

CANADIAN GROCER

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

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

Toronto: 10 Front St. East.
New York: Rooms 1109-1111, 160 Broadway.

Winnipeg: 511 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, FEBRUARY 25, 1910.

NO. 8.



If it can't be had in town there is excuse for using other laundry blue than

Keen's Oxford Blue

But—

There isn't a city, town or hamlet in Canada where it cannot be found.

To explain—Every grocer wants Keen's Oxford Blue, because there's such a regular demand for it.
How are your stocks?

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

From Halifax to Vancouver

grocers, both wholesale and retail, are pushing

“Crown Brand” Table Syrup

There must be reasons for this special preference. There are reasons, good strong arguments that must appeal to every grocer—Purity, Quality, Richness, Healthfulness and Profit in selling.

Do these arguments appeal to you?

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montrea

CONVENIENT

CANADA

ECONOMICAL

CREAM

MILD & SWEET
A
PERFECT FOOD



KEEP COOL

CHEESE

NEVER BECOMES
HARD OR DRY
EVERY ATOM CAN BE USED

THE CANADIAN GROCER

PUT UP IN PACKAGES. 3 SIZES

ALSO

MacLaren's Imperial Cheese

MacLaren's Roquefort Cheese

MacLaren's Limburger Cheese

MacLaren's Brick Cheese

MANUFACTURED AND GUARANTEED BY

MacLaren Imperial Cheese Co., Ltd., Toronto

Write for full particulars on Foreign and Domestic Cheese.

Profits from Purity

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

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

**“Shell”
Soap**

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

**Epsom
Salts**

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

**PASTACALDI’S
Leghorn
CITRON PEEL**

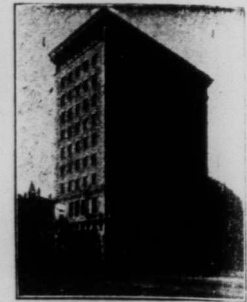
ARTHUR P. TIPPET & CO., AGENTS
Montreal, Canada

Maclaren Imperial Cheese Co., Ltd.,
Write for full particulars on Foreign and Domestic Cheese.



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

Face-to-Face Business

Are you satisfactorily represented in this district.
If not, write?

G. WALLACE WEESE

Manufacturers' Representative 30-32 Main East
HAMILTON

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery
Brokers

WAREHOUSEMEN

can give close attention to few more first-class
agencies. Highest references.

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.
Pork and Lard—Finest Quality

**WAREHOUSE ACCOMMODATION
IN OTTAWA**

Largest warehouse in Ottawa Valley, Fireproof;
low insurance rates; direct connection all railways.
Convenient to navigation. Centrally located.
Write for rates.

Special rates for large quantities

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

**CLARE, LITTLE & CO.,
WESTERN DISTRIBUTORS**

Wholesale Commission Merchants and Manu-
facturers' Agents. Cars Distributed, Warehoused and
Forwarded. Warehouse on Transfer Track. Busi-
ness solicited. Our position is your opportunity.

SASKATOON,
Western Canada

J. W. SNOWDON

Manufacturers' Agent

413 ST. PAUL STREET
MONTREAL

E. H. BOWEN
Manufacturers' Agent and Broker
SHERBROOKE, QUE.

Solicits representation of another first class
firm putting up high grade goods. Eastern
Townships thoroughly covered by three
travellers. Highest references. Write im-
mediately if you desire to have your line well
introduced.

E. T. BUSINESS.

You, Mr. Manufacturer, can do a good deal larger
business in the Eastern Townships, if your lines are
pushed by a live representative right on the ground.
You want someone who thoroughly knows the field
and to whom grocery business is not a Chinese puzzle.

15 Years on the Ground

S. ROBITAILLE & CO., Sherbrooke

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Finest

**Fraser River
Sockeye Salmon**

On Spot

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO:

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab," St. John's.

Codes: A, B, C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885.

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

**MacLaren Imperial Cheese Co.
Limited**

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE

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

DOMINION BROKERAGE CO.

73 Front St. E., Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

Canadian Agencies Wanted

E. SAVILLE WEBB

7 St. Stephens Street

BRISTOL, :: ENGLAND

**FORT WILLIAM, - ONTARIO
PELTIER BROS.**

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

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

**The Irish Grocer, Drug, Provis-
ion and General Trades
Journal.**

10, Garfield Chambers, Belfast, Ireland

In View

of the advanced prices of Canned Meats announced by the packers this week

YOU WILL FIND "COLLINGWOOD"

English Brawn : : 6s
Compressed Ham : 6s
Head Cheese : : : 1s

the best value on the market.

Get your order in before we are sold out.

Are you interested in ROLLED OATS

If so—
get our quotations on

**VICTOR
McINTOSH'S
TILLSON'S**
—brands

It's safe buying on
our present quota-
tions. : : : :

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO



Reasons Why You Should Encourage the Sale of Better Grade Tea



It has greater
fragrance and
flavor, which are
the chief qualities
in tea, and found
only in the higher
grades.

It will make
more tea.

There are about
sixty cups more to
the pound in the
better grade.

It is always a matter of
personal satisfaction to deal
in the better grades of
merchandise.

The Dealer gets
larger profit from
higher priced
brands, 40% or
more, against 25%
to 30% on the low
priced teas.

Stock "Ram Lal's Pure Tea"
for the high-class, better
paying trade—the kind you
most want.



RAM LAL'S PURE TEA CO., LIMITED

MONTREAL, P.Q.



To the Trade:

Have You Seen the Latest and
Most Striking Evidence of the
Increasing American Demand

—FOR—

CEYLON TEA?

READ THIS:

EXPORTED TO AMERICA

January 1 to December 31, 1908

BLACK—10,193,550

GREEN— 3,305,935

January 1 to December 31, 1909

BLACK—12,307,024

GREEN— 4,065,001

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

“AYLMER” JAMS, JELLIES PRESERVES, etc.

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

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

NO PRESERVATIVES

NO COLORING

At every process cleanliness is reduced to a science.

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

CANADIAN CANNERS

Limited

HAMILTON, - CANADA

Borden's Brands are standard—

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



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



UNSWEETENED

Borden's Condensed Milk Co.

WILLIAM H. DUNN - Montreal and Toronto

Scott, Bathgate & Co., Winnipeg, Man.

Mason & Hickey, Winnipeg, Man.

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



ROWAT'S 2 WINNERS

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

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

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

PROPRIETORS:

ROWAT & CO. - Glasgow, Scotland

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



THE CANADIAN GROCER

The W. A. Freeman Co., Limited

MANUFACTURERS, MERCHANTS

Phones

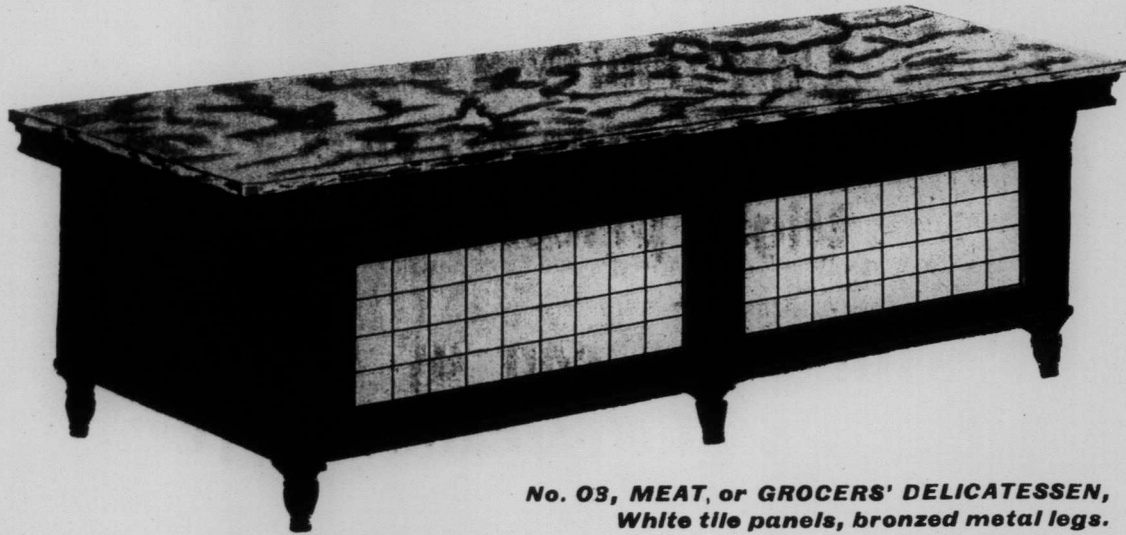
1475

1476

1477

537

597



Cable

Address

"FREEMAN"

No. 03, MEAT, or GROCERS' DELICATESSEN,
White tile panels, bronzed metal legs.

Counters, Silent Salesmen, Portable Offices,
Oyster Cabinets, Etc.

HAMILTON,

-

-

CANADA

"Keep up with the Twins"



Handle

GOLD DUST WASHING POWDER

*It will give satisfaction to your
customers and satisfactory profits
to you.*

"Keep up with the Twins"

One-half case free with every five cases assorted Soap and Gold Dust Washing Powder.

THE N. K. FAIRBANK COMPANY, Montreal

**Quality
Uniformity
Courteous service
Right prices,**

**go with every can of Chase &
Sanborn's High-Grade Coffees.**

**CHASE & SANBORN,
Montreal.**

THEY ARE SELLERS

CANADA'S ONLY

THERE IS NOTHING JUST AS GOOD AS

"White Dove" Almond Paste



"White Dove" Cocoanut

THE LEADER OF THEM ALL



YOU SHOULD NEVER BE WITHOUT THEM

Made by

W. P. DOWNEY, Montreal

BASKETS

You can make money as well as oblige your customers if you handle our

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,
OAKVILLE, ONT.**



CHINESE STARCH

**Money Maker
Known Everywhere
Repeat Seller
Best Value**

Get Prices

**OCEAN MILLS
MONTREAL**

MR. GROCER, Try the Better Way

That credit customer should not give you trouble at all. His business is as good as the cash customer's, and he will pay just as well if you use the right tactics on him. Don't jump all over him—don't be too loose with him. Just use the good, old, safe, sensible plan that has been tried and proved successful by thousands of grocers all over America.

Allison COUPON BOOKS

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

HOW THEY WORK



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

For Sale by the Jobbing Trade Everywhere.
Manufactured by

ALLISON COUPON CO., Indianapolis, Ind.

Delivering the Dozen

THINK! It takes no longer to deliver a dozen bottles of

"E.D.S." BRAND JAMS and JELLIES



than one! and it means eleven more bottles on which you are making a profit. Offer a little discount, and sell the housewife a dozen bottles at a time. You will be surprised how often you can do it, and delighted with the way your "E.D.S." stock is moving. It's worth trying.

Sell the brand which has been certified **100** per cent. pure.

MADE BY

E. D. Smith, at his fruit farm Winona, Ont.

A new line you should stock—Our Unfermented Grape Juice

COPY P.C., 13.

Certified copy of a Report of a Committee of the Privy Council, approved by His Excellency the Governor-General on the 17th February, 1910.

PRIVY COUNCIL, CANADA,—

On a memorandum dated 23rd Dec., 1909, from the Minister of Agriculture, stating that the Eastern Canning Company had made application for the exemption of their establishment, situated in St. George, N.B., from the operations of the provisions of Section 3 and 4, and of Sections 6 to 10, both inclusive, of "The Meat and Canned Foods Act."

That the only meat product packed in said establishment is pork and beans, and the pork used therein is procured from establishments in which inspection is maintained under the provisions of said Act.

The Minister recommends, that so long as pork and beans is the only meat product packed in such establishment, and the pork used therein is procured from establishments in which inspection is maintained under the provisions of the said Act, the said establishment be exempted from the operations of the provisions of Sections 3 and 4, and of Sections 6 to 10, both inclusive, of the said Act. The Committee submit the same for approval.

THE HONOURABLE
THE MINISTER OF AGRICULTURE.

(Sgd.)

RODOLPHE BOUDREAU,
Clerk of the Privy Council.

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

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front Street East, Toronto; D. O. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.; Martin & Robertson, Vancouver, B.C.

GROCER,
ter Way

at give you trouble at
the cash customer's
if you use the right
I over him—don't be
the good, old, safe,
ted and proved suc-
all over America.

**COUPON
BOOKS**

simplify collections,
eliminate arguments,
or themselves many

WORK

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

Trade Everywhere.

ed by
Indianapolis, Ind.

Four years ago
Wagstaffe's Jams
were unknown in
Canada.

To-day Wagstaffe's
Jams are sold from
the Atlantic to the
Pacific.

WHY IS THIS ?

Because they have that bright appearance and contain a rich, fruity flavor that is as sound as a bell. It is that, Mr. Grocer, that brings your customers back, like Oliver Twist, for a second helping.



Wagstaffe's Marmalade Is The Best

WAGSTAFFE, LIMITED

Pure Fruit Preservers

Hamilton,

Ontario

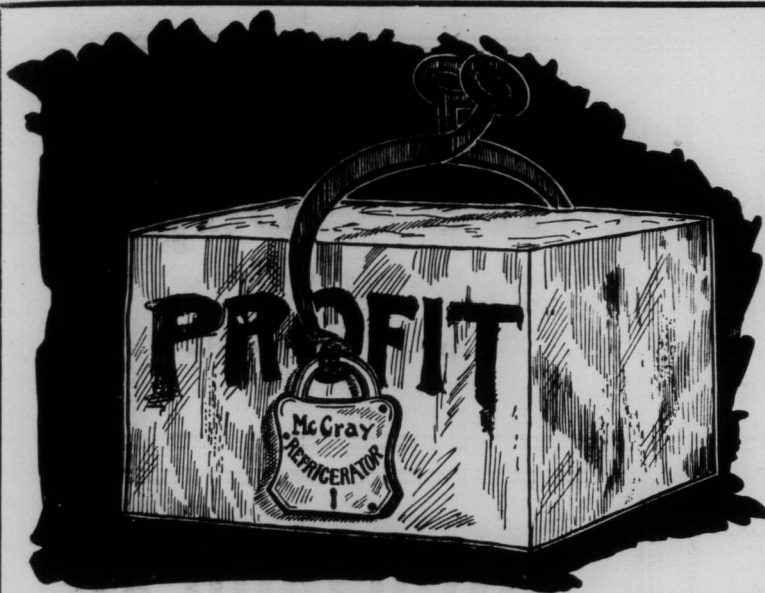


JAPAN TEAS

We are now soliciting
Import Orders for
the coming season.

S. T. NISHIMURA & CO.

MONTREAL AND JAPAN



“Will a McCRAY REFRIGERATOR make money for me?”

ASK yourself this question, Mr. Grocer, and let us answer it by sending you our Catalogue No. 66 which describes our special grocers' refrigerators. **McCray Refrigerators** not only preserve butter, delicatessen

cheese, etc., perfectly and do it with less ice than any other kind, but they actually increase the sale of such goods. A **McCray Refrigerator** will protect your profits by keeping them from melting away in ice bills. We not only tell you this but we'll gladly prove it by hundreds of letters from grocers many of whom have doubled sales of certain goods at about half the former cost for ice. Remember Catalogue No. 66 contains information that means dollars to you, and a postal with your name and address brings it.

McCRAY REFRIGERATOR COMPANY : 131 Lake St., Kendallville, Ind.

Plain Facts About Pure Maple Syrup--Something About "Pride of Canada"

☞ Pure maple syrup is made from the sap of the maple only. Sap runs during the early spring. In the Eastern Townships (Canada's premier maple producing district) this is generally the last of March or beginning of April, when it freezes at night and thaws during the day.

☞ You get a gallon of pure maple syrup from every 32 gallons of maple sap. Ever know that? It's hard to get all you want of pure sap.

☞ We get ALL WE WANT THROUGH OUR ASSOCIATION, and from pure sap only, make the famous "Pride of Canada" Brand.

It's the Brand to Sell if you want to Sell Pure Maple Syrup—and now is the Time to Order New Goods.

The Maple Tree Producers Association, Ltd.

WATERLOO QUE.

Toronto Agent: W. J. Dack, 512 Dundas St.

Montreal Office: 58 Wellington St.





"McLEAN'S"

Established 1894

White Moss Coconut

PROUD? CERTAINLY! Of our goods and of our name and the success we are having.

We cut the **first strip** in Canada, we created the name; both have been as closely copied as the law will permit. Do you find a poor article copied? We want you to share our success by giving your customers **McLean's White Moss.**

The Canadian Coconut Co., Montreal

\$10.00

For a Name

This amount will be paid for the best suggestion for a name for our new brand of

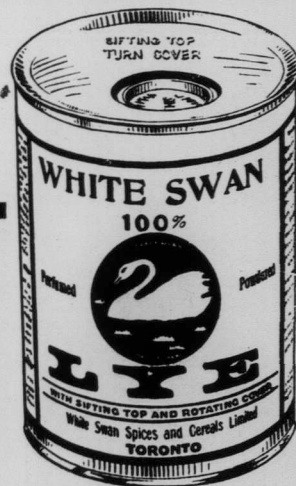
Sweet Pickles

To none should a happy thought come more readily than to the grocers of Canada. Make a try.

All replies must be received by March 12th.

Address your communications to

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



THIS TIN CONTAINS

100%

PERFUMED - POWDERED

LYE

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

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

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

A TIN WITH ROTATING COVER AND SIFTING TOP.

YOU WANT MORE PROFIT
YOUR CUSTOMERS MORE PURE GOODS

OPPORTUNITY OFFERS TAKE IT TO-DAY

WHITE SWAN SPICES AND CEREALS LIMITED
TORONTO

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

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

QUAKER BRAND SALMON

MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL STREET, MONTREAL

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

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

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

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG



MADE
IN
CANADA

The McCaskey Credit Register System

DOES THESE THINGS:

- ☐ It eliminates bookkeeping. (Copying and posting from one book to another.)
- ☐ It prevents forgotten charges.
- ☐ It prevents disputes with customers over their accounts.
- ☐ It is an automatic collector.
- ☐ It is an automatic credit limit.
- ☐ It proves your loss and helps collect your insurance if your store burns, and
- ☐ It draws new trade.

CAN YOU AFFORD TO BE WITHOUT IT?

DOMINION REGISTER COMPANY, Limited

Successor to The McCaskey Register Co. in Canada

96-104 Spadina Avenue

TORONTO, CANADA

Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que



HAVE A CARE

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

Shirriff's Imperial Scotch Orange Marmalade

It is made solely of luscious Seville Oranges and highest grade sugar, and in flavor is unapproachable.

SEE TO YOUR STOCKS

Imperial Extract Co.,

8, 10, 12 Matilda St.
TORONTO.

ESTABLISHED OVER 200 YEARS

CHAMPION'S

LONDON, ENGLAND

Commands a Preference over all others.

W. S. Clawson & Co., South Wharf, St. John, N.B.
Green & Co., 25 Front Street East, Toronto
J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

MALT VINEGAR

IS THE BEST

Made from the finest malted barley.

AGENTS

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.

Write our Agents for Particulars



The Experienced Housewife

appreciates what a wonderful saving of time and labor is effected by the use of

ASEPTO SOAP POWDER

"The enemy of dirt."

For use with either hot or cold water, it is unsurpassed in getting the dirt out of clothes with the least amount of 'elbow grease' ASEPTO is the housewife's friend, and she will be your good friend and patron if you sell her ASEPTO.

Please send your orders for Quebec and Ontario to Rose & Lafamme, Ltd., 400 St. Paul St., Montreal, P.Q.

The Asepto Mfg. Co.
ST. JOHN, N.B.



WE WANT YOUR ORDERS FOR BRUSHES and BROOMS

for the Spring trade, and we have the facilities to handle the business with satisfaction to our customers.

With the largest plant in Canada, and the most complete range of goods, we are prepared to meet all demands.

Stevens-Hepner Company
Limited
Port Elgin - - - - - Ont., Can.

From COW to CAN the preparation of

CANADA FIRST EVAPORATED CREAM

is one long tale of care and cleanliness. Each can is guaranteed pure and fully sterilized.

THE FINEST SUBSTITUTE FOR FRESH MILK.

ORDER FROM YOUR JOBBER

Children thrive on it. The best for invalids, convalescents and household use.

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



1910

FISH FOR LENT

**Tartan
BRAND**

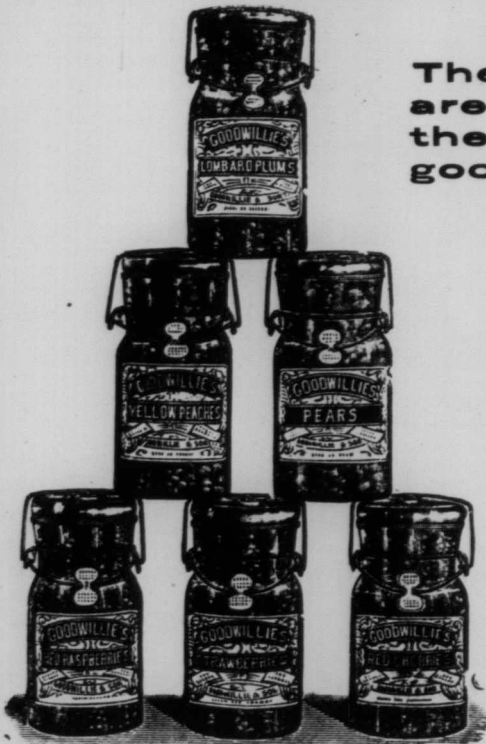
Look up your stock and be prepared for the demand

Loch Fyne Scotch Herring in kits.
Holland Herring in kits.
Holland Herring Milchers in kits.
Deep Sea Trout in half barrels.
Labrador Herring in barrels, halves and kits.

Mackerel in barrels, halves, kits and pails.
Codsteak, Quail, Bluenose, Imperial.
Boned and Skinned Cod, Quintals, Whole Cod.
Scaled Herring, Acadia and Halifax Cod in wood boxes, Shredded Cod, Kipperines.

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

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



These
are
the
goods

Have you
a good
supply?

AGENTS

Rose & Laflamme, Limited
Montreal and Toronto

COUNTER CHECK BOOKS

F. N. BURT COMPANY, Limited

Successors to

THE CARTER-CRUME COMPANY, LIMITED

Better Service.

No Advance in Price.

Write for samples, or tele-
phone repeat orders at our
expense.

TORONTO

and

MONTREAL

Phone Main 2511

Phone Main 2512

Every Grocer Wants High Grade Spices

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

All Lines of Herbs

Write us before stocking

S. H. EWING & SONS
Montreal Toronto

Are You Getting Repeat Orders?

Any line that will guarantee you repeats is one you are going to handle and push, Mr. Grocer. Ever tried selling

"MELAGAMA" THE TASTY TEA AND COFFEE

which have won popularity by their unique flavor? You will find them a real satisfaction-giver and a profitable line to handle. Our BULK TEAS AND COFFEES are acknowledged leaders! May we send you samples?

MINTO BROS.

TORONTO and BUFFALO

WHEN YOU CONSIDER

that well-known goods are half sold before you put them on your shelves, it's easy to understand why

HEINZ 57 VARIETIES Pure Food Products

(The kind that contain no preservatives)

are good sellers. The consumer knows their quality, their purity, their goodness, and the guarantee on which they are always sold—money back if they fail to please.

You make more money on Heinz goods than you do on others, because there are more of them sold, and it's volume of business that counts for profit.

Anything that's  is safe to sell.

H. J. HEINZ COMPANY

New York Pittsburg Chicago London



The great popularity of Holland Rusk is due to two things:—

1. It can be used in more different ways than any other food going into the home.
2. There is *only one* Holland Rusk sold.

Holland Rusk

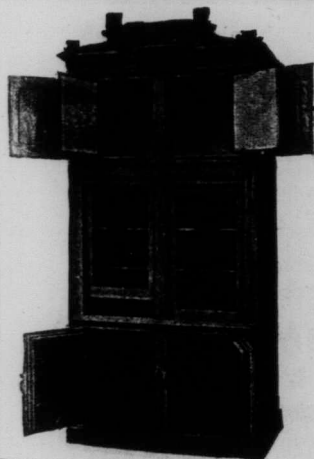
The dainty Dutch delicacy

It's different from anything you carry. It's an easy seller. Order a case to-day and be convinced.

