00
Lard, tierces, per lb.	0 12 1/2	0 12 3/4
" " " " " " " "	0 12 1/2	0 13
" " " " " " " "	0 12	0 13 1/2
" " " " " " " "	0 10 1/2	0 11
Live hogs, at country points	7 00	
Live hogs, local	7 25	7 30
Dressed hogs	10 00	10 25

Butter.—The arrival of butter continues free and as a result prices in some lines have again been reduced. There has been a further drop ranging around one cent. per lb. in creamery solids, farmer's separator butter, dairy prints and the tub article. The recent lowering of the price of butter has stimulated demand so that the market is not loaded to such an extent as it otherwise would have been.

A difference of opinion exists as to the amount of butter in storage. Some say that there is little, while others think that there is a good supply, but the general opinion is that there is a fairly large quantity of this article yet in the storage houses.

Fresh creamery print	
Per lb.	0 28
Creamery solids	0 24
Farmers separator butter	0 22
Dairy prints, choice	0 19
Fresh large rolls	0 19
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 16

Eggs.—Storage eggs are following the example of new laid and are into the sliding game also, and seem to be determined to make an equal exhibition of sagging prices as new laid have done during the past few weeks. One month ago storage eggs were worth 32 cents per dozen, while at the present they are quoted at 21 to 22 cents. The reason given for this is the low price of storage eggs in the United States, from which large quantities have been imported by local firms. During the past week, still lower prices were offered by some United States firms, and that has caused the further reduction in price. It is also hinted that there are good sized quantities of eggs in some local storage houses and that they have also been making an effort to get rid of their stock. There has been an excellent demand for new laid lately and this has had the result of steadying prices. Pickled eggs are



When you are ready

to place an order for **Chocolates**, you naturally want the best that money can buy. Everybody claims to have the best; but how many can "make good"? One of our Chocolate Specialties is called "Bordo" (registered), and up to this date it has never been equalled. We want you to know something about it, and let you be the judge; you know what pleases you best, we don't. We do know that no greater care can be taken by anyone in the selection of materials than we take. We are proud of our efforts and success with "Bordo" (registered), it has "made good," and makes friends wherever introduced. Now, you as a progressive, modern Merchant, want something different to what is usually offered.

Note this special introductory offer; open until February 15th. We are going to give you an opportunity to get a 5-lb. box "Bordo" chocolate absolutely free. We are giving away during the next 15 days 100 boxes (5 lb. each) to Merchants who have not previously sold this line. Write us to-day, your letter will be numbered when received and one free box goes Express Prepaid to every tenth (10 h) letter received. You have an equal chance, so don't delay. We wish you to test this line at our expense.

THE
Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

quoted all the way from 20 to 24 cents, according to quality.

New laid eggs.....	0 29	0 30
Eggs, storage.....	0 21	0 22
Pickled eggs.....	0 20	0 24

Cheese.—There has been no change in the price of cheese during the past week, large new cheese being quoted at 13 cents. Prices are firm and dealers are looking for a further advance in price before long. Trade in this line is keeping up to the ordinary.

New cheese—		New twins.....	0 13	0 13½
Large.....	0 12½	0 13	Stiltons.....	0 14
Old cheese.....	0 14	0 15		

Poultry.—The trade in poultry is showing considerable life lately and as stocks are not large, prices have been advanced under the new demand. Dressed chickens are quoted at 16 to 18 cents and dressed turkeys at 18 to 20 cents.

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

Honey.—There are no new features in regard to honey, a normal trade, being done at unchanged prices.

Clover honey, extracted, 60 lb. cans.....	0 10½	0 11
" " " " 10 lb pails.....	0 11½	0 12
" " " " 5 lb. pails.....	0 12	
" " comb, per dozen.....	2 00	2 50
Buckwheat honey, lb.....	0 06½	0 07

WINNIPEG.

Provisions.—Trade has been steady during the winter throughout the west, and compares favorably with former years. The trade in mail for live cattle and hogs has succeeded in keeping the market up in all lines. During the last month slight fluctuations in prices have been taking place, the range being ½c per lb. for cured meats, ¼ to ½c per lb. for dry salt meats, a general advance in lard, and an advance of ¼c per lb. for dressed hogs. Prices for live cattle and hogs have been advancing during the last two weeks, and higher prices for dressed carcasses and cured meats can be expected before long. Prices quoted at present are:

Cured meats—		Boneless backs,	
Hams large.....	0 14½	per lb.....	0 17
Hams, medium.....	0 13	Mess pork, bbl.....	28 0
Breakfast bacon		Mess pork, ¼ bbl.....	14 00
backs.....	0 20	Lard—	
Breakfast bacon		In tierces, lb.....	0 14½
bellies.....	0 19½	50-lb tubs.....	7 30
Shoulders.....	0 12½	20-lb pails.....	3 00
Long rolls.....	0 18½	10-lb pails, cases.....	9 10
Short rolls.....	0 17½	5-lb pails, cases.....	9 15
Dry salt meats		25-lb pails, cases.....	9 25
Long clear sides		Compound, 20	
per lb.....	0 13½	lb pails.....	2 60
		Dressed hogs.....	0 12½

Butter.—There is little change in the butter market. A steady trade continues and prices remain unchanged. Manitoba fancy fresh made bricks are steady at 37c per lb.; Eastern Townships creamery bricks at 30c per lb., and boxes at 29c per lb., and dairy No. 1 fancy at 26 to 27c per lb.

Eggs.—Southern fresh laid eggs are still being offered on the market at 35 to 37 cents per dozen in fairly liberal quantities. Stocks of stored eggs are still heavy, and these are now quoted at 26c to 27c per doz. Representatives of British Columbia firms have been offering during the last week fresh eggs to the local wholesalers at prices below what they are being brought in direct from the States for. These eggs which they are offering are supposed to come from United States towns on the Pacific Coast.

THE WEEK'S TRADE CHANGES.

What the Grocers Throughout Canada are Doing.

ONTARIO.—W. J. Parks, grocer and butcher, St. Catharines, Ont., has sold to J. Marshall.

E. W. Richardson, grocer, Ottawa, has assigned.

Harry Cohen, grocer, Hamilton, Ont., has sold to Nathan Cohen.

William M. Leigh, general merchant, Kirkton, Ont., has assigned.

Almas & Soules, grocers and butchers, Hamilton, Ont., have dissolved.

Frank Somerville, for 35 years a grocer on Queen Street, Toronto, deceased.

The stock of James S. Forsythe, general merchant, Cochrane, Ont., has been sold.

QUEBEC.—J. D. Thompson, general merchant, Buckingham, Que., has offered to compromise.

Maurice Beaudon, grocer, Montreal, has assigned.

F. X. Boileau, grocer, Montreal, has assigned.

L. Remillard, grocer, Montreal, has assigned.

J. E. S. Gauvin & Co., grocers of Quebec, registered.

Geo. St. Amant, general dealer, Sandy Bay, Que., assigned.

The Montreal Consumers Exchange, Montreal, has been registered.

R. Gould, grocer and wine merchant, St. John's, Que., has assigned.

The assets of J. L. Lefrancois, St. Felicite, Que., have been sold.

Geo. B. Reid, general merchant, Gracefield, Que., has offered to compromise.

NEW BRUNSWICK.—Lloyd S. Belyea, general merchant, Gibson, N.B., has assigned.

The assets of Xavier Lavallee, general merchant, St. Aubert, Que., have been sold.

Mrs. John Murdock, Wolfe Lake, Que., has sold her general store to P. J. Murdock.

J. Langevin, grocer, Dorion St., Montreal, suffered damages of \$800 by fire.

The assets of Mde. Jos. Landry, general merchant, St. Barthelem, Que., have been sold.

The assets of Gobeil & Tremblay, general merchants, Riviere Du Moulin, Que., have been sold.

A demand of assignment has been made on Joseph Norton, general merchant, Caughnawaga, Que.

WESTERN CANADA.—H. B. Desmartins, has opened a grocery and shoe store at St. Jean Baptiste, Man.

M. Bereskin, grocer and butcher, Winnipeg, has assigned.

Stratt Bros. have opened a general store at Chase, B.C.

Gordon & Gordon, general merchants, Harris, Sask., suffered loss by fire.

Edwin Messemey has opened a general store at Lougheed, Alta.

Doherty & Co., general merchant, Edson, Alta., suffered loss by fire.

Cook & Orr, general merchants, Strathcona, Alta., suffered loss by fire.

