

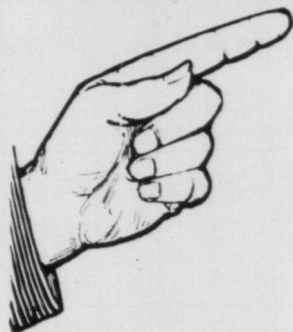
CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, MARCH 1, 1912

No. 9



PREMIUMS

There are now attractive premiums such as perfumery, sachet powder and talcum powder, given for Taylor's Soap Wrappers. PLEASE ASK YOUR CUSTOMERS TO WRITE FOR LIST.

Taylor's Soap is sold on good quality and good advertising—How is your stock?

John Taylor & Co., Limited
TORONTO

Surprise Soap

gives

Valuable Cash Prizes

House Cleaning Competition March 15th to May 15th, 1912

A window can be put in at any time between these two dates. Competition is for

A HOUSE-CLEANING WINDOW, consisting of any or all the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap, given a good display and prominent position.

| | | | | | |
|------------------|---|----------------|-------------------|---|----------------|
| 1st PRIZE | - | \$50.00 | 6th PRIZE | - | \$10.00 |
| 2nd PRIZE | - | 35.00 | 7th PRIZE | - | 10.00 |
| 3rd PRIZE | - | 20.00 | 8th PRIZE | - | 10.00 |
| 4th PRIZE | - | 15.00 | 9th PRIZE | - | 10.00 |
| 5th PRIZE | - | 10.00 | 10th PRIZE | - | 10.00 |

In addition to these prizes every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Prizes will be awarded as soon after May 15th as the Judges can make the awards

Conditions of the Contest are:—

(1) The Window must be a general House Cleaning Window Display. As this is the season for advertising this line, a good display of anything that is needed for House Cleaning or doing Washing, either material or apparatus, may be included.

(2) **IT IS NECESSARY IN ORDER TO PARTICIPATE IN THE CONTEST THAT THE "SURPRISE" SOAP WINDOW DISPLAY MATERIAL BE USED; AND "SURPRISE" SOAP BE GIVEN A PROMINENT POSITION IN THE WINDOW. (SEE MAILING COUPON BELOW.)**

(3) We will furnish on application "Surprise" Soap Window Display material, with full instructions on how to display. It is simple and easy to put up.

(4) Method of Judging Contest. By Photograph of Display. Every competitor is to have a Photograph taken of the Window Display; and on the back of the Photograph, or attached to the Photograph, a description of the Window should be given, telling how it is made up, the color scheme, and any other items that it is desired to mention to give full description of the Window Display, as well as your name and address.

A small Photograph will answer the purpose, taken either by yourself or friends. It must be plain and distinct.

(5) JUDGES.—The Judges of this Competition will be Mr. H. C. McDonald, Pres., and Mr. J. L. Maude, Secy., of The Canadian Window Trimmers' Association, who have full power to award Prizes according to Section No. 4, that is, Judging will be done from Photographs sent in and Prizes awarded accordingly.

(6) Photograph should be mailed to "Surprise", 69 Front Street E., Toronto, Ont.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window.

The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.

To Maintain and Increase Permanent Trade!

You must handle only articles of known worth---
the tried and tested kind---articles whose intrinsic
merit has raised them far above the commonplace.

We know of no safer or surer way than to handle
"Le Calice" Castile Soap---antiseptic, sanitary,
pure, containing no animal fat, is pure as oil and
skill can make it.

11 Gold Medals 11

11 Gold Medals 11



"Le Calice" Castile Soap

is **the** soap for a sensitive
complexion or delicate lin-
gerie, and therefore must be
produced with skill, experience
and honesty, linked with purity—
the soap must be clean to wash
clean.

ARTHUR P. TIPPET & COMPANY

AGENTS

Montreal

Toronto



THE CANADIAN GROCER

PERRIN'S

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

Regular Lines put up in:

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



DAIRY

CREAM

SODAS

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

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

BORDEN'S EAGLE BRAND EVAPORATED MILK CONDENSED MILK PEERLESS BRAND



By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

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



Sales Offices and Agencies:-

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

We Have Proven Our Worth AS **BUSINESS GETTERS**

We want the manufacturers of
EUROPE UNITED STATES EASTERN CANADA
to let us handle their account in Western Canada.

We have the EXPERIENCE, STAFF, MONEY,
AGGRESSIVENESS, to do it RIGHT.

Office and warehouse at

Winnipeg
Man.

Regina
Sask.

Saskatoon
Sask.

Edmonton
Alta.

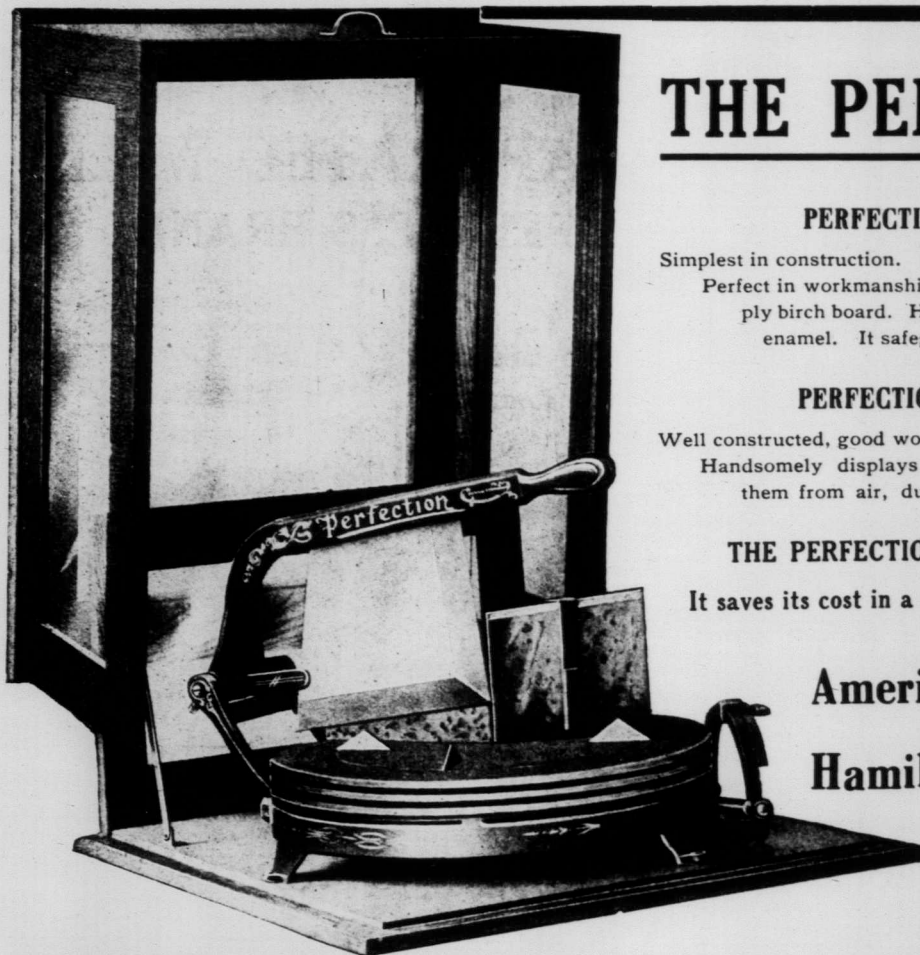
Calgary
Alta.

Our salesmen are always ON THE JOB.

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG



THE PERFECT WAY

PERFECTION CHEESE CUTTER

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

PERFECTION CUTTER CABINET

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

THE PERFECT WAY is the safest way.

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

American Computing Co.
OF CANADA
Hamilton, Ont.

BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages over old methods of displaying goods. The brackets occupy no space needed for goods; are easily put up, taken down, adjusted to fit a given space or carry a different class of goods; in fact, they perfectly serve their purpose.

DETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING.

State whether building is brick or frame.

THE PIQUA BRACKET CO.

SOLE MANUFACTURERS.

PIQUA, OHIO



MATCHES

Matches are the most used article in the home. Keep that end satisfied and you can figure on the rest.

SHAMROCK Silent Tip Matches

make a light every time they are struck—don't fly or splutter—and absolutely silent. They are packed 1000 (full count) to the box—144 boxes to the case, handsome lithographed boxes.

Big Profit, Satisfaction-giving Matches.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

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

Is
an
high

Mrs. C
for the
Mr. G
I can
Here i
at ten
years
equal
yet her
supply
or in C
for a
Mrs. C
contain
If you e
about t
Mrs. Co
and goe
cost of l

Do
Ham



Is there no
antidote for the
high cost of living?

SIMCOE BRAND BAKED BEANS

Mrs. Consumer to Mr. Grocer—"Is there no antidote for the present high cost of living?"

Mr. Grocer to Mrs. Consumer—"Yes, Mrs. Consumer, I can strongly recommend "Simcoe Baked Beans." Here is a can of Simcoe Baked Beans that I can sell at ten cents. The price is no higher than for some years past. It costs you only a trifle more than an equal quantity of ordinary dried white beans, and yet here it is already to serve. If you prefer, I can supply these Simcoe Baked Beans in Tomato Sauce or in Chili Sauce. This can contains sufficient food for a meal for your entire family. Do you know, Mrs. Consumer, that a tin of Simcoe Baked Beans contains as much nutriment as a pound of beefsteak? If you eat Simcoe Baked Beans, you need not worry about the high cost of living."

Mrs. Consumer buys 6 tins of Simcoe Baked Beans and goes home happy in the knowledge that the high cost of living "banshee" has fled.

*Ask Your Wholesaler
For Prices.*

Dominion Canners
LIMITED

Hamilton, - - Canada

GROCERY

WE SELL
PURITY
SALT

**Advertise
The Fact**

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people will have "Purity" Salt, therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE
WESTERN SALT CO., Limited

Mooretown, - Ontario

JAM

When a customer asks for Jam you will frequently notice that she asks "What have you got?" even though you may have told her two or three days previous just what lines you are carrying. She asks again because the family wants

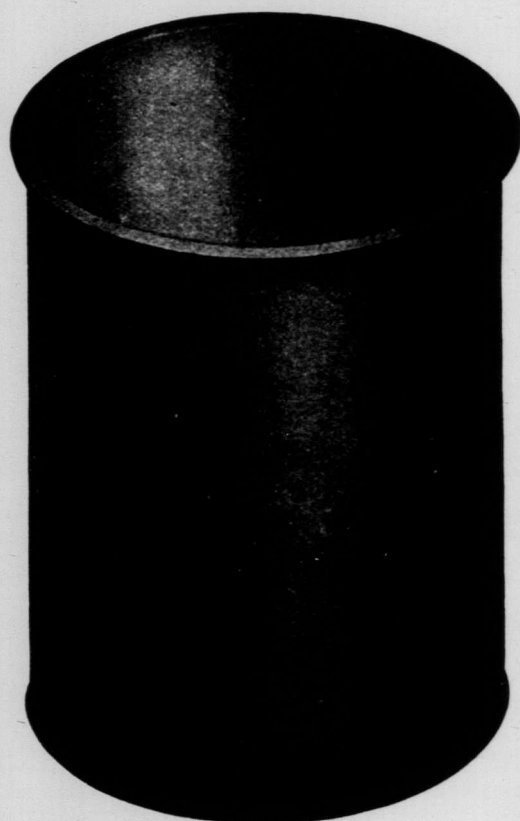
SOMETHING NEW

We can supply you with the very highest grade jams, and we have them "for less." Wouldn't you like a trial lot?

ASK YOUR JOBBER OR
WRITE DIRECT

Labrecque & Pellerin

111 St. Timothee St., MONTREAL, QUE.



SANITARY CANS

FOR

"Winter Pack"

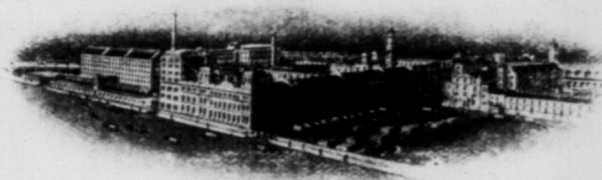
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

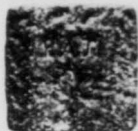
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal
Appointments



32 Prize
Medals

PEEK, FREAN'S BISCUITS



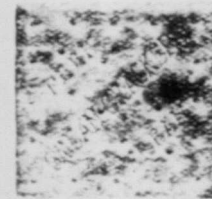
PAT-A-CAKE



BILLIKEN



GOLDEN PUFF



CREAM CRACKER



TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA :

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

Ruttan & Chipman, Fort Garry Court, Winnipeg.

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

ANTI-DUST

(Sweeping Compound)

IS NEEDED NOT ONLY FOR SPRING CLEANING, BUT ALWAYS.

But now is an opportune time to secure a stock and provide your customers with a sweeping compound which veritably means

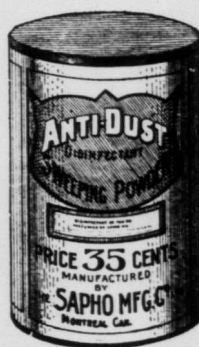


No Dust

No Disease

No Germs

No Moths



ANTI-DUST

positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens floors and oilcloths and is

The Only Combined

DISINFECTANT

You want ANTI-DUST in your own store to keep it sweet-smelling and pure. Try it. Then sell it.

GERMICIDE

Kills germs wherever used. Has not that nauseating odor so common in the case of second rate preparations used for the purpose.

INSECTICIDE

The Oil of Cedar and Eucalyptus by their evaporation purify the air and destroy insects.

A WINNER

SAPHO INSECTICIDE

A LEADER

"I can't get at the corners."

That's what the housewife says continually when cleaning up. Our spray with every tin of insecticide overcomes this trouble and makes things easy.



This should be on your shelves always. There's a big business to be done with it and you will be amply repaid for any effort you use in our behalf. Try it in your own home.

DON'T HESITATE TO WRITE. WE'LL INTEREST YOU

THE SAPHO MFG. CO., Limited, Montreal





The All
Attractive
"Meadow-Sweet"

Quite a
Winner

MEADOW-SWEET CHEESE is the leader in its line. Its rich, creamy flavor has made it the delight of every housewife, and you can not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass? Certainly not, you are too wise.

Write us immediately

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



WHITE SWAN
YEAST CAKES

ARE

THE FINEST MADE BY MODERN
ART AND FULLY GUARANTEED



There's More Business--Sure!

At least that is the impression we have, considering the number of new and large orders we are receiving daily. The good quality and wholesome flavor of

KITCHENER BRAND

is making friends every day. These people are not buying Kitchener Brand through any idle whim or passing fancy, but from a settled conviction that Kitchener Brand Canned Goods are best.



**THERE'S MORE BUSINESS, SURE, FOR THE GROCER WHO
STOCKS KITCHENER BRAND**

The Oshawa Canning Company, Limited
OSHAWA, ONT.

Now is the Time to Sell Table Relishes

You will do an exceptional trade in table relishes at this season of the year—by reason of fish forming the greater part of the meal. It can be made a delight, with a relish such as

A-1 SAUCE

Perfectly blended ingredients and the choicest quality vinegar have made Brand's A1 Sauce the popular table relish—the kind that gives ordinary meals a piquant flavor, that may be eaten with a zest.

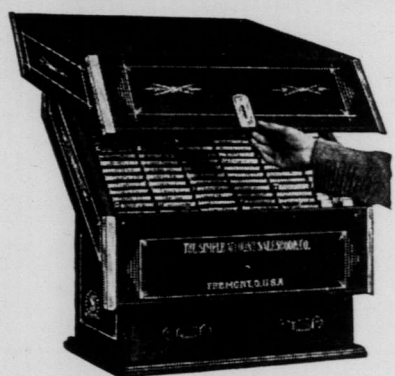
The price is within the reach of all and can be sold at a good profit to the dealer.

Get a Stock for Lent Selling.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.
MAYFAIR, LONDON, ENGLAND

H. HUBBARD, 27 Common St., MONTREAL.
NEWTON & HILL, 25 Front St. E., TORONTO.
MCLEOD & CLARKSON, VANCOUVER, B.C.



Easy to Operate.

BETTER BE SAFE THAN SORRY

THERE is something going to happen. It has happened to others, and you should be fully protected against its happening to you. Here's a letter received a few days ago from a merchant in South Dakota:—

"Our store burned January 12th and we lost our ——— system, but saved the accounts, excepting four days. We liked that very well, but would like something better. Please send us your catalogue."

Stop for a moment and think what such a fire would mean to you. Then investigate

THE KEITH ACCOUNT SYSTEM

ONE WRITING — SELF-INDEXING — FIRE-PROOF

Gives Full Protection and is Simple and Economical to Operate.

Tell us your present method of keeping accounts and we will give you a detailed explanation of this system as applied to your business. You won't obligate yourself.

ADDRESS DEPARTMENT C

The Simple Account Sales Book Co.

Manufacturers Simple Account Systems for Retail Merchants

MAIN OFFICE AND FACTORY, - - - - - FREMONT, OHIO, U.S.A.

All Styles Duplicate Sales Books. Write for Prices.



Quick Reference.

Soap Profit Almost Obliterated

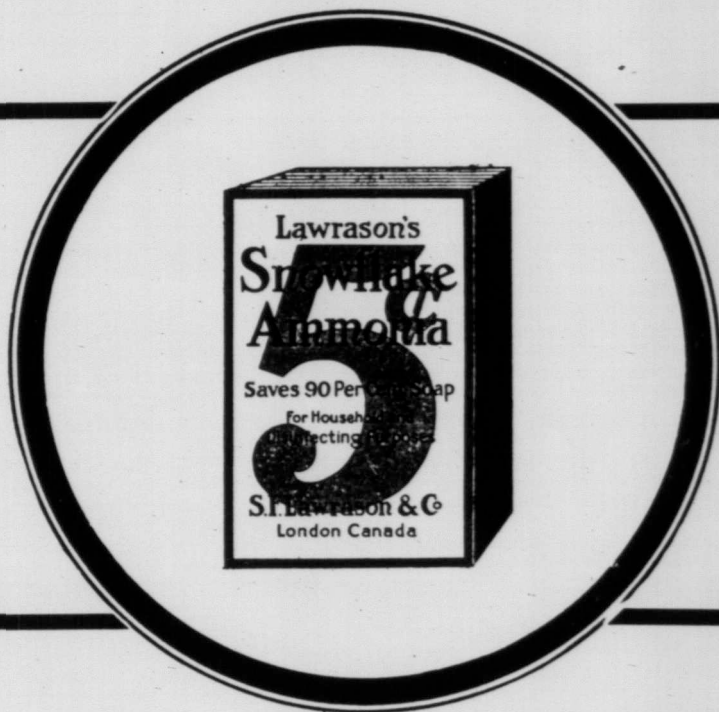
Present soap market conditions show a reduction in the price of soap that necessitates dealers selling at 6 bars for 25c., a reduction in your profit of from 6% to 9%.

You cannot afford to pass out articles at so little profit. Here is the equal of soap as a household convenience and will show you a profit worth while.

LAWRASON'S SNOWFLAKE AMMONIA

The Giant

5c
Package



The Giant

5c
Package

has hundreds of uses in the home that were they known you could build a successful business on that household convenience alone. Lawrason's Snowflake Ammonia takes the place of soap in scrubbing, washing, etc.; when used for washing clothes, it gives them a pure white color, and being absolutely pure allows its use with the greatest degree of safety for fine laces or linens; Lawrason's Snowflake Ammonia added to the water in washing dishes frees them from grease, makes them spotlessly white and won't hurt the hands. It is a wonderful disinfectant, and finds its biggest use in this respect for cleaning sinks or bathtubs.

Educate your trade into the uses of Lawrason's Snowflake Ammonia. It is an easy selling proposition—the largest five-cent package of ammonia on the market.

Don't let the drop of soap prices allay your trend of success. Order a substitute that pays you the profit many times over and establishes a satisfactory trade.

SEND FOR TRIAL ORDER TO-DAY

S. F. LAWRASON & CO., - LONDON, ONT.

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

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

John Gray & Co., Ltd.
Glasgow

"JUST WHAT I WANT"

A reliable and high-grade electrically driven Coffee Mill--fully guaranteed--at a fair and moderate price--and that is the

COLES MODEL 45

Twenty-five years in the manufacture of Coffee Mills is a sufficient guarantee that this mill is all we claim for it.



COLES MFG. CO., Philadelphia, Pa.

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

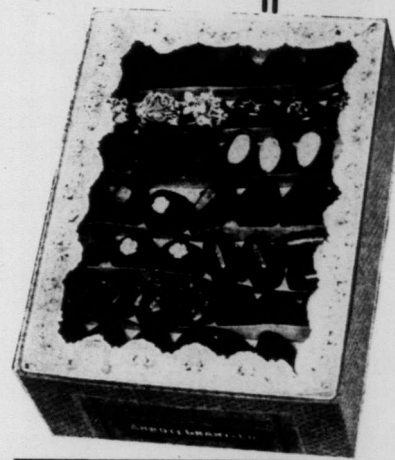
WARNING!



SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL



Do You Realize

what it means to handle confectionery stock that is pure and well-made? Why it is the essential of a successful confectionery trade.

Ideal Chocolates

have all the charm and palatable attractiveness that expert cooking of the choicest pure materials can give them.

Attractive boxing makes them a temptation, and their high quality brings many sales.

STOCK THE LINE FOR PROFIT

ABBOTT, GRANT & CO.

BROCKVILLE Limited .. ONTARIO

THE NAME "FAIRBANK" MEANS SOAP SURETY

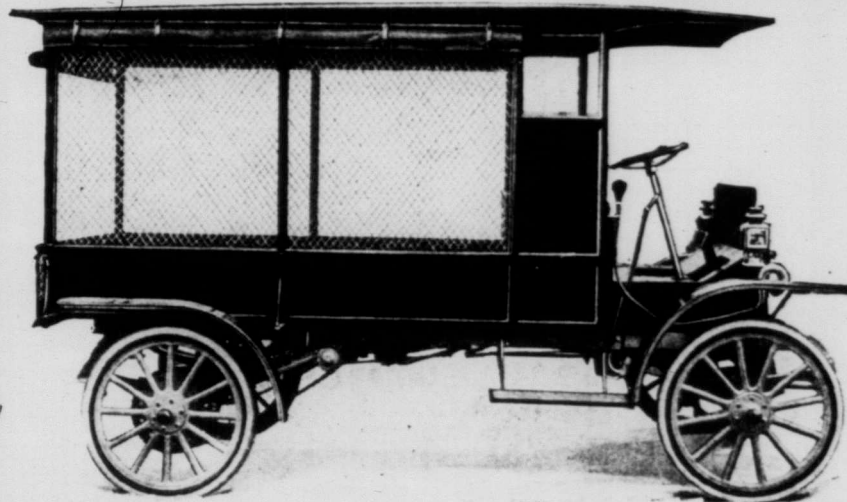


FAIRY SOAP

When you sell **FAIRY SOAP** to a customer you are making intelligent use of our extensive advertising, and at the same time doing the surest thing you can to please her and bring her back. "Have you a little Fairy in your home?" Every woman thinks of **FAIRY SOAP** when she reads these words, and every woman who once tries **FAIRY SOAP** keeps on buying it because it's the sweetest, whitest, handiest, **BEST** toilet soap a nickel ever bought. It always stays sweet and white, because it's absolutely **PURE**. Our steady advertising makes steady sales, on which you can easily make steady profits.

Made by **THE N. K. FAIRBANK CO., MONTREAL**

AN ECONOMICAL DELIVERY



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

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

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

THE CANADIAN COMMERCIAL MOTOR CAR COMPANY, LIMITED

DEPT. A.

WINDSOR, ONTARIO



More 'CAMP' users every month!

'CAMP' Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.

'CAMP' COFFEE

Once your customers TRY 'Camp' they'll BUY 'CAMP'—always!
Look after your Stock!
R. Paterson & Sons,
Coffee Specialists, Glasgow



Are you handling the above splendid, new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?


