

CANADIAN GROCER

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

Montreal: 781-782 Eastern Townships Bank Bldg.

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building

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

New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO APRIL 7, 1911

No. 14



There's a Constant Demand for
**ROBINSON'S
PATENT BARLEY**

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

MAGOR, SON & 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" Corn 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., Montreal

THE CANADIAN GROCER

MACONOCHIE'S QUALITY PRODUCTS

The Result in The Use Of The
Finest Materials, Knowledge and Care



IT is not the quantity of the Sauce that gives the flavor, but it is the quality.

PAN YAN Sauce

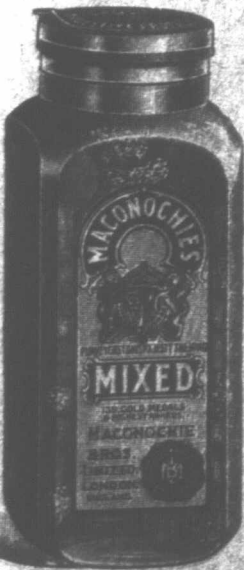
Two drops of Pan Yan Sauce goes as far as a teaspoonful of any other sauce on the market.



PICKLES, to serve their proper purpose, must be excellent in every particular, and it is the superiority of

PAN YAN Pickles

which secures for them their immense public favor. They create that appetite for more.



FOR SALE BY YOUR JOBBER

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALITIES

NEW YORK.

TORONTO

CHICAGO.

MONTREAL

DETROIT.

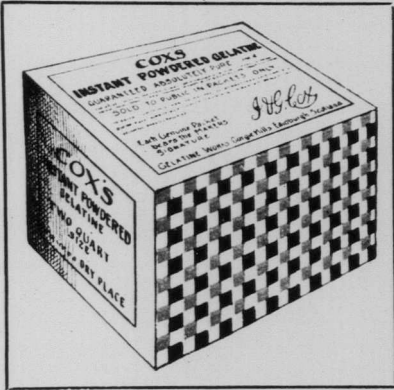
**It Stands at
the Head**



The cook who uses
"COX'S" GELATINE
knows in advance exactly what to expect, namely, exactly what she (and all other cooks) want, *satisfactory results*. There are no adulterations in Cox's Gelatine—no by-products to lessen the purity at the expense of a little extra profit for maker.



**ONE PACKAGE of COX'S
Gelatine makes
TWO QUARTS OF JELLY!**



For greater convenience to meet most modern requirements it is put up in powdered form.

Strongest, Purest, Best

The maximum of quality at the minimum of price to the grocer who buys and sells it. The Gelatine that established the standard.

ABSOLUTELY PURE

For sale by all leading dealers

J. & G. COX, Ltd., EDINBURGH

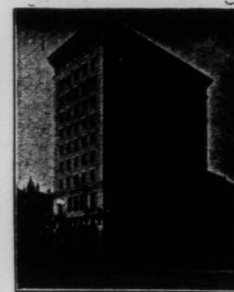
**"The World's
Best"**



Montreal Office

Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX - - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - - - WESTERN CANADA

WRITE TO

10 Garfield Chambers, Belfast, Ireland
For sample copy of the

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

If you are interested in Irish Trade.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.
Open for a few more first-class lines.

CURRANTS

To Arrive

Filiatras, Cleaned and Uncleaned
Finest Vostizzas

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 attention 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

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grain, Mill Feed,
Fish, Fish Oil, Etc.

Correspondence Solicited.

P.O. Box 29

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 Bevan's extra selected 3 crown
Shelled Almonds, also Bordeaux Whole
Halves Extra Shelled Walnuts.

PRICES RIGHT

Lind Brokerage Company

73 Front St. East - - - TORONTO

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents
and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS
AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

A. Francols Turcotte

COMMISSION MERCHANT

Room 16, Morin Block
Quebec, - - - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

CANNED GOODS—1911 PACK

It may seem early to be talking canned goods for delivery next Fall, but it is *not too early* to plan your order, if *you want the best goods packed* this season. We control the entire output of a brand new factory located in one of the most desirable growing sections of the country. We offer

“ANCHOR,” “FRANKFORD” & “PROSPERITY”
— BRANDS —

CANNED FRUITS AND VEGETABLES

Packed under the personal supervision of the most expert processor in the trade. This assures you a uniformity throughout the entire pack.

IT WILL PAY YOU TO PLACE YOUR ORDERS NOW

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

Facts Worth Considering

**BORDEN'S
EAGLE BRAND
CONDENSED
MILK**



Especially prepared for
infant feeding.

Recommended by physicians
everywhere.

For general household use
best value obtainable.

The Richest and Purest milk
from the world's best dairies.

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

SELLING REPRESENTATIVES

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of the United States. These have found that by the use of The McCaskey Gravity Account Register System their posting and totaling are done at the time the sale is made. They have no statements to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that

*Only
One
Writing*

THE McCASKEY SYSTEM

*First and
Still
the Best*

with it anyone can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

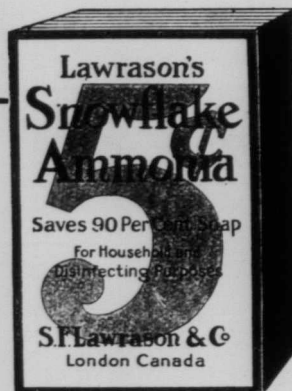
The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit, preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition. A letter or postal card will bring you information without any obligation on your side to purchase. Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

Manufacturers of Surety Non-Smud Duplicating and Tripling Sales Books and Single Carbon Pads in all varieties.

Dominion Register Co., Ltd.,

Toronto, Canada



YOUR OWN INVESTIGATION
THAT YOU INVESTIGATE
SHOWN BY

Lawrason's Snowflake Ammonia

Large Sales are founded on an assurance as to the quality of your goods. Here is a case where your experimental knowledge is backed by a splendid guarantee.

S. F. Lawrason & Co.
LONDON, ONTARIO

INTERESTS DEMAND
THE REMARKABLE PROPERTIES

GUARANTEE

WE WILL PAY

\$500.00

To anyone who will prove that Snowflake Ammonia is not equal in efficiency to any similar compound selling for twice the amount.

GIANT PACKAGE
 5 CENTS

Folks Certainly DO Judge by Appearances

You remember the farmer's reply when the peevish grocer asked why he put his best looking apples at the top of the barrel: "Why, Henry, you tell me, please, why you brush that forelock down over your forehead---guess you've got a bald spot, Henry." Human nature is much the same the world over, friend.

If you display familiar trade-marked goods folks will judge the character of your general stock thereby. Quality merchandise is a weather-gauge that indicates the trend of your business alertness, your progressiveness. Folks DO judge by appearances---please remember that!

Let Them See THESE on Your Shelves



COCO FRUITINE

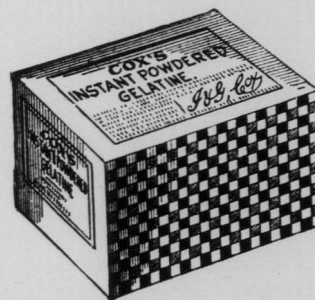
Marseilles, France, produces it through the skillful work of the original makers. Best known abroad because most largely used by economical folks in foreign countries, for cooking and pastry. A pure extract of the cocoanut.

LA CALICE



Pure Castile

Made also in Marseilles and made pure from beginning to end. The successors of Messrs. D. Leca & Co. follow in the footsteps of their predecessors, without deviating a hair's breadth from that business policy that has raised La Calice Castile Soap to the highest pinnacle of quality.



Cox's Gelatine gives a "high-grade appearance" to the general stock of any grocer's store. It is, and always has been, an authoritative standard for Quality. Pure, quick, sure — the housewives' stand-by! As staple as sugar or salt!

Arthur P. Tippet & Co., Agents

MONTREAL

TORONTO

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's TRUE VANILLA

It is a real purity product, made of finest Vanilla Beans that grow in Mexico—and made in such a way that it has far greater strength - and will satisfy your trade far better—than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these



**STRONGER,
RICHER
DAINTIER**

Shirriff's EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

**IMPERIAL
EXTRACT CO.**

8-10-12 Matilda Street, - TORONTO

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

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

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW
SCOTLAND

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

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarra- gona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies.
A. PERODEAU & CO.	Cognac	Sanator Medicinal Brandy and 15- Year-Old Brandy.
NUYENS & CO.	Bordeaux	French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES		Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marma- lades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

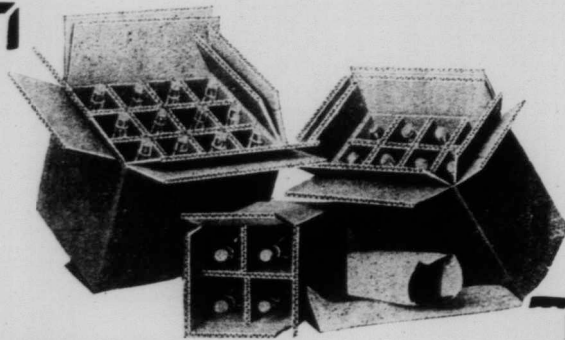
AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO. Norway....Crossed Fish Sardines.
H. J. HEINZ CO. Pittsburg....Food Products, "57" Varieties.



Give your Goods a Chance!

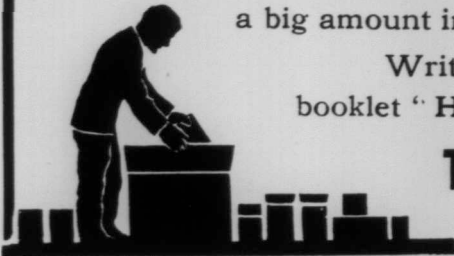
It is quite useless to spend time and money perfecting your product if it reaches its destination in a battered and damaged condition. Insure delivery in a clean, fresh and attractive condition by packing your wares in



"H. and D." **Corrugated Fibre Board Boxes**

The modern package that protects from water, damp and damage.

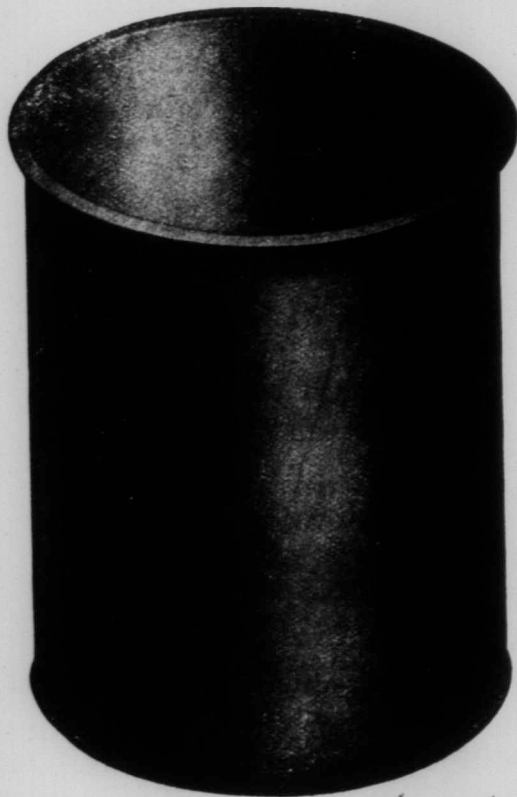
We have an "H. and D." Box that will exactly suit the article you have to ship; the package is neat, attractive and strong; and, being much lighter than wood, saves you a big amount in freight. And it saves packer's time and storage space too.



Write us TO-DAY saying what you have to ship. Ask for free booklet "How to Pack It."

The Hinde & Dauch Paper Co., Limited

TORONTO - CANADA



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

MCCORMICK'S BISCUITS

MCCORMICK'S MAPLE LEAF

MCCORMICK'S LEMON CREAM LONDON

A delicacy revelation. A layer of soft, enticingly palatable Maple Cream, smothered with two wholesome Maple flavored Biscuits of Maple Design. About sixty to the pound.

Hidden between two crisp, beautifully browned biscuits of unique design, is a fairy-like cream, with a flavor of pure lemon juice. About sixty to the pound.

Reproduction of 4-col. Newspaper Advertisement.

Action All Along the Line!

Biscuit business is booming for the dealer who is pushing McCormick's "Maple Leaf" and "Lemon Cream" Biscuits.

The advertising and the quality of the goods have created a demand greater than we hoped for and it has taken some hustling on our part to satisfy everybody. But now that we have caught up, we invite every dealer to "come in" and make

new friends and steady customers by putting in a supply of each kind.

These two tempting, fairy-like sandwiches have a charm wholly their own, and are so delicately fragile and delicious in flavor that they are fast taking the place of heavy desserts.

Your trade will want them. Order from nearest point.

MCCORMICKS

Factory:
LONDON, CANADA.

WAREHOUSES:
MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY

WIN NEW CUSTOMERS

It's a fact an up-to-date delivery system attracts new people to your store.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

always win new business.

The eggs are left on the table where both the housewife and your man can see that they are in perfect condition. **(No chance for dispute).**

This sure, safe, sanitary egg delivery service appeals to every woman. Your ad. on every STAR EGG TRAY will influence her. Ask your jobber and write to-day for our booklet--

"NO BROKEN EGGS" and "Sample Ads."

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

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

Gossages' Magical Soap.

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

GUARANTEED GENUINE

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

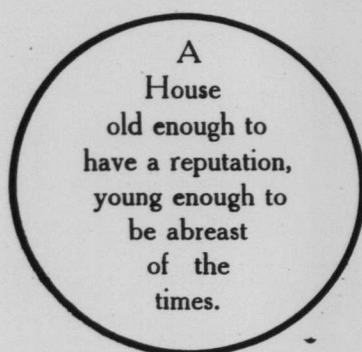
Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



? But why
“MELAGAMA”
TEA and COFFEE

because they are guaranteed to give satisfaction and you can build up a profitable trade by handling them.
IN BULK TEAS and COFFEES we can interest you. Ask for samples and prices.

MINTO BROS., - - - TORONTO



Packer's
 Celebrated
Chocolates

New Goods, New Packages, New Centres
 specially manufactured for the
Canadian Trade.

Our Mr. J. P. Wright will be at the WINDSOR HOTEL, MONTREAL
 about April 10th, with a full set of samples of the latest productions.

PACKER & CO., Chocolate Manufacturers, BRISTOL,
 England



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk. This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628) which contains 25.26 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."

This one sample was prepared by FUSSELL & CO., Ltd., LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

as REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W.H. Escott, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta; The Harry Home Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Farrington St. Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

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



FIGURE IT OUT!

It is not a difficult matter to figure out the big advantage accruing to every Saskatchewan Grocer who deals with our houses at Regina or Prince Albert.

The cost of your goods is very largely increased by freight charges, and you can reduce freight to a minimum by buying from us.

We import largely, pack many lines under the famous "Trian" label, and as we represent all the leading manufacturers on the market, we can supply your wants promptly and fully.

Prompt Service Guaranteed

Write Us To-day for Full Particulars

CAMERON & HEAP, Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask.

Fort William, Ont.
Prince Albert, Sask.

Kenora, Ont.

Orsi's Concentrated Tomato Extract

SUN BRAND

Made from the ripe fruit grown on the richest farms of fertile Italy.

This delicious extract is prepared by a patent process and does not deteriorate, but always keeps fresh, retaining its flavor through any length of time.

Preferable to canned or fresh tomatoes, both for the flavor, which is peculiar to the Italian fruit, and for its great economical worth.

Sample tin sent on request.

1 case of 100 18-oz. tins for \$18.00

AGENTS FOR CANADA:

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

The Charles
Cicero
Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

Matches Have Character!



A Good Match Makes Friends
and a Poor one Loses Them.

THE
DOMINION
MATCH COMPANY'S
Silent Matches
Strike Without Fail.

TRY—AND BE CONVINCED.

Full
Price List
of
Various
Lines
on
Application

The Dominion Match Co., Limited
DESERONTO, ONT.

OR

Canada Brokerage Co., Limited - Toronto

BOOST YOUR BONED MEAT SALES

BY INSTALLING A

"Berkel" Meat Slicer

on your provision counter. The "Berkel" is the last word in the effective slicing of your bacon and ham, cutting it in a clean and attractive manner into at least twice as many slices as is possible by hand.

The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

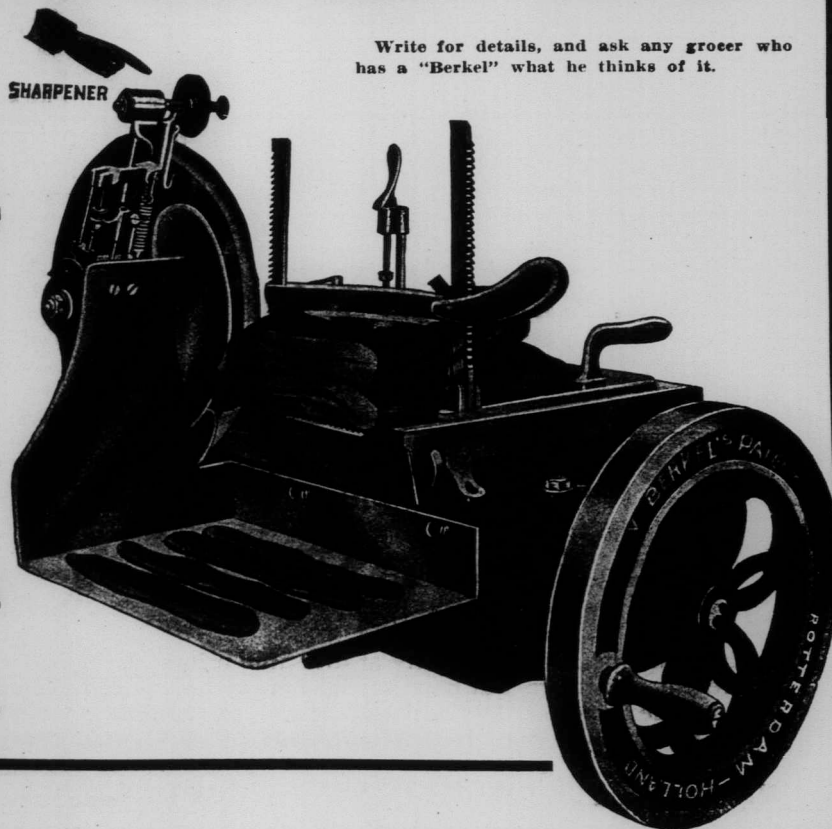
Fitted with an automatic sharpener, and protected to prevent accident.

Add to your reputation by installing this profitable modern machine in your store.

CANADIAN AGENTS

W. A. Freeman
Co., Limited

Hamilton, - Ontario



Write for details, and ask any grocer who has a "Berkel" what he thinks of it.

Tartan
BRAND

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595.

Exchange to all departments.

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

THREE OF
CANADA'S PERFECT FOOD

PRODUCTS

ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK



Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely pure, fresh, clean Brant County milk with the addition of pure cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALER
FOR SAMPLE ORDER AND
PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

You are the man we want

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

ELGIN

National Coffee Mill

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



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

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

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

S. T. NISHIMURA & CO.

have closed out their holdings of last year's

JAPAN TEAS

except a few lines which would interest
ready purchasers.

THE AVERAGE PERSON

Is not a good judge of
groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced towards the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the
Promotion of Purity in Food Products

Peek, Frean's

GOLDEN

PUFF

BISCUITS

Write for Sample, also
for List and Album.

PEEK, FREAN & CO.,

LIMITED

LONDON, - ENGLAND

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

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

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in
 In many ways H.P. is unique, its flavour is unique, its deliciousness is unique, its
 value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It?

H.P.

SAUCE

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



THE WORTH OF
WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR
 CUSTOMERS WILL APPRECIATE 25% MORE PURE
 LYE FOR THEIR MONEY—AND YOU SECURE A
 BETTER PROFIT.

THE MOLASSES THAT
 INCREASES SALES!

Apart from the unquestioned quality and
 flavor of

**GINGERBREAD
 BRAND
 MOLASSES**

it will sell readily because the large
 variety of sizes in which it is put up can-
 not fail to suit every individual require-
 ment of your customers.

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

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,

LIMITED

HALIFAX

NOVA SCOTIA



AN ALL-YEAR-ROUND SELLER

For steady profit and genuine satisfaction no line of
 canned milk can compare with

Canada First Evaporated Milk

It is guaranteed perfectly pure and very rich in cream
 and every can is perfectly sterilized before being filled.

A Line that is in constant demand. Made in Canada by Canadians.

THE AYLMEYER CONDENSED MILK CO., Limited, Aylmer Ont.

Head Offices, HAMILTON, ONT.

AFT

CANADIA

Aubin

C.

Stewart

Bak

18 y
 larg

C&

J. AL



AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



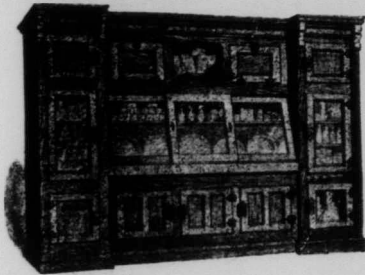
"SKIPPER SARDINES"

are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped.

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL HAMBLIN & BRERETON Ltd., WINNIPEG
and VANCOUVER - JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.

Dry Air Ventilating System

Best of insulation.

Made in 10 sizes.

Highest Awards - Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

C. P. FABIEN, MONTREAL, CANADA

TORONTO REPRESENTATIVES: Stewart & Co., - 122 Wellington Street West.

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. MONTREAL

ONION SETTS

Choice quality yellow Danver Onion Setts

5c. lb.

Condition and quality guaranteed.

Send for sample.

This is a real bargain, do not delay.

H. J. ASH

44 CHURCH ST., - - TORONTO

SEIZE THIS OPPORTUNITY!

WE ARE NOW BOOKING ORDERS FOR FUTURES.

QUAKER BRAND CANNED GOODS

at 2½ cents per dozen UNDER the opening prices for Fall delivery.

ORDER NOW AND SAVE FIVE CENTS A CASE

Our travellers will be round to see you; or, write us direct.

Matthewson's Sons

P.O. Box 2360, Montreal

THE CANADIAN GROCER

The Why and the Wherefore

of superiority in soap lies in one test—that of purity

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

qualifies A1 in this respect, and is, moreover, a very economical soap. An introduction of "Asepto" into any household means constant repeat orders.

Order from your jobber.

Asepto Soaps, Limited, St. John, N. B.

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca
by Pushing



Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto;
R. B. Hall & Son, Montreal; W. S. Clawson &
Co., St. John, N.B.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection
of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

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



A Triumph of Roasting and Blending

No trouble or expense has been spared to make

RIDEAU HALL COFFEE

a brand to please the palates of your most particular customers. You can recommend "Rideau Hall" with confidence, and you will find that selling this brand leaves you a good profit.

Packed in one lb. and 25c. tins only.