The general store of Shields & Agar, Methven, Man., was destroyed by fire.

The grocery and meat store of H. Bastedo, Regina, Sask., was damaged by fire.

Lyons Bros. have purchased the general store of S. Rodminsky at Rosthern, Sask.

Grocers: The consumers of to-day have confidence in the advertised articles of manufacturers whose goods are acknowledged as the standard of purity, because most of them know that manufacturers value their reputation, and that they will not spend large sums of money in advertising an article unless they know that such an article will prove any claims made for it.

MAGIC BAKING POWDER



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



E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg

Montreal

Are You Handicapped By Your Books?

Be helped instead of hindered in your accounting.

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

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

WITH ONE WRITING
Over Sixty Thousand in use.
Ask any User! Or write

Dominion Register Co., Limited
90-98 Ontario Street, Toronto, Ont.

Agencies in all Principal Cities.

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

CLARK'S Concentrated Soups (Chateau Brand) Sell Well

These are soups in tins, and of surpassing quality. Several varieties. As they need only the addition of boiling water, housekeepers find them most convenient.

Priced to sell at 10 cents a tin, CHATEAU BRAND CONCENTRATED SOUPS are winning a large share of this trade.

Wm. Clark, - Montreal

Manufacturer of

High Grade Food Specialties

CANADA: No better Country

MOTT'S: No better Chocolate.

MOTT'S DIAMOND CHOCOLATE

All the year round
Mott's
 "Diamond" and "Elite"
 brands of
Chocolate


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

EVERY JOBBER SELLS THEM

John P. Mott & Co.
 Halifax, N.S.

SELLING AGENTS:

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

By Royal  Letters Patent

NELSON'S
POWDERED GELATINE

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

NELSON'S
 Gelatine and Liquorice
LOZENGES

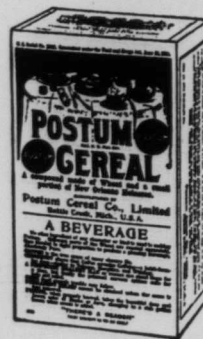
Should be in your confectionery department.

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

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

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

Every Day
 More People Learn
POSTUM



Is better for the human system than tea or coffee.
 Ten days' trial tells the story.

Many grocers recommend Postum because they know from experience the health benefits which follow its use in place of tea or coffee.

Steady, truthful advertising has made millions of users, and its popularity is increasing.

"There's a Reason"

Postum has the friendly co-operation of both wholesalers and retailers, with whom the profit is liberally shared, and the sale is guaranteed.

If Postum is well made—according to directions on package—the change from coffee or tea is easy, and the better feelings which follow make steady customers.

CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

The

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Grocer Gives Prize to Best Ad. Setter

Anxious That the Compositor Should Take Deeper Interest in his Copy—Reasons Why the Advertiser Should Look to the Setting of His Ads.—If They are to be Read They Must be Attractive—Ads. in Guelph Papers Brought \$100 worth of Business in One Day.

Guelph, Ont., Feb. 9.—That a grocer should look carefully to the make-up of his newspaper advertisements, is the opinion of R. J. E. McCrea, of J. A. McCrea & Son, local grocery dealers. Recently he offered \$1 to the compositor who set up his copy the best. The advertisement was used in two local papers and the same copy was given to each with the instructions that the same space should be used in both.

That readers may see the result of this commendable contest, both advertisements are herewith shown in reduced form, the originals being two column wide and 12 inches in length. The prize

was won by the compositor of No. 1 advertisement and in selecting this as the winner, Mr. McCrea was undoubtedly correct in his judgment.

Too Many Poorly Set Ads.

Retailers who advertise cannot be too careful in this regard. Type-setters occasionally get the idea that so long as everything in the copy is set the advertiser will not register any objections, since the latter knows little or nothing about type composition. In this the ad. setter is quite frequently correct—the advertiser is not particular enough. Many ads. are often rendered unattractive through poor setting; the type is jumbled up so that the reader cannot get the thread of the conversation and in disgust passes on to something else. Again the type selected is often "boorish" in its nature and not by any means appropriate to the tone of the contents of the advertisement. Heavy black type should be used within reason; for a fire sale it might be all right but not for the ordinary everyday sale. The first introduction and the firm name at the bottom are of course usually written in medium heavy type.

Should Change the Proofs.

It is therefore expedient that every advertiser should be particular about the appearance of his copy when in type. He should take such a deep interest in its setting that he should not hesitate to return proofs to have them reset to his liking. In this way the printer soon discovers his methods and type wanted, and afterwards little trouble arises. In order to be able to do this intelligently, the advertiser must have some knowledge of type and general ad. appearance. Any newspaper firm would only be too glad to grant him a proof, upon request, of the various types in stock. These could be studied carefully and the best ads. of other merchants can be watched for general appearance. If this work is gone thoroughly into with zeal on the part of the advertiser, he will soon be a superior critic on the setting of advertisements.

J. A. McCrea & Son have proven that their advertising is profitable since the accompanying advertisements brought \$100 increase of business last Saturday.

BIG STORES IN AUSTRALIA.

A correspondent recently writing from Sydney, Australia, in regard to the grocery business there, says that the big store monopoly is gradually growing in that city. Large central depots are being established with their smaller grocery-stores throughout the city and suburbs. These large and well organized stores are a direct and effective menace to the small man. They buy at lowest prices and receive the largest discounts. They are direct importers and in some

cases they manufacture and pack many of their own lines. They are able to make a better display and give systematic and prompt delivery of goods.

They make the best possible displays and sell at lowest prices for spot cash. The same thing is finding its way into the Australian country towns, in a less marked degree and it seems as if the days of the small grocer were numbered in Australia.

THE REAL MEANING.

"Plaze, mum, the grocer did be tellin' me somethin' this mor-rin' th't I'm not ather understandin' at all, at all," said a new cook to her mistress. "And what was that?" asked the lady of the house. "He towld me he'd give me a commission on all the groceries I bought uv him. Phwat does that mean?" "It mean," said her mistress, "that we're going to have a new grocer!"

LARD to BURN

2 Ton McHardy's Lard at COST!

We are offering for Saturday only 2 tons of McHardy's Pure Kettle Rendered Lard at Wholesale Prices. This offer stands good for Saturday only and will positively not be repeated.

3 lb. Pail McHardy's Lard for..	50c
5 lb. " " " " " "	80c
10 lb. " " " " " "	\$1.60
20 lb. " " " " " "	\$3.10

You may secure this big reduction in Lard at either the Grocery or the Meat Department.

FRESH MEATS

Beef, Veal, Lamb, Pork, Cooked, Smoked and Pickled Meats

- 40 CENT ORANGES for 27 Cts.
- 30 CENT ORANGES for 22 Cts.
- 25 CENT ORANGES for 18 Cts.
- 1 lb. Good Cooking FIGS for 10c
- 2 lbs. New DATES for - 25 cts.
- 60 Cent Pails JAM for - 55 cts.
- Best Sugar, one day only, \$4.39 per 100 lbs.

The Sugar Market is becoming very firm—in fact it is liable to soon go up. Take advantage of this exceptionally cheap offer.

- 3 lbs. Fresh Biscuit - 25 Cents
- 3 packages Gunn's Mince-meat for 25 cents

A FISHY SPECIAL

Smoked Gold Eyes from Winnipeg, considered by Western Connoisseurs, the finest fish obtainable. Now for the first time introduced in Guelph at prices within the reach of all.

- Saturday Only - 4 for 25 cents
- Fresh Boiled Lobsters - 25c each

DINNERSET BARGAIN

Our window is dressed with three lines of Dinner-sets priced at positively the lowest notch. You can save money by investing now.

SPECIALY PRICED TABLES

We have arranged in our China Palace seven or eight cheaply priced tables. In every instance the price is below the regular wholesale price and you can save money whichever way you turn. Come up and see them. Don't take our word for it.

Yours For Pure Food

J. A. McCREA & SON

No. 6 and 8 Wyndham St., Guelph.

Ad. No. 1.—Compositor who set this advertisement won retail grocer's competition.

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YOURS FOR PURE FOOD

J. A. McCREA & Son

No. 6 & 8 Wyndham Street,
GUELPH.

Ad. No. 2.—It will be noticed that the general appearance of this is not as good as that of No. 1.

Tea is Partly Supplanted by Rubber in India

Toronto, Feb. 9.—In a letter received by a local man from a friend in Ceylon, India, some interesting points are related regarding that far eastern country and its principal product—tea.

