

CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building
New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO, FEBRUARY 24, 1911

No. 8



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

The Syrup Season is with us!

Are you taking full advantage of this? You will be doing a large and profitable trade if you are handling

"Crown Brand" Corn Syrup

Feature "Crown" Syrup and you will be amazed at the results. It's all anyone could wish for in point of flavor and quality.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal

P. C. Harkness (D.H.)
511 Union Bk Bldg

THE CANADIAN GROCER



Your Trade Desires a Sound, Pure Article
and is Willing to Pay a Fair and Just Price

THIS IS WHY

MacLAREN'S

IMPERIAL PRODUCTS

Interest the Wholesaler and Retailer

<i>MacLaren's Imperial Cheese</i>	<i>MacLaren's Imperial Peanut Butter</i>
<i>MacLaren's Imperial Olives</i>	<i>MacLaren's Imperial Prepared Mustard</i>
<i>MacLaren's Imperial Honey</i>	<i>MacLaren's Imperial Dessert Jelly</i>
<i>MacLaren's Canada Cream Cheese</i>	<i>MacLaren's Pimento Cheese</i>

Every Package Bearing our Name Carries its Guarantee of
Purity and Value and Our Aim in Manufacturing is that

Each Package Sells the Next One

ALL FIRST CLASS JOBBERS HAVE THEM

Quotations and Samples sent promptly upon application to

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERY SPECIALTIES

TORONTO - 809 - MONTREAL

"A Nimble Sixpence is Better than a Slow Shilling"

The sign that is prominently displayed in the purchasing departments of some of the largest retail stores in this country reads: "Money is made on turn-overs, lost on left-overs." It impresses buyers for the store to turn their stocks into money with the least possible delay. Quick "turn-overs" are as necessary as staple goods.

You can't be "nimble" with articles of questionable worth. They will stick to your shelves like a fly to molasses. You'll become heart-sick and weary with listing and re-listing them on your stock sheets year in and out. Read the brief details of three "nimble sixpence" sellers below.

"Thistle"
Haddies

Known throughout the Dominion for the virtues of cleanliness, genuineness and the natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home. The "Thistle" brand is

A Quick
"Turn Over"

You'll not find them lingering on your shelves, and they won't eat up interest on your invested capital. No slime, no dirt, no haste in canning. The "Thistle" brand gains in popular favor with each succeeding year.

Coco
Fruiline

The pure, palatable, rich and nourishing substitute that is rapidly crowding butter, oil and lard out of the race for the favor of economical cooks the world over. No water or moisture in it. It is

A Quick
"Turn Over"

because once used, it is never given the "go by." The demand grows constantly and thereby it follows in the footsteps of the established permanent trade it has won abroad.

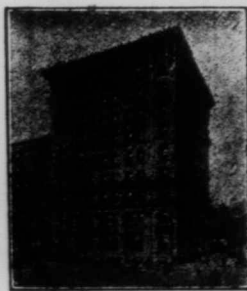
Cox's
Gelatine

As safe as a gold dollar to stock—as certain as sunrise to sell. The pure Gelatine that never, never, never disappoints the cook! In powdered or shredded form.



Arthur P. Tippet & Co., Agents

Montreal Toronto



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING
MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

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

FOR SALE

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

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

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

ROBERT ALLAN & CO.
MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal
and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

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

**The Irish Grocer, Drug, Provi-
sion and General Trades'
Journal.**

10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly men-
tion 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.

Evaporated Apples and White Beans

Can give best quotations.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

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

WE SELL

McKay's Bowmanville Celebrated
POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE 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 20
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Mer-
chants, Warehousemen.
Track connection with all Railroads.

A. Francois 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.

ARE YOU
INTERESTED
IN

MAPLE SYRUP?

We
have
the best
proposition
ever
offered
to the trade.

Quality Guaranteed

ALL SIZES—

Pints, quarts, hf. gals., gals. and 5-gal. tins.

Our Quotations---

Are the lowest ever named in the history
of the Syrup Trade.

WRITE NOW—or see our travellers.

EBY-BLAIN, LIMITED

Wholesale Grocers

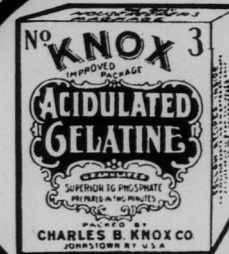
TORONTO

Why you ought to sell KNOX GELATINE

First, because it pays you a good profit; second, because it is
sure to please your customers, both by its absolute purity and
because it makes two full quarts of gelatine to the package.



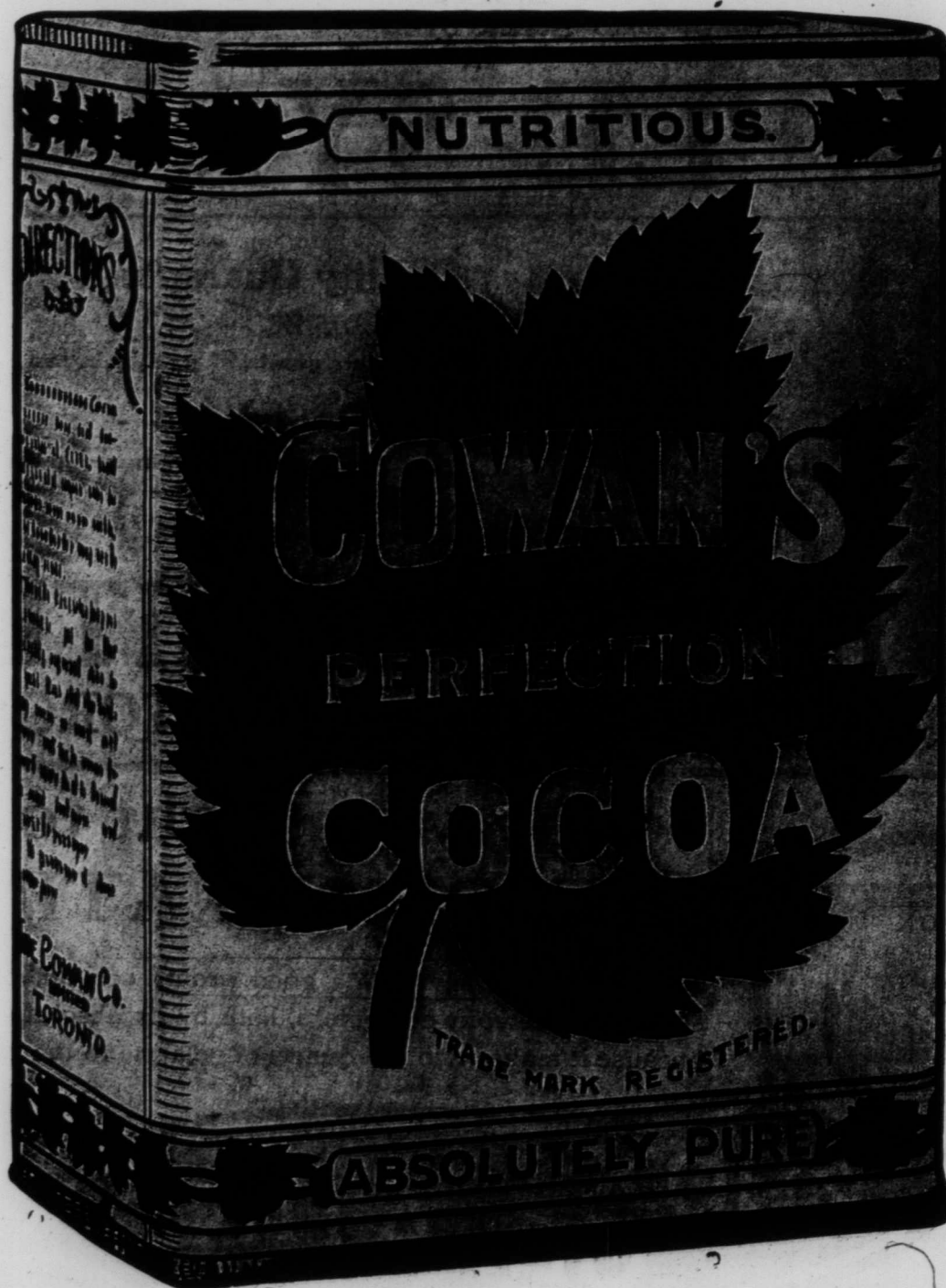
KNOX GELATINE



Extensive and persistent advertising has made KNOX GELATINE easy for you to sell and when you start your customers
buying it, its quality will cause them to KEEP ON BUYING.

Chas. B. Knox Co.
JOHNSTOWN, N.Y.

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Wholesale
IT, Mich.
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RLEY
ARE RIGHT.
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ORONTO
CO.
Toronto
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Specialties
BUSINESS
INDENCE
DALE
Co.)
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MAN.
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Solicited.
P.O. Box 1812
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guaranteed.



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavour have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, ONTARIO

"SIMCOE" Brand Baked Beans



A popular line that has found wide-spread favor by reason of its unvaried quality and generous quantity.

All beans used in "Simcoe" Brand are guaran-

teed hand-picked, processed with the greatest care, and nothing but the purest sauces and spices are used.



A size to suit every demand

1's, 2's, 3's (Family)
and 3's (Tall)

3's Family contain more beans than 3's flat and at less price. The size for you to feature.



Dominion Cannery, Limited
Hamilton, Canada

ASK YOUR WHOLESALER FOR PRICES

Modern Methods Spell Increased Trade!

And one of the most profitable business bringers yet introduced into a grocery store is the

BERKEL Meat Slicer

This well-made and well-finished machine is both an ornament and attraction to your store, and it slices all kinds of boned meats with an ease and accuracy that is surprising. In the "Berkel" the knife is protected to prevent accident, and is fitted with automatic sharpener. It will positively cut at least twice as many slices to the pound as is possible with a knife.



Will Slice Boiled Ham and Bacon
down to the last ounce.

Read what J. W. ISLAND, a leading Toronto grocer, says:

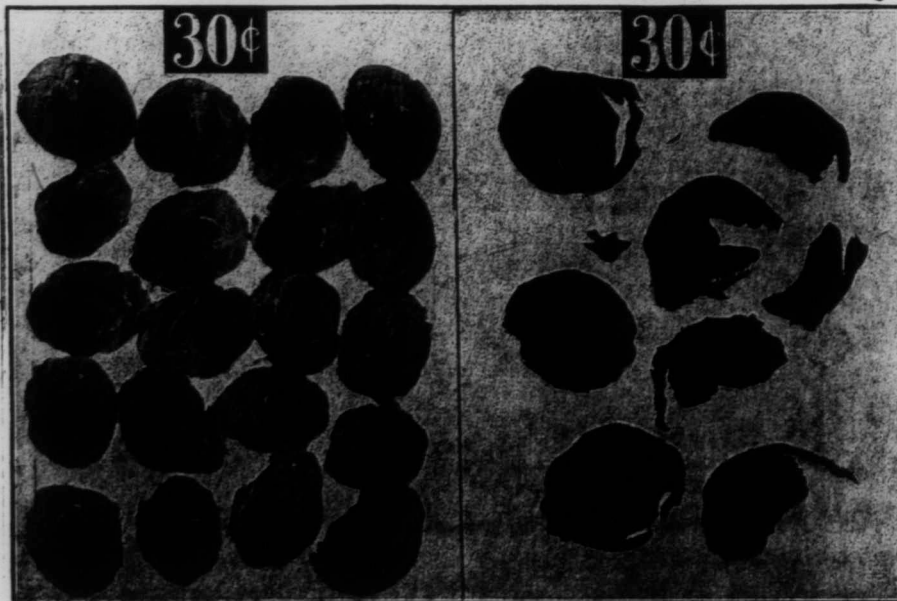
"We wouldn't be without it, and we wouldn't sell it for any money if we couldn't get another."

CANADIAN GROCER, of Dec. 30, 1910.

Look into the merits of the "Berkel" Slicer. It will surely increase your sales of bacon and ham, and incidentally put you in touch with a number of new customers.

ONE POUND OF HAM IN EACH PLATE

Cut with slicer—20 uniform slices. Cut with knife—8 irregular pieces



*Write to-day
for details.*

CANADIAN AGENTS

W. A. FREEMAN CO.,

Limited

Hamilton, Ont.