These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, Hamilton

By Royal  Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

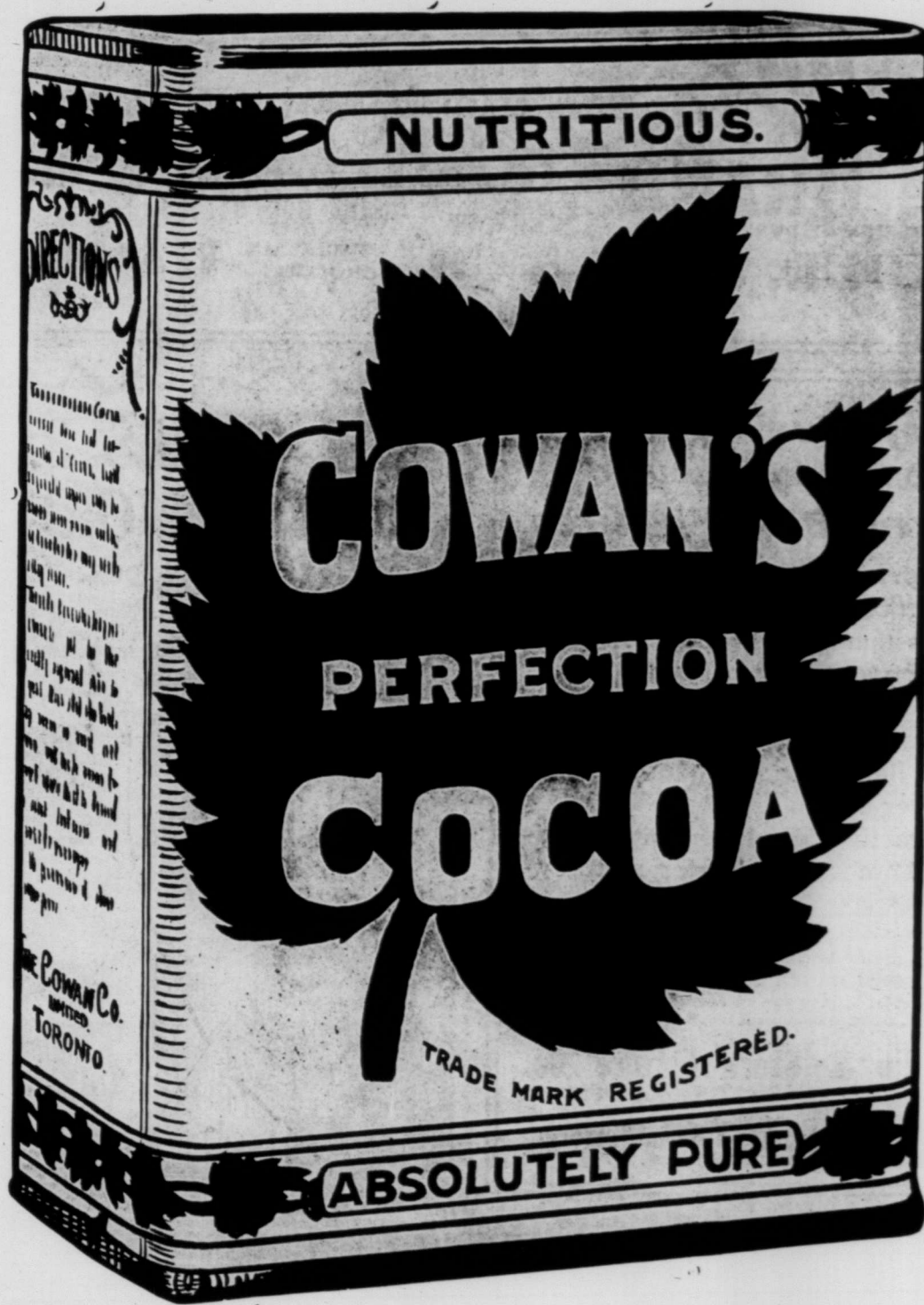
The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

1/4 lb., 1/2 lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333
Coristine Building, MONTREAL



Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO.
LIMITED

TORONTO, - ONTARIO.

FISH FOR LENT

Tartan
BRAND

THE SIGN OF PURITY

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

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

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING
HOLLAND HERRING and MILCHERS

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

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

SHE COMES BACK FOR MORE

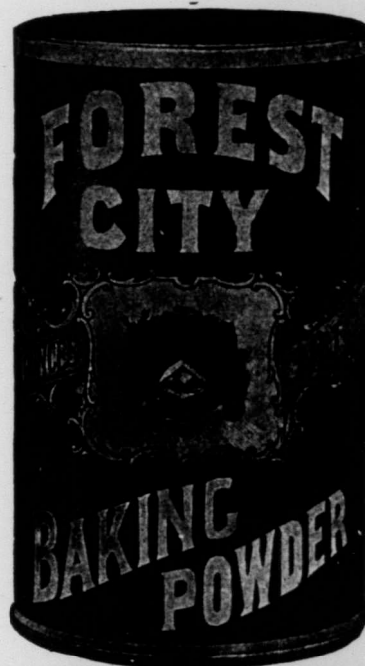
When the housewife needs more Baking Powder she is sure to be back for **FOREST CITY** after you have once sold her this high quality line.

FOREST CITY BAKING POWDER

stands both Government and Kitchen test and has long been recognized as the standard of purity—the line you can honestly recommend.

You can make no mistake by offering this brand.

Gorman, Eckert
& Co., Limited
LONDON, ONT.
Winnipeg, Man.



FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. Compare the get up, the quality and the price—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

THE CANADIAN GROCER

25 LBS.

St. Lawrence

Granulated Sugar

PUT UP IN AN ATTRACTIVE
GOOD QUALITY WHITE **Cotton Bag.**

Packed "4 to the Gunnie," a convenient package for every Grocer and many householders. We also have our Granulated packed in 20-lb. Cotton Bags, "5 to the Gunnie."

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

GOODS THAT SELL

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

Quart tins, 24 to case, \$6.00 per case.

Quart bottles, 12 to case, \$3.00 per case.

Can be sold at 30 cents.

Other sizes same proportion.

This line will draw trade and make a reputation for you.

Freight prepaid in 5 case lots, assorted, to extent of 40 cents 100 lbs.

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

Price:

1 lb. tins, 2 dozen to case, \$3.80 per case.

Sells for 20 cents.

All Wholesale Grocers' Travellers Carry Our Lists.

MAPLES LIMITED

Manufacturers of High Grade Maple Goods

TORONTO.

Tea Hints for Retailers

By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects:—

The Tea Gardens of the World

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea Marts of the Orient

How to Test Teas

Where to Buy Teas

Is it Wise to Place an Importation Order?

Bulk versus Package Teas

How to Establish a Tea Trade

Tea Blending

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

(Technical Book Department)

43-149 University Ave.,

TORONTO

JAMES

THE BEST

STOVE POLISH

YOU CAN BUY

DOME

SELLS EASILY

PAYS WELL

BLACK

LEAD

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

JAPAN TEAS

FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

JAPAN

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN
COFFEES
MONTREAL

CANADA'S FIRST IXL MUSTARD



Trade Mark of Quality

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

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

IXL SPICE & COFFEE MILLS, Limited
LONDON, ONTARIO

CLARK'S

Boston Baked PORK AND BEANS



If there is one product that we take particular pride in advertising and selling to the people, it is CLARK'S PORK and BEANS, because our methods are so vastly superior to anything similar in Canada that it enables us to sell Pork and Beans that are so easy to digest and are such a perfectly wholesome food that even the weakest of people can eat and enjoy them.

CLARK'S BEANS are hand picked. That is, every bean is picked over by hand and selected before passing on its way through the maze of perfect cleansing and preparing machinery that makes Clark's Plant easily the first of its kind in Canada.

CLARK'S SAUCES are individual sauces. That is to say, each Sauce is made from Clark's own recipe and the perfect natural flavor that is in these sauces is made possible only by using the finest of selected materials and practical knowledge gained by experience.

Can You Wonder at their Popularity?

CLARK'S PORK AND BEANS

Plain Sauce

6 Sizes

The Pink Label

Tomato Sauce

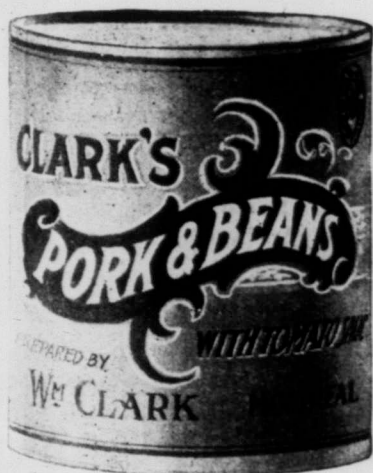
6 Sizes

The Blue Label

Chili Sauce

3 Sizes

The Red and Gold Label



WM. CLARK, MONTREAL

Manufacturer of "Chateau" Brand Soups
And a Hundred Other Food Delicacies

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

**THE
W.H. ESCOTT CO.**

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, MAN.
Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

**WINNIPEG
THE J. J. TOMLINSON CO.**

WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and
foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER

757 Henry Ave., **WINNIPEG.**

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs
Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehoused and Forwarded. Warehouse
on Transfer Track. Business solicited. Our posi-
tion is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

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

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

TORONTO

We have a few cars of
potatoes coming from Scot-
land; if wanting a car, write
us immediately.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, **Toronto**

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND
MANUFACTURERS'
REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

When Wanting

Canned Vegetables or Fruit

Wire or Write

LIND BROKERAGE CO.

73 Front St. East - - - **TORONTO**

MONTREAL

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**

LONDON

**THE MARSHALL
BROKERAGE COMPANY**

67 Dundas St., **LONDON, ONT.**

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

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX - NOVA SCOTIA

We are open for a few high class specialty
lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and
Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

Correspondence solicited with Houses
looking for first-class grocery connections.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

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

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

LONDON, ENG.

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty:—Fruit Pulp of all Kinds.

Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

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

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried

Evaporated and Canned

Apples

Ingersoll, - - - Ontario

ESTABLISHED 1886

SUCHARD'S COCOA

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

WINDSOR SALT

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

TORONTO SALT WORKS

TORONTO ONT. GEO. J. CLIFF, Manager

McDOUGALL

Insist upon having them

McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

Queen City Water

White Oil

GIVES PERFECT LIGHT

the most economical high-grade oil

ever sold in Canada

FOR SALE EVERYWHERE

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

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

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

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 GL. CHARLOTTE ST.

LIVERPOOL, England

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

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

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

10 Garfield Chambers, Belfast, Ireland

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

The Herald of PROFITS
In Business Done on Credit

ALLISON COUPON BOOKS

Credit business is convenient, desirable, easy to hold---and PROFITABLE---when you get the money.

And experience---the experience of thousands of men like you---has demonstrated that ALLISON COUPON BOOKS do make the credit end of the business SAFE.

HERE'S HOW THEY WORK:—



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

For sale by jobbers everywhere.

Manufactured by

Allison Coupon Company
INDIANAPOLIS, IND. U.S.A.

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S.

FOR—

"Green Mountains,"

"Delawares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

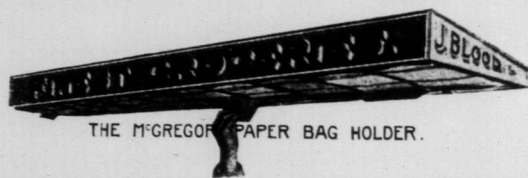
Bags or bulk in Cars.

Wire, or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.



THE MCGREGOR PAPER BAG HOLDER.

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated." London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



There's quality in every corner of the "White Moss" package.
THE CANADIAN COCOANUT CO. MONTREAL

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and
Fire Insurance Agents, 15 1/2 Toronto St., Toronto,
Canada Life Building, Montreal.

WESTERN ASSURANCE COMPANY

Incorporated
1851

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$3,570,000

Losses Paid Since Organization
of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

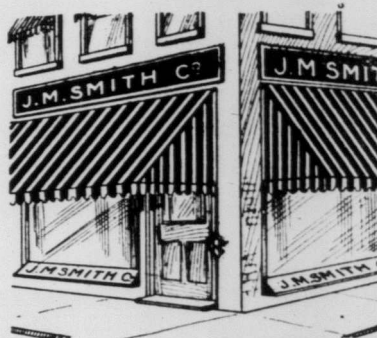
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickordike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pallatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - \$1,400,000.00
ASSETS - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION 29,833,820.96



The Sun Eats Profits

Not only will the sun spoil fruits, etc., but it also impairs the interior of a grocery—faded labels and such like are not going to sell goods.

Protect your stock from unnecessary waste by having a Raymond Awning put up.

Ask us to quote for your requirements.

Raymond Bros., - London, Ont.

Get Ready for Spring

Just as sure as there is a sky above—will the housewives of your locality have reason to purchase a polish that will redeem tarnished brass or copper to its original new color.

VENAUTO METAL POLISH

is your best seasonable stock. There is sure to be a demand for a polish of this nature. Don't let the household trade find you unprepared.

STOCK UP NOW.

BANNER MFG. CO., Box 35, Station C, Montreal

SUNLIGHT SOAP

Prices Remain Unchanged!

The *only Soap* that has consistently and always fought to maintain the grocers' profit is to-day the *only Soap* on which the *grocers' profit has not been reduced.*

On Sunlight Soap at 5c. straight, the grocer realizes 50 per cent. more profit than on any other Laundry Soap he handles. Why then waste time and energy selling cheap inferior Soaps at half the profit and less than half the value to your customers.

The absolute purity of Sunlight Soap remains unchallenged the world over.

Order now through your wholesaler or direct from

Lever Brothers Limited
Toronto



'Pride of Canada' Maple Syrup

is undoubtedly the purest on the market to-day. It IS maple. That is why you should have it to supply those customers asking for Maple Syrup.

THE ADVANTAGES

to you of handling this line in preference to others are numerous. You have the satisfaction of recommending Quality Goods. You have the pleasure of seeing your customer endorse your recommendation and still greater the satisfaction of selling more goods than formerly.

"PRIDE OF CANADA" and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.
LIMITED

MONTREAL TORONTO

Satisfied Customers



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line--your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.



Carter's Tested English Seeds

Carter's Vegetable Seeds

Carter's Flower Seeds

Carter's Farm Seeds

Carter's Lawn Seeds

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

Write for particulars as to how Carter's Tested English Seeds can be placed in your Store at no expense to yourself.

Address the sole distributors for Canada:—

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

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

LISTEN!

Don't you think that your customers will be more than pleased if you produce an attractively lithographed tin of

Golden Ray Cleaner

and ask them to give it a trial as a

| | |
|---------------------|------------------|
| HAND CLEANER | CURTAIN CLEANER |
| CARPET CLEANER | RUG CLEANER |
| CANVAS SHOE CLEANER | GARMENT CLEANER? |

They will certainly appreciate it, as the manufacturers are having to do some overtime to keep up with the demand in certain parts—good enough proof that

Golden Ray is a Winner.

WRITE

Waite & Fuller

4 Union Avenue, MONTREAL

You Will Find
WESTON'S
Soda Biscuits

equal to the very highest grades---and superior to the ordinary makes of most factories :- :-

When you want quick delivery telegraph to our address at your nearest branch delivery point.

**Hamilton, Ottawa,
Winnipeg, Brandon,
Regina, Saskatoon,
Edmonton or Calgary—**

We carry a full stock at each branch.

We sell the Best Biscuits that we can make at the lowest possible price.

We do not cut prices nor cater for the trade that does.

Write for price list and terms.

George Weston Limited, Toronto,
or any of above branches.

American Cans

IN SELECTING your FRUIT and VEGETABLE Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

Montreal, Que.

Hamilton, Ont.

MELAGAMA

MELAGAMA

MELAGAMA

TEA and COFFEE

A well assorted stock of Melagama is one of the best investments an up-to-date grocer can make. Just remember "Melagama" costs less than some other lines, and is also profitable to handle because the quality ensures repeat orders.

When a customer orders "A Pound of Tea or Coffee," take it for granted that it is "Melagama" that is wanted; your customer will thank you for it.

To-day is the day to send in your order.

MINTO BROS.

TORONTO

Talking About Prices-

Are you sure you are buying at the closest prices? Send for our price list. Ask any of our travellers who visit every point in the Canadian West or ask us by mail. We are representatives of the most reliable makers of grocery products, a fact which gives you every assurance that goods bought from us will meet with your customer's satisfaction and repeat orders will follow.

Send for particulars.

RICHARDS & BROWN, - WINNIPEG

Wholesale Grocers and Commission Merchants

**WE
WANT,
A
- MAN,**

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

**MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.**

The Spring is Coming Fast

And You Will Need Cleaning

Don't fail to ask for

The Celebrated Disinfectant

Greenbank Chloride of Lime

Put up in sealed tins, $\frac{1}{4}$ lb., $\frac{1}{2}$ lb., 1 lb. and 25 lbs.

This is the Best Article on the Market Without Exception

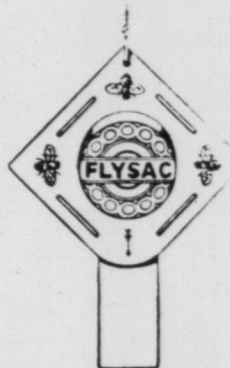
SPECIAL PRICE TO JOBBERS

L. CHAPUT, FILS & CIE., LIMITÉE
Distributing Agents **MONTREAL**

The FLYSAC Flycatcher

The FLYSAC FLYCATCHER has come from England as a veritable boon to housewives and merchants alike in Canada, and is cheap enough to assure exceptionally large sales and good enough to produce repeats.

70 Cents
Per Box of 50 Pieces



\$12.75
Per 1,000 Pieces

"FLYSAC" HAS QUALITIES ALL ITS OWN

It is hermetically sealed.

The length of ribbon is securely packed.

There is absolutely no leakage.

It is covered evenly with gum.

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

HODGSON, SUMNER COMPANY, LIMITED - MONTREAL

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

A Clean Soap Proposition

Mr. Grocer---

We had to stop the Press and send our ad. in by 'phone last week; unfortunately, the most important line, telling you of our Soap proposition, got lost in transit; however, we will tell you about it now.

With the retail price of Cake Soaps, fixed as it is now at 6 for a quarter, the margin of profit is practically wiped out; in fact, is totally gone for the average merchant who does not handle enough soap to warrant his buying in the required quantities.

Now, our N.P. bar is a clear cut business proposition for you. It is an honest piece of goods with no fake or fad connected with it. It shows the retailer an honest profit. It gives the consumer by far the best value for the money, both as regards quality and quantity, of any Soap on the market to-day.

Show it to your customers, and test it on the scales, ask them to try a bar; if they are not perfectly satisfied with it, you have our authority to refund their money.

Now, are you handling it? If not, get into line quick. Write right off for our prices.

DAVID MORTON & SONS
Limited

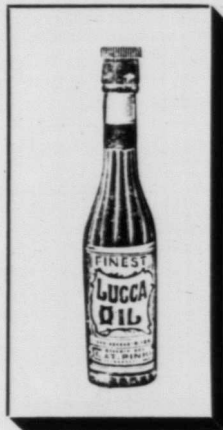
Victor Soap Works

HAMILTON,

ONTARIO

Finest Lucca Oil

PINK'S Lucca Oil adds a delightful flavour to the salad, which is appreciated by connoisseurs and liked by everybody.



The name **Pink** is synonymous with **Quality**. A stock of Pink's goods adds to the prestige of your store.

Apply to our Canadian distributors

The Manufacturers' Agency Co.

Halifax, N. S., C. E. Creighton, Bedford Chambers

Boston, U. S. A., General Sales Office, 131 St

E. & T. Pink, London, England



LAURENTIA MILK



Always Pure,
Sterile, Sweet!

Laurentia milk is an absolutely pure, natural milk, having the exquisite taste of cream, and which may be kept indefinitely in perfect condition, without special care.

All the dangers of raw milk are done away with by using Laurentia. You can do a big business. Send for prices. You will be agreeably surprised at the profit there is in it for you.

LAURENTIA MILK CO., Limited

371 Queen Street West, Toronto



Don't Hesitate to Recommend Banner Brand

The natural, delicate, toothsome quality of flavor of Banner Brand Jams is a bulwark of safety for the grocer who fears for the permanency of his over-particular trade.

The factory and equipment are kept exceptionally clean, and the quality of raw material is the best, making a foodstuff of highest standard.

LINDNER & BENNER, -- -- **TORONTO**

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



WE HAVE SOME SPECIAL VALUES IN

BROOMS

An especially good line is a bamboo-handled, 4-string, at \$4.00 dozen

It will pay you to wait for our Travellers

They are carrying samples of lines that will interest you

Also they have a word to say regarding CANNED GOODS for 1912 that should put money in your pockets

A SPECIAL---A Green Ceylon TEA

at 18½c. Chest 100 lbs.

Fully worth 22c. Write for sample

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto



SUN AMMONIA

FOR 25 YEARS THE STANDARD OF STRENGTH AND PURITY

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

PRUNES

It is getting on to prune time very soon now, for it is generally recognized that the best selling season comes round about the first part of March, and continues well into the summer months, a great deal of course depending on the supply of fresh fruits as to how long and how extensive the season is. We have arranged special sale of this favorite and healthy fruit, no longer despised by most people but boarding house keepers, for it is now the aristocrat of the dried fruit line, and the quality being so much superior to what it was in the recent past, its popularity is almost sure to last. We offer for shipment in two weeks:

| | | | | | |
|----|-----|-------------|----------|-----|------------------|
| 90 | 100 | Santa Clara | quality, | 50s | 8 $\frac{7}{8}$ |
| 80 | 90 | " | " | " | 9 $\frac{1}{4}$ |
| 70 | 80 | " | " | " | 9 $\frac{3}{4}$ |
| 60 | 70 | " | " | " | 10 $\frac{1}{4}$ |
| 50 | 60 | " | " | " | 11 $\frac{1}{4}$ |
| 40 | 50 | " | " | " | 12 $\frac{1}{4}$ |
| 30 | 40 | Oregon | " | " | 12 $\frac{1}{2}$ |

25-lb. boxes $\frac{1}{4}$ higher.

Your orders for any of above sizes solicited.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.



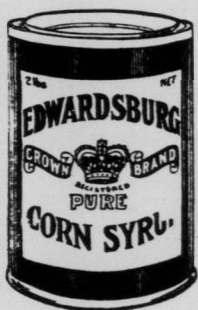
Sells Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY
403 St. Paul St., Montreal 30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA

This is the Corn Syrup Season



From now on throughout the colder months of the year Crown Brand Corn Syrup will be used on thousands of tables, and where the grocer is doing his share and reminding his customers of

CROWN BRAND CORN SYRUP

he can place it in the homes of every one of his customers. It is only necessary to say a word or two to make sales; for instance, you can just tell your customers that folks who find that other syrups do not agree with them can eat Crown Brand freely.

THE EDWARDSBURG STARCH CO.
LIMITED
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House Cleaning Articles to Feature

Season of Year Here When Merchants Should Endeavor to Sell Such Lines—
Brushes, Brooms, Cleansing Powders, Polishes, Lyes, Soap, etc., Among Items
that Should be Sold—Window Dressing and Advertising Hints.

Dealers have a splendid opportunity during the next two or three months to increase sales materially by getting behind the best lines of housecleaning articles.

Beginning with March first there comes a feeling among housewives that the spring cleaning-up process is not far distant. This can be helped along by every merchant handling the utensils and auxiliaries for this important work. Create a housecleaning atmosphere about the store by show cards, counter and window displays, newspaper advertising and in personal conversation. Bring on purchasing as early as possible and once the start has been made the time will not be long before everybody requiring these goods will be making inquiries. Stocks should be well in by the first week or two in March—before the 20th at latest.

The Brushes to Sell Now.

As pointed out in a recent issue, merchants as a rule are not giving the necessary attention to brushes for cleaning various articles in the home. There is a large sale for these goods but at present the department stores and mail order house are getting the bulk of the trade.

Bannister brushes for cleaning around the corners of bannisters and other similar woodwork, hair floor brooms and window brushes for cleaning windows are among the good sellers. Then there are cornice dusters for ceilings and walls, glass jar brushes for cleaning bottles, fruit jars, etc., and plate brushes for silverware. In addition to these every dealer knows the necessity of stocking and selling scrubbing, boot and stove brushes at the present time.

When a stock of above brushes is installed the dealer should see that every customer knows he has them and the use and value of each.

Push Good Quality Brooms.

With a brush display brooms should of course be shown. While brooms are in demand the year round, yet many new brooms can be sold at this time. Many housewives wait for this season so as to have a new broom to aid in cleaning operations. It is to the dealer's interest to sell a good quality broom. It will last longer and do better work, which qualifications will in majority of cases insure the sale of the better article.

Mops should be associated with brushes and brooms in any displays that

may be made. They will sell more easily now than at any other season.

Cleaning Powders and Uses.

Attention should be given from now on to all powders, polishes, liquids, lyes, etc., that will assist in brightening up the home. Among the goods in the powder line that will sell well now are ammonia powders, dust absorbers, borax, soap and polishing powders.

If these are displayed carefully, both in the window and in the store and the selling points studied so that their uses may be intelligently told to customers—every possible buyer ought to know the

"H. G." Ammoniated Powdered Soap

3 1-Lb. Boxes, 20c. }
75c. Dozen } This Week
50-Lb. Box, \$3.00 }



Give it a fair trial and the probabilities are that you'll never be without it. Try it in the kitchen for washing dishes—painted cloths—in fact, everything requiring cleansing.

If you're not pleased with it there'll be no charge.

Not a cheap washing compound.

It's actually a powdered soap into which ammonia has been incorporated, which increases its cleansing properties.

Space used to good advantage in this small advertisement.

value of each—they will sell rapidly. This is no theory; it has been proven too often.

Various Kinds of Polishes.

Stove, furniture, wall, silverware, metal, porcelain, floor, leather and glass polishes form another list of closely associated articles. If possible, demonstrate their uses by window displays.

An instance of where a dealer sold out a stock of metal polish by demonstration came within the writer's experience some time ago. The polish had been lying in his store for months and was considered dead stock. A window display was suggested in The Canadian Grocer which he immediately put into practice. It was a black boiling pot with one half polished by a certain metal polish and the other half dirty. He duplicated the suggestion, placed samples of the polish in the window with a show card and in two weeks had sold the entire stock at original price, making a good profit.

Other polishes may be displayed similarly, for instance, a chair half cleaned with a furniture polish and the other half dirty; one piece of silverware cleaned, another not, etc. Such demonstrations are bound to create interest and sell goods.

Lyes and Liquid Ammonia.

In the liquid line we have lyes, liquid ammonia and furniture polish. Housecleaning ads. should call attention to prospective purchasers of the uses of these goods. Few sales will be made unless the housewife is acquainted with the values of such articles and the retail dealer in whom she always places the utmost confidence is the man who should diffuse the knowledge.

Where practical demonstrations can be made with lyes and liquid ammonia they should be, to give possible buyers concrete examples of their uses.

Housecleaning Gloves.

Not many general merchants have up to the present paid much attention to women's gloves for housecleaning. Mail order houses are, however, doing a big business in this line. Chamois and cotton gloves keep the hands from soiling in washing dishes, cleansing woodwork, stoves, metals etc., and particularly when strong cleansers are used.