MacGREGOR SPECIALTY CO.

Canadian Importers, TORONTO

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



ARCTIC Refrigerator

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

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

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

Arctic Refrigerators for all purposes.
JOHN HILLOCK & CO.
Queen & George Sts., - TORONTO

HAVE YOU TRIED

MOLASSINE DOG and PUPPY CAKES?

MARVELLOUS FOR ERADICATING WORMS and Keeping Dogs in Splendid General Health

The "MOLASSINE" Dog Foods are the only Foods on the market which, besides feeding, keep dogs healthy and improve their coats.

QUOTATIONS AND SAMPLES FROM

ANDREW WATSON, - Sole Importer

91 PLACE YOUVILLE, MONTREAL

It Pays to Sell Goods That Give Satisfaction



A LEADER FOR 50 YEARS

COOK'S FRIEND

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

"IT CONTAINS NO ALUM"

W. D. McLAREN, LIMITED

BAKING POWDER SPECIALISTS

MONTREAL

Two good reasons

Apart from the undoubted efficiency of

SNAP

"The Magic Hand Cleaner"

in chasing every vestige of tar, paint, grease or dirt from soiled hands, it can be handled by every grocer with quick sale and good profit for another reason!



BECAUSE we have created the demand for Snap by our regular and insistent consumer advertising!

Sell "Snap"
It pays!

The Snap Co.
LIMITED

MONTREAL,
QUE.

Fire Protection

The Merchant
Must Have Fire
Protection
For His
Accounts.



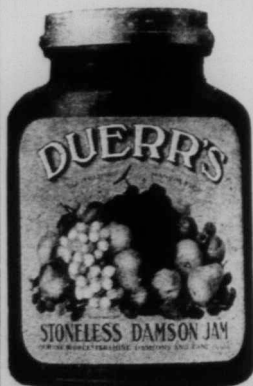
The Huber
Commercial
Account Register
Interior Takes Out and Fits Any Safe.

NO MISTAKE ABOUT THIS

Besides it cuts out your book-keeping, collects your account and pays for itself within a few months. Hundreds of Canadian merchants will testify to this. Let us send you our Catalogue and Booklet showing what they say.

ADDRESS

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



"BRITAIN'S BEST"

DUERR'S VACUUM-BOTTLED JAMS

ARE UNEQUALLED FOR FLAVOR

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

Ask your wholesaler

Duerr & Sons, Old Trafford, Manchester, Eng.

KEEP WIDE AWAKE

Here's a chance you shouldn't miss. Stock up with

KITCHENER BRAND PORK AND BEANS

In 1, 2 and 3-lb. sizes in plain or Tomato
Sauce. A line of splendid sellers!

If your wholesaler cannot supply
you, write us direct.

The OSHAWA CANNING CO., Ltd.
OSHAWA, ONT.

HOW MANY CUSTOMERS HAVE YOU

who have not asked for H. P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it—SOMEWHERE.

WIDE-AWAKE GROCERS ARE MAKING A LEADING LINE OF

H.P. SAUCE

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

St. Lawrence

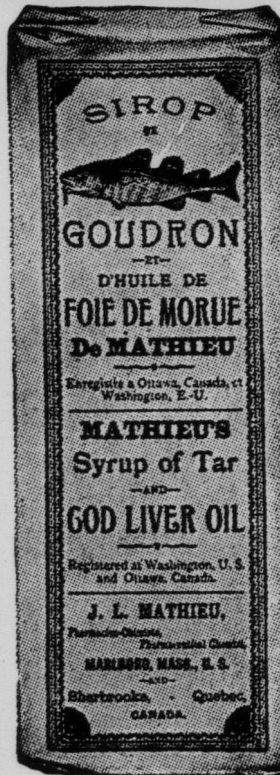
GRANULATED

and

GOLDEN YELLOWS

Made only from Pure Cane Sugar

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil
 AND

MATHIEU'S NERVINE POWDERS

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

The sale has increased enormously—Thousands of testimonials attest their wonderful value—

They never become dead stock—They afford dealers a good profit—Those who once use them make them a household remedy—Dealers who do not carry them simply lose sales that go elsewhere.

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

Sold by all wholesale dealers.

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

Distributors for Western Canada:

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

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



Branch: Sault Ste. Marie

BIGGER and BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma of flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

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

You have found

the most effective means of preserving your perishables in the hot weather if you have been induced to install a

"Eureka" Refrigerator



The "EUREKA" provides a continuous supply of cool, pure air, so long as any ice remains, and is, moreover, very economical in ice consumption.

Investigate the merits of the "Eureka" carefully.

SEND FOR PARTICULARS

Eureka Refrigerator Co.
Noble St., : Toronto

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

**VANILLA BEANS
TONKA BEANS
GUM TRAGACANTH
GUM ARABIC**

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker
141 Bannatyne Ave., East

THE LARGEST SAUCE FACTORY IN THE WORLD

HOLBROOK'S

Worcestershire
SAUCE

Punch Sauce

Pure Salt
Vinegar

Pure Pickles



Local Agents

- Quebec: J. R. Renaud & Co.
- Montreal: F. L. Benedict & Co.
- Winnipeg: J. D. Brack & Co.
- Regina: Campbell Bros. & Wilson
- Calgary: Campbell, Wilson & Horne
- Vancouver: Kelly, Douglas & Co.
- Victoria: Wilson Bros.

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott Street, Toronto, Canada

DO YOU WANT

to buy or sell anything, to engage a clerk or secure a situation? Try a Condensed Ad. in The Canadian Grocer, it will bring results. Two cents per word for first insertion, one cent per word for each subsequent insertion. See page 181 for yearly rates

ANOTHER NOTABLE GAIN

As the weeks roll by and increase tops increase in our sales, doesn't your confidence in the reliability and business-building power of "SALADA" strengthen?

IN CANADA ALONE

For week ending January	8th	our sales	Decreased	2559 lbs.
"	"	"	15th	"
"	"	"	22nd	"
"	"	"	29th	"
"	"	"	February 5th	"
"	"	"	12th	"
"	"	"	19th	"
			Increased	8447
				6540
				9404
				9074
				7167
				22813

over the corresponding weeks of 1909.

Our sales continue to increase only because it pays—and pays well—to sell "SALADA." The finest tea we can buy and the best that we know is always at the disposal of our customers.

INDEX TO ADVERTISERS

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Power of the Secret Commissions Act Discussed

Retailer Expresses the Opinion That it Does Not Apply to an Agent and Principal, But Only to Two Agents—Thinks Traveler Should be Ashamed to Take Affidavit—A Business Man's Opinion of the Whole Question—Would Minister of Justice Express His Views?

Editor Canadian Grocer,—I have been reading your last issue of The Grocer in which you wish your readers to believe that because a traveler declines to take an affidavit that no rebates have been given he is crooked. In my opinion he would be an idiot to do anything of the kind; no storekeeper would have anything more to do with him and every traveler would point their fingers at him.

Now about this Secret Commissions Act—if it were intended to cover all you claim for it, it certainly falls short of it.

A certain Member of Parliament who helped to frame this very law and keeps a general store in this town will not back up your views. He says it would be an offence covered by this law to come to his store and behind his back give his buyer, while he is absent attending the House, a commission or rebate to buy goods at certain fixed prices from a certain house, but on the other hand if he were home and attending to his own business there is nothing to prevent him buying, making the best bargain he can by way of rebate or any other way, "he being a principal." This view is that two agents cannot come together and do certain things, but an agent and a principal can.

The party I refer to would tell you if you went to him with regulation prices for sugars that he could not buy at those prices and to sell him you would have to give him some concession and he gets it right along.

You cannot get a statement in writing from Hon. A. B. Aylesworth, Minister of Justice, the father of the Secret Commissions Act, to contradict this storekeeper's views either.

Where is the judgment in the Grocers' Guild case. Why don't you turn your paper loose on the length of time it takes Justice Falconbridge to deliver judgment?

WILLIAM WALKER.

The above letter from a reader refers to the article in last week's issue under the heading: "Refuse to Make Affidavit that no Rebates Were Given," dealing with the fact that some travelers had been called upon to take affidavit that they had not given illegal rebates. It was pointed out there that some travelers had refused to make the declaration while others did so.

The more systematic method of dealing with the points he questions will be to consider them in the order in which they occur.

In Mr. Walker's opinion the traveler

would be an idiot to make the declaration even if he were not guilty.

Of course this point is merely a matter of opinion. A traveler is not obliged to take the affidavit even if he were not guilty of an illegal offence. But if he did not commit a breach of the Act, one would think he would be more than pleased to have the opportunity to clear himself in the eyes of his firm, his fellow travelers, and the honest retailers who feel it their duty to do the right thing.

An Actual Case.

The Grocer knows of at least one case in which a traveler to clear himself, made the declaration and he does not consider himself any the worse in the estimation of the retail trade, nor do any other travelers point their fingers at him so far as he is aware.

"I have not done what I'm charged with," he said, "and I am glad to be able to convince those who made the charges that they are not true."

"A refusal does not necessarily imply guilt," remarked a manufacturer in discussing the question, "but when you consider that the traveler is in the service of a firm who has declared by means of the Manufacturers' Contract Selling Plan that a refusal will be an admission of guilt then there is nothing left for him to do but make the declaration if he is not guilty."

The sections of the Manufacturers' Contract Selling Plan covering this point are as follows:

3. I (or we) further agree that when called on I (or we) shall give said manufacturer a declaration sworn to by any member of the firm or by any one in my (or our) employ designated by the manufacturer, covering the details of any sale of goods, in such terms as may be required by them where an actual or supposed violation has occurred.

4. Failure to comply with this condition will be considered a breach of this agreement.

A refusal therefore evidently goes far in establishing guilt.

"Then there is the further consideration that if the traveler does refuse, his firm will not be able, according to the Contract Selling Plan, to procure the goods from the manufacturer of them, to sell in future, until restitution has been made to that manufacturer," added the manufacturer.

The next view taken by Mr. Walker is that a principal or proprietor of a store can make any bargain he wishes with the agent of a wholesale house, but that agents of the two principals cannot.

In order that the reader may follow closely the opinion of a business man given on this point, the whole Secret Commissions Act is here reproduced:

Everyone is guilty of an offence and liable upon conviction on indictment, to two years' imprisonment, or to a

fine not exceeding two thousand five hundred dollars, or to both, and, upon summary conviction, to imprisonment for six months, with or without hard labor, or to a fine not exceeding one hundred dollars, or to both, who,—

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

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

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

(d) Every person who is a party or knowingly privy to any offence under this Act shall be guilty of such offence and shall be liable upon conviction to punishment hereinbefore provided for by this section.

The most interesting feature of this Act so far as the retailer is concerned, is clause (d). This was an amendment added to the Act while it was in the Senate for the first time. The Senate sent it back to the House of Commons with this amendment attached. It was returned to the Senate with amendments agreed to on 21st April, and assented to on May 19th, 1909.

Thinks Principal Liable.

"If two principals met, the retailer in my opinion could make the best possible bargain," remarked the business man, "and the principal who is the wholesaler, if he sells under the fixed selling price of the manufacturer, must then deal with the manufacturer direct-

ly who says, 'Here you promised to sell at a stipulated price; you have broken your agreement and I shall therefore have to cut you off.'

"But if a traveler in order to make a sale to a retailer who is a principal gives that principal a secret rebate with the intention of misleading his house, that traveler, so far as I can see, has committed a breach of the Act and according to clause (d) the retailer who is a party to it is just as liable.

"A rebate becomes a secret one when it is given without the knowledge of the house who sells the goods which should be sold at a stipulated price. When a traveler therefore gives a secret rebate to get business in the case of

fixed prices without the knowledge of the house and gets it back in expenses it's just as bad as stealing.

"If therefore the traveler paid the commission out of his principal's money I think it would be a breach of the Act and the retailer would be liable for accepting it."

With regard to getting an opinion from the Hon. A. B. Aylesworth to contradict or sustain the merchant's views, that would scarcely be possible for the Minister of Justice doesn't give opinions after bills have been passed. It is for the courts to give decisions on an Act as they find it and until a test case arises and a decision is given, every man, including Mr. Walker, is entitled to his own opinion.

Confectionery	21	821
Fish	4,643	745
Fruit, dried	1,044	1,587
Flour	10,749	8,237
Fruits and Meats, (canned)	543	4,745
Groceries	550	5,259
Hay	3,508	1,482
Lard	10	2,474
Meal	95	2,375
Oats	8,646	3,084
Provisions	847	16,376
Peas and Beans	255	1,323
Potatoes	3,718	884
Sheep	396	2,626
Soap and Starch	170	2,702
Sugar	52	5,820
Tea	1,246	994
Vegetables	777	387
Eggs	1,147	928
Fruit, fresh	688	1,661

It will readily be seen from the above that the United States supplies Bermuda with large quantities of goods, many of which should be sent from Canada and could be if Canadian shippers were alive to the situation.

Trade Prospects Between Canada and Bermuda

Possibilities are Great, But More Attention Should be Paid to Shipments Leaving Canada—Substitution Sometimes Indulged in—Disadvantage of a Slow Steamship Service—Officials Figures Quoted.

By D. Williams, Written for The Canadian Grocer.

Hamilton, Bermuda, Feb. 23.—The little city of Hamilton in Bermuda is perhaps for its size one of the busiest to be found anywhere. It contains a large number of shops and stores in proportion to its inhabitants nearly all of which appear to be busy. Just at this season of the year a large number of tourists from New York and other cities, with a fair sprinkling of Canadians are finding their way there for a few days rest or recreation, or perhaps to escape the rigors of a Canadian or United States winter. These with the ordinary trade of the town, combine to make business move pretty freely during the winter months. One thing that strikes the Canadian is the very friendly spirit manifested by the business people towards those of his nationality and the willingness on their part to encourage closer business relations.

In past years Canada has not supplied this enterprising little city and island with as much of the product of her industry as she might, but of late business men are waking to the realization of what might be done with ordinary business energy.

Only a few years ago Bermuda bought nearly all of her supplies from England and other European countries, and the United States. Of late, however, there has been a great change in this direction and during the past ten years Canadian trade with the island has increased more than three hundred per cent., while United States trade during the same period, although still large, has only increased about ten per cent.

These figures, from a Canadian point of view, are encouraging, but they are still far below what they might be or ought to be if Canadian merchants and manufacturers were alive to the possibilities of the trade. Most of the causes why Canadians are not sending more of their products of their industry to Bermuda are with themselves. One of these is the want of a faster and more frequent steamship communication. The once-in-twelve-days' service that now exists is altogether inadequate and out

of date for present requirements and should be supplemented by one making it at least weekly.

Requirements Not Known.

Another cause is the apathy of Canadian exporters in not looking as actively for this trade as they should. While still another, and perhaps a greater cause than any other, is their ignorance of the requirements of the trade, and coupled with this, the unbusiness-like methods displayed in filling orders promptly when they are obtained. This latter trouble is no doubt due partly to the inadequate service, but not altogether. It should be borne in mind by Canadian shippers that Bermudian merchants are more British than Canadians in their ways, and when they order a thing, they want it and not something like it. They detest the practice, too common among some shippers, of substituting something nearly the same when the exact article ordered is not in stock.

Many merchants in Bermuda expressed their surprise that eastern shippers did not advertise their goods more in the trade papers than they do. It must be remembered that travelers are not every-day callers in Bermuda as they are in Canada, and as a consequence advertising in such trade papers as The Canadian Grocer, which is read extensively here, would be more productive of direct returns than ordinary.

There are many articles and products manufactured and grown in Canada that might be sent to Bermuda with profit to Canadian producers.

The following figures copied from the official returns of 1909, the last available, of what is being imported from Canada and the United States respectively should give Canadian exporters some idea of what might yet be accomplished. The figures given are value in pounds, shillings and pence.

	From Canada.	From U.S.
Butter	£11,471	none.
Beef	none.	£13,590
Bran	2,755	3,323
Cheese	2,934	1,242

NEW OFFICERS ELECTED.

Winnipeg, Feb. 23.—The regular annual meeting of the Western Retail association was held on Thursday evening, Feb. 17. After the report of the former meeting had been adopted, the president addressed the meeting, giving a review of the work that had been done during 1909 and spoke with no uncertain sound as to the great good that would result from the united efforts that are being put forth toward betterment in business as provided for in the constitution and by-laws of the association. When the regular order of business had been completed the election of officers for the ensuing year came up, resulting as follows:

President, W. T. Devlin; vice-president, Horace Chevrier; second vice-president, Andrew White, of Moosomin; secretary, G. J. Hyndman; treasurer, John Dyke.

Executive committee: A. T. Connell, W. R. Milton, Norman Lindsay, C. L. Charrest, J. H. Beliveau. Auditors: James McNeil and R. T. Jamieson. Mr. W. T. Devlin, the newly-appointed president, delivered an enthusiastic and optimistic address on the prospects of the association. He referred to many of the points which are of great importance to the retail trade. This was followed by a discussion in which most of those present took part.

The staff of F. R. Stewart & Co., commission merchants, Vancouver, B.C., held their annual dinner on Saturday, Feb. 12.

THE IDEAS ARE ACTED UPON.

Editor Canadian Grocer,—Enclosed please find our cheque paying for The Canadian Grocer to August 21st, 1910. We certainly value this paper, and the suggestions and ideas enclosed in its pages are always useful and often acted upon. We wish you a successful year. Faithfully yours,

BLAIR & ADAM.

Ladysmith, B.C., Feb. 10, 1910.

An Easter Window Suggestive of Festive Season

Eggs and Ham Artistically Displayed—Easter Lilies and Other Floral Decorations—A Mouth-watering Scene With Cleanliness Predominant—Handsome Window Cards Used.

Victoria, B.C., Feb. 23.—Since the Easter season is now drawing near, the time has come round to consider window displays for the holiday season.

Easter is a time when all merchants should make some extra attempt to interest customers and get new trade. It denotes the end of Lent and therefore the breaking of the forty-day fast. Every grocer should therefore aim to attract the eye and palate of the public at this festive season and a good window display is one of the best mediums especially when followed up by well-written advertisements in the local paper.

There are certain articles of food associated with the Easter season which should be used in the display window.

How it Was Constructed.

The floor was made of cotton, pink paper and green paper which is used in packing by wholesalers and manufacturers. This was laid in rows producing a color effect attractive to the eye and which the photograph of course does not show.

Three hams were placed towards the front of the window and two more further to the rear, thus getting the same effect as if the window were full of hams so far as selling power is concerned and producing a more attractive and simple display. A basket of eggs and small groups of eggs placed among the floor trimmings also make an attractive setting. Another feature is the appearance of rabbits carrying slices

the customers will value his goods and his store according to the attention given to cleanliness.

ELECTRIC FAN TO PROTECT FROSTED WINDOWS.

Probably the best and simplest method yet found to keep frost from show windows has been discovered by a Denver man, a clerk for a shoe concern. He had tried all known remedies, but some flaw of one kind and another was found until he tried using an electric fan. This is what he says:—

"I had become wearied with using glycerine, alcohol and other things, and one day discovered, by accident, that a current of air circulating through the windows would keep the frost down. You see the constant opening and shutting of the door to the street always chilled the warm air in the show window, and as we did not have double windows, frost always hid our goods from the passerby.

"I start the fan when I come down in the morning and inside of an hour the window is as clear as in the sum-



An Easter Window Dressed by Harry Young, in Victoria, B.C.

The minds of everybody usually turn to thoughts of eggs at this time and in any special holiday window eggs ought to play a prominent part, particularly in a town or city where so many of them are sold.

Ham is another article associated with the Easter time, particularly since Easter marks the close of the fast and abstinence days.

In the accompanying window display which was constructed by Harry Young for Carne's grocery of this city a year ago, both eggs and ham are given prominence in a neat and attractive window.

of ham and 'Rastus above all cutting ham which would actually make one's mouth water to watch.

Flower decorations of Easter lilies are very appropriate and lend considerable effect to the whole window. The two show cards, which are neat and well written add to the selling effect. The talks on the cards are splendid and if one or two price-tickets had been added, the window might have been a better seller.

The suggestion of cleanliness is also valuable as the scientific grocer nowadays is more and more convinced that

mer-time. The circulating air keeps the chill air from striking the pane, and in order to always keep the air moving I keep one door to the window partly open all the time, which also aids in preventing all the hot air from being pushed against the cold window. I tried my fan treatment when the mercury was five below zero and its works beautifully.

"Besides there is an advantage to it, for the pedestrian, seeing the fan at this time of the year, wonders what is up and stops to examine the freak idea, seeking the reason for the stunt."—
Boot and Shoe Recorder.

PRACTICAL METHODS.

Store Kinks That are Being Tried Out by Retail Grocers.

A Breakfast Food Window.

St. John, N.B., Feb. 23.—A neat arrangement in the way of displaying various kinds of cereals and breakfast foods has been adopted by one of the local grocers. In one of his windows last week he had some two dozen glass preserve jars (quart size) each filled with a different kind of meal, flour, beans, peas, etc., and with small cards bearing the name and price. The jars were arranged on steps running full length of

the window and about four or five inches apart. There were three steps about six inches in height and for a background packages of breakfast food were attractively displayed. The cleanliness and simplicity of the arrangement made it a striking display.

Close Watch on Creditors.

Victoria, B.C., Feb. 24.—The annual meeting of the Victoria Retail Grocers' Exchange was held last week, when a large attendance of members showed the active interest taken in matters affecting the trade.

After the regular monthly business was disposed of, the reports of the

treasurer, secretary, and audit committee on the finances and business of the past year were read and adopted. After paying all accounts a handsome balance remains on hand to start the current year.

The officers elected were: E. J. Wall, of the Windsor Grocery Co., re-elected president; A. Pool, vice-president; T. Redding re-elected treasurer, and W. Acton, F. Burrige and A. Thornton, the three directors. These six constitute the executive committee, with Thos. S. Fatcher, secretary. The information department as to the commercial standing of those desiring credit is much more used by the members than formerly.

Willie Wags the White Flag.



GUNNER FIELDING: He may bluff old man Bull, but did you see me call him?

(From Toronto World, Feb. 23.)

his goods and the attention

PROTECT YOURS.

simplest method from showing a Den-shoe concern remedies, but another was an electric s:—

l with using er things, and ident, that a through the frost down. ing and shut-street always he show win- have double id our goods

I come down le of an hour s in the sum-

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dvantage to it. g the fan at onders what is the freak idea. the stunt."—

Drew Custom in Wake of Competitor's Negligence

Retailer's Scientific Methods Proved Successful Bait to the Disgust of His Opposition Farther Down the Street—The Wonderful Power of the Window Exemplified—Use Made of Display Cards.

By E. M. Woodley in System.

When the "Enterprise" shoe store opened for business on Third Avenue, its show window was a curious spectacle. Simultaneous with the opening, passers-by began to stop in front of the window. They gathered in groups, sometimes of ten or twenty, and half blocked the sidewalk.

There were half a dozen shoe stores within a few blocks north and south; not one of them ever had a crowd. What strange hypnotism was this new rival practising on unsuspecting Third Avenue?

It was simple enough, although none of the older dealers had thought of it. The "Enterprise" window was filled from top to bottom with a surprising assortment of goods that had nothing whatever to do with shoes. And yet shoes stood out conspicuously everywhere in contrast to the medley of other articles, and a black-lettered placard made it clear:

WE SELL NOTHING SHOWN IN THIS WINDOW BUT FOOTWEAR

The other articles are what you can get elsewhere with the money you save here.

It was almost staggering, this collection of dishes, kitchen utensils, table-linen, hardware, towels, cutlery, bric-a-brac. A frame had been set up in the window, with a hundred shelves. It was painted snow-white—a pleasing background for shoes. There was small need of a background, however, for the shelves were swamped with the display. Even the shoes themselves were filled. Boys' jack-knives peeped temptingly; dolls were half concealed; dollar watches gave tantalizing hints of their presence. It was quite as much a question of what might be there, as what really was there.

Scattered about in this jungle of shoes and every-day things were cards, six by eight inches, with such inscriptions as this:

DO YOU BUY SHOES ON BROADWAY?

If so, try Third Avenue, and See What it Means to You.