“I was shown over the tea factory on one estate,” says the writer, “which is a picture of cleanliness, and the smell of the fresh tea leaf, just as it is brought in is delicious—like primroses. I saw the withering, rolling, oxydizing and firing all going on.

“The coolie’s average wage on the estate is about eleven of our cents a day and a garden requires one and a half coolies to the acre.

“As to rubber, as far as I can see it really is replacing tea in the low country districts. I saw tea garden after tea garden on the way here from Colombo interplanted with rubber and when it develops it will undoubtedly crowd out the tea. Up here in Nuwara Eliya it is too cold for rubber but tea prices will be affected everywhere.”

Another letter reads in part: “We put up for the night at Kandy and drove about 20 miles out to a green tea factory and saw quantities of green tea be-

ing made. It is all uncolored when it leaves the factory here; there are firms in Colombo who do the coloring and facing. It seems the Russians desire a different shade of color from the United States and Canadian tea dealers, the



Tapping a Rubber Tree in Ceylon, India.

former wanting olive green and the latter a lighter shade, but I suppose the new United States Pure Food Law will stop all artificial coloring of teas.”

ANXIOUS FOR CONFERENCE.

**British Columbia Retailers Want to
Talk Over Matters With
Wholesalers.**

Vancouver, B.C., Feb. 9.—James Roy, who was formerly secretary of the Vancouver Retail Grocers’ Association, has been appointed secretary of the B. C. Wholesale Grocers’ Exchange, succeeding J. N. Ellis, a lawyer who held the position nominally.

The retail grocers look upon this action with favor. They have endeavored for some time to hold regular conferences with the wholesalers to discuss matters of mutual interest, and Mr. Roy is familiar with both sides of the question. One of the points now under consideration is the curtailment of credit to retailers, necessitating the settlement of accounts by the tenth of the month following that in which the order was given. This will catch the smaller dealer. An effort is being made to have the wholesalers take this matter up with a committee of the retailers’ association.

Jno. Blood, a Toronto grocer helps the sale of marmalade oranges by offering to lend an orange peeler to all customers who purchase their supply of oranges at his store.



Our new flake ---

Open a package and see it. Then prepare some for breakfast and you will vote Tillson's the most delicious oats you've ever tasted.

Pan-Dried
A food—not a fad
Cooks in 15 Minutes

Two sizes: 10c. and 25c. Each 25c. Package contains a handsome piece of English Setai - Porcelain Tableware.

Canadian Cereal and Milling Co., Limited
Toronto, Ontario

Tillson's Oats

It pays to handle advertised goods!

It stands to reason that it is easier to dispose of goods with whose merits the public is already acquainted, than a new line to which no publicity has been given.

Tillson's PAN-DRIED Oats

A Food—Not a Fad

is easily the best and most extensively advertised breakfast cereal on the market, the accompanying cut showing one of our forceful newspaper ads. (much reduced.)

But that's not all! We have not only created the demand for TILLSON'S OATS, but we put the “quality” into the food, which is the surest guarantee of repeat orders.

Why hesitate? Feature TILLSON'S OATS and get your share of the profit harvest now ripe for gathering.

The Canadian Cereal & Milling Co., Ltd.

Head Office : Lumsden Building, Toronto

Cabinet Maple Syrup

The insistent demand of the present day for pure foodstuffs has undoubtedly raised the quality of some brands, but it has not been possible to make

Cabinet Maple Syrup

any purer than before.

Stocking inferior brands means taking chances with your customers, who are growing more and more anxious to secure what is best for the health.

Keep Tab on "Cabinet"

Ask your wholesaler for it when ordering "Kitchen Molasses" and "Maple Blocks."

Imperial Syrup Co.
Montreal

Quality All Through

MIL

LAF
MIL



Tinkering With the Tariff

Has the chief objection of unsettling trade and commerce, of arresting development.

Only a fool aviator would set out in a storm.

Business grows timid and uncertain as to future conditions.

And progressive development demands a pledge of settled, uniform conditions for at least the immediate future.

Tinkering With Flour Quality

Has likewise the effect of disturbing the amicable trade relations that should exist between buyer and seller—

—Antagonizing the housewife

—Raising the temperature of the apologetic grocer

—Encouraging competitors

—a bad thing all round, if you consider it awhile.

But not every mill can assure you a steady uniformity in flour—

A Staple That Is Staple

Without this great pledge of unvarying quality, your profitable flour connection—the fruit of years of desperate efforts—at any moment may prove a veritable house of cards a-tumbling about your ears. The miller must command the crop with a large organization, having wheat buyers in every section of the wheat belt.

For almost a quarter-century the makers of FIVE FOSSES have held aloft the slogan of Uniformity and Purity, realizing its dominant necessity for successful retailing.

And FIVE ROSES is staple, never has its quality been tampered with for the sake of a few extra simoleons.

And this means UNIFORM PROFITS.

Five Roses Flour

Packed to suit your trade—barrels and halves

Bags of 7, 14, 24, 49, 98 pounds

Ask your Jobber

LAKE OF THE WOODS
MILLING COMPANY, Ltd.

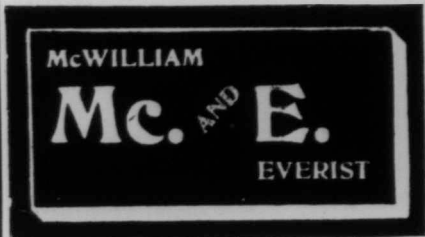
"The House of Character"

MONTREAL

GRAPE FRUIT

Have car of H. P. Brand arriving weekly. Stock is fine and giving good satisfaction. California Navels are now good.

- California Celery
- Florida Strawberries
- Head Lettuce
- Cucumbers, Onions,
- Endive, Cauliflower
- Beets, Carrots, etc.



25-27 CHURCH ST. TORONTO
are Largest Receivers

ST. NICHOLAS

PACKER:
FRANC TRACUZZI

Always Superior

AGENT
J. J. McCABE, Toronto

HOME GUARD

The Demand for Apples Not Extra Heavy

Prices Are Too High For Sales to be Large —Marmalade Oranges Going out Freely—California Oranges Continue Plentiful—Heated Cars Being Run Weekly from Winnipeg West for Carrying of Fruits and Vegetables—Onions are Higher.

Earlier in the season it was reported that there would be a great shortage in apples, as supplies were not plentiful. Prices were high and as a result the demand was not heavy and more apples are now left than it was expected would be the case, although the present supplies are not such as would last long if prices were moderate. At \$6 to \$6.50 per barrel for fancy spies, the demand is not liable to be large. A report from Liverpool, England, says that the apple market is weak and that the demand is not equal to the supply. Owing to the high prices prevailing, immediately after the New Year, shipments then were heavy.

Marmalade oranges seem to be going out quite freely just now, while the demand for oranges is keeping up well, no doubt due to the excellent quality. The shipments of oranges from Southern California from Nov. 1 to Jan. 23 amounted to 6,090 cars compared with 3,303 cars to Jan. 24th last year. The shipments of California oranges which run about 140 to 180 cars per day in the middle of January are not so large just now. It is reported that the cold weather in January did no harm to the Florida orange crop as was at first stated.

A general scarcity of home grown onions is noted and higher prices are looked for, while supplies of Spanish onions remain plentiful with prices about the same.

MONTREAL.

Green Fruit.—There is a good trade passing in fruit. Oranges seem to have the heaviest call and are quoted at a comparatively low price. Strawberries are being brought in from Florida but the demand is not as heavy as it might be. Of course, at present prices these tropical luxuries are only for those who have long purses. Apples are rather scarce and high quality brings a corresponding price.

Apples, bbl.	4 50 7 50	Lemons	2 75 3 50
Bananas crated, bunch	1 75 2 25	Oranges—	
Oranberries, bbl. 11 00	13 00	California	2 50 2 75
Cocoanuts, bags	4 25	Valencia	4 00 4 25
Grape fruit, Flo.	4 25	Pineapples—	
Malagas, keg.	7 50	Florida, case	4 50 5 00
Almerias, keg.	8 70	Strawberries, Florida, qt. box	0 60

Vegetables.—Trade is about normal. Potatoes are rather high owing to limited supplies. Of the imported varieties, Florida lettuce is noticeable. The demand for tomatoes, celery, etc., is fairly good. Prices are considered reasonable.