This is a line that deserves some experimenting. These gloves could be talked up every time a woman makes a purchase of some cleaning article.

Soap, of course, should also find a place in the housecleaning campaign. It will be more extensively used than at other times and if suggested in the displays it will not be forgotten.

Use Windows and Newspapers.

Housecleaning windows of individual or associated lines should be frequently made in March and April. Care should be taken not to display such articles with tea and sugar or canned goods. It is scientific window trimming to show associated lines, such as brushes, brooms, mops and cleansers, but not to mix all or any of these with eatables.

Newspaper advertisements are necessary for maximum results. Copy that is of the result-getting character, containing some definite information and proposition should only be used.

See that a housecleaning atmosphere is created early in your store. The early bird catches the worm, and do not neglect a housecleaning campaign on your own part.

The Profits on Soap in Percentages

Correspondent Brings Up the Question—What Dealers are Making Who Buy in Twenty-five, Ten, Five and One Case Lots—Large Stores Have Been Getting the Trade, Say Manufacturers.

Editor Canadian Grocer,—Will you please allow me to draw the attention of my fellow business men to the new condition of the soap business. One firm is sending out a card asking us to sell their soap at 6 for 25. Now let us just look at the question and see what we make on it.

10 boxes \$4.05 equals \$40.50, for which we get 11 boxes. Cost per box \$3.68. Now we will sell about 90 of them for 6 for 25c, equal \$3.75. 10 cakes at 5c, equals 50c; total \$4.25 per box. Profit 57c, or a fraction over 13½ per cent., and if we sell all at 6 for a quarter, as some would, the percentage would be reduced to about 11 per cent., and a fraction.

Now as the cost of doing business is from 13 to 15 per cent., where is the profit on soap? Now the man who can only buy five boxes, and there are many, has to pay \$4.15. His profit is still further reduced, which is a great hardship. It is still harder for the one who can take only one at a time. Five-box lots show about 12 2-3, and the one box lot with no free goods will be so mean I should be afraid to go into it.

Now I claim goods that will not carry cost of doing business must show a loss. We make 57 cents on a box, but if all goods were sold at that rate there would be a heavy balance on the wrong side at the end of the year.

"ONE WHO LIKES A SQUARE DEAL."

Toronto, Ont.

This soap question is a particularly important one at present time and therefore demands discussion. Profits are always an interesting factor and since the problem has been gone into by the author of the above, let us further consider it.

Buying in Largest Quantity.

If a dealer sells 90 bars on the 6 for a quarter basis, and 10 at 5 cents straight, a case will bring him \$4.25. If he buys 25 boxes at \$4.05, cost will be \$101.25 for which he will receive (from some firms at least) 28 cases. Cost per case would be about \$3.61. Profit is then 64 cents, or about 15 per cent. based on the selling price.

It is, however, claimed by manufacturers that only a few large dealers will sell such a high percentage at 6 for a quarter. Let us base our calculations on half and half. Fifty bars at 6 for 25c., make \$2.08; 50 at 5c, equals \$2.50, or total of \$4.58. Cost is \$3.61, profit 97

cents or a profit of 21 per cent. on turnover.

Other dealers may sell 75 bars at 6 for a quarter and remainder at 5c straight. Sum received would then be \$4.37, cost \$3.61, profit 76 cents or about 17 1-3 per cent. It must be considered of course that only a small percentage of the dealers in any city or town is able to purchase in 25-case lots.

The Ten-case Buyer.

A larger number purchase 10 cases. Cost under the new prices would be \$40.50 for which 11 cases would be received. Cost per case is therefore \$3.68. If 90 bars are sold at the low rate and 10 at 5c straight, sum received per case would be \$4.25. This shows a gross profit of 57 cents or about 13½ per cent.

On basis of 75 and 25, profit would be 69 cents or almost 14 per cent. Half and half, the profit would figure out at about 19½ per cent.

Five-case Lots.

If a dealer purchases in 5-case lots and gets a half case extra, the cost at \$4.15 would be \$20.75 for 5½ cases or about \$3.77 each. If he sells half at the low price and half at 5 cents straight, profit will be \$4.58 minus \$3.77 or 81 cents. Percentage of profit would therefore be 17¾.

On the basis of 75 cakes and 25 respectively the profit is reduced to 60 cents on \$4.37 or almost 14 per cent. If 90 cakes are sold at the 6 for a quarter rate and 10 at 5 cents straight the pro-

fit figures at 48 cents on \$4.25 or about 11 1-3 per cent.

In Single Cases.

A retailer who buys a single case pays, say \$4.15. If he sells it half and half the profit will be 43 cents on \$4.58, or less than 10 per cent. On basis of 75 and 25 it would be reduced to 22 cents on \$4.37 or a little over 5 per cent. and at 90 and 10 it would go down to 10 cents on \$4.25 or 2½ per cent. Of course it is not to be supposed that many stores which are only able to purchase a single case will sell such a percentage as 90 to 10 at the low rate.

Where Are You At?

From the above calculation every dealer will be in a position to determine his profit if he knows what percentage he sells at the lowest rate, and his cost of doing business which must be deducted from the gross profit percentages.

As intimated in last week's Grocer we may expect to see another adjustment of prices. It will be seen from our figures that the one-case buyer is not able to make much profit. The most he can get is 17 per cent. on sales and only that when he sells all of a case at 5 cents straight.

Reasons for Decline?

Manufacturers claim that the easing off in prices is not due to decline in raw materials, for while a few of the ingredients have shown a disposition to go down, the majority are still high. The real reason, they say, is to give the retail dealer an opportunity to sell soap in competition with the large department stores which, after quotations went up, still continued to cut prices. This pertains to those dealers who also cut the price below the 5 cents straight. This applies more particularly to the larger cities where such competition is a big factor.

MANY USES TO KNOW IN THE SELLING OF LYE

By Familiarizing Themselves With These, Dealers Will be Able to Sell More During House Cleaning Season—A Window Display and Some Strong Newspaper Ads. Will Help.

The season of year when lye will be used extensively is almost here. Dealers throughout the country should see to stocks and brush up again on the selling points of this important house-cleaning article.

Lye is a useful cleanser. It has more uses than one would at first consider possible. If these are properly placed before customers sales of lye should materially increase. In the house it is used for softening water, for disinfecting sinks and closets, cleaning milk cans, etc., and washing dishes. Manufacturers claim that dishes can be washed much more rapidly if a little lye is added to

the water. It will kill roaches and vermin and aids in scrubbing floors, cleaning cuspidors, bath tubs, tile floors, etc.

For outside and other work the following uses are advanced:—Disinfecting drains, washing barrels, removing old paint and frosting from windows, keeping outdoor closets in sanitary condition, cleaning ink off type, spraying trees, etc.

A window display of lye with a show card enumerating the important uses of this article will undoubtedly sell a considerable quantity. An advertisement or two in the local papers will assist.

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Uses of House Cleansers Should Be Known

Advent of Housecleaning Season Will Require Dealers and Their Clerks to Know the Uses and Value of Their Goods—Advantages of Ammonia and Dust Absorbers.

The more uses an article has the greater the quantity that can be sold. That is, providing these uses are not known alone to the manufacturer of the line, but to the retailer and purchasing public as well. Therefore it behooves the dealer to become acquainted with every use to which goods may be put that he may put into practice such information to the benefit of his business.

There are many articles the grocer and general merchant display on their shelves which have more uses than he or his customers know of. One line that has recently come to light is housecleaning essentials such as ammonia, cleansers, sweeping powders, etc.

What Ammonia Will Do.

Most retailers know ammonia only as an addition to water for scrubbing purposes. This is generally the only use which they can bring to the attention of their customers. They either do not know or forget to mention the many other ways in which it is helpful to the housewife.

The greatest use of ammonia is of course for softening water, and taking the place of soap to a large degree in scrubbing and washing clothes. It is pointed out by one manufacturer that it whitens clothes and assists materially as a disinfectant and for routing microbes, bacteria, etc.

Many people use ammonia for toilet purposes. A teaspoonful in a basin of water is excellent for a shampoo, or for tired, aching feet; or a couple of spoonfuls in the bath will make it more delightful.

Digest Labels on Cleansers.

In the same manner the many cleansers now on the market will be found to have a varied array of uses, which, if explained to the housewife, will assist in increasing sales. Anything that lessens the labor of the housewife is warmly welcomed by her.

Study the labels on the packages. They were not put there to add to attractiveness only, but also to set forth the several ways in which the article may be used.

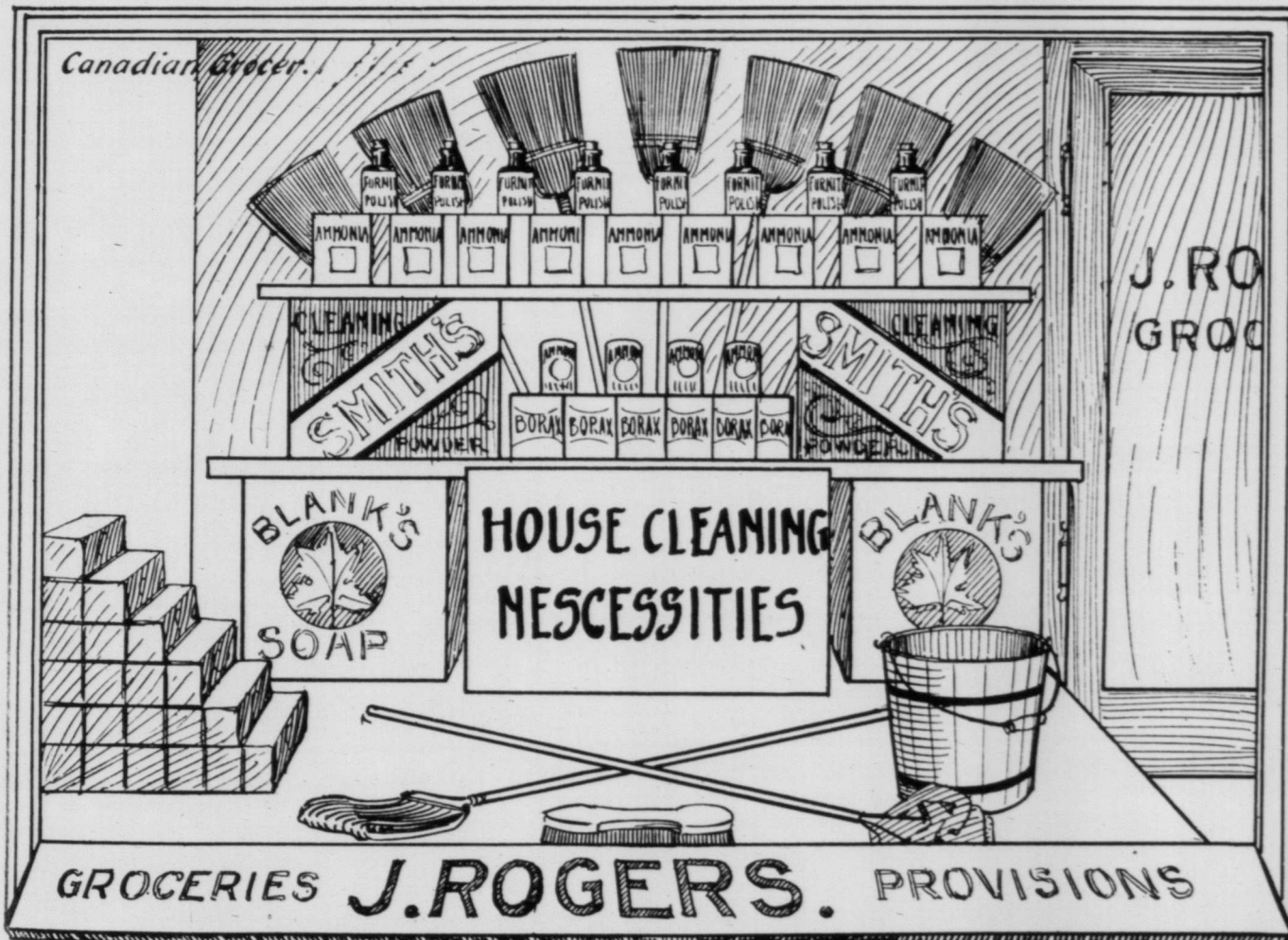
Popularity of Dust Absorbers.

Sweeping powders to prevent dust are fast becoming big sellers with the grocer and general merchant. The old method of stirring the dust up from floor and carpet only to have it settle back once more is losing ground. The housewife wants something that will take the dust and dirt up and leave the object swept bright and clean. This is what these absorbers do and for this reason the dealer has strong arguments to use in recommending them to customers.

The powder literally absorbs and soaks up dirt, dust and germs, and not merely disperses it as in ordinary sweeping. It brightens carpets. It lessens labor. It is not only a germ destroyer, but a disinfectant. These are all strong selling arguments.

A Point on Sweeping.

With most dust absorbers it is unnecessary to sprinkle the entire surface. Merely sprinkle a double handful at any point desired and go ahead. It can be used several times until its basic ingredient is completely saturated with dust. These facts should be pointed out to customers in emphasizing its inexpensiveness.



Housecleaning window suggestion, showing brooms, mops, brushes, furniture polish, ammonia, borax, etc.

B.C. Grocers Have New Goods Committee

Victoria Follows Vancouver in This Respect—When New Line is Introduced Committee Investigates its Merits — If O. K. Goes on It Passes Muster—Victoria Grocers Hold Annual Meeting—The New Officers.

Victoria, B.C., Feb. 28.—(Special)—The annual meeting of the Victoria Retail Grocers' Exchange was held on Wednesday Feb. 14, this being also the date for the regular monthly meeting. There was a large attendance of members. After the reading of various communications, reports were presented from the Treasurer, Auditor, and Secretary. The funds are in good shape, there being a substantial balance carried forward and several new names have been added to the membership roll.

No serious trade questions have arisen in the last twelve months, and the most friendly relations exist with the wholesalers. Secretary T. S. Fitcher made a strong appeal for better attendance at monthly meetings, the general custom being that unless trouble, or important questions have to be considered, members do not attend. As pointed out to them, there are many trade details of the greatest importance to know. With the changing seasons certain lines come more to the front and require serious forethought. A talk with one another frequently teaches members a new method, a new house, a better seller, a hint to buy certain goods now. A talk is valuable as to some customer who is not paying up well, is buying less, must be getting goods elsewhere, not bad enough to list as "not good for credit," but a case that wants careful watching.

These, and a score of other seemingly unimportant matters can be discussed, each little detail assisting the management of the modern progressive grocer.

Credit Rating Department.

Fred Welsh, of Vancouver, the president of the Retail Merchant's Association of B. C. addressed the members, telling them of the several branch associations which had been formed since last he talked to them; also other associations of distinct trades, such as hardware, bakers, butchers, etc., had affiliated so as to get the benefits of the credit rating department and obtaining that weight and prominence which so large a body of retail merchants undoubtedly have on questions of freight, legislature, licenses, pedlars, etc.

He thoroughly agreed with the secretary's views as to attendance at meetings. "Get together," he advised and especially asked for a large number at the annual convention of the Provincial association in Vancouver in August next. "Keep it in view and make a point to

have one or two days there; the active, pushing, successful retail merchants from all parts of the province will be there, and real profitable information will be theirs who attended.

To Discuss New Lines.

Before closing he recommended a new committee to the Victoria grocers. They had adopted it in Vancouver with the best results; it was for the purpose of investigating the quality, necessity for and advantages of any new lines, which travelers were continually introducing. If the committee put their O. K. to it, it went; if it did not get the O. K., they cut it out.

The elected officers of the Exchange are:—H. Schroeder, president; L. Acton, vice-president; Wm. B. Hall, treasurer; E. J. Wall, A. Thornton and A. Tait, directors.

New Goods Committee.

On motion the members adopted the suggestion of President Welsh, and President Schroeder appointed Messrs. Wall, Thornton, Acton and Harrison as

a "New Goods Committee," to investigate and pass on all new goods.

Votes of thanks were passed to the past President and officers for their services during the past year; to President Welsh for attending and giving his address, and, to the donators of several boxes of cigars.

CATALOGUES AND BOOKLETS.

Jabez Burns & Sons, New York, have issued a new catalogue on machinery, for coffee and kindred products. It contains 224 pages and is profusely illustrated with cuts of all kinds of coffee machinery, with description of same.

The International Harvester Company of America, have issued a 1912 almanac. It not only includes the usual astronomical calculations but illustrations and reading matter respecting the productions of the company. It contains 96 pages.

CARD PHRASES ON CROCKERY.

Dinner sets you can afford to buy.

Does your plate rail lack a plate.

Ask us the price, they're not expensive.

A piece of china will delight your wife.

Nicely decorated china for your cabinet.

Have you a complete set of cups and saucers.

Nothing better than china for a wedding gift.



Sweeping, of course, is necessary, but some regard should be shown for a customer waiting to be served.

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Say Winter Carnival Brought Business

Lindsay Grocers Tell of Increased Trade During the Three Days
—“Like Three Saturdays” Claims One—How Event was
Managed—Expect Even Better Next Year.

Reference was made in last week's issue to the three-day Winter Street Carnival held at Lindsay, Ont. The Grocer got in touch with some of the Lindsay retail grocers to find just how this worked out.

“It was suggested,” said E. E. Robson, manager of the W. M. Robson store, “and successfully carried out by a new organization in our town composed of the young business men called The Advancement Club. During the three days of the carnival every merchant in town was urged to give special prices, and I believe the majority did so. The sports were held on the main street; reduced fares on the railroads were arranged for; stores, private residences and main street were decorated, but the main features were the street parade held daily and the “Made in Lindsay” exhibit held in the town hall. No admittance or entrance fee was charged in any of the events. The prizes were all cash, a fund being established before the carnival was held by subscription from the merchants, private citizens, hotels, etc.

“From every point of view the carnival was a success—favorable weather, big crowds and enthusiasm. Merchants

report ‘big’ business which was the main object of the whole ‘show.’

Attracted New Custom.

“With regards to the effect on my own business I cannot speak too highly of the results. Seventy-five per cent. of the business I got came from people who are not regular customers of mine, many of them were never in the store before. Of course I gave special prices—as per enclosed list—but in the majority of cases I sold other goods as well. Further than that, I had some of them duplicate their orders the second and third day.”

How People Were Attracted.

Adams Bros., another retail grocery firm, write favorably of the event.

“The writer,” says their communication, “attended the first meeting held in the town council chambers to discuss this question. While the attendance was not large everybody seemed to take right hold. Committees and chairmen of committees were appointed and the work went along without a hitch.

“The idea, so far as we know, we believe to be of United States origin, as it has been tried in different towns and cities in the States and with great success. To put it just as briefly as we

know how, the plan is to advertise liberally (both our daily and weekly newspapers were in the campaign and did splendid service), have reduced fares on all lines of railway, provide free entertainment, give prizes for best turnouts, comic turnouts, to the farmer drawing in biggest load of people, etc.

“We also put on an exhibit of goods made in Lindsay in our market building, which was lighted, heated and nicely decorated. There were some fine exhibits shown and some were quite a surprise to our own townspeople.

Merchants Did Well.

“From our merchants’ standpoint it was an unqualified success. Personally speaking we never had three days in the month of February of such splendid turnover or anything approaching it in our business history. In conversation with one of our brother grocers he said ‘it was just like three Saturdays put together.’

“The public responded nobly, trains were loaded, farmers came in from far and near and there was a real good time and lots of business. There was no attempt at faking, we all aimed at giving real bargains and in this way we secured the confidence of the public and we hope to have still greater, bigger and better time next year. We enclose one of our prize circulars. We hope we have not taken up too much space and wishing you every success with the Canadian Grocer, which we find a very great help to us in our business.”



An interior view of Harp's 'Cash Bargain' grocery, Brantford, Ont. Among the equipment may be noticed meat slicer, computing scale and some glass covered display bins.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - - President.

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

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

OFFICES:

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

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

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

Telephone 2282 Cortlandt

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

Building, Chicago.

Telephone Randolph 3224

GREAT BRITAIN—

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E. J. Dodd

FRANCE—

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

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

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

PUBLISHED EVERY FRIDAY.

GETTING THE HOUSECLEANING TRADE.

In this issue there are a number of articles bearing on a house-cleaning selling campaign during the next couple of months. The season is almost here when good business will be done by those dealers who make particular and specific efforts to get this trade.

To sell these goods get prospective buyers thinking and talking house cleaning. Create an atmosphere of Spring house cleaning about the store by advance show-cards, prominent shelf and counter displays and by personal conversation whenever an opportunity affords itself. Make announcements early that you have all the necessary stock for cleaning the home; that you carry only reputable goods and that you can recommend them. When the actual purchasing time comes you will find not only your regular customers buying at your store but occasional purchasers who have caught the house cleaning fever from you or your clerks.

The articles and illustrations suggest selling talks and display pointers. See that all appropriate to your trade are utilized and improved on.

In this issue too are many advertisements on these goods. They contain splendid selling information which can be put into practice with good results. Somebody in every village, town and city is going to get the biggest share of this trade. Why not yourself?

THE PROFIT ON SOAP.

In November, 1910, manufacturers advanced soap prices chiefly at the request of the wholesale and retail trade. The old prices on most lines were \$3.75 for 10 boxes and upwards, freight prepaid; \$3.85 for 5 boxes and up to 10 with freight paid. The new prices brought in at that time were generally \$4.15 for a single case and less than five; \$4.15 for 5 boxes with freight prepaid and \$4.05 for 10 boxes and upwards, freight paid.

Soap ingredients were then high in price and it was plain either quotations on soap would go up or size of the bar would be cut down. Retailers and wholesalers made strong representations to manufacturers to have the price raised so that the retail trade would be forced to abandon the old 6-for-a-quarter no-profit selling method.

The new prices brought down meant a profit of 17 per cent. on the selling price if soap were purchased at

the \$4.15 price and 19 per cent. if at \$4.05, because no dealer could sell at less than 5 cents straight and make a profit over cost of doing business.

Again we have new prices on soap which practically insures the 6-for-a quarter retail price. On this basis many dealers at least will not reap as good profits. Actual profits according to the percentage of cases sold at the 6-for-a-quarter price may be seen calculated on another page of this issue.

The cause for any decline in profit is that many retailers, some large and others small, have not rested easily on getting the 17 or 19 per cent. gross margin on sales. They wanted to corner the soap trade by continuing to cut prices with the result that everybody is or probably will be soon competing with them on equal terms. This is one of the evils of price cutting which The Grocer has so frequently pointed out. Price cutters on staple lines may appear to be getting the trade but sooner or later they either go out of business, or someone does the same or goes them one better.

If under the new prices retailers have their profits reduced they have themselves, or some of their number, largely to blame. It is a deplorable condition of affairs when a man will sacrifice time, energy and profits simply to take a little trade away from a competitor for a short period of time.

Profits are small enough now in groceries. They should be improved, not curtailed. The dealer has the power to improve them if he will.

LACK KNOWLEDGE OF TRADE CONDITIONS.

Under the heading "Montreal Gets 1,000 Tubs of Butter from New Zealand," an Ontario daily paper recently published a despatch from Montreal intimating that the butter market would drop suddenly as soon as this made its appearance. The despatch which is exceedingly interesting on account of the unreliability of so many statements, is here printed in full:—

The price of butter in Montreal will go down with a bang in Montreal to-morrow on account of the receipt to-day by a large wholesale firm of one thousand tubs of butter from New Zealand, which will sell at ten cents a pound cheaper than Canadian butter. Further importations are promised if this experiment is a success.

The importation of this commodity marks an innovation in Canadian methods of combating high local prices, and the great distance which the present consignment is brought indicates that the possibilities of a large business in this way are unlimited. The experiment is being watched with the greatest interest in this city, and it is quite probable that in the near future New Zealand will provide Canadians with a more varied list of commodities at prices below those demanded in this country by producers.

The Grocer stated in its issue of three weeks ago that New Zealand butter was on its way to Canada. It arrived in Montreal all right, and in this particular the despatch was correct. But butter did not go down with a bang. A thousand tubs of butter on a bare Canadian market is only a drop in the bucket and did not affect the market any more than the extra 150,000 tons of sugar the Sugar Conference allowed Russia to export affected the New York sugar market.

Neither did the butter sell at 10 cents cheaper, nor in fact any cheaper. The New Zealand butter was fresh, green grass make, while some at least of ours was storage

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stock. It had the result of easing the market slightly for the time being.

The third error was that the importation was an innovation. Canada has, of course, called upon New Zealand for supplies many a time in the past. British Columbia imports it quite regularly.

That there could be a large business done in this butter is probably true—at times. British Columbia, as stated above imports considerable from time to time and Eastern Canada when it needs it. The distance, however, is great, and the chances of loss by a declining market while in transit would also act as a serious obstacle except at times like the present when the conditions are peculiar. The possibilities of importing United States butter at a lower price even after the duty of 4 cents is paid would also have to be considered.

Daily newspaper reports on markets and trade conditions should sometimes be taken with a grain of salt.

USE OF NEW GOODS COMMITTEE.

British Columbia grocers have taken an advanced step in their endeavor to sell only those goods which have merit as regards quality, necessity and margin of profit.

As will be noticed in report of the annual meeting of the Victoria Retail Grocers' Exchange, this organization has appointed a "New Goods Committee" for such a purpose. The idea is that when a salesman attempts to place a new article on the market, he is advised to see the members of the committee. These men go thoroughly into the proposition. Cost, selling price and margin of profit are, of course, the most important. If the retail trade has to distribute the article to the consumer, they maintain they are entitled to a fair commission for their work.