These were revolutionary methods on Third Avenue. All the shoe stores up and down the street had show windows. Most of them were eminently proper show windows. The shoes were arranged in mathematical rows, properly curved, properly dusted, properly spaced. This new store was not orthodox. One retailer, across the street from the "Enterprise," had been there twelve years.

"I've never had cheap contraptions like that in my window," he remarked, ruefully, as he watched the people going in and out of the new establishment. "I don't believe in it."

Yet this same dealer had often wondered why so few customers came into his store. Third Avenue was a restless

highway, and all the people wore shoes. He could not understand why an hour should elapse, at times, without a single person being deflected his way.

The "grand opening" was over. The miscellaneous goods, rented for the first display, had gone back to their owners. But the "Enterprise" was quite as restless as Third Avenue itself. All night the sounds of hammer and saw were heard by late pedestrians; when morning came the crowd before the show window was so big that it actually shocked the old-time Third Avenue dealer across the street.

There were shoes in the window, in plenty, but it was not the shoes alone that attracted. Intermingled with the footgear was money—everywhere money. It filled the shoes and ran over; it covered the floor; it was piled in heaps and windrows. There were paper dollars, and silver dollars, and halves and quarters and pennies. Apparently, the "Enterprise" had dug up a fortune to put in its show window. Only the initiated knew that the clever arrangement of filling and hidden framework and concealed shelving, multiplied the actual money a thousand fold. And only those in the secret knew that a bank had supplied the money as a special loan, on condition that two private policemen from the bank be detailed to guard it.

The most conspicuous placard in the window was this:

HERE IS SOME OF THE MONEY WE ARE GOING TO SAVE OUR CUSTOMERS

Do You Want Some of it? Then Step Inside and Get It.

Other cards presented terse selling points. Qualities were emphasized, and a strong play was made on the difference in rents between Third Avenue and Broadway. "Size up our building," one inscription ran. "It isn't a palace, is it? If it were, the landlord would get all this money."

Thus capital was made of the poor old structure itself. This sort of argument would not do on Broadway or Fifth Avenue, but the "Enterprise" knew the trade it wanted and went after it with ambitious methods.

One day a pedestal appeared in window of the "Enterprise." It was four feet high, and on its flat top rested a single, feminine, genteel-looking shoe. There was not another shoe in the window. The pedestal with its solitary piece of footwear reigned supreme. The barrenness of the window was relieved by hangings of fluffy white stuff; the floor, too, was covered with it, in billow waves; the pedestal itself was draped with it. The whole window-space was a cave of dazzling white, in which nestled the solitary shoe. And

then this placard which no onlooker or passerby could possibly fail to see:

IF THIS SHOE FITS, YOU MAY HAVE IT FREE

We Will Sell You the Mate For \$2.
We Guarantee These to be \$3 Shoes.

The old-timer across the way denounced this as "Cheap John" advertising. Some one carried the denunciation to the proprietor of the "Enterprise." At the moment he had eleven women in line as candidates for the particular size and pattern represented on the pedestal, and he only had time to remark: "If one's customers like 'Cheap John' advertising, why not give it to them?"

Then he sold a pair to two-dollar shoes to a disappointed candidate for the pedestal shoe.

Meanwhile the old-timer was having a peaceful day in his shoe shop, all by himself, and the thousands of people went up and down Third Avenue, all wearing shoes.

The "Enterprise" appeared to prosper amazingly. Indignation ran high among the adjacent Third Avenue shoe men. This interloper was an impudent fellow, they told each other. Whoever heard of a shoe store thus lowering its dignity? The shoe business was a high-minded, serious calling. A shoe store, the old-timer said, must perforce have a quiet, restful atmosphere. The same atmosphere must include its window. This new-comer, so perniciously busy, was overthrowing traditions.

And then, on a rainy day, a pig appeared in the "Enterprise" window, along with a copious supply of mud in which to wallow. A pig in New York is as rare as a silk hat in Goldfield. Third Avenue was blocked with excited children, and a liberal percentage of grown-ups.

And once more the placard:

**PIGS DON'T WEAR RUBBERS
But How About You?**

Then the window space above the porker was dotted with smaller placards bearing the single word "Rubbers." There were at least a hundred of these cards at all angles, some upside down, purposely. The object of the display had a very definite meaning.

Along in the afternoon the pig had grown so popular on Third Avenue that the police requested the "Enterprise" to remove him. But in a thousand homes that night this store was a topic of conversation. And everyone knew it had rubbers to sell.

Again the busybodies carried the complaints of the old-time shoe dealers. Pigs had nothing to do with shoes. It was scandalous!

"If a fellow's in business for trade," remarked the "Enterprise" man, "why

not go after it? Is there anything dishonorable in pigs?"

When a particular shade of tan came into use, the "Enterprise" seized the idea for a window display that drew customers for a week. On exhibition along with the footwear were placed other articles of wearing apparel of the exact coloring. There was a serge skirt as a background for a pair of neat oxfords. There was hosiery, and millinery, and gloves, and men's ties and shirts, and men's hats. Each of these articles of apparel was matched by a pair of shoes, and the effect was completed by tan hangings of the same shade.

The announcement told the prospect:

WE CAN SELL YOU THE SHOES AND TELL YOU WHERE YOU CAN MATCH THEM IN ANYTHING ELSE YOU MAY WANT.
Be In Style. It Costs no More.

All of these goods were loaned readily by concerns that might profit by the display in the shoe store window.

This was a conspiracy, the old-timer said, on the part of the "Enterprise" man and some of the furnishing stores and millinery shops of Third Avenue. It was a lamentable thing that such a state of affairs could exist in the shoe trade.

But the "Enterprise" man only laughed and said that such conspiracies made business a game that was really fascinating. He found it absorbing to think up schemes to get people into his store. Business, he ventured, was business, and a show window was a show window. He did not attempt to control any of his competitors' windows. But he did have a lot of fun with his own.

This color scheme had such good results that presently the "Enterprise" adapted it to black. A dead-black window was created, with black shoes matched against black garments, hats, gloves, and the like. The window-space was draped absolutely in black and the effect was almost startling. Yet it was wonderfully attractive and scarcely a person passed the store without stopping at the window. The display had an air of refinement, too, that caught even Third Avenue.

Then a summer display was made up all of white. Children's shoes, women's kid slippers, and canvas outing shoes furnished most of the footwear exhibit, set off against white dresses, hats, ties, and other apparel. Conspicuous posters explained that these goods were not on sale, and clever invention was employed in getting up cards to make the shoe display the important thing in the window. One card ran thus:

WE ARE INTERESTING YOU IN SHOES. REMEMBER. EVEN IF YOU HAD ALL THE PRETTY THINGS IN THIS WINDOW, AND HAD NO SHOES TO MATCH THEM, YOU WOULD NOT BE EQUIPPED. WE CAN GIVE YOU THE APPROPRIATE THING IN SHOES, NO MATTER WHAT CLOTHING YOU WEAR.

By this time the "Enterprise" had become the leading shoe shop in that section. Almost any flat-dweller on the side streets adjacent knew where it was.

On the other hand, not a quarter of them could have told just where the old-timer's store was located. Many had a vague notion that it was somewhere around, but it never had impressed them in a positive manner. It was colorless, without personality.

Another striking display was made by taking one shoe from each variety in the "Enterprise" stock. These were arranged on a sloping platform, in the form of the letter S. The larger shoes were at the top, and the twisting line tapered gradually down to the tiniest of infant's shoes.

The variety of shoes carried by the store was thus graphically illustrated. Selling-cards were scattered about the window profusely, filling the bare spaces. The back of the window was attractively draped, and hung with placards. The big letter S nestled on a bed of velvety cloth, in loose folds.

Like all of the "Enterprise" exhibits, this one compelled attention. It was absolutely distinct from the routine display of the average shoe store window. People stopped to wonder at the number of shoe varieties and sizes. And the instant they stopped they were reminded by the cards that this was the "Enterprise" shoe store. At the bottom of every card was the address.

It was a theory of this proprietor that the value of a show-card is heightened when it impresses on the prospective customer the location. He may want to come back later on; if he has a photograph of the street and number in his brain, he will not drift into some other store because he cannot find the one he wants.

A display that drew well was built along the illusion idea. Apparently, the entire window-pane, to a height of six feet from the floor, was filled with a heterogeneous mass of footwear in a hopeless tangle. In reality, a concealed framework took most of the space. The outer layer was made up of boots, shoes, slippers, rubbers, children's sandals, and the like. The effect was a mountain of footgear, tossed together in careless confusion. On many of the shoes were price-cards. The impression conveyed was one of immensity of stock and variety.

The old-timer had been across the street for twelve years, and had scarcely made a living. The "Enterprise" came in and found a thriving trade at once. It was merely a difference in methods. The trade was there all the time.

"How many shoe stores do you suppose there are in New York?" the old-timer had asked once.

He answered the question himself.

"More than a thousand, by the city directory. A few of 'em make money. Most of 'em starve. I've been doing the best I could. I've been square and worked hard. I flatter myself I'm pretty well known in the neighborhood—you know that doesn't mean much in New York. Yet how many Third Avenue people, in this block, say, ever got into my store? Not one in a dozen. Why didn't they? Because they'd rather go over to Broadway to help pay the big rents. It's human nature. They think my store's no good because it's little, and a bit dingy, and hasn't got fancy rugs for them to put their feet on when they take off their shoes. I can't get 'em coming."

But the old-timer opened his eyes when he saw how the "Enterprise" got them coming.

The "Enterprise" has no monopoly upon its methods and the man behind it has not cornered ingenuity. What applied to shoes, applies to hats and Turkish rugs and toilet soaps and breakfast foods, for people use them all.

There are plenty of fish in the sea; whether you catch your share depends largely upon the bait you use and how you use it. There is no better place to start than where the "Enterprise" man did, on that most woefully neglected opportunity—the show window.

Keep always in mind the desirability of increasing your business right up to the limit of your present facilities. That is what reduces the ratio of expense.

On the Chicago market last week live hogs touched a price unequalled since 1870, selling at 9.40 per cent. It is prophesied that they will reach the \$10 mark before long.

An experienced grocer advises that flour should always be stacked on the top shelves, says the American Miller, as the warm, even temperature keeps it in the best of condition. While grocers often make a mistake in this matter and stack their flour wherever there is room without regard to conditions, we think it may be questioned whether the ceiling of a warm grocery store is the best place for stored flour. The temperature is probably all right; but flour is susceptible to odors, and odors rise as well as the heat.

OBJECTS OF CLERKS' ASSOCIATION.

Chilliwack, B. C., Feb. 23.—The clerks of action such evils and customs as are against Chilliwack have formed an association, one of the chief aims of which will be to work harmoniously with the Merchants' Association of that district. S. A. Cawley, M.P.P., is the honorary president, the working officers being: President, John Robinson; vice-president, Miss L. M. Hall; secretary-treasurer, Miss G. K. Brown, with a strong executive committee under the chairmanship of W. C. Barber.

The objects of the association are: To foster and maintain a permanent social feeling among the clerks of the retail, wholesale and general offices of Chilliwack; to obliterate distrust and inspire confidence among the members of the trade; to remove by concerted

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TWO SUGAR ADVANCES.

The strong tendency in the sugar market referred to in last week's issue resulted in an advance of 10 cents on all grades including the Winnipeg list and the following day of 5 cents on the Montreal and Toronto lists. The basis is now \$5 per barrel in Montreal or \$4.95 per bag.

The principal cause given is the weak statistical position of the world's supply, the estimated decrease in comparison with last year being 354,904 tons. The speculative demand in Europe too, remains a big factor. Also, the consumption of refined in Canada has been advancing steadily and the report of a strike of sugar cane cutters in Guadeloupe adds additional firmness to the market.

The representatives of one sugar refining firm stated to The Grocer that in his estimation we would not see lower values in sugar for the next two or three months.

DEMAND AHEAD OF SUPPLY.

Teas are exceedingly firm. It is estimated that, generally speaking, they are 2 cents per pound higher than at this time last year and it is possible according to men closely in touch with the tea market that they will go still higher.

It simply looks as if it were a case of consumption overtaking the production. Figures regarding the importation of teas into the United Kingdom in 1909 indicate this. For instance last year duty

was paid on 283½ millions of pounds, while in 1908 it was on 275½ millions, making a difference of 8,000,000 pounds in Great Britain and Ireland alone.

The consumption in other countries has also increased, and while the same may be said of the production yet apparently it has not been sufficient to overtake the demand.

Cables last week from Colombo tell of the strong market. Common teas, they say, are soaring, being about 2 cents higher than they were at the end of January.

SHORT RAISIN STOCKS.

The attention of retailers is here again called to the market in Valencia and Sultana raisins. Advices from the primary market show that Valencias are getting into short compass on spot, and importations have been restricted by an advance in price there equal to ¾c over the price ruling before the first of the year.

Sultanas have had a much larger sale this year than usual in consequence of the extremely low prices ruling. This fruit also advanced several shillings in Europe as stocks there, owing to increased demand induced by low prices, are getting into short compass.

STRONG PEANUT SITUATION.

The peanut market at present presents considerable strength. It is being the subject of considerable comment and that the limit of the advance has not been reached is the opinion of well-posted dealers.

In regard to Virginia peanut prices compared with a year ago appear high, but when a look is taken upon the year of 1907, in the midst of a panic, and see by actual comparison with that crop that it was marketed from ¼c to ¾c per pound above present prices, it is felt that higher prices must be expected before the new crop.

Japanese peanuts are up from a cent to a cent and a quarter and Spanish peanuts are nearly 3 shillings higher than this time last year. The shelled variety have advanced about a cent per pound since the first of the year and on the French market there are no sellers for fall shipment.

One dealer states that, after an investigation regarding the foreign market from thoroughly reliable sources, the Spanish and Japanese crops of peanuts are short, while the African, Chinese and East India crops are perhaps less than normal.

Recent cable inquiries come from Europe on quantities from 50 to 100 cars

of United States peanuts, which indicates that the foreign crops of peanuts are short, and efforts are being made to market them at higher prices.

BREACH OF TRADE ETIQUETTE.

There is considerable complaint always coming from the retailers, that the wholesale dealers are selling direct to the consumers. This is generally denied and kept away from the knowledge of the retailers, but sometimes the truth becomes uncovered through peculiar circumstances.

Not long ago a little girl was sent to a grocery store to get a pound of bacon. While the grocer was slicing it for her, a wholesale meat wagon stopped at the door, and, as soon as the driver entered the store, the little girl said to him, "Mother has been waiting for you."

The driver, however, scarcely paying any attention to her, hurried through with his business, and after he was gone a short time, the little girl came back with the bacon, "mother does not need this bacon now; the man that was in here brings us our bacon, but he was late this morning."

When that driver came round again the grocer was ready for him, and desired an explanation of his conduct as a wholesaler. On being charged with the violation of business rules, he admitted his guilt, and in trying to prove his personal innocence he uncovered, like the little girl, another truth which is fully as interesting as the fact of selling to a consumer.

He stated that he only delivers the goods to that family, but is not allowed to collect the money. This, not being satisfactory to the grocer, he brought out his next best talking point: "Well, I'll tell you, this man is an official in the assessment department and they have some kind of an understanding, so that the boss gets a reduction in his assessment and I think he saves about \$100 a year."

The Canadian Grocer, however, is not concerned about the deal which the driver thought would justify him in delivering the goods as long as he did not collect for them, but The Grocer takes a firm stand against the principle of the wholesaler who expects the retailer to handle his goods and often at a small profit, and then steals some of his customers from him.

This matter is carried on by some houses in Canada to an extent that makes it almost intolerable to the retailers.

The older grocers well remember the time when wholesale houses would not break packages, not even to small stores, but would turn them over to the

larger retail stores to get their supplies. Some of these retail stores had a good income from this source, but now some wholesalers break packages and sell the smallest quantity not only to stores, but are actually canvassing boarding houses and even private families.

THE GERMAN SURTAX.

The additional tax of one-third more than the general tariff on imports of German origin becomes obsolete on March 1 by the provisional trade agreement signed last week at Ottawa.

Unpleasantness between Canada and Germany has existed for some twelve years following the granting of the British preferential in 1907. Canada in 1898 persuaded the British Government to abrogate her favored nation treaty with Germany, which prevented this country giving a preference to the Mother Land, as against Germany.

Germany commenced commercial hostilities, having levied against the Dominion the provisions of her maximum tariff. This drastic action dealt a severe blow to our export trade with Germany in agricultural products, and it was not long before our shipments of grain to that country practically stopped. The tariff killed a trade which in grain alone was worth over \$1,000,000, and while our export trade with all other countries has grown enormously of late years, that with Germany in 1909 was about \$400,000 less than it was in 1898.

Canada endeavored to persuade Germany to restore her products to the conventional tariff and when this proved unsuccessful, put the surtax into operation in November, 1903.

The Canadian Grocer has known for some time that the Canadian Government has been anxious for commercial hostilities to cease, and at least two members of the Government are known to have unofficially suggested to influential German citizens who had visited this country that they endeavor to bring about a better state of affairs. There is no doubt, however, that the strongest efforts have been put forth by the German people themselves, and particularly business men in that country. A year or two ago an association was formed there which had for its specific object the removal of the present obstacles to the development of trade with Canada.

While Canada's export trade with Germany lessened during the decade, the surtax on the other hand, of course stimulated certain Canadian industries. These may naturally be expected to suffer to some extent by the restoration of

the tariff conditions which prevailed prior to 1903. The particular industries are knitted goods, especially those into the manufacture of which cotton enters, hosiery, underwear, gloves and outer garments. On the other hand while everything that Canada exports is not provided for in the new convention, the principal products such as grain, timber, animals, leather, and fruits are included.

Before the surtax there was a considerable quantity of gelatine imported from Germany, but since the surtax a great deal of this trade went to Austria-Hungary. For instance in 1909 we imported 17,147 pounds of German and 49,815 pounds of Austria-Hungary gelatine.

As the convention is only a temporary one and is designed as a stepping stone to further negotiations, the chief fear on the part of Canadian manufacturers is that there may be a disposition on the part of the Dominion Government ultimately to allow Germany the provisions of the intermediate tariff. It is future rather than present concessions that perhaps most disturb.

The indications are that the trade of Great Britain with Canada will suffer to some extent by the removal of the surtax. It is, however, the general opinion among business men in Canada that British manufacturers have not taken all the advantage of the preferential tariff which they should. With few exceptions they have been slow to employ aggressive means of extending their trade in this country. On the whole any strong opposition to the new order is unlikely.

THE PROFIT AND LOSS PROBLEM.

Grocers are becoming more and more interested in the question of expense of carrying on business and in determining the relation of this to the gross profits.

Recent articles in this paper have proven that some grocers are actually selling goods at a loss when they come to figure cost. In last week's issue it was demonstrated that some were making gross profits of from 15½ per cent to 19 1-3 per cent. These same grocers admit that it costs them from 13 to 15 per cent. to do business.

In this week's issue on another page will be found a table showing actual gross profits that are being made. The figures were obtained from grocers who gave both their cost and selling price. At 15 per cent. cost of doing business these men are actually losing money. Even if they did business on a 10 per

cent. basis their net profits would not be equal to those of an average laborer.

These figures bring to light some interesting conditions about the uniformity or rather non-uniformity of profits. They also show that on articles on which fair profits are made that grocers have a big competitor in the peddler, while on the other hand the articles on which the profits are small the worst trouble comes from a section of merchants themselves, who are continually cutting prices.

These are ills that the trade is heir to and business men are needed to overcome them.

PURE JAMS ON THE MARKET.

It will be interesting to grocers to know and they will also find pleasure in telling their customers, that according to a recent Government analysis of 116 samples of jams collected from 15 inspectoral districts in Canada, 108 were found pure, 7 were doubtful, and only one was adulterated.

This is remarkable when it is taken into consideration that only a few years ago, pure jam was almost the exception. This again shows what can be done by a few enterprising men, who have started this pure food movement. But it must be remembered that it is not always the one who reaches the highest point on the ladder of fame that deserves the credit for ambition, but, rather the one who is first in getting his foot on the bottom rung.

ADVANCE IN WALNUT MARKET.

Shelled walnuts to-day for importation are about 30 per cent. higher than they were at this date a year ago. Prices to the retailer have also advanced about the same amount.

The cause of this is the scarcity of walnuts on the French market where practically our entire supply comes from. Stocks in France are almost exhausted in both the shelled and unshelled lines and the remaining stocks are being marketed at continually advancing prices.

From reports from France, there are no sellers for forward shipment as present demand will absorb all available stock for near shipment and the trade will have to rely for fall supplies entirely on any reserve stock that remains after the summer trade is over.

It is evident therefore that the walnut situation is exceedingly strong and retailers interested in this market should make their plans accordingly.

Profits and Losses on Various Grocery Articles

With Expense of Doing Business Figured at 15 per Cent. Grocers are Making a Net Loss in Many Cases — Articles on Which Best Profits are Made—Plea for an Equalization of the Profits—An Interesting Table.

From figures received from different grocers, it was shown in last week's issue their average percentage of profits and now to demonstrate more clearly the grocer's situation and the necessity of adopting different methods, the profit or loss on each article over and above 15 p.c. of the turnover which is allowed for the cost of doing business is given. Of course 15 p.c. representing the cost of doing business may be somewhat high, especially if businesses in towns, small cities, villages and country places are under consideration, but in cities like Montreal, Toronto, Winnipeg, etc., it is not a great deal too high, if it is high at all.

It will be noticed that some articles are netting a good profit while others are being handled at a loss. This is the point to be considered in this article. The following table includes the cost of the goods, the selling price, the gross profit, 15 p.c. on the selling price for doing business, net profit over the expenses, or the net loss on the goods which are sold under cost of doing business:

with the unsatisfactory condition of the retail trade.

Talk with the retailer, and while he sees the trouble, he again repeats the old phrase: "What can we do?"

All admit that things are not right, but if some do take a broad view of the situation and venture out from behind their counters, they are not supported by the grocers in general.

"If the retail grocery business is not paying, the grocers themselves are to blame," said one; "but when we talk to each other it is always the other fellow who is the sinner. What business sense is there in us when we sell 3 for a quarter on one line, making a little more than 4 p.c., and then trying to sell another article which is peddled before our very doors every day at a profit of 66 2-3 per cent.?"

"There is no sense in it, neither is it right. We have it all in our own hands to remedy, but we don't know how."

Conditions Not Satisfactory.

A business man in discussing the retail situation the other day exclaimed:

work he has done for you, but if that same laboring man owes you for goods and does not want to pay you, you have to go to the Division Court, plank down \$3 or \$4, and then take chances as to whether you will ever see your deposit again, to say nothing of the account you tried to collect? They looked after their interests and succeeded, while the grocer stands behind his counter and wonders, 'What can we do?'"

There is some good sound logic in what the business man says. For instance because it is customary to handle some goods at an actual loss, grocers still continue to do so and because it is customary to handle tea, coffee, fruit, etc., at a good profit they still do so but they also allow the peddler to do the same—which cuts down sales. On the other hand grocers will rival their neighbor and competitor across the street by underselling them on articles on which little or no profit is made.

Work on a Business Basis.

Concluding the business man asked: "Is it not time that the grocers grow out of their jealousy and united to put the grocery trade on a business basis? There are comparatively few grocers who are broad-minded enough to look far enough over the counters to see that the trade in general must be kept in a healthy condition in order to give them a fair chance to succeed. Favorable conditions do not come by chance, but are the outcome of the grocers themselves.

"A few years ago when the recommendation was made to the government by the Royal Commission to assess all properties alike on their rental value, immediate action was taken, and the retailer was saved from the heavy burden which would have fallen on him. If things like this can be done, will any still remain in business and sell some lines of goods for less than cost, and wonder 'what can we do?'"

"We should stop fighting with our fellow grocer and we should never try to build up a trade by underselling others. This has been tried over and over, and has never succeeded. If we give good service, treat our customers right and charge a decent profit on all lines, the grocery business will naturally and surely improve."

ANOTHER FISH MERGER.

Considerable interest is being taken amongst the fresh fish dealers in Montreal, in connection with a proposed merger of these interests. The details of organization have not been perfected but the fact of the merger existing was verified by a prominent fish merchant in Montreal.

CATALOGUES AND BOOKLETS.

T. V. Monahan, proprietor of the Barker House, is giving away an attractive and serviceable certificate holder to commercial travelers visiting Fredericton, N.B.