Beets, bag	1 00	Onions—	
Carrots, bag	1 00	Spanish, cases	3 00
Cabbage, doz.	0 50 0 60	Red, bag	1 50
Cabbage, bbl.	1 00 1 50	Potatoes, bag	1 00 1 10
Celery, crate	5 00 5 50	New Bermuda potatoes, bbl.	9 00
Cauliflowers, Cal.	2 00	Sweet potatoes, basket	2 00
Florida	5 0 1	Parsley, crate	3 00
Cucumbers, doz. 2 50	2 75	Parsnips, bag	1 00 1 25
Garlic, 2 bunches	0 25		
Green Peppers, small basket	1 25		

Leeks, doz	1 75 2 00	Radishes, dozen bunches	0 60 0 75
Lettuce—		Spinach, bbl.	4 50
Curly lettuce, box	1 60 2 40	Tomatoes, crate	3 50 4 00
Florida lettuce, hamper	3 50 3 75	Turnips, bag	0 75 0 90
Boston, box	2 25 2 50		

TORONTO.

Green Fruits.—Along with the recent improvement in the quality of grapefruit on the local market comes a slight reduction in price, so that retailers are in a splendid condition to extend their sales in this line. Florida grapefruit is now quoted at \$3.50 to \$3.75 per case while Jamaica is worth \$2.75 to \$3 per case. The imported strawberries are this week quoted at 60 to 65 cents per box. Navel oranges are still in plentiful supply and the best are now quoted at \$2.85 per box on the local market. There is a moderate demand keeping up for marmalade oranges which are worth \$2.50 to \$2.75 per case. Trade at the present time is none too brisk.

Apples, bbl.	3 50 6 00	Lemons—	
Apples, box	2 00	California	3 50
Bananas	1 50 2 00	Messina	2 75 3 00
Cocoanuts, sack 4 00	5 00	Limes, box	1 25
Cranberries, bbl 9 00	10 00	Oranges—	
Cranberries, case	3 50	Tangerines, a strap	5 50 6 00
Grapes		Florida	2 50
Malaga, bbl.	6 50 7 00	Marmalade	2 50 2 75
Almeria, bbl.	5 00 7 00	Navels	2 50 2 85
Grape Fruit—		Mexicans	2 00 2 25
Florida, per case 3 50	3 75	Pineapples crate 4 00	4 50
Jamaica, case	2 75 3 00	Strawberries, bx 0 60	0 65

Vegetables.—Higher prices in home grown onions which were predicted last week has taken place and local dealers are asking as high as \$1.75 per bag for them. The high price is due to the scarcity of this article, the crop of which was small last year. Spanish onions, however, are in good supply and remain at the same price, \$3 for large cases and \$1.50 for 1/2 cases. Cucumbers are quoted at \$2.25 to \$2.50 per dozen. Potatoes are moving fairly well with \$1 per bag about the ruling price. Sweet potatoes are a little firmer and some dealers are asking as high as \$1.50 per hamper.

Beets, Louisiana doz.	1 25	Endive, 12 heads	1 00
Canadian beet, bag	0 60 0 75	Lettuce, Canadian, head	0 40
Cabbage, case—		Boston head lettuce, doz.	1 50
Canadian	0 75 1 25	Onions—	
Cabbage, per 100 3 50	5 00	Spanish, large	3 00
Carrots, Canadian, bag	0 50	Spanish, 1-cases	1 50
Carrots, Louisiana, doz.	1 00	Yellow, per bag 1 65	1 75
Celery, dozen	0 30 0 40	Potatoes, Ontario, bag	0 90 1 00
Celery, California, case	4 50 4 75	Sweet, hamper	1 25 1 50
Cucumbers, Boston, doz.	2 25 2 50	Parsley, per doz	0 75
		Parsnips, bag	0 60
		New turnips, per 11-qt. basket	0 60

WINNIPEG.

Fresh Fruits.—Buyers owing to the severe weather have been purchasing rather lightly during the last week, and a general rearrangement of prices has taken place. Heated cars are now being run weekly by some of the railways

from Winnipeg of carrying easily they have been

Apples—Greenings, bbl. Can. Nor. Spies, No. 1

The Month formed with has an Ont

In 1909 States figure country \$8 in 1910, ports in last year

E. H. R. been in the burg, Tupp sold his W. & Howard

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Wholesale
Dealers

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from Winnipeg West for the purpose of carrying perishable goods, of which easily the largest consignments so far have been fruit. Prices quoted are:—

Apples—		California lemons	
Greenings, bbl.	6 00	crate.....	5 00
Can. No. 1 Spies,		Cranberries—	
No. 1.....	7 00	Frozen, bbl.....	
Can. No. 2 Spies,		Florida grape	
No. 2.....	6 00	fruit, box.....	5 50
Other varieties.....	6 50	Malaga grapes,	
Boxed apples.....	2 00 2 75	per keg.....	
Bananas, bunch 2 50	3 50	Navel oranges..	3 00 3 50

The Monarch Pure Food Co., has been formed with head office in Toronto. It has an Ontario charter.

In 1909 Canada, according to United States figures, exported to the latter country \$87,310,881 worth of goods and in 1910, \$103,256,955. Canada's imports in 1909 were \$187,729,383, and last year they were \$241,809,233.

E. H. Ruttan, who for 21 years has been in the grocery business in Wallaceburg, Tupperville and Bichor, Ont., has sold his Wallaceburg business to Howard & Howard, both of Wallaceburg.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

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



Old King Cole was a Merry Old Soul
And a Merry Old Soul was he,
He had Lemon Pie and Lemonade,
For he owned a Lemon tree.

If you don't own a tree you need not frown
You can make the same with **BUSTER BROWN**

BUSTER BROWN LEMONS

Enormously Largest Sale of any
Lemons in Canada.



FOLLINA BROS., Packers

W. B. STRINGER, Sales Agent

Fancy Box Apples

We are now showing some fancy apples packed in boxes, uniform in quality from top to bottom.

California Winesaps	-	-	\$1.75
" Red Pearmain	-	-	2.00
Canadian No. 1 Baldwins	-	-	1.75
" No. 1 Spies	-	-	2.00

The Fruit will please you

Bitter Oranges, Fancy Grape Fruit, and Extra Choice Bananas for the incoming week. Mail Orders solicited.

WHITE & CO., Limited

TORONTO

Branch at HAMILTON

NAVEL ORANGES

"SUNKIST"

Fresh Cars arriving every week

Marmalade Oranges

Spanish Onions

California Celery

Grape Fruit Lemons Bananas

Fresh Greens Daily

The House of Quality

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

Result of Raising Quality of Herring

Scotland's Example Shows That Consumption Increases—Advance of This Trade in That Country—From \$25 to \$30 per Barrel Have Been Paid for High Quality of Fish in Times of Scarcity—Up-to-date Methods for Handling Needed in Canada—Fourth Article of a Series.

By A. M. Payne.

The rise and progress of the herring fishery in Europe during the last hundred years, as described in one of the Halifax Board of Trade pamphlets, entitles the results achieved to rank among the foremost industrial advancements of modern times.

Scotland heads the list, from data in the Dominion Blue Book for 1909. In 1811, 89,934 barrels of salt herring were cured there; in 1831, 414,574 barrels; in 1867, 804,090 barrels; in 1902, 1,803,159 barrels, and in 1906, 2,111,006 barrels. This quantity is altogether outside of the immense amount used fresh and for smoking.

Quality Sold the Quantity.

Continuous betterment in quality coincided with the marvellous strides in quantity. The haphazard conditions, still prevailing in Canada, existed a century back in Britain. Complaints arose, leading to agitation, reform, and eventually the admitted world-wide superiority of Scottish cured herring. In 1808 a bounty of two shillings per barrel was allowed by the British authorities for properly cured herring in sound barrels. In 1815 an amended Act of Parliament confiscated imperfect barrels forfeiting the contents. In 1821 the herring industry was able to dispense with the bounty. The basis of the regulations of the Scottish Fishery Board established in 1882, was a thoroughly made pickle holding barrel, together with optional government inspection for barrel and contents. The regulations in force are given in extenso in a pamphlet by a qualified expert of the highest repute, who visited England, Scotland and Holland a few years ago on behalf of the U. S. Government.

Norway, Germany and latterly Iceland have adopted Scottish fishery methods. Iceland has even gone one better by granting government certificates. It can not surprise dealers to know that overseas markets give preference to fish food offered under such a guarantee. Japan is also on the alert, a representative from that wide-awake nation having traversed the globe within a few years on an errand of observation, including New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland in his tour.