Gorman, Eckert & Co., Ltd, London,

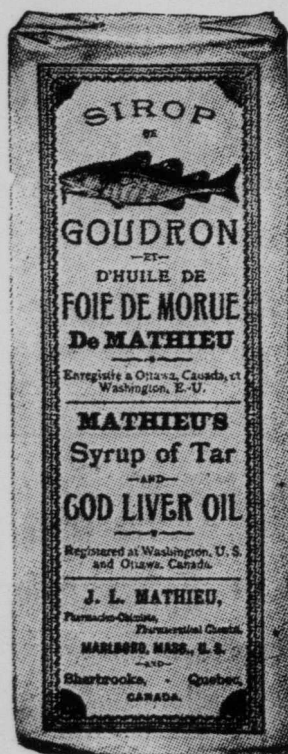
THE CANADIAN GROCER

IT MUST MEAN something to you to know
absolutely that

ST. LAWRENCE GRANULATED

is produced from PURE CANE RAWS, and
stands the highest government test of purity,
99 $\frac{99}{100}$ pure cane sugar.

THE ST. LAWRENCE SUGAR REFINING COMPANY, Limited, MONTREAL, P.Q.



MATHIEU'S SYRUP

of Tar and God Liver Oil

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

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

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

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada:

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

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

The Only Account Register



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

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES

Send Us a Postal for Full Information.

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



THE TRADE MARK OF QUALITY

OUR SPECIALTY

Sweetheart Brand Baking Powder

PURE AND WHOLESOME

Three main facts to be remembered

Quality Guaranteed Customers Satisfied
Good Profit

I X L Spice & Coffee Co.,
London, Ontario

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, ENGLAND

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

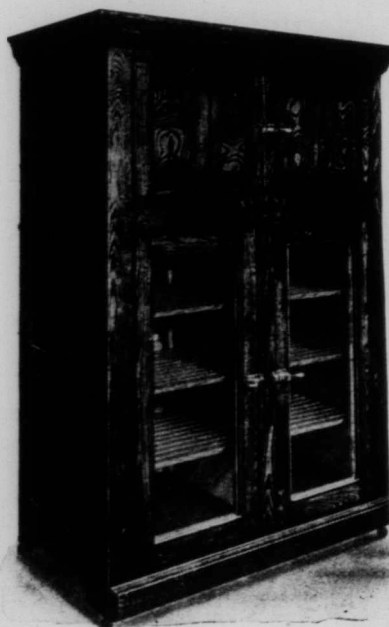
**SUGARS
MOLASSES**

and all West Indian Produce

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

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

West India Co., Limited



**Eureka
Refrigerators**

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there

is nothing made that will keep your goods as well.

Send for New Catalogue.

Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto



SUCCESS AWAITS THE GROCER
 who features **BJELLAND'S**
Smoked Herrings in Bouillon

These delicious summer-caught herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

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



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S
GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices

TELFER BROS., Limited
 COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William

70c per box of
 50 pieces.
 \$12.75 per
 1000
 pieces.

Hundreds of thousands sold already in Canada.

Retails
 2 for
 5c.

THE "FLYSAC" FLYCATCHER

This is an exceptionally good proposition and has proved a boon to housewives in various countries.

HODGSON, SUMNER CO., LIMITED
 345-351 St. Paul Street, Montreal
 Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS — Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

**WHITE DOVE
COCOANUT**

is the best possible!

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

**W. P. DOWNEY,
MONTREAL**



**THE PEOPLE OF
JAMAICA**

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

**KINGSTON
"GLENER"**

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

187 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

HOLBROOKS JELLIES! JELLIES!

ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar
in bulk or bottle

Holbrooks Pure Pickles
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand
Norwegian Smoked Sardines

Olaf the Great
Norwegian Smoked Sardines

The "Swan" Brand
Pure Pickles in Mixed and Chow
20 oz. tall square bottle
patent stopper
and

Now is the time for you to secure a supply of something rich in the jelly line, something you can strongly recommend to your customers and sell at a good profit.

**"Double Event"
"Double Event"
"Double Event"
Club Jelly
Powder**

should certainly have a prominent place on your shelves. The package will please all the more because it contains not only the jelly but also a powder for sauce.

*Spend a minute or two in
dropping us a postal.
Don't fail.*

S. H. EWING & SONS
Montreal and Toronto

MAPLE SUGAR

We handle only Pure Unadulterated Maple Sugar
Write us.

WOODMAN & MCKEE
Coaticook - - - Quebec.

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

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

HOLBROOKS

GENUINE

**Worcestershire
SAUCE**

CANADIAN OFFICES:
40 Scott St., Toronto
Manager, H. Gilbert Nobbs.

Head Office and Factories:
Birmingham and Stourport, Worcestershire,
England
Business founded 1798.

LOCAL AGENTS

Quebec: J. R. Renaud & Co.

Montreal: F. L. Benedict & Co.

Winnipeg: Richards & Brown.

Regina: Campbell, Wilson & Smith.

Calgary and Lethbridge: Campbell, Wilson & Horne.

Vancouver: Kelly, Douglas & Co.

Victoria: Wilson Bros.

Halifax: Bauld Bros.

St. John, N.B.: G. F. Barbour & Co.

Fredericton, N.B.: Randolph & Son.

Charlottetown, P.E.I.: Carvell Bros.

SOM
DAIR
UP-



SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



CANE'S JUBILEE WASHBOARD

is a heavy solid zinc board with a perforated rubbing plate, a feature original with us and later widely copied, though never as successful as ours owing to the extra weight and perfect construction of Cane's goods.

Your Recommendation

WILL SELL ALMOST ANY WASHBOARD

You only need **show**

CANE'S WASHBOARDS

to make sales and your recommendation will be given heartily after they have brought other customers through the advertising of good service.

WE MAKE MANY STYLES

and can furnish the proper grade for your trade.

Send for information and illustrated catalog of Cane's wash-day woodenware. There is good profit awaiting you.

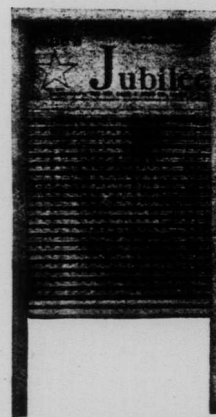
THE

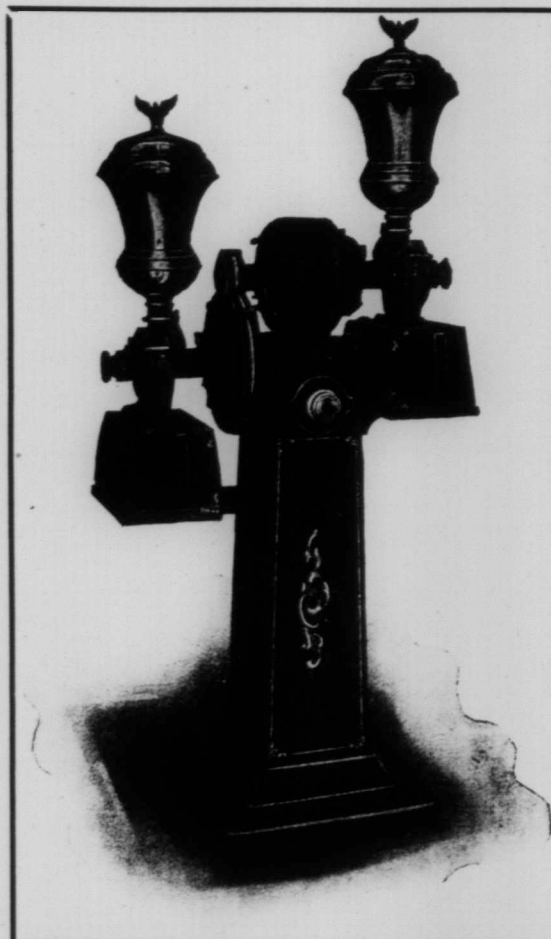
Wm. Cane & Sons Co.

LIMITED

NEWMARKET,

CANADA





COLES COFFEE MILLS

The pedestal mill illustrated here is the latest and newest design in coffee mills of this description, owing to the fact that it is constructed along the most advanced principle that has yet come into use.

The grinders both run at different speeds, as will be seen by the construction of the mill.

It is an acknowledged fact that: Granulating can be done more efficiently at high speed, while pulverizing can be done with less heating of the coffee at a much lower speed. These are indisputable facts.

Let the judgment of experts guide you, for they all decide unanimously in favor of this type of mill, which is Patent Applied For, and manufactured exclusively by us. Price—\$150.00.

Made also for counter use. Price \$135.00.

Illustrated catalog sent on request.



For Direct Current, \$65.00

For Alternating Current, \$75.00

COLES MANUFACTURING CO.

1625 North 23rd Street,
PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Important Announcement

We have now completed the reconstruction of our Montreal Factory

Formerly the Acme Can Works

and have equipped it with an entirely new outfit. We are now ready to produce tins and boxes of every description, both plain and decorated. Our new plant with the latest devices and a staff of skillful workmen make this establishment one of the most complete in Canada.

Packers' Cans

and a large variety of other containers for both dry and liquid goods, can be obtained from our Ontario Factory at Hamilton

Formerly the Norton Manufacturing Company

With these two factories in operation we can fill your orders promptly.

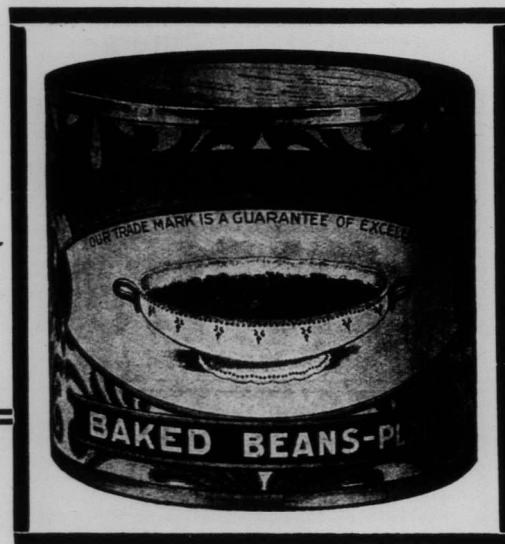
ALLOW US TO QUOTE YOU PRICES

AMERICAN CAN COMPANY

MONTREAL

HAMILTON

**RED
CROSS
BRAND**



**PORK
and
BEANS**

The Size for You to Feature

is our

3'S FAMILY

This package of "Red Cross" Beans is having an abnormal sale, because the quality is superb, and the can contains more beans than 3's flat and at a less price.

"Red Cross" Beans are entirely hand-picked, processed with the greatest care, and handled in a factory that is a model of sanitation and cleanliness.

For unvaried quality, delicacy of flavor, and generous quantity 'Red Cross' Beans are unrivalled. Your jobber handles them.

SEND ALONG A LIBERAL ORDER TO-DAY.

DOMINION CANNERS, Limited

HAMILTON, CANADA

Merchandises at Reduced Prices

For

Immediate Delivery

Do not miss this Special Sale at **REDUCED PRICES**, wholly in the interest of the purchaser, by sending us your orders without delay for the following goods, comprising the best known brands, enjoying public favor.

- 1000 Cases of Vegetable Canned Goods and Imported Fruits of the "Soleil" Brand.
FRENCH PEAS "Soleil," String Beans "Soleil," Flageolets "Soleil," Medleys of Vegetables "Soleil," Asparagus "Soleil," Spinach "Soleil,"
 "Soleil" **SOUPS**: Julienne, Printaniere, Cherfil, Puree of Tomatoes, etc.
- 500 Cases **French Peas**, Francois Petit & Co.
- 350 Cases "**Milerva**" Table Olive Oil.
- 450 Cases **Imported Castille Soap**, of the following Brands: "Le Soleil," 72% Olive Oil; "La Lune," 65% Olive Oil.
- 725 Cases **GOLD FINCH GIN**, of Herman Jansen.
 Every bottle bears a certificate of purity from the Municipality of Schiedam (Holland).
- 350 Cases **Banyuls Bartissol Tonic Wine**, of Banyuls-by-the-Sea; absolutely pure Wine. Superior to any other medicated Wine.
- 225 Cases **BACCHUS Appetizing Wine**, from the firm of A. Sarrasin & Javilliers, of Dijon, France.
- 100 Cases **VICHY WATER**, from the following Springs:
ST. NICHOLAS.
NEPTUNE.
CAPITALE.
SANITAS (Sparkling).
- 800 Cases **VICHY LEMONADES**
 "La Savoureuse."
 "St. Nicholas."
- 500 Cases **REMY RICE STARCH**, Packages ¼, ½ and 1-lb., also barrels of 120 and 240 lbs.
- 2 Carloads Assorted **LAGER, MILLER HIGH LIFE** and **MILLER MALT EXTRACT**, for April and May deliveries.

To Arrive-- Large quantities of **CANNED VEGETABLES** and **FRUITS** of the best Canadian brands.

We recommend the "**VICTORIA**" Brand.

For all information, quotations, etc., write, phone or wire at our expense.

Laporte, Martin & Co., Limited

Wholesale Groceries, Wines and Liquors

M o n t r e a l

"It"

Tea

You

With

Adams
Allison
Alpha
America
America
America
Asept
Ash, H.
Ajimer

Baker, V.
Balfour
Benedic
Bickle, J.
Borden
Brand
Buchan
Burt, F.

Cameron
Canada
Canada
Canada
Cane &
Carr &
Carter
Christie
Church
Cloer
Clark, V.
Cocoa
Coles
Colwell
Comme
Commo
Concor
Cannon
Corstin
Crescen
Crother

Dalley,
Distrib
Domini
Domini
Domini
Downe

Eby-Bl
Edward
Esott,

"It's Admitted on all Hands"



That Tea Peddling is a real menace to every grocer's best interests

We supply you with a formidable weapon to not only fight this--but to profit as the battle goes on

Tea Peddlers Pay a Special Tax

You can sell "Salada"

Without being "FINED"

BLACK,
MIXED, GREEN
SEALED LEAD
PACKETS
ONLY

INDEX TO ADVERTISERS

A	Adamson, J. T., & Co. 2	Alison Coupon Co. 55	Alpha Chemical Co. 40	American Can Co. 24	American Computing Co. 65	American Tobacco Co. 62	Ascepto Soaps Ltd. 18	Ash, H. J. 17	Aymer Condensed Milk Co. 16											
B	Baker, Walter, & Co. 48	Balfour-Snyes & Co. 14	Benedict, F. L. 21	Bickle, J. W., & Greening. 22	Borden Condensed Milk Co. 11	Brand & Co. 50	Buchanan & Ahern. 2	Burt, F. N., & Co. inside back cover												
C	Cameron & Heap. 12	Canada Sugar Refining Co. 20	Canadian Cereal and Milling Co. 35	Canadian Coconut Co. 17	Cane & Sons, Ltd., Wm. 23	Carr & Co. 50	Carter Co., H. W. 20	Christie, Brown & Co. inside back cover	Ciceri & Co., Chas. 12	Clark, W. 49	Cocoa-Nut Butters, Ltd. 66	Coles Mfg. Co. 24	Colwell, R. R. 2	Commercial Register Co. 19	Common Sense Mfg. Co. 43	Concord Canning Co. 69	Connors Bros. 59	Coristine, A. 55	Crescent Mfg. Co. 51	Crothers Co., W. J. 15
D	Dalley, F. F. Co. 66	Distributors, Ltd. 2	Dominion Cannery, Ltd. 25	Dominion Match Co. 13	Dominion Molasses Co. 16	Dominion Register Co. 4	Downey, W. F. 22													
E	Eby-Blain Limited. 3	Edwardsburg Staroh. outside front cover	Escott, W. H. Co., The. 22																	
F	Fabien, C. P. 17	Fearman, F. W., Co. 46	Fels & Co. 44	Foster-Clark Ltd. 43	Fresman & Co., The W. A. 13	Fussell & Co. 11														
G	Galesburg Cornice Works. 48	George & Brandy. 48	Gillard, W. H., & Co. 14	Gillett, E. W., Co., Ltd. 49	Gipe Carrier Co. inside back cover	Gorman, J. W., & Co. 2	Gorman, Eckert & Co. 18	Gossage & Sons, Ltd. 10	Gunns, Ltd. 46											
H	Halifax Cold Storage Co. 59	Heinz, H. J., Co. 15	Hillock & Co., Ltd., John. 66	Hills Bros. 48	Hinde & Dauch Paper Co. 8	Hodgson, Sumner Co. 21	Holbrooks, Ltd. 22	Horne, Harry, Co. 2	H. P. Sauce. 16	Hudon, Hebert & Co. 7										
I	Imperial Extract Co. 6	Imperial Syrup Co. 41	Imperial Tobacco Co. 62	Irish Grocer. 2	Island Lead Mills Co. 66	IXL Spices and Cereal Co. 19														
J	James, F. T. Co. 61	Jameson Coffee Co. 42	Johnston, Baird & Co. 18	Juttan Boat Works. 55																
K	Kit Coffee. 68																			
L	Lambe, W. G. A. 2	Landry, A. C. 55	Laporte, Martin & Cie. 26																	
M	Lascelles de Mercado & Co. inside back cover	Lemon Bros. 20	Lind Brokerage Co. 2	Lytle Co., T. A. 42	MacNab, T. A., & Co. 2	McCabe, J. J. 56	McCormick Mfg. Co. 9	McDougall, D., & Co. 62	MacLaren Imperial Cheese Co. 2	McLeod & Clarkson. inside front cover	McLeod & Clarkson. 42	McWilliam & Everist. 56								
N	Maconochie Bros. inside front cover	Magor, Son & Co. outside front cover	Malcolm, Jno., & Son. 14	Marshall Brokerage Co., The. 2	Mathewson's Sons. 17	Mathieu, J. L., Co. 19	Millman, W. H., & Son. 2	Minto Bros. 11	Minute Tapioca Co. 18	Mooney Biscuit and Candy Co. 51	Morse Bros. 66	Mott, John F., & Co. 50								
O	National Salesmen's Training Assn. 15	Nelson, Dale & Co. 44	Nicholson & Bain. 45	Nishimura, S. T. & Co. 15																
P	Oakey, John & Sons. inside back cover	Ocean Mills. inside back cover	Packer & Co. 11	Patrick, W. G. & Co. 2	Peck, Frenn & Co., Ltd. 15	Perrin, D. S. & Co. 23	Pickford & Black. inside back cover													
R	Rice-Knight, Ltd. 48	Robinson & Co., O. E. 60	Rock City Tobacco Co. 63																	
S	Rowat & Co. 6	Ryan, Wm. Co. 48	St. Lawrence Sugar Refining Co. 19	Salada Tea. 27	Sanitary Can Co. 8	Shredded Wheat Co. 49	Simple Account & a Book Co. 3	Smith, E. D. 45	Smith & Proctor. 60	Smith & Schipper. 43	Snap Co., Ltd. inside back cover	Sprague Canning Machinery Co. 62	Spurgeon, H. G. 2	Star Egg Carrier & Tray Mfg. Co. 10	Steele Briggs Seed Co. 43	Stewart, I. C. 22	Stringer, W. B. 57	Symington Co., T. 21		
T	Tanglefoot. 62	Telfer Bros. 21	Tippet, Arthur P., & Co. 1	Toronto Salt Works. 48	Truro Condensed Milk Co., Ltd. 46	Tuckett, Geo. E., & Son Co. 63	Turcotte, A. F. 2													
V	Verret, Stewart Co. outside back cover	Victoria Fruit Exchange. 42																		
W	Walker Bin and Store Fixture Co. 42	Walker, Hugh, & Son. 57	Warren, G. C. 2	Wats n & Co., Angus. 17	Watson & Truestade. 2	West India Co. 20	Western Distributors, Ltd. 2	Wethey, J. H. outside back cover	White & Co. 57	White Swan Spice & Cereals, Ltd. 16	Whitlock & Marlatt. 2	Wilson, Archdale. 55	Woodman & McKee. 22	Woodruff & Edwards. 14	Woods & Co., Walter. 67					
Y	Young Co., The. 68																			

Signs of Unrest in Provision Market

Pork Packer Reveals Some of the Worries of Manufacturers in Connection With the Possibility of Changing Markets—How Maker Buys on Thirty-day Hope of British Market—Peculiarity of Cuts Necessary to Success With English Public—Cost of Production Compared With United States—Lard and Egg Prices.

"The Canadian farmer would have been wise had he stuck to the raising of hogs through the slump period three years ago when the price of the marketable pig was low, and, likewise, he will be exhibiting wisdom if he keeps persistently at it in all the days to come," declared a pork packer the other day in discussing market conditions with The Canadian Grocer.

"The days of that depression were but few," he continued, "and yet so great was the disgust throughout the country that the breeders quit in great numbers. Those who kept at the work proved their wisdom for the price of the hog shot upward like an aeroplane because of the scarcity of supplies. The quotations have since never descended to the levels of those days, and in my opinion they never will again. I don't believe we ever will see the five cent hog on the market."

The belief of this Canadian packer, considered in the light of the proposed Reciprocity agreement will no doubt be of interest to the Canadian farmer; it should also be a matter of thought to Canadian dealers. Carried further it should be a subject of importance to Canadian consumers. The Grocer is not discussing in this connection either the merits or demerits of the suggested tariff arrangement, but its probable effects on British and home markets in the event of its becoming law must be considered as of importance on future Canadian market conditions.

He is undoubtedly of the opinion that Reciprocity will work hardship to the Canadian export trade in that it will tend towards lowering the standard of pork products marketed in England. If his diagnosis is correct then the passing of the agreement, might be of some benefit to Canadian dealers, because, if the standard of the exported goods from this country is to be taken as lower in Europe, then there should not be quite so much of it sent across the Atlantic. Hence more of this export stock would be sold in Canada, meaning, in all probability a better-supplied market. Of course the packer argues that the United States jobbers may easily absorb the surplus of stocks in this country. These things the Canadian dealer can take into consideration.

Taking Chances.

"As a general rule," said the packer, "the price of live hogs in this country is controlled by the price of the manufactured product in Britain, and there are underlying facts in connection with that rule that force the buyer here to be very careful in his purchasing of raw material. Lots and lots of times we have found ourselves facing a lower market in England with higher-priced goods in stock. Supposing, for instance, we look at the present prices quoted in cables from the Old Land, for pork products, and consider them fair. We go out, on the strength of them alone, and purchase hogs. On killing day we

decide on the English "cuts" we are going to send across the pond, and proceed to the manufacture. It takes about twenty days to get these to the sea-board, and about ten more to set them down in the British centres. By the time they are set down the ruling prices there may have eased off considerably and we have marketed high-priced goods at a loss. That is the position and as you can see it's not all sunshine and roses. It is sunshine and roses only when the British market holds steady or advances from the quotations we had to work on a month previous when we put in our supplies.

The English "Cuts."

"There is one fact in connection with export goods that might be of interest to the dealer, and to the public for that matter. It is this: The cuts sold in Britain and those marketed here are not the same. I'm not talking of quality; but the sturdy inhabitants of "The right little, tight little island," likes to buy his goods in different shape to the Canadian; they are altogether different, hams, sides, shoulders and all. For that reason we have to decide on killing day whether we are going to market the resulting products in Britain or in Canada. If we decide for Britain and proceed with the manufacture, and the market drops, then we stand to lose; if we decide for Canada and the British market advances we also lose, for the Canadian cuts would not be accepted in England. In either event we would be loaded up with unmarketable goods viewed from the standpoint of 'best price.'