WAGSTAFFE'S

FINE OLD ENGLISH, 1911

Seville Orange Marmalade
(ALL ORANGES AND SUGAR)

Fig and Lemon Marmalade

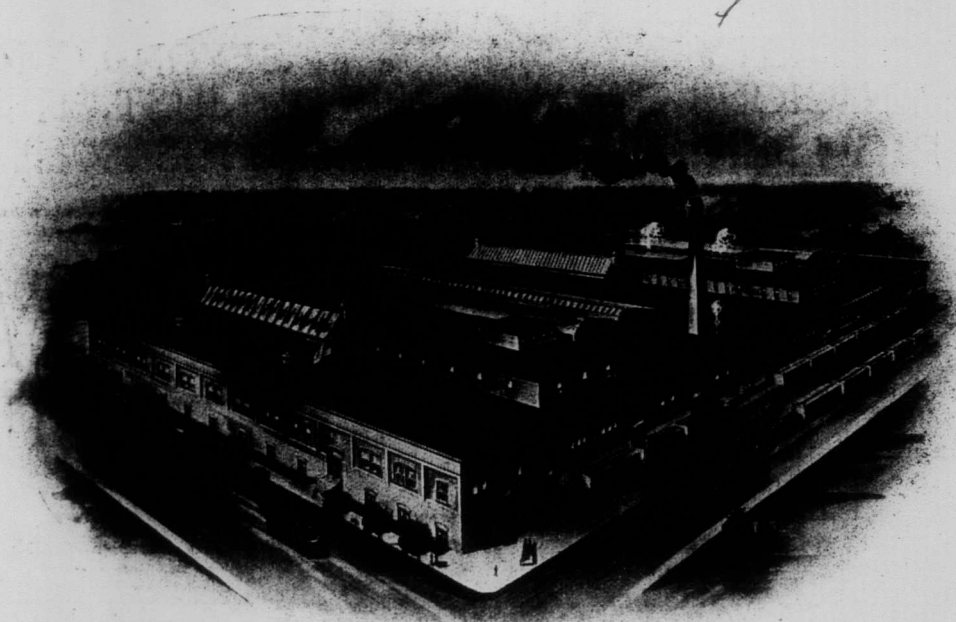
Pineapple Marmalade

Green Fig Marmalade

Ginger Marmalade

Jelly Shred Marmalade

GUARANTEED FREE FROM PRESERVATIVES,
GLUCOSE OR COLORING



The most up-to-date Fruit Preserving Plant in Canada, costing upwards of \$75,000.00 when completed.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON

THE CANADIAN GROCER

PERRIN'S

LEMON



NECTAR

BISCUITS

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

BEYOND COMPARISON
JUST THE GOODS



SANITARY CANS

FOR

WINTER PACK

OF

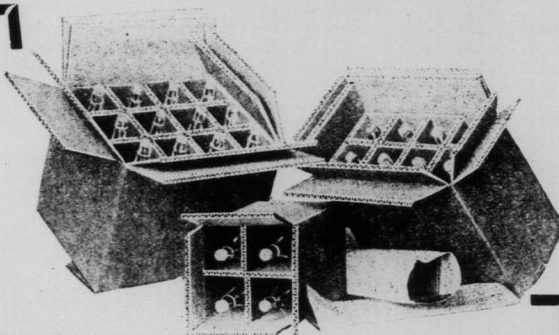
BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK. ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

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

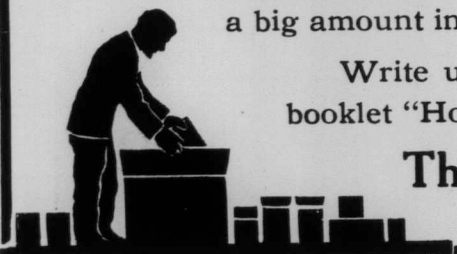


"H. and D."

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

Swiss Cheese

Your customers are becoming more and more particular about the quality and purity of their foodstuffs, and that is why it will pay you to recommend to them

Otto Wartmann's Emmenthal Cheese

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

IT IS SUPERIOR

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

BEWARE OF IMITATIONS

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

Note:—We import ours direct from Switzerland, and in very large quantities, so that we are in a position to quote you the right prices.

WRITE FOR PRICES

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

Enquiries from
Ontario to our
Toronto office.



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

The Star Egg Delivery Service

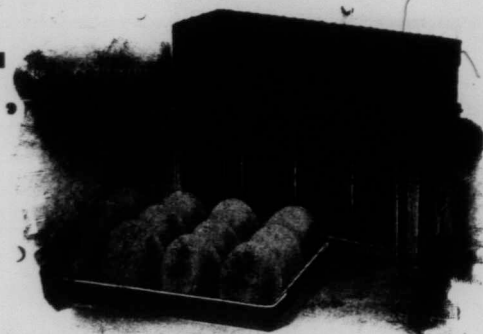
Get the reputation of being up to the minute. Your customers judge your store by your delivery methods.

USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The SURE, SAFE, SANITARY SERVICE.



Made in one and two dozen sizes.

They deliver full count dozens and **no more** without breakage—save your clerks' time and cost you less to use than paper bags or boxes. You can be up to date, satisfy your customers, and use Star Service for less money than you are spending now—Get your pen—Ask your Jobber and write for our booklets "No Broken Eggs" and "Advertising Suggestions for Star Egg Trays." Both worth while.

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.

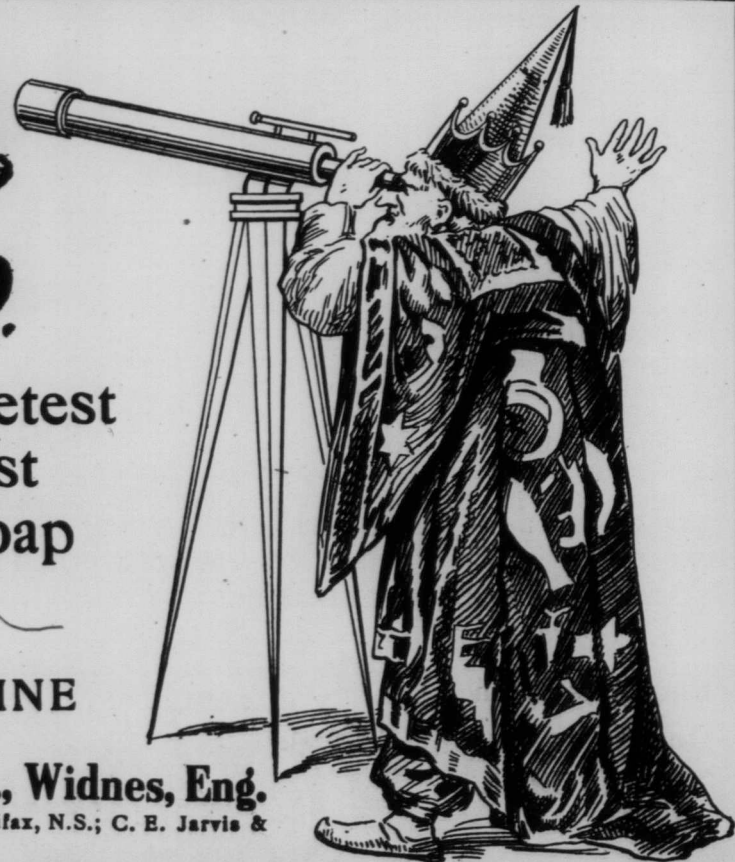
Gossages' Magical Soap.

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.



In the Lead for .75 Years

FOR the above lengthy period, during which tea has been the popular drink of the British people, RIDGWAY'S TEA, one of the first imported, has always been in the front rank.

Ridgway's Teas

because of the care in selection and the art shown in blending, have always enjoyed the highest reputation for quality and flavor, and will surely be as welcome in the homes of Canada as they are elsewhere.

Good tea means good trade! Why not try a line of RIDGWAY'S? The housewife will surely place her grocery order where she gets her tea, and it is 'up to you' to get her custom by selling her good tea—RIDGWAY'S.

In the same standard class are

Ridgway's Coffee and Cocoa

Better send along to-day for details and prices

Donnelly, Watson & Brown
Calgary and Vancouver Limited

SOLE AGENTS for ALBERTA and BRITISH COLUMBIA



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Building, 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.



Cane's Washboards are the Best and Cheapest..

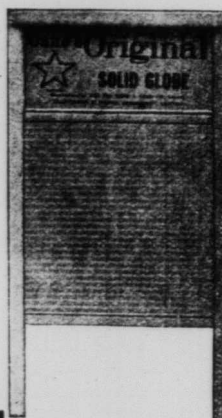


Three of
our
Leaders

Sold by all Jobbers



We make this statement without any reservation because we know that Cane's Washboards are better made, from better materials, than any other line of washboards on the market, at anywhere near the same price.



The high-class finish and appearance of Cane's Washboards are in keeping with the soundness of their quality.

The Wm. Cane & Sons Co., Ltd.

NEWMARKET,

ONTARIO

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

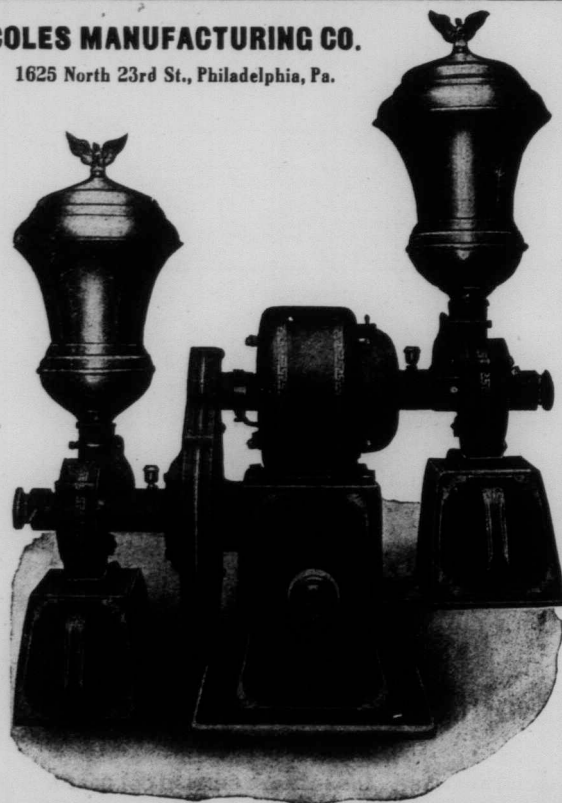
We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

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

West India Co., Limited

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



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

Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend



Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins.

Shows a good profit for the merchant.

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto. H. HUBBARD, 27 Common St., Montreal

BRAND & CO.,

*Purveyors to
H. M. THE KING*

London, England



The Original

To Retailers---

East of Fort William, until March 6th, we will rebate you **25 cents** per case on all purchases of

Borden's Eagle Brand

Send wholesalers' invoices to Montreal office, showing purchase at \$5.75 per case.

Order from Grocery Salesmen.

Wm. H. Dunn

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

Borden's Condensed Milk Co.,

"Leaders of Quality" Est. 1857
Originators of Condensed Milk and largest
Manufacturers of Milk Products in the world.

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

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

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

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Better Profit Bigger Business

are assured every grocer who is
handling

ST. GEORGE Evaporated Milk

UNSWEETENED

Its purity is unequalled, and it cannot
fail to enhance your reputation for
handling 'quality' goods.

The finest substitute known for fresh
cow's milk.

We also can, from the richest country
milk and pure sugar, the following
guaranteed brands of condensed milk:-

"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your
particular customers.

J. MALCOLM & SON
ST. GEORGE, - ONTARIO

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for **5** Reasons

1. It saves labor. There's not half
the rubbing required.
2. It prevents disease. It is thor-
oughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage
the most delicate fabric.
5. It is economical. A 5c. packet
makes 4 gallons of liquid soap.

*Try a case. You will be astonished to find
how soon it is gone.*

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

Agents: Rose & Laflamme, Limited, Montreal

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

**Have Your Wife
Try a Bottle**



Mexican
Vanilla Bean
Gatherer

Take home a bottle of Shirriff's True Vanilla to-night. Have your wife use it for flavoring her sauces, puddings and cakes. Get her verdict. Then you'll know how pleased other women—your customers—will be when they have tried it on your recommendation.



**Shirriff's
True Vanilla**



is made from first-quality Mexican Vanilla Beans. It is the REAL extract—aged until its strength, flavor and bouquet excel all others. Very economical—a little drop goes a long way.

You are doing your customer a good service in persuading her to try Shirriff's True Vanilla in place of extracts which are vanilla in name only. There is a good profit on each bottle of Shirriff's True Vanilla. Each bottle you sell is another step gained in the "good will" of your customer.



Imperial Extract Co.
TORONTO - - - CANADA

Flavouring
Sterling
BRAND
Extracts
In Daily Use!