Correctness of Statistics.

The reliability of fishery statistics is a debatable question with many critics, although it must be assumed in all fairness, that in most instances official statistics should be given credit for approximate accuracy. Ordinary ruling prices, however, can be verified with more satisfactory precision. Normal values, year in and year out, for salt herring in barrels on this side of the Atlantic from Canadian and United States published prices current are about as follows:

\$1.50 to \$3.50 per barrel for bait herring;
\$3 to \$6 per barrel for shore pickled herring,

although higher figures might be correctly quoted occasionally for strictly prime grades in limited quantities, from Newfoundland, for instance: for foreign herring (including Scotch and Dutch) \$8 to \$14 per barrel. In the Russian and German markets double the highest figures of every day transactions have been obtained for the choicest cure modern methods can produce.

High Prices Will be Paid.

The exceptional price of \$25 to \$30 per barrel under special conditions of scarcity, etc., are only worthy of record as proof positive of the possible value for such a familiar food for the masses as the herring.

The question may well be suggested whether either the fisherman, the wholesale dealer or the retailing purveyor of salt herring realizes what up-to-date methods of cure and packages can bring about in squarely facing the crying need for improvement.

The almost incalculable estimate of the vast resources of the herring fishery on the shores of both sides of the North Atlantic will be considered in a succeeding article.

FRUIT MEN ALARMED.

In British Columbia They Think That New Tariff if Ratified Will be Harmful.

Vancouver, B.C., Feb. 9.—If the present reciprocal agreement goes through between Canada and the United States, fruit men in B.C. look to disastrous results for the British Columbia product. The fruit industry in this province is in its infancy, and consequently the expense of getting the orchards into shape is greater than what it is across the line where the land is cleared and trees are bearing. Moreover, the laws for keeping pests out of orchards in British Columbia are strict, which means additional

READER FOR EIGHTEEN YEARS.

Editor, Canadian Grocer,—I am discontinuing my subscription to The Grocer solely because I am giving up business, and have not yet decided upon my future course. I have read The Grocer for 18 years and assure you it has been worth to me many times the subscription price. Even though I am out of the grocery business I know I will miss your publication like the loss of an old friend.

E. H. RUTTAN.

Wallaenburg, Ont., Feb. 9, 1911.

expense. If U.S. fruit is allowed to come in free of duty it will mean that the fruit industry here will be killed. Besides, as the U.S. fruit is often badly infected with codlin moth and other pests, the government will be put to expense to provide more inspectors to look after the greater amount of fruit that will be shipped across the border into Canada.

POOR FRUIT GOES TO CUBA.

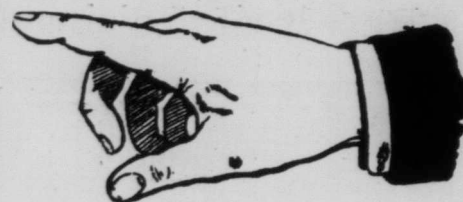
So Writes Canadian Government Commissioner—The Best Only is Wanted

"In reading the reports on shipments of Canadian fruit, and particularly apples, to the English market," writes Canadian Commissioner E. S. Kirkpatrick, Havana, "there is given an impression of the great care which is taken in handling this fruit, and also of thorough inspection. These facts have caused wonder that in the export of fruit to Cuba such an utter lack of care and judgment should be shown on the part of shippers. There is probably no place in the world where good fruit is more in demand, or where better prices rule, than in Cuba. Poor and inferior fruit can hardly be given away."

At the request of an importer, Commissioner Kirkpatrick recently inspected a shipment received from Nova Scotia. It was scarcely believable, he wrote, that these were exported with any hope of returns. He entered into correspondence with the shippers and they replied that while Nova Scotia apples were of the best, the farmers were very behind in packing, and that fruit of inferior quality should not be permitted to be exported.

Mr. A. McNeill, chief of the Fruit Division, of the Department of Agriculture, to whom the matter was referred, stated that the trouble was due to the trade being carried on largely by a few indifferent and comparatively irresponsible schooner owners. While no really reputable apple dealer had seriously undertaken the trade, it was commencing to receive the attention it deserved. Steps were being taken by the Central Co-operative Association of Nova Scotia to place the trade on a proper footing. "I wish that our Canadian exporters of fruit might realize," comments Commissioner Kirkpatrick, "that while nothing but the best will be accepted here, yet the best will at all times be in good demand."

The Merchants' and Manufacturers' Securities Company is the name of an organization being formed in Los Angeles, U. S.A., for the purpose of assisting retail grocers and other business men who may be financially embarrassed, if the assets and stock justify a helping hand. The company claim that 60 per cent. of the merchants on the Pacific Coast are unable to take their monthly discounts for cash. This company plans to pay off the merchant's creditors with cash and take $\frac{3}{4}$ of the discount saved, while the other $\frac{1}{4}$ is paid to the merchant. The retailer also pays 6 per cent. interest for the use of the money and secures a ten year loan up to the value of his assets.



When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited **Black's Harbour, N.B.**

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

GET OUR SPECIAL PRICE LIST!

We have a number of bargains in both

FRESH AND SMOKED FISH

that cannot fail to add materially to the volume and profit of your February Fish Sales. Here are two lines to specialize on:—

"BEACON" BRAND HADDIE and OYSTERS

They are genuine public favorites and cannot fail to influence more of the desirable family trade your way.

We have in stock for immediate delivery a full range of Labrador and Lake Superior Herrings in kegs and barrels, guaranteed bright 1910 stock.

GET OUR PRICES TO-DAY.

The F. T. James Co., Limited
Church and Colborne Sts., - TORONTO

Quality Goods at Reasonable Prices

are what your customers all want. Don't make the mistake of stocking inferior brands when our high class lines are obtainable at prices within the reach of all.

Frozen Sea Herring and Fresh Frozen

varieties are becoming more and more popular in the household, and you will have repeat orders if you push them—

Haddock **Cod** **Halibut** **Salmon**
 Dressed Pike **White Fish**

Get ready for the Lenten demand

By featuring brands that are ready sellers and at the same time good profit producers, your trade during the Lenten season will be highly satisfactory.

Feature 1—

FANCY SKINLESS COD FISH

SHREDDED COD In 100 lb. cases **BONELESS COD**

LARGE STOCK OF SHELL AND BULK OYSTERS ALWAYS OBTAINABLE.

Correspondence Solicited.

Price Lists Mailed on Request.

P.O. Box 639.

Five Long Distance

Telephones.

LEONARD BROS.

Montreal and St. John, N.B.

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



**THE
 BEST of
 BRANDS**

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest-grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavour, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

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

Donald says :

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

*Report of analysis by Dr. J. T. Donald,
 Dominion Gov't Analyst.*

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Mr. Fullerton, of Rowat & Co. is paying his annual visit to the large centres of Canada. He spent some time in Montreal and expressed great satisfaction at the increase in the sales of his lines. Mr. Fullerton has made many friends on this side, not alone in the grocery world, and this announcement will be pleasant news to those who failed through absence from business to renew acquaintance with him last year.

MacLaren Imperial Cheese Co., Ltd., Toronto, have placed on the market Pimento Cheese in neat glass jars at \$1.40 per dozen and it is commanding a ready sale. Send for sample dozen. See full page ad. on Flico in this week's issue.

By means of demonstration in a few of the leading centres, an entirely new product, Inglehart's Browning, has been successfully introduced to quite a large number of people. There is nothing else like it on the market, it supplies a real need, and some of the biggest stores in Canada have taken it up enthusiastically. Inglehart's Browning has a triple use—it colors, flavors and seasons. It was invented by one of the busiest of Canadian housewives for her own use, and after using it constantly in her own kitchen for two years, finds it indispensable. With a bottle of Inglehart's Browning at hand a housewife can have a nice, brown gravy of unusually rich flavor in a few minutes. Add a teaspoonful to soup and you have it colored as well as deliciously flavored. A layer cake or pudding can be colored a rich brown with a spoonful or two, and just a little of the Browning tints them a creamy yellow. A circular of recipes goes with each bottle. The Browning is put up in 3 oz. and 6 oz. bottles by Inglehart's, Merton, Ontario.