"Again," proceeded the packer, warning to his subject, "the standard of Canadian goods is higher in England than that of the United States. That is where the Reciprocity arrangement enters in. If the duty on hogs is taken off there will be no gainsaying the inevitable contention of the British consumer 'that he can not buy stuff made in Canada as Canadian grown, because the hog might have been shipped over from the Republic and only manufactured in the Dominion.' In consequence the standard will drop, and you know what happens to price when the standard of goods is lowered. So it's impossible for any man to forecast the market of the future, with all these circumstances in view.

Cost of Production.

"There is a lot of talk about Canadian packers paying less for the live hog and getting more for the product than does the packer of the United States. That is all rot! We are paying, now, \$6.65 per hundred weight; in the United States the prices range from \$6.25 to \$6.75. You will notice the prices there are graded; here we have but one price. And here again enters another condition that will be of interest to the Canadian dealer. It is this: There is not in Canada the consuming

population that there is in the United States. By that I do not altogether mean numbers, but the classes of the masses. The big packers of the Republic makes easily \$1.50 per hog out of offal that we have to put into fertilizer. We haven't got the Huns, Slavs and Polacks to buy the neck-bones, back-bones, livers, lungs, snouts, ears, tails and brains that our competitors there have. That is something to be thought of. And in addition our Canadian people will not eat the goods the American populace consider the very best; our people won't eat the heavy fat stuff, the Yankee gets; we don't want to see any fat at all, not a string of it. All that makes it more expensive for the packer of this country to do business. An agent of a representative United States concern gave me some ham and bacon which he considered the best that could be produced in the United States, and I had difficulty in selling it for 12 cents a pound, when I was selling our own goods for 20 and 22. That's all on account of the standard our people have set for themselves. They will not eat poor, fatty goods."

The Available Supply.

In regard to the available supplies of hogs, this packer could only say there seemed to be more hogs in the country now than has been the case since the period of depression, mentioned earlier; but he thought there were not as many as before that drop came. But he concluded philosophically, "it always takes years to get over a depletion of stock." A glance at the table given below will give the dealer an idea of the movement of hogs during the past year.

Lower Egg Market.

He felt sure there was going to be a reduction in the price of eggs, and generally was pessimistic as to the future of this market.

He cited statistics recently supplied by Mr. Pepper, one of the tariff experts of the United States, to show how large was the business of the shipping of eggs, from that country into this, and how small that from Canada into the United States. This even with the duty of three cents a dozen. He foresaw the possibility of the packers of Canada abandoning the storage of eggs that usually is done in April and May, and depending upon the Chicago cold storage houses for steady supplies. In previous years the duty imposed on eggs from the United States was the only thing standing between the cold-storage man in this country and heavy loss, when there came a break in the market for the product. Even as it was the Chicago men had flooded this market with eggs at a price that spelled loss in big bold letters, on this side of the line.

A Busy Summer.

Still as to the general provision market he looked forward to a busy summer. (Continued on page 34.)

How

From th
it is ap
have adop
provision
own trade
that the
cold meat
pose, whic
cers are l
vision bu
butchers
pride in i
As in o
business i
of the ma
going to c
visions.
stock him
to slice n
cult to dr
get over t
DOES un
to give to

A
The ca
smoked a
Johnston'
his share

How Some Boosted the Provision Trade

Methods of Montreal Dealer Whose Customers Visit Store Infrequently and Who Depend Mainly on the Telephone—The Care That Must be Exercised by Merchants Under Eyes of Purchasers—Selling Power of Clerk—Economies That Bring Results.

From the investigations of The Grocer it is apparent that many merchants have adopted the policy of allowing the provision department to work up its own trade. They seem to have an idea that the mere presence of a stock of cold meats will serve the complete purpose, which is precisely why some grocers are losing their share of the provision business of their district to butchers who do take a measure of pride in it.

As in other branches of the grocery business it is the personal salesmanship of the man behind the counter that is going to count in the selling of his provisions. If he doesn't understand the stock himself, or if he lacks the "knack" to slice meats properly, then it is difficult to drum up a trade. Some dealers get over this by bringing in a man who DOES understand it and who has time to give to its development.

A Montrealer's Method.

The carrying of a dainty line of smoked and cooked meats is one of J. Johnston's simple methods of getting his share of the provision trade. His

store on Prince Arthur Street, Montreal, finds among its customers a large number who depend a great deal on the telephone to send in their orders and they are infrequent visitors to the store. To a large extent therefore the "selling" of his stock is done by means of the telephone. He suggests it merely. It is an idea in itself when the trade has advanced to the telephone stage.

Cooked roast pork, boiled hams and good bacon are necessary for the Easter trade, Mr. Johnston thinks, but especially the latter. And it is his opinion that for every sale of bacon, there should be one of eggs. One should suggest the other. He carries new tomatoes and other green vegetables to further appeal to the taste that is looking for something special for Easter.

Care is Needed.

But there are many grocers handling a line of provisions to whom the telephone is not the chief selling medium, and whose store is visited almost daily by customers who like to see things for themselves. That is where, as every grocer knows, care has to be ex-

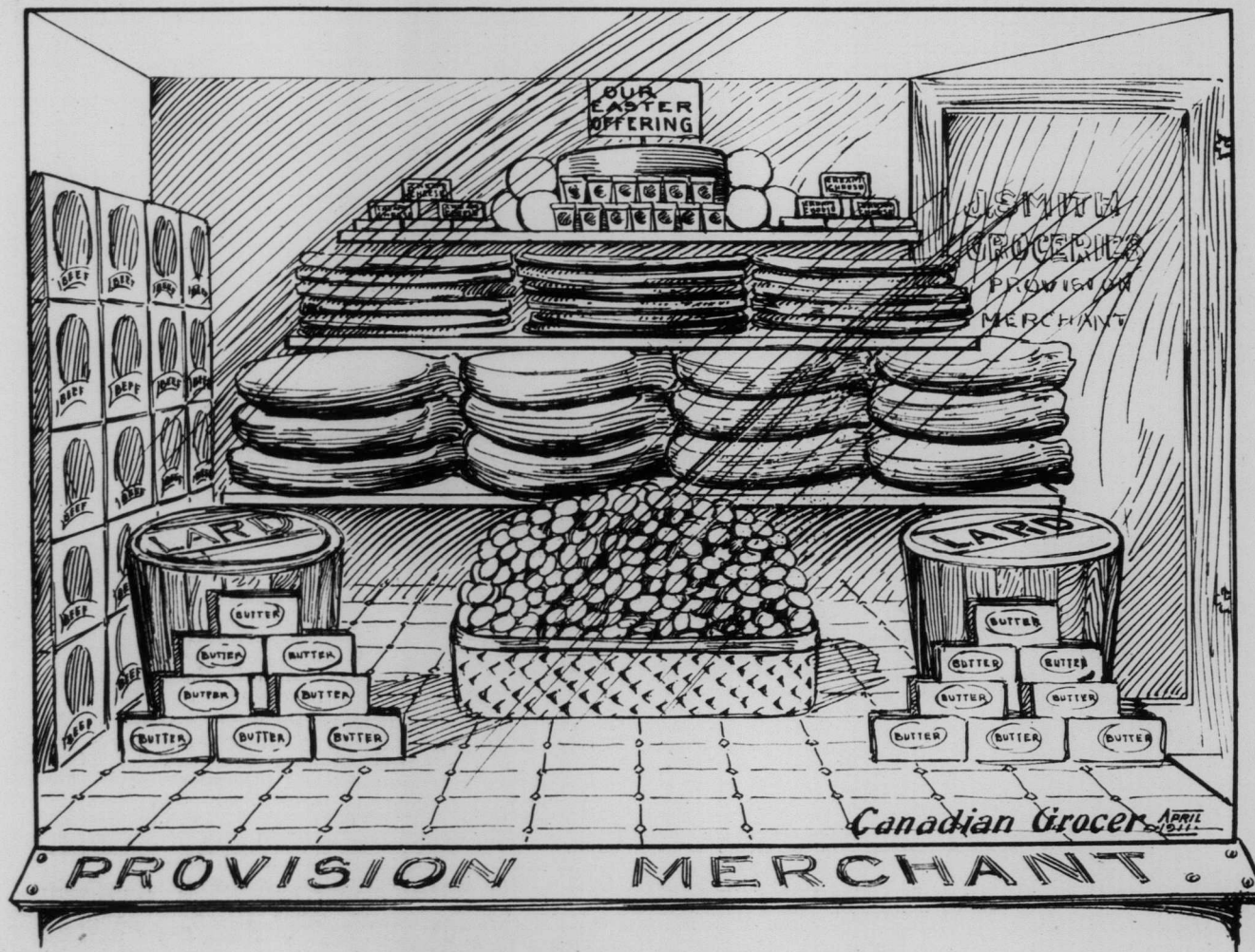
ercised. The stock has to look clean, the slicing must be done nicely, and above all the goods must appear fresh always, or there is going to be trouble.

Usually the groceries are ordered first and the provisions last, so that this trait of watchfulness has fullest possible play. The customer will stand and watch the dealer do all his slicing and everything and unless it is done to her satisfaction, the provision section of his store has suffered even if no complaint be made. Probably next time she wants something in that line she will go somewhere else. That is why many merchants never trust an inexperienced clerk in the provision department.

Regular dealers, whose specialty, whole trade in fact, is based on provisions, have several ideas in connection with the selling of meat which they claim are the means of saving them money.

One Little Economy.

An illustration of this is in the slicing of sides of bacon. These provision dealers never slice it all. They will cut it down until about four or five inches is left—piece with a bone in it. It is not easy to slice this, and, when it is sliced it doesn't look good, because the pieces are so small. So they leave the piece intact, and try to sell it at cost price. If that is not possible, they finally do slice it up, but it is placed on a platter, with a price-card attached showing the price to be down to cost.



A Display to Cultivate An Appetite for Easter.

Hiring Help--Some Real Experiences

Improvement in Grocers' Assistants Only to be Brought About by Continual Effort on the Part of Individual Grocer—The Man Who Drove the Bus—Farmer Who Was Sure the Business Had Not Changed in Thirty Years—Trials and Tribulations in Other Cases.

By Henry Johnson, Jr.

I have been led to think that the greatly needed improvement in grocers' assistants must come about much as I have suggested how improvement in the giving of credit shall be accomplished—by continual, careful, persistent effort on the part of each individual grocer. As for present conditions—well, they could hardly be worse. There is no knowledge, no skill, no sense of loyalty or responsibility to be found anywhere ready to hand. Every bit of all this must be made by each of us out of and into the "help" we hire.

He Drove a Bus.

For instance, I advertise that I want: "an experienced delivery clerk." Next day I get two or three applications. After much winnowing, I get nearly desperate, for my need is great, and I decide that I'll take nearly anybody. Just as I begin to figure that way, along comes a young fellow of lumbering, uncertain, slovenly gait and asks if I have found a "man" yet for that "job." I note the cigarette smen, the shifty eye, the "tired-seeing" pose; yet, as I said, I'm saddy in need and I parley. I ask: "Have you ever delivered goods?" "No—not in a grocery store, but I've drove a bus." I feel like kicking the fool out out hold on to mysen. "Then, as you must know, you'd have it all to learn. Are you willing to begin at the bottom and take the gradual advancement?" "What r y' payin'?" That finishes me. Not if I had to quit and shut up shou would I hire a galoot like that.

"My friend," I say; "it's very evident to me that you're not the man for this job."

Such a Simple Business.

Why do they all think that anybody can work satisfactorily in a grocery store? Well, mayby for the same reason that so many men think anybody can run a grocery store and make a success of it. I take pleasure in "showing" those husky fellows, who think that driving a waggon is a "snap." It gives me huge joy to kill 'em off in a week or less, tire them dead out and teach them that, if they are going to be grocers, they have to work for their knowledge honestly, laboriously, faithfully.

Three weeks ago a farmer friend of mine came into the store and on my asking what he wanted, I learned that he was "looking for a job."

A Settled Old-timer.

I looked incredulous, but he assured me it was "straight." He'd rented his farm for five years, expecting to go West, etc. I liked him. I went right to the point with him. I asked him how much he wanted to take up the work, hustle like a Trojan and do things up brown generally. "Forty-five dollars a month"—he did not mince matters. Then I settled down and talked with him. I said to him: "Jim, I am perfectly ready and willing to pay you \$45 per month if you will earn it. I have no objection to paying that sum or more, providing the man is a fifty-dollar man. But my experience has been, during the past four or five years, that, when I have hired a forty or forty-five

dollar man, I have got \$25 or \$30 worth of work." Well, he'd done that kind of thing before—used to drive for old Tom Smith 'way back thirty years ago and knew just what the work was. I tried to assure him that things had changed and all that, but he was certain.

A Period of Striving.

Well, we put in lots of time on Jim. We knew he was older than many and that such a man must be taken more slowly. We hoped that we'd get it back in greater accuracy and more faithful performance. We figured that some of the "loose ends" would be gathered together and made taut. I think I am safe in saying that we gave that man a chance if ever man was given a chance. But it was no use. He'd forget to load this, or he'd neglect to deliver that or he'd get names and addresses all mixed up. He'd forget to put his lantern on the waggon at noon and he'd be without it after dark and have to use matches to see. Finally, one morning we were saluted by a series of inquiries from a number of customers. "Where are my goods, ordered yesterday, to be delivered last night?" When Jim got to the store, we found he'd "forgotten" his weight the day before, his horse had left him on the last trip and gone to the barn, and Jim, thinking that what did not get out to-night would do all right the next day, went home. He had half the stuff on when he came up in the morning.

Discovered Failings.

Jim was frank about it. He said he had found things "different." He had discovered that he was too old—should have begun twenty years before. He had come to me thinking this delivery business was a "snap"—"just sit on the waggon and drive a single horse—nothing hard in that." But he had found that it was hard work. Hard work? Of course it's hard work. They learn that the whole business is hard work. It's the pace that kills. These farmers have no idea of how to do things quickly. They may move a big load, but they take all day to do it.

Expensive Bad Memories.

It takes me a long time and many a hard scold to get my boys to remember that cans and jugs and delivery crates and egg boxes cost money. They take a can of oil—profit, 12c—and leave with the oil the can which cost about 45c and sells for 65c. They indiscriminately leave delivery crates at Thomas', Richard's and Henry's house costing a snug 50c each. Well, I tell them that I'd rather pay the money to them, but since they insist on making me pay it for renewed equipment, I cannot make wages any higher. I have to-day a very well-meaning young man working for me who cannot "get next" to this idea. The result is he is getting \$30 and will get it for some time. He'll work for it until he either sees this point and acts on it, or until he's much more valuable in other directions. Why, if that boy could hustle just a little faster, be a little more accurate and take care of cans, jugs and other packages, he'd be pretty

near O.K. I'd gladly pay him \$45 or even \$50 per month.

Why might it not be a good idea for the prospective clerk when applying for a position, to try to discover whether he could do the work before asking about the pay? It has always seemed to me that something is due to the man who is going to pay the wages—it is surely not all for the clerk.

Two Green Boys.

I had a rather amusing experience recently—amusing, that is, except for its most troublesome inconvenience and loss to Johnson & Son. Two young fellows came to me for jobs. I needed both and hired both. One knew the town pretty well and the other had been here only three weeks. Neither had ever delivered groceries. I told them I'd pay the one who knew the town \$30 and the stranger \$25 to start. Both worked well. I was pleased with them and was just watching for some weak points before giving them advances.

The \$25 boy came to me after five days' work and asked how he was doing. I told him: A 1, considering how little he knew the town. I told him I was going to figure him \$30 from the start instead of \$25. Well, without further ado, one morning he had a better offer and was going to quit Saturday. I was sorry, but had no more to say. Then came the other the same way. I asked what had made them do it without giving me a chance. They told me they had been talking matters over with the \$30 young man about whom I have just told you and he had said he was promised \$35 next month. That was too slow for them and they had decided that, if they could get something better, they would take it.

Figuring Ahead.

"You see," said one, "I had to figure ahead. I could not pay board and save anything to speak of for clothes on \$30 per month." Well, I told him he had not figured ahead, but badly behind, for he was just in line for promotion and would get good wages soon. I told him to go off to his new job and stay long enough to do right by his new boss, give him time to get somebody else in his place, and then come back to me at \$40 per month. The other man I rehired on the same deal at \$45 per month. Both had "made good."

"Now," I said, "hereafter when you want to talk over wages and prospects, come to me—don't chew things over with the one who is moving upward a good deal more slowly than he ought to do."

And that's another trouble I have. All these boys are ready to discuss the management, the financing, the advertising, etc., among themselves—help me run my end of it, in fact. I told these fellows, as I have told hundreds of others, to run their end and let me run mine, and things would be so much better all round.

Have I tired you old fellow with this week's talk? If I have, please let your boys read it—'twon't tire them and it's possible they may get a little good out of it.

Montrea
early clo
minently l
and at a
Grocers'
was regis
the early
fail store
evenings
Thursday
sons of o
of the s
grocers
evenings.
mental st
chasers d
as prices
to compe
offered.
evenings
sider, is
sociation
and assis
liorate tl
possible.

In th
of Carn
eggs an
neat an
noticed
made u
is cotti
green p
manufa
ed was

Interesting Budget From Montreal

Question of Early Closing Exciting Grocers of Eastern Metropolis—Dealers are Objecting, and Say Two Nights Sufficient—The Liquor Trouble—Delivery After Hours—Address on American Systems of Accounting—Potatoes and Tariff.

Montreal, April 5.—The question of early closing has been brought prominently before the local grocers of late and at a recent meeting of the Retail Grocers' Association a strong protest was registered against the proposal of the early closing association to have retail stores in the city closed on Tuesday evenings as well as Wednesday and Thursday as at present. One of the reasons of objecting to a further reduction of the shop hours is that many of the grocers do considerable business in the evenings. They say that the departmental stores down town attract purchasers during the day time and as far as prices are concerned they cannot hope to compete with most of the cut rates offered. As it is, they are closed two evenings in the week and that, they consider, is sufficient. The early closing association is composed largely of clerks and assistants who are seeking to ameliorate their own conditions as much as possible.

Liquor Retailing.

The grocers are also in a dilemma as to whether they shall obey the municipal or provincial law in regard to the selling of liquor after certain hours. The general secretary, J. A. Beaudry, introduced the question. The new provincial law comes into effect on May 1st and forbids any grocer who has a liquor license from selling after 11 o'clock every week day except Saturday when 7 p.m. is the closing hour for these particular sales. The law does not interfere with the sales of other goods nor with the delivery of articles which had been ordered before these hours. This was a question that elicited considerable discussion for it was thought the law might prevent the delivery of liquor ordered before the prescribed hours. The authorities will be asked as to how they intend to apply the law. The municipal law says that stores must close at 7 p.m. on Wednesday and Thursday and

thus the two laws conflict. Several members of the association were disposed to keep their stores open on these days after seven o'clock, in spite of the early closing municipal law. A motion to this effect was, however, defeated by a large majority.

J. P. Tremblay, representing the St. Pierre Union of Grocers' Clerks presented a resolution passed by that organization to the effect that they would not take part in the movement to secure early closing for Tuesday night as well as Wednesday and Thursday.

An interesting talk dealing with American systems of accounting was given by Mr. Archambault, the representative of a large American wholesale house. In addition a hearty vote of thanks was tendered Chief Campeau for the manner in which he had responded on numerous occasions to complaints made by the association relating to certain infractions of the law.

This meeting drew a very large attendance and keen interest from the members.

H. Laporte Retires.

The Citizens' Association loses the services of one of its most prominent mem-

(Continued on page 40).



EASTER WINDOW ON PACIFIC COAST.

In the accompanying window display of Carne's grocery, Victoria, B.C., both eggs and ham are given prominence in a neat and attractive manner. It will be noticed that the floor of the window is made up of different colors. The white is cotton while the other is pink, and green paper which is used in packing by manufacturers. The color effect produced was very attractive to the eye, but

the photograph of course does not show this.

At the front there are three hams with two more to the rear, making a simple but effective selling display of this article. A basket of eggs and small groups of eggs are placed among the floor trimmings, making an attractive setting. Another feature is the appearance of rabbits carrying slices of ham while Rastus in the rear and above

all, slicing ham actually makes 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 are well written and add considerably to the selling effect, as the talks on the cards are splendid. The selling power of the window might have been increased if one or two price cards had been added.

Three Clerks—Bad, Good and Indifferent

Selling Methods Employed by Three Different Clerks, as Observed by an Onlooker—The Transaction in Salmon—The Sale of Honey—The Attempt by Clerk Who Knew of Himself Nothing, and Leaned Wholly Upon the Boss.

Qualities of poor salesmanship, explanatory of why some stores are not able to keep trade, were disclosed to the writer in an establishment which he visited the other day.

A customer entered, and asked for a can of salmon.

"What kind do you want?" he asked, without making any attempt to show or describe to her the different brands carried.

The customer did not know the goods by brand very well and replied: "Oh, I guess a red salmon, about 17 cents."

"Here is one at 13 cents," said the clerk, at last exerting himself enough to pull a can off the shelf. "That's cheap for salmon."

"Well, I want a good salmon," said the customer, and the clerk offering no further suggestions, she said: "I guess I will take the seventeen-cent one."

"One can is all you want, is it?" asked the clerk, pushing a can to the front of the counter without wrapping it.

"I think I had better take two cans," she said, adding, "And would you wrap them up for me, please."

So the clerk at last got the two cans wrapped up in a certain manner, and continued his attempt to sell with: "That's all you want, is it?"

"Yes," answered the customer, and left the store. I do not believe she was highly elated over her visit or impressed with the service.

One Good Salesman.

Quite different was the salesmanship ability shown by a bright clerk in another store. A customer entered, and was approached by this clerk with a bright smile and a merry "Good morning."

"Do you keep Blank's coffee essence?" enquired the customer.

"No madam," replied the clerk, "we have not that brand at present. We used to carry it in stock until this one was placed on the market, but after a careful test of the two we decided that this is the best. I recommend this brand and believe it would give you perfect satisfaction."

"All right, I will try a bottle of it."

"Here is some excellent honey in the comb, madam. It is pure white clover, and the sections are well filled. They are worth 15 cents."

Selling Honey.

"Do you sell them 2 for 25 cents?" she asked.

"No, these are 15 cents straight, there is a darker one at 2 for 25 cents, but I would advise you to take this one at 15 cents. I think you would like it better."

"I will take two boxes of that kind, please."

"Now, what else can we send up? These oranges are excellent quality, and these large ones are especially fine flavored. They are navels,—seedless and very sweet."

The Force of Contrast.

And in this manner he continued his sale, showing many good points of

salesmanship, presenting a decided contrast to the other clerk whose work I had observed.

Sometimes, proprietors are themselves responsible for clerks making a poor showing in selling goods, being a poor example themselves in some cases, and neglecting to point out to clerks just how to proceed in making a sale. Sometimes a clerk will be found who hardly knows that a certain article is in stock; sometimes he does not know the price, and rarely any talking points in connection with it. This is the fault of the merchant who should have advised the clerk when the new article arrived, told him the price and some information about it which would help in selling it.

One Hazy Clerk.

Recently a customer entered a store and enquired for a certain article. The clerk seemed to have a hazy idea that they had it but had to ask the proprietor about it first.