Increase your profit and insure satisfaction by selling

**Sterling Brand
Jellies and Flavouring Extracts.**

They are noted for their fullness of strength and purity, and they retain, to a remarkable degree, the natural fruit flavour.

Keep a generous stock of these rapid sellers.

GET OUR PRICES

THE T. A. LYTLE COMPANY, LIMITED,
Sterling Road, - - - Toronto

NOTHING like them, they are unique. Meadow Cream Sodas are distinguished by a degree of dainty, lasting crispness that places them in a class by themselves. The next best line to

MEADOW CREAM SODAS

has a long way to go, and on top of this superiority of quality. The Meadow Cream Soda Package is the largest for the money in the trade. No wonder so many dealers push them as one of their leading lines. Why don't you try them?

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

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

*Ask your Jobber for
Minute Tapioca*

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:--McClure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

RICH, because Government Bulletin No. 208 has found it richest in genuine food value.

PURE, because its preparation is one long tale of care, skill and cleanliness.

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

The Aylmer Condensed Milk Co., Ltd.

Aylmer,
Ont.

Head Offices:
Hamilton, Ont.

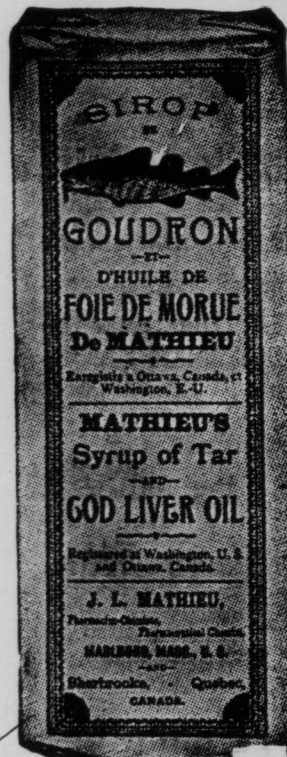
== THERE ARE MANY REASONS ==

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

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



MATHIEU'S SYRUP

of Tar and Cod 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 space

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES.

Send postal—we will mail you full information.

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



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

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

AURORA COFFEE

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

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

Your particular customer
wants the best!



**WHITE
DOVE
COCOA-
NUT**

because of its purity
and quality, is the
acknowledged leader
in Cocoanuts!

The friend of all who
cook!

**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

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED



**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 **Drome-
dary 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 attrac-
tiveness. **Dromedary Dates**, selected
fruit, clean and moist in a tight car-
ton; 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**

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - **MONTREAL**

Leard's Lobsters, Canned Chicken,
Chicken Soup and Quahaugs.

Write for prices.

W. A. LEARD

SUMMERSIDE, P.E.I.

**—CLUB—
MILK PUDDING**

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

No Milk Required

nor has much time
to be spent in prepara-
tion. Just what the
housewife wants.

No difficulty in sell-
ing and

It Pays Well

S. H. EWING & SONS

Montreal and Toronto"

SUCHARD'S COCOA

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

WINDSOR SALT

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

TORONTO SALT WORKS
TORONTO, ONT. **Geo. J. CLIFF, Manager**

THE CANADIAN GROCER

JAPAN TEAS

Are **BEST Value on the Market to-day.**

S. T. Nishimura & Co., - Montreal

DON'T RUN CHANCES

WITH YOUR CUSTOMERS. GET A LINE OF SYRUP THAT IS RELIABLE.

**Cabinet Brand
Maple Syrup**

has stood the test of years of success. It is reliable. It sells well. It gives a good margin of profit.



SAVE FREIGHT

DROP SHIPMENTS KITCHEN MOLASSES
MAPLE SUGAR TEA ROSE DRIPS

Imperial Syrup Co., Limited, Montreal

PEEK

FREAN'S

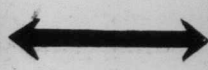
**PAT-A-CAKE
BISCUITS**

Dainty Shortbread Squares.

Over 425,000,000 sold in one year.

PEEK, FREAN & CO., LTD., LONDON, ENG.

**BIG
SALES**



**BIG
PROFIT**

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small, selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

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

Canadian Agents

Tartan
BRAND

Our travellers have specials in:

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

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mail orders specially looked after.

Phone No. 3595.

Exchange to all departments.

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

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

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

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

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA

Grocery Profit Insurance

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

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

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

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

H. J. HEINZ COMPANY

New York

Pittsburgh

Chicago

London

The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS--- if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS.

Telfer Bros., Ltd., Collingwood, Ont.

Branches:

TORONTO WINNIPEG HAMILTON FORT WILLIAM



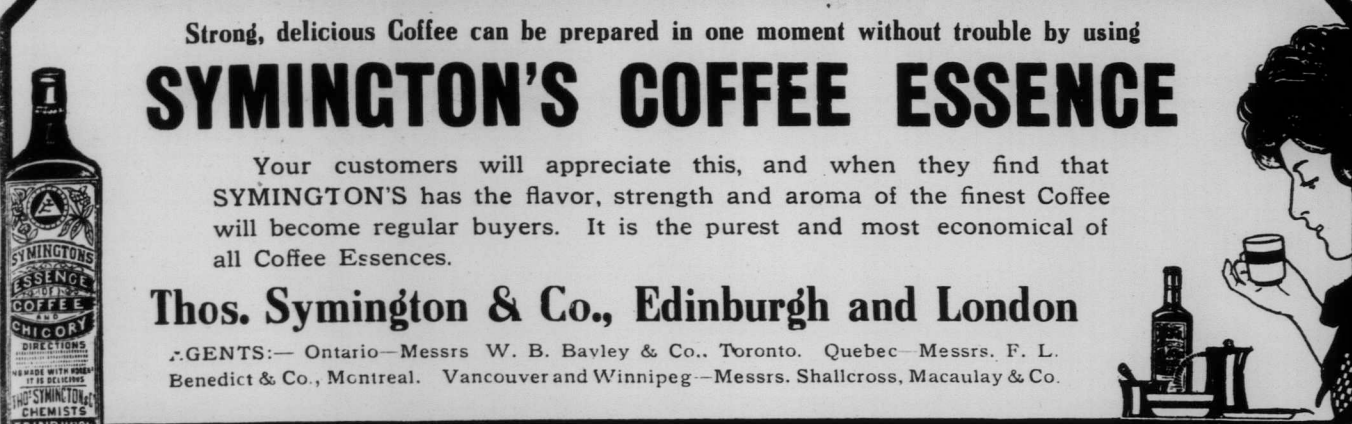
Strong, delicious Coffee can be prepared in one moment without trouble by using

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. Bavley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



This Was No Joke

The other day over in the Town of G., Ontario, Mrs. R. came into Mr. B.'s store and asked for a couple of packages of Dye. He only kept the old-style Dyes, and asked her if she knew what kind of cloth her goods were made of. Mrs. R. said she wasn't sure, so he advised her to go home and make the following test:—

"First to take a small piece of the goods and ravel out the threads each way of the cloth, then put a match to them. Cotton would be apt to burn freely with little odor. Wool might merely singe and be apt to give out a disagreeable odor, something like burning hair. Silk would burn less freely than Cotton and smell like burning Wool. Now, if it did not smell very much she was to use a Dye for Cotton, if it did she was to use a Wool Dye, but she was to look out to see that it did not smell too much or too little.

Unfortunately, Mrs. R. had a cold in her head at the time and could not smell anything, so she naturally thought that the goods were Cotton, and used the Cotton Dye. It turned out that her goods were really all Wool and naturally her Dyeing was a failure.

Since then Mr. R. has put in an assortment of **DY-O-LA**, the Guaranteed **ONE DYE** for **ALL KINDS** of cloth, which does away with all chance of using the wrong Dye for the Goods one has to color.

Mrs. R. is naturally much relieved, as well as Mr. B.'s other Lady Customers.

Get the idea? Nothing like pleasing your Lady Customers to retain their Patronage."

The Annual Spring Dyeing among the Ladies is just starting in, and now is the time to get busy.

DY-O-LA is the Dye they want—Ask them.

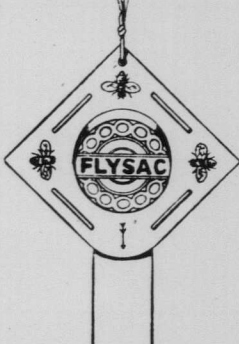
DROP A POSTAL FOR FULL PARTICULARS RE SPECIAL SPLENDID OFFER SHOWING HOW YOU MAKE 126% PROFIT ON ALL DY-O-LA THAT YOU SELL—AND HOW YOU DO NOT HAVE TO BUY ANY SPECIAL QUANTITY TO TAKE ADVANTAGE OF THIS MORE THAN LIBERAL OFFER.

The Johnson-Richardson Co.
Montreal, Que. Limited

THE "Flysac" Flycatcher

British Manufacture

70c per box of 50 pieces
\$12.75 per 1,000 pieces.



An effective worker under any conditions

DON'T BE FOOLED

into buying any inferior lines, but send us your order now to ensure early delivery.

We Guarantee 100% Profit.

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.



Foster Clark's Cream Custard

The Cream of All Custards

Sold in 5 Cent Packages, and 10, 15 and 25 Cent Tins

Make an Early Start with this New Line. It Will Be All the Rage

Agents for Ontario—THE HARRY HORNE CO., 309-311 King Street West, Toronto
Valuable Buying Agencies waiting for Progressive Brokers in each of the Provinces of Canada
Address: FOSTER CLARK LTD, Maidstone, England



(GOLDEN BUTTERFLY BRAND)

FUSSELL'S THICK RICH CREAM

Has the largest sale throughout the world of any **Real Cream**. Not a substitute; not condensed; no preservative; no deception--**JUST HONEST THICK CREAM**.

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 Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

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

Big Stock of TEAS

For sale at less than present cost of importation.

Japan Teas:

150 ½ Chests Early May picked Japan Tea at 18c. per lb.

(You will find this Tea difficult to match for less than 20c.)

Black and Green Teas:

At 12½c., 13½c. and 14½c. per lb.

Write for Samples and Quotations.

We get the business because we have the values.

ROBERT SIMPSON & CO.

Importers of Teas, Coffees, Spices and Wholesale Grocery Specialists

Phones No. 3541 and 3444

Cor. Gore and Hughson Streets, HAMILTON, ONT.



No Grocer can afford to do business without a

Eureka Refrigerator

Goods will keep longer and in better condition than in anything else. The Eureka Patented System is an absolute

guarantee against **Foul and Stagnant Air**. Write for New Catalogue.

Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The Canadian Cocoanut Co'y



Sole Makers, Montreal, Quebec

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

Increase Your Salary \$5 to \$10 Per Week

Acting as circulation representative for the MacLean Publishing Company is in itself an excellent business training.

By looking after the new and renewal subscriptions of their thirteen publications you can increase your present income at least \$5.00 each week.

One hour a day is ample time to enable you to earn this salary.

Competent representatives will be given charge of our entire business in their respective towns—securing renewal orders also new business.

This work is pleasant and does not require experience.

No matter what size your town may be there is plenty of opportunity for a circulation representative of The MacLean Publishing Company to earn five dollars every week, in addition to his present salary.

Write at once for particulars.

MacLean Publishing Co.

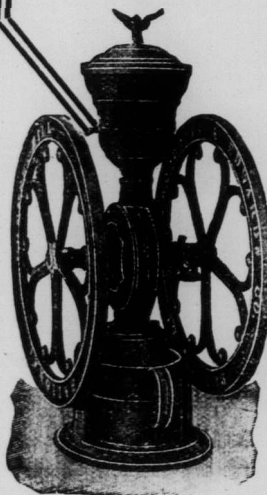
143-149 University Ave. Toronto, Ont.

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.

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

EDMONTON, ALTA.—The A. Macdonald Co.

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

Tea Hints For Retailers

By JOHN H. BLAKE

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

The Tea Gardens of the World

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea Markets of the Orient

How to Test Teas

Where to Buy Teas

Is it Wise to Place an Importation Order?

Bulk versus Package Teas

How to Establish a Tea Trade

Tea Blending

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave.,

TORONTO

DON'T SHUT YOUR EYES

to the importance of pure foodstuffs. The health of your customers and their families depends largely on the purity of the articles you sell them, and you are seriously jeopardizing your chances of retaining their good-will if you sell them anything that is not pure.

PRIDE OF CANADA Maple Syrup and Maple Sugar



Guaranteed
Absolutely
Pure



because our brands are made in the maple groves, right where the sap runs from the trees. We use it ONLY. No temptation to adulterate.