Chr. Bjelland & Co., fish canners of Scandinavia, who are represented in Canada by John W. Biekle & Greening, Hamilton, Ont., are building a large factory to be used for the manufacture of their own labels and decorating their own cans. This step was found to be necessary in view of the immense quantities they use and in order to insure a better delivery of labels and a higher class of finished product. Modern machinery will be installed and the best staff of artists and the most skilled workmen will be employed. This will also insure their customers all the necessary show cards, etc., as well as goods of superior quality without increasing the cost of manufacture. Chr. Bjelland & Co. have their own mechanics' workshop for the manufacture and repair of machines and also their own factory for the making of cans, etc.

An injunction has been served through the United States circuit court, Michigan, at the instigation of Wed. B. Van Doesburg, proprietors of the Bisenit Fabriek "De Lindeboom" of Mydrecht, Holland, against the Holland Rusk Co.,

of Holland, Mich., to enjoin the unlawful use of their trade mark "Frou-Frou." A similar suit was also brought against The Siegel-Cooper Co. for infringing on the trade-mark rights by selling a spurious Frou-Frou.

The Sealshipt Oyster System have recently brought suit against Drake & Erickson, U.S. grocery dealers, and asked for \$2,000 damages because the former are alleged to have sold canned oysters from "Sealshiptcases." This suit was brought by the Sealshipt Oyster System more to protect their trade-mark than to secure damages, but it was necessary, under the law, to specify a monetary loss. It is beneath the dignity of a reputable dealer to assist unfair competition against the Sealshipt Oyster System. No concern which attempts to trade upon Sealshipt popularity and Sealshipt success, should be encouraged by any honest grocer, primarily, be-

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD
IN QUALITY.
ALL OTHERS ARE IMITATIONS

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocos 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

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

None equal. Insist upon McDougall's There IS a difference.

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

SPRAGUE

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

EVERY HOUSEKEEPER WANTS IT

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

Inglehart's Browning

is the best of all The only Browning made in Canada.
Put up in 3 and 6 oz bottles, retailing at 15c. and 25c. a bottle
ASK YOUR WHOLESALE FOR IT OR SEND TO
INGLEHART'S, MERTON, Ont.

Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



cause in the the company are grocers, as this comp been brought jobber in Mi tered sealsh ned oysters under a licen retailing Sea shiptcases e of the Sealsh dealer who u selling other honest, but cheating his tomers find alienated.

THE DEAL

Advice to M of Cop The secur Grocery and erica was h recently in Shredded W esting featu following: of Trade P Director of Co.; "Adv Trade Pres Advertising Ideal Trad

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cause in the operation, all the agents of the company, practically all of whom are grocers, are sure to be hurt, as well as this company. A suit has recently been brought against a former Sealshipt jobber in Michigan, who enticed registered sealshipt agents into selling canned oysters from the Sealshipticases under a license for the sole purpose of retailing Sealshipt oysters. These Sealshipticases continue to be the property of the Sealshipt Oyster System and any dealer who uses them for the purpose of selling other oysters, is not only dishonest, but he is breaking the law and cheating his customers. When his customers find it out, they are sure to be alienated.

THE DEALER'S INTEREST AS A CONSUMER.

Advice to Manufacturers in the Writing of Copy for the Trade Press.

The second annual convention of the Grocery and Allied Trade Press of America was held at Niagara Falls, N. Y., recently in the auditorium of the Shredded Wheat Co. Among the interesting features of the program were the following: Address, "The Right Kind of Trade Paper Copy," T. A. DeWeese, Director of Publicity, Shredded Wheat Co.; "Advertising Agencies and the Trade Press," John Lee Mahin, Mahin Advertising Agency, Chicago; "The Ideal Trade Paper," Chas. G. Phillips,

Root Newspaper Association, New York; "Analysis of the Make-up of Grocery Papers, and Suggestions for their Typographical Improvement," A. Eugene Bolles, Advertising and Selling, New York.

On Monday evening the publishers were guests of the Shredded Wheat Co. at a theatre party to Buffalo, on Tuesday afternoon on a trip round the Niagara Belt Line Railroad, and on Tuesday evening at a banquet that was indeed a gorgeous affair.

Fred Mason, general manager of the Shredded Wheat Co., was formerly secretary of the National Association of Retail Grocers, and as such an old friend of the grocery trade paper publishers. The National Association was represented at the convention by President T. P. Sullivan, and Secretary John A. Green.

In discussing the matter of trade paper copy, Mr. DeWeese said that manufacturers of food products should not regard the dealer merely as a merchant whose interest is wrapped up in profit and the selling help he is given by the manufacturer. The dealer and his family are consumers, and an appeal should also be made on that basis. Get the dealer to believe in your goods and to verify your claims by using them on his own table, and you have an enthusiastic advocate of them, whose influence will be strongly felt among his customers.

ADVISES PERSONAL VISITS.

Trinidad Merchants Suggest That Canadian Firms Make Close Study of B. W. I. Requirements.

Editor Canadian Grocer.—We have read with interest the article on closer trade between Canada and the West Indies in your issue Dec. 23, 1910, (by David Williams) which, as far as it goes, puts matters in a fairly true light.

To our mind, if Canadian exporters really wish to extend their trade in the West Indies, the best course they can pursue is to make a point of personally visiting all the chief commercial centres there, so as to be fully alert to the secular requirements of the respective markets.

As elsewhere, business in the West Indies generally is not conducted on a basis of sentiment; it matters little which country goods come from, so long as good value is given for the money paid.

Once the Canadian exporters are thoroughly acquainted with the market conditions and requirements of the West Indies, provided, of course, that they have the capacity to supply the different commodities cheaply, which is the main essential after all, there is no doubt that they should command a good share of the trade in these waters.

GEO. R. ALSTON & Co.

Trinidad, B.W.I., Jan. 28, 1911.

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

THE CANADIAN GROCER

Classified Advertising

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

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED.

TRAVELER handling one staple line for Hamilton and vicinity, desires one or two more on commission. Have extra good connection and eighteen years' road experience. Box 372, THE CANADIAN GROCER, Toronto. (6)

MISCELLANEOUS.

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

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

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

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

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. Suppliers for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

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

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

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

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

MISCELLANEOUS.

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

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

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

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

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

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

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

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

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.

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

TECHNICAL BOOKS.

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

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

BUSINESS CHANCES.

GROCERY FOR SALE—A substantial grocery business in a county town. Scope for butcher's or other business as a side line. Near several manufacturing firms. Horse, wagon, rig, etc. Ground and adjoining plot of land for sale. Apply KADWELL, Chatham, Ont. (6)

POSITION WANTED.

WHOLESALE ATTENTION—I want to get a position on the road. Past experience, retail and wholesale grocery in Nova Scotia. Well known. Good references. Apply "Salesman," THE CANADIAN GROCER. (8)

WANTED

JOBBERs to handle our "Top-Notch" Butterscotch, best selling 5c. package on the market; also put up in bulk. Write for prices and samples. BRUCE & HUNT COMPANY, Limited, Toronto. (6)

PERIODICAL DEPT.

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

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Diamond w. 1-lb. tins, 2 doz. 1-lb. tins, 3 1-lb. tins, 4

Cases. 4-dozen..... 3-dozen..... 1-dozen..... 3-dozen..... 1-dozen.....

MAGIC BAKING POWDER Special discount cases or more

ROYAL BAKING POWDER

WHITE SWAN White Swan doz. in case 1-lb. tins, 80c.

COOK'S BAKING POWDER

Cartoons— No. 1, 1-lb., 4 No. 1, 1-lb., 2 No. 2, 5-oz., No. 2, 5-oz., No. 3, 2-lb., No. 10, 12-oz. No. 10, 12-oz.