He got a package of the article and handed it to the customer, but did not know the price and had again to approach the proprietor for information. The customer made some enquiry about the quality of the goods and the clerk replied: "Yes, I think it's pretty good." Such a statement would not impress the customer much in regard to the quality. How much better if the clerk had understood the article and when the customer enquired, at once produced it, gave the price, and some information that would show that it was good quality, completing the sale in a business like manner.

Grocer Letter Box

The Canadian Grocer will be pleased to receive requests for information from any of its readers, but questions should be kept as brief and made as clear as possible. The full signature is necessary, although it will not be used, if so desired.

Editor Canadian Grocer.—Will you kindly let me know what is the principal ingredient of macaroni. Is it a whole-Vernicelli is also made from the same the same material?

Winnipeg, April 1, '11

WESTERN DEALER.

EDITORIAL NOTE.—Macaroni is made from a hard variety of wheat commonly known in Canada as "Goose-wheat," and in the Western States as "Durum." It is different from the ordinary bread-flour wheat in that it is of a yellowish color all the way through.

It is certainly very nutritious and wholesome.

Vernicelli is also made from the same wheat.

R. J. Gracey, Wellandport, Ont., writes for the name of a firm manufacturing canning machinery.

Answer.—The Sprague Canning Machinery Co., Chicago, Ill.

Editor, Canadian Grocer:—Could you tell me of some method by which cheese may be kept moist and fresh?"

Calgary, Alta., April 3.

"ALBERTAN."

Retail grocers state that if the cut portion of the cheese is kept covered with a cloth wrung out in vinegar that it will keep moist and fresh. Many grocers have considerable trouble with cheese becoming hard and dry when it has been cut into, as customers object to purchasing the dried portion. However this may be overcome by the above method which also keeps the cheese free from mold. It should also be kept in a room where the temperature is not too high. Many retailers believe that a slicing machine tends to keep the cheese in splendid shape.

HAMILTON AT HOME.

Hamilton, April 6.—The Hamilton Retail Grocers' Association held its fourth annual at home in the Palm Garden here, and a most enjoyable evening was spent by all present. Fencing, wrestling, boxing, music and speech-making enlivened the proceedings, and when the time came for adjournment, the function was voted the most successful of all yet held.

J. A. McIntosh, president of the association, was chairman, and he was ably assisted by Bay Hill. The first number on the programme was a song by W. Pringle. John Burjan followed with a selection, in which he accompanied himself on a banjo. Earl Hyslop rendered a couple of vocal numbers acceptably. Harry Daniels, introduced as the "silver-tongued orator," made a brief speech on "Reciprocity," in which he humorously took the position that he was in favor of the proposed trade arrangement if it would but favor him. C. Mitchell and J. Ledrew fenced to a tie, and W. Lang and J. Sheridan followed with two rounds of wrestling. W. Dore, dressed in Highland costume, sang several funny songs, to the enjoyment of the gathering. J. C. McLean and Harry Bolton also contributed musical numbers.

At the close a vote of thanks to the entertainers was moved by Ald. Forth, and seconded by J. O. Carpenter. Ex-Controller Allan and Controller McLaren moved and seconded, respectively, a vote of thanks to the association on behalf of the guests, and the gathering broke up with the singing of the National Anthem.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

H. J. Packer & Co., Ltd., have once again sent out their well-known representative, J. T. Wright, to Canada, for an extended period. He sailed on the "Empress of Ireland" on Friday, March 24th, and is carrying a considerable number of new lines, in addition to the range of last season. These will be well worth the attention of all buying houses.

H. Laporte of the wholesale grocery firm of Laporte, Martin & Cie., Ltd., Montreal, leaves on April 11th for Europe where he will spend three months combining pleasure with business.

The

THE MA
John

Publish
the Pro
chewan
New B

Cable Addr

CANADA
MONTR

TORON

WINNE

ST. JO

UNITED
NEW Y

GREAT B
LONDO

FRANCE
PARIS

Subscr
Great

PIC

Altho

advanc

Grocer

ers thr

ance of

as poss

coming

shorta

of the

the ra

there :

that sc

orderin

Man

on the

improl

in the

hooves

put in

tide tl

Whi

maple

that

direct

selling

hance

For

er pu

the sa

buy f

er, ho

a pos

looks

the li

good

It i

the m

corn

is tru

grocer

openi

custo

preser

The Canadian Grocer

Established - - 1886

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

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

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

OFFICES

CANADA—
MONTREAL Rooms 701-702, Eastern Town-
ship Bank Building. Telephone Main 1255
TORONTO 143-149 University Avenue
Telephone 7324 Main
WINNIPEG 511 Union Bank Building
Telephone 3726
W. E. Hopper
ST. JOHN, N.B.
UNITED STATES—
NEW YORK R. B. Huestis
115 Broadway, New York, N.Y.
Telephone 2282 Cortlandt
GREAT BRITAIN—
LONDON 88 Fleet Street, E.C.
Telephone Central 12960
E. J. Dodd
FRANCE—
PARIS John F. Jones & Co.
31bis Faubourg Montmartre

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

PUBLISHED EVERY FRIDAY

PICKLES BECOMING SCARCE.

Although there has been no further advance in the price of pickles, The Grocer would beg to impress upon dealers throughout the country the importance of getting in a good supply as early as possible. There will be a big demand coming soon, and as there is a distinct shortage of stocks, due to a light crop of the vegetables that go to make up the raw materials of manufacture, there seems to be a remote possibility that somebody is going to go short when ordering time comes.

Manufacturers are not saying much on the subject, but it is not altogether improbable that they may be heard from in the near future. So it surely behooves all good dealers to get busy and put in a goodly store of the product to tide them well on to next crop goods.

SELLING SYRUPS.

While the grocer is intent on selling maple syrup now he should remember that when attention is thus generally directed to syrup the opportunities for selling all kinds of syrup are much enhanced.

For instance the man with the slender purse hears about maple syrup just the same as the man who can afford to buy five or ten gallons of it. The former, however, feeling that he is not in a position to buy the dearer syrup looks around and buys corn syrup. And the latter is decidedly wholesome and good although it is not maple.

It is an established fact that during the maple syrup season the demand for corn syrup increases. This principle is true in every line of business and the grocer who is ever on the alert for new openings will keep it in mind when his customers are in his store during the present season.

EARLY CLOSING IN CALGARY.

Calgary is in the throes of a discussion on early closing, and seems to be experiencing some difficulty in deciding the case one way or the other.

The original proposal was to close all the stores in the city on Saturdays at one o'clock, and have them remain so until Monday morning. As in all such issues there was a line up of opposing forces immediately. Some contended closing was the proper, and modern thing to do. Others insisted with equal vehemence that it would hurt the city to have folks come in on Saturday from outlying districts only to find the shops closed. Each side, at last reports, was lying on its case.

A couple of meetings were held but no advance was made, the given reason being that the secretary had written the secretary in Winnipeg for a copy of the early closing by-law in force in the western metropolis, and that the paper had not arrived. But now, from latest reports, it would appear that this document has been forwarded, and that it has changed the whole complexion of the Calgary issue. Under the Winnipeg legislation, all shops and stores, excepting hotels, taverns, refreshment houses, tobacco stores and news stands have to close at six o'clock in the evening on all week days, to remain so until five o'clock the following morning, except on Saturdays and nights preceding holidays, when ten o'clock is the set time. According to advices from Winnipeg, this law seems to be working satisfactorily and to be generally well observed.

It seems that this by-law is more to the liking of the Calgary advocates of early closing, and it is possible the by-law, if passed in that city, will be modelled along its lines.

It is a step in the right direction. It may be necessary to keep open for a considerable time on Saturday night, but it is not so for the other evenings. Most dealers do business so late on Saturday because the next day happens to be Sunday, when no man can work. But ten o'clock, except in a few isolated cases, is late enough, and there are eastern Canadian centres that could, with profit, follow the lead of Winnipeg in this regard.

SMALL DEBT COURTS.

A delegation from the Western Retail Association recently petitioned Premier Roblin, of Manitoba for relief from the "small debt" handicap, and the members seem to have received a favorable reception.

They asked that "debt courts" be established throughout that province, under the jurisdiction of stipendiary magistrates with power to decide claims

for debts up to fifty dollars. This is a step in the right direction. The Premier promised favorable consideration and it is possible a bill may be introduced at the next session of the legislature covering the request.

In presenting their petition, the delegates urged that the merchant was considerably handicapped by the existing law; that the cost of lengthy proceedings prevented him from making full use of the courts in securing settlement of his small bad debts. They requested therefore, that in the court they asked for, the dealer could act as his own lawyer and serve his own processes to cut down the expenses; that the presiding magistrate be given authority to give judgment for the amount due, and to sentence for a term of imprisonment should default in payment ensue.

The retail world will watch with interest the result of this petition. Should the Manitoba Legislature be radical enough to pass a bill covering the need, retailing in that province will have been made a great deal more satisfactory.

All live associations of retailers in all the other provinces of the Dominion would do well to follow the lead of this Western organization. It is full time the bad debtor, as a class, should be utterly banished from the community.

HOGS ON TOBOGGAN SLIDE.

The gentle and unsophisticated hog seems to have struck the toboggan slide in earnest. Last week there was a decline of ten cents on a hundred pounds, and in this, again there has been a further reduction of twenty cents, bringing the price of the porker down to 6.45 for best grades at country points.

The cause is said to be in the steady weakening of the British provision market, for this has been in progress for some little time. But there also has been a fairly heavy supply of late, which nearly always means a lower price, no matter what the state of the British and Interprovincial markets. The stock yards in Chicago have been deluged with fat butchers, and reports from that centre have been pointing to lower quotations for the last week or two.

Doubt as to the adoption or otherwise of the reciprocity agreement with the United States is another factor. There seems to be an unrest throughout the country, dealers buying only in small quantities as a result. In consequence, packers are not putting forth desperate efforts to secure the raw material, and as there are lots of hogs in the country the decline was quite in the natural order of things. There are some dealers who implicitly believe that the bottom has not yet been reached.

Postmaster-General on Parcels Post

Hon. Rodolphe Lemieux Explains in House of Commons That Rural Sections Were Prejudiced Against the System as Favoring Big Mail Order Houses—Suggests Campaign of Education Among the Merchants to Show its Advantages.

Only the strenuous opposition of country merchants, apparently, has prevented Hon. Rodolphe Lemieux, the Postmaster-General of Canada, from instituting a system of parcels post in the Dominion similar to those operating in England, and several other European countries. The matter came up in the House of Commons recently by one of the members asking how far the matter had gone. The reply of the Minister, in which he suggested a "campaign of education" to show the advantages to country dealers, was as follows:

"I have received within the last two or three months several representations on the proposed establishment of a parcels post, and I am at present engaged in finding a solution of the existing difficulty. I am not at liberty to say what I intend to do in the matter. If my hon. friend will wait until later in the session I may be able to be more communicative in my statement. At present, nothing is decided. The trouble is, I may say, that there is a prejudice in the rural sections of the country against a parcels post.

Country Merchants Opposed.

"The country merchants are opposed to the parcels post system. When I took office some years ago, I thought that the Post Office Department should really do the business of a parcels post, instead of leaving that altogether to the express company; but the moment I expressed the view that we should establish something like the perfect systems of parcels post that they have in England, France, Germany and Italy, I found that there was a strong prejudice against the system in the minds of the country merchants, who feared that such a system would work exclusively to the advantage of such establishments as Eatons, in Toronto and Winnipeg, and Morgan's and Carsley's, in Montreal. I was deluged with petitions some four or five years ago when I thought I should do some progressive work in that field of operation. I think we should carry on a campaign of education among country merchants to show that such a system would not be against their advantage and that they would be the first to benefit by it. We are studying the question now and later on I may have a statement to make."

That Other Campaign.

Readers will recollect that this vital matter was taken up by The Canadian Grocer some months ago, and that as a result of the campaign inaugurated by this paper, a large number of opposing letters were sent on to the Minister.

His present utterance would carry the impression that since the time the first

proposal was rendered abortive he has been endeavoring to hit upon some happy means by which he can overcome the objections that have been offered to the scheme.

Throughout the entire Dominion retail dealers will await with deep interest the next move in the game, and the inauguration of the "campaign of education," which Hon. Mr. Lemieux hints at in the statement given above.

SIGNS OF UNREST IN PROVISION MARKETS.

(Continued from page 28.)

mer. As to profits he could not say. But he said there seemed to be at present an unrest throughout the entire country and that people were buying only on a hand-to-mouth basis. He hoped all this would change, but seemed doubtful on account of the great numbers of packers who were represented by agents in all the big centres, making competition keener and more keen all the time.

The Lower Scale.

One year ago, the price of dressed hogs on the Toronto market was \$4 higher than now, while live hogs now quoted at \$6.65 were \$9.60 per cwt., said to be the highest price in forty years. There has been a correspondingly large reduction in pork products during the year, as will be seen by the following comparison:

	Yr. Ago.	Now.	Red.
Long clear bacon—lb....	15½	11½	3¾
Smoked breakfast bacon.	19	17½	1½
Roll bacon	16	12½	3½
Light hams	18	16	2
Medium hams	18	15	3
Large hams	17½	13	4½
Shoulder hams	14½	12	2½
Backs—plain	21	19	2
Backs—peameal	21½	20	1½
Heavy mess pork	29.00	21.00	8.00
Live hogs	9.60	6.65	2.95
Dressed hogs	13.00	9.00	4.00

One important reduction to a large number of merchants has been that in long clear bacon which is now 3¾ cents lower than a year ago, while roll bacon has been reduced 3½ cents. Present prices must be most satisfactory to dealers as during the time of high prices, profits in many cases had to be clipped pretty short.

Live hog prices, Toronto basis:

1910—	1910—	1911—
April 8—9.60	Oct. 14—8.50	Jan. 6—6.90
April 29—9.00	Oct. 21—8.00	Jan. 13—7.10
May 6—8.75	Oct. 28—7.25	Feb. 17—7.00
May 20—9.40	Nov. 4—6.90	Mar. 3—6.90
June 10—9.30	Nov. 18—6.65	Mar. 24—6.75
June 17—9.00	Nov. 25—6.75	Apr. 7—6.65
June 24—8.90	Dec. 16—6.50	
July 1—8.75	Dec. 30—6.75	
July 22—8.50		
July 29—9.30		
Aug. 5—9.00		
Aug. 12—8.40		
Aug. 19—8.25		
Sept. 9—8.60		
Sept. 16—8.75		

As may be seen by a glance at the chart given above the movement of hogs

in June and July was rather light. With the coming of fall this was changed, and since there has been an almost uninterrupted lowering of price. Still, as the pork packer says: we still are a long way from the five cent hog.

Lard and Smoked Meats.

Lard generally follows the trend of the provision market, and, like other pork products is governed to large extent by the price of the live hog. However there are other things. Sometimes accumulation of stocks will cause the market to weaken or a shortness of supply cause it to strengthen. At times too, hogs do not contain so much lard as at others. For instance a year ago, when the price of hogs was high they did not produce much lard, being lean. However, at the present time, hogs are more plentiful and fatter, so that lard prices are quite reasonable. There is said to be a great deal of compound lard being offered and sold on the market at the present time, consumers finding the lower grade article suitable for certain use. A year ago when lard was high there was a large amount of compound lard sold.

Below is given a comparison of lard prices now and a year ago.

	A Year Ago.	Now.
Lard—tierces	16¾	11½
Lard—tubs	17	12
Lard—pails	17½	12½
Lard—compound	13	10½

Smoked roll, quoted a year ago in Toronto at 16 cents, can now be had for 12½ cents, so that it can be said to have followed closely the downward trend in the market during the past year. It fluctuates with the provision market as do the other lines of smoked meats. There are two reasons for smoking meats—one is to preserve them, and the other is to flavor them. Some people like their flavor and for this reason there is a trade for them during the whole year. The demand increases as the weather grows warmer, and the height of the season is during the summer.

The changes in the price of smoked roll and smoked bacon in Toronto since last year are given below:

	Year Ago.	Year Ago.	'10.	Now.
Smoked Breakfast Bacon.	19	20	17½	
Smoked roll	16	15	12½	

H. Laporte of the wholesale grocery firm of Laporte, Martin & Cie., Ltd., Montreal, leaves on April 11th for Europe where he will spend three months combining pleasure with business.

AN INVESTMENT WORTH WHILE.

Editor Canadian Grocer,—I am a faithful reader of your paper and derive much good from it. I watched your advices on sugar and have made the price of subscription for TWENTY YEARS in the last few weeks.

Wishing you every success.

C. FRASER.

Windsor, March 29, 1911.

Latest Review of Grocery Markets

Raw Sugar Has Regained its Lost Ground—Trade in Refined Sugar is Quiet—Dealers are Well Supplied—Canned Lobsters are Scarce—Sale of Valorization Coffee Did Not Affect Canadian Markets—Nuts Are Higher in Montreal—Prunes and Raisins Advanced in Winnipeg.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Nuts—Several advances.
Tapioca—Decline of 1 cent.
Canned Lobster—Price advanced.

Montreal, April 6th.—The grocery business in this section continues highly satisfactory to the wholesale trade and reflects conditions that must please the retail grocers. There has been nothing of an outstanding character of late, trade being rather quiet than otherwise.

One wholesaler directed attention to a fact that no doubt has been generally observed. The scarcity in apples has helped the sale of canned apples and as this price advanced, buyers' attention was directed to dried apples. In all these lines the supply is limited and in each case good prices have been obtained. The general scarcity of dried fruits has been good for evaporated peaches of which stocks seem to have been heavier and a good business has been reported.

A scarcity of lobsters has advanced their price and also that of canned lobster and the latter quotations are likely to keep on going up. The high prices on some lines of canned goods have diverted demand to other lines with good results. Other instances might be named to show how this has worked out.

Sugar has been conservative in its actions of late. A report dealing with primary markets says there is a large quantity of sugar to come forward and that it should be gotten out of the way to make room for the 1912 crops if the industry is to be healthy. "It can be done if prices are not put too high before trade is ready for them and the market will get along much better by not traveling too fast." The report intimates that present values are likely to be maintained and that if business is good further advances will come naturally.

The recent sales of coffee did not even cause a ripple in the local market which has been practically unchanged since the first of the new year. This is a fact worth noting and is explained by the large purchases of coffee last fall.

Nuts are as firm as ever and several advances in prices have been recorded.

Sugar.—The local market is fairly steady. It is not attracting special attention just now for the reason that buyers are not falling over themselves as was noticed some weeks ago. One

jobber states that he does not expect heavy business again until May. This is, of course, under ordinary conditions. It is apparent that the trade in this locality are fairly well supplied with sugar.

Granulated, bag	4 50
50-lb. bags	4 60
Imperial	4 35
Beaver	4 35
Papir lump, boxes, 100 lbs.	5 47
50 lbs.	5 40
25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 20
100 lb. boxes	5 30
50 lb.	5 40
25 lb.	5 60
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Syrup ground, bbls.	4 95
50-lb. boxes	5 08
25-lb. boxes	5 35
Powdered, bbls.	4 75
50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 2 yellow	4 35
No. 1 "	4 25
No. 1 "	4 10
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrup and Molasses.—There is a steady market in syrups and it should be extended for quite a few weeks yet. The grocer should remember his syrup trade, especially now when with maple syrup coming on the market attention is directed that way. There is a good enquiry for molasses and the market remains steady.

Molasses, to arrive, car load lots	0 28 1/2	0 29 1/2
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 38	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 38	0 38
New Orleans	0 35	0 36
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 08 1/2	0 08 1/2
" " "	0 08 1/2	0 08 1/2
25-lb. pails	1 70	1 70
55-lb. pails	1 70	1 70
Cases, 2-lb. tins, 2 doz. per case	2 25	2 25
5-lb. " 1 doz. "	2 60	2 60
10-lb. " 1 doz. "	2 50	2 50
20-lb. " 1 doz. "	2 45	2 45

Dried Fruits.—Dried fruits are practically unchanged as far as prices go this week. Evaporated apples, peaches and apricots are firm and are practically entirely out of first hands. In regard to prunes it is only reiterating what has already been said to the effect that present supplies are light and the market is, and is likely to continue, decidedly firm. The demand is steady and in some lines may be expected to show an increase in the near future. Raisins, for instance, during April and May, begin to show an improvement in trade.

Evaporated apricots	0 18	0 21
Evaporated apples	0 14	0 15 1/2
Evaporated peaches	0 12	0 12 1/2
Currants, fine filices, per lb., not cleaned	0 08 1/2	0 09 1/2
" " cleaned	0 08 1/2	0 09 1/2
" " Patras, per lb.	0 08 1/2	0 09 1/2
" " Vostizza, per lb.	0 09 1/2	0 10
Dates	0 06	0 06
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08 1/2
Figs, 4 crown	0 09	0 09
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 7 crown	0 12	0 13
Figs, 8 crown	0 13	0 14

Prunes—		
30-40	0 13 1/2	0 14
40-50	0 13	0 13
50-60	0 12	0 12
60-70	0 11	0 11
70-80	0 10 1/2	0 10 1/2
80-90	0 10	0 10
90-100	0 09 1/2	0 09 1/2
100 a d over	0 09	0 09
Bonita prunes	0 11	0 11

Raisins—		
Choice seeded raisins	0 08	0 08
" 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 09 1/2	0 09 1/2
Malaga table raisins, clusters, per box	2 40	2 50
Valencia, fine off stalk, per lb.	0 07	0 07 1/2
" select, per lb.	0 08	0 08 1/2
" 4-crown layers, per lb.	0 08 1/2	0 09

Nuts.—Supplies in this market are quite limited. The tendency among the houses is to advance prices and higher quotations have been announced by several, thus indicating the strength of the market. Tarragona almonds, peanuts and walnuts are firm and although demand is not particularly brisk, still it is considerable. Reports say stocks are decidedly short in a number of lines which, with the other conditions, would suggest still higher prices before a relief will be forthcoming.

In shell—		
Brands	0 15	0 16
Filberts, Sicily, per lb.	0 12	0 14
" Barcelona, per lb.	0 10 1/2	0 10 1/2
Tarragona Almonds, per lb.	0 14 1/2	0 16
Walnuts, Grenoble, per lb.	0 16 1/2	0 19
" Marbota, per lb.	0 15	0 16
" Cornes, per lb.	0 11 1/2	0 11 1/2

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32 1/2	0 33
" 2-crown " "	0 31	0 32
(in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17

Peanut—		
American—		
Corn, roasted	0 08	0 08
Corn green	0 07	0 07
Diamond G, roasted	0 08 1/2	0 08 1/2
Diamond G, green	0 07 1/2	0 07 1/2
Bon Ton, roasted	0 12	0 12
Bon Ton, green	0 10	0 10
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 13
Pecans, 3 crown, per lb.	0 17	0 18
Pistachios, per lb.	0 18	0 18

Walnuts—		
Bordeaux halves	0 37	0 39
Broken	0 30	0 32
Grenobles	0 17	0 17

Teas.—There is a good general demand in teas of practically all kinds, trade being pretty well divided. Enquiries are coming in fairly liberally.

Japans—		
Obolooet	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
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 37
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Fingusay gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 20
" " pinhead	0 30	0 50

Coffee.—Since the second day of January the local coffee market has been unchanged and indeed the general market while fluctuating more or less has not undergone any marked change. This condition, as far as Montreal is concerned, is due largely to the fact that

SHORT TALKS TO CLERKS

By Old Philosopher

"Not always is the race to the swift, and the battle to the strong."