Our sap is supplied by members of our Association, composed of farmers owning groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

Special Note:—Innumerable Government Tests have proved our claims. Never has a sample of our brand been found adulterated.

The Maple Tree Producers Association[®]

MONTREAL.

Toronto Office, 512 Dundas Street

Leslie's Weekly Gives Some Points on the Selling Quality of Food in Packages—

"Few things have done so much for the health and comfort of the family and economy in its care as the putting up of food in packages, and from a sanitary point of view, it is one of the great achievements of the age. Under the old method of selling goods in bulk, the food thus sold was exposed to all sorts of contamination and infection, and in a large majority of cases to deterioration in quality. Almost all foods deteriorate quickly when exposed to the air, and their food value, as well as their palatability, is rapidly reduced.

Anyone familiar with the ordinary grocery store knows how goods sold in bulk are exposed in barrels, boxes or chests to dust, flies and the constant handling by hands that are at best not over-clean. If food thus sold could be bought at half the price of even the same quality of article carefully packed in air-tight packages, it would still be more expensive than the package goods."

Last year 23,087,810 packages of "SALADA" Tea were sold. That represents 23,087,810 purchases by people who know that "SALADA" represents the utmost in tea value and tea quality. It represents 23,087,810 sales by grocers who recognize that "SALADA" makes possible quick turnovers, small stocks, attractive display. It is quickly and profitably handled.

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Dealer's Quandary as to His Profits

Correspondent Asks How Prompt and Cheerful Payment of Bills Would Influence Price of Goods he Buys—Some Pointers in the Securing of "Insidest" Price on Lines Where Competition Obtained.

By Henry Johnson, Jr.

Dear Sir:—This department has been of great interest to me and I have often been tempted to put in an oar.

By the way, I buy—'s gelatine in dozens at \$1 per dozen. I wish to raise this question: How does prompt and cheerful payment of bills bear on getting inside prices? I do a small business in groceries, crockery and shoes, \$10,000 to \$11,000 per year. Most of my grocery bills are paid by check to salesmen, and as soon as possible after they (goods or salesmen) enter my store I settle in full and if I have any kick it is done pleasantly. I am interested in store expenses, especially in a small business like my own. I figure on \$900 expense, not counting my own labor. I figure on the following items of expense: Rent, salary, fuel, lights, watchman, taxes, insurance, horse-keep, telephone, interest, and less than \$10 for incidentals. Last year sales were \$11,227; expenses, as above, 8 per cent. of sales. I cannot figure more than 20 per cent. average profit on sales. Shoes and crockery run more, but groceries, on account of small profit on sugar, etc., run less. I might add that shoe sales were \$4,000, crockery not known, but probably not more than \$1,000. I am in a town of 1,000, seven selling groceries, and five selling shoes and crockery. Our combined manufactories employ not more than sixty hands, most all men. Who is doing better under like circumstances, and how do they do it?

J. BLANK.

Concessions to Customers.

The "prompt and cheerful payment of bills" is of the first importance, not so much, perhaps, in directly securing lower prices as in establishing "bang up" credit. But this method of payment will enable any buyer to secure inside prices by insisting upon getting them. Look at it from your own standpoint.

If you have a prompt-paying customer you are willing to make concessions to him first of all. Not that you do it unsolicited—you are apt to think it's all right to get full figures as long as he's willing to pay such. But let him ask for some concession or other and you'll give him anything in reason and sometimes more. It's just the same with

jobbers—they're human, you see. If you simply pay what they ask and make no complaint, why, they'll willingly let you do that, no matter how long you do business with them; but, if you "wake up" some day and make a protest, you'll find them "Johnny on the spot" for making you inside figures. But the way to buy is not to kick. Do your kicking beforehand, with the salesman, or, if you order by mail, place a limit on what you'll pay for a given item.

Best Way to Sell.

I used to sell considerable goods to Charley Ott, who runs a big share of the great —business, in —. When I saw him he'd always look pleasant and say: "Good morning, Mr. Johnson."

I'd quote prices after the usual greeting and ask if he needed any goods. If he bought, I'd know my prices were strictly right. If he said: "No, I'm filled up to-day," and passed me a pleasant smile, I knew I was too high. He'd play fair—as all good buyers do; that is, if I were right, I'd get the order without any bluffing. Thus I always felt safe to make a lower figure—give my "insidest" price, in fact, if I did not sell him on first figures. I sometimes, before I knew him well, used to ask him what he paid last. But he had always "forgotten," so I gave that up. But the minute I struck the proper figure he'd order ten or fifteen boxes.

Best Way to Buy.

Now, it's just so in buying. Know your market. Be familiar with the best price for which you can expect to get the goods anywhere. Then, if your salesman names you the correct figure, close with him. If he does not name the right price on an article on which there is no set price to the retail trade, don't argue or bargain with him. Just tell him you can't buy. He may ask the reason. Tell him, plainly, in so many words: "Because I can buy at a lower figure; just the same goods, not 'just as good', and I must buy as low as possible in order to do my business justice."

Take that stand. Stay by it. Let everybody understand that that is just your position and you cannot deviate from it.

In order to be so posted you must read

and listen; ask questions; be alert; think. Think deeply of your business all the time. Try to find the short cuts and the lines of least resistance. In this way, imperceptibly almost, you will add a penny here and another there, gradually swelling the percentage of difference between cost and selling price, until you have materially increased your earnings. And that's the way profit will grow.

Not Enough to Estimate.

I'm not clear whether my friend is selling \$11,000 or \$16,000. He makes two amounts of it. If, however, he's selling \$11,000 at 20 per cent. margin on sales and paying only \$900 per year expenses, he's still doing very well. His own returns in this case would be \$1,300. On such a business this would be a very satisfactory showing. If he's selling \$16,000 on \$900 expense, he's doing so remarkably well that few can hope to equal him and in his small town, with limited opportunities for wasteful spending, he should be comfortably well off in a few years. But is he only spending \$900? Is he sure of this? Is it not mere estimate? He says he figures thus and so; but does he do more than "figure"? It won't do simply to estimate. He must KNOW.

Wants More Concise Figures.

I'd like much to hear more from this correspondent, for he is a thoughtful man with earnest aims and seems to be in a fair way to make a considerable success. If there's any way in which I can help him to better his success, I want to have the chance to give him an upward boost. I suggest that he send me accurate, actual figures. State rent; give number of help employed and amount paid to each; size of room; items of fuel, light, watchman, insurance, horse-keep, etc. Thus I'll be in position to know something of what I am talking about and maybe point a lesson for many other readers at the same time. It's a comfort to me that so many of my readers are now perfectly certain that none of their figures or affairs will be exposed when they write to me. It makes work much easier for all of us and will in time make this department a useful one.

The Importance of Seeds as a Side Line

Profitable Line That Can be Taken up by the Grocer or General Dealer During Spring Months—Plans Should be Laid Early and Comprehensive Scheme Arranged—Importance of Quality, and Display of Goods.

One of the most profitable lines that the grocer or general dealer can take up during the spring months is seeds. Under present methods, this can be done by devoting only a small space in the main part of the store, and can be made to reap a fairly good profit, as there will be no left overs if this department is conducted properly. The merchant therefore should start at once to look to his seed stocks and to do his planning for the coming season.

The merchant who intends to make seeds a side line in the spring should get started in the work early. He should look after his purchasing before the winter is gone, as seeds usually advance in value as the seeding season approaches, and stocks shorten under the demand. And early buyers can make sure of securing good seed, and also have a chance to test it before offering for sale if they so wish.

Seed should be on exhibition long before the planting season arrives so as to get the farmer interested. They are always looking ahead and if you are the first to introduce the seed question to them, you have a greater chance to sell them their supplies.

Handle Only the Best.

As in all other lines, if the dealer wishes to keep trade in seeds, he must

handle only the best. If you give poor seed to the farmer, it will not only destroy your seed trade eventually but it will break down his confidence in you in all lines as well. Poor seed will not make the farmer your best friend and will be remembered by him far longer than a little higher charge would be. Therefore take great care that your seed is of such a quality that you will not fear to offer it to any customer. Keep the kind that you would sow yourself if you were a farmer. Occasionally you will find a person enquiring for cheap seed but you should do your utmost to convince him of the folly of buying cheap, and low grade seeds. The best will have to sell at a higher price, but by being able to explain to the farmer how it is the cheapest in the end, you will have no difficulty in making sales. You will also find that the selling best seed will result in repeat orders as the price is soon forgotten if the crop is good. Buy seeds of some reputable company whose goods are well known to the public, as you will find it easier in introducing them to your customers.

How to Sell Seeds.

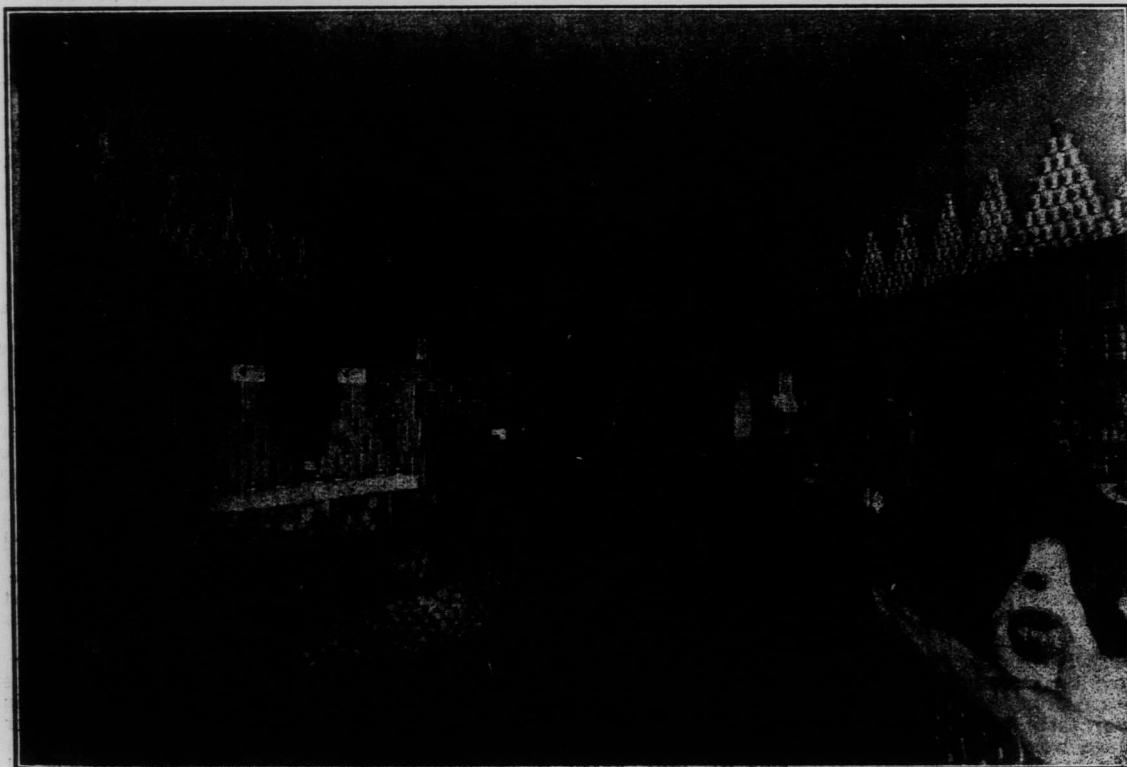
In order to sell seeds, they must be well displayed and this should be started early in the season to get the best results. For garden seeds in packages,

seed firms supply holders which makes their display easy. If you handle garden seeds in bulk it would be well to exhibit them in glass jars, with the name and price on each, for the information of the customer. Timothy, clover, alsike, and similar seeds can be shown in either the original containers, or in dishes, but care should be exercised that they do not become mixed. It might be wise to have a magnifying glass, that customers could examine seeds, but your guarantee of quality, backed by the belief that the seeds are the highest quality, should be the best selling power that a merchant could employ. It is well to have the display near the door so that it will catch the customer's eye when they enter the store. As the season for sowing approaches, it will also be well to have a window display of seeds so as to catch the passerby as well as those who enter the store.

Growing Exhibits.

The farmer may be interested in seeds by growing exhibits of the different kinds which is a strong point in convincing him of their germination. Small boxes may be filled with earth, and the principal lines in which he is interested, such as timothy, clover, alsike and corn, sowed. Nothing is of greater interest or more convincing to the farmer than a practical example of the productive powers of the seed you wish to sell him.