St. Lawrence Tobacco Co., Ville St. Laurent, Quebec, has been closed up, an order having been given by Justice Fortin. Liquidation will take place at once.

Article	Cost of Goods	Selling Price	Gross Profit	Cost of doing bus.	Net Profit	Net Loss
Soap, 100 cakes.....	3.75	4.17	42	62½		20½
Soap, 6 bars.....	23	25	02	03½		01½
Butter, per lb.....	26	30	04	04½		00½
Eggs, per doz.....	27	30	03	04½		01½
Soda biscuits, per lb.....	7½	10	02½	01½	01	
Washing soda, per lb.....	05	10	05	01½	03½	
Beans, per lb.....	04	05	01	00½	00½	
Rhubarb, per bunch.....	10	15	05	02½	02½	
Oranges, per doz.....	40	60	20	09	11	
Bread, per loaf.....	08	10	02	01½	00½	
Tea, per lb.....	30	40	10	06	04	
Coffee, per lb.....	18	25	07	03½	03½	
Flour, per lb.....	38	50	12	07½	04½	
Sugar, per cwt.....	4.95	5.56	61	83 2-5		22 2-5
Tomatoes, three cans.....	21	25	04	03½	00½	
Bacon, per lb.....	22	25	03	03½		00½
Prunes, per lb.....	08½	10	01½	01½	00	00
Raisins, per lb.....	05½	7½	02	01½	00½	
Rolled oats.....	21	25	04	03½	00½	
Lard, per lb.....	16½	20	03½	03	00½	
Breakfast food, (1 brand).....	24	25	01	03½		02½
Potatoes, per peck.....	10	15	05	02½	02½	
Rice, per lb.....	06½	08	01½	01 1-5	00 11-20	
Mustard.....	21	25	04	03½	00½	
Lemons, per dpz.....	12	20	08	03	05	
Totals.....	12.74½	14.88½	2.14½	2.23½	41½	50 1-5

The first thing that must strike a retailer in this statement is the small gross profit on the whole bill. To handle \$12.74 of staple goods for a gross profit of \$2.14 seems peculiar yet it is true. The next thing is the fact that some goods carry a profit of 50 to 66 2-3 p.c. and yet the average percentage of profit is only 16½ p.c. on the cost of the goods. While this statement shows a loss of 9c after expenses are met, yet some goods were sold at a profit of 66 2-3 p.c., which demonstrates that the system of arranging profits is wrong and has much to do

"The merchants of our country who ought to be the most wide awake, ready to solve the most difficult problems, are standing powerless when they know that the conditions of the trade are neither fair, nor satisfactory.

"Where would the laboring people be if they had not acted the way they did? Would they have accomplished anything if they had stood at their working benches and brooded over their conditions?"

"Why can a laboring man bring you up before the magistrate without costing him one cent and make you pay for

NOT IN THE MERGER.

At Least One of the Independents Remaining Independent.

Editor Canadian Grocer,—On page 44 of your issue of the 21st January, I read an article headed "Canners' Merger Completed." In this article you say that about fifty-six factories are now in the consolidation and at the time of writing only three Independents were not closed up. I would like to know where you get your authority for this statement. I am interested in two independent factories and have not been consulted in regard to the consolidation by either. I have also made inquiries from others interested in different factories and from all the information I can gather your statement is not correct. Instead of the majority of the independent factories having agreed to an amalgamation the fact would appear

to be that only a few have, as you put it, been "closed with."

If the above article is one of your paid advertisements it would appear as if those putting it in had some object in doing so.

J. A. STEWART,
Exeter, Ont.

RECRUITS FOR FIXED PRICES.

Grocer Says it is the Salvation of the Retail Trade.

F. B. Connolly, of San Francisco, director of the National Association of Retail Grocers, of the United States, reports that he has just induced the Californian Fruit Canners' Association to launch the protected price plan on one of their brands of fruits and vegetables in some sections of northern Ohio.

"Many of these manufacturers are

giving this plan a fair trial on the Pacific Coast and will put it into operation in other sections of the United States as soon as conditions make it worth while.

"In the meantime we retailers should educate our people in our local and State meetings by constantly pointing out to them the value of having the manufacturer set and maintain a minimum retail selling price, allowing a fair margin of profit, instead of us being at the mercy of the illegitimate price cutter, who forces a number of well-meaning merchants, by competition, to conform to the prices he has made, irrespective of whether or not there is a legitimate profit in the same.

"This is a great movement and naturally has some opponents even among our own people, but it is a movement which means the salvation of the retail grocer and the placing of our business on a high level."

Things That Shouldn't Be



A Cat Walking Along the Counter and Especially Where Food-Stuffs are Lying.

Markets—Two Advances Made in Refined Sugar

Market Goes Up 15 Cents and is Still Strong—Shortage of Raws and a Strike Mentioned as Causes—Exceedingly Strong Market in Teas—Peanuts and Walnuts Short—Situation in Raisins.

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

QUEBEC MARKETS

POINTERS—

Advance in sugar all around of 15c
Decline in rice and tapioca.
Scarcity of Japan tea, low grades.

Montreal, Feb. 24, 1910.

Business is generally good and considerable activity is noted all over the jobbing houses. Country orders are coming in freely and travelers find merchants watching the markets closely. There have been several notable changes, including the advance in sugar and decline in rice and tapioca. Canned goods have a feature in salmon inasmuch as there is a scarcity of certain brands.

Sugar.—The sugar market is in a good condition. The advance of 15c seems to have stimulated the demand and noted activity has taken place. One reason for the advance is that the crop was reported short and not any too good. There has been also a shortage of supplies in Europe and it is likely that the advance will stay.

Granulated, bags	4 65
" 20-lb. bags	5 05
" Imperial	4 70
" Beaver	4 70
Paris lump, boxes, 100 lbs.	5 75
" " 50 lbs.	5 85
" " 25 lbs.	6 05
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" 100 lb. boxes	5 75
" 50 lb. "	5 85
" 25 lb. "	6 05
" 5 lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 40
" 50-lb. boxes	5 60
" 25-lb. boxes	5 80
Powdered, bbls.	5 20
" 50-lb. boxes	5 35
Phoenix	4 85
Bright coffee	4 90
No. 3 yellow	4 50
No. 2 "	4 70
No. 1 " bags	4 55
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses.—There has been a drop in prices in molasses. The early crop has evidently given an appearance of strength and the influence has already been felt. Demand will likely be stimulated by the decline in prices as changes will be noted in our quotations. The demand for syrup is good and very satisfactory.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " barrels	0 41	0 43
" " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 36	0 38
" " barrels	0 39	0 41
" " half-barrels	0 41	0 43
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
" 1-bbls.	0 03 1/2	0 03 1/2
" 34-lb. pails	1 80	1 80
" 25-lb. pails	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
" 5-lb. " 1 doz. "	2 85	2 85
" 10-lb. " 1 doz. "	2 75	2 75
" 20-lb. " 1 doz. "	2 70	2 70

Tea.—Tea market is improving. Owing to new arrival of low grade China greens they meet with a ready sale. There is no immediate danger of an advance. Business is good but not in large quantities. Buyers seem to be dealing in small quantities only. Japan low grade is still scarce, hardly any to be found in the market. The high grades are selling normally owing to the fact that only wealthy consumers

can buy these lines. Volume sold is satisfactory. Low grade green teas are the best sellers, hence the anxiety to get hold of these grades. No change in prices.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan—Fine	0 32	0 37
" Medium	0 27	0 30
" Good common	0 22	0 25
" Common	0 20	0 22
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoes	0 20	0 22
" Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
" Hysons	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Coffee remains normal with a good steady demand.

Mocha	0 18 1/2	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices.—Spices seem to follow prosperity. Wherever money is plentiful spices are in good demand.

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

Dried Fruits.—A slight improvement has taken place in peaches, pears and apricots. Business is poor for raisins. This may be occasioned by Lent, and most merchants think that it is the cause. Seeded raisins are slow.

Currants, fine filigras, per lb., not cleaned	0 06 1/2
" " cleaned	0 06 1/2
" Patras, per lb., cleaned	0 07 1/2
" Vostizaa, per lb.	0 08

Raisins—		
Australian, per lb., (to arrive)	0 08 1/2	0 09
Old seeded raisins	0 06	0 06
California, choice seeded, 1-lb. pkgs.	0 07	0 07
" fancy seeded, 1-lb. pkgs.	0 09	0 09
" loose muscatels, 3-crown, per lb.	0 07 1/2	0 08
" " 4-crown, per lb.	0 08 1/2	0 09
" sultana, per lb.	0 07 1/2	0 10
Valencia, fine off stalk, per lb.	0 05	0 05
" select, per lb.	0 06 1/2	0 06 1/2
" 4-crown layers, per lb.	0 06 1/2	0 06 1/2

Nuts.—Peanuts are still the feature with a tendency to advance. Aside from the advance of Bordeaux walnuts, which was reported last week on account of the treaty with France, it has been reported that the markets in France also advanced, thus showing that it was a natural increase, the prices being in some cases ahead of our quotations from 28 to 30c.

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

Evaporated Apples.—Prices have been put down and lowering the price has stimulated the demand. It appears that buyers of these lines wish to pay a cer-

tain price and do not care to buy until that is reached. That is the situation just now. The market is fair.

Evaporated apples, prime	0 08	0 08 1/2
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Beans and Peas.—Normal demand still rules in these lines and prices are especially held firm for beans.

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

Rice and Tapioca.—Prices have declined noticeably. The big importers and mills prophesied that they would lower the prices at a certain day and this naturally killed the intervening demand. Seeing that there was no sale for rice the decision has been put into effect of lowering the price at once. It is evident that stocks were very low and a general increase in sales has taken place. Decline of about 20c all around will be noticed in rice.

Rice, grade B, bags, 250 pounds	2 75	
" " " 100 "	2 75	
" " " 50 "	2 75	
" " pockets 25 pounds	2 85	
" " 1/2 pockets, 12 1/2 pounds	2 95	
" grade c.c., 250 pounds	2 85	
" " 100 "	2 75	
" " 50 "	2 65	
" " pockets, 25 pounds	2 75	
" " 1/2 pockets, 12 1/2 pounds	2 85	
Tapioca, medium pearl	0 04 1/2	0 04 1/2

CANNED GOODS

MONTREAL.—Demand for canned vegetables and canned fruits has increased notably over previous weeks, no doubt occasioned by Lent. The demand for canned fish is quite apparent with the exception of the brands Clover Leaf and Horseshoe in salmon and it seems there is a scarcity of these brands. Stocks all over of salmon are said to be pretty well exhausted and this situation is sure to be felt before long.

Peas, standard, dozen	81 65	
Peas, early June, dozen	1 07 1/2	1 10
Peas, sweet wrinkled, dozen	1 10	1 12 1/2
Peas, extra sifted, dozen	1 52 1/2	1 59
Peas, gallons	3 87 1/2	3 92 1/2
Beans, dozen	0 80	0 82 1/2
Corn, dozen	0 82 1/2	0 80
Tomatoes, dozen (Ontario and Quebec)	1 37 1/2	1 40
Strawberries, dozen	1 75	1 75
Raspberries, 2s, dozen	1 65	1 65
Peaches, 2s, dozen	2 65	2 65
Peaches, 3s, dozen	1 65	1 65
Pears, 2s, dozen	2 30	2 30
Pears, 3s, dozen	1 50	1 55
Plums, Greengage, dozen	0 95	1 00
Plums, Lombard dozen	0 95	1 00
Lawtonberries, 2s, dozen	1 60	1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. tins, per dozen	1 87 1/2	1 90
1-lb. flats, per dozen	0 82 1/2	0 80
1-lb. flats, per dozen	2 92 1/2	2 92 1/2
Other salmon—		
Humpbacks, dozen	0 95	1 00
Cohoos, dozen	1 35	1 40
Red Spring, dozen	1 80	1 85
Red Sockeye, dozen	1 85	2 00
Compressed—		
corned beef, 1s.	1 50	1 50
Compressed corned beef, 2s.	2 70	2 70
English brawn, 2s.	3 00	3 00
Boneless pigs' feet, 2s	3 00	3 00
Ready lunch veal loaf 1 1/2s.	1 20	1 20
Ready lunch veal loaf 1s.	2 35	2 35
Roast beef, 1s.	1 50	1 50
Roast beef, 2s.	2 70	2 70
Stewed ox tail, 1s.	1 60	1 60
Stewed kidney, 1s.	1 50	1 50
Stewed kidney, 2s.	2 65	2 65
Minced oolops, 1s.	1 40	1 40
Minced oolops, 2s.	1 50	1 50
Corned beef hash, 1s.	1 60	1 60
Corned beef hash, 2s.	2 60	2 60
Jellied hocks, 2s.	10 00	10 00
Jellied hocks, 6s.	10 00	10 00
Paragon ox tongue, 1 1/2s.	7 50	7 50
Paragon ox tongue, 2s	8 50	8 50
Paragon ox tongue, 2s	9 50	9 50
Paragon lunch tongue 1s.	4 60	4 60
Tongue lunch, 1s.	3 00	3 00
Suced smoked beef, 1s	1 60	1 60
Sliced smoked beef, 1s	2 60	2 60

THE CANADIAN GROCER

TORONTO—Canned goods are in good demand and from all appearances the stocks on hand will be required before the next crop will be available. Some lines are diminishing rapidly. While canned goods are supposed to keep for years, it is, however, true that they deteriorate and if the stocks can be cleared out every year, it is all the better for the consumer and certainly for the canner.

Beans.....	0 85	0 90	Red pitted cher-	
Corn.....	0 80	0 85	ries, 2s.....	1 75
Peas.....	1 10	1 60	Gallon apples..	2 45 2 75
Pumpkins.....	0 80	0 85	Bartlett pears—	
Tomatoes, 3s.....	0 80	0 85	Heavy syrups, 2s	1 65
Strawberries, 2s	1 40	1 50	Light " 2s	1 15
Raspberries, 2s	1 60	1 67½	Heavy " 3s	2 40
Peaches, 2s.....	1 65		Light " 3s	1 70
" 3s.....	2 45		Lombard plums,	
Lawtonberries.....	1 65		2s.....	0 80 0 85

ONTARIO MARKETS

POINTERS—

Sugars—Up 15 cents.
Teas—Market very strong.
Beans—Firm situation.

Toronto, Feb. 24, 1910.

The wholesale trade this week has picked up and shows more activity. The February dullness has run its course and all look for a lively trade from now on. Payments are also more satisfactory and on the whole the outlook is encouraging.

The feature of the week was two advances in sugar amounting to 15 cents.

Sugar—The anticipated advance in sugar came last week a few hours after we had gone to press and sugars are now 15c higher. The market continues firm and another jump would not be a surprise to many. Owing to a short crop of beet sugar in Europe, New York prices can still advance considerably to reach the same level. Another feature which may develop to effect the price of sugar, is a strike among the cane cutters. The advance last week came a little sooner than was expected by some and the wholesale houses were not all prepared for it.

St. Lawrence "Crystal Diamonds," barrels.....	5 75
" " " " " barrels.....	5 85
" " " " " 100 lb. boxes.....	5 95
" " " " " 50 lb. boxes.....	6 05
" " " " " 25 lb. boxes.....	6 25
" " " " " cases, 20-5 boxes.....	7 80
Paris lumps, in 100-lb. boxes.....	6 05
" " " " " in 50-lb. ".....	5 95
" " " " " in 25-lb. ".....	6 25
Red Seal.....	0 70
St. Lawrence granulated, barrels.....	5 10
Beaver granulated, bags only.....	4 80
Redpath extra granulated.....	10
Imperial granulated.....	4 80
Acadia granulated (bags and barrels).....	5 00
Wallaceburg.....	5 00
St. Lawrence golden, bbls.....	4 70
Bright coffee.....	5 00
No. 3 yellow.....	4 85
No. 2 ".....	4 75
No. 1 ".....	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	4 65

Syrup and Molasses—In response to the advance of sugar these articles are also firm and will likely advance, although so far the prices have not been affected.

Syrups—	Per case	Maple Syrup—
2 lb. tins, 2 doz.	2 50	Gallons, 6 to case
" " " " " in case.....	2 50	" " " " " 12 " " " "
5 lb. tins, 2 doz.	2 85	Quarts, 24 " " " "
" " " " " in case.....	2 85	Pints, 24 " " " "

10 lb. tins, 2 doz.	2 75	Molasses—
in case.....	2 75	New Orleans,
20 lb. tins, 2 doz.	2 70	medium.....
in case.....	2 70	New Orleans.....
Barrels, per lb.....	0 03½	bbls.....
Half barrels, lb.....	0 03½	Barbadoes, extra
Quarter " ".....	0 03½	fancy.....
Pails, 38½ lbs. ea.....	1 80	Porto Rico.....
" " 25 " ".....	1 30	Muscovada.....

Tea—The strong feeling in the tea market continues, and some of the tea men begin to feel that they may have to advance their prices.

Coffee—The coffee market is very strong with a slight advance in several grades in the primary market.

Rio, roasted.....	0 12	0 13	Mocha, roasted.....	0 25	0 28
Santos, roasted.....	0 15	0 17	Java, roasted.....	0 27	0 30
Maricaoibo, ".....	0 16	0 18	Rio green.....	0 08	0 09

Spices—Spices are quiet, which is quite natural at this time of the year.

Peppers, black.....	0 15	0 18	Cloves, whole.....	0 25	0 25
" white.....	0 22	0 25	Cream of tartar.....	0 22	0 25
" whole.....	0 16	0 16	Allspice.....	0 14	0 16
black.....	0 16	0 16	" whole.....	0 14	0 16
Peppers, whole.....	0 23	0 23	Mace, ground.....	0 75	0 80
white.....	0 18	0 25	Mixed pickling		
Ginger.....	0 5	0 40	spices, whole.....	0 15	0 16
Cinnamon.....	0 5	0 40	Cassia, whole.....	0 20	0 25
Nutmeg.....	0 20	0 30	Celery seed.....	0 20	0 24

Dried Fruits—Some of the wholesale houses report that these goods are moving slowly. This they think is owing largely to the large quantity of green fruits that were put up by the people last summer, and also to the cheap apples which are on the market. European reports tell of stocks of both Valencia and Sultana raisins being in small compass.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes.....	0 11½
40 to 50 " ".....	0 10
50 to 60 " ".....	0 08
60 to 70 " ".....	0 07½
70 to 80 " ".....	0 07
80 to 90 " ".....	0 06½
90 to 100 " ".....	0 06
Same fruit in 50-lb. boxes ½ cent less.	

Apricots—	
Standard.....	0 15
Choice, 25 lb boxes.....	0 15
Fancy.....	0 17
Candied and Drained Peels—	
Lemon.....	0 09 0 11
Orange.....	0 11½ 0 12½
Figs—	
Eleme, per lb.....	0 08 0 10
Tapnets.....	0 03½ 0 04
Bag figs.....	0 03½ 0 04
Dried peaches.....	0 08 0 08½
Dried apples.....	0 07½
Currants.....	0 07½
Fine Filiatras.....	0 06½ 0 07
Patras.....	0 08 0 08½
Uncleaned ½ cent less.	
Raisins—	
Sultana.....	0 05 0 05½
" fancy.....	0 06 0 07
" extra fancy.....	0 08½ 0 09
Valencias, new.....	0 06 0 06½
Seeded, 1 lb packets, fancy.....	0 08
" 16 oz. packets, choice.....	0 07½
" 12 oz.....	0 06
Dates—	
Hallowees.....	0 05 0 05½
Saisr.....	0 05
Fards choicest.....	0 06½

Nuts—Nuts are practically out of date. Nothing but some shelled nuts are asked for. The French walnut market is interesting in view of a shortage which is apt to affect the fall market. Peanuts are also scarce and high in comparison to a year ago.

Almonds, Formigette.....	0 11½
" Tarragons.....	0 12
" shelled.....	0 33 0 35
Walnuts, Grenoble.....	0 13½
" Bordeaux.....	0 11
" Marbots.....	0 12
" shelled.....	0 29 0 30
Filberts.....	0 12 0 12½
Peanuts.....	0 16 0 18
Brazil.....	0 15
Peanuts, roasted.....	0 08 0 12

Rice and Tapioca—There should be no kick about the cost of living when rice, one of the best foods, can be obtained by the retailer as low as \$2.85 per 100 lbs. This is below the average price and much below its food value compared with other goods and might be largely sold as a

substitute for some of the more expensive lines.

Rice, stand. B.....	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b.,	0 08 0 08½
Montreal.....	2 85
Rangoon.....	0 08½ 0 09
Patna.....	0 05½ 0 06
Japan.....	0 05½ 0 06
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago.....	0 05 0 06
Seed tapioca.....	0 05
Tapioca, medium pearl.....	0 04½ 0 04½

Beans—Beans are firm at the advance price. There is a difference of opinion as to the bean situation. Some claim that farmers are holding them back. If this is the case they may hold them too long. As soon as the winter is over, people will use more vegetables and the beans may be in less demand at lower prices. Others, however, claim that the crop was over-estimated and that there are none in the country. In the mean time the market is strong and prices are well maintained. It seems, however, that the first reason is the more probable.

Beans, per bushel.....	2 00 2 10
Evaporated Apples—The demand for these goods is light.	
Evaporated apples.....	0 07½ 0 08

MANITOBA MARKETS

(Corrected by Wire.)

POINTERS—

Sugar—Advance of 10 cents.
Dried Fruits—Firm.
Syrup—Excellent demand.
Canadian Sardines—Stock getting low.
Winnipeg, February 24, 1910.

Peculiar conditions are making for an excellent trade in all lines. The demand is particularly heavy in the staples as is natural at this period of the year. But the railway facilities are so good this season that little difficulty is experienced in transportation and grocers are encouraged to handle goods for immediate shipment. Travelers all report conditions favorable everywhere. The great farming communities are living well and keeping their dealers busy.

Just now also the great bonspiel is in progress in Winnipeg and many merchants are in the city visiting the wholesale houses and everyone is having a jolly time. Collections are good and visitors are clearing off old accounts much to the surprise of the wholesalers. They are ordering spring stocks freely at the same time. If there is not too much exuberance on display in the city at present the trade is in excellent condition and the future looks bright.

Sugar—Another advance of 10 cents has taken place and the market is held firm. Merchants have already stocked heavily and only special consignments are moving.

Montreal and B.C. granulated, in bbls.....	5 50
" " " " " in sacks.....	5 55
" yellow, in bbls.....	5 10
" " " " " in sacks.....	5 08
Iceing sugar, in bbls.....	5 35
" " " " " in boxes.....	6 05
" " " " " in small quantities.....	6 10
Powdered sugar, in bbls.....	5 35
" " " " " in boxes.....	5 85
" " " " " in small quantities.....	6 10
Lump, hard, in bbls.....	5 35
" " " " " in ½-bbls.....	6 45
" " " " " in 100-lb. cases.....	6 45

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There is a whole lot of satisfaction about Red Rose Tea.
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Never any doubt about that.

It is the quality of RED ROSE TEA that has put it in such a foremost place in Canada.

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

TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

THE CANADIAN GROCER

Foreign Dried Fruits—Recent reports confirm light stocks and expected advances at packing points. The prune output has been heavy in the west and the market is strong. We quote the 30-40's at 9 cents this week. Peel, apricots and peaches are firm as are also raisins.

Smyrna Sultana raisins, uncleaned, per lb.	0 08
cleaned, per lb.	0 09½
Valencia raisins, Rowley's, f.o.s. per case, 28's.	1 85
selects " 28's	1 95
layers " 28's	2 05
California raisins, choice seeded in 1-lb. packages	0 06
" " fancy seeded, in 1-lb. packages	0 06½
" " choice seeded in 1-lb. packages	0 07½
" " fancy seeded in 1-lb. packages	0 08½
Raisins, 3 crown muscatels, per lb.	0 06½
Prunes, 90-100 per lb.	0 05
" 80-90 "	0 05½
" 70-80 "	0 06
" 60-70 "	0 06½
" 50-60 "	0 07
" 40-50 "	0 08
" 30-40 "	0 09
Silver prunes, acc. to quality.	0 09
Currants, uncleaned, loose pack, per lb.	0 06½
dry, cleaned, Filiatras, per lb.	0 06½
wet, cleaned, per lb.	0 07½
Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 08½
Pears, per lb.	0 09
standard, per lb.	0 15
choice	0 09
Apricots, standard, per lb.	0 15
choice, per lb.	0 15½
Plums, pitted, per lb.	0 12
Nectarines, per lb.	0 06½
Dates, per lb., Hallows, bulk.	0 06½
" Fard, 9½ lb. boxes	1 30
" packages, 30 in case	0 07
Figs, per lb.	0 04½
Peel, per lb., lemon	0 09½
orange	0 10
citron	0 13½

Roller Oats—There is no change and the market is unusually quiet. These prices are low for this popular product and the next change will likely be an advance.