The man, who said, centuries ago that this was so, had no idea that men of the twentieth century would be repeating the phrase without questioning its applicability. Undoubtedly it was a sage who penned those lines, but it was a sage who lived in an age when brawn counted for more than brain, and brute strength more than quick wit. Tact was almost unknown and was possessed only by the wise leaders of the nations. Only the mighty thews of man, and his relative domination over other men, counted. True there were traders in those days, but they were generally considered as of no use in a fight, and of little worth to the nation. Despised, they were, to be explicit.

Times Have Changed.

But now all this has changed. The things that counted least in ye olden days, count most to-day. Brain dominates brawn, and wit makes of brute strength a thing to be laughed at. Tact holds an important place and ability in business is clearly not despised. Old Mother Earth has worked many changes.

Surely there is something in these things which a clerk anxious to make his way in his calling, can turn to good account. If he takes thought on the matter at all, there must be enough in that review of changing events to induce him to strive anew toward greater things. Even if he is, as he calls it, "only a grocery clerk," what of that. Hundreds and thousands of other men are grocery clerks, too, but not all of them will remain under a boss. And men who were grocery clerks have in many cases, risen to dizzy heights in the life of the country.

Talking It Over.

Come, let us talk the matter over, you clerks who have gone into the grocery business as a definite part of your life-work! Let us see if we cannot find some ladder of policy, up the rungs of which you may mount, if you but will, steadily higher and higher until the breezy, roomy, plateau of success is reached. What matters it if there be many besides yourself who seek the same plain. Let us content ourselves in concluding that the eyesight and foresight of hosts of these are not so good as yours, and that some will lose sight of the path, no matter how straight it runs.

The Ladder.

When a young man goes into any business, fresh and raw, he is not worth much to his employer, and won't be until he is able to do THINGS FOR HIMSELF. That is to say the Boss will not take notice of him until he sees him doing little jobs of usefulness, which he was not ordered to do. When the young chap begins to do those things and shows he really wants to learn, he will find plenty willing and

anxious to teach him. There we have the first step on the ladder accounted for.

Gradually the things that seemed so frightfully hard to do at first, become easy with continuous doing, and the clerk is ready for something else. If he is a good boy, he will want that something to be useful. The Boss tells him to study the stock, and gives him pointers on how he should sell goods. He shows him by word of mouth and practical example how to overcome difficulties. It takes longer to conquer this field, but when it is accomplished, another great big section of the ladder has been traversed. And the queer thing about it all is that the work instead of becoming irksome, and heavy, is pleasant and light. The clerk KNOWS things, understands his shelves, and his eye is ever bright with interest. He is achieving something and glories in it.

The Last Rung.

Well, then, generally speaking the only other thing a clerk must really know



Not his the yawn of the laggard and trouble-hunter.

is the executive end of the business. He must learn how goods are bought, and how they must be sold that a profit may be returned to the Boss. He must be able to recognize leaks, and to discover methods of repairing them. He must in short, study the management. For this thing he must surely know if he would make a trial at running a store of his own; unless he knows it thoroughly he is almost sure to fail.

But even if he never cares to launch out into business for himself, he has won for himself a definite place in the community. He has done something that others found hard, and has done it well. He has been a success. His step as he goes about his store is quick and springy. Not his the yawn of the laggard, and trouble-hunter, but the conscious elation of the victor. He has in fact, made good.

THE SENSITIVE BANANA.

The banana is an exceedingly sensitive and delicate fruit. It responds readily to atmospheric conditions and to handle at a profit during the winter, great care must be taken by the merchant. The bananas will not stand the cold temperature as oranges and apples will. Sixty degrees may be considered the minimum winter temperature, and 70 or 75 degrees for a good ripening atmosphere. If kept at a proper temperature they will keep their good color as well in the winter as the summer. Chilled fruit loses its color and taste and is bad for both dealer and customer. If your store is not warm enough at night, giving the least chance of a chill, the bananas should be covered with heavy paper, or other article to keep out the cold. Proper care would mean better fruit, an increase in trade and more profit.

TRADE NOTES.

F. H. Berdux, grocer, Tillsonburg, Ont., has sold his store at the corner of Brock and Broadway to Mr. Hicks, of Cornell. H. Tabor has taken a position as clerk with Mr. Hicks, in place of Mr. Stewardson, who has engaged with N. Stillwell.

St. Thomas, Ont., April 6.—The governors of Amasa Wood hospital have decided to buy groceries and other supplies this year wherever they can get the lowest quotation. The cost of keeping up the hospital is much in excess of the cost per head in other institutions, and the governors, it is understood, will buy out of the city any supplies which it may appear they can secure cheaper from other than local sources.

THE GROCER'S DREAM.

Last evening I was talking
With a grocer aged and grey,
When he told me of a dream he had,
I think on Xmas Day.

When snoozing in his store
The vision came in view;
Then he saw an angel enter,
Dressed in garments white and new.

Said the angel, "I'm from Heaven,
The Lord just sent me down
To bring you up to glory,
And put on your golden crown.

"You've been a friend to everyone,
And worked hard night and day;
You've cared for many thousand,
And from few received your pay.

"So we want you up in Glory,
For you have work hard;
And the good Lord is preparing
Your eternal just reward."

Then the angel and the grocer
Started up to Glory's gate,
But when passing close to Hades
The angel murmured, "Wait."

"I've a place I wish to show you,
It's the hottest place in H—
Where the ones who never paid you
In torment forever dwell."

And, behold, the grocer saw there
His old patrons by the score;
And grabbing up a chair and fan,
He wished for nothing more.

He desired to sit and watch them,
As they sizzle, singe and burn;
And his eyes would rest on debtors
With any way they'd turn.

Said the angel, "Come on up,
There are Pearly Gates to see."
But the grocer only muttered,
"This is Heaven enough for me."

INTERESTING BUDGET FROM MONTREAL.

(Continued from page 31.)

bers by the resignation of ex-mayor H. Laporte, who has vacated the presidency. It is on account of the state of his health that Mr. Laporte is retiring from this position, his physician having asked him to give up all activities outside of his own business. He also desires to spend more time at his office and to take a rest. This is the third association whose presidency he has resigned within the past few months. Mr. Laporte has an extended trip through Europe before him in which business will find a place with pleasure.

Potatoes and the Tariff.

A local dealer said in part recently in regard to the effect the proposed tariff arrangement would have on potatoes: "The present duty on potatoes is twenty cents per bushel of sixty pounds, and under the new arrangement they will enter Canada free.

"During the past five months there have been shipped into Montreal 600 car loads of potatoes, or approximately 400,000 bushels. Of this quantity 550 car loads were from New Brunswick and the balance from Ontario, Quebec, Maine and New York State. Three weeks ago when prices of New Brunswick potatoes reached 63 cents a bushel in Montreal, New York State potatoes could be laid down here at 62 cents and Maine potatoes at 60 cents per bushel after paying freight charges of 10 cents per bushel and duty of 20 cents per bushel netting the United States farmer 27 cents per bushel as against 43 cents to the New Brunswick

farmer." This business man believes that the proposed agreement would crowd the New Brunswick potato out of a large part of the Canadian market it now occupies.

The Milk Question.

Many of Montreal's grocers sell milk. Although this is uncommon in the majority of cities it is quite au fait here. The writer was recently in one grocery store where the proprietor showed the care with which he handled milk. The health department want a by-law passed whereby all milk sold in stores must be bottled and therefore sealed. The grocer should welcome the move if for no other reason than it will facilitate the handling of milk. The day of the open can is about over.

Continued Success.

The annual meeting of Fraser, Viger & Co., Limited, was held on Monday evening last. The past year has been the most successful since the company was founded in May, 1885, by Alex. D. Fraser and the late Hormidas Viger. The usual dividend was declared on the paid up capital stock and a substantial amount added to the rest account in the form of undivided profits. The old board was re-elected as follows:—President, Alex. D. Fraser; vice-president, George A. Fraser; directors, J. E. Tardy, Alex. Davidson, Chas. Shepherd and Chas. P. Macklier.

The company are preparing to greatly extend their business. A branch store will be opened on Laurier Ave., in the Montreal Annex, early in May and will be followed according to the plans, by

additional branches in other suburbs of Montreal and in other cities.

THE TOO-GRAND STORE.

In a small country town, a few years ago, a merchant started in the general store business. The store was built as he directed. All the latest improvements of modern stores were put in. The counters, shelves and wall cases were the best that could be had. The store was nicely decorated, fancy trimmings installed, as well as fixtures that would do credit to the best city store.

When the stock had been put in the store presented an excellent appearance. But even with good advertising and methods, the merchant could not work up a trade.

The reason for this was that the store did not fit the trade. Situated in a plain farming community, its magnificent trimmings seemed almost forbidding to customers, who would pass it in awe, to go to the next store down the street, which, if neat and clean in appearance, was not set out in such costly style.

There is such a thing as having so grand a store that it turns people away, especially in the country district, where they are used to the common and plain.

IMPORTANT

CANADIAN CONFECTIONERY—AGENTS WANTED— Large firm of English Manufacturers of hard boiled specialties—Gum Pastilles, Satins, Toffees, etc., will be pleased to hear from Large Buyers or Agents covering Territories—object, arranging Agencies. Apply Box No. 62, Canadian Grocer, 88 Fleet St., London, Eng.



PEOPLE WILL BUY

Klenzine Ammonia Powder

because, once used, it becomes a necessity for household use. It does so many things well—cleans floors, sinks, dishes, pots, pans, as well as being delightful for the bath.

You serve your own interests in writing for information, etc.

ALPHA CHEMICAL CO.
BERLIN, ONTARIO

There is yet Time!

WRITE us for particulars about our "Constructive Salesmanship" Competition. It closes May 1st. The winners receive medals.

Will those who have all particulars kindly forward their methods without delay.

ADDRESS:

The Editor, The Canadian Grocer

143-149 University Avenue, - - Toronto

Ramsay's

"Farm Cream"

SODAS

Made from the finest flour, delightfully crisp and delicious, lightest on the market.

SPECIAL — IMPORTANT NOTICE — SPECIAL

THE IMPERIAL SYRUP COMPANY, Montreal, ask you to accept this notice that they have formed a new Company and are now operating under the name of **Ramsays Limited**, as **Syrup Refiners, Manufacturers of Biscuits and Confectionery**, with factories at 29-31 Vitre Street West, and 330 Nicolet Street. Offices at 29-31 Vitre Street West, Montreal.

RAMSAYS LIMITED, MONTREAL

Ramsay's

HIGH GRADE

SWEET BISCUITS

Particularly made for particular people.
The kind you can guarantee.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade
Coffees.

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

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

Mail orders promptly attended to.

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

TRY A

Condensed Ad.

IN

Canadian Grocer

"We will never be buried
with the unknown dead---
we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."

The Condensed Ads. in this
Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

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

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern
Grocery Fixtures Manufactured in
Canada.

It affords the best-known facilities
for handling a grocery stock of any size
and displaying that stock to the best
advantage.

A "Walker Bin" Outfit will put
new life into your business, and the cost
will be small compared with the results
that are bound to follow.

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

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—

Manitoba: Watson & Truendale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes,
Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

RELISHES

Sterling

BRAND

RELISHES

The favorite alike in cottage and mansion.
"Sterling" Sauces and Relishes are distin-
guished by their distinctive flavor and per-
fect purity, and are a line that sell readily
and profitably.

We specially recommend our SOUTH
AFRICAN-CANADIAN CHILI SAUCES.

GET OUR PRICES ON
THESE LINES

The T. A. Lytle Co., Limited

STERLING ROAD, TORONTO

Competition—The Commercial Sieve

Run over in your mind the history of the package tea trade as you know it for ten years. You will at once agree that the outstanding feature has been Red Rose Tea coming from a tailender in Ontario and the West to a leader during that time, while many others, once prominent, have dropped far behind in the race. This remarkable success of Red Rose Tea has convinced the trade that Red Rose Tea "is good tea." You believe it, but have you proved it for yourself? We find that when grocers use Red Rose Tea in their homes they sell more of it. Every customer to whom you sell a tea that pleases her more than the tea she is using is a better customer for you. Try a package of Red Rose Tea in your home, and you'll want to recommend it to your customers. It will please more of them than any other tea.

Red Rose Tea

7 Front Street East,
Toronto, Ont. } Branches
315 William Ave.,
Winnipeg, Man. }

"is good tea."

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



THE KING OF ALL SEEDS

Steele, Briggs' "LION" RED CLOVER
SUREST - PUREST - BEST

ALSO

Steele, Briggs' "ERMINE" TIMOTHY

These two brands represent the best values produced in seeds. Ask your merchant for these brands. He'll have them. If he hasn't send to us direct.

STEELE, BRIGGS SEED CO.

TORONTO, HAMILTON AND WINNIPEG LIMITED

KEEP POSTED ON SUGAR

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

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



It aries them up **Common Sense**
KILLS { Roaches and Bed-Bugs
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

THE PENNY WISE POUND FOOLISH DEALER

A Few Instances of How Merchants in all Parts of the Country Have Lost Customers Through Little Things—A Transaction in Yeast—Inferior Goods—Over-charging—Lighting a Customer's Pipe.

The "penny wise, pound foolish" merchant, has been defined as one who sees only the immediate present and entirely overlooks the future. A case in which this was evidenced, occurred not long ago. A customer entered a country store and asked for a good brand of bread flour. The merchant recommended a particular brand, staking his reputation behind it. The customer then asked for a package of yeast. So far, good. But that day the merchant had been exploring about the store, and had discovered three packages of yeast that must have been on the shelf a terribly long time. When the customer asked for yeast, he was pleased, as it gave him a chance to work off the old goods. As a result he gained five cents and, lost the trade of that customer which amounted to a large figure annually.

Then there is the merchant who recommends inferior goods because he makes a little more profit. Such a merchant is cutting off his nose to spite his face. Every dealer before recommending an article, should be thoroughly convinced of the quality. If he is

not, he need not hope that customers will place any confidence in him.

A few months ago a customer moved to a new neighborhood. She went to a nearby grocery store to make her first purchase, which happened to be a bottle of a well-known brand of goods, that retails in all stores at 15 cents. Now this grocer was one of those greedy mortals, who are always watching to pull in as much money as possible, and, thinking it was only a transient purchaser, he charged her 20 cents for the article. This lady had bought them before at 15 cents, and not wanting to pay 33 per cent. more than the usual price, she decided to deal at another store where prices were not so high.

Another merchant in an Ontario town lost a regular customer over a cent. Wanting to light a cigar he had come in for a cent box of matches. He tendered a five dollar bill in payment. The merchant took it, occupied about five minutes in making change, and came back and gave the customer his \$4.99. The man, who bought on an average, \$20 worth of goods a month, decided to

withdraw his account from a man who would do such a small thing.

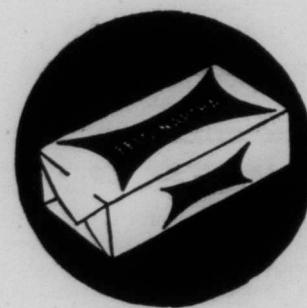
There are many other ways in which merchants are at times "penny wise and pound foolish," and this can only be guarded against by taking thought always. A business man to be successful, must be tactful. A common fault with some is that they do not analyze each case, nor measure the possibilities of the future.

No man is in business for his health or for fun. You are not, and therefore should see that you get a profit on everything sold.

One store should be able to sell goods as cheaply as another, so that the trade of the store resolves itself into a matter of service to large extent.

With Fels-Naptha soap not only is the quality there, but the profit to the merchant is better than on the average laundry soap.

The dealer who keeps Fels-Naptha well stocked is sure of a steady, fair profit on it.



By Royal Letters Patent

NELSON'S
Powdered
GELATINE

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

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

Living Possibilities in the Great West

If you are planning to place your goods on the booming Western market, you will be well advised to avail yourself of our services. We have an intimate knowledge of western business conditions and requirements, we maintain large track warehouses at the five chief distributing centres, and our financial standing is very sound.

We make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

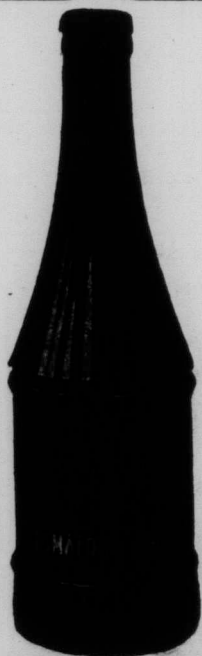
Write us for details of this promising market, and particulars of our service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers
WINNIPEG REGINA SASKATOON

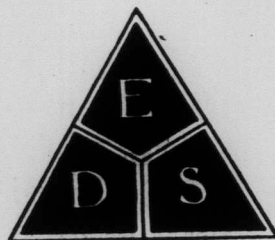
Head Office, WINNIPEG, MAN.
EDMONTON CALGARY

The Catsup with the different flavour!



“E.D.S.”

Brand



Tomato

Catsup

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

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

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

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

It will pay you to feature this splendid line!

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

E. D. SMITH

Made only by
at his own fruit farms

Winona, Ont.

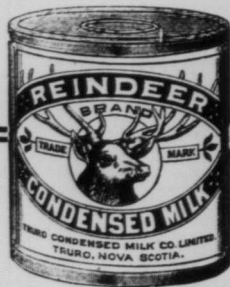
GUNNS QUALITY HAMS



The seal of Public Approval.
"Appetizing and Satisfying."
Always Sweet, Tender and
Juicy. One of the many 'PON-
HONOR products of the
HOUSE OF QUALITY—

GUNNS LIMITED

WEST TORONTO



Reindeer Milk Builds Sturdy Little Folks

Reindeer Brand Condensed Milk is best for babies, not merely because we take every precaution for safety at our own factories, but also because it is produced on cleanly, inspectly farms, from healthy cows.

Reindeer Brand Condensed Milk

"good enough for children," is good enough and pure enough for any purpose,

The Truro Condensed Milk Co., Limited
TRURO, N.S. HUNTINGDON, P.Q.

EASTER

The Easter Season comes this year about the middle of April. It will soon be here. How is your stock of Hams and Bacon? Easter marks the opening of the season for the demand for Hams, both smoked and cooked, and also for Breakfast Bacon. Let us have your order now so that your supply may be in stock ready for the demand and requirements of your Customers.

All Meats made under Government Inspection

F. W. Fearman Co.

LIMITED

HAMILTON

Breakfast Bacon

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

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses

FERGUS

70-72 Front St. East

TORONTO

M
The pr
and unce
firm this
slightly
duction
in provi
hand the
pected t
be a cau
still, in
tions fo
below p
Eggs
week un
doubt ne
eggs to
trade, b
by a c
mand.
which is
has pas
tion of
prices
will hav
to Unit
will fee
"The
ing stea
expecte
mand d
reporte
price de
the st
worke
ing Len
ing in,
are co
commen
probably
Honey
for som
tures to
Provis
visions
houses
Easter
cate th
have
clines o
therefor
with in
be quot
Chicago
future
low the
Pure and
Boxes,
Cases,
" "
" "
Pails, v
Tubs, t
Tierces
One po
Compound
Boxes,
Cases,
" "
" "
Pails, v
Tubs, t
Tierces
One po
Pork—
Heavy Can
Bean pork
Canada sh
Clear fat b
Heavy slan
Plate beef,
" "

More Life Is Expected In Provisions

Easter is Looked to for More Activity — Future in Provisions Uncertain—Chicago Market Rules Easier—Hogs Reduced 20 Cents in Toronto—The World's Visible Supply of Lard Shows Increase—Butter is Steady—Eggs are Easier—Plentiful Supplies for Easter Trade.

The provision market is still unsettled and uncertain. While Montreal has ruled firm this week, the Toronto market is slightly easier with a twenty cent reduction in live hogs and an easier feeling in provisions generally. While on one hand the increased demand that is expected to take place after Lent should be a cause of steadiness for the market; still, in the Chicago market the quotations for future mess pork and lard are below present prices.

Eggs are a little easier again this week under continued free arrivals. No doubt next week will see a big rush of eggs to the market for the Easter trade, but this may be counterbalanced by a corresponding increase in demand. However, the decrease in demand which is liable to take place when Lent has passed, and the expected continuation of heavy supplies is likely to keep prices easy. Dealers say that prices will have to go down to an equal basis to United States markets before they will feel safe in putting them away.

"The butter market seems to be ruling steady, more so than some dealers expected. There has been a good demand during Lent but some markets are reported quieter. The question as to price depends to a certain extent upon the stocks held. If they have been worked shorter by the good demand during Lent, even with the new make coming in, prices will rule firm. If stocks are considered too large and holders commence to force sales, weakness will probably result.

Honey and poultry continue quiet as for some time back with no new features to the market.

MONTREAL.

Provisions.—The present trade in provisions is not very heavy, but the big houses are looking forward to a good Easter trade. Enquiries thus far indicate that it is likely to be good. Prices have been steady since the declines of last week. The situation is therefore unchanged. It is expected that with increased demand higher prices will be quoted, but who can tell? On the Chicago meat market the quotations for future mess pork and lard are much below the prices now ruling.

Pure lard—	
Boxes, 50 lbs. per lb.	0 11½
Cases, tins, each 12 lbs., per lb.	0 12
" " " 5 " " "	0 12½
" " " 3 " " "	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11
Tubs, 50 lbs. net, per lb.	0 11½
Tierces, 37½ lbs., per lb.	0 11½
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
" " " 5 " " "	0 10½
" " " 3 " " "	0 11
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 37½ lbs., per lb.	0 10½
One pound bricks	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 50
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	8 75
" " 300 "	17 00
" " 300 "	25 00

Dry Salt Meats—	
Boiled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11½
Long clear bacon, light, lb.	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 12½
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 15
" " small, 9 to 12 lbs., per lb.	0 16½
Breakfast bacon, English, boneless, per lb.	0 15
Windor bacon, skinned, backs, per lb.	0 17½
Splend roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	7 25
" " dressed, per cwt.	8 25

Butter.—The butter market is reported firm and yet it is rather quiet. New Eastern Townships butter is being offered, but the tendency here is to work off the old stocks first. The question as to price depends largely upon the stocks held. If they are light it is only to be expected that prices will be stronger even with new stocks coming in.

New milk creamery	0 26	0 27½
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	

Eggs.—New laid eggs are down to 20 cents, owing to the liberal supplies that have been offered. The price paid west of Toronto has been 15 cents, while 16 cents is the figure that is reported in the eastern districts. For a select class of eggs 23 cents has been reported, and it is likely that this price is being received. The demand is good and even if supplies are coming in freely the demand is not far behind the surplus over last year's figures.

New laid	0 20
Selects	0 23

Cheese—Only a small quantity of cheese is now held in store. The price quoted is steady. Attention is beginning to be directed toward the new make some of which has already been reported. It is, however, only a small quantity.

Quebec, large	0 14
Western, large	0 14
" " twins	0 14
" " small, 20 lbs.	0 14
Old cheese, large	0 16

Poultry.—This market has not contributed any feature for some time now. It is quiet with the demand rather light and offerings are of the same nature.