But, while proper display and good selling stock may interest regular customers, it will not get trade outside of that circle, and in order to extend, some advertising must be done. In most



A BRIGHT WESTERN GROCERY STORE INTERIOR

This is an interior view of the grocery store of George Kerr & Company, Lethbridge. Note the tasteful manner in which the crated oranges are displayed

in the foreground, and also the attractive piling of the packages on the shelves. A close scrutiny of the picture will reveal the fact that Mr. Kerr, in

addition to the other equipment of the store, has installed a computing scale and store bins.

cases, the local paper is a good medium to use.

Quality the Keynote.

Quality should be the keynote of your advertising, and price the secondary consideration. Facts which will be helpful in advertising and in general selling talk, may be secured from the catalogues issued by seedmen. Merchants should acquaint themselves with all important facts in connection with seed. He should know how many bushels to sow to the acre, and the kind of land certain grains will grow best upon; he then can talk intelligently to the farmer.

Red clover, alsike, and seed corn, are ranging about the same in price as last year, but some grades show a slight advance. Timothy is considerably dearer, and sales, which are generally very large in this line will probably be decreased this year. This fact should also be taken into consideration when buying that the supply ordered will not be too large. Merchants should gauge their needs as nearly as possible and remember that it is best to run out than have any big quantity left over. As soon as supplies get low during the selling season, additional shipments should be ordered so that customers need not be disappointed when they come to you.

smaller. Other claimed to be selling just as many as before.

Canned Lobster Dearer.

The fact was noted that new pack lobsters are higher and that it will be impossible to sell one-half pound tin at 25 cents at a fair profit. Cases in which profits were being clipped were mentioned, one being an advance of two cents per pound a company had made on its tea, which it was claimed meant just so much less profit for the grocer as the retail price could not be increased.

"The papers are maintaining that grocers are getting too much profit on butter and eggs," remarked one dealer, "while at the present time profits are much smaller than some years ago and the amount of money invested has been greatly increased."

A communication was received from S. L. Sheppard, St. John's, Newfoundland, asking for information in respect to organizing a retail grocers' association in that city. This information will be forwarded with a copy of the by-laws, regulations, etc.

Retailers Ventilate Reciprocity Views

Lively Discussion at Their Association Meeting Pro and Con—Which Way Will Sugar Move the Question of the Hour—Newspapers Criticised for Their Accusations Against the Profits of the Dealer—Presentations to Retiring President and Secretary.

Toronto, Feb. 23.—That retail grocers are keenly alive to the questions of the day was amply demonstrated by the interesting discussion on reciprocity and other questions of interest to the grocery trade which came before the meeting of the Retail Grocers' Association at their monthly meeting on Monday night with President W. C. Miller in the chair.

A pleasant feature of the evening was the presentation to Past President D. McLean of a beautiful oak china display cabinet, which was made by D. W. Clark, who spoke in complimentary terms of Mr. McLean's work during the past year. J. C. Beaumont, who for the past two years has been secretary of the association, was the recipient of a purse of gold, the presentation being made by J. S. Bond, who spoke favorably of the work which Mr. Beaumont had performed during his tenure of office.

The reciprocity question incidentally came up for discussion and the general opinion was that if it would be of benefit to the masses, it would be a good thing for the country. The association wished to know how it would affect them or their business, as it was impossible to find this out from the daily papers which were extremely on one side or the other, barely discussing the question from a national standpoint.

B. Snow believed that the proposed change in tariff would be beneficial to the consumer which was what the grocers wished. The cost of living has been high and anything that would relieve this, should be warmly welcomed by the grocer in the interest of his customers.

J. S. Bond believed that free exchange would give a better market to the Canadian producer, while the producer would not be affected by United States goods because they are brought in at a season when our own cannot be secured. If the proposed change would benefit the masses, it is what is wanted.

Opposition to Reciprocity.

Reciprocity was also championed by D. W. Clark and John Blood, but found opposition from Frank Johnston and F. C. Thorne. Mr. Johnston maintained that if the manufacturers' interests were

injured so would be the interests of the people who depended on them for employment. Mr. Thorne contended that a high tariff wall was necessary if we were to retain the large manufacturing interests which had spread to Canada from the United States, and that reciprocity would mean the loss of many of these as well as the curtailment of further United States capital as far as Canada was concerned.

Uncertainty of Sugar.

Some discussion took place in regard to the present uncertain position of the sugar market. It was pointed out that some big dealers were purchasing heavy stocks, which would indicate that they believed the bottom had been reached. One opinion was expressed that it would be best to wait for the market to show an upward tendency before putting in their stocks; but it was recalled by a member that one year, sugar went up ten cents and everyone believing that the turning point had come bought heavily and when they had made some large purchases it dropped back 20 cents.

It was also pointed out that other years when raws were at the same price, refined was cheaper than it is at the present time.

The Retailer's Profit Again.

Those daily newspapers "which are continually pointing out to the consumer that retail prices are too high," were criticised by D. W. Clark.

"Some papers seem to think that the grocer is in business for his health only and should not get any profit on his goods. The papers have no right to interfere in the grocer's business nor to attempt to show him at what prices to sell. They know nothing about the cost of doing business and are in no better position to say at what prices goods should sell than the grocer is to say what a paper should be sold at or the amount that ought to be charged for advertising."

One dealer thought the price of canned goods too high considering the crop of vegetables last year and pointed out that the grocer was not making nearly as much money out of canned goods as other years because the sales were

Dealer Secured Fair Profit on Every Day Seller

By J. W. Bryans.

Besides careful buying, endeavoring to sell more goods and looking after all leaks both large and small, the retail grocer has at hand other methods which may be used to increase his profits. The merchant is in business to make as much money as possible and should constantly be on the lookout for any ways in which he may make more money.

One method that will assist in increasing the profit column is by selling those goods which pay the biggest margin of profit. In all cases, however, when substituting an article one must be sure that its quality is as good, or better, especially when he is substituting an article that pays a better profit. This rule should never be forgotten, for even if the increase in profit is large, it in no way compares with the harm done by substituting an inferior article.

You should be fully convinced, yourself, that the article you are offering is just as good, or, you should have behind it a guarantee that will protect the customer. There are many cases when an article paying a large profit is just as good if not better than one with a smaller profit. This latter condition is usually brought about because certain manufacturers allow the retailer only a small margin and use part of the amount they have clipped off the merchant's profit to advertise the article to the consumer, believing that this will force the dealer to sell what is asked for.

A grocer recently told me that he has the confidence of his customers and possesses sufficient salesmanship to sell the article he wishes no matter how well advertised a similar article may be. He was not a "slot machine," he said.

A manufacturer of a well-known food stuff, who advertises extensively to the consumer, recently advanced the price of his product, so that the margin of profit to the retailer was cut down considerably. "I had a big sale of this particular foodstuff," he said, "but I re-

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quired something more in my business than a big sale; that something is a fair profit. I secured the names of three manufacturers of a similar line and wrote them saying they might call and show me their goods. After a careful examination I selected one which I believed to be of as high quality as the one I had been selling. I decided to push this believing that doing so would be to my own advantage and would also give the customer equal satisfaction.

"When I came across a customer who was any way doubtful I would say: 'You take this home, and if you don't find it as good as the one you have been using, bring it back and your money will be cheerfully refunded.'

"I never had one purchase returned nor did I have a complaint—and I made 15 cents more on every dozen. I have found several instances of this and have been able in all cases to sell the brand of goods that I wished."

"There is, however, a much greater advantage, which we derive from this co-operation. For instance, last week, the grocer from across the street came over and asked if Mrs. Blank was running an account with me. She had, as a matter of fact, just started to do so. I found that she had run a grocery bill across the street amounting to \$25.00 and had then come to me. She had run a bill of about \$10, so I informed her that she would have to pay up. No doubt if I had not learned from the other grocer, she would have run as large a bill as she could and then left to deal with yet some other store.

"By these methods, the grocers in this vicinity are able to keep bad credits down very low and bad customers culled out," he said.

A merchant in a country town recently said: "In a small town like this we find friendliness between the dealers a

good thing. It takes a couple of days to get supplies of groceries in, and it is very handy to be able to borrow some article which you have run short of from another dealer. We also combine in buying sugar, salt and other goods which can be bought cheaper in quantity. By this method, we do not have to keep our money invested in goods so long. If I bought a car load of salt myself, it would take me a year to sell it but by four of us buying together, I only get one-quarter of a car and, therefore, not so much money invested. It works the same way with sugar and other articles.

"We also," he said, "often combine in shipments to save freight. Last week another merchant down the street was getting a small shipment by express and as I was also getting some from the same place, we bulked the shipments and got both for about the same expense as the one would have cost."

When Co-operation Becomes Blessing To all Concerned

Because of an unfriendliness that blossomed out into a full-fledged enmity the spectacle is often to be seen in small towns of two or more grocers indulging in a price-cutting war, that the one might outstrip the other. As a result the profits of all concerned are cut down considerably and generally no extra business is gained.

"Now," said a merchant in Toronto lately, "if the retailers would work harmoniously together instead of deliberately attempting to injure each other, it would be greatly to their advantage. We find it so in this district. If I happen to run short of any article, my brother grocer across the street is always willing to lend me some. If he runs short he comes to me.

Dealer Takes Advantage of Both Streets

Method Adopted by Hamilton Grocer to Obtain Best Results
From Corner Position—Window Display on Two Sides—
Silent Salesman Prominently Placed—Mirrors Put in to Re-
fect Window Goods—Display Case Against Walls.

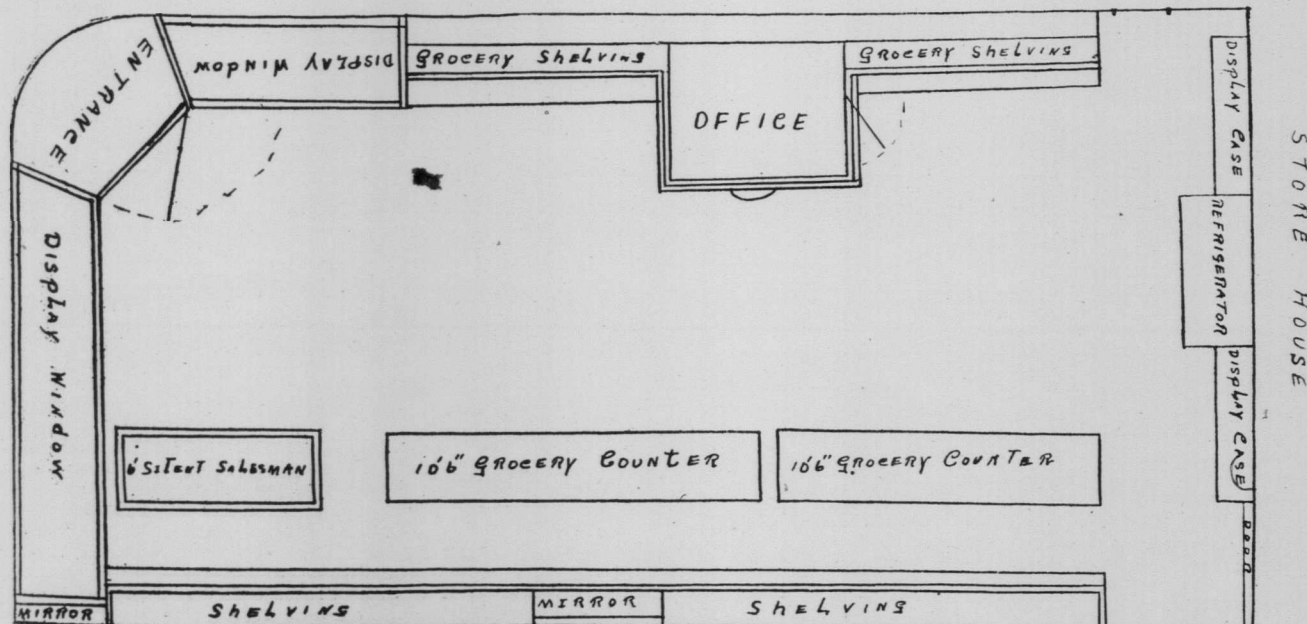
Hamilton, Ont., Feb. 23.—The plan of the grocery store of H. Cummings of this city is here shown. The store borders on two streets and advantage has been taken of this fact to have the entrance on the corner, leaving a show window on either side, so that a window display is open to view on both streets.

A six-foot silent salesman is situated at the front of the store, so that it will catch the eye of customers as they enter. Grocery counters are placed down one side of the store only, display shelves being erected on the other. On this side of the store is the office, in a

central position, so that it will be convenient.