Roller oats, 80 lb. sacks, per 80 lbs.	1 80
" 40 " " 40 "	0 95
" 20 " " 20 "	0 5
" 80 " (8, 10's)	2 20

Syrup and Molasses—Never has there been such a heavy demand for syrup. This is the great season, apparently, everywhere. The fact that prices are particularly moderate is encouraging to the merchants. Molasses is selling only slowly and the following prices are held feebly.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case	2 23
" " 5-lb. tins, per 1 "	2 68
" " 10-lb. tins, per 1 "	2 51
" " 20-lb. tins, per 1 "	2 57
" " barrel, per lb.	0 04
" " Sugar Syrup, per lb.	0 03½
Beehive Brand, 2-lb. tins, per 2 doz. case	2 23
" " 5 "	2 68
" " 10 "	2 51
" " 20 "	2 57
Barbadoes molasses in 4-bbls., per gal.	0 50
Gingerbread molasses, 4 bbls., per gal.	0 40
New Orleans molasses, 6-gal. tins, per tin.	1 95
Challenger, 6 10-lb. tins, per case.	2 15

Honey—The trade is quiet on honey just now, but there is not an iota of change in the price condition. The extracted product is popular everywhere.

Honey, 2½ lb. tins, per tin.	0 37½
" 5 "	0 75
" 12 oz. jars, per dozen.	2 10
" 60-lb. tins, per lb.	0 12½

Cornmeal—The demand is maintained strongly, and it is evident that hundreds of our foreign population are being kept alive by this product. The price is low considering the demand.

Cornmeal, per sack.	2 05
per ½ sack.	1 05
per bale (10, 10's).	2 30

NUTS—Almonds have receded slightly in value but no change in quoted. Walnuts are firm as are also peanuts.

Shelled Walnuts, in boxes, per lb.	0 28
small lots, per lb.	0 29
Almonds, in boxes, per lb.	0 35

" " small lots, per lb.	0 36
Peanuts, Japan, per lb.	0 11

Barley—The recent experiment on the Manitoba grown stuff has proven its inferiority and consequently a better market assured for Ontario grown barley. These prices hold to-day.

Pot barley, per bag, 100 lbs.	2 40
Pearl barley, per bag, 100 lbs.	3 50

Beans—The recent advance is maintained and the tendency is higher.

3-lb. picker, per bushel.	2 40
Hand picked, per bushel.	2 50

Tapioca and Sago—Reports from Liverpool are to the effect of advances in both tapioca and sago. These have not been affected here except a ½c advance on sago. Immediate advances are likely.

Pearl tapioca, per lb.	0 06
Sago, per lb.	0 14

Fresh Fruits and Vegetables—As winter advances supplies are diminishing and prices are up on all vegetables. Grape fruit is higher.

Carrots, per lb.	0 02½
Potatoes, per bushel.	0 50
Cal. cauliflower, per crate.	3 50
Native cabbage, per lb.	0 02
Native o.c.s., per bushel.	0 75
Native onions, per doz.	0 40
Oranges	3 60
Lemons	8 00
Apples, Ontario, per bbl.	3 75
Grape Fruit, per crate.	6 00
Grapes, per keg.	5 00
Bananas, per lb.	0 05
Cranberries, per bbl.	9 00

Evaporated Apples—The demand is increasing, but prices are unchanged at 8 to 9 cents. As the fresh apples are diminishing this product is growing on the market. Quality is good.

Canadian Sardines—Stocks are low and it is expected that supplies will all be exhausted before the new pack is begun. Reports from the eastern coast are that the demand will continue beyond the supply. The price is 4.25 for finest Canadian ½'s per 100 tins.

Butter—The trade is excellent and prices are held firmly.

Creamery, Eastern Townships	0 32
Manitoba	0 28
No. 1 Dairy	0 23
No. 2 Dairy	0 20

Eggs—	
Manitoba, fresh	0 32
Eastern	0 28

NOVA SCOTIA MARKETS.

Corrected by Wire.

Halifax, Feb. 24, 1910.

The Halifax grocery markets are firm at the present time, and prices have a strong tendency to advance. Pork products continue to move upwards, and also sugar. There is no explanation given for the last advance in the price of sugar. The refiners this week sent the price up ten cents per hundred pounds on all grades. This brings extra standard granulated past the five dollar mark. Dealers report a good demand for beans, and there is a probability that the price will go higher.

The marked scarcity of hogs is given as the reason for the continued advance in the price of pork products. Barreled pork has been increased \$2 per cwt. this week, and lard is half a cent higher.

An advance is also looked for in the price of tea. Some of the dealers claim that they have been losing money

for some time, and that there will be a general advance of five cents per pound. To the wholesalers the advance will probably be about two cents per pound. Some small shipments of New Brunswick potatoes arrived here this week, and they sold for \$1.75 per three bushel bag.

Creamery prints	0 26	0 27	Beef, Canadian	per bbl.	16 50
Creamery solids	0 27	0 28	Hams smoked	0 16½	
Dairy, tubs, lb.	0 23	0 24	Pork, fresh	0 10	0 11½
Fresh eggs, doz.	0 30		Codfish, quintal	5 50	
Case eggs	0 28		Herring, pickled	per bbl.	5 00
Sugars—			Apples, per bbl.	1 50	3 00
Extra Standard,			Potatoes—		
granulated	5 05		P. E. Island, bag	1 25	
Austrian, bags,			Nova Scotia	1 60	
granulated	4 95		Onions, Spanish	per lb.	0 02½
Bright yellow	4 75		Onions, American,	per lb.	0 02½
No 1 yellow	4 60		Onions, Canadian,	per bag	1 60
Flour h. wheat	6 40	6 50	Molasses, fancy		
blends, bbl.	5 75	5 85	Barbados, bbl.	0 38	
Cornmeal, bag.	1 70	1 75	Molasses, fancy		
Oats	0 54	0 55	Barbados, bbl.	0 38	
Pork, American			per bbl.	28 00	
per bbl.	30 00	32 00	Pork, clear bbl.	30 00	32 00
Beef, American			Beans, bushel	2 25	
per lb.	17 00	18 00	Rolled Oats, bbl.	5 25	5 40

BRITISH COLUMBIA MARKETS.

Corrected by Wire.

Vancouver, B.C., Feb. 24, 1910.

There are few changes in general prices, those of butter, eggs, sugar, etc., remaining the same. One brand of bacon is being offered in special 100-lb. lots at 25c, which is a vast difference from the regular 29 cents. It was pointed out by a retailer to-day to The Canadian Grocer that the retailer, the man who makes the least on turnover, is the one who suffers most because of the high prices. He has to shave pretty close to enable the consumer to keep on buying and gets the brunt of it when the consumer falls off.

Ashcroft potatoes are hardly to be found. The price of potatoes is now \$35 a ton, and at this figure lower mainland tubers are offered. These are not supposed to be as good as the kind grown in the dry belt. Commission men are blamed in some instances of selling green stuff to Chinese peddlers, who hawk it about the city, thus interfering with the trade of the regular merchant. It used to be that the Chinese peddler grew his own green stuff, but the city is big now and the demand is much greater; moreover, the population is spreading out over the land where the Chinaman used to have his gardens, so the commission men are resorted to. And here again the retailer gets hit.

Sugar, standard	5 60	Butter, local	0 40
granulated	0 05½	creamery	0 22
Val. raisins, lb.	0 07	Butter, Western	0 22
Cal. "	0 07	Eggs, Eastern	0 33
Prunes	0 05½	Eggs, local, fresh	0 40
Currants	0 05½	Cheese, per lb.	0 14½
Dried apricots	0 11	Bacon, premier	0 29
Flour, Standard,		Lard, pure	0 18½
bbl.	6 90	Lard, compound	0 17½
Cornmeal, p. 100		Potatoes—	
lb.	2 60	Ashcrofts, ton	35 00
Beans, per lb.	0 03½	Local, ton	25 00
Rice, per ton	68 00	Canned Goods—	
Tapioca, per lb.	0 03½	Peas	1 30
Evaporated		Tomatoes	1 27½
apples	0 08½	Corn	1 00
Butter, Eastern	0 25	Apples	3 42½
dairy in tubs		Strawberries	2 15
Butter, Eastern	0 30	Raspberries	1 85
dairy, choice			

Vancouver market changes by wire: Eastern butter 30c, strong to 31c; eastern eggs 30c to 32c; butter, local, creamery, 45c; potatoes, Ashcrofts, \$40, locals, \$25; canned corn, \$1.02½.

PRINCE EDWARD ISLAND MARKETS.

Corrected by Wire.

Charlottetown, Feb. 24, 1910.

The mild weather and scarcity of snow has had a strong tendency to weaken trade this season, but in most cases business has been up to the average and prices on all farm products have been ruling pretty high. Pork has been exceptionally high this season. Prices have been creeping upward almost weekly, 10½c being paid now for light weights and 10c for heavy. Only limited quantities are offering at present.

There has been an unusually heavy supply of butter this winter, due largely to the mild weather and prices have not ruled as high as usual, although farmers are realizing even larger sums of money for this product on account of the increase in production. Eggs have been scarce and high but larger receipts are reported now with a falling market.

In the line of groceries the following lines are firm: beans, canned peas, raisins, flour and bran.

The following are the ruling prices:

Sugar—					
Standard gran.	\$ 5 00	5 10			
Yellow	4 60	4 70			
Crystal	3 90	4 00			
Flour, Ontario	5 70	5 90			
Manitoba	6 60	6 75			
Cornmeal, bag	1 75	1 85			
Raisins, Val.	0 06½	0 07			
Raisins, California, seeded	0 08½	0 09½			
Currants	0 07	0 07½			
Rice	3 00	3 25			
Beans, bushel	2 15	2 30			
Cheese	0 12½	0 13			
Lard, pure	0 17	0 17½			
Molasses, fcy.	0 34	0 36			
Barbados gal	3 15	3 25			
Oatmeal, 100 lbs	3 15	3 25			
Rolled oats,					
bag 90 lbs.	2 50	2 60			
Bran, per ton.	26 00	27 00			
Middlings, ton	29 00	30 00			
Butter, creamery, per lb	0 25	0 26			
Butter, dairy, fresh, per lb.	0 22	0 23			
Butter, dairy, tubs	0 19	0 21			
Eggs, dozen	0 22	0 25			
Potatoes, bus.	0 35	0 40			
Turnips, bus.	0 15	0 20			
Chickens, lb.	0 11	0 12			
Pork, medium	0 10½	0 10½			
Pork, heavy	0 09	0 10			

NEW BRUNSWICK MARKETS

Corrected by Wire.

Sugar—					
Standard gran.	4 95	5 05			
Austrian	4 85	4 95			
Yellow	4 45	4 85			
Flour, Manitoba	6 55	6 65			
Ontario	5 85	6 15			
Cornmeal, bags	1 57	1 60			
Buckwheat, west, grey, bag	5 35	5 40			
Val. raisins, lb.	2 90	3 00			
Cal. raisins, seeded	0 07½	0 08½			
Currants, lb	0 07	0 07½			
Prunes, lb	0 05½	0 09			
Rice, lb.	0 03½	0 03½			
Beans, hand picked, bus	2 25	2 30			
Beans, yellow eye, bus	3 60	3 75			
Cheese, lb	0 13	0 13½			
Lard, compound lb.	0 14	0 14½			
Lard, pure, lb.	0 16½	0 17			
Pork, domestic mess.	28 50	29 00			
Pork, American clear.	28 00	28 50			
Pork, clear backs.	28 50	31 50			
Beef, American plate.	17 00	18 00			
Beef, Canadian plate.	16 75	17 00			
Molasses, fcy.					
Barbados gal	0 32	0 33			
Butter, dairy, lb.	0 25	0 28			
Butter, creamery, lb.	0 28	0 29			
Eggs, doz.	0 30	0 35			
Eggs, new laid	0 35	0 45			
Potatoes, bbl.	1 25	1 50			
Canned goods—					
Peas, doz.	1 10	1 50			
Corn, doz.	0 85	0 90			
Tomatoes, dz	0 95	1 00			
Raspberries, dozen	1 85	1 90			
Strawberries, dozen	1 55	1 60			
Salmon, case—					
Red spring	6 50	6 75			
Cohoos	6 00	6 25			
Peaches, 2's, dozen	1 70	1 80			
Peaches, 3's, dozen	2 70	2 80			
Baked beans, dozen	1 15	1 25			
Fish—					
Cod, dry	2 75	4 25			
Herring, salt, half bbls.	2 30	2 60			
Herring, smoked, box	0 11	0 12			

THE MONEY IN POULTRY.

In referring to the lack of care in handling eggs for the market on the part of the farmer, Jno. A. Gunn, Montreal, pointed out in a recent speech that the loss in this regard amounted to 17 per cent. of the entire production of Canada. This amounted in Canada to \$1,850,000, a deplorable state of affairs which was to be easily remedied if the industry was intelligently studied. To demonstrate the possibilities of egg and poultry producing, the speaker presented the following table showing the estimated

profits in several departments of farm life:

Poultry	239 p.c.
Milch cows	95 p.c.
Fruits	88 p.c.
Wheat	31 p.c.

A wonderfully extensive market throughout the world is open to Canada as soon as poultry raising is taken up by farmers in an intelligent manner. Great Britain alone imports over \$5,000,000 worth yearly. Canada's inability to furnish a liberal and continuous supply has cut Canada off completely from serious competition with other countries.

RETAILERS ARE INVITED.

Toronto, February 24.—The Wholesale Grocers' Exchange have extended an invitation to the retail grocers of Ontario to have representatives attend their annual convention which is to be held in Toronto about May. They also intend to invite the manufacturers and producers of food stuffs. They have the idea that arrangements could be arrived at which would be in the interests of all parties, the manufacturer or producer, the wholesaler, the retailer and the consumer.

This is certainly a move in the right direction, and should meet with hearty approval of all grocers. It is felt by all organizations that the time has come when the efforts of association work must extend beyond their own limits, and find the true relations between the different industrial interests. The manufacturer, wholesaler and retailer are so intimately connected, and constitute such a complete system that their relation to each other must be clearly defined and worked out, in order to give the best service to the consuming public. The exchange intends setting apart a whole day for the discussion of subjects directly affecting the retail trade.

TO GET ADVERTISING READ.

Chatham, Ont., Feb. 23.—The local Bradley grocery is conducting a novel prize contest, the object of which is to stimulate by indirect means the interest of the public in the firm's newspaper advertising. The contest was inaugurated last week, and is explained by the following extracts from the announcement:

"Beginning with this advertisement which appears in both daily papers and continuing until March 5th, 1910, both dates inclusive, every Bradley advertisement you can secure will be valuable and worth saving.

"Clip them as they appear each day—ask your neighbors for the copies from their papers—then send or bring them to Bradleys with your name and address plainly attached to each bundle—each bundle to contain not more than five advertisements.

"To the person securing the largest number of Bradley advertisements dated from Feb. 17th to March 5, 1910, inclusive, we will give a cash prize of \$5 in gold. To the person securing the second largest number of Bradley advertisements as above, \$2.50 in cash. To the next five persons securing from

the third to the eighth largest number of Bradley advertisements as above we will give to each a pound of our special Ceylon Tea at 28c per pound."

BUSINESS CHANCE

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (1f)

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowney's Toblers

PUTTING DOLLARS

into Fels-Naptha soap is like buying good bonds—the money is invested.

Fels-Naptha's popularity and sale are certain, and the grocer who keeps it well displayed may even increase his general business thereby.





THERE are a good many housekeepers in every neighborhood who, if they were not already using COWAN'S Cake Icings, would do so if they knew how good and how convenient they are. That means a profitable trade for the Grocer who develops it. Why shouldn't you be the one? With Cowan's Cake Icings no eggs are required. The directions are on the package.

THE COWAN CO., Limited, : TORONTO, ONT.

Seize the Opportunity!

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

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

Let us hear what your requirements are.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg

Regina

Calgary

Edmonton

STORAGE FOR ALL CLASSES OF MERCHANDISE

Young man with good retail experience to travel for our circulation department—Good chance for promotion.

MACLEAN PUB. CO.
TORONTO AND MONTREAL

"BLUENOSE" BUTTER

A branded butter of highest quality, put up in tins especially for the prospecting, mining and camping trade. Will keep indefinitely in any climate. Cover can be used again after removal. Indispensable in the kit of the man leaving civilization. Put up in 1's and 2's.

SMITH & PROCTOR, - Halifax, N.S.

THE RETAILERS class the houses who advertise in their trade papers as the most progressive in their line—the houses out hard after business, appreciative when they get it, and always trying to give a little better service than anyone else.

STILL
"EASIFIRST"



SPECIAL PRICE FOR THIS WEEK

12¼ cents tierce basis

Prices will certainly advance. This is your opportunity to

ORDER NOW

GUNNS Pork and Beef Packers
LIMITED WEST TORONTO

COOKED MEATS

Very acceptable to your customers and a good paying proposition on your counter. Prices are not high on these goods. Let us quote you prices on them.

ALL MADE UNDER
GOVERNMENT INSPECTION

F.W. Fearman Co.
LIMITED
Hamilton

EVERY MOTHER

Wants the Richest
Milk for Her Baby



Jersey Sterilized Cream

is 13% Richer than the Best of other brands
in Canada.

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

**Breakfast Bacon
Skinned Backs
and Hams**

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Inferior Eggs Being Mixed with the New Laid

Some People Doing This Wilfully — English Bacon Market Weak, But Canadian Hog Prices Advance — Butter Market Considered in Good Condition—Steady Market in Cheese.

Hogs this week have recovered again from last week's drop, and are at the highest point. The receipts are light and packers would like to handle more, even at a small margin, which would help to reduce the cost of manufacturing. The market in England is weak, with a liberal supply from Denmark. Canadian bacon runs from 64 to 67 shillings.

The Eastern Canadian butter market has been considerably relieved from its anxiety, caused through several large sales of stored creamery butter going to Vancouver. The butter situation may be considered in a normal condition, with fair receipts from the creameries and dairies. The English market is at present at a standstill. The buyers feel that the limit had been reached and are looking for cheaper butter. The sellers, however, are making a stiff fight and will not yield to the buyer's ideas. The large receipts from Australia and New Zealand, however are regarded by the buyers as strong forces to move it their way.

The cheese market is buoyant and Canadian cheese finds ready sale in England, netting from 12½ to 12¾ a lb. The stocks of Canadian cheese are variously estimated, but at any rate the cheese situation is considered in good condition.

MONTREAL.

Provisions.—There is a good steady business, but the market is not strong in any particular line. Lent is again blamed for it and no doubt there will not be any distinct revival until after this period is over. No change in prices.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16½
Cases, tins, each 10 lbs., per lb.	0 16½
" " " 5 " " "	0 16½
" " " 3 " " "	0 16½
Pails, wood, 20 lbs. net, per lb.	0 16
Pails, tin, 20 lbs. gross, per lb.	0 16½
Tubs, 50 lbs. net, per lb.	0 16½
Tierces, 375 lbs., per lb.	0 16½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12½
" " " 5 " " "	0 12½
" " " 3 " " "	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Heavy clear pork, bbls. 20-35 pieces	28 50
Clear fat backs	32 50
Heavy flank pork, bbl.	29 00
Plate beef, 100 lb bbls.	7 75
" " 200 "	15 00
" " 300 "	22 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14½
Long clear bacon, heavy, lb.	0 15
Long clear bacon, light, lb.	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 15
Large sizes, 18 to 25 lbs., per lb.	0 16
Medium sizes, 13 to 18 lbs., per lb.	0 16½
Extra small sizes, 10 to 13 lbs., per lb.	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 17½
" " small, 9 to 12 lbs., per lb.	0 18
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 17½
Sliced roll bacon, boneless, short, per lb.	0 19
Hogs, live, per cwt.	8 75
dressed, per cwt.	12 00

Butter.—The market is still firm with a tendency towards advance. The advance of last week has been well maintained. Fall creamery solids are quoted 27½c and 28c, with fresh butter holding firmly at the advance.

Fall creamery solids	0 26	0 27½
Fresh creamery solids	0 27	
Fresh creamery prints	0 27½	
Dairy, tubs, lb.	0 21	0 22½
Fresh dairy rolls	0 13	0 23½

Cheese.—The demand for cheese is only fair, there being continued scarcity in the warehouses. The advance in Quebec cheese has been maintained at 13c.

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

Eggs.—These are still holding strong at good prices. Plenty of western eggs are still pouring into the market. Prices have fluctuated during the week. New laid are quoted from 32c to 35c. There has been no pronounced change.

New laid	0 32	0 35
Selects, dozen	0 8	
No. 1, dozen	0 27	
No. 2, dozen nominal	0 25	0 26

Poultry.—Things are quiet in this line with not much offering. Prices are unchanged.

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

Honey.—The same quiet market rules and no pronounced changes are in effect.

White clover comb honey (nominal prices)	0 15	0 17
Buckwheat, extracted	0 08	0 08½
Clover strained bulk, 30 lb. tins	0 11	0 11½
Buckwheat comb	0 12½	0 13

TORONTO.

Provisions.—One packer this week, on being asked about the hog situation, said that he did not care to express himself as he felt about it, and the question was at once withdrawn. Hogs are up 50c a hundred again this week and then it is hard to get them. One packer made the remark that where they used to export 12 to 14 cars of cured meat, they now export only one. The local demand, however, is satisfactory, and it is claimed little affected by Lent. Prices are all unchanged this week, and while those quoted below are practically correct there are a few special brands of bacon which bring as much as 23c a lb.

Long clear bacon, per lb.	0 14	0 14½
Smoked breakfast bacon, per lb.	0 18	0 18½
Roll bacon, per lb.	0 14	0 14½
Light hams, per lb.	0 15	
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13	0 13½
Shoulder hams, per lb.	0 18	0 18½
Backs, plain, per lb.	0 18½	0 19
" pea meal	0 18½	0 19
Heavy mess pork, per bbl.	27 00	27 50
Short cut, per bbl.	28 00	29 00
Lard, tierces, per lb.	0 15½	0 16
" tubs	0 15½	0 16
" pails	0 15½	0 16
" compounds, per lb.	0 15½	0 16
Live hogs, at country points	8 25	8 40
Dressed hogs		12 00

Butter.—There is still altogether too much butter which is of an inferior

quality. In making a close inspection we are led to believe that the farmers are not alone to blame. Some boxes arrive from merchants in the country, which contain different makes and yet have all the same undesirable taint. This is evidently owing to careless handling in the store. Stores that carelessly stock all sorts of goods from smoked herring to coal oil are not fit places to keep so delicate an article as butter. Surrounded by such odors which are readily absorbed by the butter, has much to do with the quality of the butter which reaches the market. There is, however, some which is badly made and to do justice to themselves and the customers who make good butter, merchants should, one would think, make a greater difference in the prices. The demand for better goods in all lines is growing, and this is especially so in butter.

Fresh creamery print	Per lb.	0 28	0 29
Stored creamery solids	0 25	0 26	
Farmers' separator butter	0 23	0 24	
Dairy prints, choice	0 20	0 22	
Tub butter	0 19	0 20	
Ordinary butter	0 18	0 19	

Cheese.—The local market remains at the same old price. The market may be considered firmer and here and there a slight advance is asked, but the old price will still buy the cheese.

Cheese, new, large	0 12½	0 12½
" " twins	0 12½	0 13

Eggs.—New laid eggs are coming in more freely, but dealers find a great deal of trouble with old stock being mixed with them. It is not a mistake, but is done wilfully. The cold storage eggs are gradually diminishing, but are supposed, unless very severe weather sets in, to meet all the demand until the fresh eggs will be plentiful enough to take care of the situation.