Fowl	0 14	0 15	Ducks	0 17	0 19
Geese	0 14	0 15	Turkeys	0 20	0 21
Chickens	0 13				

Honey.—Quotations are unchanged and the demand remains along lines that have been followed for some time. There is not much hope for any marked improvement at present.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08½	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12½	

TORONTO.

Provisions.—The provision market shows a little easier feeling. A further drop in live hogs of 20 cents this week following last week's reduction of 10 cents is responsible for the weaker tone. While the arrival of hogs shows no material increase, the demand for Canadian bacon in the Old Country is at

prices nearly a shilling lower than last week, and hogs have been forced down to 16.45 at country points. Lard is off ½ cent per pound, while prices are being shaded slightly on backs and cooked hams. Some firms are quoting long clear bacon at 10½ to 11 cents this week. Dealers report some improvement in business this week, as the Easter trade will no doubt put some more life into the trade.

Long clear bacon, per lb.	0 10½	0 11
Smoked breakfast bacon, per lb.	0 16	0 17½
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb.	0 12	0 12½
Light hams, per lb.	0 15	0 16
Medium hams, per lb.	0 14	0 15
Large hams, per lb.	0 12	0 13
Cooked hams	0 20	0 21
Fresh shoulder hams	0 12	0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 13	0 13½
" " post meal, per bbl.	0 18½	0 19½
Heavy mess pork, per bbl.	20 00	21 00
Short cut, per bbl.	24 00	25 00
Lard, tierces, per lb.	0 11½	0 11½
" " tubs	0 11½	0 12
" " pails	0 12½	0 12½
" " compounds, per lb.	0 10½	0 11
Live hogs, at country points	6 35	6 45
Live hogs, local	6 75	6 80
Dressed hogs	8 50	9 00

Butter.—Butter is steady with prices unchanged. There has been some improvement in arrivals, but the market has been held by a good demand. One dealer pointed out that the heavy demand throughout the Lenten season has worked off a large quantity of old butter, which has created a firmer feeling in the new make. Creamery prints are selling from 26 to 30 cents, according to quality. Prices are expected to hold for a short time, until supplies of the new make become larger than at present, or until the demand drops off. However with the increase in the new make that is expected, prices will no doubt become easier.

Fresh creamery print	Per lb.	0 27	0 29
Creamery solids	0 24	0 26	
Farmers separator butter	0 25	0 26	
Dairy prints, choice	0 22	0 23	
Fresh large rolls	0 20	0 21	
No. 1 tubs or boxes	0 19	0 20	
No. 2 tubs or boxes	0 17	0 18	

Eggs.—Eggs are quoted this week at 18 cents. The demand has been brisk and stocks have been worked down to a better basis. However there is an easier feeling in the market, and dealers feel that prices will go lower, for as the roads in the country get better, offerings will be larger, which with the drop in demand that will occur after Easter, should force prices lower. Producers generally rush their eggs to the market the week before Easter, which might mean a drop during the coming week, but this may be counterbalanced by the big demand for the Easter trade.

Cheese.—The amount of business passing in cheese is not large but stocks are extremely short and higher values than the present quotations of 14 for large and 14½ for twin can be looked for.

New cheese—	New twins	0 14½	
Large	0 14	Stiltons	0 14½
Old cheese	0 14	0 15	

Honey.—Interest in honey has dropped to a low ebb. Supplies on hand are quite large enough to take care of all demand. Prices show no change.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb. pails	0 11½	0 12
" " " 5 lb. pails	0 12	0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey 1b	0 06½	0 07

Poultry.—Quietness is the feature of the poultry market. Prices are steady and dealers are looking for some improvement in trade.

Chickens, dressed	0 16	0 18	Geese, dressed	0 13	0 14
Ducks, dressed	0 14	0 15	Hens, dressed	0 13	0 14
			Turkeys, dressed	0 20	0 22

Storage, 2 cents lower.



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates**, which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered U. S. Pat. Off.

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

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

RICE-KNIGHT



LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light? The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—its free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA



A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

Galesburg Cornice Works,

93 Cox Street,

GALESBURG, ILL.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

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

KINGSTON, JAMAICA

WINDSOR SALT

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

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

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in **THE GROCER** every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find **THE GROCER** the most powerful agent at your disposal in the cultivation of new accounts.



Grocers: An article must have merit in order to warrant the expenditure of large sums of money to advertise it. Advertising alone may influence the initial purchase, but it is quality that brings the repeat orders. The goods that repeat often are the profit producers



in a Grocer's stock. Magic Baking Powder is recognized as the standard baking powder of Canada. It is pure and uniform in quality and can be recommended at all times.

MAGIC BAKING POWDER

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



E. W. GILLETT COMPANY LIMITED

Montreal TORONTO, ONT. Winnipeg



It Pays

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made, and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

**Shredded
Wheat**

"It's all in the Shreds."

A Quick Turnover in Clark's Meats

This is the rule in Clark's Meats, which is especially true also of

**CLARK'S
PORK AND BEANS**

It is a pure, wholesome, good value food and it always keeps moving.

**BRAND
CLARK'S CHATEAU
CONCENTRATED
SOUPS**

ARE NOW SURE SELLERS

Wm. Clark, - Montreal

**Manufacturer of High Grade
Food Specialties**

CANADA: No better Country
 MOTT'S: No better Chocolate

DIAMOND CHOCOLATE

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

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you!

ORDER FROM NEAREST AGENT


CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Now is the Right Time to Stock up With
BRAND'S POTTED MEATS

to meet the demand of the coming season's trade.

There is nothing nicer for picnics, or for breakfast, lunch and supper sandwiches, and, like all Brand's preparations, they will be found to



be delicious in flavor and of guaranteed purity. They conform to the pure food laws of this or any other country.

10% Discount on quantities of 6 dozen. Assorted to suit customers.

\$1.55
LEADING LINES
 Beef
 Bloater Paste
 Chicken and Ham
 Chicken and Tongue
 Chicken,
 Ham and Tongue
 Ham
 Ham and Tongue
 Tongue
 Turkey and Ham
 Turkey and Tongue

BRAND'S ROLLED OX TONGUES in Glass
 FOR YOUR PARTICULAR CUSTOMERS. PRICES RIGHT.

BRAND'S A1 SAUCE. A Fine Tonic and Digestive.

BRAND & CO., Ltd., Mayfair, London, Eng.

T. O. BAXTER, 25 Front St., E. TORONTO
 H. HUBBARD, 27 Common St., MONTREAL
 McLEOD & CLARKSON, VANCOUVER, B.C.

\$1.75
LEADING LINES
 Anchovy Paste
 Salmon and Anchovy
 Salmon and Shrimp
 Shrimp
 Turkey
 Chicken
 Game

Terms F.O.B. Toronto or Montreal, Net 30 days.

W

Bulli
 growth
 bushel
 forcing
 the la
 ginnin
 believ
 the ti
 and
 level.
 One
 said:
 ever h
 tom
 with
 by sti
 ever,
 have
 and a
 condit
 though
 future
 Thru
 uncha
 have
 though
 flour
 sent
 no ch
 said:
 whea
 ing r
 altog
 There
 come
 prices
 is de
 stay
 It
 least
 flour
 at a
 firm
 at a
 up to
 to th
 Wit
 in co
 up.
 seasc
 direc
 the
 in di
 to b

Flo
 in re
 tion.
 pate
 any
 Winte
 Straig
 Mani
 " "
 " "
 Ce
 chan
 cons
 rath
 ceip
 expo
 Fine
 Stand
 Grant
 Belle
 Belle

Wheat Prices Drop Under Bullish News

New Low Level Reached by Cereals Because of Favorable Word as to Growth From Crop Centres—Flour Easier in Tone, But Unchanged in Price—Amount of New Business Not Large—Cereals Quiet.

Bullish estimates putting the new growth of winter wheat 35,000,000 bushels in excess of last year, aided in forcing wheat prices still lower during the latter part of last week. At the beginning of this week crop prospects were believed to have been vastly improved by the timely moisture in the wheat area and prices were forced to a new low level.

One dealer in speaking of the situation said: "Wheat has lost every friend it ever had. Every time it drops, the bottom is believed to have been reached with this belief shattered in a few days by still lower values being named. However, up to the present, all conditions have been favorable for growing crops and a continuance of such very favorable conditions can hardly be expected, although it is quite possible, so that the future in wheat is decidedly uncertain."

Through it all, flour quotations remain unchanged, prices ruling at figures that have existed since last November. Although it seems as if lower values in flour are warranted, still with the present lack of new business there may be no change. One dealer in speaking of it said: "With the present low level of wheat, there is a possibility of flour being reduced, but I cannot say that it is altogether expected at the present time. There is no telling when a reaction may come in the wheat market and flour prices will not likely be changed until it is demonstrated that wheat is going to stay at the low price."

It was intimated that some mills at least will not be in a hurry to reduce flour prices, having loaded up with wheat at a high price. It is reported that one firm took on 5,000,000 bushels of wheat at a high figure, which, with the decline up to the present, will mean a big loss to them.

With the opening of the spring, trade in confectionery is expected to brighten up. Many dealers around the Easter season put forth extra efforts in this direction with good results. Along with the ordinary lines carried, maple sugar in different forms at this season is found to be a good seller.

MONTREAL.

Flour.—This market is unchanged both in regard to prices and the general situation. There is a fair enquiry for winter patents. Trading is steady but without any feature.

Winter wheat patents, bbl.....	4 85	5 10
Straight rollers, bb.....	4 40	4 60
Manitoba 1st spring wheat patents, bbl.....	5 60	
" straight patents, bbl.....	5 10	
" strong bakers.....	4 90	
" second.....	4 50	

Cereals.—The local market remains unchanged and is rather quiet. There is considerable business passing, but it is rather of a routine character. The receipts recently show an increase and the exports are much reduced.

Fine oatmeal, bags.....	3 25
Standard oatmeal, bags.....	3 25
Granulated ".....	3 25
Rollod cornmeal, 100-bags.....	1 70
Rollod oats, bags, 90 lb.....	3 05
" barrels.....	4 40

TORONTO.

Flour.—Flour is weaker on account of lower values in wheat but there have been no changes in quotations, \$5.40 per barrel still ruling. Wheat prices have dropped to a new low level during the past week, No. 1 Northern Manitoba being quoted at 95½ cents, a reduction of 2 cents per bushel over last week. With wheat at the present low level there is a possibility of flour prices being changed, but with the present lack of new business, it is doubtful whether mills will make any reduction.

Manitoba Wheat.	
1st Patent, in car lots.....	5 40
2nd Patent, in car lots.....	4 90
Strong bakers, in car lots.....	4 70
Feed flour, in car lots.....	3 00 3 20
Winter Wheat.	
Straight roller.....	4 25 4 45
Patents.....	4 80 5 00
Blended.....	4 60 4 90

Cereals.—The situation in cereals is unchanged. Rolled oats business is normal but without feature. Cornmeal is steady.

Rollod oats, small lots, 90 lb. sacks.....	2 05
" 25 bags to car lots.....	1 95
Standard and granulated oatmeal, 50 lb. sacks.....	2 25
Rollod wheat, small lots, 100 lb. bris.....	2 75
" 5 bris. to car lots.....	2 65
Cornmeal, 100-lb. bags.....	1 70 1 80

MERCHANTS' EXPENSE ACCOUNT.

Some Items Often Overlooked by Many Capable Dealers.

Many merchants do not know what it costs them to do business. Many think they do, but generally their estimates fall below the correct amount, for this reason some merchants find at the end of the year that they have not made as much money as they expected.

In reckoning the cost of doing business, in most cases the merchant will include rent, clerks' salaries, light and heat, and think they have covered the items completely. Now, among the items that have to be considered in making up an expense account are:—

Rent, salaries, advertising, light, heat, delivery, management, stationery, printing, loss by bad accounts, wrapping paper, twine, decorations, fire insurance, telephone, deterioration of fixtures, cost of collections and business tax.

Of course every merchant makes allowance for a certain number of incidentals, but has he included all the following in the list:—Brooms, cleaning, donations, papers, horse shoeing, harness, nails, messenger service, pens, pencils, postage, post office box rent, repairs, soap, telegrams, free candy, free cigars, extra help, broken and destroyed goods, articles not charged and other leaks?

The merchant who looks over this list of expenses connected with the store will realize that he must get a fair profit on every article sold if he wishes to stay in business. Merchants who cut prices may find in this the reason why their financial statement at the end of the year does not show a very favorable balance.

JOHN D.

ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD, - ONT.

Factories at
STRATFORD, - ONT.
WINNIPEG, - MAN.

MAKE MONEY WITH

MAPLEINE



Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it.

CRESCENT MANFG. CO.,
Seattle, Wash., U.S.A

Grocer's Encyclopedia—Grape Fruit

Some Pertinent Facts About a Fruit Which Has Been Considered the Type of Which Eve Ate in the Garden of Eden—How it Grows—Peculiarities of Shape Explained—Its Medicinal Value—Places Where it Comes From.

The Forbidden Fruit.

Whether those who first exploited this tasty tidbit, which is fast becoming so popular on the country's breakfast table, imagined it to be the original luscious dainty which caused the mouth of Mother Eve to water in the Garden of Eden to our eternal discomfiture, or not, forbidden fruit, as the grape fruit has been named, and is still known under that head in many establishments.

Strange that it should be so, for there is nothing there suggestive of punishment, but to those who have once used it will always be a source of temptation. For to taste is to like; and to like in many cases, is to become a confirmed devotee. But the name was given, some authorities say because, there is, in many samples, an indentation, as though the mark of Our Mother's fatal bite was never to be eradicated.

It belongs to the shaddock variety of the citrus family, and is the only one that is edible. "Pomelo" is the Indian name.

People have often wondered why it was called grape fruit, and when first introduced to customers it leads them to expect the flavor of the grape. The name grape primarily signifies "cluster" and as these grow on the tree in clusters, the name is thus derived.

Flatten in Growth.

The fact that they grow in clusters is important for the dealer to know. The grape fruit when received is generally flattened on one side which would lead one to believe that it was bruised or had been flattened out in the packing, and customers sometimes complain of this. This shape, however, is due to the fact that they grow in bunches and become flattened so. Dealers should explain this to customers so that they may not think the fruit is bruised.

Its Medicinal Value.

Besides being of food value the fruit is distinguished for its medicinal qualities. When eaten with sugar it makes a fine dessert fruit, and is winning favor as a breakfast food, owing to its mingled flavor of sugar and acid and because it is an excellent tonic. It is itself a food, a complete nutriment for the body; it is a great aid to digestion, and is of the utmost value in helping the body to eliminate waste matter.

While some are impressed with its flavor at first trial, it takes others a short time to acquire a taste for it. Therefore the grocer, in pushing its sale, should impress its medicinal qualities upon the customers so that they will use it, until the taste is acquired, when they generally continue without further prompting.

Care should be taken that the customer be not turned against it on first trial, which is liable unless the proper method of preparing it for use is explained. They are likely to eat it as they would an orange.

Where it Comes From.

Canada's supply of grape fruit is imported from Florida and Jamaica, and dealers state that the consumption in

this country is increasing yearly. It is grown also in nearly all the West Indian Islands and in Ceylon. As previously stated the fruit belongs to the shaddock variety, and the real shaddock fruit is 6 to 9 inches in diameter, and weighs up to 15 pounds each. The tree on which the fruit grows is most handsome and, grows 20 to 40 feet high, bearing thick glossy foliage and throwing out white fragrant blossoms. The grape fruit is the smaller variety of shaddock, and

about the only kind that is edible, the others being of a very disagreeable and bitter flavor.

The quality of the fruit arriving of late years is much better than it used to be as more care is taken now in packing for shipment. At the beginning of this season, the quality of fruit was not so good as usual and as oranges were of excellent quality, trade turned somewhat to that line, but the quality of the fruit arriving now is excellent, so that it would seem to be a good time for grocers who have not done so, to introduce this fruit to their customers.

It is packed in cases running from 46s to 96s, and the Florida product on the market now is quoted at \$3.50 to \$3.75, and Jamaica at \$2.75 to \$3.00 per case. The Cuban, which is offered now is about the same price as those of Jamaica.

The Place of Talc in Confectionery

Canadian Wholesaler Says Mineral Powder is Not Used by Reputable Dealers in This Country—Talc Not a Food, but a Neutral Ingredient—Some Facts as to Mining of the Face Powder.

Up till now not even the most fanatical member of the most radical of Pure Food Leagues, have regarded minerals or mineral products as a constituent of articles of diet, and there may be a few who will, because of an article that appeared recently in a Toronto daily paper, cut off, henceforth and forever, confectionery said to include talc in the ingredients entering into the making. At any rate the reading of the item in question would not tend to increase the sale of sundry lines of candies, biscuits and other "goodies" supposed to come within the circle.

But the merchant need not stop selling these lines solely for fear that he may be giving his customers adulterated food, as it can be fairly said that talc is not used as an ingredient of candies or biscuits in this country, at least not by any reputable dealers.

One Wholesaler's Views.

A Canadian wholesale dealer in confectionery, in speaking to The Grocer in reference to the newspaper item said:

"I do not know where they got the idea that talc is used in the manufacture of confectionery. I think there is not a candy manufacturer in this country who uses the powder in making his goods. There are not at least any reputable dealers who do so, because talc is not a food at all, but a mineral that is used largely in the manufacture of face powder. However, it is just possible that some unscrupulous firm might have used it, for, while it is a mineral, it is of neutral qualities and would have no bad effect on a person, other than what any article that is not a food would have. It can be said though that no reputable Canadian concerns use talc or any ingredient not pure and wholesome in the making of their candies, and the people can feel safe that in using candies, they are consuming food stuffs only."

What Talc Is.

Talc or soapstone is a soft soapy kind of mineral, commonly of a pearly grey color, but sometimes whitish green or

greyish green. It is used in making face powder, employed in the lining of ovens at times, in the manufacture of paper and in slate pencils and crayons for glaziers to mark glass for cutting. One variety is known as tailors chalk.

In Central India there are about twenty-five old soapstone quarries or pits in a belt of hills known as the "Behlaihahari" Range. These pits, which are surrounded by a dense jungle, are 40 to 60 feet deep, each having a shaft 4 feet in diameter. Each pit is manned by 20 or 30 workers, the slabs of soapstone being carried up the shaft by women and children and thence to a small village by coolies to be shipped.

There are also quarries in Virginia, while Canada imports quantities from New York State to be ground fine for toilet purposes, and not to be used in making sweets and dainties, as the Toronto newspaper intimated.

VALUE OF CLEANLINESS.

Perhaps your store needs a little brightening up. Unless watched carefully the interior of the store is liable to become shabby and more or less forbidding. No one likes to purchase goods in a dirty or musty store. Especially is this true of the grocery store where food supplies are secured. Make an effort to keep everything clean, bright, and attractive. The extra effort does not amount to much and has a great effect. Customers will return again to a clean, well kept store. They will never go back to one that is unclean.

It is reported that the retail grocers of Montreal, are protesting vigorously against the proposal to close early on Tuesday night as on Wednesday and Thursday. It is also suggested in that city that where the selling of liquor by retailers is being considered, arrangements should be made to allow of sales being made, say, on Saturday afternoon and deliveries in the evening.

"Christie Biscuits sell more than Biscuits."

That's the slogan of reputable grocers from one end of Canada to the other, and reasonably:—Because if you sell her ladyship the best biscuits on the market—the biscuits she wants—it's more than likely that she'll become a tea and coffee customer too.

The reasons underlying the known superiority of Christie biscuits are not hard to understand. In the first place the big biscuit makers only manufacture biscuits. They have no side lines to distract their attention. All their knowledge of the baking business is concentrated in the making of better biscuits.

Then every ounce of raw material is of high-grade table quality—the best that money can buy.

But the real cause of success—the cause of the biggest, brightest and cleanest biscuit factory in all Canada lies in the Christie ideals. It's this whole-souled devotion to Christie ideals on the part of our happy, high-salaried and contented employes—this constant effort to improve the product of yesterday that has made the word "Christie" a synonym for biscuit perfection.

Sell her Christie's and you'll sell more than biscuits.

Christie, Brown & Co., Limited

Items for Busy Dealers from Here and There

Strange Facts and Peculiar Proposals That Stand Out Clearly
—Jam Factory in B. C.—Selling Vegetables by Weight—Mon-
treal and Early Closing—Saving in Manchester—Taxing Mail
Order Houses in Missouri.

It is reported that work will be commenced shortly on a \$50,000 jam factory at Brownsville, on the south bank of the Fraser River, and near the limits of the city of New Westminster, B.C. The builders expect to handle this season's crop. The company will market their output between Winnipeg and the Pacific Coast.

At a meeting held in Toronto last Saturday The Ontario Vegetable Growers' Association decided to sell all vegetables by weight in future. It was also decided to request the Dominion Government to pass an act fixing the following weights as bushel and bag standard:

	Bush.	Bag
	Lbs.	Lbs.
Artichokes	56	75
Beets	50	70
Carrots	50	70
Onions	50	75
Parsnips	45	60
Potatoes	60	80
Turnips	50	70

According to the analysis of 339 samples of cream of tartar made by the Inland Revenue department, from different parts of Canada, 26 were below the commercial standard and the same number adulterated. The report bulletin adds that the cream of tartar as sold by druggists is not a better article than is to be found on the shelves of the grocers.

Dr. Hastings, Medical Health Officer of Toronto, announced recently that he would institute legal proceedings against all bakers who persist in making bread in sizes not provided for in the "Bread Sales Act." April 5th was the date he set when immunity from prosecution would be at an end.

An "All British" shopping week will be held in London, Eng., from March 27 to April 3, in which the business men will give special prominence to all British products.

Some retail stores in Manchester, England, are promoting a scheme which aims at the provision of saving bank facilities for customers. Any sum may be deposited, and it is so ordered that as the small sums reach the sum of twenty shillings, it is transferred to a bank of recognized standing where it bears the usual rate of interest for the depositor.

The Lethbridge, Alta., Business Men's Protective Association object to the dumping of out-of-date and bankrupt stocks on the city's market for disposal, to the injury of the local men who pay heavy taxes and otherwise assist in building up the city. A committee composed of two representatives of each line of retail business has been appointed to urge the city council to impose a license of at least \$25 per day on transient traders.

The average production of wheat per

acre in Australia, the Argentine Republic, India and Russia, is from 10 to 12 bushels. In Canada it is over 18 bushels.

The first day's receipts of the little store which John Wanamaker, the great American retailer, started in Philadelphia fifty years ago, were \$24.67. He kept the 67 cents for making change the next day, and immediately spent the \$24 for newspaper advertising. That was about the bravest business deal he ever made.

It is generally held by all practical men that the difference between "dressed" fish and fish in the "round" is about one-eighth of the total weight; that the entrails and waste products constitute about one-eighth or 12½ per cent. of the weight of the round fish.

Under a bill passed in Missouri, catalogue houses will have to pay a license tax of 5 per cent. on the first \$100,000 worth of business transacted yearly in that state; 3 per cent. on the second, 2 per cent. on the third, and 1 per cent. on each additional \$100,000.

The Department of Agriculture of the United States has taken another jab at the retail grocers' profits on food products. In its March report, it makes the direct charge that while staple food products have declined on an average 30 per cent. within the past year, the retailer has given but 20 per cent. to the consumer.