The question of quality and need of the article is also discussed, and when it passes muster with the "New Goods Committee" it has a certificate of honor which very much assists in getting it on the dealers' shelves. If the O.K. does not go on, the salesman has a difficult time explaining to those grocers who are members of the association.

The one thing this committee does which is most commendable—it insures a fair margin of profit. If an article does not bear its fair share of profit, the dealer who gets behind it gives his close attention to it, displays and recommends it, is not a man for the grocery business.

PREVENTING FRAUD OCCURRENCES.

A Vancouver wholesale butter and egg firm was the victim of a clever swindle recently, and one which emphasizes the importance of giving close attention to the receipt and sending out of orders.

The method adopted for obtaining free produce was this. Giving the name of J. L. McTaggart, a Vancouver retail grocer, he telephoned the wholesale house to put some goods on the curb for him and he would call for them. He got them all right, and signed for them. More than \$175 worth of butter and eggs was obtained in this manner.

He was arrested, pleaded guilty, but was allowed to go on suspended sentence on account of having a sick wife to care for.

The Grocer has come across many similar thefts. A reader tells of a charcoal deliverer who got stuck on a muddy street some time ago and couldn't get out. He phoned the office, and an official was sent to relieve the situation. The charcoal was unloaded and it was found

there were 56 bags more than was charged against the deliveryman.

If all such cases could be known, we venture to say the list would be a lengthy one. While in some cases it would at first be almost impossible to detect these inconsistencies, yet a strict system would serve to prevent many.

PREPARE FOR FLY SEASON.

In spite of the severe storms that have recently visited us, the sun is daily getting stronger. Some of these days spring will be here and before it is on the wane, we will have the troublesome housefly for another season.

Dealers should bear in mind that the crusades against this pest are awakening more and more interest every year. Medical health officers are strongly urging the people to "Swat the fly," and doctors are telling of the dangers it is liable to bring with it.

All of this means that the dealer should be prepared when the season arrives. Stocks of fly poison, sticking paper and other catchers should be planned for early. Have it in readiness when the time comes and let the people know early you are prepared.

EDITORIAL NOTES.

Now is the time to sell fish. Lent is passing rapidly.

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Every retail grocer interested in proposal to form an Ontario Retail Grocers' Association should lend his aid at once.

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The United States "sugar trust" investigating committee reports to the government that a sugar trust exists. The courts will, no doubt, soon be full of sugar talk.

• • •

If it be true that the English Co-operative Societies were largely established because the people wanted pure foods, then Canadian retail grocers should take the hint and prevent them from becoming established in this country.

• • •

In Vancouver and Victoria, B.C., the Retail Grocers' Association have committees to investigate the merits of new goods being placed on the market. When the O. K. goes on retailers are assured of quality, necessity for and profit.

• • •

The severe snow storms of the past ten days or more blocked country roads and kept farmers from marketing eggs. This prevented any noticeable decline. Thus does the weather man show his authority over the character of our breakfasts.

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It is estimated that the sugar, from the bottom of tea and coffee cups which finds its way down the sinks of Canadian residences amounts to a good many thousand pounds in a year. This may have something to do with the cost of living.

• • •

No doubt many grocers have good window photographs which would reproduce well in The Grocer. We are desirous of getting as many of these as possible. We want as many good pictures as we can get of windows dressed by dealers or their clerks. It costs you nothing to have them reproduced.

An Analysis of a Year-End Statement

Dealer Should be Certain to Include Everything in Expenses
—Then Add Something on for Good Measure—Charge Your
Own Supplies at Regular Prices.

By Henry Johnson, Jr.

For six or seven years I have reviewed this merchant's statements. I think he is naturally a pretty good calculator and only his innate modesty leads him to give me any credit. I like his continued confidence, however. Here is his latest letter:—

Jan. 13, 1912.

Henry Johnson, Jr., Canadian Grocer.

Dear Sir,—I will enclose on a separate sheet some figures from the results of my business last year. Do as you please about publishing them, and say what you please; but do not use my name.

I take a great deal of interest in your department, and am sure that I get a great deal of good out of it.

If you are actually in the business now, I would like to know where it is.

I noticed in the big stores in Blank, a few days ago, that a large proportion of their goods was exposed to dust and fingers; how do they get around the pure food law?

Yours very truly,

M—F—H—

The Women Buy Them.

Concerning exposed goods, have you not noticed that goods which can not only be seen but sampled and handled always sell the more freely? I find it so. Women will talk a lot with their mouths about purity, cleanliness, sanitation, etc., but I observe that those same women will buy liberally and regularly figs, prunes, rice, etc., which are exposed; and not only those goods which subsequent cooking will sterilize, but cakes and cookies will fare the same way. I do not know the regulations of the city of Blank; but perhaps it is a sort of law unto itself, as so many other cities are.

And here is his statement:—

| | |
|--|-------------|
| Invoice Feb. 1911, not taken this year yet, | |
| stock..... | \$3,037.43 |
| Fixtures..... | 1,151.21 |
| | <hr/> |
| | \$4,188.64 |
| Merchandise purchased last year..... | \$25,203.86 |
| Freight and dray on same | 596.71 |
| | <hr/> |
| | \$25,800.57 |
| Cash sales for the year (I never count it until I get it!) | \$29,890.00 |
| Expenses: | |
| Clerk and driver..... | \$ 1,080.00 |
| Extra help | \$ 77.50 |
| Rent..... | 360.00 |

| | |
|---|------------|
| Advertising..... | 112.80 |
| Horse feed..... | 117.50 |
| Shoeing and repairs | 46.98 |
| Fuel..... | 20.00 |
| Lights..... | 41.50 |
| Ice..... | 35.56 |
| Insurance..... | 27.90 |
| Postage..... | 14.85 |
| Interest at bank..... | 38.05 |
| Night watch, paid in part by merchants, part by city..... | 7.50 |
| City water..... | 3.00 |
| Taxes on stock..... | 36.92 |
| Sprinkling..... | 7.75 |
| Oleo license..... | 6.00 |
| Telephone and toll | 37.10 |
| Sweeping compound..... | 8.75 |
| Band concerts, (belongs properly to advertising..... | 10.00 |
| Miscellaneous: | |
| Brooms, broken glass and lot of little things | 85.94 |
| | <hr/> |
| | \$2,185.60 |

My salary, taken out each month.....\$75.00

Groceries taken home for my own family not included in sales. Of these I do not make any account.

Additional fixtures bought during the year:

| | |
|------------------------|----------|
| Cementing cellar | \$ 65.00 |
| Gasoline tank..... | 163.05 |
| Three scales..... | 163.00 |

We have tried to get a union delivery but have not succeeded yet. Also tried early closing, but never started it until since middle of November last, we close 6.30.

* * *

Some Instructive Points.

The first three sets of figures, Stock last inventory, Fixtures at that time, and Goods purchased with transportation on same, are useful to me now only as they indicate probable total investment. I cannot use them to better advantage until I have this year's figures for comparison. But a few interesting and instructive things can be gleaned from what we have.

First, let us add a few things to the expenses listed above:

| | |
|--|------------|
| Amount brought down..... | \$2,185.60 |
| Proprietor's salary | 900.00 |
| His groceries, probably..... | 200.00 |
| Total Furt. & Fixt., this new stuff added to last year's 10 p.c. deprecia- | |

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| | |
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| tion, (\$1,542.26) | 154.23 |
| Figuring \$6,000 total investment, 6 per cent., thereon..... | 360.00 |

Gives us a total of \$3,799.83

For the sake of easy figuring, let us say his sales were \$30,000. Then we find that total expenses, as above fully listed, work out a ratio of 12.66 2-3 per cent., which is surely very good. Still, we shall probably find that we need all this and then some, for there are various "little things," of which we have no account. There is 20 per cent. depreciation on horses, wagons and harness, for instance; and then I am inclined to think he has more of an investment than \$6,000. So, just for safety's sake, for good measure, let us add 1.34 per cent., or \$402 more, and then we shall have 14 per cent. All over that \$4,200 is probably net, clean margin-velvet, or true PROFIT.

M—F—H, should have 3 per cent. to 5 per cent., or \$900 to \$1,500 of such net profit to show on last year's business; but only he and his actual inventory figures can say whether he has it or not. But I am reasonably sure of one thing, that is, that he will not be able to lop off very much of that \$4,200 expense account which I have charged up against him if he is perfectly frank and fair with himself.

Check up Family Groceries.

This year let him start up a new good habit. Let him charge to himself everything he takes home. He undoubtedly reasons that he takes a good many things which he would not take if he had to pay full value for them, but takes them to save them, etc. If there is a ½-lb. of mushrooms left over on Saturday night, for instance, he takes those home, though he would never buy mushrooms for his household. No matter about that. Fix a fairly equitable price on everything of that character you take home and pass the charge through in the regular way. Things which are not spoiling are to be charged up at full retail prices. This method will make for clean accounting when next period inventory rolls around.

* * *

I have been much interested in reading Mr. Carson's articles on The Management of a Retail Business. Most of what he says is good stuff—very sound, clear and instructive. His article on Discounts is to my mind, however, wrong on facts.

The Discount Not Granted.

The first error is in indicating that a man can get 2 per cent. discount on all his grocery purchases. The fact is, first, that much the larger proportion of goods subject to any discount whatever,

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in the grocery line carries only 1 per cent. for cash, as the time limit is 30 days. Moreover, the time is being curtailed steadily, so that to-day many goods are billed 30 days and some 10 days which formerly were sold on 60 days' time. Second, the grocer can get no cash discounts on fruits, vegetables, butter and eggs; also kerosene and gasoline. Here, too, the lines are tightening all the time. I cannot give statistics, but I should estimate that 25 per cent. of the grocers' stock must now-days be bought on a net cash basis; another 50 per cent. will not yield more than 1 per cent. discount for ten-day cash. This leaves only 25 per cent. of the total to yield 2 per cent. discount.

Business on Borrowed Capital.

But this is not the worst of it. Every man should be impressed with the value of discounts from every standpoint; and

Mr. Carson has admirably brought out these considerations. It is my experience, however, that there is only a theoretical advantage, generally speaking, in borrowing to take discounts. The man who does that is more than liable to find himself doing business on borrowed capital. He will become easy-going with his outstanding accounts and liberal in his purchases. The possible benefit will be completely lost in the much more probable evils of the plan.

I have witnessed very closely the evils of doing business on others' capital; and I want none of it in mine. I have worked out into the daylight of taking all discounts, so I know, too, how that feels. But the work of digging out, of saving, of refraining from buying what our own money will not promptly pay for—those are the things of value and truly worth while.

has been associated with his father for the past 20 years and will continue the business.

Quebec.

The Dominion Biscuit Co. has been registered at Quebec, Que.

The annual convention of Retail Merchants' Association of Quebec is in session this week in Montreal.

W. H. Manders has become manager of the grocery department of Goodwins, Limited, Montreal. He came from Lanark, Ont.

The Brodies Manufacturing Co., Montreal, has been changed to A. W. Hugman, Limited. Mr. Hugman has been connected with Brodies for past five years and prior to that with Maybell & Co., Toronto. W. Rae Wilson, for a number of years with Dearborn & Co., St. John, N.B., will attend to the Maritime Province field.

Western Canada.

The estate of Arthur Dagenais, grocer, St. James, Manitoba, has sold the stock to John Hayman.

Motter & Argue, general merchants, Adanac, Sask., are succeeded by E. J. Motter.

The Saltecoats Supply Co., general merchants, Saltecoats, Sask., is succeeded by Barrow & Jamieson.

Shaw & Davis, grocers, Colwood, B.C., are succeeded by W. & A. F. Frewing.

Calgary will have a food show in April from the 20th to the 27th.

A. Arcand has assumed the management of the Up-to-Date Grocery, North Vancouver, B.C. It will be run on a cash basis.

A. S. Gimpel, proprietor of the Winnipeg Farmers' Store, Winnipeg, announced in a newspaper advertisement a beautiful big picture with every \$20 worth of purchases.

Argue & Cooper, Swift Current, Sask., dissolved partnership on February 1, W. W. Cooper & Co. taking over the business. Mr. Cooper has decided to adopt the cash system of doing business and expects to carry it on successfully.

The wholesale grocery business of G. F. & J. Galt, Camrose, Alta., has been taken over by Nash Bros., Grand Forks, North Dakota. Nash Bros. are virtually the owners of the Acme Fruit Co., Calgary, Royal Fruit Co., Edmonton, and the Moose Grocery Co., Moose Jaw. Mr. Forbes will be the Camrose manager. Possession was taken on Friday, March 1st.

A "Darky" who conducted a grocery store put the following sign on his display of watermelons:—

Our choice—25 cents.
Your choice—35 cents.

Canadian Grocery News Done In Brief

Many Businesses Changing Hands—London Retail Grocers' Association Honored—Wethey of St. Catharines Extending—Biscuit Company Registered in Quebec—Food Show for Calgary—Cash Business for Swift Current, Sask., Store.

Ontario.

The Alpha Chemical Co., Berlin, Ont., sustained loss by fire last week.

Allin & Cawker have opened a grocery business in Bowmanville, Ont.

G. W. Reeve, Orillia, Ont., has purchased the Boulton R. Kean stock of groceries.

John Whitley, Prescott, Ont., a subscriber to The Grocer for many years, passed away last week.

Gibson Bros., general merchants, Porcupine, Ont., have sold to Harvey Gibson.

Arthur Miller has purchased the grocery, clothing and boot and shoe business of Craig & Sangster, Tara, Ont.

A. D. Cross, Welland, Ont., has sold his grocery business to Jas. McDermott, of Toronto, and formerly of Alliston.

Harvey Russel & Co., grocers, Fort William, Ont., have sold their business to Archie Black, formerly of St. Thomas, Ont.

Bradley & Son, St. Catharines, Ont., celebrated their thirteenth anniversary in business in February by special anniversary sales.

It is estimated that fish to value of \$75,360 was exported from Port Stanley, Ont., on Lake Erie, from May to November last year. Most of this went to Buffalo and New York.

Gordon Lamotte, the young man who was committed for trial by Magistrate Noble, of Strathroy, Ont., on a charge of holding up J. A. Pedlow, a grocer there, at the time, taking his keys from him

and robbing the store, tried to break from gaol in London, Ont., with another prisoner but was caught.

Norman McLeod, President of the Retail Grocers' Association, London, Ont., and Harry Ranahan, Vice-president, have been elected to the Western Fair Board. This is the first time in the history of the Fair that any representative of the Grocers' Association have been elected to the board.

J. H. Wethey, Limited, St. Catharines, Ont., has decided to erect a larger factory. They will build in the north portion of that city and instal a larger plant to be better equipped to meet their trade. In addition to the continuation of the manufacture of mincemeat, they will likely branch out into other lines.

B. W. Thomas, of Hartford, Ont., for fifty years a general merchant of that place, passed away at his home Tuesday night of last week after a short illness. He was born in Pen-y-cwm, Pembroke-shire, Wales, 85 years ago. He served his apprenticeship in Haverfordwest, afterwards holding positions in Liverpool and London. He came to Canada in 1858 and entered into business with his brother James in Hamilton. From there they moved to Cayuga, carrying on a general business. In 1862 he came to Hartford and bought the stock of Robert Gaynor who had assigned to Adam Brown, of Hamilton. He was appointed postmaster in 1864 which he held till his death. One of his sons, R. J. Thomas,

Advance in English Food Legislation

The Nucleus and How It Evolved Into Present Food Laws—The Many Errors Made From Time to Time and Amendments Necessary to Overcome Them—United States Law to be Discussed in Next Article.

* By W. S. Greening.

One day in the year 1850, a London physician happened casually to examine a specimen of ground coffee with a microscope. Perhaps no one with great intelligence had chanced to do this before; perhaps if it had been done the investigator was not of a curious turn of mind. What this physician found when he examined the particles through the lens, was of such an absorbing and interesting nature that he wrote down the results and the paper was read before a Scientific Society in London.

The "Times" and the "Lancet" then took the matter up. The latter began to make a collection of foods for sale in London, examine them, and if they found evidence of adulteration, published the names of the manufacturers. This created a great sensation and the matter was brought to the attention of the House of Commons who appointed a Select committee in 1855. As a result of their investigations an act entitled "The Adulteration of Food and Drinks Act" was passed in 1860.

Beginning of the Exposure.

The physician's name was Arthur Hassell. He had discovered with his microscope a new principle in food analysis,—a method by which adulteration could be detected by observing the differences in structure between a pure article and an adulterant. His discovery caused the exposure of food adulteration for all time.

One can see how great was the need of such an investigation, when it was found that alum was almost universally used in bread, red lead and coloring found in cayenne pepper, chicory and peas in coffee, and worst of all, great quantities of poisonous colors in confectionery.

With commendable fearlessness the "Lancet" exposed manufacturers both great and small, who were deluding the public with impure foodstuffs, giving first their addresses, and if no amendment was made at the expiration of three months they published their names. Such an outcry ensued, Parliament was forced to take the matter up, and appointed a special committee before whom Dr. Hassell appeared to give evidence. The report of his findings is

* Mr. Greening, the author of this important series, is vice-president of the Pure Food Manufacturing Co. He will go into the question fully, explaining in future articles the scope of the United States and other pure food laws.

published in his book on Food Adulteration, which is the first standard book on this subject.

Some of the testimony was striking; notably that of Mr. Blackwell of the famous firm of Cross & Blackwell. He stated that it was a general custom in the trade to boil pickles and vegetables many times in copper kettles in order to impart a green hue to the finished product, but as a result of the "Lancet's" investigations his firm has discontinued the practice. This is a splendid example of the good results of publicity even unaided by legislation.

Early Legislation Incomplete.

The Act of 1860 which resulted, had nearly every possible defect. The onus was laid on the retailer as the actual seller of the adulterated article. The penalty was placed at \$25, no inspectors were appointed, no standards named, and no analysts provided. There was merely a general definition of adulteration with no machinery provided to enforce even the clearest and most flagrant offence. How the framers of the Act expected it to bring results is a mystery. It is certain it was a complete failure and remained a dead letter until 1872 when it was superseded by a new Act entitled "The Adulteration of Food and Drugs Act."

This time the penalty was increased \$250—a move of doubtful value as the onus was still left on the retail merchant. Inspectors were appointed to collect samples and bring actions against offenders. The question of public analysts was left optional to each municipality. The definition as to what constituted an offence under the Act was left beautifully vague. This time there was some effort to bring offenders to book, but with little success. Without standards it was very difficult for the inspectors to get a conviction.

Another serious drawback was the lack of skill on the part of the chemical experts who belied their name by being unable to swear to the accuracy of their findings when called into Court to give evidence. To overcome this, a Society of Public Analysts was formed in 1874, and this Society began, crudely to be sure, to make a set of standards covering butter, milk, cocoa, vinegar, etc.

When Compounds Were Allowed.

It was evident that the law on the subject was anything but satisfactory,

and once again Parliament took the matter in hand. In 1875 a law was passed which still remains on the Statute Books although it has been repeatedly amended. A really good definition of an offence was inserted; inspectors and analysts were appointed. The enforcement was left in the hands of local authorities, but with an appeal to Somerset House. A new feature was the proviso that mixtures of harmless foods such as cocoa and arrowroot could be offered for sale if labelled "mixture" or "compound." It really seemed a good law and likely to be effective, but it took the cuteness and proverbial "canniness" of the Scotch legal mind to ingeniously evade this law by a clever argument.

The law stated that "no person shall sell to the prejudice of the purchaser any article of food or any drug which is not of the nature, substance and quality of the article demanded by the purchaser." To have a clearer understanding of this, substitute the word "harm" for "prejudice." It was argued that when an inspector purchased a sample he did not himself eat it but took it to an analyst. The inspector was not harmed as he did not actually consume the food, therefore the offence was not complete, without it being to the prejudice (or harm of the purchaser. The hard-headed Scotch judges of Edinburgh declared that the offence on this account could be "brought home to no one." We can easily see that a judgment of this sort rendered in one case, quickly blocked the course of justice in succeeding cases of inspectors who had purchased samples.

Onus Off Retailer.

It was evident the Act had to be amended before it could be effective, and this was done in 1879. The "prejudice" question was settled by a change in definition. Some standards were introduced for the first time in any legislation, and most important of all, the onus was shifted from the retailer to the manufacturer or wholesale dealer, if the former could produce a warranty that he had bought the goods he was offering for sale, had been sold to him as pure. With these changes the law worked very well on the whole, but minor difficulties arose from time to time which had to be settled by amendments or judicial decisions.

One of these was the curious decision that the Act did not apply to Baking Powder as it was neither a food or a drug. This had to be amended by the total prohibition of alum in food. Another was the abuse of the word "compound" in the case of chicory in coffee. A sample was found containing 40 per cent. chicory but as it was labelled "compound" the defendant claimed he had not infringed the law. The Court held that amount of chicory was excessive and fined the offender.

A special Act had to be passed in 1887 to regulate the margarine trade.

Adulteration Was Disappearing.

It was not until 1894 that Parliament appointed another Select committee. Their report was on the whole gratifying. They found that the Act had worked well and that most of the forms of adulteration which had flourished prior to 1875 had disappeared. Conditions had steadily improved as was shown by the ratio of adulterated samples to the total number collected, having fallen from 16 per cent. to 8 per cent. They recommended, however, that the onus be placed more on the manufacturer than before; that the fines be made much heavier; that imports be more closely inspected and impure goods refused entry, and that steps be taken to fix a complete set of standards of purity and that these be incorporated in the Act.

These recommendations were incorporated in another Food and Drugs Act of 1899. Unfortunately, this new Act did not supersede the previous legislation but merely attempted to remedy existing defects, so we have the curious spectacle of five acts on the same subject, all in force at the same time. That the result is at all satisfactory speaks volumes for the fairness and justice of the English law courts.

Wise Plan to Enforce Law.

To supplement the work of the local authorities a permanent committee with the rather picturesque title of a "Roaming Commission" was appointed to travel over the whole country and see that the law was enforced. The expense was borne by the local authorities—a wise provision, as it made each municipality anxious to avoid the expense of entertaining this Commission, by enforcing the law on their own account.

In the next year came the famous arsenic poisoning case in the Midlands. Over 6,000 people were affected and there were many deaths. After some investigation the beer from two breweries was found to contain a large percentage of arsenic. The matter caused a tremendous sensation and a Royal Commission headed by Lord Kelvin, was appointed to look into the whole matter.

They reported the brewers to be entirely innocent, the arsenic being the result of the sulphuric acid used in the bleaching of the malting sugar. This acid had been supplied to the brewers by a firm who were not aware of the purpose for which it was intended. The whole matter was the result of ignorance and does not properly come under the scope of this article, but the results are important. The whole question of preservatives in food was investigated, with the result that formaldehyde was prohibited. Salicylic acid and boric acid were allowed in small quantities, the amount being definitely restricted.

Court to Change Standard.

It will be seen from the above that Great Britain has gone a long way towards the solution of her difficulties, but the machinery for enforcement of the various Acts is still rather crude. It is generally agreed by writers on the subject, that the most crying need is a permanent High Court of Appeal, something along the lines of an Admiralty Court, vested with the ultimate decision on all matters in connection with food legislation. This court should also have power to fix and change standards if necessary.

There is no question that fraud and adulteration are decreasing in Great Britain, but the whole credit for this must not be claimed by the authorities. The rise of the Co-operative Societies—one of the most remarkable phenomena of the last half century—has helped be-

cause there is no incentive for them to sell any but the best and purest goods.

This is a point which should have the serious consideration of the retail merchants in Canada. One of the most potent factors in the success of the Co-operative stores was the fact that before they were started adulteration was so common in Great Britain that thousands of people joined on the plea of pure food alone.

Then England is a great exporting country and export business has to be built on the foundation of purity and quality, so the great firms could not afford to make impure goods at all—even for the home market.

Finally, in England the retailer has a further protection under the common law—a suit for damages against the manufacturer or wholesaler who sells him impure goods.

How Retailer is Protected.

The principal points to be remembered are: Firstly, that the enforcement of the Acts is in the hands of local authorities in England. Secondly, the onus is on the actual seller of the goods; e.g., the retailer. Thirdly, convictions are easy to obtain under the Act, so that the retailer need not be deterred by law costs in defending his rights; and lastly, the practice of obtaining a warrant of purity from the manufacturer is universal and affords perfect protection for the retail merchant.

In my next paper I will deal with food legislation in the United States.

A Judge for Commercial Cases Only

Suggestion Made by Speaker at Last Meeting of Ontario Division Canadian Credit Men's Association in Toronto—Portion of Talk on Commercial Law—Assignment Act and How It Used to Work Out.

By A. G. McMaster.

Not so many years ago it was quite customary for wholesale merchants and manufacturers to act in a manner almost hostile towards each other, and the moment a retail merchant appeared to be in difficulty it was the custom for an individual creditor to endeavor to get security or persuade the debtor to sell out and pay that creditor in full or otherwise to procure in some manner an advantage over the other creditors.

To this end lawyers with a good knowledge of the Assignment Act and Insolvency Law, made many hurried trips about the country and devised many curious means of getting around the provisions of the statute for the prevention of preferences, a statute which the creditors should have realized, as no

doubt they now do more and more realize, that they as merchants ought to be the last to endeavor to circumvent, and which they ought to seek to make more and more effective and stringent.

The Old Method.

Many of these devices were ingenious and curious and from time to time were met by amendments to the Assignment Act. For instance, there was so-called common law assignment—a favored creditor got speedy judgment and execution and then the debtor would be induced to make an assignment leaving out some of his assets so as to make it an assignment under old common law and so as not to come under the act respecting general assignments for the benefit of creditors. Thereupon the assignee

would proceed to sell the assets only to find that he must pay off the execution creditor before he could make title.