DOY AYLMER

Strawberry Black currant Red currant Raspberry currant Raspberry gooseberry Plum jam Greengages stoneless Gooseberries

Strawberry Black currant Raspberry

QUOTATIONS FOR PROPRIETARY ARTICLES

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

IMPERIAL BAKING POWDER
 Cases. Sizes. Per doz.
 4-dozen 6-oz. \$0 85
 1-dozen 12-oz. 3 50
 3-dozen 12-oz. 3 40
 1-dozen 2 1/2 lb. 10 50
 1-dozen 5-lb. 19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.
 Cases. Sizes. Per doz.
 6 dozen 5c. \$0 60
 4 " 4-oz. 0 75
 4 " 6 " 1 00
 4 " 8 " 1 30
 4 " 12 " 1 80
 2 " 12 " 1 85
 4 " 16 " 2 25
 2 " 16 " 2 30
 1 " 2 1/2 lb. 5 00
 1 " 5-lb. 9 50
 2 " 6-oz. 1 20
 1 " 12 " 1 20
 1 " 16 " 1 20

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



ROYAL BAKING POWDER
 Sizes. Per Doz.
 Royal-Dime \$ 0 95
 1-lb. 1 40
 1/2 oz. 2 55
 1/2 lb. 3 85
 1 lb. 4 90
 3 lb. 13 60
 5 lb. 22 35

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



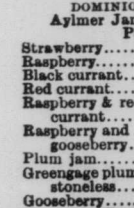
COOK'S FRIEND BAKING POWDER
 Cartoons— Per doz
 No. 1, 1-lb., 4 doz 2 40
 No. 1, 1-lb., 2 doz 2 50
 No. 2, 5-oz., 6 doz 0 80
 No. 2, 5-oz., 3 doz 0 85
 No. 3, 2 1/2-oz., 4 doz 0 45
 No. 10, 12-oz., 4 doz 2 10
 No. 10, 12-oz., 2 doz 2 20
 No. 12, 4-oz., 6 doz 0 75
 No. 12, 4-oz., 3 doz. 0 70
 In Tin Boxes—
 No. 13, 1-lb., 2 doz. 3 00
 No. 14, 8-oz., 3 doz 1 75
 No. 15, 4-oz., 4 doz. 1 10
 No. 16, 2 1/2-lb., 2 doz. 1 25
 No. 17, 5-lb., 1 doz. 14 00



FOREST CITY BAKING POWDER
 Dozen
 6 oz. tins 0 75
 12 oz. tins 1 25
 16 oz. tins 1 50



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 dozen \$1.
 White Swan Self-rising Pa n a c k e Flour, per dozen \$1.
 White Swan Wheat Kernels, per doz. \$1.40.
 White Swan F l a k e d Rice, per dozen \$1.
 White Swan F l a k e d Peas, per dozen \$1.



DOMINION CANNERS, LIMITED
 Aylmer Jams Peach 1 80
 Strawberry 1 95
 Raspberry 1 95
 Black currant 1 95
 Red currant 1 75
 Raspberry & red currant 1 95
 Raspberry and gooseberry 1 80
 Plum jam 1 55
 Green Fig 2 25
 Greenage plum stoneless 1 75
 Gooseberry 1 75
 Pure Preserves—Bulk
 5 lbs. 7 lbs. 14's & 30's per lb.
 Strawberry 0 59 0 82
 Black currant 0 59 0 82
 Raspberry 0 59 0 82

Freight allowed up to \$6 per 100 lbs.

Bine
 Keen's Oxford, per lb. 0 17
 In 10-box lots or case. 0 18
 Gillett's Mammoth, 1/2-gross box. 2 00

Chocolates and Cocoas

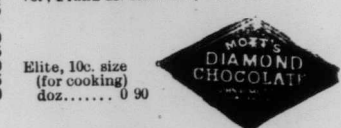


THE COWAN CO., LIMITED
 Coccoa—
 Perfection, 1-lb. tins, per doz. \$4 50
 Perfection, 1-lb. per doz. 3 40
 Perfection, 1/2-lb. per doz. 1 30
 Perfection, 10c size 5-lb. tins per lb. 0 37
 Soluble, bulk, No. 1, per lb. 0 20
 Soluble, bulk, No. 2, per lb. 0 18
 London Pearl, per lb. 0 92
 Special quotations on Coccoa in bbls. kegs, etc.
 Unsweetened Chocolate—
 Supreme, 1/2's & 1's, cakes, 12-lb. bxs. 0 35
 Perfection chocolate, 30c size, 2 dozen boxes, per dozen 1 80
 Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90
 Sweet Chocolate—
 Queen's Dessert, 1/2's and 1's, 12-lb. bxs., per lb. \$0 40
 Queen's Dessert, 3/4's, 12-lb. boxes 0 40
 Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 35
 Parisian, 3/4's, 12-lb. boxes, per lb. 0 28
 Royal Navy, 1/2's, 12-lb. boxes, per lb. 0 30
 Diamond, 7/8's, 12-lb. boxes, per lb. 0 24

Ingredients for cake—
 Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1-lb. pkgs., 2-doz. in box, per dozen 0 90
Cocoa's
 Milk chocolate wafers, 5-lb. boxes. 0 36
 Chocolate wafers, 5-lb. boxes. 0 38
 Chocolate wafers, No. 1, 5-lb. boxes 0 30
 Chocolate wafers, No. 2, " " 0 25
 Nonpareil wafers, No. 1, " " 0 30
 Nonpareil wafers, No. 2, " " 0 25
 Chocolate ginger, 5-lb. boxes. 0 30
 Milk chocolate, 5c bundles, per box. 1 35
 Milk chocolate, 5c cakes, per box. 1 35

Agents, C. E. Colson & Son, Montreal. In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
 Smaller quantities. 0 37

JOHN P. MOTT & CO.'S
 G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.



Mott's breakfast cocoa, 10c size 90 per dz.
 " breakfast cocoa, 1/2's. 0 38
 " No. 1 chocolate, 1/2's. 0 32
 " Navy 1/2's. 0 26
 " Vanilla sticks, per gross. 1 00
 " Diamond Chocolate, 1/2's. 0 24
 " Plain choice chocolate, liquors. 0 32
 " Sweet Chocolate Coatings. 0 20

WALTER BAKER & CO., LIMITED.
 Premium No. 1 chocolate, 1/2 and 1 lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. bxs. 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1/2 lb. pkgs., 6 lb. bags, 32c. lb.; Caracac tablets, 100 bbls., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

COCOANUT
CANADIAN COCOANUT CO., MONTREAL.
 Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.
 1-lb. packages. 0 26
 1/2-lb. packages. 0 27
 1 and 1/2-lb. packages, assorted. 0 28
 1-lb. packages, assorted, in 5-lb. boxes 0 28
 1/2-lb. packages, assorted, in 5-lb. boxes 0 23
 1-lb. packages, assorted, 5, 10, 15 lb. cas 0 30
 In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes. Pails. Tins. Bbls.
 White moss, fine strip 0 12 0 21 0 17
 Best Shredded 0 18 0 17 0 17
 Special bhred 0 17 0 18 0 18
 Ribbon 0 19 0 17 0 17
 Macaroon 0 17 0 17 0 17
 Densicated 0 16 0 16 0 16
 White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Coccoanut—
 Featherstrip, pails. 0 15
 Shredded. 0 15
 1/2 packages, 1-oz., 1-oz., 1-oz., lb. 0 28

Condensed Milk

BORDEN'S CONDENSED MILK CO.
 Wm. H. Dunn, Agent, Montreal & Toronto.
 Eagle Brand Condensed Milk. \$6 00 1 50
 Gold Seal Condensed Milk. 4 50 1 15
 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 dozen). \$3 50
 "Reindeer" brand, per case (4 dozen) 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
 Embassy. 0 28
 Duchess. 0 26
 Crushed Java and Mocha whole. 0 17
 Golden Rio. 0 14
Package Coffees.
 Gold Medal, 1 and 2 lb. tins, whole or ground. 0 30
 Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground. 0 30
 German Dandelion, 1 and 1 lb. tins, ground. 0 22
 English breakfast, 1 lb. tins, ground 0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.
 1-lb. decorated tins, 32c. lb.
 Mo-Ja, 1-lb. tins 30c. lb.
 Mo-Ja, 1-lb. tins 28c. lb.
 Mo-Ja, 2-lb. tins 28c. lb.
 Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60
 Cafe l'aromatique—1-lb. amber glass jars, per doz. \$4
 Presentation (with 3 tumblers) \$10 per doz.

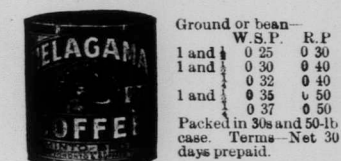
Cheese—Imperial

Large size jars, doz. 8 25
 Medium size jars, per doz. 4 50
 Small size jars, per doz. 2 40
 Individual size jars per doz. 1 00
Imperial holder—
 Large size, doz. 18 00
 Med. size, doz. 17 00
 Small size, doz. 12 00
Roquefort—
 Large size, doz. 2 40
 Small size, doz. 1 40
Canada Cream Cheese—
 In carbons, each 1 dozen. 0 90
 Large blocks, dozen. 2 30
 Medium blocks, dozen. 1 30

Cream



Coffee.