Things a Clerk Should Know Ere He Becomes Manager

A clerk who had been a salesman, and a good salesman, too, in a grocery store for a couple of years became filled with the idea that he was entitled to something bigger and could see no reason why he should not make a far better income if he went into business for himself. He knew that he could sell more goods than any other man in the store in which he was employed, and believed there was no reason why he should not make it go. So he opened up a fine store in an excellent locality.

His trade became large, because he was a good salesman and sales exceeded any of the stores in the neighborhood. Things looked bright and he calculated that he was receiving an excellent income. However, when the accounting time came at the end of the year, he was astonished to find that he had hardly come out even. What was the reason? Simply because he understood little indeed about the management of a store. The big profits that he should have made on the year's business had dropped away in little leaks. For instance, his fruit business was a source of loss simply because he did not give proper attention to buying.

"Make haste slowly," is a good motto for clerks, fired with excessive ambition. While every man behind a counter should continually be trying to advance, he should remember that it takes time. It is far better to get a good training before starting into the battle. Some of this ambition to own a business should be turned into an endeavor to learn more about the business in which he is employed. Salesmanship while a mighty important thing is only one side of merchandising. There are many other things to be learned about proper management before a clerk is able to conduct a store properly.

Qualifications of Success.

The clerk busy behind the counter from morning to night serving customers, sees the boss sitting behind a desk, writing letters, giving orders, and receiving travellers and he thinks what an easy time he is having, deriving all the profits while the real work is being done by others. He sees no reason why he could not also run a business. He is counted a good salesman, has many friends, knows the goods that customers want, and dreams rosy dreams of the position he would occupy were he in business for himself.

People who contemplate entering on some new project are apt to see only the bright side, and not the troubles and worries attendant on it, while what they will be able to do if in business for themselves is in their mind, often enlarged, for "distant fields look green."

The clerk who is intending at some time to be manager, or owner, of a business (and every ambitious clerk ought to), should be on the alert to learn everything possible in the business from the ground up, so that when he starts for himself, he will not only be able to sell goods, but to manage the business, so that a fair profit on sales may be realized.

THE PRICE OF CURRANTS.

"It doesn't look from present statistics as if there would be any drop in currants, even if there may be no further advance," said a grocery broker recently. "The high prices do not seem to have made much difference in the demand so far, as up to February 1st, 97,134 tons were exported from Greece as compared with 99,229 for last season. The total production of currants for export this year amounted to about 120,000 tons, so that there are only about 20,000 tons left in Greece to carry all markets until October, while if consumption keeps up with last year, from now to the end of the season, England will want 19,216 tons more; Holland, 11,470; America, about 8,000 tons, and Germany, 1,400 tons. However, there will no doubt be a falling off in the total consumption for the year, and these figures given should be taken with the proverbial grains of salt. Nevertheless it is true that present supplies are short, especially in the lower grade fruit and that the firmness in price is quite likely to be maintained until the new crop."

A. O. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale
Groceries, Flour, Grain, Provisions, Etc.

Advertising Creates the Demand!

And the goods that are in demand are those you ought to feature! Did you ever figure out what the extensive consumer and bill-board advertising of

Tillson's Oats

A Food--Not a Fad

means to you? It means a steady call for the most nourishing, most appetising and most profitable breakfast cereal you can handle. Open a package of "Tillson's," note the NEW FLAKE, broad, good looking and without dust in the bottom of the package. Notice how clean the Oats are--how free from hulls and black specks--compare them with any you like, and then decide to send that order along for a liberal supply.

No breakfast specialty gives the same satisfaction and profit as "Tillson's."

The Canadian Cereal & Milling Co.

LIMITED

Head Office: Lumsden Bldg., - Toronto, Ont.



SALESMEN WANTED

Trained Salesmen earn from \$1,200.00 to \$10,000.00 a year, and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can get Practical Experience as a Salesman and earn \$100 a month or more while you are learning. Write to-day for our free book "A Knight of the Grip," list of good openings, and testimonials from hundreds of men recently placed in good positions.

Address nearest office, Dept. 293

National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans

MONEY! MONEY!

Can be made by poultry raising either by yourself or your customers.

Why don't you interest your country patrons and point out the economy of Incubators and Brooders?

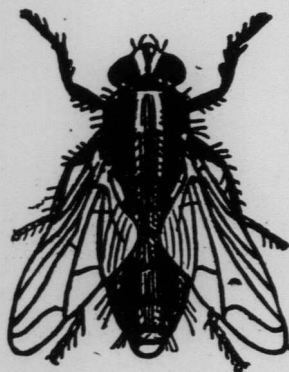
Everyone you sell will mean orders for Poultry Requisites

THINK WHAT THAT MEANS
English and American Incubators and Brooders from \$8.50 up

Drop a postal for fuller information

A. CRISTINE
119 Place D'Youville MONTREAL

WILSON'S FLY PADS



The demand for these best of all fly killers is growing largely every season.

Mr. Grocer! The coin that's getting away will make you rich!

Forgotten charges, disputes, errors, poor collections--all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



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

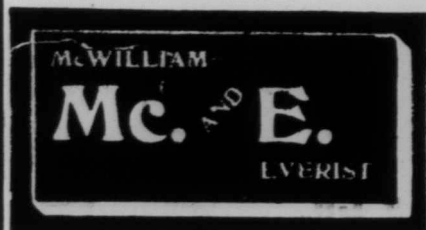
For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

Tomatoes

STRAWBERRIES
NEW CABBAGE
CELERY

Do not forget to have your orders in early for Easter, we'll have full supply of new vegetables

ORANGES
LEMONS
PINEAPPLES
STRAWBERRIES, ETC.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Remember "St. Nicholas" Lemons

ARE AS FINE AS EVER

BUY THEM.

J. J. McCABE

AGENT

TORONTO, ONT.

Climatic Conditions Against Trade

Fruit and Vegetable Trade Adversely Affected by Colder Weather—Easter Week Expected to Bring Increased Demand—Tomatoes Enjoying Brisk Trade—Shipments of Celery About Done—Prices Expected to Rule Higher—Orange Arrivals Larger—Lemons Firmer.

Weather conditions have not been favorable to the fruit and vegetable trade of late, which is regrettable as the spring trade in these lines should be well advanced by now. However, dealers are hoping for climatic conditions soon more to their liking, when business will no doubt show more life. Easter week is expected to bring a good general trade in fruits and green goods and this will be quite acceptable, dealers being anxious to get the spring trade under way. Tomatoes are ruling at slightly lower prices than a week ago and this has resulted in a good trade, although it has been slacker during the colder weather. The quality of the tomatoes arriving is good.

Shipments of Florida celery are about done, the season drawing pretty well to a close. The crop this year was shorter than last and, as pointed out before, prices will likely rule higher.

On account of the heavy rains in California, shipments of oranges for a time were curtailed and prices became firmer. However, larger consignment are now coming forward and the market should rule easier if present conditions continue.

The trade in lemons is quiet but should soon come into its own. They are slightly firmer as damage by storms is reported from the producing district and most dealers look for slightly higher prices.

MONTREAL.

Green Fruits.—Climatic conditions have taken on wintry appearances again with results that have not been particularly to the liking of the wholesale fruit trade. It is time now that spring was coming to its own but the tendencies in that direction are not yet very pronounced. It is stated that owing to the scarcity of apples oranges have been enjoying a good demand and as the latter have been reported rather scarce of late prices are higher and the market locally firmer. Lemons are quiet but will soon come unto their own. Otherwise the market is steady with not the interest there should be for the first week in April.

Apples, bbl. 6 50 8 00	Lemons..... 3 00
Spies..... 7 00 8 00	Limes, a box 1 50
Bananas crated, bunch 1 75 2 25	Oranges—
Oranberries, bbl. 10 00 11 00	Cal. navels..... 3 00
Cranberries, bxs. 3 25	Valencia..... 4 00 4 25
Cocoanuts, bags. 4 25 4 50	Mexican 2 00 2 25
Grape fruit, Flo. 3 50 4 00	Tangerines..... 4 75 5 00
Malaga keg..... 7 50	Pineapples—
Almeria, keg..... 8 00	Florida, case... 4 00 4 25
	Strawberries, Florida, qt. box... 0 40 0 50

Vegetables.—The market is still rather quiet under dull conditions. Local dealers are carrying fairly good stocks and the demand is fair but there is much room for improvement. The trade are eagerly looking forward to Easter week for a good general trade and looking ahead from this stage the amount of business then to be done promises to be good. "It would need to be," said one of the men, not because it was really needed, but rather that it would put the spring trade away to a good start.

Asparagus, boxes of 2 doz..... 4 75	Florida lettuce, hamper..... 3 75
Beans, hamper... 4 50 5 00	Boston, box.... 2 25 2 50
Beets, bag..... 1 00	Onions—
Carrots, bag..... 0 75 1 00	Spanish, crate... 3 00
Cabbage, doz.... 0 50 0 60	Ked. bags 100 lb., per lb..... 0 03
Cabbage, bbl.... 1 00 1 50	Potatoes, bag 1 10 1 20
Celery, Florida... 2 75 3 25	New Bermuda potatoes, bbl.... 8 00
Cauliflowers, Cal., half crate..... 1 75 2 00	Sweet potatoes, hamper.... 3 25
Cucumbers, doz. 2 75 3 00	Parsley, crate.... 3 00
Garlic, 2 bunches 0 25	Parsnips, bag... 1 00 1 25
Green Peppers, small basket 1 25	Radishes, dozen bunches..... 0 50 0 75
Leeks, doz..... 1 75 2 00	Spinach, bbl.... 4 50 5 00
Lettuce—	Tomatoes, crate 2 75 3 25
Curly lettuce, box 1 60 2 40	Turnips, bag.... 0 75 0 90

TORONTO.

Fruit.—Apples: supplies are growing shorter on this market and prices are firming up. Barrels at present range from \$3.50 to \$6.50, while we hear of No. 1 Spys bringing as high as \$7 per barrel. A few Washington and Oregon apples in boxes are being offered at \$2.50 per box while Canadian box are bringing \$2.00 per box. Supplies of Jamaica grapefruit are decreasing, but Cuban goods are being offered at the same price. Lemons are firm and dealers are looking for higher prices. Florida strawberries are growing lighter in supply and in some cases are bringing higher prices than present quotations. Louisiana's in prints are offered at 20 cents and a few Alabama berries at 18 cents. Tomatoes are offered at lower prices than a week ago, with a good trade, although somewhat affected by the colder weather.

Apples, bbl. 3 50 6 50	Oranges—
Apples, box..... 1 75 2 00	Tangerines, a strap..... 5 50 6 00
Bananas..... 1 50 2 00	California, half strap..... 1 50 1 75
Cocoanuts, sack 4 00 5 00	Navels, large. 2 75 3 00
Grapes—	Navels, small... 00 3 25
Almeria, bbl.... 5 00 7 00	Pineapples crate 4 25 4 75
Grape Fruit—	Strawberries—
Florida, per case 3 50 3 75	Florida, qt..... 0 40 0 45
Jamaica, case... 2 75 3 00	Louisiana, pt... 0 18 0 20
Cuban..... 2 75 3 00	Tomatoes, case of 6 baskets... 2 50 2 75
Lemons—	Rhubarb, doz.... 1 60
California..... 3 50	
Messina..... 2 75 3 00	
Limes, box..... 1 25	

Vegetables.—There is a firmer tendency in the potato market and the weakness apparent the past two weeks has gone. Ontario's are being quoted at 95c to \$1, and Delawares at \$1.10. One dealer said offerings of Ontario potatoes were quite large but that holders were asking higher prices. There is a firmer feeling also in cabbage just now. Florida celery is almost off the market and prices of present stocks are expected to stiffen. There are few home-grown onions on the market and the trade is now mostly confined to Spanish. Trade in green goods has been somewhat affected by the colder weather ruling during the past week.

Beets, Louisiana doz..... 1 00	Endive, 12 heads 1 00
Canadian beet, bag 0 60 0 75	Lettuce, Canadian, head... 0 40
Cabbage, old, pr bbl..... 1 25	Boston head lettuce, doz..... 1 25
Cabbage, 1/2 ton lots, ton 18 00	Boston head lettuce, hamper. 3 00 3 50
Carrots, Canadian, bag..... 0 50 0 60	Onions—
Carrots, Louisiana, doz..... 1 00	Spanish, large.. 2 80 3 00
Celery, Florida, case 3's, 5's, 4's 2 50 3 00	Spanish, 1/2 cases 1 50
Cucumbers, Boston, doz..... 2 25	Yellow, per bag 1 75 2 00
	Potatoes, Ontario, bag..... 9 90 1 00
	Delawares..... 1 10
	Sweet, hamper... 2 25
	Parsley, per doz 0 75
	Parsnips, bag... 0 60
	New turnips, per 11-qt. basket... 0 50

THREE
Seasons

This trying fruits way to window A sug might l have a currant: as to b on fancy of prod dried fr "Califor "Turkey dates; "Spain, People sources window addition forgotte Along another can be custome of the name of of the are: ol jams, currants: Japan; raisins, Brazil.

In the to show ter, egg card "C window of artic in sell public as an a For a made of each pr different tention. off by and in growing each sic

Now, chants the app store is

THREE WINDOW SUGGESTIONS.

Seasonable Displays That Might be Profitably Employed.

This is the time when the grocer is trying to interest the housewife in dried fruits and perhaps there is no better way to attract attention than by proper window displays.

A suggestion for a dried fruit window might be: At the back of the window have a box each of prunes, figs, dates, currants and raisins tilted forward so as to be easily seen. In front of these on fancy paper, the name of the country of production is spelt out with the dried fruit. For instance: at the top, "California" will be spelt with prunes; "Turkey," with figs; "Arabia," with dates; "Greece," with currants; and "Spain," with raisins.

People are generally interested in the sources of supply and this kind of a window will draw their attention. The addition of price cards should not be forgotten.

Along the line of sources of supply, another idea in the display of articles can be worked out which will appeal to customers. Goods from different parts of the world are displayed with the name of the place they come from. Some of the articles which might be shown are: olive oil, France; lemons, Spain; jams, England; oranges, California; currants, Greece; figs, Turkey; rice, Japan; sugar, Cuba; grapefruit, Florida; raisins, Spain; tea, Ceylon; coffee, Brazil.

In the centre it would be a good idea to show Canadian flour, potatoes, butter, eggs and ham and affix a show card "Canada's big items." While this window, on account of the large number of articles shown, might lack somewhat in selling power, it would attract the public attention and serve its purpose as an advertising agent.

For a seed window, a map of Canada made on the window floor out of seeds, each province being marked out by a different kind of seed should attract attention. The display could be finished off by a showing of seeds in packages and in bags in the background and a growing exhibit of a couple of kinds on each side.

Now, with the opening of spring merchants should give some attention to the appearance of their store front. A store is judged by its looks.

For the Easter Holidays

Fancy Pineapples Tomatoes Asparagus
Bananas Grape Fruit
Cucumbers Head Lettuce Radishes, etc.

Fish for Good Friday
1 CAR FRESH HALIBUT
DUE MONDAY MORNING

EVERYTHING IN FRUIT AND FISH
WHITE & CO., Limited
HAMILTON TORONTO

FINEST QUALITY

FLORIDA
TOMATOES and CELERY

Prices Very Reasonable

Send us Your Orders

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

THE BRAND OF LEMONS

That should be mentioned in your order to insure your getting the best Lemon Value. Every care is exercised in our pack—from the tree to the trade. Mention the Brand or the Packers.



W. B. STRINGER, Sales Agent

FOLLINA BROS., Italy



Fish - Oysters



Brisk Trade Expected Last Week of Lent

Weather Quite Satisfactory for Thinning Out of Frozen Fish—
Fresh Goods Not Yet Offering in Large Quantities—Good Dem-
and for Fresh Halibut—Preparations for Salmon Pack and
Extensions in B. C.—Newfoundland Catch.

The market is still rather quiet with the closing week of Lent near at hand. Next week there will be a good demand for fish of practically all kinds, but the season itself is done and business will now settle down to a steady character that should be satisfactory.

Fresh fish is a little more plentiful, its arrival on the market in quantities that have recently shown an increase, marking a new departure as far as this season is concerned. With the opening of the bays, as the ice begins to move out, fresh fish will become more plentiful and supplies of fresh pike, halibut, haddock, carp, etc., may be expected. In the meantime there is some fresh fish offering, but the frozen stocks are still moving out.

The market has been steady as far as prices go during the week, quotations being influenced by the general condition of the market.

QUEBEC.

Montreal.—The local fish market is quiet. The weather man has not disappointed the trade and frozen fish is still offering. The bulk of the Lenten demand is over now, although the last week should bring a fairly heavy trade. Prices are unchanged from those that prevailed last week. Fresh fish are coming in a little more liberally and are finding a good demand.

FRESH

Steak cod 0 04 0 05 Haddock 0 06 0 06

FROZEN

Codfish 0 03 0 03½
Dere, winter caught, per lb. 0 07 0 08
Haddock 0 02½ 0 03
Halibut, per lb. 0 07½ 0 08
Pike, dressed & headless, cases 150 lbs., per b. 0 06½ 0 07
Grass pike 0 04 0 05
Steak cod 0 03½ 0 04
Mackerel 0 11 0 12
Mullets (carp) 0 03 0 04

SALTED AND PICKLED

Green cod, small in bbls., per lb. 0 03½
Labrador sea trout, bbls. 12 50
Labrador sea trout, half bbls. 6 50
No. 1 mackerel, pall. 2 80
No. 1 pollock, bbl. 6 80
Scotch herrings, No. 2, bbl. 1 00
Lake trout, half bbl. 6 80
Choice mackerel half pall. 2 00

SMOKED

Bloaters, large, per box, 60s. 1 10
Haddies 0 07
Herring, new smoked, per box 0 35
Kipped herring, per box, small 1 00
New fillets, per lb. 0 11

SHELL FISH

Shell oysters, bbl., choice 12 00 12 00
XXX Shell Oysters 10 00
Lobsters, live, per lb. 0 35

Oysters, choice, bulk, Imp. gal. 1 40
bulk, selecta 1 60
Solid meats—Standards, gal., \$1.55; selecta, gal., \$2

PREPARED FISH

Boneless cod, in blocks or packages, per lb. 6½, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box 2 00
Skinless cod, 100 lb. case 6 75
Dried cod, medium, 100 lb. drum 7 00
Dried cod, large, bundles 6 00
Dried cod, medium, bundles 6 00
Dried haddock, medium, bundles 5 50

NOVA SCOTIA.

Halifax.—Twenty cents each for nine-inch lobsters was the staggering price that greeted Haligonians this week. Never before have the prices been so high, as nine-inch lobsters are about the smallest that is marketed here. A few years ago the same sized lobster could be purchased for 20 cents per dozen, and even at that price the sales were slow. Local dealers say that even at the prevailing high prices the public bought the lobsters as usual. They seemed bound to have them at any cost. The catch along the coast during the week shows a slight improvement, as do the catches of fresh fish. There were ample cod, haddock, and halibut marketed to supply the local demand. Smelts are now off the market. Sales of fillets show a large increase, and this kind of fish is now finding favor.

Salt codfish and also boneless cod are in good demand, and the sales of salt herring are up to the average. About one thousand boxes of finnan haddies were shipped from Digby to points in New England and Eastern Canada this week.

About twenty sailors of the Lunenburg fishing fleet were here this week preparatory to going to the banks for the spring catch. The fleet this season will be larger than usual.

ONTARIO.

Toronto.—The trade in fish is rather quiet as can be expected with the big rush of the Lenten trade over. During the last week of Lent, however, a good demand is anticipated in fish, when the trade will likely settle down to steady proportions. Fresh fish are not yet arriving in large quantities, fresh halibut at 10c per lb. selling freely. A few fresh fish are being taken in Lake Erie but are being shipped mostly to the New York market. Prices are steady, some firms shading prices on lines of frozen fish in which they find an over supply.

FRESH CAUGHT FISH

Steak cod 0 08 Haddock 0 06 0 07
Fresh halibut 0 10

FROZEN FISH

Geldeyes 0 05 Smelts, No. 1. 0 08
Halibut 0 09 0 10 Smelts, extra 0 14
Lake Superior herring 0 03½ Tullibee 0 06
Pike 0 05 White fish, win-
ter caught 0 09
Pink sea salmon 0 08 0 09 Yellow pickerel 0 09½
Round red 0 09 Mullet 0 04
Salmon trout 0 12 Bluefish 0 13

SMOKED, BONELESS AND PICKLED FISH

Acadia 2-lb. bxs Oysters, extra
per crate 5 40 selecta, gal. 2 35
Shredded cod 2 25 Oysters, selecta, gal. 1 55
Bloaters, box 1 25 Oysters, standard, gal. 1 05
Cod, Imperial, per lb. 0 06 Pickled lake herring,
100 lb. kgs. 3 50
Fillets, per lb. 0 13 Quail on toast, per lb. 0 07
Haddie, Finnan 0 07½
Kippers, box 1 25

NEW BRUNSWICK.

St. John.—The supply of fresh fish continues very satisfactory. Last week gaspereaux caught at Lorneville made their appearance and were sold by the fishermen at \$3 per 100. For some weeks past, a large quantity of these fish have been taken through the ice on the St. John river, but the warm weather now makes it rather dangerous work.

BRITISH COLUMBIA.

Vancouver.—Halibut has been arriving only in small quantities during the last few days. The Manhattan brought in 70,000 pounds and was followed by the New England with 80,000 pounds. The Kingfisher's load was 120,000 pounds, while the Celestial Empire had a fair cargo.

There promises to be greater activity in the fishing industry in British Columbia. A Vancouver company is establishing a salmon cannery on Seymour inlet; another Fisheries Company is building a cannery and cold storage plant at Quatsino on the west coast of Vancouver Island; a fishing industry is projected at Kyuquot Sound, and a cold storage plant is to be established in connection with a cannery at Uchucklesit on Barclay Sound.

Preparations are being made for the season's salmon pack. Traps on the southern coast of Vancouver Island are being got ready. Two fish-curing plants will be operated at Victoria, the output being sent to European markets.

NEWFOUNDLAND.

St. Johns.—There has been no change in the fish market here. Trade is at present not brisk. The seal fishing steamers are out and reports received by wireless are not as good as those for the same time last year, but correct results will not be known until the steamers arrive. They are expected in a few days. Salmon, which advanced to \$6.50 per case one month ago, still holds steady at that quotation. Prices ruling now are:

Codfish, large and medium merchantable, per qtl. 6 90
" small 6 90
" large Madeira 5 90
" small 5 90
" large and medium West India 4 00
" small per qtl 3 50
" Labrador 3 75
Haddock 3 50
Herring, No. 1, large and medium, barrel 2 75
" small 2 50
Ling 3 50
Lobsters, No. 1 flats, case 48 1-lb. tins 16 00
Salmon, per case 48 1-lb. tins 6 50
Salmon, No. 1, large and medium, tierce 18 00
" No. 2, large 16 00
" No. 3, large 14 00
" No. 1, small 16 00
" No. 2, small 14 00
" No. 3, small 12 00
" 48 1-lb. tins, per case 6 50
Cod Oil, hardwood casks, tun. 105 00
softwood 99 00
Cod Liver Oil, gallon 0 75



SMOKIES SMOKIES SMOKIES

There is always a look of satisfaction about the table when **SMOKIES**, made from choice haddock, smoked round, are served up.