The main show window is improved by the addition of a mirror which helps in display. Another mirror is also placed into the shelving on one side of the store where it is ornamental and also useful to the women customers.

At the back part of the store, the refrigerator is placed in a position that makes it handy for the clerks. On each side, against the wall, is a display case, while a door opens into the store house just opposite the grocery counter, thus making it easier to secure goods from the reserve stock.



Store Plan of a Hamilton Grocer. Note the Double Display Window.

Synopsis of Martin's Co-operative Bill

Survey of Legislation Introduced Into the Commons by Member for Regina—Similar in General Plan to Monk Bill — Gives Any Seven Persons Power to Borrow Money, Sell Shares and to Buy, Sell or Manufacture Anything.

The following is a synopsis of a Co-operative Societies Bill which has been introduced into the House of Commons at Ottawa, by W. M. Martin, M.P., of Regina.

This condensation explaining just what bearing this piece of legislation will have on the manufacturing, wholesale and retail business has been sent out to the members of Parliament by the Retail Merchants' Association of Canada, through its Dominion secretary, E. M. Trowern of Toronto.

This Martin Bill seems to go even farther than did the legislation fathered by Mr. Monk, a synopsis of which was given in *The Grocer* some time ago.

"Two years ago, the preceding (Monk Bill), and the following bill were introduced as one measure. Last year they were separated into two bills, and the same plan is being followed this year; but while they are introduced separately, they bear a very close relationship one to the other.

"The former is for the purpose of securing the money from the people, and the latter is to enable them to secure and invest the money in co-operative societies to manufacture and to do a wholesale and retail business.

Same General Plan.

"The same general plan is followed in the one, as in the other. Seven persons can secure a charter from the Government at no cost to themselves, and they place the words "Co-operative and Limited" to whatever name they may choose, and with seven (\$7.00) dollars, they can commence business. They can secure credit if they choose, and they can borrow money from the Co-operative Loan and Savings Company, and with the borrowed money together with the sale of shares, they can buy, sell or manufacture anything from an ocean vessel to a tin pot. They can manufacture, or buy and sell at wholesale or retail, grain, land, timber, paper, coal, produce, cement, dry goods, hardware, jewelry, boots and shoes, or anything they choose, from a bale of hay to a needle.

"The preamble to this bill sets out that its purpose is "to promote economy and thrift," and the official figures in Lancashire, England, the birthplace of this system, and where they are operating on a large scale, shows that the percentage of indoor paupers is on the top of the list, out of fifty different counties.

No Restrictions.

"No restrictions are placed in their charter as to how they shall conduct their business, only by the rules they make themselves, or how their operations can be properly inspected or controlled by Government, until some one scents danger.

"They can issue any sort of prospectus they wish, without any supervision.

"They can advertise and announce in Canada as they advertise and announce in England and Scotland, that their chief mission is to 'eliminate the private trader,' which means that they are not 'private traders.' Their endeavor being to leave the impression that they are 'state-owned' or 'owned by the people,' or authorized by the Government.

"Evidence shows that over eight hundred of these societies failed in England and Scotland during twenty years, and caused serious and disastrous loss.

"To induce the public or their members to deal with them, they offer them dividends or more properly speaking, 'bribes,' on their purchases, every three, six or twelve months, ranging from five to twenty-five per cent. In other words, it is the old trading stamp scheme, only dressed up in other garments. There is no provision in this bill to prevent this.

"They claim that these bills which they have introduced in Canada, are modelled on the same plan as those operated in England or Scotland.

"So silently and unnoticed was this legislation secured in the British House of Commons, that the merchants and manufacturers did not realize what it meant until after it had become law.

"Since they have commenced operations, and got themselves entrenched, and pay no income tax, and pay nothing for their charters, the commercial organizations all over Great Britain have become thoroughly aroused, and they are lining up man to man, and shoulder to shoulder, to attack this monster. Their task will be a big one, and we hope them success, but we fear they have awakened too late.

"One co-operative wholesale society, in Manchester, did a business in one

year of one hundred and ten million dollars (\$110,000,000.00). They supply a host of retail co-operative stores. The manufacturers at first supplied them with goods and helped them to destroy, or 'eliminate' as they say the 'private trader.' Now they have factories, vessels, farms, mines, banks, etc., of their own, and they manufacturers also have joined the army of commercial men, who are demanding that the special privilege they secured while the business men of Great Britain 'were asleep at the switch' should be taken away from them and that all men in trade should have equal rights, and no one should have special privileges.

"If these bills pass the Dominion Parliament, they will be able to operate and ignore all restrictions that govern Provincial charters, and thus secure special privileges over legitimate incorporated companies.

"In Canada, 'The Retail Merchants' Association of Canada,' being numerically in the fore front, have been on the watch tower keeping an eye on unfair commercial and financial legislation, and we have so far kept this monster out of this fair Dominion. We have fought a good fight; and we have been spreading the educational work. Those members of the Dominion House and of the Senate who have listened to our story, and who understand the financial importance of our commerce, have stood loyally by us. They recognize the danger of these measures, and by their zeal and their wisdom, they have thrown these bills out three times. May we hope that they throw them out again, and thus carry out the wishes of the thousands of manufacturers, wholesalers, retailers and financial men of Canada. Can we rely upon you to assist us?"

EATON MAY BUILD GREATER TORONTO STORE

Statement That Mail Order House is Actual Purchaser of Expensive Toronto Block at Yonge and Carlton Streets — Structural Engineers Said to Have Inspected Old Store and Reported Adversely—Value of Ground Floor.

Toronto, Feb. 23.—Although the veil of mystery which hid from the first the identity of the power behind the purchasers of that valuable block of Toronto real estate, at Yonge and Carlton Streets has never been entirely lifted, the gauze has been pulled up far enough to enable some responsible persons to make the statement that the T. Eaton Company holds the key, and that the land was secured solely with a view to the erection there of a department store larger than the old. And those who make the statement give what appears to be a reasonable chain of argument to substantiate their claim.

Visit of Structural Engineers.

There came to Toronto last fall, it is said, on the invitation of John C. Eaton, president of the T. Eaton Company, two structural engineers, to pronounce upon the possibility of there being constructed out of the present chain of buildings that stand at the corner of Queen and Yonge Streets, one big, solid, uniform store. It is understood these engineers examined the present edifice, from basement to roof, and that their report was to the effect that while the newer sections of the store would bear up, the older, wings would not stand the strain of such construction. Furthermore the experts are reported to have said, that the loss to the company due to interruption of business, would be

heavy enough to almost suffice to build a new store on another site.

It has also been remarked that all remodelling work which has been done by the company on their present building, since the visit of these experts to Toronto, has been along lines calculated to stand for but a short time, that is, wood has been put in where steel would have gone under ordinary conditions.

Ground Floor Business.

And then again there are those who say that Mr. Eaton has declared his intention of building a new store with a tremendous ground floor space. It is reported that he has estimated that by far the greatest part of the business of the company is done on the ground floor. Some say, even that it is his belief that 85 per cent of his entire business in Toronto is transacted on the ground floor.

So, it would seem that all these facts combined make it highly probable that the Eaton Company is in reality the purchaser of the block in question. The floor plan of a structure raised there would be large. When the land is to be built upon is not known. Cards have been displayed, however, in the windows of the stores along its Yonge Street front carrying the assurance that leases covering five years, would be given. So it would appear that the owners of this expensive property are in no hurry to commence construction.

The Canadian Grocer

Established 1886

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OPPORTUNITIES IN SEEDS.

The Grocer would draw attention to an article appearing in this issue, dealing with the display and sale of seeds. It is written by a retail grocer who has had considerable experience in that line, and is worthy of the consideration of every dealer who handles this side line.

In country communities, villages and small towns—anywhere where the farmer or garden man is wont to congregate—there is a chance for the grocer and general merchant to transact considerable business in seeds. This sort of trade goes to the man who is first in the field. The nearness of spring makes now the time to stock up. No time should be lost about arranging for proper display, and energetic selling methods.

Opportunity is there for some bright young clerk to strike out along original lines in the handling of the spring supply of seeds.

KANSAS EGGS IN B. C.

From market reports sent in from British Columbia it is as plain as the freckles on your face that, whether Reciprocity goes through or not, eggs from the state of Kansas, U. S. A., are going to be a strong feature of the produce market of the Province on the Pacific coast for some time to come.

California, it appears, was the state to which citizens of the sunset province looked for relief when the prices of the local eggs soared skyward. But it seems now that the domestic hen in Kansas has been so energetic the past while that there were plenty to spare. Accordingly, some were billed through to Vancouver, and at a price, almost ten cents a dozen lower than that charged for the California product.

Possibly this invasion will not last, but it only goes to show that one can never tell exactly what's going to happen anywhere on this old world of ours. But it seems queer that the price of eggs in Vancouver and Victoria should have to tumble before the onslaught of a product of Kansas, U. S. A.

THE POWER OF PERSONALITY.

To every man belongs the power to affect in some degree, everyone with whom he comes to address himself. Every man may not realize nor appreciate this heritage—for heritage it is—but it is there all the same. It is, as the breath of the flesh and blood of him; as powerful and as kind as the kick of his foot and the clasp of his hand. And you, Mr. Grocer, because of your personal touch with so many women customers who do not reason always, can well afford to study this effect.

It would be easier to catch a humming bird with a fish-net than to find a man the effect of whose presence upon his fellow-beings is always pleasing. There may be such a phenomenon, but he has not declared himself around these parts. So it is for everyone, and especially a grocer whose business depends almost entirely upon the good will of his customers to gauge this effect, and, where he finds it repelling, to either correct it by simple power of will, or else have some one else wait upon that customer.

A typical instance, in which this "presence effect" played a prominent role came to the attention of The Canadian Grocer a little while ago.

The dealer in question was the proprietor of at least two stores, with probably half a dozen clerks under him. Personally, he was a likeable chap, who strove to make himself agreeable, and his goods were the best, probably, in a considerable neighborhood.

Now there was a certain woman—a good customer, too—who would go to the door of one of those stores and glance in. If that dealer were in the store she would simply not go in, but would go on down the street to a little establishment where the display was not nearly so good nor the range of groceries so wide.

That man lost money every day because of that "effect." He was, it can be easily believed, absolutely unconscious of it himself, and yet it was there, a tangible thing, tangible too, because it created an atmosphere that cost him money.

In each one of you is that power; it would be good for business, somewhere, if it were studied out and the cause removed.

THE DOCTOR GOT THE BUSINESS.

It is expedient that the merchant should at all times put on the appearance of business. People undoubtedly like to deal at the store where clerks are alert and where business is on the hum. What a bad impression it makes on a customer to enter a store where the clerks are leaning on the show cases, reading books, or in other ways presenting an appearance of dullness and sleepiness! Much better that they should be pulling down a counter or shelf display and rebuilding it, than standing listlessly around discussing the topics of the day.

Ten years ago a young doctor took up a practice in a town of 2,000 population, where there were already two doctors. He put out his sign and waited for business to come. But it failed to come his way, and he realized that something would have to be done if he were ever going to make a living. After a great deal of thought he decided to put on an appearance of business at any rate, and see if it would not do some good. Next morning he made several trips through the town with his satchel. He appeared to be busily engaged, as if he had so much to do that he could not spare a moment.

In the afternoon he got out his horse and took a hurried drive through several sections of the country. Sometimes, he drove so much that he found it necessary to hire livery horses.

The people saw him always on the go from early morning to late at night, and thought that he must be a pretty good doctor to be getting all this business. Very soon this young doctor had worked up an excellent practice, and all by merely putting on an appearance of business.

His experience should be a lesson to many grocers and clerks. If a merchant does not keep on the move and make a good showing, he will soon find the cobwebs collecting in his store. Busy clerks, good window and counter displays, a well loaded delivery waggon and all such things as these, make a store all the more attractive.

There is another point in regard to putting on a good appearance and that is in regard to the store front. If a coat of paint or a new walk will improve its look, do not hesitate at a little expense, for a dealer will be amply repaid. It is certainly false economy to allow the store front or any part of the store to become unattractive for want of the expenditure of a small amount of money.

On one day this week the visible supply of sugar in the world was 3,660,000 tons, an increase of 490,000 tons over the supply a year ago.

SHORT TALKS TO CLERKS

By An Ex-Clerk

Salesmanship.

Salesmanship is the fundamental basis of success in every line of business known to commerce.