Confections

IMPERIAL PEANUT BUTTER
 Small, cases per dozen. 0 95 dozen
 Medium, cases dozen. 1 80
 Large, cases 1 dozen. 2 75
 Tumblers, cases 2 dozen. 1 35
 25-lb. pails. 0 15 lb.
Coupon Books—Allison's
 For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Filg. Montreal \$2, \$3, \$5, \$10, \$15 and \$20.
 All same price one size or assorted.
UN-NUMBERED
 Under 100 books. each 04
 100 books and over. each 03
 500 books to 1000 books. 08
 For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.
Flavoring Extracts
SHIRIFF'S
 1 oz. (all flavors) doz. 1 00
 2 " " " 1 75
 2 1/2 " " " 2 00
 4 " " " 3 00
 5 " " " 3 75
 8 " " " 5 50
 16 " " " 10 00
 32 " " " 18 00
 Discount on application.



CRESCENT MFG. CO.

Mapleine Per doz
 2 oz. bottles (retail at 50c.) 4 50
 4 oz. bottles (retail at 30c.) 8 30
 8 oz. bottles (retail at \$1.50) 12 50
 16 oz. bottles (retail at \$3.) 24 00
 Gal. bottles (retail at \$20.) 15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
 Agents, Rose & Lafamme, 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 doz. 1 80
 5 and 7 lb. tin pails, 8 and 6 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 07
Compound Fruit Jellies—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per lb. 1 80
 7-lb. wood pails, 6 pails in crate, per lb. 0 07
 30-lb. wood pails. 0 07

Soups

W. CLARK'S SPECIALTIES
 Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, \$1.25; No. 3, \$1.75 dozen. Ox Tongues (In Glass Brand), No. 1, \$10; No. 2, \$12



ALWAYS RIGHT. SUN PASTE

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

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



BLACK KNIGHT STOVE POLISH

The favorite of the thrifty housewife!

There's a growing demand for this most satisfactory polish, and it will pay you well to be ready to meet it. It gives a brilliant shine in the shortest possible time and will not stain the hands. Better send your order along to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

CASH or PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO ONT
EUROPEAN OFFICE: 118 HOLBORN LONDON E.C. ENG

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

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, MONTECLA

Prompt Shipment at Factory or Warehouse Prices

BUTTER TUBS BUTTER BOXES
 BUTTER PARCHMENT BUTTER BOWLS
 EGG CASES EGG CRATES
 EGG CASE FILLERS

Walter Woods & Co.

Hamilton and Winnipeg

BLUENOSE



BUTTER

Put up in tins for Hunters and Prospectors. A line of uniformly excellent quality and flavour. Every can of "BLUENOSE" is packed to sell another can! Sells on sight.

Make good provision on your shelves for this ready seller.

SOLE PACKERS

SMITH & PROCTOR,

Halifax, N.S.



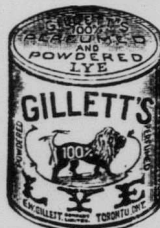
OCEAN MILLS
 Montreal
 Chinese starch, 48 1-lb., per case \$4.00;
 Ocean Baking Powder, 48 3-oz., \$1.40;
 48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
 Ocean blanchmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 8-oz., \$6.00; 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. Jam Per lb. 0 062
 20-lb. wood pails..... 1 75
 Pure ass. ted jam, 1-lb. glass jars, two dozen n case..... 1 75



List price.
 "Shirriff's" (all flavors), per doz
 Discounts on application.

WHITE SWAN SPIGE AND CEREALS, LTD
 White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



GILLETT'S PERFUMED LYE
 Ontario and Quebec Prices.
 Per case
 1 case of 4 doz \$3 50
 3 cases of 4 doz 3 40
 5 cases or more 3 35



ST. CHARLES CONDENSING CO
 PRICES:
 St. Charles Cream, family size, per case..... \$3.50
 Baby size, per case..... 2.00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk.... 4.25
 Good Luck.... 4.00

Jelly Powders

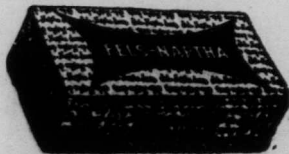
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



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

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces... \$0 11
 1-bbls... 0 11
 Tubs, 60lbs 0 11
 20-lb. Pails 2 38
 20-lb. tins 2 28
 Cases 31-lb 0 12
 " 5-lb. 0 12
 " 10-lb. 0 12

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces... 0 10
 Tubs... 0 10
 20-lb. pails 0 10
 20-lb. tins 0 10
 10-lb. " 0 10
 5-lb. " 0 11
 3-lb. " 0 11
 1-lb. cartons 11

Licorice

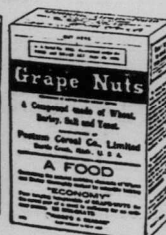
NATIONAL LICORICE CO
 5-lb. boxes, wood or paper, per lb..... \$0 40
 Fancy boxes (36 or 50 sticks), per box... 1 25
 "Ringed" 5-lb. boxes, per lb..... 0 40
 "Acme" pellets, 5-lb. cans, per can... 2 00
 (fancy bxs., 40), per box 1 50
 Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00
 Licorice losenges, 1-lb. glass jars..... 1 75
 " " 30 5-lb. cans..... 1 50

Marmalade.

T. UPTON & CO.
 12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.
"SHIRRIFF BRAND" Imperial Scotch
 1-lb. glass, doz... 1 55
 2-lb. glass, doz... 2 80
 4-lb. tins, doz... 4 65
 7-lb. tins, doz... 7 35
 "Shredded"
 1-lb. glass, doz... 1 90
 2-lb. glass, doz... 3 10
 7-lb. tins, doz... 8 25



Cereals.

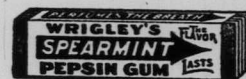


Grape Nuts—No. 22, \$3.00; No. 23, \$4.50
 Post Toasties—No. 7, \$2.85.

Mustard

COLMAN'S OR KEEN'S
 Per doz. Per doz
 D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins... 1 45
 " 1-lb. tins 2 50 " Per jar
 " 1-lb. tins 5 00 Durham, 4-lb. jar 0 75
 F.D., 1-lb. tins... 0 85 " 1-lb. jar 0 25
IMPERIAL PREPARED MUSTARD
 Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90 "
 Large, cases 1 dozen..... 1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 80
 Pint bottles, 3 dozen cases doz..... 1 75

Soda

COW BRAND
 Case of 1-lb. containing 60 packages per box \$3.00.
 Case of 1/2-lb. containing 120 packages per box \$3.00.
 Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.
 Case of 5c. packages, containing 96 packages, per box \$3.00.
MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$3 60
 No. 2, " 120 1/2-lb. " "..... 3 60
 No. 3, " 30 1-lb. " "..... 3 60
 No. 4, " 60 1/2-lb. " "..... 3 60
 No. 5 Magic sods—cases 100—10-oz. pkg. 1 case..... 1 65
 1 case..... 1 65

Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S.

Thos. Symington & Co., Edinburgh and London

AGENTS— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benadict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shalleron, Macaulay & Co.



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TORONTO MONTREAL

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Phone Upper 2482

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

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MONTREAL

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Halifax, N.S.

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JOHN DAKEY & SONS, Limited

Manufacturers of
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London, England



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our quality and cleanly methods.

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We have condensed mince meat
in cartons--also ready for use
in enamelled cans and pails--
also in wooden pails and tubs.
We have mince meat to just suit
your trade--no matter what it
may be.

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J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

“It seems incredible that manufacturers should ignore the dealer as a valuable selling force, yet many of them do so.”

The advertising manager of The Grocer happened into the office of a large firm with a national distribution, just as the manager finished reading our announcement that the Fall Number would be devoted to “The Selling Power of the Dealer.” The above was his first remark regarding it.

He went on: “This is something that interests me greatly. There was a time when I held the same views as some other manufacturers do to-day. I believed that the dealer should be considered merely as a distributor and his profit fixed accordingly; that I should rely on the demand I was able to create among consumers.

“Then I began to study the real science of business-

building as applied to my particular business. I soon found that I was getting only a fraction of the possible demand for my goods, and that what I did get was costing me more than it should. Yet I was doing good business and making money, just the same as others are doing now under similar conditions, who give scant consideration to the dealer and believe that their selling system is the correct one.

“I changed my plans so as to allow the dealer a fair profit, though not an extravagant one, and then earnestly and persistently sought his co-operation.

“I do not exaggerate when I say that for every \$100 it has cost me to get the dealer interested I have got back \$1,000.”