Another favorite act to be evaded was the "Chattel Mortgage Act." It provides, as you know, that all mortgages of chattels where immediate delivery of possession is not made, shall be registered. The court in a desire to do justice in a particular case where everything was honest and above board and where the enforcement of the act no doubt seemed a hardship, held that a man who had bought a half interest in a horse did not require to register his bill of sale because the court said that since under the act one had the alternative of either delivering possession or registering a bill of sale, it must apply only to cases where delivery of possession could be made and you could not very well deliver possession of half an animal.

Wanted to Avoid Publicity.

That seemed fair enough in the particular instance, but the decision had not been long on the books until a gentleman of the bar was asked to draw for a wholesale house a chattel mortgage on a debtor's stock, and was asked to avoid the publicity of registration. He, therefore, decided not to take a mortgage on the debtor's entire interest in the stock, but to take it on nineteen-twentieths, or something of that sort, and then claimed that it was unnecessary in view of the decision above referred to, to register the mortgage.

You will see from these two cases how a very innocent decision intended by the court to do justice in particular instances may end by doing a great deal of harm and in spoiling altogether the effect of preventive legislation. It is this tendency of human nature not to enforce a statute too strictly in particular instances where it seemed a hardship to do so which has made our Assignment Act in so far as it attempts to put a stop to preferences much more inefficient and useless statute than it should be. It has led to the ridiculous construction which holds that when an Act of Parliament says a transaction shall be void, it only means voidable.

Protection From Assignee.

Every assignee, too, under the Assignment Act should give security, and the assets of the estate should not vest in the assignee or at all events he should not be able to deal with them or make title to them until he gave such security. In many cases people act as assignee who have no financial standing at all.

Another spot for improvement would be the provisions as to preferences under the Assignment Act. There has been a great deal of litigation over these pro-

visions and a good deal of money wasted trying to upset fraudulent securities.

Had the Act been construed strictly by the courts it would have been useful but owing to the tendency to help people out in particular instances that I have mentioned, or owing to some peculiar frame of mind, which leads the judge to dislike to find a transaction fraudulent where it is not morally wrong but only forbidden by statutes, the act has been continually cut down in its effect.

Judge for Commercial Cases Only.

Evidently a time has come when mercantile creditors are no longer seeking preferences over each other, and the people who are now getting or attempting to get preferences are principally relatives and friends of the insolvent, sometimes on claims not too well established and not too honestly made, and within thirty days of an assignment. I

think securities for such claims should be cut off absolutely whether they are honest or dishonest and without leaving the court any discretion. I emphasize the necessity of taking away from the courts all discretion in that connection. There is one thing which since it is impossible to get a bankruptcy act and a bankruptcy court would assist considerably in this province, and that would be a judge sitting continuously to try commercial cases, and if possible a commercial court. It is said some new judges are about to be appointed and if instead of a politician they would give us a man with some knowledge of mercantile business to deal exclusively, quickly and expeditiously with mercantile cases it would be worth thousands of dollars. This is not a novel idea; they have it elsewhere and we should have it here for the advantage of particular interests of various kinds.

PROGRESS OF ONTARIO GROCERS' ORGANIZATION

Request Made of Secretaries and Presidents of All Town and City Associations to Get in Touch with W. C. Miller, Toronto —London Grocers Working Hard.

Toronto, Feb. 29.—(Special).—Negotiations are still going on among different retail grocers associations concerning a provincial organization.

W. C. Miller, past president of the Toronto association, and who is a member of the local committee on this question, has received a number of letters, among them an encouraging one from James McKenzie, secretary of the London association. The Londoners are working strongly for the Ontario organization. They are anxious to adjust such matters as the Scale Inspection Act, the garnishee law, to have more power to confer with wholesale grocers and manufacturers re trade questions in which their interests are bound, and to watch more closely co-operative store legislation.

Mr. McKenzie pointed to statements made by certain manufacturers to the effect that the retailers would be forced to handle their goods.

"We want to show them," he intimates, "that we retailers can and will sell those goods that we want to sell—the goods of the manufacturer who co-operates with us."

The project of forming a provincial association is therefore going merrily on. W. C. Miller, whose address is 632 Yonge street, Toronto, wants to get in touch with the secretaries or presidents of associations in Ottawa, Hamilton, Guelph, Brantford, Galt, Sarnia, Windsor, Chatham and any other town or city where there is an organization.

When he has heard from these the question of convening and going into the plans of organizing will be taken up.

All retailers interested in the proposal are requested to communicate with him at once.

UNIQUE AD. ON BANANAS.

The cheapest of pure and nutritious foods. Put up and sealed by nature in a dust and germ proof package.

J. H. Bogart, one of the veteran grocers of Chatham, Ont., has sold his business to E. R. Kiddicott, of London, who is now in possession. Mr. Bogart has been in business at the present Queen St. stand for some 30 years, and prior to that for six years on King St. He is taking a position with the new proprietor.

A project which may have an effect upon the bean situation in Western Ontario, is under way. The Lambton Bean Elevator Co. is being organized, with leading farmers as stockholders, the purpose being to build a modern elevator at Petrolea, Ont., and equip it with machinery for handling beans. The provisional directors are Edward Hyatt, Horatio Porter and Wm. Kells.

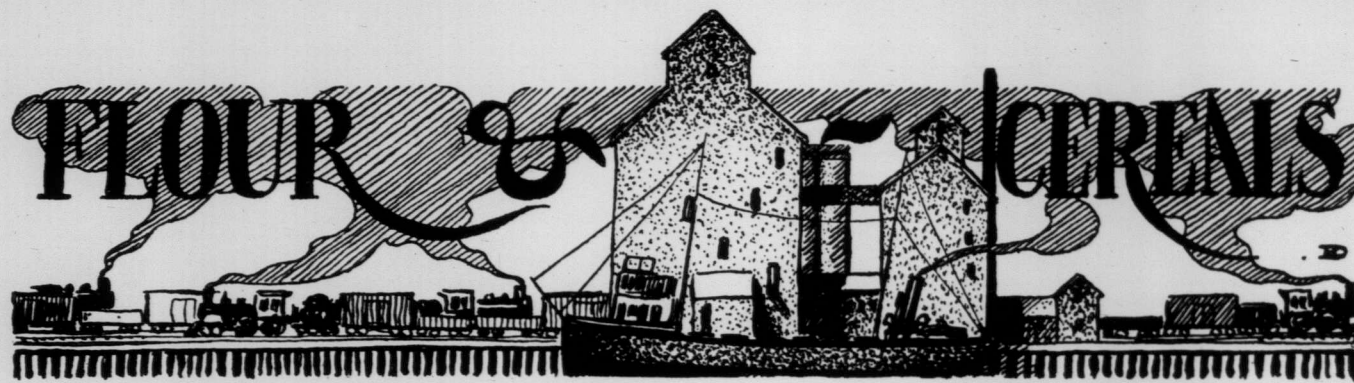
Harold M. Scott & Co., have bought the Maple Leaf Grocery from W. J. Wilkins, Tillsonburg, Ont.

Granulated,
Granulated,
Granulated,
Granulated,
Paris lump,
Paris lump,
Paris lump,
Red Seal,
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Crystal diam,
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Crystal diam,
Crystal diam,
Crystal diam,
Extra ground,
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No. 3 yellow,
No. 2 yellow,
No. 1 yellow,
Bibs, granuli,
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SYRUP
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mand, com
able for
also aids

Fancy Barba
Fancy Barba
Fancy Barba
Choice Barba
Choice Barba
Choice Barba
New Orleans
Antigua . . .
Portie Rico .
Corn syrups,
Corn syrups,
Corn syrups,
Corn syrups,
Corn syrups,
Cases, 2-lb. tin
Cases, 5-lb. tin
Cases, 10-lb. t
Cases, 20-lb. t

DRIED
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Quite a Shortage of Milling Oats

Due to Freight Congestion—Unless Deliveries Improve it is Feared Some Mills May Have to Close Down Altogether—Feed is scarce and on the Ascent—County Dealers Buy Flour to Get Feed—Export Flour Trade Quiet.

The domestic movement of flour might be described as fairly free. However some mills note a temporary lull in trade. They point out that the retail trade is quite well supplied for present needs. One reason why many country dealers are carrying good stocks is that they have bought flour in order to get feed which is scarce and which mills in many cases refuse to sell unless a certain percentage of flour is purchased.

Export business in flour is quiet, in fact some dealers note it extremely dull. On account of scarcity of winter wheat, winter wheat flour is high, being above level that would attract European business. Australian flour appears to be offering strong competition against Ontario on European markets.

Cereals show a fair consumptive demand. Rolled oats are steady to firm. Not alone is the raw material holding a steady position, but there is quite a shortage in milling oats at the mills due to the non-arrival on account of freight congestion. Millers state that if the deliveries are not any better during the next couple of weeks than they have been of late, they fear some of the mills will have to be closed down altogether.

Feed of all kinds continues extremely scarce with prices gradually on the ascent. Mills sending out prices hold them good for only a short time. Bran and shorts showed marked scarcity and during February alone prices have in some instances advanced as much as \$3 per ton.

Conditions are not working for any improvement in freight congestion. The heavy snow storms of late in many parts of Canada have further increased the difficulty. Both finished product and raw material are being held up.

MONTREAL.

FLOUR.—Export demand for flour is not great but there is a fair call from

local sources. Market shows little change from a week ago.

| | |
|---|------|
| Winter wheat patents, in bags | 4 80 |
| Straight rollers, in bags | 4 30 |
| Manitoba 1st Spring wheat patents, bags | 5 60 |
| Manitoba straight patents, in bags | 5 10 |
| Manitoba strong bakers, in bags | 4 90 |
| Manitoba second, in bags | 4 40 |

CEREALS.—Rolled oat market continues fairly strong in view of strength in the oat market. Freight congestion is causing trouble among some as shipments have been delayed.

| | |
|---------------------------------------|------|
| Fine oatmeal, bags | 2 64 |
| Standard oatmeal, bags | 2 64 |
| Granulated oatmeal, bags | 2 64 |
| Bolled cormeal, 100 bags | 1 80 |
| Rolled oats, jute bags, 90-lb. | 2 50 |
| Rolled oats, cotton bags, 90-lb. | 2 55 |
| Rolled oats, barrels | 5 00 |

TORONTO.

FLOUR.—On the whole there appears to be fair domestic trade in flour for the season. Some millers, however, note a tinge of quietness and state that the trade is pretty well stocked up for present. Export enquiry is quiet, and in Ontario flours, bids are considerably out of line at present. Australian flour is offering strong opposition to Ontario on European markets.

Situation in Ontario wheat is apparently a little easier, due to freer deliveries. Around \$4 is the price for straight roller winter wheat flour.

| | |
|----------------------------------|-----------|
| Manitoba Wheat. | |
| 1st patent, in car lots | 5 50 |
| 2nd patents, in car lots | 5 10 |
| Strong bakers, in car lots | 4 90 |
| Feed flour, in car lots | 3 00 3 20 |
| Winter Wheat. | |
| Straight roller | 4 00 |
| Blended | 4 50 5 00 |

CEREALS.—“There is at least no easiness in the market,” was the way miller referred to rolled oats. Consumptive demand in this line is good, the raw material is steady in price and due to freight congestion, mills have little milling oats on hand. Some mills fear they may have to shut down for lack of raw material.

| | |
|--|-----------|
| Rolled oats, small lots, 90-lb. sacks | 2 50 |
| Rolled oats, 25 bags to car lots | 2 40 |
| Standard and granulated oatmeal, 90-lb. sk | 2 75 |
| Rolled wheat, small lots, 100-lb. bbls. | 2 90 |
| Rolled wheat, 5 barrel to car lots | 2 80 |
| Cormeal, 100-lb. bags | 2 00 2 15 |
| Rolled oats in cotton sacks, 5 cents more. | |

FEEDS.—Feeds continue to firm in price. Bran and shorts are particularly scarce. Prices on these lines have advanced as much as \$3 per ton during the past month. Bran is quoted at \$25 to \$26, and shorts at \$27 to \$27.50.

CEREAL CO. EXPANDING.

Winnipeg, Feb. 29.—The Dow Cereal & Milling Co., which was recently burned out at Pilot Mound, Man., have purchased a large mill and elevator and considerable additional property at Neepawa, Man., and will continue to manufacture granulated and standard oat meal at their new premises. The mill has a capacity of 700 bbls., with storage room for 6,000 sacks, and the elevator capacity is 75,000 bushels. Neepawa lies west and south of Winnipeg, a distance of 150 miles. Nicholson & Bain, wholesale commission merchants and brokers, own one-half of the interest in this company.

WEIGHT OF PECK OF APPLES.

Regarding a standard weight for a peck of apples which was taken up in last week's issue, The Grocer can now definitely state that there is none. The question has been discussed with the Departments of Agriculture and Trade and Commerce at Ottawa and information gained that no such standard has been fixed.

WHAT GROCERS ARE SAYING IN THEIR ADS.

Peas.—They have a fine flavor and tenderness that appeal to the appetite.

Baked Beans.—Are appetizing as well as nutritious. Good hot or cold.

Pumpkin.—Unusually rich golden color with sweet, natural pumpkin flavor.

Canned Pineapple.—Has the full rich flavor of selected ripe pineapple.

Mincemeat.—Delicious. All of the ingredients and flavoring are the finest and purest obtainable.

A CANNY CANNER.

A canner exceedingly canny,
One day remarked to his granny,
A canner can can anything that he can
But a canner can't can a can can'e?



Vegetable Diets Tax Purse Heavily

All Lines of Vegetables High in Price—Short Crops in Most Lines Last Year—Importation of Irish Potatoes Quiets Excited Market—Celery Scarce and Still Dear—Marmalade Oranges Drawing to an End.

"The vegetarian needs to have a good-sized salary these days," remarked a commission man this week. A glance over the vegetable prices show just how true this is and how heavily the family purse is taxed for vegetable diets as compared with other years. Last year's short crops combined with unfavorable growing weather in that part of the South on which we depend for green vegetables at this season are the principal causes of the high values.

The old staple, the potato, leads off the list at an extremely fancy figure. Last year's short crops is of course the cause of the high prices on this line. Values were making headlong strides upward for a time but with the importation of European potatoes, the market quieted down. Values are expected to hold steady. Holders of stocks in New Brunswick continue firm in their ideas.

Parsnips, beets and carrots are other lines which showed a short yield last year and which have been steadily firming up. Special mention needs also to be made of cabbage and onions, which are well to an end at many centres. In the face of the scarcity of home grown onions, valencias are selling freely at a firmer figure.

Celery is also scarce and high. Canadian stock has been finished for some time. Owing to unfavorable growing weather, offerings of California stock to date have been small and at high prices. Larger shipments are expected along in March. Some Florida celery that came to Canadian markets was only of fair quality.

Marmalade oranges will not last a great while longer. The last shipments for the season have arrived at most markets. The season started a little earlier than usual and the demand has been good, although prices were slightly higher than last year.

While Floridas are the best eating orange just now, the public continue to demand the seedless, being apparently unacquainted with the qualities of the Florida orange.

MONTREAL.

GREEN FRUITS.—"Not moving," sums up the green fruit market for the week. The demand is seasonable, with steady prices for all varieties.

Florida grape fruit is much easier and will offer a decline during the week.

| | | |
|-------------------------------|-------|-------|
| Apples— | | |
| Spies | 4 50 | 6 00 |
| Baldwins | 3 75 | 4 75 |
| McIntosh Reds | 6 00 | 6 00 |
| Greenings | 3 50 | 4 50 |
| Bananas, crated | 1 75 | 2 00 |
| Cocoanuts, bags | 4 00 | 4 50 |
| Cape Cod cranberries, in bbls | 14 00 | 15 00 |
| Cranberries, N.S., bbls. | 10 00 | 11 00 |
| Box cranberries | 3 50 | 3 50 |
| Grape fruit, Florida, case | 7 00 | 7 00 |
| Jamaica, case | 3 50 | 3 50 |
| Grapes, Malaga, per keg | 6 00 | 6 50 |
| Lemons | 3 50 | 4 00 |
| Oranges— | | |
| Florida | 4 00 | 4 00 |
| Navel | 3 00 | 3 50 |
| Valencia | 3 75 | 4 50 |
| Jamaica, box | 1 75 | 2 00 |
| Mexican | 1 75 | 2 00 |
| Bitter oranges, per box | 2 50 | 3 00 |
| Pineapples— | | |
| Floridas | 4 00 | 4 00 |
| Tangerines, per strap | 5 25 | 5 25 |

VEGETABLES.—The market has not brought forth any changes this week; but promises interesting results before long. The prices all around have experienced no change; but are likely to advance owing to shortage of crops. Onions tend to advance as a result of scarcity offered.

Potatoes are likely to show a decline as the Irish potato imports are becoming stronger.

| | | |
|--------------------------------------|------|------|
| Beans, green, hamper | 6 00 | 7 50 |
| Brussels sprouts, per qt. | 0 25 | 0 25 |
| Carrots, bag | 1 25 | 1 25 |
| Cabbage, dozen | 1 00 | 1 00 |
| Caullflower, dozen | 2 25 | 2 50 |
| Celery, Cal., 6 doz. to crate, crate | 8 50 | 9 00 |
| Garlic, 2 bunches | 0 45 | 0 45 |
| Green peppers, bus. basket | 2 50 | 3 00 |
| Lettuce, Boston, per box of 2 doz. | 2 00 | 2 25 |
| Leeks, dozen | 1 50 | 1 75 |
| Onions— | | |
| Spanish, crate | 4 00 | 4 00 |
| Half crate | 2 25 | 2 25 |
| Canadian reds, 100 lbs., per lb. | 0 05 | 0 05 |
| Radishes, dozen | 1 00 | 1 00 |
| Sweet potatoes, per basket | 3 00 | 3 00 |
| Montreal potatoes, new, bag | 2 00 | 2 00 |
| New potatoes, 49 bbl.; 60 lb. | 0 75 | 0 75 |
| Strawberries, per qt. | 0 75 | 0 75 |
| Spinage, per bbl. | 5 00 | 6 00 |
| Turnips, per bag | 1 00 | 1 00 |
| Parsnips | 1 50 | 2 00 |
| Tressez | 0 20 | 0 20 |

TORONTO.

GREEN FRUITS.—There is a fairly active demand in green fruits for the season of the year. The heavy snow storms of late interfered somewhat with the shipment of goods.

Another supply of marmalade oranges has arrived and is moving out to the trade quite freely. They have sold well this year. The last shipment for the season has now arrived.

Navel and Florida oranges are in fair demand. Although Floridas are the best eating orange, the seedless seem to have secured such a hold on public favor that they are in greatest demand. Stocks of good apples are gradually being reduced.

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

VEGETABLES.—The firmness in parsnips was referred to last week. Up to \$1.50 per bag is being asked by wholesalers this week. They are extremely scarce, and not only can they be expected to continue high but probably be unobtainable before many weeks have passed. A similar strong situation prevails in beets, carrots, cabbage and home grown onions. Valencia onions are also firmer and higher.

Potatoes are holding their position but the excitement has subsided. Considerable European potatoes have come to this market, settling the situation by supplying the demand. Holders in New Brunswick continue to hold firm ideas. The imported potatoes are being sold at about the same figure as Ontarios.

The Florida celery that came in last week was only fair in quality. Canadian stock has been exhausted for some time. California continues scarce.

| | | |
|--|------|------|
| Parsnips, per bag | 1 50 | 1 50 |
| Potatoes, N. B. | 1 90 | 1 95 |
| Potatoes, Ontario, bag | 1 75 | 1 85 |
| Onions— | | |
| Spanish, case | 4 00 | 4 00 |
| Spanish, 1/2 cases | 2 00 | 2 00 |
| Canadian, 75-lb. bags | 3 00 | 3 00 |
| Sweet potatoes, hamper | 1 75 | 2 00 |
| Mushrooms, 1-lb. boxes | 0 75 | 0 75 |
| Can. hothouse tomatoes, lb. | 0 32 | 0 32 |
| New lettuce, per dozen | 0 20 | 0 40 |
| Green onions, dozen | 0 25 | 0 25 |
| New radish, per dozen | 0 40 | 0 50 |
| Boston cucumbers, dozen | 2 25 | 2 75 |
| Boston head lettuce, dozen | 1 60 | 2 00 |
| Canadian beet, per bag | 1 10 | 1 25 |
| Cabbage, barrel | 2 25 | 2 50 |
| Carrots, bag | 1 10 | 1 25 |
| Turnips, bag | 0 50 | 0 60 |
| Celery, per dozen | 1 00 | 1 00 |
| Celery, Cal., per case, 6 1/2 to 10 doz. | 8 00 | 8 00 |
| Celery, Fla., per case, 5 to 8 doz. | 4 50 | 5 00 |

Western Grain Storages are Advised

For Purpose of Storing Western Canadian Grain that Does Not Reach Lake Superior Ports Before Cold Weather—Long Hauls in Zero Weather Means Slow Progress on Part of Railways—Serious Situation Now Existing in View of Tough Grain Mixed With Ice.

Staff Correspondence.

Manitou, Man., Feb. 28.—The grain situation through the West appears to be a serious one. The fine weather is rapidly approaching and there are millions of bushels of grain yet in the country, very much of which is tough or mixed with ice. This, unless moved soon, will spoil when the weather gets milder, and to all appearances it will be impossible to handle it all, or nearly all, by that time. Some assert that if the railways supplied all the cars that could be loaded in the next six weeks they could not take out all the grain.

The last few days great quantities of grain have been going by southern routes to Duluth, but it is feared the relief has come too late to save many of the farmers from serious loss.

Railways Behind Development.

In reviewing the situation it is quite evident that the railways have not kept pace with the development of the country in their facilities for taking care of the rapidly increasing products. The situation this year is abnormally serious, but the question is often heard and is quite reasonable: What would it have been if all the land under cultivation last season had produced a normal crop? The product could not have been moved under existing circumstances for months yet.

Another question that is often heard out here and a very natural one is: What of the future? Those who have traveled over the great provinces of Saskatchewan and Alberta and seen something of the millions of acres that have been broken last summer and fall by the traction plows and will be under crop next year can realize in some measure the seriousness of the question.

Great things are being done by the railways in adding rolling stock and motive power, but not in proportion to the increased acreage ready and that will be ready for crop this spring.

Outside Advice Freely Offered.

Many suggestions are being offered to meet the threatening situation, most of them by people who have little practical knowledge of the conditions. The railway magnates are advising the farmers to build granaries to take care of their crop till such times as it can be moved; or are advising them to go into mixed farming and cattle feeding, thus reduc-

ing the amount of grain to be carried east in the early season.

Both these propositions have their difficulties. Granaries may be all right if the grain is dry, but in seasons like the past where so much of the grain is tough, a granary is of little value as soon as the weather turns mild in the spring.

Mixed Farming Coming Slowly.

Mixed farming may be one of the remedies of the future, but there are many reasons, which are too long to discuss in this article, why it will not be largely adopted by western farmers in the near future. It will no doubt come, but it will be by the slow process of evolution.

There is one plan, the adoption of which would give great relief and could be made available in a very short time. Under present conditions all the grain is hauled to lake ports and after the season of navigation closes is stored in the terminal elevators at these points. It must be borne in mind that almost immediately after navigation closes the weather in this western country becomes severely cold. The effect of this is that the hauling capacity of the railways is materially reduced, even if there is little snow to impede the progress of the trains. This makes the transportation of grain over the long haul to the lake front a slow and tedious operation.

Storage at Western Points.

The remedy for this appears to be, not the building of increased storage capacity at Port Arthur and Fort William, but the erection of a large storage warehouse at Winnipeg or Brandon, and another at Regina, each of these with drying capacity for tough grain.

It may be urged in opposition to this scheme that there would be the increased expense of elevator handling, but this would be more than offset by the additional capacity of the rolling stock and motive power. It would be a comparatively easy matter for the railways to transport grain to those elevators, compared with what it now is to haul it hundreds of miles to the lake ports when the thermometer is below zero.

Take to Lake Ports in Spring.

This stored grain could then be hauled down to the head of navigation in the spring and summer when a locomotive could handle fifty or sixty loaded cars, while in zero weather one-third of that

number is a heavy load and a long, slow and unprofitable undertaking. Such elevators as suggested above would be equally efficient and convenient if the grain went by the Hudson's Bay or the southern route.

If this method had been adopted and in operation now it would in all probability save the farmers of the West millions of dollars this season.—David Williams.

PROPOSED ST. JOHN REFINERY

Atlantic Sugar Refineries Looking Over the Merits of the Project.

St. John, N. B., Feb. 29—(Special)—Norman J. C. Mather, of the financial firm of Murray & Mather, Toronto, was a visitor to St. John last week, and his visit recalled the matter of proposed erection of a sugar refinery here. He said that his firm had made the financial arrangements with the Atlantic Sugar Refineries, Limited, the successors of F. C. Durant, and that he came here to determine the present status of the company's agreement with the city. Mr. Mather was informed that the city council had already voted unanimously against granting the successors of Mr. Durant the desired extension, and the matter of another site was suggested, and is now under consideration.

The Board of Trade Council held a meeting, but made no recommendation pending results of negotiations for another site along the harbor front. The company, it is said, have had engineers in St. John recently, inspecting properties, and their reports have been favorable. Should satisfactory arrangements be made for the sugar refinery coming to St. John the council will be asked to grant the same terms conceded Mr. Durant with regard to taxation and water supply.

CALGARY CLERKS ORGANIZE.