HERE IS YOUR CHANCE

to increase the returns from your fish departments. Every housewife appreciates the very choicest in fish, and by associating the name **BOUTILIER** with this new line there will be as good returns as from

Boutilier's Smoked Fillets

which are welcomed by the rich as well as the poor

There is No Chance of a Drop

in the demand for

OCEAN BRAND { HADDIES
KIPPERS
BLOATERS

KEEP A TAB ON THEM.

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., *Selling Branch,*
45 William St., Montreal

SARDINES
In Oil

← **NEW PACK** →

HERRING
In Tomato Sauce

The attention of the trade is directed to our **NEW PACK** Sardines in Oil and Herring in Tomato Sauce.

Our exacting methods for obtaining only the best fish make our

"Brunswick" Brand Sea Foods

The Brand of Quality

for leading Canadian dealers.

Get in touch with us or our agents throughout Canada for prices and information about the **NEW PACK** Sardines and Herring. There is guaranteed **Satisfaction and Profit** in them for you.

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.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



FOR THE LAST OF THE FISH.

Hints for Dealers in Regard to Passing of Lent.

As the Lenten season draws to a close the dealer will do well to consider the reduction of his fish stocks, that the end of the season will not find him with large supplies on hand. Sometimes, at the end of the season, pickled and salt fish hang on for a long time. The merchant should try to get his stock reduced to reasonable limits before the demand begins to fail.

If a barrel of fish is partly used do not allow the few to lie there in the bottom of the keg, covered with brine. It doesn't look good. Take some out, spreading in a conspicuous place, with a price card attached. If they are not sold at night, replace them in a barrel and next day display two others, so that none of the stock will be damaged by exposure to the air.

Care should be taken that barrel-fish be kept well covered with brine or they will become dry and rusty. But, in covering do not pour the water in the barrel but mix first in a separate dish and see that it is the right strength before pouring over the fish.

EXTERMINATE THE HOUSE FLY.

Time When Merchant Should Take Active Measures Approaching.

Now is the time for the grocer to start in his war against that great summer pest of the grocery store—the fly.

As the weather grows warmer it will begin to make its presence known and the grocer should start right away on his campaign of total extermination.

It has been declared by scientists that more benefit is derived by the public from the death of one fly in April than from the extermination of 100 in July. The reason is that the amount of damage caused between April and July is greater than can be atoned for by the most watchful care during the remaining part of the season. The house fly is also a terrific breeder as is denoted by the tremendous increase in numbers during the summer, and the death of 100 in the early part of the season would mean a big decrease in the ultimate season's swarms.

The chief source of attraction and also the largest breeding ground for the fly is to be found in the deposits of filth allowed to accumulate in or near the house or store. The merchant should therefore put his place in order so that it will have no attraction for this great enemy of all grocery stores; he should remember that the best way to prevent multiplication is to kill as many as possible, early.

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

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WHOLESALE

**Fruit, Fish
and Produce**

Commission Merchants

and Dealers in

**HIDES, WOOL and
RAW FURS.**

**SELL SARDINES
WITH A GUARANTEE**

There's nothing like a guarantee
to help sell your canned goods!
Read the exact wording below:

CONCORD ANNING O.

We guarantee

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

CONCORD ANNING O.

We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler

List of Agents—

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

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



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO ONT

EUROPEAN OFFICE: 115 HOLBORN LONDON E. C. 1

Spices, and How to Know Them

By W. M. GIBBS

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

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

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

GOOD FRIDAY

A Fish Advertisement

Many associations come to our mind with this holiday—the first holiday of Spring. Really, it is the only holiday that ranks with Christmas in that it is observed by *everybody* and has its special outstanding features of pleasure, religion and **commercialism**.

We have our own particular ways of observing the first two features, but as **business men** our attention is focussed on the **commercial features**. *Seasonable goods are the Bread and Butter of business.* And through time-honored custom, everybody, as far as **articles of diet** go, associates eggs for Easter and Fish for **Good Friday**. Somebody is going to supply these demands, but are you going to get your share? Now with the fish demand, Mr. Grocer, it is of vital importance that you place your orders where **Quality** is considered first.

Because, Mr. Grocer, if you dared to send a bad fish to your customer *your business at large and your reputation both suffer.* **Now we come in.** We **don't** claim to have the **lowest** prices. Certainly not. Because, don't you see, where value lowers, price always follows suit. And where **price** is lowered it is **well worth investigation** as to quality. And always keep in mind that "**Quality is Remembered** long after price is forgotten."

Our prices are always compatible with the quality given and we are looking to supply an enormous Good Friday trade from a progressive and up-to-date retail trade.

The F. T. James Company, Limited

WHOLESALE FISH and OYSTER DISTRIBUTORS

Church and Colborne Sts. - - - Toronto

THIS WEEK'S TRADE CHANGES.

What is Happening in the Grocery Trade Throughout the Dominion.

Ontario.—Davies & Dunn's general store, Kelso, was destroyed by fire.

J. W. Mathewson, general merchant, Russell, deceased.

W. D. Atkinson, grocer, Amherstburg, has sold to G. F. Girardin.

C. E. Jones & Co., have opened a grocery store at Uxbridge.

Wm. Anderson Glenview, has sold his general store to S. Forde.

Chas. Lynch, grocer, Hastings, has sold to Robt. Oakman.

B. Grennan, Streetsville has purchased a general store at Woodville.

Geo. Hacquvil, grocer, Fort William, has sold to Smart & Taylor.

Maloney & Co., general merchants, Glen Davis, has assigned.

W. H. Spence, grocer, Kingston, succeeded by G. D. Valleau.

James McGregor, general merchant, Creighton Mines, has assigned.

H. A. Ross of Raglan, has purchased Littlejohn Bros. grocery store at Oshawa.

C. M. Allen, of Elizabethville, has bought Goodrich's grocery at Castleton. He will carry on business at both places.

Quebec.—Fred Boun, grocer, Montreal, has sold to Jas. Mondoux.

J. W. Brogan, grocer, St. John's, N. B., is selling out.

The assets of Ernest Juneau, Sr., St. Felicite, have been sold.

Maritime Provinces.—Allan I. McDonald, general merchant, Souris, P.E.I., deceased.

W. R. Edgett of Alma, N.B., has purchased a grocery store at Amherst, N.S.

WESTERN CANADA.

W. J. Lay has opened a grocery store at Melville, Sask.

Wm. Gilroy has opened a grocery store at Edmonton, Alta.

George Martin will open a general store at Manor, Sask.

A. Widman, grocer, Winnipeg, Man., has sold to M. Winshtock.

Ballentine Bros., general merchants, Gladstone, Man., dissolved.

M. S. Simons, grocer, Vancouver, B. C., has sold to J. Monaghan.

S. Chamney will erect a general store at Renoun, Sask., this spring.

Mrs. W. H. Shaw, grocer, North Battleford, Sask., suffered loss by fire.

J. J. Frieson, general merchant, Laird, Sask., has sold to J. P. Epp.

McDonald Bros., Vancouver, B.C., have sold their grocery store to C. Reid.

J. H. White, general merchant, Carroll, Man., has sold to S. P. Wilson.

Iver Larsen, general merchant, Cummings, Alta., has sold to Craig Bros.

J. F. Tennant & Co., general merchants, Pope, Man., sold to H. R. Morgan.

M. Krushen, general merchant, Yorkton, Sask., has sold to S. Millman & Co.

J. W. Broatch, general merchants, Fairlight, Sask., succeeded by A. P. Cook.

A. A. Taje & Co., general merchants, Kingman, Alta., have dissolved partnership.

Berge & Kusch, general merchants, Regina, Sask., have sold to J. A. Krutzweiser.

The general store of Ben Lett, general merchant, Vandura, Sask., was damaged by fire.

R. Lily, general merchant, Dauphin, Man., will erect a five storey departmental store.

S. Millman & Co., general merchants, Humboldt, Sask., have sold to J. M. Margolius.

A. Macdonald, wholesale grocers, Winnipeg, will rebuild the warehouse on Market street, which was burned last fall.

Wm. Busch, general merchant, Langenberg, Sask., has sold to Frank A. Hoffman.

T. E. Holmes, Senlac, Sask., has sold his general store to the Macklin Trading Co. It will be run under the name of the Senlac Trading Co.

HINTS FOR GROCERS.

The man who uses his memory as an order book will find customer often asking for goods which are "just sold out." A "want" book can be placed in a handy spot and articles that are getting short noted with little trouble.

It is all right to cater to the "high class trade," but always be on the look out for the working man.

See that the farmers get prompt service when they stop in front of your store. It is the way to bring him back.

Buy goods in such a quantity that you will be able to sell them within a reasonable time. Do not buy goods for which there is "going to be a demand" unless you are prepared to push the line hard yourself. Demand, in but few cases, grows in itself.

A much more attractive arrangement can be made if more care is taken in placing goods on the shelves. See that shelves and stock match, and that long goods are not placed on short shelves and short goods on long shelves.

Stand at the entrance to your store, and cast your eye about. See if appearances are such as would attract you, a customer, entering the store.

Tell Your Customers That

SHAMROCK
BIG PLUG
SMOKING TOBACCO

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

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

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

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug
Chewing Tobacco

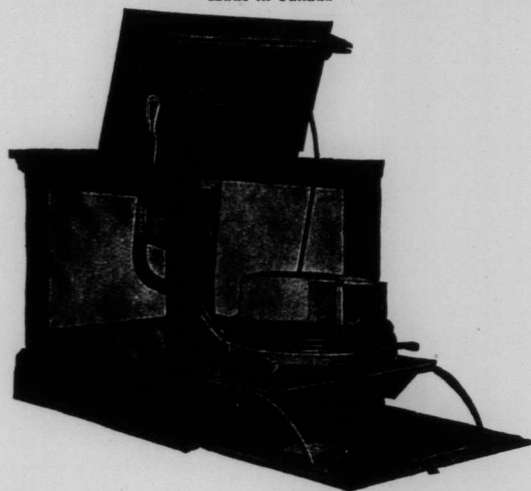
"A Trade Bringer"

Sold by all the Wholesale Trade



Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife.

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.

Write for Prices.

The American Computing Co. of Canada
Hamilton, - Ontario

MAPLE SUGAR

**CHEWING
TOBACCO**

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's

Orinoco

Tobacco

**NO BETTER
JUST
A LITTLE MILDER
THAN**



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

THE CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

AGENTS WANTED.

BRITISH COLUMBIA—Agents with first-class connection wanted to represent British Pickle and Sauce Manufacturers. Box 66, CANADIAN GROCER, 88 Fleet Street, London, England.

ARTICLES FOR SALE.

\$65 WILL BUY A No. 25 McCASKEY REGISTER. Agent's price \$100. Never used. Supplies complete, except check books. A. J. MACDONALD, North Lancaster. (14)

GROCERY FIXTURES—One side, glass doors, length 24 feet; other side, tea tins and bins, 19 feet; also 18 foot counter, solid oak top, entire cost was \$500. Bargain. 744 Gerrard, Toronto.

MISCELLANEOUS.

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

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

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

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (17)

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

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

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

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (17)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

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

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

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

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

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

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (17)

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (17)

TECHNICAL BOOKS.

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

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

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent. executive ability, coupled with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

POSITION WANTED.

YOUNG MAN wishes engagement with retail or wholesale dealer. Active, strong, well educated, not afraid to work. Excellent references. Apply Box 381, CANADIAN GROCER, Toronto.

BUSINESS CHANCES.

FOR SALE—Well equipped grocery, large turnover, Walker bins, up-to-date stock. Will sell building or stock and fixtures. In live Western Ontario railroad town. Owner going West. Box 380, CANADIAN GROCER.

Grocery Business for Sale

The Stock and Goodwill of the grocery business heretofore carried on at the TOWN OF PRESCOTT by the late John Mayberry, under the firm name of John Mayberry & Co.

The purchaser may have a lease of the store premises, which are centrally located and very convenient. The Stock amounts to about \$7000. Terms cash. For particulars apply to

J. K. DOWSLEY
Executor Estate John Mayberry, Prescott, Ont.

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Diamond
1-lb. tins, 2 d
1-lb. tins, 3
1-lb. tins 4

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



or more of



WHITE W/W
White S
doz in cas
1-lb. tins, 8



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



DO
Aylm
Strawber
Raspberri
Black cur
Red curri
Raspberri
curra
Raspberri
goose
Plum jar
Greengag
stone
Gooseber

Strawber
Black cur
Raspberri
Fraght

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

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



BLACK KNIGHT STOVE POLISH

The favorite of the thrifty housewife!

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

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

GOOD STOCK!

To hold only good stock is the aim of every up-to-date Grocer.

"KIT" COFFEE

is good stock.

EASY to make.

ECONOMICAL in use.

EXCELLENT in flavor.

For full particulars apply to

KIT COFFEE COMPANY
Govan, Glasgow, Scotland



Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue

MONTREAL

"Arctic" GROCER REFRIGERATOR

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

Write for Catalogue

John Hillock & Co., Ltd. - Toronto

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

Tea Lead,

Best Inocorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.

A.B.C. Codes used 4th and 5th Editions.

Canadian Agents

LIMEHOUSE, LONDON, E., ENG.

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

LAPORTE, MA
AGENCIES
F.O
IMPORT

Sur Extra Fins.

Extra Fins
Tres Fins
Fins
M-Fins
Moyens No. 1
Moyens No. 2
Moyens No. 3

Aspar

MINERV

Case-

12 litres

12 quarts

Tins

5 gals., 2s.

2 gals., 6s.

1 gal., 10s.

1 gal., 20s.

St. Nicolas, 50c

La Neptune, 10c

La Capitale, 10c

La Santos Spa

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

"

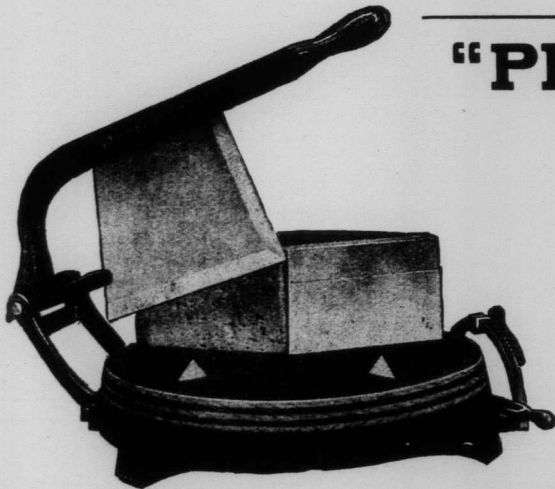
"

"

"

"

"



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton
Winnipeg

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE
F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins	40 ou.	10 50
Extra Fins	100 tins	14 50
Tres Fins	100 "	12 50
Fins	100 "	11 00
Mi Fins	100 "	10 00
Moyens No. 1	100 "	9 50
Moyens No. 2	100 "	9 00
Moyens No. 3	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case	Case	Case
12 litres	24 pints	6 25
12 quarts	24 1/2 pints	4 25

Tins—

5 gals. 2s	23 00	1/2 gal. 20s	13 50
2 gals. 6s	29 00	1/2 gal. 48s Sq.	17 00
1 gal. 10s	25 00	1/2 gal. 48s Rd.	15 50
1/2 gal. 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts.	7 00
La Neptune, 10 qts.	6 00
La Capitale, 10 qts.	5 00
La Sanitas Sparkling, 50 qts.	8 00
" 100 pts.	9 00
" 100 splts.	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3 1/2 oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 1/2 lb. bars	0 08 lb.
" 50 lbs., 1 lb. bars	3 25 case
" 200 lbs., 3 1/2 oz.	1 50 case
" 500 lbs., 3 1/2 oz.	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, small Pastes, etc.

Box 25 lbs., 1 lb.	0 07 1/2
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splts.	4 75
Apple Juice, 12 qts.	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" 24 pts.	5 50

Matts Golden Russet—
Sparkling Cider, 12 qts. 5 00
24 pts. 5 50
Apple Vine, ar, 12 qts. 2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	0 08
" 50 lbs., 1 lb.	0 08
" 100 lbs., 1/2 lb.	0 08
" 200 lbs., 1/4 lb.	0 08
Brl. 240 lbs.	0 07 1/2
Kg 120 lbs.	0 07 1/2

Japan Teas—
Victoria, half case, 90 lbs. 0 25
Princess Louise, half case, 80 lbs 0 19
Ceylon Green Teas—Japan style—
Lady, cases 60 lbs. 0 18
Duchess, cases 60 lbs. 0 19

OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 3-oz. tins, 4 doz per case, \$1.60; 4-oz. tins, 4 doz per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz per case, \$6.75; 5-lb. tins 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 5-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.



BLUE LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15 1/2
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME. (Moody's Royal)

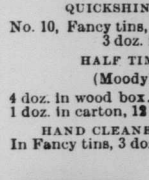
Per doz.

1 lb. Carbonized Fibre packages	0 85
1/2 lb. Carbonized Fibre packages	0 45



DRUDGE. (Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs. 1 lb. 0 05 1/2
300 lb. Barrels " 0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape..... doz. 0 85
3 doz. in wood box

HALF TIME SHOE PASTE (Moody's Extra Fine)

4 doz. in wood box..... per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER (Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1 1/2 lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood box



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	\$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00



Lye (Concentrated)

GILLETT'S POWDERED LYE

GILLETT'S PERFUMED LYE Ontario and Quebec Prices.

Per case

1 case of 4 doz	\$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35



Cereals.

Post Toasties

Grape Nuts

Grape Nuts—No. 22, \$3.00; No. 23, \$4.50
Post Toasties—No. T3 \$2.85



Jelly Powders

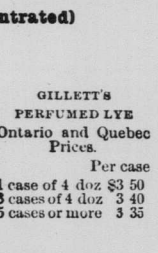
IMPERIAL DESSERT JELLY

PURE AND DELICIOUS

TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ

Assorted flavors—gross 10. 75.
The GENUINE. Packed 100 bars to case.

Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
5 or more cases or more..... 4 95



Marmalade.

T. UPTON & CO.

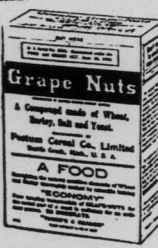
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

SHIRRIFF BRAND "Imperial Scotch"

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"

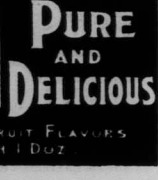
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25



Cereals.

Grape Nuts

Grape Nuts—No. 22, \$3.00; No. 23, \$4.50
Post Toasties—No. T3 \$2.85



Jelly Powders

IMPERIAL DESSERT JELLY

PURE AND DELICIOUS

TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ

Assorted flavors—gross 10. 75.
The GENUINE. Packed 100 bars to case.

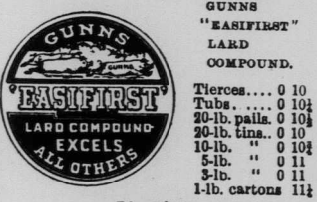
Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
5 or more cases or more..... 4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces \$0 10 1/2
4-bbls. 0 10 1/2
Tubs, 60 lbs 0 10 1/2
20-lb. Pails 2 20
20-lb. tins 2 10
Cases 3-lb 0 11 1/2
" 5-lb. 0 11 1/2
" 10-lb. 0 11 1/2

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces.... 0 10
Tubs. 0 10 1/2
20-lb. pails. 0 10 1/2
20-lb. tins. 0 10
10-lb. " 0 10 1/2
5-lb. " 0 11
1-lb. cartons 11 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
" 50 5-lb. cans. 1 50
" Purity" licorice, 10 sticks. 1 45
" 100 sticks. 0 73
Dulc, large cent sticks, 100 in box.

Mustard

COOLMAN'S OR KEEN'S

Per doz.

D.S.F., 1/2-lb. tins 1 40	F.D., 1/2-lb. tins. 1 45
" 1/2-lb. tins 2 50	Per jar
" 1-lb. tins 5 00	Durham, 4-lb. jar 0 76
F.D., 1/2-lb. tins. 0 85	" 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 80
Large, cases 1 dozen..... 1 35



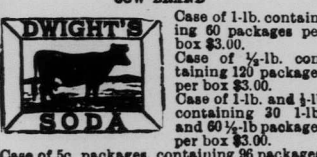
Gum

WRIGLEY'S SPEARMINT PEPSIN GUM

Sauces

PATERSON'S WORCESTER SAUCE

1/2-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75



Soda

DWIGHT'S SODA

Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.
Case of 50. packages, containing 96 packages, per box \$3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb. packages.	1 case \$2 85
" " " " " " " "	5 " 2 75
No. 2, " 120 1/2-lb. " " " "	1 case 2 85
" " " " " " " "	5 " 2 75
No. 3, " { 30 1-lb. " " " "	1 case 2 85
" " { 60 1/2-lb. " " " "	5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	2 90
1 case.....	2 80
5 cases.....	2 80

THE CANADIAN GROCER

BLUENOSE



BUTTER

Put up in tins for Hunters and Prospectors. A line of uniformly excellent quality and flavour. Every can of "BLUENOSE" is packed to sell another can! Sells on sight.

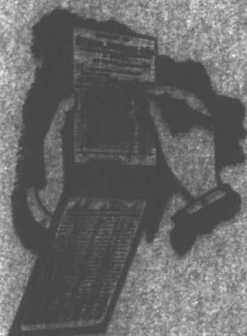
Make good provision on your shelves for this ready-seller.

SOLE PACKERS

SMITH & PROCTOR,

Halifax, N. S.

COUNTER
CHECK
BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO MONTREAL

Phone Main 2511

Phone Uptown 5962

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand
Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited

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



OAKLEY'S

The original and only Genuine Preparation for Cleaning Cutlery, Ed. and all Cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of

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

Wellington Mills, London, England



CHINESE
STARCH

HAVE YOU
A STOCK?
GREAT SELLER
ALL THE TIME.

GET PRICES
OCEAN MILLS
MONTREAL



ROCK
SALT

(Crushed and Lump)

Atlantic Sea
Salt

and salt for every purpose

VERRET, STEWART & CO.
LIMITED
MONTREAL



Your Customers Know—

AND WILL BUY

WETHEY'S
MINCE MEAT

IN ANY FORM

because they are acquainted with
our quality and cleanly methods

ARE YOU HANDLING IT?

We have condensed mince meat
in cartons—also ready for use
in enamelled cans and pails—
also in wooden pails and tubs.
We have mince meat to just suit
your trade—no matter what it
may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The High Reputation The Canadian Grocer has
attained in the Past is making itself felt among
Non-Subscribers more than ever.

Proof of this lies in our weekly reports of new subscribers.
Last week another record was reached when we added 59 new
readers to The Grocer.

And these dealers are good dealers. They are men who have
the power to create demand. They are therefore desirable men
to interest; The Canadian Grocer has quality in its circulation.

"We like The Grocer very much," write Hadlock Bros.,
Barnston, Que., "and could not place \$2.00 to any better
advantage."

Just another proof that The Canadian Grocer is a profitable
investment.