Cold storage eggs	0 27	0 28
Select eggs	0 28	0 30
Strictly new laid	0 30	0 31

Poultry.—Still quite a liberal supply of poultry is coming in. It seems almost a pity to see so many laying hens, at this time of the year, being slaughtered for the table.

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

Honey.—There is no change in the honey market this week. The demand is steady.

Honey, extracted, 60 lb. cans	0 10½	0 11
" " 10 lb. pails	0 11	0 12
" " 5 lb. pails	0 12	0 12½
" comb, per dozen	2 50	2 75

CALENDARS FOR 1910.

A new idea in calendars is to be found in the calendar of The Snap Co. It is for a desk or mantle being in the shape of a small picture frame with a prop behind the frame. The scene on the front is that of two blacksmiths beside the anvil who have stopped their labors temporarily to look out of the window on a pretty country landscape including an automobile passing along the road. The front is not of cardboard but of embossed metal in a dull finish imitating sterling silver. The calendar is on the lower right hand corner, the months being on separate pieces of card which slip in and out of a small frame.

DAVIES' CANNED BEEF AND PORK AND BEANS

BEEF— *corned* *roast*
1's - \$1.60 - \$1.65 dozen
2's - 2.80 - 2.90 "
6's - 9.00 - "

PORK AND BEANS—
1's 50c dozen
2's 90c "
3's flat 1.00 "
3's tall 1.15 "
Plain or with sauce

THESE GOODS ARE GUARANTEED TO PLEASE!

Offered Subject Stock Being Unsold and Advance in Price

ORDER AT ONCE IN 5-CASE LOTS OR MORE
AND SAVE ON FREIGHT. TORONTO PRICES.

WM. DAVIES COMPANY, LIMITED
TORONTO :: ONTARIO

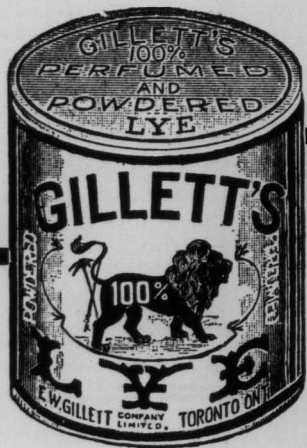
NOW is a good time to push sales on
Quaker Oats
in regular size and large size family packages.

This is the only advertised family package of
oatmeal and it is the easiest seller on your shelves.

The public is interested in economy and purity in foods.

Push Quaker Oats, the cleanest of all oatmeals, the great
strength-maker, the easy seller and steady profit maker.

The Quaker Oats Company
PETERBOROUGH



Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known and well advertised makes it the best cleaner to sell.

GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It is a fine disinfectant.



GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.

You can offer your customer



CLARK'S = OX = TONGUE

knowing that it will give the greatest satisfaction.

CLARK'S MEATS have a reputation for excellence. No dealer's stock is complete without them, and they are advertised so extensively that a ready sale is assured.

Wm. Clark - Montreal

Manufacturer of high-grade
—Food Specialties—

Are You Carrying The Empress Brand?

Coffees, Spices, Flavoring
Extracts, Pure Jams
and Jellies

WE WANT YOU to do so.

IT WILL PAY YOU to do so.

YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.

No Grocery Store Odors to Injure Confectionery

Reasons Why the Grocery is Superior to the Drug Store for Such a Department—More People Enter the Former and Antiseptics in Latter Deteriorate Flavor — A Hint on Buying Candy.

The grocer who does not handle confectionery now-a-days is missing a splendid opportunity to make a good profit with little labor.

There are many reasons why this is so but the following cited by a confectionery manufacturer should appeal to those who do not, as well as assist others who do in confectionery sales?

1. Practically everybody who goes out shopping calls at the grocery store because that is where the necessaries of life are obtained.

2. If the confectionery in the store is displayed properly the attention of everyone who enters the store is attracted by that department.

3. The grocery store is free from any odors such as antiseptics which are necessarily to be found in the drug store and therefore the confectionery retains its flavor in the former to a much greater extent than in the latter.

4. By always having a uniform flavor a particular brand creates a continuous demand, the same as a particular brand of tea and coffee would.

5. The cost of doing business in the confectionery department is so little that the percentage of profit on the net cost is practically the same as on the net cost plus cost of doing business.

6. The addition of an attractive show-case for confectionery adds considerably to the general appearance of the store.

7. The percentage of profit is probably greater than on any other article that can be handled in the grocery store.

With these facts in view the manufacturer's contention that grocers should handle confectionery is a quite plausible one.

The fact that the grocery store is to be found first of all in a new district is proof of its necessity. The drug-store is one of the last to enter. Everybody needs the grocery but not the drug store, therefore the greatest demand will necessarily emanate from the former because more people enter it.

The argument against the depreciation of the flavor of candy in the drug store is well taken. It stands to reason that the various odors in the drug store are going to injure the flavor of any article susceptible to odors—and confectionery is one. In a neat, clean sanitary grocery the candy department cannot fail to appeal to the lover of good candy. No person cares to spend money on an expensive chocolate which is tainted with the odor of antiseptics. Uniformity of flavor is therefore more difficult to obtain in the drug store than in the grocery.

The cost apart from the net cost of handling confectionery is reduced to a minimum once the department has been established. A cleanly-kept silent salesman does the work with an occasional window display. There are no particular seasons for it—it sells the year 'round—and consequently needs no particular attention at any one time.

Buying in Small Quantities.

Care in buying is, of course, necessary. Stocks should not be too large at any one time so that it will cause difficulty, due to staleness, in making sales. A merchant who buys his requirements in small quantities and who buys frequently will not likely lose custom from offering old goods.

Then the general appearance of a store that has a handsome show case containing attractive boxes of confectionery is worth something in creating a good will, and last, but not least, the profits on candy are more than "worth the struggle."

Salesman Wanted

For Western Ontario for Confectionery, Drug and Grocery Trade. Must have good connection.

Address "IMPORTER," care Canadian Grocer, Toronto.

Clean, Sweet Dishes

for lard and other eatables make a good impression on the minds of your customers, especially when the dishes are as easily emptied as the Oval.

Write your dealer about them.

Graham Bros. & Co., Kinmount, Ont.

SUCHARD'S COCOA

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

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

Just the thing

WHEN EGGS ARE SCARCE

We stock it. Write.

W. H. ESCOTT

Broker

Winnipeg, - - Man.

THE PEOPLE OF JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

A MENAGERIE IN YOUR OWN STORE

It does not sound possible—but that's what you have if you stock our biscuits in animal form. Very taking line that sells at a popular price.

Large profit. Grocers find it a sure repeat seller.

Free sample and prices from

THE CANADIAN BISCUIT COMPANY, LIMITED
LA PERADE, QUE.

The causes which lie behind Christie reputation.

For over half a century our whole efforts have been concentrated in the making of better biscuits.

We have paid no attention to any side issue—all the ability we possess and every hour of our experience has been utilized for the purpose of bettering Christie biscuits.

Every ounce of raw materials is selected and tested—the flour used is a blend of the best flours milled—butter, eggs, sugar and lard must all be high-grade table quality.

Our factory is the biggest, brightest and cleanest in all Canada. Our employees are all healthy and happy and imbued heart and soul with Christie ideals.

Christie ideals—that's the real source of Christie reputation. It's this constant effort to better the product of yesterday—this striving after excellence that has made the name *Christie* a household word all over the Dominion.

Are you making the most of Christie reputation?

Remember, "*Christie biscuits do sell more than biscuits.*"

CHRISTIE, BROWN & CO., Ltd.

GOOD BISCUIT CONDITION

is as indispensable to your trade as good biscuit quality.

Carr & Co's Carlisle Biscuits

enjoy a world-wide reputation not only for quality, but also for the fresh condition in which they invariably reach you. Aren't these the kind to handle?



Order from nearest agent

Carr & Co.
CARLISLE,
ENG.

Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd. Winnipeg; Standard Brokerage Co. Ltd., Vancouver B.C.; T. A. McNab & Co., St. John's, Newfoundland.

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
VILLAGE
Biscuit
retails
3 lbs. for
250.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL

Never had a can of milk returned to us yet

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

Write for prices

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

Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured by
NATIONAL LICORICE CO.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

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

Write for price lists and illustrated catalogue

Send
To-day

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

M^cVITIE & PRICE

EDINBURGH and LONDON

BISCUIT MAKERS TO

H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
Abernethy	The Scottish Favorite.
Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan and Alberta:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA:

No better
Country



MOTT'S:

No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

J. A. Taylor Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Arthur Nelson Vancouver
Arthur M. Loucks Ottawa
R. G. Bedlington Calgary

The Flour Market Liable to Move Higher Soon

Although English Market is Weaker Canadian Millers Claim Prices Here are too Low Compared With Wheat—Demand for Cereals Good with Prices Holding Firm.

Millers have been looking for higher prices of flour for the last two months, but are still selling it at about the same. On the whole the markets of the world with all the little fluctuations have moved very little from a given point.

In England the markets this week are weaker, and sales are made at a slight reduction, but the grain men here pay little attention to it and are looking for an advance.

The regular orders for flour from customers are repeated at the same prices and the trade is moving along, although at a margin not quite satisfactory to the miller.

MONTREAL.

Flour—The tone of the flour market shows considerable firmness, owing partly to strong local demand and partly to export inquiry. No changes are as yet noted in quotations.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 20
Extra, bbl.	4 80
Royal Household, bbl.	5 80
Glenora, bbl.	5 30
Manitoba spring wheat patents, bbl.	5 80
" strong bakers, bbl.	5 30
Five Roses, bbl.	5 80
Harvest Queen, bbl.	5 30

Oatmeal—There is a good local demand for oatmeal. The orders are not so numerous, and as a result the market is strong.

Fine oatmeal, bags	2 62½
Standard oatmeal, bags	2 62½
Granulated "	2 62½
Golddust cornmeal, 98-lb. bags	2 10
Bolled cornmeal, 100-bags	1 85
Rolled oats, bags	2 40
" barrels	5 05

TORONTO.

Flour—The local flour market is steady but firm. Prices are unchanged although wheat continues to fluctuate. It may, however, be stated that the trend is upward and an advance on flour is likely to take place before long.

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

Cereals—The market is steady with a good demand and while the prices are unchanged there is a strong upward tendency which will likely result in higher prices.

Rolled oats, small lots, 90 lb. sacks	2 40
" 25 bags to car lots	2 25
Rolled wheat, small lots, 100 lb. brls.	3 10
" 25 brls. to car lots	2 80
Standard and granulated oatmeal, 68 lb. sacks	2 65

GIGANTIC BREAD COMBINE.

The organization of the Shults Bread Co., in New York with a capitalization of \$6,000,000 completes a long talked of combine of New York and nearby city

bakers. It includes twelve of the larger bread bakeries.

RUMOR AND CONTRADICTION.

Talk About a Flour Merger Still in the Air.

During the week there have been additional rumors in connection with the reported flour merger mentioned a couple of weeks ago. Enquiry was made at Montreal from Robt. Meighen, Lake of the Woods Milling Co., but he had no additional information apart from the fact that Western Ontario millers were interested. Reports in Toronto connected the name of C. B. Watts, Board of Trade Building, with the merger, but he informed The Grocer that there was nothing to it so far as he was concerned. He referred to a bill in the House of Commons at the present time respecting the Dominion Millers' Association requesting some extra privileges and scorned the idea that members of parliament should consider it an attempt to form a merger.

"If millers wanted to form a merger," he said, "they would not have to go to parliament; they could do it in the regular way by applying for a charter."

So far, therefore, as Mr. Watts is concerned there is no flour merger.

A Grocer subscriber has sent in the following pun on the rumored flour amalgamation: A good flour merger with plenty of water would make "dough" (for the promoters.)

FROM COUNTY OF ORIGIN.

In gauging the volume of trade between the West Indies and Canada, says the West India Committee Circular, much difficulty has hitherto been experienced through Canadian goods being shipped via the United States when the ports of Canada are icebound. To obviate this, new Customs entry forms have been introduced in British Guiana, containing space for the insertion of the names of the country of origin or manufacture of goods from abroad. This has been helpful, but unless the production of certificates of origin is made compulsory, or until an alteration is made in the form of declaration now used on import entries, the system must necessarily still be imperfect. The Controller of Customs in his report for 1908-9 shows that the proportion of the colony's trade with the Dominion receded to 6.85 from 7.73 in the preceding year. The aggregate trade with Canada fell to 22.60 p.c. from 28.82 p.c. in the preceding year, owing to the quantity of sugar exported being less by 15,103, or 17.2 p.c. than in 1907-8. On the other hand, the United Kingdom and the United States both increased their aggregate trade with the colony during the year.



Think what you lose if you are so short-sighted as not to sell an article for which there is a constant demand!

MOONEY'S "PERFECTION" Soda Crackers

are just a little better than the others, because of the extra skill put into their making, and the extra care taken in the selection of materials.

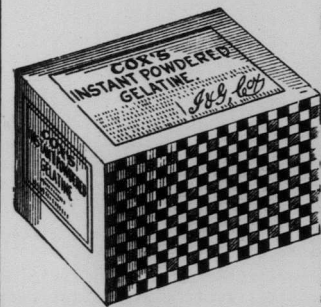
Our methods of packing preserve the individuality of the **MOONEY CRACKER** and retain its freshness indefinitely.

ORDER TO-DAY

The Mooney Biscuit and Candy Co'y

Limited

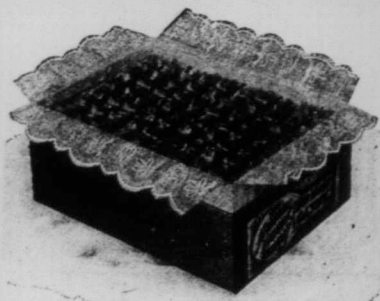
Stratford - - Canada



COX'S INSTANT POWDERED GELATINE

A Pure Powdered Gelatine dissolving instantly in Hot Water. Manufactured and Packed by Messrs. Cox, under the control of their scientific staff.

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



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

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

"CHOCOLATE BORDO"

(Registered)

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

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

The Montreal Biscuit Company

Manufacturing Confectioners

MONTREAL

TRUMILK — AND — MILKSTOCK

The only milk powders manufactured in Canada that are perfectly soluble in cold water.

Always sweet, safe, pure and nourishing. Will keep after the cans have been opened.

Manufactured and packed under the most sanitary conditions.

For Further Information Write to

Canadian Milk Products, Limited

Head Office: MAIL BUILDING, TORONTO.

52 Highest Awards In Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered,
U. S. Pat. Off.

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

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.
MONTREAL, CANADA

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



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance.

WRITE TO

P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TOO

WINDSOR SALT

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

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

MAPLE SYRUP

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



TRADE MARK
Smalls'

ABSORBINE

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

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

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



**LAKE OF THE WOODS
MILLING COMPANY**

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES

I WAS reading this morning a business paper, Brother Grocer. And came across an article claiming that "Straight Thinking" is the basis of Success.

Said that the Average Man attains only Average Success because he *thinks like his competitor*.

Same knowledge, same ambitions, doing the same thing in the same way, offering same inducements.

Went further and said to resign from the Society of Average Men you must *differentiate* yourself from your competitors.

If they think poorly and YOU think *expertly*, the market is YOURS!

Sounded mighty good to me, Brother Grocer.

TWENTY-ONE years ago we began making FIVE ROSES Flour.

Then we got hungry for more business, developing quite a healthy appetite and the digestion of a cannibal.

Feeling *exactly* as you do, Brother Grocer.

But competitors were a shrewd bunch and made good stuff.

So we scratched our dome of thought earnestly and vigorously—adopted the best machinery, annexed the best millers, corralled the cream of wheat-buying experts.

And behold FIVE ROSES at the *top* of the heap.

All through "Straight Thinking."

Opposition copied the brand, the selling plan, even the style of advertising, you know.

"They copied all they could follow, but they couldn't copy our mind;

"And we left them sweating and stealing a year and a half behind."

THINK OF the selling advantages of FIVE ROSES Flour.

Read the FIVE ROSES ads. for the *selling* points, in city dailies and your own local weeklies.

You don't have to think out the selling talk—we *have done it for you*.

Stock FIVE ROSES soon, Brother Grocer.

You get YOUR profit before we do, you know.

Think *expertly*—beat the average.

Sell FIVE ROSES.

—E.M.E.

Resolution Passed Endorsing Present Bread Act

Members of Toronto R.G.A. do not Want the Standard Weight Loaf—Address on Co-operative Bill and Criminal Code—Trade Relationship and Cost of Doing Business Discussed—Necessity of Buying Carefully.

Toronto, February 24.—“Resolved that this association unanimously endorses the present law in reference to the Bread Act and that copies of this resolution be forwarded to all the Toronto members of the Ontario Legislature.”

The above is a copy of a resolution passed by the Toronto Retail Grocers' Association at their regular meeting on Monday night, with president D. McLean in the chair.

The members present considered it a fair act, suitable to them and to their customers and therefore did not desire any change.

After the business of the routine character had been finished an address was given by M. Moyer, who touched upon the Co-operative Bill, the Criminal Code and several other matters affecting the trade. He pointed out that the Co-operative Bill was open to the objection that it would be giving the co-operative societies at no cost to themselves and without having to assume any responsibility, privileges not enjoyed by joint stock companies or for which they have to pay. The motive behind the Bill was questionable as enquiries failed to bring forth the real class of people who were demanding it. Evidently it was not the labor people whom the merchants had so often befriended in times of strikes and dearth of work. The labor people were more and more working in harmony with the merchants because each class was recognizing the necessity of the other.

Legislation was needed in connection with the Criminal Code, since the present law deprived merchants of certain rights and privileges which were enjoyed by labor men.

Mr. Moyer also suggested a closer union of the trade in order to further education among the grocers and the people with whom they dealt. The Wholesale Grocers' Exchange will meet in May in Toronto and the wholesalers were extending invitations to retailers and manufacturers so that by interchange of opinion each class would understand the others better. This he commended and advised the Grocers' Association to aid as much as possible the extension of a better feeling in this regard.

J. S. Bond said that grocers should know the wholesalers better than they do.

“It is our duty to accept this invitation and be there,” he said. “If we knew the troubles of the wholesaler and the causes for certain actions we might fall in line with their views and work more harmoniously. Our associations are not strong enough; they should be five times as strong as they are especially

when there are such important trade matters before the country.

“The public in general should know more about our businesses and what profits we get for all our work and trouble; and if they did, they would recognize that we are not properly paid. There is no business done on a smaller percentage of profit and yet labor men and farmers often look upon us as sharks. The farmers themselves grind us down when they have anything to sell us. We should certainly get together and understand each other better.”

Cost of Doing Business.

D. W. Clarke declared that three-quarters of the grocers of the country were not considering in their selling plans what it costs to do business.

“I consider that if an article costs me \$1 in the first place, that it actually costs me \$1.13 before I begin to sell it,” he said.

There were too many articles sold upon which the cost was not known and Mr. Clarke cited some instances to back up his assertion—instances in which supposedly first-class grocers figured. He urged upon retailers to know exactly what they buy, particularly if they are buying by weight.

In this connection C. F. Thorne cited a case in which a farmer had sold a retailer in Toronto a quantity of excellent butter at a cent cheaper than the regular purchasing price. Upon weighing it, it was found to be an ounce short all round. The farmer, however, was a stranger and if an inspector had weighed the butter the probability was that the retailer would have been out what he paid for it.

The old method of weighing bread in the store by an inspector was condemned by members who maintained that the bread factory was the place for this work.

Other speakers who touched upon the questions under discussion were Bailey Snow, W. C. Miller, W. F. Johnston and J. C. Beaumont. The meeting proved to be a valuable one, inasmuch as it was almost entirely devoted to the discussion of trade questions. After it was concluded the members adjourned to the bowling alley where a couple of friendly games were played, the honors in both cases going to J. S. Bond, despite the fact that there were many younger bowlers on the alley.

**ALL ABOARD
GET READY TO SUPPLY THE
DEMAND FOR**

GREAT WEST

**CUT PLUG
SMOKING and CHEWING
TOBACCO
SALES INCREASING DAILY**

McDOUGALL'S

CLAY PIPES

**THE BEST IN THE WORLD.
D. McDOUGALL & CO., Glasgow,
Scotland.**

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL. U.S.A.

Black Watch

**The Big Black Plug
Chewing Tobacco**

“A Trade Bringer”

Sold by all the Wholesale Trade



"Enterprise" Economy

An Enterprising grocer, who does things *right*, uses an "Enterprise" Electrically-Driven Coffee Mill.

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven at a cost for current of \$3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No. 08712, fitted with $\frac{1}{2}$ horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.



The Enterprise Manufacturing Co. of Pa.
Philadelphia, U.S.A.

21 Murray Street, New York

544 Van Ness Ave., San Francisco

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

"Tuckett's Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Excellent Fish Demand During Lenten Season

Difficulty Experienced in Getting Enough to Supply Trade in Some Lines—Late Catches Reported Good — Good Call For First-class Apples—Some Frosted Oranges Yet to be Found.

MONTREAL.

Green Fruits.—First-class apples are becoming harder to obtain. Prices of all lines are firm. Trade in fruits is better, particularly in oranges. It is thought by dealers that the worst of the dull season is over.

Apples—		Kumquats, qt.	0 25
Baldwins, bbl.	4 00	Lemons—	
Greenings, bbl.	4 00	Verdillia, box.	2 50
Russets, bbl.	4 25	Maoris, box.	3 25
Kings, No. 1.	4 00	Limes, per box.	1 50
Spies, per bbl.	4 50	Messina bitters.	2 25
Fameuse, bbl.	4 00	Oranges—	
Mackintosh reds.	5 00	Floridas.	3 00
" No. 2.	4 50	California navels.	2 75
Tallman Sweets.	2 50	Porto Ricos.	2 50
Bananas crated,		Mexicans.	2 25
bunch.	1 50	Jamaica, crate.	4 10
Cranberries, bbl.	7 50	Pineapples—	
Cocoanuts, bags.	4 25	Floridas, box.	4 00
Grape fruit—		Strawberries—	
Florida.	5 50	Florida, qt.	0 70
Grapes, Almeria,		Tangerines, strap.	5 75
per keg.	6 50		

Vegetables.—The vegetable situation is practically unchanged. Trade is quiet and sales are small, both numerically and in size.

Beets, bag.	0 50	0 60	Spanish, cases	
Brussels sprouts,			150 lbs.	3 00
per qt.	0 23		Spanish, 1 cases	1 65
Carrots, bag.	0 50	0 60	50 lbs.	0 90
Cabbage, bbl.	1 00	1 25	Potatoes—	
Celery—			Montreal, bag.	0 65
Canadian, doz.	0 75	0 90	Sweet, per bbl.	2 50
California, crate.	5 50		" basket.	1 50
Cauliflowers, doz.	1 50		Parsley, dozen.	0 40
Cucumbers—			Parsnips, bag.	0 90
Boston, doz.	1 00	2 00	Rhubarb, doz.	1 25
Garlic, per lb.	0 17½		Spinach, bbl.	4 00
Green Peppers,			Tomatoes—	
basket.	0 75		Florida, crate.	5 00
Lettuce—			Cubans, crate.	3 50
Curly, box.	1 60		Hot-house, lb.	0 30
Boston.	1 25		Turnips, bag.	0 40
Onions—			Quebec,	
Red, per bag.	1 00		per ton.	7 50

Fish.—It is thought that this week will see prices somewhat easier in most lines as reports from the fishing grounds indicate that the catch will be good. Halibut is scarce. In shell fish, lobsters are scarce, while oysters are arriving in quantity. Trade is brisk for all lines.