Expect to Have Thursday Half Holiday Effective the Year Round.

Calgary, Alta., Feb. 28—(Special)—The clerks of Calgary have formed an association with the following officers:—President, M. Wilson; Vice-President, Geo. S. McKenzie; Secretary-Treasurer, C. A. Washburn; Executive Committee, D. D. Campbell, G. A. Meikle, F. Baunthheimer and Geo. S. Mackenzie. The committee has visited the Calgary merchants, and reports that they have agreed to close their stores every Thursday at 12.30 p.m., except in weeks in which a holiday occurs, this half holiday to begin the first Thursday in April.

For some time past the above has been in operation during the summer months, but the clerks expect now to make it a rule the year round.



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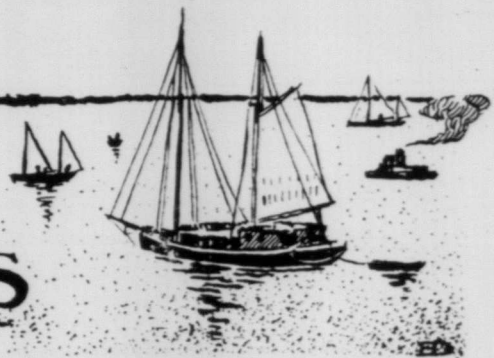
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Market cod, c Less than cas



FISH & OYSTERS



Lenten Fish Trade Now in Full Swing

Sales Start Off Briskly—Weather Conditions in Some Parts of Country Unfavorable—Fish Must be Seen to be Sold—Should be Displayed Prominently—Scarcity puts Firm Tone on Several Lines.

The Lenten fish trade is off to a good start. The opening of the season on Wednesday of last week found a brisk retail demand which is expected to continue. In some sections adverse weather conditions interfered to some extent with trade. Heavy snow storms were responsible for delayed shipments, while blockaded roads in the country prevented customers from getting out to purchase.

It is pointed out by one wholesaler that fish must be seen to be sold. Here is where the phone should be freely used. If the people do not get out to the stores, this is one of the lines that suffers heavily. Dealers should not allow fish to occupy an unimportant place in the store either, but should, especially now, be given full prominence.

Scarcity in many lines resulting in a firming tendency was pointed out last week. Indeed, there are few if any lines which show any overplus. With a continued good demand, prices can be expected to rule firm.

Dealers should not lose sight of the opportunities now presented for sale of fish. "Make hay while the sun shines," is advice which the dealer in fish would do well to follow just now. He should put strong efforts forward to boom sales in this department. Conditions could hardly be more favorable for the sale of this line than they are now.

QUEBEC.

MONTREAL.—The Lenten trade holds strong, with a firm market in most lines. Prices have developed no change during week, and are likely to run on same level for some time. A shortage in cods has been predicted since the beginning of the Lenten season and are now almost entirely off the market. A scarcity of halibut is close at hand.

FRESH AND FROZEN.

| | |
|--------------------------------------|-------|
| Market cod, cases, 250 lbs., per lb. | 0 04 |
| Less than case | 0 04½ |

| | |
|---------------------------------|------------|
| Smelts, fancy | 0 10 |
| Haddock | 0 04½ 0 05 |
| Halibut, per lb. | 0 06½ 0 09 |
| Herring, frozen, per 100 fish | 1 90 2 90 |
| Mullets | 0 04½ 0 05 |
| Pike, round, per lb. | 0 05 0 05½ |
| Pike, dressed and headless, lb. | 0 05 0 05½ |
| Steak cod | 0 05 0 05½ |
| Mackerel | 0 10 |
| Dressed perch | 0 10 |
| Dore or Pickeral | 0 07½ 0 08 |
| B. C. red salmon | 0 10 0 11 |
| Gaspé salmon, per lb. | 0 18 |
| Qualla salmon | 0 07½ 0 08 |
| No. 1 smelts per lb. | 0 09 |
| Extra smelts, per lb. | 0 14 |
| Lake trout, per lb. | 0 08½ 0 09 |
| Whitefish, large, per lb. | 0 09 0 10 |
| Whitefish, small, lb. | 0 05 0 05½ |

PREPARED FISH.

| | |
|--|------|
| Boneless cod, in blocks or packages, lb., 7, 8, 10, 11, 12 | |
| Dry pollock, 100 lb. bundles, per bundle | 5 50 |
| Shredded cod, 2 doz. in box, per box | 2 25 |
| Skinless cod, 100 lb. case | 7 00 |
| Boneless strip cod, 30-lb. box | 0 12 |

SALTED AND PICKLED.

| | |
|-------------------------------------|-------|
| New green cod, per bbl., 200 lbs. | 10 00 |
| No. 1 bbl., 200 lbs. | 9 90 |
| New Labrador herring, per bbl. | 5 75 |
| New Labrador herring, per half bbl. | 3 10 |
| Labrador sea trout, bbls. | 12 00 |
| Labrador sea trout, half bbls. | 6 50 |
| No. 1 mackerel, pail | 2 00 |
| No. 1 mackerel, half bbls. | 8 00 |
| Scotia herring, No. 2, bbl. | 6 00 |
| Lake trout, kegs | 2 50 |
| Choice mackerel, pail | 7 50 |
| No. 1 green haddock, per 200 lbs. | 7 50 |
| No. 1 green haddock, per 100 lbs. | 14 50 |
| Salmon, B. C., red, bbl. | 8 00 |
| Salmon, B. C., half bbl. | 15 00 |
| Salmon, Labrador, bbl. | 8 00 |
| Salmon, Labrador, half bbl. | 21 00 |
| Salmon, Labrador, tres., 300 lbs. | 0 06 |
| Salt cods, per lb. | 5 90 |
| Salt sardines, half bbl. | 2 75 |
| Sea trout, half bbl. | 6 50 |
| Sea trout, bbls. | 12 00 |
| Scotch herring | 6 50 |
| Scotch herring, keg | 1 00 |
| Holland herring, half bbl. | 5 50 |
| Holland herring, keg | 0 75 |
| Boneless new herring, 10-lb. brls. | 0 10½ |

SMOKED.

| | |
|---------------------------------------|-------|
| Bloaters, large, per box | 1 10 |
| Yarmouth bloaters, fancy, per box | 1 25 |
| Haddies, fancy, 15-lb. boxes, per lb. | 0 06½ |
| Fillet, fancy, 15-lb. boxes, per lb. | 0 10 |
| Herring, new, smoked, per box | 1 18 |
| Kippers (small) per box of 50 fish | 1 10 |

SHELL FISH.

| | |
|--|------------|
| Oysters, choice, bulk, imp. gallon | 1 40 |
| Oysters, bulk, selects | 1 60 |
| Oysters, fancy cape, large bbls. | 9 00 |
| Malpeque oysters, per bbl. | 8 00 12 00 |
| Solid meats—Standards, gal. \$1.75; selects, gal., \$2.00. | |
| Boiled lobsters, per lb. | 0 20 |

Standard oysters, which have been scarce owing to the extreme cold, show signs of improvement and a better supply is expected as result of milder weather.

ONTARIO.

TORONTO.—The opening of Lent on Wednesday of last week found dealers pretty well prepared for the good demand which set in. With more favor-

able weather conditions, it is quite probable that trade would have shown up better. Heavy snow storms, with the resulting crippled freight service and blockaded roads throughout country made for a smaller consumptive demand than would have otherwise been felt. Lenten season is young as yet, however, and wholesalers look forward with confidence.

Steadiness prevails in all lines of fish, as pointed out last week. It is not unusual when the Lenten season is on the wane to see prices ease off on some lines, which dealers wish to clear. Present indications, however, point to no overplus at the end of the season. Pickled trout are noted as in rather limited supply by some firms, while Labrador herrings in half-barrels show a marked scarcity for the season.

FROZEN FISH.

| | |
|----------------------------------|-----------|
| Gold eyes | 0 08 |
| Pike | 0 05 |
| New pink sea salmon | 0 09 0 10 |
| Whitefish | 0 09 0 11 |
| Halibut | 0 10 0 11 |
| Smelts, extra, per lb. | 0 15 |
| Smelts, No. 1, per lb. | 0 10 |
| Red salmon, headless and dressed | 0 11 0 12 |
| Sea herring, 100 | 2 25 |
| Mullets | 0 04 |
| Bluefish | 0 10 0 11 |
| Lake herring | 0 03 0 05 |
| Steak, cod, per lb. | 0 06½ |
| Flounders, per lb. | 0 06 |
| Tullibus, per lb. | 0 05½ |

FRESH CAUGHT FISH.

| | |
|-----------|-----------|
| Steak cod | 0 08 |
| Haddock | 0 05 0 07 |
| Trout | 0 10 0 11 |

SMOKED.

| | |
|---------------------------|-----------|
| Kippers, per box | 1 15 |
| Bloaters, per box | 1 15 |
| Pinnan Haddie, per lb. | 0 08 0 09 |
| Digby herring, per bundle | 0 90 |
| Cod, Imperial | 0 06½ |
| Quail-on-toast | 0 07 |
| Fillets of haddie | 0 13 |
| Ciscoes, basket | 0 90 1 00 |
| Ciscoes, per lb. | 0 09 0 10 |
| Scotch haddies, per box | 1 50 |
| Scotch kippers, per box | 1 65 |

PICKLED.

| | |
|--------------------------------|-----------|
| Lake herring, per keg | 4 00 |
| Oysters, selects, per gallon | 1 70 1 75 |
| Oysters, standards, per gallon | 1 55 |
| Pickled trout, per half bbl. | 7 25 7 75 |
| Labrador herring, bbls. | 6 00 |
| Labrador herring, half bbls. | 3 25 3 40 |
| Shrimps, 1-gallon cans | 1 25 |

PREPARED.

| | |
|--|-------|
| Shredded cod, 2 doz pkgs. to box | 2 25 |
| Acadia cod, 2-lb. boxes, 12 to crate | 2 80 |
| Skinless cod, 100-lb. boxes, whole fish, box | 7 50 |
| Cod in loose strips, 25-lb. to box, lb. | 0 06½ |
| Pure cod tablets, 20 1-lb. tablets | 2 30 |

NEW BRUNSWICK.

ST. JOHN.—Local dealers are decidedly pleased with manner in which Lent business in fish was opened last week, for sales were brisk on all lines and supply sufficient to meet it. Weather conditions had been conducive to fairly good catches and although no dealer was too well stocked, there was quite enough on the market to meet the trade.

Prices prevail about as usual but with greatly increased demand through Lenten season there is possibility that some lines may be dearer. Clams none too plentiful and fair weather is desired before they are again received in large quantities either from local sources or from the Scotian flats. Lobsters are also in rare supply. The reasons given for the scarcity of lobsters is that high winds and cold weather which have prevailed along the coast have materially affected the fishing, and until mild weather sets in the local market will be unimproved.

NOVA SCOTIA.

HALIFAX.—Since Lenten season opened local dealers have had all the business they can handle. They are handicapped, however, by scarcity. No fresh halibut is offering. There is a

small quantity of iced stock on market, but demand for this is only fair. The price is also high, which to some extent restricts sales.

The market is bare of lobsters. No live lobsters reached the local market during the past week. Demand is excellent and dealers cannot get sufficient lobsters to fill orders. Many years have elapsed since such a condition prevailed in Nova Scotia.

Salt mackerel are also scarce. The market for these fish shows a firmer tendency.

There was an abundance of smelts on market last week and they were finest of the season. Haddock and cod are in fairly good supply.

Sales of oysters are large and the demand for smoked fish is unusually heavy. Fillets and finnan haddies are the leaders.

Window Displays Suggested for Fish

How Frozen, Prepared, Pickled and Canned Fish Can be Attractively Arranged—An Actual Display that Sold Goods—An Opportune Time to Feature Fish.

This is perhaps the briskest season of the year for the sale of fish. At least it should be to the dealer who takes full advantage of the opportunities now presented. Favorable weather or other conducive conditions will not of themselves bring to the dealer the greatest possible amount of business. The retailer must introduce salesmanship and selling methods which combined with favorable conditions will work for the greatest amount of trade possible in this department.

Display is an important factor in the sale of any line of goods. This is perhaps more true with fish than many other lines. They must be brought before the notice of customers in order to induce sales. They must also be shown in an attractive manner for unsanitary and unattractive displays will not sell foods to particular customers, and the public are becoming more strict in this regard than in the past. The show window can be used to good advantage these days in promoting fish sales.

Making Frozen Fish Display.

Frozen fish are a good selling line. With this variety some appetizing displays may be made. A catchy window can be made by the introduction of a fish net into the display. It is suggestive. If a mesh net is used it may be draped down from the back of the window and caught up at the bottom so as to hold in a quantity of fish of all varieties. On the floor of the window the several individual lines can be shown

separately. Do not forget to set the display off with a show card or two. "Fresh frozen fish for dinner to-day," is a suggestive phrase.

To carry out this fish net scheme, if a large net is not obtainable, several smaller ones each holding a quantity of fish could be substituted.

Shown in Separate Dishes.

Another good frozen fish window recently came to the writer's notice. Each line was shown in separate dishes. These dishes or trays were of white porcelain, making a tasty exhibit. At the front of the window the words, "Fish—a good food," were spelled out with frozen lake herring. Letters can be easily formed with these fish, a certain quantity of which are sold by most grocers.

Customers are not always acquainted with every variety of fish. A good idea might be to show one particular line, not common, have a big show card bearing its name and shortly describing it and its taste and qualities. Considerable interest can in this way be aroused.

Wheel-shaped Design.

Smoked and pickled lines of fish also offer good material for a display. A background might be made of haddies or some similar line hung from hooks at the back of the window. Wheel-shaped displays can easily be made on the floor of the window with salt sardines or salt or pickled herring. Oysters and shrimps could also be placed in this display.

In fish, the dealer has a varied array of lines which may be used for window display. We have also canned and prepared lines. In canned fish we have salmon, sardines, lobsters, herring, smelts, shrimps and anchovies. In prepared we have codfish in its different preparations. These lines can be shown after the style of any canned and package goods display.

Points that Assist.

Show cards can be used to good advantage. In canned fish emphasize the fact they are ready to serve. Point out that fish is a good food and that it is sanitarilly prepared.

All kinds of fish and fish foods combined may be worked into an excellent display. If it is possible, it is suggested that the dealer have a painted fishing scene for a background. The addition of a number of ordinary fish poles and fishing lines will give a touch of the realistic. Down either side of the window a wall of canned salmon can be built up. On the floor of the window the different varieties of fresh, frozen, salt and pickled lines may be shown on white porcelain trays. With the addition of catchy show cards such as, "Fish to suit your fancy," the whole should present an attractive display that should sell goods.

Grocers' Letter Box

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

Coupon Books.

Editor Canadian Grocer,—Re your articles on The Management of a Retail Business, by H. C. Carson, F.S.S. Where could a merchant procure those coupon books spoken of?

ALBERT C. IDLE.

Irma, Alta.

P.S.—I consider my investment in your paper the best I ever made.

Editorial Note.—The Allison Coupon Co., Indianapolis, Ind., U.S.A., manufactures coupon books.

Standard Weight to Eggs.

Editor Canadian Grocer,—Is there any Government standard weight to a dozen of eggs? Please settle bet by replying through your Letter Box as early as possible.

A. H. H.

St. John, N. B.

Editorial Note.—Under the Dominion Government's Inspection and Sale Act, section 339, the following appears:—"When eggs are described as sold by the standard dozen, the dozen shall mean one pound and a half."



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Produce & Provisions



How Butter and Egg Markets Stand

Importation of New Zealand and United States Butter Prevents Prices Soaring—Canadian Production Supplies Only Small Percentage of Demand—Egg Market Depends on Weather—Eggs Coming From United States—Lard in Good Demand.

Left to the Canadian supply alone, where would butter prices be to-day? Undoubtedly at a higher level than now obtaining, for without importations of New Zealand and United States stocks, an acute situation might now be ruling in this commodity in Canada.

The small stocks of storage butter carried into early winter have been referred to on several occasions. Added to this winter production has been exceedingly light. It, therefore, became evident some weeks ago that left to itself Canadian demand was going to greatly exceed supply. At that time no relief could be looked for across the border, for values were reaching record heights there. New Zealand butter was, therefore, called to the rescue and considerable quantities have been brought in. Now prices in United States have slumped, making possible importations from across the line.

This will have a steadying tendency on market. Canadian production is supplying only a small percentage of demand so that imports are necessary. Indeed country merchants in farming sections are in many cases not receiving sufficient butter to care for their own demand. The fact that other countries are ready with offerings will have the tendency of keeping prices from ascending higher.

Eggs have also had to be brought in from United States in large quantities in order to care for Canadian appetites. Storage and pickled eggs have been off the market for some time and new laid are alone offered. Lent is working for a larger consumption, while the new laid egg itself, once the consumer commences to use it, is such as to further appeal to the consumer's palate.

The weather now rules the egg market. As the temperature moderates, production will increase, and prices accordingly decrease. While the Canadian supply is moving up to better advantage of late, it as yet falls far below the demand,

and big quantities are being brought from across the border.

Lard is in good demand, the result of the high prices prevailing for butter. Lent is not conducive to a big meat demand but hams and bacon are moving fairly well. Live hogs are steady under limited supplies.

MONTREAL.

PROVISIONS—Market has been devoid of features, prices for all lines being steady with fair local and country demand in hams and bacon. The call for lard is good and the movement of barrelled pork about up to the average. The Lenten season has had no effect on the market, but may develop new features as the season progresses. Hogs are likely to show an advance in price as a result of the short stocks.

| | |
|--|-----------|
| Long clear bacon, heavy, lb. | \$ 10 1/4 |
| Long clear bacon, light, lb. | \$ 11 1/4 |
| Hams— | |
| Extra large sizes, 25 lbs. upwards, lb. | \$ 11 |
| Large sizes, 15 to 25 lbs., per lb. | \$ 12 |
| Medium sizes, 13 to 15 lbs., per lb. | \$ 14 1/4 |
| Extra small sizes, 10 to 13 lbs., per lb. | \$ 14 1/4 |
| Bone out, rolled, large, 16 to 25 lbs., per lb. | \$ 14 |
| Bone out, rolled, small, 9 to 12 lbs., per lb. | \$ 15 1/4 |
| Breakfast bacon, English, boneless, per lb. | \$ 14 |
| Windsor bacon, skinned, backs, per lb. | \$ 15 |
| Spiced roll bacon, boneless, short, per lb. | \$ 12 |
| Boiled ham, small skinned, boneless, per lb. | \$ 24 |
| Hogs, live, per cwt. | 7 10 |
| Hogs, dressed, per cwt. | 9 50 |
| Pure Lard— | |
| Boxes, 50 lbs., per lb. | \$ 11 1/4 |
| Cases, tins, each 10 lbs., per lb. | \$ 12 1/4 |
| Cases, tins, each 5 lbs., per lb. | \$ 12 1/4 |
| Cases, tins, each 3 lbs., per lb. | \$ 12 1/4 |
| Pails, wood, 20 lbs. net, per lb. | \$ 12 1/4 |
| Pails, tin, 20 lbs. gross, per lb. | \$ 11 1/4 |
| Tubs, 50 lbs. net, per lb. | \$ 12 |
| Tierces, 375 lbs., per lb. | \$ 11 1/4 |
| One pound bricks | \$ 12 1/4 |
| Compound Lard— | |
| Boxes, 50 lbs. net, per lb. | \$ 8 1/4 |
| Cases, 10-lb. tins, 60 lbs. to case, per lb. | \$ 8 1/4 |
| Cases, 5-lb. tins, 60 lbs. to case, per lb. | \$ 8 1/4 |
| Cases, 3-lb. tins, 60 lbs. to case, per lb. | \$ 8 1/4 |
| Pails, wood, 20 lbs. net, per lb. | \$ 8 1/4 |
| Pails, tin, 20 lbs. gross, per lb. | \$ 8 1/4 |
| Tubs, 50 lbs. net, per lb. | \$ 8 1/4 |
| Tierces, 375 lbs., per lb. | \$ 8 1/4 |
| One pound bricks | \$ 8 1/4 |
| Pork— | |
| Heavy Canada short cut mess, bbl. 35-45 pieces | \$ 22 50 |
| Bean Pork | 18 50 |
| Canada short cut back pork, bbl. 45-55 pieces | \$ 22 00 |
| Heavy short cut clear pork, bbl. | \$ 22 50 |
| Clear fat backs | \$ 23 50 |
| Heavy flank pork, bbl. | \$ 22 00 |
| Plate beef, 100 lb. bbls. | \$ 7 50 |
| Plate beef, 200 lb. bbls. | \$ 14 50 |
| Plate beef, 300 lb. bbls. | \$ 21 50 |
| Dry Salt Meats— | |
| Green bacon, flanks, lb. | \$ 11 |

BUTTER—Butter has been exciting for past few weeks, but now seems to have settled down. The consumptive demand is fairly good, the New Zealand im-

portation going freely. No tendencies towards a decline are yet in sight.

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

EGGS—The extreme cold weather and heavy snow storms last and this week had a trying effect on egg market, almost resulting in famine due to blocked roads. Dealers found the only means of supplying customers was to borrow from each other. Price advanced 5c, but declined almost immediately. The mild weather of latter end of last week relieved the situation, and the roads clear once more made importations possible. Prices will soon drop to the 30c level, provided U. S. new laid supply runs freely and the weather continues mild.

| | | |
|----------------|------|------|
| New laid | 0 38 | 0 42 |
|----------------|------|------|

CHEESE—Cheese market is practically in same shape as it was last week. Prices for the present remain unchanged, but will undoubtedly advance, as stocks have been reduced considerably. The local demand is steady, but greatly modified as result of high quotations.

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

POULTRY—Poultry has been featureless; the same slow market prevails, with prices as previously quoted. The situation will not vary much until navigation opens in May. Then a little more active market can be looked forward to.

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

HONEY—With a steady market and a good seasonable demand, honey for the week has remained unchanged. The prices stand in last week's position, and no tendencies towards new developments are perceptible.

| | |
|------------------------------|----------|
| White clover, strained | 0 12 |
| White clover, in comb | 0 15 |
| Buckwheat, in comb | 0 12 |
| Buckwheat, strained | 0 08 1/4 |

TORONTO.

PROVISIONS—A firmer feeling in lard is one of the features of week. As pointed out in our last issue, high prevailing price for butter works for a larger consumption of lard, thus accounting for firmer tone. Some wholesalers whose stocks are being heavily taxed are quoting prices 1/4c up. Lent does not work for a big demand for meats, but

hams and bacon are moving quite freely. Hogs are firmer and 10c higher.

| Smoked Meats— | | |
|--|-------|-------|
| Light hams, per lb. | 0 14% | 0 15 |
| Medium hams, per lb. | 0 14 | 0 14½ |
| Large hams, per lb. | 0 13½ | 0 14 |
| Bacon, plain, per lb. | 0 17 | 0 18 |
| Bacon, pea meal | 0 18½ | 0 19 |
| Breakfast bacon, per lb. | 0 15 | 0 17 |
| Roll bacon, per lb. | 0 10% | 0 11½ |
| Shoulders | 0 10½ | 0 11 |
| Pickled Meats—1 cent less than smoked. | | |
| Long clear bacon, per lb. | 0 11 | 0 11½ |
| Heavy mess pork, per bbl. | 19 00 | 20 00 |
| Short cut, per bbl. | 21 00 | 22 00 |
| Cooked hams | 0 21 | 0 23 |
| Lard, tierces, per lb. | 0 11½ | 0 11¾ |
| Lard, tubs, per lb. | 0 11¾ | 0 12 |
| Lard, pails, per lb. | 0 12 | 0 12½ |
| Lard, compounds, per lb. | 0 09 | 0 09¾ |
| Live hogs, at country points | 6 45 | 6 55 |
| Live hogs, local | 9 00 | 9 25 |
| Dressed hogs | 9 00 | 9 25 |

BUTTER—Importations of butter from United States and New Zealand brought relief to the butter market, which was fast developing into an exceedingly acute one. Left alone to the supply of Canadian butter, prices would have undoubtedly advanced to higher level than now obtaining. With storage stocks exhausted and Canadian production supplying only a small percentage of demand, relief had to be sought elsewhere. A considerable supply was brought forward from New Zealand, while decline in price of this commodity across the line made possible the bringing in of butter from Chicago. Several houses have brought along considerable quantity, thus having a steady tendency.

| Per lb. | | |
|---------------------------|------|------|
| Fresh creamery print | 0 35 | 0 38 |
| Creamery solids | 0 33 | 0 35 |
| Farmers' separator butter | 0 32 | 0 34 |
| Dairy prints, choice | 0 30 | 0 31 |
| No. 1 tubs or boxes | 0 28 | 0 30 |
| No. 2 tubs or boxes | 0 25 | 0 27 |

EGGS—"Purely a weather market" was the way one dealer summed up the egg situation. That is to say, that as the weather becomes milder, production will accordingly increase and prices moderate. For some time now pickled and storage eggs have been an unknown quantity, and new laids have had to be wholly depended on. The Canadian hen falls far below supplying present demand and considerable quantities are coming in from United States. As the temperature moderates, however, Canadian eggs will become a more important factor in supply. As supplies increase, prices will ease.

| | | |
|---------------|------|------|
| New laid eggs | 0 35 | 0 38 |
|---------------|------|------|

CHEESE—The cheese situation needs no repetition. Prices are undoubtedly high and are likely to continue so. So strong is tone of market that further firmness would not be a surprise.

| Cheese— | | |
|----------|-------|-------|
| Large | 0 16% | 0 17 |
| Twin | 0 16% | 0 17 |
| Stiltons | 0 18 | 0 18½ |

POULTRY—Situation shows no particular change. There is not great deal doing just now, but those dealers who handle this line extensively state that movement is fully up to average for the season.