When a great criminal lawyer faces the jury to plead his client's cause, what is he trying to do? SELL something!—Trying to sell that jury that his client is innocent. It is nothing else in the world but salesmanship.

When a politician gets up in his constituency in front of an audience, for re-election, what is he trying to do? SELL something! Sell his audience that he is the man to be elected.

What am I trying to do? SELL you the facts of Salesmanship—sell you the importance of it. The majority of people use the word "tell" instead of "sell." There should be a word that will take them both in.

In a broad way, everyone is a salesman; and everyone is practising—or failing to practise, as the case may be—the principles of salesmanship, and these principles are simply the principles of influencing favorably and not unfairly the human mind. It is a salesman's business to change minds, to overcome prejudices, to break down bad customs, to soften stubbornness, and let the light of reason into dark places.

Is not life in general pretty much a matter of making other people feel as you do about something or other—about yourself, primarily?

Salesmanship is a science, and it is also an art. You can acquire it, and after once acquiring it then it is a ques-

tion of its proper application. When you acquire the art of salesmanship you have an asset no one can take from you, or steal from you. It is YOURS.

One important adjunct is necessary to apply it properly. When I say "apply it properly," what do I mean? I mean WORK. You may be the finest salesman in the world, the cleverest artist in selling goods that ever was known, but you must WORK, or your art is wasted.

Some Clerks Are Waiters.

There is a great difference between an ordinary clerk and a salesman in a retail store. Some clerks are simply waiters; they wait on people, give people what they want. Anyone can do that. A lady comes in and says, "I want a pound of coffee." It is not very much trouble to get her a pound of coffee.

The salary you command is in your own hands, namely, as to how good a salesman you are. How good a salesman you are depends on your ability and your willingness to learn. A clerk who is a good salesman will study all the advantages of salesmanship, grasp every opportunity and become a dividend payer for the house.

I don't believe there is a clerk but who, if he made up his mind, could sell one or two dollars' worth of goods more each day than he has been selling. That does not seem very much, but stop and figure it up for a minute—\$2 a day; five clerks in the store; \$10 per day; 20 p.e. profit; \$2 a day net profit; 313 days in the year—\$626 per year extra profit to the house? What does that mean? It

means better salaries to those who work there and are good salesmen. It cannot mean anything else.

You have something to sell. You come to me and you say, "I am a salesman. I want to go to work in your store." "Well," I say, "how much do you want for six days per week of your salesmanship?" You say, "I want what I am worth to the store." "All right," I say, "come to work. At the end of the week I will tell you what you are worth. If you are a better salesman than anyone else in the store, you are going to get more money."

It is the same old problem over again—the supply and the demand. If I won't pay it to you, someone else will, and glad to do it.

In a certain instance, you find a young man who has not been a success, who is



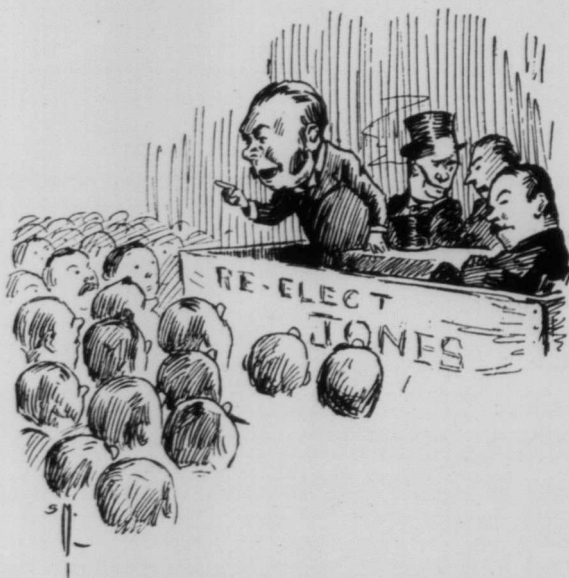
"All right," I say, "Come to Work."

discouraged and does not think much of his chances for success. A salesman comes along and sells him something he needs. What is it? Why, a Course in Salesmanship.

How Sales are Made.

A woman comes into your store, and the good salesman will welcome her as if he meant it; will say to her. "Good morning, Madam, what can I do for you? Do you want some coffee?" "Yes." He puts the coffee up, then says, "Here is a brand of cereal food which has been strongly recommended to us, and which we recommend to you. I believe you would like it. Try a package of this, and if not satisfactory please return it." Or, "We have some lovely fresh celery in to-day, which will soon be scarce," and so on, and so on. He sells her the cereal, he sells her the celery. How? He had studied his customer from her previous visits to the store, gradually acquiring that knowledge of human nature by a little extra effort, and that was all.

To be a successful salesman you must be able to analyze your customers, and I know of no walk in life where there are greater opportunities for this than in retail stores. You soon get to know the likes and dislikes of your customers. And think how important it is to the House that you are a good salesman. Competition is very keen; there are



When a Politician Gets up in his Constituency for Re-Election He is "Selling" Something to His Audience.

other stores cropping up around your locality; and as competition gets keener and keener, the greater is the need for good sales clerks. The clerk who can sell more goods than the other fellow is bound to get more money; he can command it. The clerk who is the best salesman has seldom indeed to ask for a raise in salary; he gets it; the house knows he is worth it; they do not want to lose him. Again, it only goes to show that clever sales clerks are scarce, and always will be scarce as long as you fail to appreciate the great advantage of more knowledge along these lines, and the important things I have taken up with you.

Two Varieties of Clerks.

In many cases, it simply resolves itself down once more to the differences between doing things right and doing them wrong. I go into retail stores every day, and you would be amazed at the way some things appear to me; they are awful! I went into a Gents' Furnishing Store, and, after waiting a minute or more, a clerk who was doing nothing walked up until he got opposite me, and said: "Anything you want?" Now, what do you think of that? Anything I want? What would I be doing in that store if I didn't want anything? I told him I wanted to see a tie of a certain shade. He picked one out, handed it to me and said, "That's a dollar." Then he started to look out the window at the passing street cars. I did not buy it.

I went into another store, and the clerk stepped up to me in a brisk, bright sort of a way and said, "Good day, sir! Is there anything I can show you that might interest you?" That was different. Here was a courteous and salesmanlike reception. I told what I wanted. He brought out many more ties than I required. Nothing seemed a trouble, and he never allowed his attention for a moment to be diverted from me. He took one of the prettiest ties, deftly folded it, and held it in position beneath his own collar, and said to me, "Does that not strike you as being about what you would like?" He saw I was sold, and before he was through sold me three shirts—just along the same tactful lines. That man will be in business some day and be a success.

I have heard retail clerks say, "O what is the use? What is the use of keeping yourself on the qui vive every minute? I have been getting \$10 a week for a long while now, and I don't see any chance of getting any more." That is just the reason he has always been getting \$10 a week. That man will never be a success.

Do you ever realize, you retail clerks, that when a merchant employs you he must place confidence in you? Do you realize what that responsibility is that he has placed on your shoulders?—Because you represent his place of business.

You may think you are smart if you can side-step some duties, and give them

to others to do. You may think it clever to be able to fool your employer, and you CAN fool him, but for how long? A very short time, I assure you, and the only one who is getting fooled is yourself.

On the Successful Road.

The thing to do is to be influenced by successful clerks—clerks who are getting more money than you are—clerks who are selling more goods than you are; and if there are none in the store who surpass you, there are others in many other stores who do. And just along that line for a minute I will say, when you begin to reach the stage where, honestly speaking and eliminating all

egotism, you have got a long way to look to find someone making more money than you are, or selling more goods than you are, you are fast getting towards the road to success.

Remember it takes a live fish to swim up stream; any old dead one can float down. Don't be influenced by the ones that float down! Don't be influenced by the average class! Set a standard as high as you possibly can, and be prepared to put in all the hard licks that are in you. Stick to it, day and night, early and late. Be willing to learn from others; be loyal to your employer; keep yourself in good health; be absolutely honest, and always in dead earnest, and you are sure of Success.

Practical Methods in Retail Stores

B. C. Trading Company Inaugurates Profit-Sharing Plan to Encourage Employees—Post Cards to Customers. A Rhyme Used to Attract Attention in Vancouver.

Employees Share in Profits.

Fernie, B.C., Feb. 23.—The Crow's Nest Trading Company, Ltd., of Fernie, has inaugurated a semi-annual profit-sharing plan to encourage their employees. For the past six months, \$600 was distributed, which amount is over and above the profits distributed to those employees holding stock in the company, of which there are several. The next distribution will be in August.

In offering an incentive to its employees, the company claim to have been the gainer, for the business has been constantly growing. They state that, added to this is the goodwill which naturally follows when it is seen that the firm's success is to bring money to those who help to make it. The present building is to be enlarged and measures will also be taken looking to a greater extension. The company also issue a letter of appreciation to its staff—a thoughtful consideration if nothing else.

Coffee Display with a Rhyme.

Vancouver, B.C., Feb. 23.—Hallam & Wyndham, of this city, recently had a display of coffee in their window, with the following rhyme prominently displayed:

"I want to hear the simmer of the old coffee pot,
I want to hear it simmer when its getting good and hot;
I love the smell of roses along about in June,
And I'd hang about and listen to almost any tune,
But the fragrance and the music that nothing else has got.
Are the odor and simmer of the old coffee pot."

Value of Suggestion.

Halifax, N.S., Feb. 23.—Your correspondent, when looking over a number of orders that a local grocer had received,

remarked that in but very few cases did the customer specify the brand of goods she wished. "They always leave it to me," said the grocer, "to choose the brand. You will generally find that a customer places enough dependence on the dealer to allow him to name the brand that she should use. Of course, we do have cases where a certain brand is asked for but if the customer has ever dealt with us before, she will generally take the kind we recommend. It was only yesterday that a customer asked me for a well advertised brand of jam. I do not carry that brand, one reason being that it does not pay enough profit, while the one I have is equally as good and gives me a fair percentage. Now I have tried both brands and find the one I carry just as good as the one the customer asked for and for that reason I recommended it to her and she purchased it. I find the same thing to happen very often but I am careful never to substitute an article that is not as high quality as the one asked for."

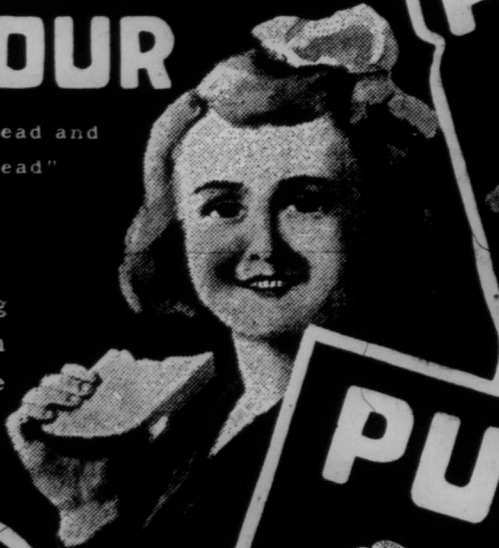
Post Cards for Customers.

Toronto, Feb. 23.—Doves, grocers and butchers, 102 Wilton avenue, have a system whereby they are able to keep a customer's trade no matter to what part of the city she may move. Orders are taken and deliveries made every day in the immediate neighborhood, and twice a week in the outlying districts, so that they are able to serve their patrons well. If a customer who lives near the store is moving to another district, they assure her that they can handle all her wants even there, by covering the ground twice a week for orders and by the telephone. They also have private post cards which they give to customers who live some distance away, so that if they need anything between order days and have not a telephone, they may send their orders on these post cards. If a customer sends for goods in the morning, the post card is received at the store that same day and the goods delivered promptly.

PURITY FLOUR

"More bread and better bread"

Great for growing children because it has all the



PURITY FLOUR

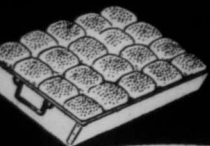
For b... for c... for b... for... that... and hol... your... fid...

PURITY FLOUR

Buy it once and you will choose it every time



PURITY FLOUR



Use it for bread, pies, cakes, biscuits, everything



It's the champion all-purpose brand.

Western Canada Flour Mills Co., Limited.



Makes your baking skill seem better still



The flour that needs no flattery at all

The Holy Advertising Campaign

now running is creating a great deal that has been told it is the most attractive that has ever appeared in Canadian print. You see the advertisement for yourself. You are very striking and appealing. And remember that this is a rising coast to coast.

We have so much confidence in the superior flour that we are spending many thousands each year in consumer advertising in our business—the line increases through our dealers—the many accounts are proof that our confidence is not misplaced.