FRESH	
Market cod, lb.	0 05
Steak cod, per lb.	0 05½
Haddock, lb.	
	0 05
FROZEN	
Dore, winter caught,	0 08
per lb.	
Flounders.	0 06
Haddock.	0 05
Halibut, per lb.	0 09
Herring, per 100.	1 75
Lake trout.	2 25
Mackerel.	0 09
Market cod.	0 04½
Pike, headless and dressed.	0 07
Pike, round.	0 06
Steak cod, lb.	0 05
Salmon, B.C., red,	0 08½
per lb.	
Salmon, Gaspe,	0 18
Salmon, Qualla,	
per lb.	0 07½
Smelts, 10 lb. boxes.	0 10
Tom cods, per bbl.	2 00
Whitefish, large, lb.	0 09½
Whitefish, small,	
per lb.	0 06½
SALTED AND PICKLED	
Green cod, No. 1 med-	
ium, per bbl.	7 00
Green cod, small, bbl.	4 75
Green cod, large, bbl.	7 50
Labrador herring, bbl	5 25
" " bbl	3 00
Labrador sea trout,	
bbls.	11 00
Labrador sea trout,	
half bbls.	6 00
No. 1 mackerel, pall.	2 00
" " bbls.	8 00
No. 1 mackerel, brls.	16 00
Salmon, B.C., bbls.	8 00
" " bbls, red	14 50
" " pink	14 00
Labrador, bbl	18 00
" " bbls	9 50
" " trcs.,	
300 lb.	25 00
Salt eels, per lb.	0 10½
Salt sardines, 20 lb. pl	1 40
Sardines, Quebec, bbl	5 50
SMOKED	
Bloaters, large, per box.	1 10
Haddies, 15 lb. box, per lb.	0 07½
Herring, new smoked, per box.	0 13
Herring, boneless, per lb.	0 10
Kipper herring, per box.	4 10
Smoked salmon, sugar cured, per lb.	0 25
SHELL FISH	
Lobsters, live, per lb.	0 16
Lobsters, cooked.	0 18
Oysters, choice, bulk, Imp. gal.	1 40
" " Sealshipt, standards, Imp. gal.	1 85
" " select	2 20
" " shell, per bbl	7 00

PREPARED FISH

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

TORONTO.

Green Fruits.—In fruit, as well as in almost all other things, the people only want the best. While common, fairly good apples are standing round waiting for buyers at from \$1.50 to \$2 a barrel, the best qualities fetch as much as \$4 a barrel. Farmers are offering loads at \$1.75 a barrel for mixed lots, and have trouble to get rid of them.

California navel oranges are still unsatisfactory to handle, on account of the frosted fruit. It is expected, however, that within a short time, the quality will improve with an advance in price. Florida oranges are gaining in sales over other years, and are said to be regaining the position they held before the severe frost in 1894 and 1895, which not only destroyed the fruit, but also the trees. While that frost was disastrous to Florida, it was the making of California, so far as orange growing was concerned; this year the blow came to California although less severe.

Apples.	1 50	4 00	Floridas.	2 50	2 75
Bananas.	1 75	2 00	Mexican.	2 00	2 25
Cranberries, bbl	7 50	8 00	Valencia.	3 50	4 00
Grapes, Almeria,			Marmalade, Sev-		
per keg.	6 00	6 50	ille, per chest.	4 50	
Grape Fruit.	3 75	4 00	Sicily bitter, box.	2 50	
Lemons—			Pineapples, case	4 00	4 50
Sicily.	2 25	2 75	Strawberries, qt.	0 60	0 70
Oranges—					
California navels	2 00	3 00			

Vegetables.—In looking at the variety of vegetables on the market, one of the dealers remarked, "We have everything that grows in the vegetable world and where we used to sell a dozen, we now sell tons." People will have these things, and pay the prices notwithstanding all the fuss about high prices.

Asparagus,			Valencias, new,		
bunch.	0 40		crate.	2 75	3 00
Beets, bag.	0 50		Spanish.	2 50	2 75
Beets, new, doz.	1 00		Green, per doz.	0 50	0 60
Beans, green in			Spanish, 1 cases.	1 50	
qt. boxes.	0 25		Parsnips, bag.	0 85	0 90
Cauliflower, doz.	2 25		Potatoes—		
Cabbage, Cana-			Canadian, bag.	0 60	0 65
dian, dozen.	0 35	0 40	Bermuda, new,		
Cabbage, Can.			per barrel.	8 50	
per barrel.	1 35		Sweet, hamper.	1 25	1 50
Carrots, bag.	0 65	0 75	" barrel.	3 50	
Carrots, new, dz.	1 25		Parsley, per doz		
Celery, Cana-			bunches.	0 70	
dian, dozen.	0 30	0 35	Radishes, doz.	0 35	0 40
Celery, Cal., per			Rhubarb, doz.	1 00	
case.	5 00	5 50	Spinach, hamper.	1 75	
Cucumbers, doz.	1 75		Tomatoes, hot		
Lettuce, hamper.	2 50		house, lb.	0 25	
Lettuce, per doz.	0 30		Tomatoes, case		
Mushrooms, lb.	0 90		of 6 baskets.	3 00	4 00
Onions—			Turnips, bag.	0 40	
Canadian, bag.	1 00	1 25			

Fish.—While the fish dealers all report rushing trade, one of them was particularly jovial expressing his delight in gesture and words. He stated that the trade has never been better, the only trouble dealers had was in getting enough fish to fill their piling up orders. Prices are all firm and several lines have advanced.

LAKE FISH (FROZEN)

Goldeyes.	0 06½	Pickrel yellow.	0 09
Herring, Lake Erie.	0 06	Pike.	0 07
" Lake Superior	0 06½	Perch.	0 13
" Lake Ontario.	0 04	Trout.	0 13
Pickrel, blue.	0 06½	Whitefish.	0 10

Strawberries

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

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

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO

DON'T MISTAKE

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

J. J. McCABE

AGENT

32 Church Street, Toronto.

OCEAN FISH (FROZEN)			
Steak Cod.....	0 07	Salmon, pink, per lb..	0 09
Halibut.....	0 12	" red.....	0 10
Haddock.....	0 06½	" sea dressed..	0 13
Herring, per 100.....	3 00	Smelts, No. 1.....	0 11
Mackerel, each.....	0 20	" extra.....	0 15
		Shrimps, per gal.....	1 15
SMOKED, BONELESS AND PICKLED FISH.			
Acadia, per crate....	2 40	Herrings, Labrador,	
" tablets, box..	1 60	half barrels.....	2 90
Boaters, per basket..	1 00	Herrings, Digby, bndle	0 60
Codfish, shredded, box	1 80	Herrings, Imported	
" Bluenose, ".....	1 40	Loch Fyne, per kit..	1 10
Cod steak, per lb.....	0 07	Kippers, per box.....	1 25
Cod, Imperial, per lb..	0 05	Quail on toast, per lb..	0 05½
Cascos, per basket....	1 25	Trout, pickled, 100 lb.	6 00
Haddock, Finnan.....	0 09	barrels.....	6 00
SHELL FISH.			
Oysters, standards, per		Oysters, selects, per gal	1 85
gal.....	1 65	Oysters, extra selects..	2 00

NEW WAY OF KEEPING FISH.

The satisfactory keeping of fresh fish has long been quite a problem with fish dealers and grocers who sell fish. Ice, while it serves the purpose of preservation, has never been entirely satisfactory, as it has a tendency to deprive the fish of its flavor and firmness. Representatives of the United States Fish Commission claim to have lately succeeded in finding an excellent way of keeping the fish fresh.

In the experiment, bluefish, weakfish and bonito, a very large fish, were used. Many of the first tests failed, one being a solution of salicylic acid and sea water. Formaldehyde and other well-known preservatives were used, the successful results being at last obtained by the use of boric acid.

A number of freshly killed and dressed weakfish washed with a three per cent. solution of boric acid in sea water, looked over twenty-four hours later as though they had just been caught. No ice was used. The fish were cooked and eaten and found to be excellent. In the process, the fish are not embalmed, but after the removal of the viscera, the inside is simply washed with a sponge dipped in the solution, and this, it is said, must be done soon after the fish are caught.

The National Sugar Refining Company has formally turned over to the United States treasury the sum of \$604,304, due the Government for shortage in importations of sugar between 1907 and 1908. In announcing the settlement, W. T. Dennison, who is assisting in the prosecution of the sugar frauds, said: "This settlement in nowise affects the criminal prosecutions of any individuals who may be shown they have been responsible for any criminal frauds."

**The Florida Orange
A SHORT HISTORY**

Careful researches have proved that India was the country from which the Orange spread to Western Asia and eventually to Europe. Oranges are at present found wild in the jungles of Northern India, mostly sour, but occasionally wild oranges occur with sweet fruit. It is conceded, however, that Southern China is the original home of the orange. Cultivated from a remote period in Hindustan it was carried to Southwestern Asia by the Arabs, ultimately by them to Africa and Spain, following everywhere the tide of Mohammedan conquest and civilization. In the

**California and Florida Celery
Ripe Florida Tomatoes
Navel and Florida Oranges
Marmalade Oranges**

WE CARRY EVERYTHING IN

FRUIT, PRODUCE and FISH

WHITE & CO., Limited

Phone Main 6565

Toronto and Hamilton

Fresh Arrivals

THIS WEEK

TWO FANCY NAVELS ALL SIZES

ONE CAR

**Fancy Bananas, Lemons
Cranberries, Almeria Grapes, etc.**

Phone or mail your orders

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

12th century the returning Soldiers of the Cross brought it from Palestine to Italy and Provence.

In Florida the orange has grown from an unknown period in a wild condition, being undoubtedly brought by the Spanish colonists to the West Indies and soon afterwards transplanted by them or their buccaneering enemies to Florida. The climate of Florida is remarkably adapted for or-

ange culture. The heat is sufficient and enough moisture is in the soil to supply the roots.

The taste of the mature Florida (China) oranges picked when ripe is delicious. It is this Globe of Sweetness—a perfectly natural sweet orange grown in the fertile soil of Florida—we now offer you. Buy them, try them, you'll buy more, your customers will come back for Florida oranges.

**FLORIDA
CITRUS EXCHANGE**

W. B. Stringer

District Manager, Toronto

FISH and OYSTERS

We have steadily grown as distributors of Fish and Oysters for 15 years.

We retain the business of our old customers and are continually adding "satisfied" prospects to our list of customers.

Does not this argue "better service" a great deal more conclusively than mere words?

Give us a trial

You cannot afford to miss an opportunity of doing better.

DO IT NOW!

The F. T. JAMES CO., Limited

Church and Colborne Sts.

TORONTO

Push Loggie's Lobsters

WHY?

Because in the Loggie method of canning the natural flavor of the fish is preserved.

**IN Golden Key
and
Golden Crown
BRANDS**

only the freshest Lobsters are canned in our up-to-date sanitary factory, and there's a 'well-worth-while' profit for you in handling them!

SEND FOR PRICES.

WE ARE THE SOLE PACKERS.

W. S. Loggie Co., Limited
CHATHAM, N. B.



"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardine which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

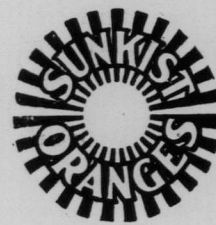
Send your order to any Wholesale Grocer

LIST OF AGENTS:

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



To The Fruit Trade



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

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

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

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

CALIFORNIA FRUIT GROCERS' EXCHANGE

Distributing Points: TORONTO WINNIPEG MONTREAL CALGARY



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand" because this is the "quality" brand, and we leave no stone unturned to maintain the high standard we have attained. Order to-day.

CONNORS BROS., Limited Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.



RECENT BUSINESS CHANGES.

Businesses Bought and Sold, Assignments Made, and Deaths in the Trade.

Ontario.

Jno. Bookless, grocer, Toronto, is dead.

A. D. Sauve, grocer, Essex, Ont., has sold to Thos. Kennedy.

Downing Bros., grocers, Ottawa, have sold to J. S. McEwan.

Mrs. C. H. Schleacow, grocer, Ottawa, has sold to S. Dworkin.

Kindree Bros., grocers, Toronto, are succeeded by Emily Massen.

Brown & Stearns, grocers, Toronto, are succeeded by J. Hamilton.

T. H. Smith & Co., wholesale produce and pork packers, Toronto, are retiring from the produce business.

H. W. Zealand, wholesale grocer, Hamilton, Ont., has sold out.

Jas. Buchanan, general merchant, Stirling, Ont., has assigned to Henry Barber.

Thos. Frye, grocer, baker and confectioner, Wallaceburg, Ont., has sold to Chas. White.

Quebec.

O. Ouimet & Cie., grocers, Montreal, have registered.

Lavergne & Frere, grocers, Three Rivers, Que., have dissolved.

D. Leishman, general merchant, Crystal Falls, Que., has assigned.

Assets of Felix Veillancourt, grocer, Amqui, Que., are to be sold.

Hercule Trudel, general merchant, St. Narcisse, Que., has assigned.

The Lakeside Meat Co., Foster, Que., have dissolved, W. H. Colt registered.

J. A. Desmarteau & Co., general merchants, Granby, Que., have registered.

A. Desmarteau has been appointed curator for P. J. Champagne, grocer, Montreal.

Assets of M. Gelin, grocer and liquor merchant, Montreal, are advertised for sale.

Maritime Provinces.

Jas. Mahoney, grocer, Stellarton, N.S., has assigned.

Fulton Ellis, general merchant, Conway, P.E.I., has sold to Austin Ramsay.

Millar & Williams, general merchant, Eilerslie, N.B., is asking an extension of time.

Stock of St. Mary's Department Store, St. Marys, N.B., is advertised for sale by tender.

E. J. B. Leblanc, grocer and shoe merchant, Moncton, N.B., sustained loss by fire, insurance being \$1,000.

Western Canada.

A. G. Ready, general merchant, Home-wood, Man., has sold out.

J. H. Langman, grocer, Rossland, B.C., has sold to H. T. Belkey.

Trustees have been appointed for U. A. Empey, grocer, Vancouver, B.C.

O. O. Webster, general merchant, Macoun, Sask., is succeeded by E. P. Dwyer.

Brunelle & Lezee, general merchants, Lafleche, Sask., are succeeded by Brunell, Lezee & Geroux.

Heinrichs & Loswen, grocers and hardware dealers, Osler, Sask., are succeeded by J. J. Heinrichs.

Assets of D. McLellan, general merchant, Elgin, Man., have been transferred to G. H. Newton, assignee, Winnipeg.

TRADE WITH WEST INDIES.

The export business from the port of St. John, N.B. this season up to Saturday last, had reached almost \$12,000,000, which is an increase over last year of almost a million. The grain shipments have been large and the shipments of general merchandise have been ahead of last season. The steamer Haakon VII. took away last week the largest cargo ever sent from St. John to Havana, consisting of 12,000 barrels of potatoes, 6,000 bushels of oats, 700 tons of hay and 600 packages of fish. The steamer Hirundo, which sailed on Saturday also took away a large cargo, in which there was 9,000 barrels of potatoes and a lot of hay, oats and fish.

TRADE NOTES.

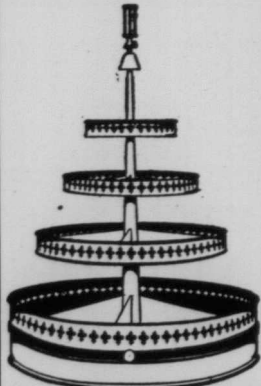
Hart Bros. have succeeded Mrs. E. A. McCarthy on Roncesvalles St., Toronto. R. B. McQueen, grocer, Toronto, has sold to J. B. Whaley.

The Ideal Co-operative Association of St. Thomas, Ont., claims to have \$1,000 subscribed and it will now make application for a charter.

Hon. Sydney Fisher, minister of agriculture, Ottawa, states that an adequate system of government inspection of canned fish of all kinds produced in Canada for export or interprovincial trade will soon be established.

Among the recent transfers in the grocery business in Victoria, B.C., are the following: F. Schroeder to Jas. Freel; F. Burrige to Woods & White; Johns Bros. to F. Burrige, and with the first of March, Speed Bros. to H. Kirkham.

New Westminster, B.C., is attracting attention as a distributing point, says a western despatch, and following the establishment there of a branch store by Dickie, Leeson & Grosse, wholesale grocers, Kelly, Douglas & Co. is negotiating for a site. It is also reported that the W. H. Malkin Company will be established there shortly.



How to Make More Money on Vegetables and Truck

Use our Vegetable Display Stand. It will make vegetables and green truck look better, keep better and sell better. Retail Grocers and Market men use them all over United States. When writing to us state whether you have a city water supply.

GALESBURG CORNICER WORKS
93 Cox Street, Galesburg, Illinois

KEEP POSTED ON SUGAR

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

SMITH & SCHIPPER, No. 138 Front Street, NEW YORK

TRY LEARD'S LOBSTERS and CANNED CHICKEN

Write for Prices

W. A. LEARD

Summerside, P.E.I.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale **FRUIT, FISH and PRODUCE**

Commission Merchants, and

Dealers in **HIDES, WOOL and RAW FURS**

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE, Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

THE CANADIAN GROCER

FISH FOR LENT

PLACE YOUR ORDERS NOW

FRESH

*Cod
Haddock
Pike
Pickerel
Mackerel*

FROZEN

*Hallbut
Salmon
Smelts
Whitefish
Herrings*

SMOKED

*Haddies
Fillets
Smelts
Kippers
Red Herrings*

PREPARED

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

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

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

LARGEST FISH AND OYSTER WAREHOUSE IN CANADA

BRANCHES:
Montreal
St. John
Grand River
Gaspé

LEONARD BROS.

20 to 26 Youville Square (Near Customs House) Montreal

P. O. Box 639
4 Long
Distance
Telephones

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

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

Wachusett Haddies

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

We are sole agents for Canada. For prices, ask for our booklet, last edition.

D. HATTON CO.

Montreal

YOU, Mr. Retailer

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: become a SEALSHIPT AGENT.

Write us to-day and we will tell you how it's done.

The Sealshipt Oyster System,

SOUTH NORWALK, Inc.
Connecticut.



Methods of Making a Refrigerator Profitable

How Currents of Air Should Move in Order to Keep it Highly Sanitary—The Insulation of the Refrigerator — Displaying Goods to the Best Advantage.

By A. W. Sherer.

The day of keeping the "ice box" way back in the darkest corner of the store, next to the kerosene barrel is past. You who read this article by so doing classify yourself as progressive, for the grocer or retail merchant who reads a good trade paper that deals with the problems of his business, is tapping a reservoir of thought-stimulating ideas and suggestions.

There is no need to harp longer on the sanitary features of the grocer's refrigerator. There are still plenty of un-sanitary boxes, but their owners who are beyond argument, will have to fight it out with their local inspectors. "Use a sanitary refrigerator" is now as axiomatic and as sure a standard for the successful grocery store as "sell good goods."

Refrigeration is not merely "keeping cold" because it is just as important to keep the cold air in the refrigerator moving, as it is to keep the warm air out. Perfect circulation of cold, dry air is accomplished in the properly constructed refrigerators by having sufficient air space about the ice to allow the cold air to drop freely, not only from the bottom, but also from the sides of the ice chamber.

The System of Circulation.

The ice chamber is so placed and arranged (see illustrations Nos. 1 and 2) that the cold air in dropping, forces the air at the bottom of the refrigerator over onto the opposite side of the ice partition. The vacuum caused by the air dropping from the ice chamber draws the air that has been forced over into the opposite side of the refrigerator back into the ice chamber, where it again comes into contact with the ice and is re-cooled.

Take, for example, the circulation in the scientifically built "roll-tops," which is from back to front. The cold air passes freely from the ice chamber through cold air flues (note small arrows in drawing) to the provision chamber below. This movement of the cold air falling from the ice forces the air that was previously in the provision compartment A, to the highest point in the compartment B, and as the downward draught of air also tends to create a vacuum in the ice chamber (which draws the air from the top of the provision compartment B), a vigorous circulation is started as soon as ice is put into the refrigerator and will continue as long as there is ice in the ice chamber. Through this continuous circulation, and the fact that all air in the refrigerator is constantly re-cooled, all moisture is condensed, and all odors removed. This result is accomplished by the melting ice, which absorbs the moisture and gases and carries them off through the waste pipe, so that no part of the refrigerator possibly can become "stale smelling" or "musty."

You can be sure that your refrigerator will not become "foul smelling" if you buy a refrigerator that is guaranteed to have a constant circulation of cold air just as real as though there were an electric fan inside. In one of the makes in which the ice

chamber is in the centre, the circulation is as illustrated in No. 2.

The cold air drops from the ice freely, and is drawn both to the right and to the left, so that in these refrigerators the circulation is in two currents. One important advantage of this course of circulation is that cheese may be kept on one side of the refrigerator and butter on the other without contamination.

The insulation of a refrigerator is not less important than the system of circulation. It is because of poor insulation that many refrigerators have earned the name "ice eaters." A practical and efficient insulation consists in the first place of an outside wall of the best quality of oak. Over this is laid a thickness of heavy insulating sheathing, and on this is placed a course of closely packed mineral wool. Over this course of mineral wool another thickness of heavy insulating sheathing is placed, and then the inside wall of poplar is attached. This makes a wall which is insulated as perfectly as is necessary or desirable in refrigerators of this kind. Mineral wool is used because it is the best known non-conductor of heat and cold. The comparative value of the leading insulating materials used in refrigerators is shown in the following table,

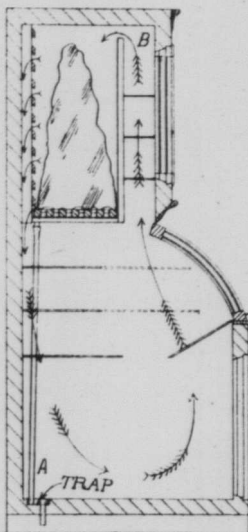


Figure 1.

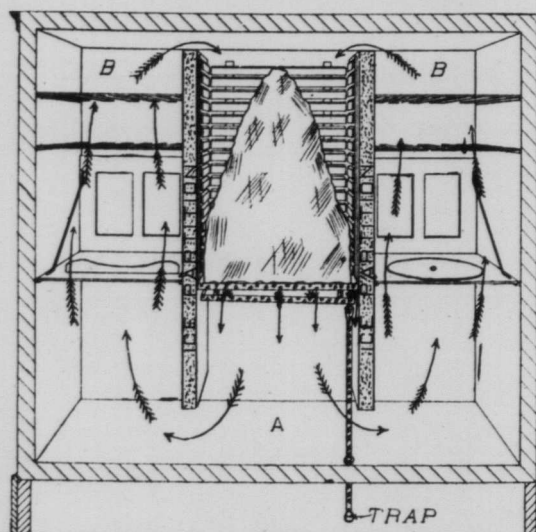


Figure 2.

taken from an article by an international authority on cold air storage, and confirmed in recent tests:

Mineral wool	100
Hair Felt	117
Cotton wool	122
Sheep's wool	136
Infusorial earth	136
Charcoal	140
Sawdust	163
Gas Works Breeze	230
Wood and Air Space	280

This means that a mineral wool insulation permits the entrance into a refrigerator of only 100 units of heat during a given time, while one insulated with sawdust of the same thickness, for example, permits the entrance of 163 units of heat during the same time.

The most sanitary grocers' refrigerators are lined with odorless wood, this

being the most practical lining for the purpose. As the circulation keeps the air in the compartments dry, as well as cold, the walls will not sweat.

In properly constructed refrigerators you can keep even salt and matches without their absorbing any moisture. This seems like a rash statement, but it can be easily demonstrated. If you can't keep salt in an open saucer without it absorbing moisture and become hard, your refrigerator is not as profitable as it might be, for even though dampness may not be sufficient to cause foods to taint each other perceptibly, it is a sure sign that there isn't enough circulation of air in the refrigerator and suggests that your fine butter may be losing some of its delicacy by absorbing the odors of surrounding foods.

But no refrigerator is as profitable as it might be if it doesn't display the goods. What is more refreshing on a hot day than to see through the glass doors of a refrigerator, cool berries, fresh vegetables and wholesome looking butter? It has the same effect in getting in dollars as the old swimming hole used to have in getting off your clothes. The effect is immediate and telling.

Our friends in the department of agriculture tell us that it isn't good for our health and the health of the race to eat berries that are fly specked and covered with dust. That sounds reasonable. If you will go one step farther than the department of agriculture and put your berries and fancy fruits, delicatessen foods and dairy products in a display refrigerator, your ledger will

soon show the wisdom of the investment. The way to make your refrigerator profitable is to display its contents.

Refrigerator Display Cases.

One of the newest and most interesting developments in refrigerators for grocers is the refrigerator display case.

It frequently happens that the only place for the refrigerator is in the back part of the store away from the view of the morning marketer. By using a refrigerator display case you can bring your choicest berries, fruits and butter up close to the door where everyone who comes in can see them and feel the good things pull at the silver in their pocketbooks. You can also (if you are after some of the loose dollars that could come your way as well as not) start up a delicatessen department.