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

HONEY—Demand is moving along the usual lines, not brisk, but fair.

| Honey—strained— | | |
|------------------------------------|------|-------|
| White clover, 60-lb. tins, per lb. | 0 12 | 0 12½ |
| White clover, 10-lb. tins, per lb. | 0 12 | 0 12½ |
| White clover, 5-lb. pails, per lb. | 0 13 | 0 13 |
| Dark clover, 5-lb. pails, per lb. | 0 12 | 0 12 |
| Amber honey, 60-lb. tins, per lb. | 0 08 | 0 08 |
| Buckwheat, 60-lb. tins, per lb. | 0 07 | 0 07 |
| Comb white clover, per doz. | 2 25 | 3 00 |

F. J. Wood, for fourteen years in the grocery and dry goods business at Petrolea, Ont., has retired. His grocery stock has been sold to A. Scarsbrook, who has moved the stock to other premises. Mr. Wood may remove to the West.

Money Lost in Buying Inferior Eggs

Details of an Actual Purchase Sent to Commission House—
Out of 120 Dozen Alleged Fresh Stock 40 Dozen Came Below Mark—Shipper Loses About 3 Cents Per Dozen—Where The Trouble Lies.

A produce firm in an Ontario town recently, experienced a rather unpleasant transaction, one which is of frequent occurrence and which has much to do throughout the year with the price of eggs.

This firm purchased 120 dozen eggs from farmers in the surrounding country, all guaranteed to be strictly new laids, and sent them on to a Toronto commission house.

The Expected Profit.

The eggs were bought at 35 cents a dozen. The produce dealer expected to make 5 cents per dozen or a little more than 12 per cent.—a profit no one can call unreasonable when cost of doing business is concerned. The farmer's word was taken that the eggs were fresh and sent them forward to Toronto. One hundred and twenty dozen at 40 cents meant a return of \$48 on an initial outlay of \$12.

Out of the \$6 gross profit, the dealer had the commission and the freight to pay and did not expect to have a net profit of more than 1 or 2 per cent. per dozen.

Here is the statement he received from the commission house on arrival of the eggs:—

| | | |
|------------------------|-----|---------|
| Fresh—80 doz. @ 40c | ... | \$32.00 |
| No. 2—24 doz. @ 28c | ... | 6.72 |
| Inferior—14 doz. @ 23c | ... | 3.22 |
| Rotten—2 doz. @ 0c | ... | 0 |
| 120 doz. | | \$41.94 |

The Actual Loss.

The eggs cost originally \$42. Add to this say 3 cents per dozen for commission and freight and we have a cost of \$45.60 leaving an actual loss of \$3.66 on the small transaction without taking into account necessary overhead expenses on which any such transaction must bear its share.

Cause of the Trouble.

No dealer can or should do business on such a basis. The trouble lies with the farmer who holds his fresh eggs too long. He probably notices from the daily press that eggs are high and going higher and desiring to get the best price

going holds stock for probably two weeks or a month. This necessitates culling on part of commission men after candling when the real character of the eggs is shown up in its true light.

To get at the root of the evil, therefore, the dealers must get the eggs when they are fresh. On a declining market like the present this is not difficult as the farmer naturally and quite rightly wants to get the best price going. But when prices are going up like they were three, four and five weeks ago it was not so easy.

A Possible Solution.

Before buying it might be a good policy with some produce and country town merchants to stipulate that the farmer be paid according to the result of the candling. In a tactful way this could be gone into, perhaps the farmer would be more careful if a diplomatic letter were written him pointing out the result of such a sale chronicled above and showing the necessity of farmers sending in eggs when new laid. A circular letter would possibly serve the purpose so that none would take offence at thinking they were singled out from among others. But it must be worded very carefully.

Many merchants are fairly good candlers themselves and on receipt of eggs at once determine their character. Farmers are generally a good class of people and will submit to reason.

Practice Should be Eliminated.

At any rate eggs should be paid for in accordance with their quality. If all merchants buying them would stick to this principle, egg producers would soon discover that the best time to dispose of their stock is when it is fresh. It would also help to lessen the cost of eggs to the retailer in the large cities and to consumers as well.

A WORD FROM ST. JOHN, N. B.

The MacLean Publishing Co., Ltd.—We herewith enclose your subscription to "Canadian Grocer" to January, 1913. We are always pleased with the growing excellence of our weekly journal.

H. W. COLE, LTD.
St. John, N. B., Feb. 7, 1912.

SATISFACTION! — DOLLARS!

That's the way we want you to feel and that's the way we want to feel ourselves. We're not giving away fish for nothing, we want "ours" too. But we can allow you such a good profit and supply you with high-class, fast selling lines that will help you to fill the cash bag and make you happy. It will pay to co-operate with us.



HADDIES

The Ocean Brand kind in plenty. Let us quote you. They are just fine.

OCEAN BRAND Kippers, Bloaters. BOUTILIER'S Fillets.

WRITE FOR PRICE LIST. LENTEN DEMAND IS ON.

Halifax Cold Storage Co., Limited, - Montreal

Protect Your Customers



The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
 Campbell, Wilson & Smith, Limited, Regina
 Campbell, Wilson & Adams, Limited, Saskatoon
 Campbell, Wilson & Horne, Limited, Lethbridge

Leaders in Every Article



That is produced in an up-to-date packing house, abattoir
and cotton oil refinery.

GUNNS LIMITED

WEST TORONTO - - ONTARIO

ROYAL



BAKING POWDER

Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should
carry a Full Stock of
Royal Baking Powder.

It always gives the
greatest satisfaction
to customers, and in
the end yields the
larger profit to the
grocer.

THERE IS NO SUBSTITUTE



Royal Yeast Cakes.



Most Perfect Made.

Sold and Used Everywhere.

With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry
Hop Yeast.



Highest Honors
at all Expositions.

ESTABLISHED 1852.

LARD

Market is higher and demand brisk. There will be a good demand for Lard during Lent. We look for further advance.

F. W. FEARMAN CO., Limited
HAMILTON

If Mince Meat ever sold at any time
then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing - the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6 $\frac{3}{4}$ c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW

W. P. Downey
MONTREAL, QUE.

IRISH POTATOES

White-skinned, long-shaped, for table use and seed.

Particulars and Quotations from

M'Loughlin Bros.

Wholesale Potato Exporters

48 MAY STREET
BELFAST, IRELAND.

Cables—"Paradox" Belfast.

TANGLEFOOT



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

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make \$5.00 a week more during their spare hours. They will each make this additional salary every week this year and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

TRY A
Condensed Ad.
IN
This Paper



Oakey's

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

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

WORLD RENOWNED
CE ST & CO
BRAND STUHR.

Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

Don't You Believe It!

Some people are prone to believe that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Let your customers try—they will be delighted.



The MOONEY

Biscuit and Candy Co.
LIMITED

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

THERE IS A DEMAND FOR

MAPLEINE

(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.



THE CANADIAN GROCER

Starlight, 7s 50
 Cut Smoking—Great West
 Pouches, 8s 50
 Regal Cube Cut, 9s 70

TEAS.
 THE "SALADA" TEA CO.
 East of Winnipeg.
 Wholesale R't'l.
 Brown Label, 1's and 1/2's .25 .30
 Green Label, 1's and 1/2's .27 .35
 Blue Label, 1's, 1/2's, 1/4's
 and 1/8's30 .40
 Red Label, 1's and 1/2's .36 .50
 Gold Label, 1/2's44 .60
 Red-Gold Label, 1/2's55 .80

LUDELLA CEYLON TEA.
 Orange Label, 1/2's 24 30
 Orange Label, 1's 23 30
 Brown Label, 1/2's & 1's 28 40
 Brown Label, 1/4's 30 40
 Green Label, 1/2's & 1's... 35 50
 Red Label, 1/2's 40 60

MELAGAMA TEA.
 MINTO BROS.
 45 Front St. East.

We pack in 60 and 100-lb. cases.
 All delivered prices.

Wholesale R't'l.
 Brown Label, 1-lb. or 1/2 .25 .30
 Red Label, 1-lb. or 1/2 .. .27 .35
 Green Label, 1's, 1/2 or 1/4 .30 .40
 Blue Label, 1's, 1/2 or 1/4 .35 .50
 Yellow Label, 1's, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only55 .80
 Gold Label, 1/4 only70 1.00

"KOLONA" TEA.
 Ceylon Tea, in 1 and 1/2-lb. lead
 packages—black or mixed.
 Black Label, 1-lb., retail at
 25c20
 Black Label, 1/2-lb. retail at
 25c21
 Blue Label, retail at 30c24
 Green Label, retail at 40c30
 Red Label, retail at 50c35
 Brown Label, retail at 60c42
 Gold Label, retail at 80c55

JAMS AND JELLIES.
 T. UPTON & Co.
 Compound Jams — Red Rasp-

berry, strawberry, peach, plum,
 red currant, black currant,
 cherry, gooseberry, blueberry,
 apricot, huckleberry, 12-oz. glass
 jars, 2 doz. in case, \$1 per doz.;
 No. 2 tin, 2 doz. in case, \$1.90 per
 doz.; No. 5 tin pails, 9 pails in
 crate, 37 1/2c per pail; No. 7 tin
 pails, 6 pails in crate, 52 1/2c per
 pail; No. 7 wood pails, 6 pails
 in crate, 52 1/2c per pail; 30-lb.
 wood pails, 7 1/2c per lb. Packed
 in assorted cases or crates if
 desired.

Compound Jellies — Raspberry,
 strawberry, black currant, red
 currant, pineapple, 12-oz glass
 jars, 2 doz. in case, \$1.00 per
 doz.; No. 2 tin, 2 doz. in case,
 \$1.90 per doz.; No. 5 tin pails,
 9 pails in centre, 37 1/2c per pail;
 No. 7 wood pails, 6 pails in crate,
 52 1/2c per pail; 30-lb. wood pails,
 7 1/2c per lb. Packed in assorted
 cases or crates if desired

Pure Orange Marmalade—Guar-

anteed finest quality. 12-oz
 glass jars, 2 doz. in case, \$1.10
 per doz.; 16-oz. glass jars, 2 doz.
 in case, \$1.50 per doz.; pint seal-
 ers, 1 doz. in case, \$2.25 per doz.;
 No. 2 tins, 2 doz. in case, \$2 per
 doz.; No. 4 tins, 2 doz. in case,
 32c per tin; No. 5 tins, 9 in case,
 40c per tin; No. 7 tins, 12 in
 crate, 56c per tin; No. 7 wood
 pails, 6 in crate, 56c per pail;
 30-lb. wood pails, 7 1/2c per lb.

JELLY POWDERS.
 WHITE SWAN SPICE AND
 CEREALS, LTD.

White Swan, 15 flavors, 1
 doz. in handsome counter
 carton, per dozen \$0 90
 List Price.

"Shirriff's" (all flavors), per
 doz. 0 90
 Discounts on application.

YEAST
 White Swan Yeast Cakes,
 per case, 3 doz. 5c pack-
 ages 1 15

**VOLUNTEER and
 ROSE BRAND
 CALIFORNIA NAVELS**

NOTHING BETTER TO BE HAD

Lemons are now arriving good,
 prices are reasonable.

Florida Oranges, extra fine eating,
 Florida Grape Fruit, Spanish
 Onions, Yellow Danver Onions,
 Sweet Potatoes, Florida Celery,
 Strawberries, Head Lettuce, etc.



25-27 CHURCH TORONTO
 are Largest Receivers

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED
 EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.

36 William Street, Montreal

**Headquarters for
 Maple Flavor**

Henderson's Tri-Maple Flavor is
 the best there is made in Maple Flavor
 A good seller and repeat order
 producer.

Sold in bottles or in bulk.

Let us quote you prices
 and submit sample.

THOS. HENDERSON

Manufacturing Chemist
 86-88 Fulton St., - New York

The
B. L. O. E.

"ST. NICHOLAS"
 "HOME GUARD"
 "PUCK"
 "KICKING"

Brands. Handle only

The
B. L. O. E.

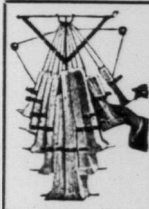
J. J. McCABE

AGENT

TORONTO, : : ONT.

TWO CENTS PER WORD

You can talk across the continent for two cents per word
 with a WANT AD. in this paper.



The BROWN is the only
 convenient Bag Holder

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

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

Lenten Necessities

Smoked Bloaters and Kippered Herrings

Make a good line for present selling and show a good profit too.

A full carload of these arrived this week and selling at cut prices.

Frozen Trout, Halibut, Qualla
and Cohoe Salmon

*Everything Desirable in Fish
of Good Quality*

WHITE & CO., LIMITED

TORONTO and HAMILTON

Wholesale Fruits, Produce and Fish

DOMESTIC ONIONS

We have taken in this week some very fancy cooking onions—Red Globe variety. They are all good dry stock, well cured, and are put up in 100 lb. sacks. Order now.

“Golden Orange” Brand

CALIFORNIA NAVELS

Fresh cars arriving every week. Every orange bang full of quality.

BANANAS LEMONS

GRAPE-FRUIT (Florida and Cuban)

OYSTERS and SMOKED FISH

THE HOUSE OF QUALITY

HUGH WALKER & SON

GUELPH, ONTARIO

(Established 1861)

The Best English

Pun' we know of is twenty shillings.

The Best Lemons we know of are **BUSTER BROWN**. Quality first, last and always is our motto and results speak for themselves.

Our increase in business is unequalled in the history of the Lemon trade. There's a reason, and it is the Buster Brown Quality.

Order from your wholesale our Lemons. Mention Buster Brown or Follina's Pack of Extra Fancy Lemons.

W. B. STRINGER

Toronto.

Sales Agent

Why are we Successful?

We have always had a strong faith in the ability of the retail grocer as a salesman, and while we have put into **CLUB JELLY POWDER** superior quality, that gives entire satisfaction to the consuming public, we have allowed for a profit to the dealer that makes it well worth his while to give us the benefit of his salesmanship. The combination has proven successful, and we regard the grocers of Canada as real partners in the work of giving the general public the best that money can buy—

CLUB JELLY POWDER

is YOUR line. Feature it.

S. H. Ewing & Sons, Montreal

“The House With a Character”

IS SHE A CUSTOMER OF YOURS ?

No. 4



Mrs. Rich—"and send me four packages of the very best Soup you have got."

Mr. Businessgetter—"SYMINGTON'S SOUPS really are the best but not the highest priced. They will please you, for they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FRÉDERICK E. ROBSON & CO., 25 Front St. E., Toronto



She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her too.

The Canadian Salt Co.,
LIMITED

WINDSOR

ONTARIO

**"ANYTHING LITSTERS IS GOOD"
PURITY AND SATISFACTION**

**THE SUCCESS OF
YOUR BUSINESS**

depends on the kind of satisfaction you give. When people go out of their way to tell their friends about the superior quality and flavor of

**LITSTER'S
Half-Minute Puddings**

(Seven Kinds, Including Custards)

depend upon it, there's a reason. Our plan is—once a customer, always a customer—and this is the sort of assurance we give those who handle LITSTER Goods.

THE LITSTER PURE FOOD CO., Limited
TORONTO



House-Cleaning Time

At this season of the year the housewife is thinking of the coming spring house cleaning, dreading the drudgery of rubbing and scrubbing to make woodwork, floors and household textiles clean.

The dread of extra rubbing and scrubbing is unknown to the housewife who uses

Wonderful Soap

As if by magic the dirt immediately vanishes with the application, and only little power is needed to give the desired result of perfect cleanliness.

In the washtub Wonderful Soap works with even greater aptitude as a cleanser of wearing apparel or household textiles. Being absolutely pure, it may be used with the utmost safety in washing even the finest fabrics.

It is the season's best stock.

The profit is as the soap—Better than all others.

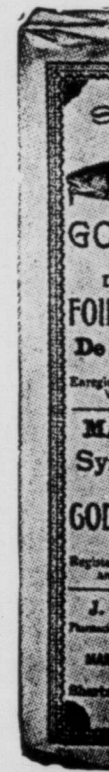
THE GUELPH SOAP COMPANY
GUELPH - - - - - ONTARIO

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CURE



DO YOU KNOW HOW MANY OF YOUR CUSTOMERS ARE BUYING THEIR TEA FROM a PEDLAR INSTEAD of from YOU?

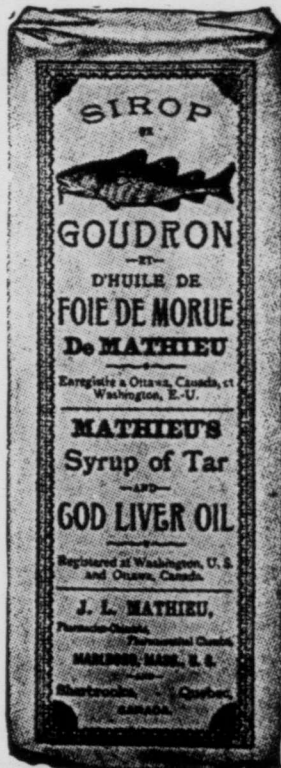
If you would like to know we feel sure you have an ambitious clerk who would just like the chance to call on each one personally and find out. The pedlar is now selling a much poorer grade of tea than he sold formerly. High markets have driven him to it. If you will make these personal calls we promise you you will get an agreeable surprise.

You will find that these customers of yours who have been buying from pedlars are not at all satisfied with the tea they are getting and will be very ready to give you an order for tea they can depend on.

Sell them Red Rose Tea once and we think we can guarantee they won't buy from a pedlar again.

T. H. ESTABROOKS CO., LIMITED
7 FRONT ST. EAST - - - TORONTO, ONT.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

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

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Why Have Soap Troubles?

when we offer you

Quaker Soap

100 double wrapped bars to box without even prizes or premiums at the lowest price good soap can be sold for.

YOU HAD BETTER WRITE NOW OR ASK OUR TRAVELLERS.

Mathewson's Sons

Wholesale Grocers
MONTREAL

CLASSIFIED ADVERTISING

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

STORE, BUILDING AND LOT IN TOWN OF Transcona. This is a genuine snap. Will be worth \$2,000.00 more than price asked in three months. Good terms. Apply Box 414, Canadian Grocer, Toronto.

A HIGH CLASS GROCERY BUSINESS IN one of the best sections of the City of Ottawa. Business, \$25,000 to \$30,000. Could be increased considerably by first-class man with ample capital. About \$5,000 will complete purchase. Owner has good reasons for selling. A rare opportunity for anyone looking for a city trade. Apply, Box 415, Canadian Grocer.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chiclé Co., Limited, London, Canada.

SITUATION WANTED

TRAVELER, GROCERIES, ETC., POSITION wanted. Connection, Montreal, Ottawa and district. Apply Box 705, Canadian Grocer, Montreal.

TRAVELER, 15 YEARS' EXPERIENCE IN the Maritime Provinces, open to handle line of grocers' specialties. Apply Box 413 Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—A GROCERY CLERK, ONE WHO has had good experience in the retail grocery business and capable of handling assistants. Must be strictly temperate and be able to furnish first-class references from late employers. The Marks-Clavet-Dobie Co., Limited, Port Arthur, Ont.

AN OLD ESTABLISHED AND SUCCESSFUL joint stock manufacturing company in Toronto wants an office manager who, besides being an expert accountant, is capable of following costs closely, stopping leaks in the manufacturing department, and capable of introducing effective methods. For such a man there is a good future. He can in time acquire an interest in the business. State experience and salary wanted. Apply Box 9, Canadian Grocer, Toronto.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LET- ters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý 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.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

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

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

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

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

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

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

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

**Just for
Curiosity's
Sake—**

Just to satisfy that curious feeling aroused by our previous announcements, steal a couple of minutes and write for a

**FREE SET OF ERMALINE
COOKING BAGS.**

We will mail them promptly with instructions for use. Let your wife try them and ask her to pay particular attention and see how this device

- SAVES TIME**
- SAVES GAS**
- SOFTENS MEAT**
- DESTROYS ODORS**
- PREVENTS SHRINKAGE**
- RETAINS FLAVOR**

If she be satisfied, then ask your wholesaler to supply you, and start to sell. There is a big profit for you, and any educational work you do will be appreciated and well paid for.

The Ermaline Bag Bags Money

Edward Lloyd
Limited
MONTREAL



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Being
milk with
special pl
hospital to

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Inland
absolutely
age of gen



The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hilloat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal; P. Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



Especially Good for

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.



Infants and Invalids

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - - Ontario

Head Offices: Hamilton, Ontario

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

Reindeer Condensed Coffee

(Liquid Form)



with Milk and Sugar combined ready to use.

A tin of REINDEER CONDENSED COFFEE—a spirit lamp—a little kettle—that's all you need for many a cosy time in your room.

When you come in after exercise—when you sit up late to study or read, or when a friend drops in, a fragrant cup of REINDEER COFFEE is more than welcome.

Always ready, simply put a little in each cup and pour on boiling water. The milk and sugar are right in the Coffee. Will keep in same can after opening.

Reindeer Limited, Truro, N.S.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

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

SELLING AGENTS:

J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Perse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

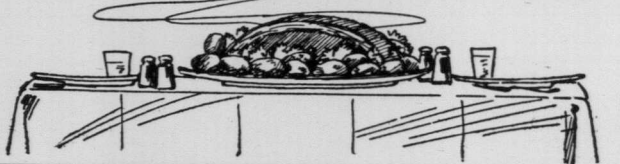
Wholesalers

HAMILTON, ONT.

GOOD SALT MEANS GOOD TRADE!

The grocer who values his trade will make sure of his salt. Nothing can take the place of good salt. It is the grocer's staple. ONTARIO PEOPLE'S SALT is absolutely pure and fills the popular demand for a GOOD salt.

SEND FOR PRICES
The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



BLACK JACK

The Best
Family
Polish
Made

TRY IT



SOLD BY
ALL
JOBBER

2-lb. tins—
3 doz.
in case.

WHICH IS BETTER?

To stock and sell goods which have an absolute *guarantee of quality* behind them, and which are the leaders in their line, or those which have just come on the market, having no old-time reputation and which cannot possibly give thorough satisfaction?

BOVRIL

(THE ORIGINAL)

belongs to the first class and you, as an up-to-date grocer, know that it will pay you to uphold your reputation by selling it and leaving others to take chances with substitutes.

We Will Help You

to increase your sales. Just drop us a card asking for a few of our elaborate show-cards.

Don't Delay

Advertised Everywhere

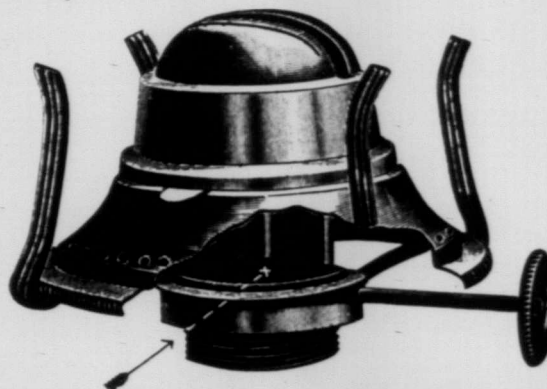
BOVRIL, LIMITED, - MONTREAL

Banner All Brass Lamp Burners

MADE WITH



COVERED BASE



It is put in the **BANNER** for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL, WINNIPEG AND VANCOUVER



Good Reasons Why You Should Sell Chinese Starch

There are as many sales of Chinese Starch as any other brand. Guaranteed quality, better percentage to dealer and general satisfaction to the customer make it the stock for you to handle.

AGENTS

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

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.



THE DELICIOUS FLAVOR
OF
"Kit" Coffee
CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a delightful flavor and aroma.

It will pay you to get full information from our
CANADIAN AGENTS:

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

KIT COFFEE CO., Govan, Glasgow

VEROX SOUP TABLETS

Prepared from Concentrated Beef Essence and fresh vegetables. One tablet and a little boiling water is all that is required to make a cupful of delicious, invigorating, strengthening soup. "VEROX" Tablets are economical and should be in every home where there are children or invalids.

Recommend "VEROX" Tablets, for they yield you a worth-while profit and give every satisfaction in use.

Send for sample and prices

Wholesale Agents Wanted for
Toronto, Montreal, Winnipeg

Tooth's Extract of Meat Co.

Established 1865

12 Duke Street, LONDON, S.E., England



Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience—the result is a hand cleaner that will remove any and all stains with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

P



5%
by purchas
before Jun
We ar
regular su
Take adv
discount b

Wo
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is the neate
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The ste
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Dominion Agen
Distributors:—
ver, B.C.; ALB
Alta.; MANITO
Winnipeg, Man
A. Francis Tur
PROVINC+S, I

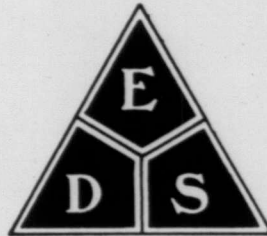
Push Catsup in Lent Season



There's an excellent business in catsup to be had at this season of the year; and especially so when the brand is a household name of purity and exquisite flavor.

“E.D.S.”

Brand



Tomato

Catsup

is known, as the other products of this well-known manufacturers are, as the choicest and best grade of its line.

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.

It is delightful with fish. Make it a window display—and see it sell.

Made only by

E. D. SMITH

at his own fruit farms

Winona, Ont.

5% DISCOUNT 5%

by purchasing before March 15. Shipment any time before June 1st.

We are not anticipating having anything but a regular summer this year—that means plenty of flies. Take advantage of this extraordinary offer of 5% discount by ordering now.

**Wonder
Fly
Killer**



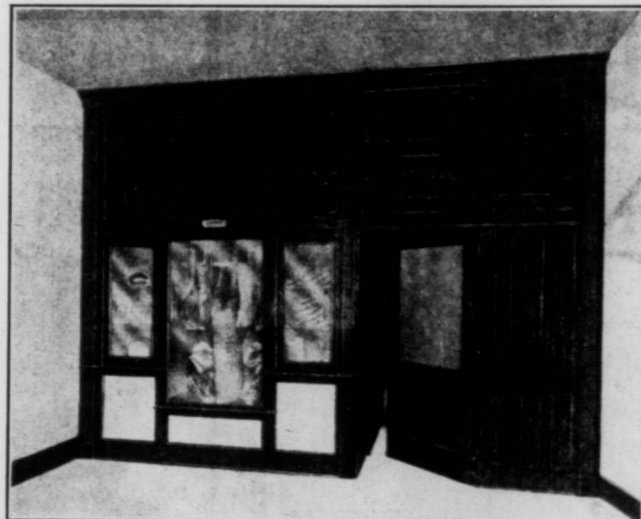
is the neatest and deadliest enemy to the household pest. It gets them every time.

The stock never grows old—it will be just as good and as saleable a year after you get it as it is now.

WRITE FOR QUOTATIONS

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

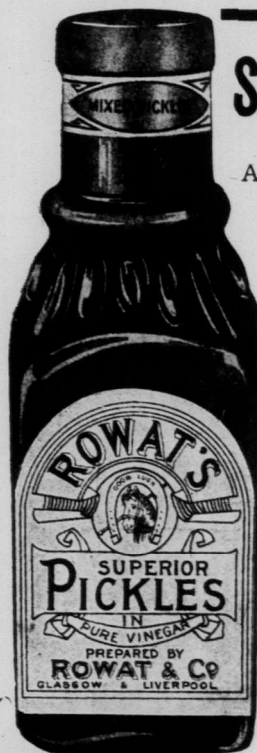


Proper Refrigeration Adds to Your Profit

The accompanying illustration represents our special refrigerator for butchers. The same design is made up for grocers' requirements.

Ask us to quote on your refrigerator needs.

JOHN HILLOCK & CO., Ltd., - TORONTO



Sell? Well Rather!

Artistic bottling and labelling of the finest pickles made, gives

ROWAT'S PICKLES

AND PATERSON'S SAUCE

pride of place among the profitable stocks of your store. Put in a stock—and you will be convinced.

Rowat & Co.
GLASGOW, - SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



Horseradish

TASTY WITH FISH

Fish forms the greater part of many a meal at this season of the year. To make it more pleasing add

"STERLING BRAND" HORSERADISH

made from fresh, selected roots, treated in a sanitary and up-to-date factory, and prepared with the addition of the purest vinegar only.

Write for details and prices of our complete line of ready sellers.

T. A. LYTLE COMPANY, Limited
STERLING ROAD, TORONTO

Butter, Eggs

AND

Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

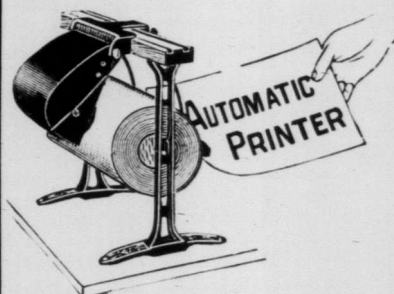
LEMON BROS.

Owen Sound, Ontario

ADVERTISE YOURSELF ADVERTISE YOUR STORE ADVERTISE YOUR SERVICE

In Fact

Advertise Everything by using this



It Costs Little and Saves Money

Can be attached to any paper wrapper and prints as you pull the paper off. Can you imagine anything better for announcing cheap sales.

CAN STAMP YOUR BAGS ALSO

UTILITIES LIMITED
MONTREAL

How To Please Your Customers

Have a nice variety of goods all the time and display them. Put in a supply of the following and push them. You'll make no mistake.

Spanish Peppers Tomato Extract Peeled Tomatoes

The cheapest canned vegetable yet the highest in quality on the market just now, is our

Haricot Vert

Can't You Sell Some
Italian Canned Peas.

WRITE FOR LIST AND PRICES.

H. E. VIPOND & CO.
MONTREAL

Get your Great Western Smoking
Tobacco from the
Great Western Store and
Saville

GREAT WEST

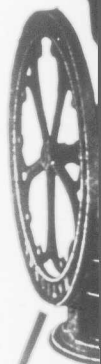
The Great Western
bag of "Quality"
Tobacco.

Have you a good
supply on hand?



It's Great

THE GREAT WESTERN TOBACCO COMPANY
CINCINNATI, OHIO



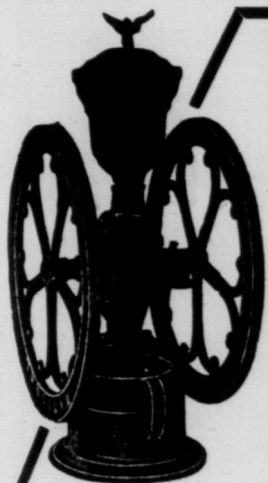
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BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

**ELGIN
National Coffee Mill**

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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

**Master Mason
King George's Navy**

Two good brands of tobacco which you should see about this year. They are good enough to produce repeats and profitable enough to make the dollars come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are bound to please.

DROP A LINE

The Rock City Tobacco Co.
Quebec Winnipeg

**Tuckett's
Orinoco
Tobacco**

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

HAMILTON,

Ont.

NO FLAWS

in this Chain or Anchor, both have had the same care in manufacture as "The Flour of the Mark." **Anchor Brand**

Manfd. by
LEITCH BROS.
FLOUR MILLS
Oak Lake, Man.



Sold by
leading dealers
in every
lively town. 17

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
Trade-Mark

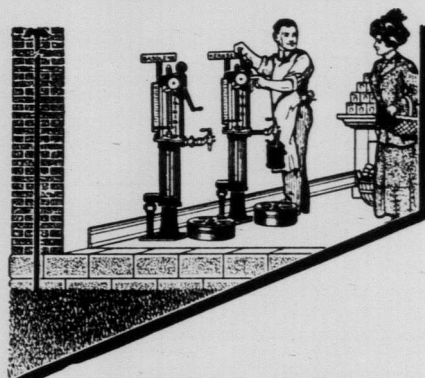
Our Cocoa and Chocolate preparations are **Absolutely Pure**—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.



Larger Profit---A Cleaner Store

Every merchant loses part of his profit if he sells kerosene and gasoline by the faucet tank and tin measure method. No matter how careful you are, some oil will be spilled. That's loss. The floor becomes saturated and invites fire. The foul odors arising from this condition fill the store and contaminate foodstuffs, resulting in wasted goods and dissatisfied customers.

BOWSER

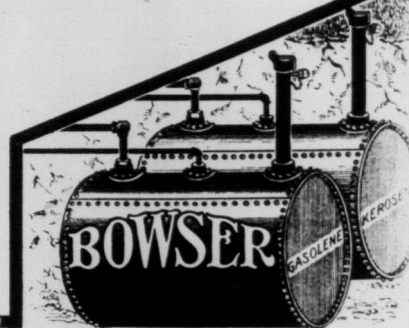
SELF-MEASURING SYSTEMS

remove these objections. The heavy steel tank is evaporation and leak-proof. The self-measuring pump discharges any amount into the customer's can, counts the gallons and computes the charge. The salesman don't touch it and the measurement is guaranteed.

Ask for free book No. 5 illustrating the complete line. It will bring increased profits Get in line for more money. We'll help you.

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., TORONTO, ONT.

If you have an old Bowser, and want a new one, write for our Liberal Exchange Offer.



Knowledge Is Power

Every hardwareman can get valuable pointers and make his business a more profitable proposition if he will study the experiences of experts who have 'made good.' Our Technical Books for hardwaremen cover a wide range of subjects, among which may be mentioned Metal Working Books, Hardware Window Dressing, Store Business Methods, Paints and Painting, Salesmanship and Sales Plans and Advertising. We have also the very latest books on the plumbing and heating problems.

TECHNICAL BOOKS, 143-149 University Ave., TORONTO

Supplied by Appointment to the
House of Lords

O.K. SAUCE

Delicious
Fruity
Appetizing

Highest Award
(Gold Medal) Octo-
ber 1911 Festival
of Empire Exhibi-
tion LONDON.

Ask your Jobber or apply direct

Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

Brilliant Fly Catcher

When you yourself enter a store to buy any article, you like to have the clerk introduce "something new," something which has peculiar merit and something which is worth while purchasing. Your customers are all alike, and you should make a point of being able to produce the **Brilliant Fly Catcher** when they call.

Why It Excels

It is the most reliable glued catcher on the market.

It is warranted to retain its stick-fast quality.

It will unroll, as a ribbon, a full yard.

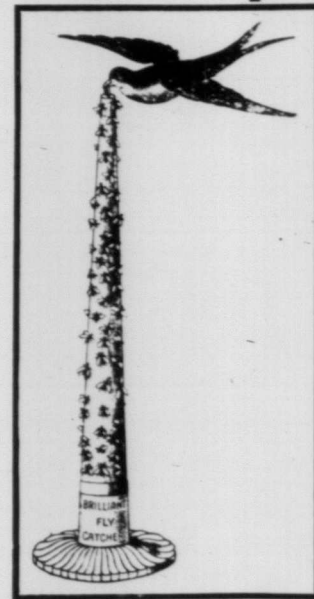
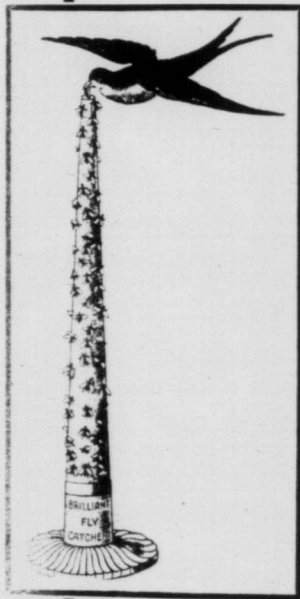
There is no drip or dirt with it.

The favorite of thousands of dealers.

IT IS CHEAPER

IT IS CLEANER

IT IS DIFFERENT



\$1.75 PER BOX OF 100

FOR JOBBERS' PRICES WRITE

GRANGER FRERES LIMITÉE

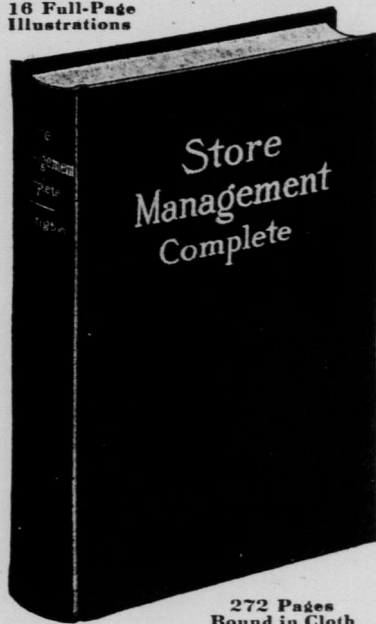
390 St. Paul Street

MONTREAL

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

Store Management—Complete

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

BY
**FRANK
FARRINGTON**

A Companion Book to
**Retail Advertising
Complete**

\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

**CHAPTER V.—THE
STORE POLICY**—What it
should be to hold trade.
The money-back plan.
Taking back goods.
Meeting cut rates.
Selling remnants. De-
livering goods. Sub-
stitution. Handling
telephone calls.
Courtesy. Rebating
railroad fare. Courtesy
to customers.

ABSOLUTELY NEW

JUST PUBLISHED

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

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

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits
to Ontario, Quebec, Manitoba, Alberta, Saskat-
chewan, British Columbia and the Yukon
Territory.

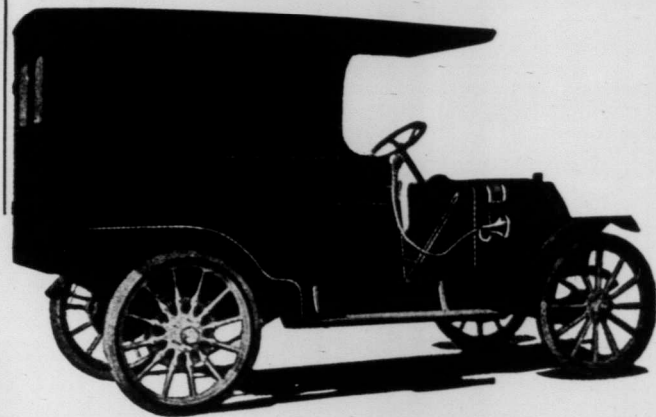
When you sell **McVITIE & PRICE'S Biscuits**
you are supplying your clients with first-class
goods noted for their excellent quality and
absolute purity.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOJGLAS & CO., Ltd., Water St. VANCOUVER

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which de-
termines a merchant's patronage, with delivery
the most important part. Merchants are more
and more beginning to realize the many points
in favor of automobile delivery, because it
brings them more business and because it is
cheaper than any other method.



The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with
a large reserve of power and a frame of strength and size capable of carrying a load of considerable
bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires
to a nominal sum. There are many other features of the Menard that will impress it upon merch-
ants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

Very Little Persuasion

is needed to make your particular customer try

"GLOBE" Macaroni and Vermicelli



GLOBE

because they are made from hard wheat with no maize or rice flour mixed with it, and they are absolutely pure. They possess a quality which gives distinctive flavor. You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while
Order from your jobber, or

D. SPINELLI & CO.

REGISTERED

MONTREAL, - - QUEBEC

"EUREKA"

Canada's Scientific
and Sanitary
REFRIGERATOR



There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

When The Hands Are Soiled

At the Office, Store, Bank, Printer's Home, in fact



At the Foundry, Shop, Mill, Factory, Garage or Farm

anywhere or after any kind of employment or amusement, use

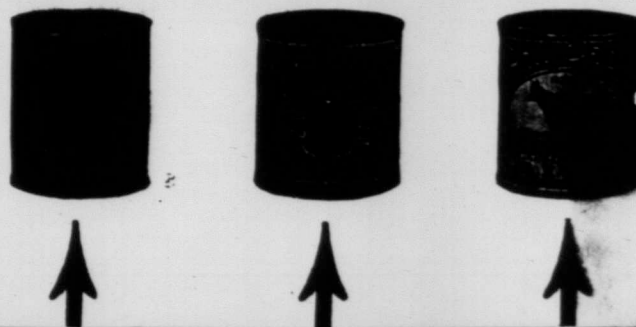
SNAP

Beneficial to the skin.

Big sale for this Hand Cleaner

SNAP COMPANY, Limited

Montreal, Quebec



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.35
Princess Condensed Milk, 4 doz. in case, \$3.90
Banner Condensed Milk, 4 doz. in case, \$4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

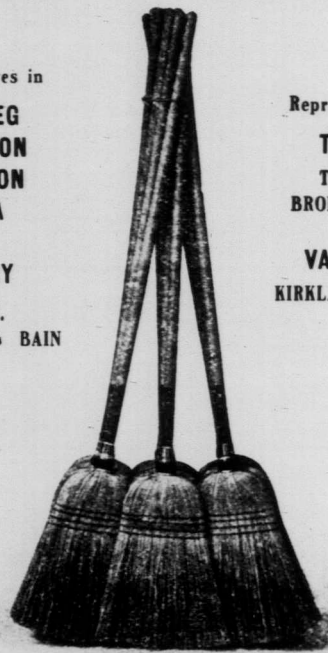
ST. GEORGE,

ONTARIO

BROOMS! BROOMS!

The Kind That
Give Honest Value

Representatives in
**WINNIPEG
SASKATOON
EDMONTON
REGINA**
and
CALGARY
MESSRS.
NICHOLSON & BAIN



Representatives in
**TORONTO
THE LIND
BROKERAGE CO.**
**VANCOUVER
KIRKLAND & ROSE**

The Parker Broom

is well made and finished, gives more and better wearing usefulness than inferior grades which cost as much. The particular housewife insists on quality in broom buying. You can give her good quality and rest assured that it will prove satisfactory by handing out a broom of the Parker brand.

Spring cleaning generally means new brooms and whisks. Be ready to supply the demand by ordering a stock of **PARKER to-day.**

The Parker Broom Company
692 Wellington St. - OTTAWA

A Surprise Package

If there is any dealer in the country who has failed to follow this space up to the present let us impress upon him now that there is a **SURPRISE PACKAGE** for him here every week. Many dealers have made dollar upon dollar since the beginning of the month, simply by following our bulletin and getting prices on goods offered. What's more, they admit that the values are wonderful.

LOOK!

PINK SALMON (a fair stock on hand still), **\$1.00 per doz.** Don't overlook these goods. They are the cheapest on the market at the present time and yet are of the very highest quality. All standard.

SARDINES—Canadian pack. At a price to retail at .05c. Just figure out what you can make on these alone.

Dried Fruits are Moving Fast

Naturally dried fruits are big sellers during Lent. Don't be afraid to stock up. We have a good supply on hand and can offer them at remarkably attractive figures.

California and Oregon Prunes, Currants, Valencia Raisins, Seeded Raisins, Loose Muscatels, Figs (in mats), Peels, etc., etc.

1000 cases of 1 lb. Currants, VICTORIA BRAND,
Very special price for a few days more.

Lemonade Imported from Vichy Bassin

| | |
|-----------------------------------|--------------------------------------|
| LA SAVOUREUSE | ST. NICHOLAS |
| \$5.00 c/s of 50 pts. Claret btl. | \$5.50 c/s of 50 pts. Champagne btl. |
| 5.50 " " Champagne btl. | 10.00 " 100 " " |
| 9.50 " 120 splits " " | 7.50 " 100 splits " " |

Water from Vichy Bassin

| | | |
|---------------------|---|------------------------|
| LA CAPITALE | - | \$5.00 case of 50 qts. |
| NEPTUNE | - | 6.00 " " " " |
| ST. NICHOLAS | - | 7.00 " " " " |

All these bottled goods carry crown or cork. We are willing to send them express prepaid to your station.

Castile Soap

We have still a quantity of **Le Soleil** and **La Lune** Brand on hand and would advise you getting in touch right now, as soap conditions are somewhat up-side-down. You may find a stock of our goods as outlined in last week's issue of **GROCER** a way out of the difficulty.

Laporte, Martin & Cie.

LIMITÉE

568 St. Paul St. MONTREAL
Telephone Main 3766

Abbott, Grant
Adams & Co.
Allen, Cooper
American Can
American Com
Aylmer Conden

Baker, Walter
Balfour-Smye
Banner Mfg. Co.
Benedict, F. L.
Bickle, J. W. &
Borden Conden
Borwick Baking
Bovril, Ltd.
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Bran & Co.
British America
Brown Mfg. Co.

Campbell Bros.
Canadian Crock
Canadian Comm
Chaput, Fils.
Chase & Sanbor
Clark, W.
Clawson & Co.
Clement Co., I.
Coles Mfg. Co.
Compton Bros.
Cowan Co.
Crescent Mfg. Co.

Dalley, F. F. Co.
Distributors, Lt.
Dominion Cans
Dominion Mate
Downey, W. P.
Dunn, W. H.

Eby-Blain, Ltd.
Ehardt, H. P.
Edwardsburg St.
Estabrooks, T. J.
Eureka Refriger
Ewing & Sons, S.

Fairbank Co. N.
Farrow & Co.,
Pearman, F. W.

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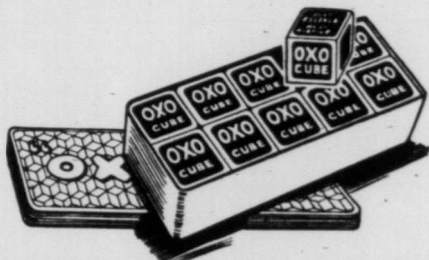
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CUBES

Have you told them about the 4,000,000-acre OXO cattle ranches, where the hundreds of thousands of OXO cattle thrive? About the factories, covering 500 acres, where OXO is made? About the absolute cleanliness of the process and the product?

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Clean Up



a few dollars this year by pushing "BON AMI," the "Good Friend" of the dealer as well as the housewife. Your customers will need something to polish up the pots, pans, taps, etc., etc., during the "Spring Cleaning" days and you had better be in a position to supply her with something effective, something which will make the work easier, the results better, the time shorter.

BON AMI

has proven itself a boon in every household wherever used, and you may rest assured that the number is a big one. Besides, it allows you a long margin of profit, and what is more, creates satisfaction, and you know what it means to you to have your store regarded as the "Satisfaction Centre."

Stock Up Now

Can be had from any Wholesaler from Ocean to Ocean

Cases of 3 dozen \$1.19 per dozen, or \$14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross \$13.40 per gross

Delivered to any railway station from
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TERMS: Net 30 days.

Hudon, Hebert & Co., Limited

MONTREAL

Established A.D. 1839

Wholesale Grocers and Wine Merchants.

THE MOST LIBERALLY MANAGED HOUSE IN CANADA





If you could stand beside each clerk as he makes a sale, and make a note of the details

there'd not be much chance for mistakes, would there?

You would know the amount and kind of the transaction, and who handled it.

You would know that the customer got the right change, and that you got the right amount of money.

You'd have a record of every cash transaction in the store that would make the night's "balance" a very simple matter.

And your clerks would be better salesmen, more careful and accurate because they would get credit for good work, and know that the blame for mistakes would be fixed beyond dispute.

That's exactly what a National Cash Register does for you

The amount and kind of each transaction is publicly displayed and a positive and permanent record kept for your private inspection.

Separate adding wheels show you the totals of Cash Sales, Charge Sales, Money Received on Account and Money Paid Out—at any time during the day.

The Sales Strip, kept locked inside the machine, gives you an itemized record of every transaction made during the day—just as complete as if you followed your clerks all day and recorded the various amounts yourself.

You know how many customers each clerk waited on—the amount of each clerk's sales for the day, a separate record of each sale—who made the mistakes—who did the best work—and you know exactly the amount that should be in the cash drawer.

The National keeps track of every detail of every transaction—stops leaks, checks losses. How can you afford to be without one?

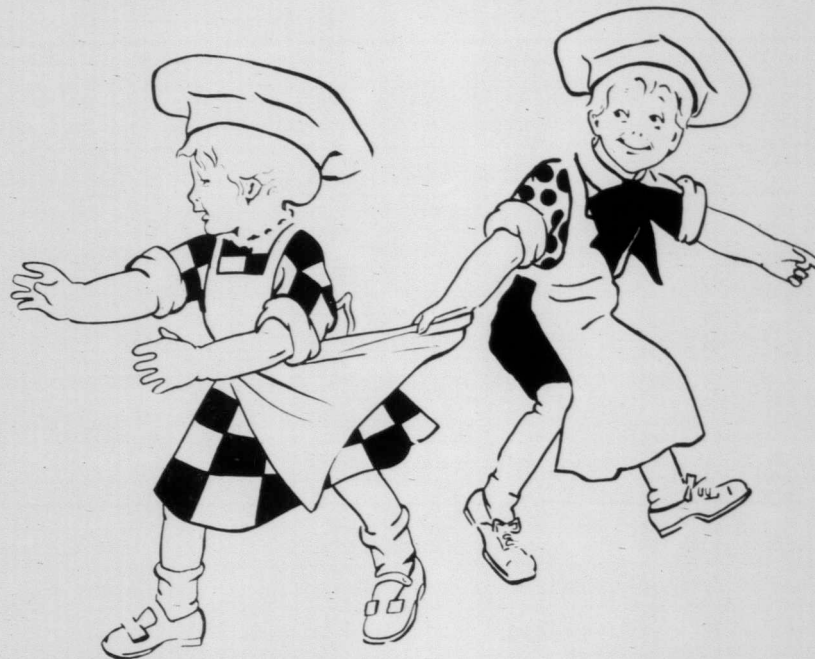
You place yourself under no obligation by writing for Free booklets, explaining the uses of National Cash Registers in your business. Write now to

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Canadian Factory at
TORONTO.

F. E. MUTTON, Manager for Canada,
285 Yonge St., Toronto.

'For I want what I want
when I want it'



ALC. CHAPMAN.

How can you figure the sales YOU lose by not selling FIVE ROSES?

How big is the profit that day after day slips past your open door?

Only *one* way to judge of this, Brother Grocer.

—By watching your competitor's *gain*.

Every bag or barrel he sells of FIVE ROSES might have cashed YOU a profit.

And this is trade you can never seduce—

Since FIVE ROSES makes *permanent* patrons.

Every bag or barrel sold brings profit somewhere to a retailer.

Why not get it YOURSELF?

Every bag or barrel makes the *next* sale easy with its further profit.

And this is proved beyond a doubt by the really *sensational* increase in FIVE ROSES sales.

Just think, in 1888 there were only 800 barrels of FIVE ROSES sold in the world—now the Keewatin mills can make 10,500 barrels a day.

Which means only *one* thing, Brother Grocer—

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

Increased sales for the retailer, since we *never* sell direct.

It's the *best-sold* flour—why?

Because it's the *best flour value* for buyer and seller alike.

In the West homesteaders write us that they often go for miles out of their way to be sure of getting their bag of FIVE ROSES.

Think of the stores they drive past on the way—the *lost* sales.

Don't let customers cross the street. Sell FIVE ROSES.

Don't delay—to-morrow's profit can't make up for *to-day's* neglect.

Write your jobber—

Or ask our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

The Five Roses Flour

Not Bleached



Not Blended