A Good Repeater

A prominent grocer, when recently asked what kind of goods he liked to sell best, replied:—

“Give me a good repeater like Royal Baking Powder; an established article of undisputed merit which housekeepers repeatedly buy and are always satisfied with.”

NEW baking powders and new foods, like new fads, come and go but Royal goes on forever. Grocers are always sure of a steady sale of Royal Baking Powder, which never fails to please their customers, and in the end yields to them a larger profit than cheaper and inferior brands.

ROYAL BAKING POWDER CO., NEW YORK.

Classified Advertising

AGENCIES WANTED.

A GENT, with good connections, open to represent wholesale firm or manufacturer in city of Quebec. Highest references. "L," 75 Peter St., Quebec. (9p)

A WHOLESAL FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, R.C. (9p)

ADDING MACHINE.

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

AGENT WANTED.

A GENTS WANTED IN CANADA by Manchester Manufacturer of Bottled Jams. An attractive line that should sell well. Address—Duerr & Sons, Old Trafford, Manchester. (tf)

BUSINESS OPPORTUNITY.

Y OUNG MAN, 21 years, with four years' business experience, wants experienced partner to go into the jobbing business. Would invest in and look after office end of business. Box 332, CANADIAN GROCER, Toronto. (8p)

COUNTER CHECK BOOKS.

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

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

FOR SALE.

F OR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (13p)

G ROcery BUSINESS FOR SALE in town of Winchester, Ont. Stock and fixtures \$2,000, annual cash business \$13,000. Must be sold in a short time. Good opening. J. E. Cook, Box 322, Winchester, Ont. (8p)

GROCERY FOR SALE.

U P-TO DATE GROCERY in one of the best sections of the City of Toronto, doing a large business. Can be purchased at right price as party is leaving the city at an early date. Apply Box 333, CANADIAN GROCER, Toronto. (8)

SITUATIONS VACANT.

F IRST-CLASS SPECIALTY SALESMAN WANTED with good standing in Western Ontario and North Shore. Apply Holbrooks Limited, 40 Scott St., Toronto. (8)

G REAT OPPORTUNITY FOR SALESMAN visiting the drug or grocery trade in and west of Winnipeg. Firm established on eastern market several years wants salesman who can invest \$300. All profits from his territory will be turned over to him until his investment is paid back. Commission and half the profits thereafter. Profits very large. L. C. M. Co., 506 Union Trust Building, Detroit, Mich.

W ANTED—Salesman for Montreal with established trade in grocers' and druggists' specialties and confectionery. Replies confidential. State salary expected. Address "Confectionery," CANADIAN GROCER, Toronto.

W ANTED—Salesman for Western Ontario with good connection for confectionery, grocers' and druggists' specialties. Reply with full particulars and salary expected. Address "Importers," CANADIAN GROCER, Toronto.

SITUATIONS WANTED.

C OMPETENT MALE GROCERY STENOGRAPHER (employed) wants position offering better opportunity for advancement. A worker. "Steno," care H. Hodgson, 11 Hartney Chambers, Vancouver, B.C. (9p)

MISCELLANEOUS.

A BOON TO EVERY GROCER—A perfectly reliable fountain pen is to be found in the Beamel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thickness to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Company, Canadian Agents. Toronto.

A NY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

C OUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers. Toronto.

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

D OES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper protection. We are Fire Insurance Experts. We can safeguard your interests, and procure the lowest rates. Mitchell & Ryerson, Confederation Life Bldg., Toronto.

E LIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

E RRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

C U DOWN THE COST OF your fire insurance. Our illustrated catalog "Q" on fire-proof windows, doors, etc., contains full information as to how you can save money on your insurance. You will find it interesting. Write for it to-day. A. B. Ormsby Co., Ltd., Toronto. (tf)

F IRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

S COTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

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

I NSURE HEALTH by installing Pullman system of natural ventilation. Simple, inexpensive. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co., Saturday Night Building, Toronto; Board of Trade Building, Montreal. (tf)

J UST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

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

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy. The National Cash Register Co., 285 Yonge St., Toronto.

S AVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

S AMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

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

T HE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

U SE the best carbon paper. Our "Klear-Kopy" carbon gives clear unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (tf)

W ANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Write-press Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

W HEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

Y OU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ontario. (tf)

Y OU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

\$75 buys the best duplicating machine on the market. ACME will print anything a job printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, compartments plainly lettered and arranged like universal keyboard of the standard make of typewriters, one drawer for accessories and forms, 20 lb. font of typewriter type, one chase, one Acme ribbon any color with typewriter ribbon to match, one pair tweezers, two quinos, one key, one oil can and one set of registers. Sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A.

REPRESENTATIVE WANTED.

P ROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

Bakin
w. E. of
Diamond
1-lb. tins, 2 doz. in c
1-lb. tins, 3 " "
1-lb. tins, 4 " "
IMPERIAL
Cases
4-doz.
1-doz.
1-doz.
1-doz.
1-doz.



CANADIAN
Aylmer Jams
Per do
Strawberry 1 5
Raspberry 1 5
Black currant 1 5
Red currant 1 5
Raspberry & red
currant 1 5
Raspberry and
gooseberry. . . 1 8
Damson plum,
stoneless. . . 1 7
Greengage plum,
stoneless. . . 1 7
Gooseberry 1 8
Pure Pres
5's & 7's p
Strawberry
Black currant
Raspberry
Other varieties
Freight allowed up
WHITE SWAN BAKING
White Swan Baking
1-lb. tins, 3-doz. in
1-lb. " "
1-lb. " "



Cook's Friend
Cartons— Per doz
No. 1, 1-lb., 4 doz 2 4
No. 1, 1-lb., 2 doz 2 5
No. 2, 5-oz., 6 doz 0 8
No. 2, 5-oz., 3 doz 0 8
No. 2, 5-oz., 4 doz 0 4
No. 10, 12-oz., 4 doz 2 10
No. 10, 12-oz., 2 doz 2 20



White Swan Wheat
White Swan Flaked
White Swan Flaked
Keen's Oxford, per 10
In 10-box lots or oar
Gillett's Mammoth, 1

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

Diamond—		
1-lb. tins, 2 doz. in case	\$2 00
1-lb. tins, 4 " "	1 25
1-lb. tins, 4 " "	0 75
IMPERIAL BAKING POWDER.		
Cases.	Sizes.	Per doz.
4-doz.	10c. \$0 85
4-doz.	6-oz. 1 75
1-doz.	12-oz. 3 50
1-doz.	12-oz. 3 40
1-doz.	4-lb. 10 50
1-doz.	5-lb. 19 75



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz.
6 doz.	5c. \$0 40
4 " "	6 " " 0 75
4 " "	8 " " 0 95
4 " "	12 " " 1 40
2 " "	12 " " 1 45
4 " "	16 " " 1 65
2 " "	16 " " 1 70
1 " "	24-lb. 4 10
1 " "	5-lb. 7 90
1 " "	6-oz.	Per case
1 " "	12 " " \$4 55
1 " "	16 " " 4 55



ROYAL BAKING POWDER

Cases.	Sizes.	Per doz.
Royal—	Dz.	\$ 0 85
" "	1-lb. 1 40
" "	6-oz. 1 95
" "	1-lb. 3 55
" "	12-oz. 3 85
" "	1-lb. 4 90
" "	4-lb. 13 60
" "	5-lb. 22 35

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

CANADIAN CANNERS, LIMITED

Aymer Jams	Peach 1 80
Per doz	Pear 1 70
Strawberry	Jellies 2 40
Raspberry	Black currant 2 40
Red currant	Crabapple 1 70
Raspberry & red currant	Plum 1 70
Raspberry and gooseberry	Grape 1 70
Damson plum	Marmalade 1 40
stoneless	Scotch 1 75
Greenage plum	Orange Jelly 2 25
stoneless	Green Fig 1 80
Gooseberry	Lemon 2 25
Pineapple	Pineapple 2 25
Ginger	Ginger 2 25

Pure Preserves—Bulk

5's & 7's per lb.	14's & 30's per lb.
Strawberry 0 11
Black currant 0 11
Raspberry 0 11
Other varieties 0 09

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—

1-lb. tins, 3-doz. in case, per doz. 2 00
1-lb. " " " " 0

COOK'S FRIEND BAKING POWDER

Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2dz.	3 70
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2 1/2-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2 1/2-lb.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lb.	14 00

Cook's Friend Baking Powder

White Swan Spices and Cereals, Ltd.	
White Swan Breakfast Food, 2 doz. in case, per case	\$3.00.
The King's Food, 2-doz. in case, per case	\$4.80.
White Swan Barley Crisps, per doz.	\$1.
White Swan Self-rising Buckwheat Flour, per doz.	\$1.
White Swan Self-rising Pancake Flour, per doz.	\$1.

White Swan Wheat, Flaked Rice, per doz.

White Swan Wheat	Kernels, per doz.	\$1 40
White Swan	Flaked Rice, per doz.	1 00
White Swan	Flaked Peas, per doz.	1 00

Blue

Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, 1/2 gross box 2 90

Cereals

White Swan Spices and Cereals, Ltd.	
White Swan Breakfast Food, 2 doz. in case, per case	\$3.00.
The King's Food, 2-doz. in case, per case	\$4.80.
White Swan Barley Crisps, per doz.	\$1.
White Swan Self-rising Buckwheat Flour, per doz.	\$1.
White Swan Self-rising Pancake Flour, per doz.	\$1.

White Swan Wheat, Flaked Rice, per doz.

White Swan Wheat	Kernels, per doz.	\$1 40
White Swan	Flaked Rice, per doz.	1 00
White Swan	Flaked Peas, per doz.	1 00

Blue

Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, 1/2 gross box 2 90

Cocoa

Chocolate and Cereals	
Plain Rock, 1/2 & 1/4 cakes, 12-lb. boxes	0 96
Perfection chocolate, 200 size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 100 size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes, per lb.	\$0 40
Queen's Dessert, 5's, 12-lb. boxes	0 30
Vanilla, 1/2-lb., 12-lb. boxes, per lb.	0 35
Parisian, 5's	0 30
Royal Navy, 1/2's, 1/4's, boxes, per lb.	0 35
Diamond, 7's, 12-lb. boxes, per lb.	0 35
" " " " " "	0 35
" " " " " "	0 38

Agents, C. E. Olson & Son, Montreal

In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 25

Smaller quantities 0 25

JOHN P. MOTT & CO.'S

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Mott's breakfast cocoa, 10c size

10c size (for cooking) 0 90
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Mott's breakfast cocoa, 10c size

breakfast cocoa, 1/2-lb. 0 38
breakfast cocoa, 1/4-lb. 0 38
No. 1 chocolate, 1/2-lb. 0 32
Navy " " " 0 39
Vanilla sticks, per gross 1 00
Diamond chocolate, 1/2-lb. 0 24
Plain choice chocolate liquors 0 32
Sweet Chocolate Coatings 0 30

WALTER BAKER & CO., LIMITED

Premium No. 1 chocolate, 1/2 and 1-lb. cakes \$0 35
Breakfast cocoa, 1-5, 1/2, 1 & 5-lb. tins 0 41
German Sweet chocolate, 1/2 and 1-lb. cakes, 6 lb. boxes 0 26
Caracas Sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes 0 32
Auto Sweet chocolate, 1-5-lb. cakes, 3 and 6 lb. boxes 0 32
Vanilla Sweet chocolate, 1-5-lb. cakes 6-lb. tins 0 44
Soluble cocoa (hot or cold soda) 0 22
1-lb. tins 0 22
Cracked cocoa, 1-lb. pkgs., 5-lb. bags 0 22
Caracas tablets, 100 bundles, tied 5c, per box 2 00

The above quotations are f.o.b. Montreal

Cocoa nut

Canadian Cocoa Nut Co., Montreal	
Packages—5c, 10c, 20c and 40c packages, packed in 15 lb. and 30 lb. cases	Per lb.
1-lb. packages 0 27
1-lb. packages 0 27
1-lb. packages 0 28
1 and 1/2 lb. packages, assorted 0 26 1/2
1 and 1/2 lb. packages, assorted 0 27 1/2
1 lb. packages, assorted, in 5 lb. boxes	0 28
1 lb. packages, assorted, in 5 lb. boxes	0 29
1 lb. packages, assorted, 5, 10, 15 lb. cas.	0 30
Bulk—	
In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes	Pails. Tins. Bbls.
White moss, fine strip	0 12 0 21 0 17
Best Shredded	0 18 0 1
Special Shred	0 17 0 16
Ribbon	0 19 0 15
Macaroon	0 17 0 17
Desiccated	0 16 0
White Moss in 5 and 10 lb. square tins	21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoa nut—	
Featherstrip, pails 0 16
Shredded 0 15
In packages 2-oz., 4-oz., 8-oz., lb. 0 28

Chocolates and Cereals

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz. \$4 50
Perfection, 1/2-lb. per doz. 2 40
Perfection, 1/4-lb. per doz. 1 30
Perfection, 10c size per lb. 0 37
Solu. le, bulk, No. 1, per lb. 0 20
Soluble, bulk, No. 2, per lb. 0 18
London Pearl, per lb. 0 22
Special quotations or Cocoa in bbls. kegs, etc.	
Unsweetened Chocolate—	Per lb.
Plain Rock, 1/2 & 1/4 cakes, 12-lb. boxes	0 96
Perfection chocolate, 200 size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 100 size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes, per lb.	\$0 40
Queen's Dessert, 5's, 12-lb. boxes	0 30
Vanilla, 1/2-lb., 12-lb. boxes, per lb.	0 35
Parisian, 5's	0 30
Royal Navy, 1/2's, 1/4's, boxes, per lb.	0 35
Diamond, 7's, 12-lb. boxes, per lb.	0 35
" " " " " "	0 35
" " " " " "	0 38

Isings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1-lb. pkgs., 1-doz. in box, per dozen

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, " "	0 25
Nonpareil wafers, No. 1, " "	0 33
Nonpareil wafers, No. 2, " "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

Agents, C. E. Olson & Son, Montreal

In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 25

Smaller quantities 0 25

JOHN P. MOTT & CO.'S

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

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Vanilla sticks, per gross 1 00
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1-lb. packages 0 28
1 and 1/2 lb. packages, assorted 0 26 1/2
1 and 1/2 lb. packages, assorted 0 27 1/2
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1 lb. packages, assorted, 5, 10, 15 lb. cas.	0 30
Bulk—	
In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes	Pails. Tins. Bbls.
White moss, fine strip	0 12 0 21 0 17
Best Shredded	0 18 0 1
Special Shred	0 17 0 16
Ribbon	0 19 0 15
Macaroon	0 17 0 17
Desiccated	0 16 0
White Moss in 5 and 10 lb. square tins	21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoa nut—	
Featherstrip, pails 0 16
Shredded 0 15
In packages 2-oz., 4-oz., 8-oz., lb. 0 28

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk \$6 00 1 50
Gold Seal Condensed Milk 4 25 1 10
Challenge Condensed Milk 4 00 1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00 0 50
Peerless Brand Evaporated Cream family size	3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80 1 20
Peerless Brand Evaporated Cream hotel size	3 70 1 85



TRUBO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)

"Jersey" brand evaporated cream \$4 00
Reindeer brand per case (4 doz.) 5 00



Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House \$0 32
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FRIENDS—NOT CROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and it is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right, RISING SUN makes friends for you and for us in every household where you put it.

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



If Interested in Modern Grocery Equipment write for Our Illustrated Catalogue.

The Walker Bin & Store Fixture Co., Ltd.
Berlin, - - Ontario



Exclusive
SPECIAL
Adjuster
Elgin National
Coffee Mills

can be regulated to grind coarse or fine when running, and the special adjusting device is used on our mills only. All our mills are built on merit, are the highest standard of excellence, are strong, fitted with steel burrs and run easily, smoothly and satisfactorily.

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WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson
MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY
Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

R. B. Wiseman & Co.

123 Bannatyne Avenue East WINNIPEG, MAN.

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS LIMITED,** BRAND

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A.B.C. Codes used 4th and 5th Editions.

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CECIL T. GORDON, MONTREAL

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We are proprietors of
"AFRODITE" brand, the best AMALIAS
 currant on the market.
"NARCISSUS," fine FILIATRA currants,
"NAUSICAA," fine FILIATRA cleaned
 currants
 and importers and distributors of
 highest grade PATRAS and VOSTIZZA
 currants.

We aim to give the trade the best grades
 of currants obtainable from season to season.
 We solicit the opportunity to quote on
 your CURRANT needs at all times.

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 H. & A. B. LAMBE, Hamilton
 W. G. A. LAMBE & CO., Toronto
 H. D. MARSHALL, Ottawa
 ARTHUR P. TIPPET & CO., Montreal
 J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.
 95 Broad Street - NEW YORK
 THE LARGEST CURRANT HOUSE IN GREECE

Butter Tubs and

Best White Spruce
 STEEL WIRE HOOP

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 TORONTO
 ST. JOHN, N.B.
 MONTREAL

Perlb.
 34-lb. wood pails..... 0 06 1/2
 Pure assorted jam, 1-lb. glass jars, two
 dozen in case..... 1 75

Jelly Powders

IMPERIAL DESSERT JELLY



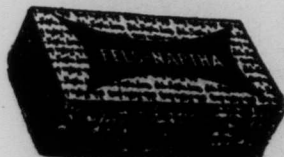
Assorted flavors—gross 10.75.



Assorted Case, Contains 4 doz. \$3.60
 Assorted Case, Contains 2 doz. \$1.80
 Lemon (Straight) Contains 2 doz. \$1.80
 Orange (Straight) Contains 2 doz. \$1.80
 Raspberry (Straight) Contains 2 doz. \$1.80
 Strawberry (Straight) Contains 2 doz. \$1.80
 Chocolate (Straight) Contains 2 doz. \$1.80
 Cherry (Straight) Contains 2 doz. \$1.80
 Peach (Straight) Contains 2 doz. \$1.80
 Weight, 8 lbs., to case. Freight, rate, 3rd class

Soap

The GENUINE. Packed 100 Bars to case.



Prices—Ontario and Quebec:
 Less than 5 cases..... \$5 00
 Five cases or more..... \$ 95



WHITE SWAN SPICE
 AND CEREALS, LTD
 White Swan, 15
 flavors. 1 doz. in
 handsome counter
 carton, per doz., 90c.



List price.
 "Shirriff's" (all
 flavors), per doz.
 Discounts on applica-
 tion.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD
 LARD COMPOUND.

Tierces.... \$0 12 1/2
 4-bbls. 0 12
 Tube, 80 lbs. 0 12
 20-lb. Pails. 2 63
 20-lb. tins. 2 53
 Cases 2-lb. 0 13
 " 5-lb. 0 13
 " 10-lb. 0 13



F.O.B. Montreal.



GUNNS
 "EASIFIRST"
 LARD
 COMPOUND.

Tierces.... 0 12 1/2
 Tube..... 0 12
 20-lb. pails. 0 12
 20-lb. tins. 0 12
 10-lb. " 0 13
 5-lb. " 0 13
 3-lb. " 0 13
 1-lb. cartons 13 1/2

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb. \$0 40
 Fancy boxes (36 or 50 sticks), per box. 1 25
 "Ringed" 5-lb. boxes, per lb. 0 40
 "Acme" pellets, 5-lb. cans, per can. 2 00
 " " (fancy box, 40), per box. 1 50
 Tar licorice and tolu wafers, 5-lb. cans,
 per can..... 2 00

Licorice lozenges, 1-lb. glass jars..... 1 75
 20 5-lb. cans..... 1 50
 "Purity" licorice, 10 sticks..... 1 45
 100 sticks..... 0 73
 Dulc, large cent sticks, 100 in box.....

Lye (Concentrated)

GILLETT'S PERFUMED Per case
 1 case of 4 dozen..... \$3 60
 3 cases of 4 dozen..... 3 50
 5 cases or more..... 3 40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case... per doz \$1 00
 16-oz. glass jars, 2 doz in case " 1 40
 In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
 Pint Sealers (24 oz.), 1 doz in case, per
 dozen..... 2 00



SHIRRIFF BRAND

"Imperial Scotch"—
 1-lb. glass, doz... 1 55
 2-lb. " " " 2 80
 4-lb. tins, " " 4 65
 7-lb. " " " 7 35
 "Shredded"—
 1-lb. glass, doz..... 1 90
 2-lb. " " " 3 10
 7-lb. tins, " " " 8 25



SPRATT'S PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen
 cases per doz \$0 85
 Parrot Food, 1-lb. pkts., 1 doz cartons 0 45
 Parrot Food, 2-lb. pkts 1 35
 Bird Cage Sand, about 1 1/2-lb. bags, 1-
 gross cases, per doz. 0 30
 Bird Cage Grit, about 1 1/2-lb. bags, 1-
 gross cases, per doz. 0 30

Mince Meat

Wetley's condensed, per gross, net... \$12 00
 " " per case of 3 dozen, net.... 3 00



ST. CHARLES CON-
 DENSING CO

PRICES:

St. Charles Cream,
 family size, per case
 \$3 50
 Baby size, per
 case..... 2 00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk..... 4.25
 Good Luck.... 4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., 1-lb. tins..... per doz \$ 1 40
 " 1-lb. tins..... 2 50
 " 1-lb. tins..... 5 00
 Durham 4-lb. jar..... per jar 0 75
 " 1-lb. jar..... 0 25
 F.D. 1-lb. tins..... per doz. 0 85
 " 1-lb. tins..... 1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90 "
 Large, cases 1 dozen..... 1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—
 Minerva, qts. 12's \$ 5 75
 " pta. 24's 6 50
 " 1-pa. 24's..... 4 25

Sauces

PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 3 dozen cases, doz. 1 75

Soda

COB BRAND

Case of 1-lb. contain-
 ing 60 packages, per
 box, \$3 00
 Case of 1-lb. con-
 taining 120 pkgs. per
 box, \$3 00
 Case of 1-lb and 1/2-lb.
 containing 30 1-lb.
 and 60 1/2-lb. pkgs. per
 box \$3.00

DWIGHT'S

SODA

Case of 50. pkgs. containing 96 pkgs. per
 box, \$3.00
MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$ 2 75
 No. 2, " 120 1-lb. " 3 75
 No. 3, " 30 1-lb. " 3 75
 " 60 1-lb. " 3 75
 No. 5 Magic soda—cases 100—10-oz. pkgs.
 1 case 2 95
 5 cases 3 75



SELL SEEDS THAT FEED—
SPRATT'S
 MIXED
BIRD SEEDS

Spratt's Patent Ltd., London, Eng. Montreal: 13, St. Therese Street, St. Gabriel's.

Comprise only such seeds as are known to be adapted for songsters to improve their health and develop their singing powers. They are properly cleaned and correctly balanced; always give the highest satisfaction, and the thoroughly satisfied customer is the most profitable one that a dealer can have.

Ask your jobber for them.

Packed in boxes containing 3 dozen 1-lb. packets.

Sanitary Cans

For Hand Filled Goods

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

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

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

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

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, Ontario

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

CHURCH & DWIGHT

Manufacturers

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S 'WELLINGTON' KNIFE POLISH

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

JOHN OAKEY & SONS, Limited

Manufacturers of

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

Wellington Mills London, England

LET US COLLECT YOUR OVERDUE ACCOUNTS

During the year we've been in business we've collected a heap of money for our clients. Send us your slow collections, and we'll make your slow-paying customers hustle to pay up.

Send Them in To-day

The Beardwood Agency

319 New York Life Building - MONTREAL

SALT

We offer best value only, made from what we KNOW to be the purest brine by the most scientific and up-to-date process.

Laid-down Prices
gladly submitted.

VERRET, STEWART & CO.
LIMITED
MONTREAL

WETHEY'S CONDENSED MINCE MEAT

(in Cartons)

Just as staple as sugar

No Grocer's Stock is Complete Without It

If your jobber cannot supply you
—write us direct.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.



**4 Free Phones
For You—Use
... Them ...**

Repeat Orders Coming Fast

For Those Snaps in Canned Goods

The low price scared many.

Good quality—nice bright label—good looking goods—at a low price—talk for themselves.

Remember—the Cannery's usual three months' guarantee against swells. Subject unsold.

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