If you are not handling Purity Flour every day and make arrangements to our publicity. Get your share of Purity.

Western Canada Flour

Toronto, Montreal, Ottawa, St. John's, Winnipeg, Regina, Vancouver

First pound you use will win your lasting favor



More and better bread

PURITY FLOUR

PURITY FLOUR

"More bread and better bread"

PURITY FLOUR Your Choice of the "PURITY" Family

PURITY FLOUR Order

PURITY FLOUR If that name is on the sack you can buy with confidence

WESTERN CANADA FLOUR MILLS COMPANY
 PUREST FLOUR
PURITY
 PATENT
 CANADA

38 POUNDS 49 POUNDS

Western Canada Flour Mills Co.

The Flour Advertising Campaign

Planning is creating a great deal of attention. We have been told it is the most attractive flour advertising ever appeared in Canadian publications. You've seen the advertisement itself. You'll agree that they are striking and successful. And we want you to remember that this advertising covers Canada from coast to coast.

So much confidence in the superiority of PURITY flour that we are spending many thousands of dollars in consumer advertising. The steady increase in business—the increase in the orders from dealers—the many accounts we are adding—is proof that our confidence is not misplaced.

Are you not handling PURITY flour, get in line this day and make arrangements to enjoy the fruits of publicity. Get your share of PURITY flour prosperity.

Western Canada Flour Mills Co.
 Limited
 Montreal, Quebec, St. John, N.B., Goderich, Ontario, Winnipeg, Manitoba, Vancouver

Once you have used **PURITY FLOUR** you will readily pay the little more it may cost.

Until you have actually tried PURITY FLOUR you may demur at the trifle more it costs you than lower grade flours cost—but your first sack will show you why that seemingly higher price is a real economy for you

PURITY FLOUR

WESTERN CANADA FLOUR MILLS COMPANY
 PUREST FLOUR
PURITY
 PATENT
 CANADA
 PUREST FLOUR
 MANITOBA HARD WHEAT

That trial sack (which you ought to order this very day) will teach you what Purity Flour is worth to you, as contrasted with an ordinary flour.

PURITY FLOUR is milled from only the choicest Manitoba wheat standard.

Factors which we believe are the finest in our mills.

has the nutlike, sweet, wholesome taste every housewife tries to put into the bread she bakes.

PURITY FLOUR, moreover, is not merely a bread flour. It is an every-purpose flour. It makes the kind of pastry you make that invites praise.

More bread and better bread

Has the strength, the flavor, the quality— for baking **good things!**

First pound these will win your lasting favor

More bread and better bread

Risk a little to learn a lot Get a trial 7-lb. sack this very day

"More bread and better bread"

PURITY FLOUR

one for baking

PURITY FLOUR

PURITY FLOUR

"More bread and better bread"

WESTERN CANADA FLOUR MILLS COMPANY
 PUREST FLOUR
PURITY
 PATENT
 CANADA
 PUREST FLOUR
 MANITOBA HARD WHEAT
 PURITY FLOUR

34

The Markets — Sugar Appears Strong

Dealers Think That Bottom Has Been Reached—Market Shows an Upward Tendency—Demand Brisker—Prunes Scarce and High in Price—Rice Has Advanced — Tomatoes are Higher in Toronto—Beans Firm in Winnipeg.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Rice—Advance of ten cents.
Evaporated Apples—Very firm
Prunes—Scarce and dear.

Montreal, Feb. 23.—One of the things grocers should remember during the next six weeks is that they are in the midst of the Lenten season and should endeavor to cater to those who observe that time. There is an increased business in what might be called meat substitutes. Fish enjoys a heavy demand, eggs are looked for more than before, and cheese, honey, jams, dried fruits, and other goods will find new purchasers, especially if the grocer endeavors to increase his trade by calling the attention of those in particular who are, as before mentioned, observing the Lenten season. The individual, of course, always follows his own ideas, but it should be of interest to him especially as there is the opportunity of new business.

During the week an advance of ten cents has been made in the price of rice. This was not altogether unlooked for as the primary market has been showing strength for some time. Evaporated apples are scarce and are high in price. They are in the same class with other dried fruits, prunes being especially scarce. There is a fairly good demand for sugar and in the primary market the price is slightly higher. The local market is described as steady.

Sugar.—The market is rather steady this week before conditions that show some improvement. Demand is better, and in the primary market prices are slightly advanced. The opinion is expressed that present indications point away from lower prices and that the bottom has been reached.

Granulated, bags	4 20
" 20-lb. bags	4 30
" Imperial	4 05
" Beaver	4 05
Paris lump, boxes, 100 lbs.	5 11
" " 50 lbs.	5 10
" " 25 lbs.	5 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	4 50
" 100 lb. boxes	5 00
" 50 lb.	5 10
" 25 lb.	5 20
5 lb. cartons, each	0 37
Crystal Diamond Dominos, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 65
" 50-lb. boxes	4 88
" 25-lb. boxes	5 05
Powdered, bbls.	4 45
" 50-lb. boxes	4 65
Phoenix	4 20
Bright coffee	4 15
No. 2 yellow	4 05
No. 2 "	3 95
No. 1 " bags	3 80
Bbls. granulated and yellow may be had at 5c above bag prices	

Syrups and Molasses.—The demand for molasses is good and in the primary market there are new signs of what are considered strength. Syrup is also moving out freely and a good season is being looked for with the beginning of March.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 08	0 08

" 1-bbls.	0 08
" 2-bbls.	0 08
" 38-lb. pails	1 70
" 25-lb. pails	1 30
Cases, 24-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " 1 doz. "	2 50
" 20-lb. " 1 doz. "	2 45

Dried Fruits.—Prunes are in small compass, some of the houses having less supplies than others. Evaporated apples, as was expected, are scarce. The price is decidedly high and it is safe to say that some of the dealers have practically no stock. Apricots are away up also. Practically all the lines in dried fruits are firm and in not a few cases the supplies are rather meagre. Demand is fairly good, but with prices ruling rather high a great deal is not expected.

Evaporated apricots	0 21
Evaporated apples	0 14
Corrautes, nue antras, per lb., not cleaned	0 74
" " cleaned	0 07
" Patras, per lb.	0 08
" Vostizas, per lb.	0 05
Dates	0 06
Figs, 4 crown	0 09
" 5 crown	0 10
Figs, 6 crown	0 11
" 9 crown	0 13
Prunes—	
30-40	0 13
40-50	0 11
50-60	0 10
60-70	0 09
70-80	0 09
80-90	0 08
90-100	0 08
Bosina prunes	0 09

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

Nuts.—There is a good demand for nuts and it might be said that enquiry has not fallen off much even through the quiet period following the Christmas season. Peanuts of a high grade are scarce.

In shell—	
Brazils	0 15
Philberts, Sicily, per lb.	0 11
" Barcelona, per lb.	0 10
Tarragona Almonds, per lb.	0 15
Walnuts, Grenoble, per lb.	0 14
" Marbots, per lb.	0 15
" Cornes, per lb.	0 11
Shelled—	
Almonds, 4-crown selected, per lb.	0 35
" 3-crown "	0 32
" 2-crown "	0 31
" (in bags), standards, per lb.	0 27
Cashew	0 15
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 12
Pecans, per lb.	0 45
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38
Broken	0 30

Spices.—The market is firm but is rather quiet. The shipments of pepper, black and white, this year from Penang and Singapore are much lower than for the same period last year. Practically in all spices there is a noticeable strength.

Allspice	Per lb	0 13	0 18
Cinnamon, whole	0 16	0 18	
" ground	0 15	0 19	
Cloves, whole	0 28	0 35	
" ground	0 25	0 31	
Cream of tartar	0 25	0 32	
Ginger, whole	0 20	0 30	
" Cochin	0 17	0 20	
Mace	0 75		
Nutmegs	0 30	0 60	
Peppers, black	0 14	0 18	
Peppers, white	0 30	0 35	

Tea.—The tea market is fairly active with a good steady trade. There is special interest in colored teas and it is stated that holders of these in Can-

ada have been responding to enquiries from the United States. In consequence the local market is active and Canadian purchasers have been getting their supplies in anticipation of higher prices or a shortage before the new crop is ready for the market.

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

Coffee.—The market is unchanged here but is generally firm with the primary conditions practically the same. Demand is steady and prices are the same as have been quoted.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Rice and Tapioca.—Quotations for rice were raised ten cents this week. The primary market has been considered strong for some time past and the advance was not altogether unlooked for in many places. It is expected that under the new prices the advance will help increase interest in business. Tapioca is steady.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " pockets, 12 1/2 pounds	3 30
" grade c.c., 250 pounds	3 00
" " 100 "	3 60
" " 50 "	3 00
" " pockets, 25 pounds	3 10
" " pockets, 12 1/2 pounds	3 30
Tapioca, medium pearl	0 06

Beans and Peas.—There is a good demand for both beans and peas. Prices are steady. Demand should continue heavy during the next four or five weeks.

Ontario prime pea beans, bushel	1 85
Peas, boiling, bag	2 80

CANNED GOODS

MONTREAL.—The canned goods business is practically the same as a week ago. Gallon apples are scarce and are quoted as high as \$3.50. Peas are practically off the market and in a few other instances the same condition prevails. Canned goods are valuable property just now. In fish the trade is opening up better and where it was dull for some time an improvement has been noticed of late and a much better feeling prevails.

Apples, gal.	3 25	4 50
Peas, standard, dozen	1 30	
Peas, early June, dozen	1 25	
Peas, sweet wrinkled, dozen	1 25	
Peas, extra sifted, dozen	1 25	
Pumpkins—3 lb., 96c.; gallon, \$3.00.	3 10	
Beans, dozen	1 00	
Corn, dozen	1 00	
Tomatoes, dozen (Ontario and Quebec)	1 45	
Strawberries, dozen	1 90	
Raspberries, 2's, dozen	1 75	
Peaches, 2's, dozen	1 90	
Peaches, 3's, dozen	1 90	
Pears, 2's, dozen	1 80	
Pears, 3's, dozen	1 40	
Plums, Greengage, dozen	1 00	
Plums, Lombard, dozen	1 00	

THE CANADIAN GROCER

Lawsonberries, 3's, dozen.....	1 80
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	2 07½
1-lb. flats, per dozen.....	1 32½
1-lb. flats, per dozen.....	2 25
Other salmon—	
Humpbacks, dozen.....	1 40
Cohoos, dozen.....	1 60
Red Spring, dozen.....	1 90
Red Sockeyes, dozen.....	2 10
Lobster Futures—	
1-lb. flats, dozen, @7.75; 1-lb. talls, dozen, @4.25.	
1-lb. flats, dozen, @5.25.	
Compressed corned beef, 1s.....	2 00
Compressed corned beef, 2s.....	3 35
English brawn, 2s.....	3 15
Somerset pigs feet, 2s.....	3 15
Ready lunch veal loaf 1s.....	1 50
Ready lunch veal loaf 2s.....	2 60
Roast beef, 1s.....	2 00
Roast beef, 2s.....	3 35
Stewed ox tail, 1s.....	1 60
Stewed kidney, 1s.....	1 50
Stewed kidney, 2s.....	2 55
Mincod collops, 1s.....	1 40
Mincod collops, 2s.....	3 50
Corned beef hash, 2s.....	2 80
Jellied hocks, 2s.....	3 80
Jellied hocks, 6s.....	12 00
Paragon ox tongue, 1s.....	7 50
Paragon ox tongue, 2s.....	8 50
Paragon ox tongue, 2s.....	9 50
Paragon lunch tongue 1s.....	4 00
Tongue lunch, 1s.....	3 50
Sliced smoked beef, 1s.....	1 50
Sliced smoked beef, 1s.....	2 50

TORONTO.—The feature of the canned goods market is the big scarcity of both peas and tomatoes. A number of dealers have advanced tomato prices to \$1.45, and as high as \$1.50 is being asked in some cases, while others agree that present conditions warrant that quotation for them. So great is the scarcity in this market that quantities of tomatoes are being brought in from the United States market. Peas are also firm and standard are quoted at \$1.35 to \$1.40 per dozen. Prices in other lines, however, show no change. Trade in salmon and other canned fish is only normal, but wholesalers are looking for an improvement as soon as the Lenten season opens.

VEGETABLES	Per doz.	Group B	Group A
Asparagus tips, 2's tall.....	2 52½	2 55	
Beans, Golden Wax, 2's.....	0 97½	1 00	
" " " Midgets, 2's.....	1 30	1 30	
" " " Refugee or Valentine (Green) 2's.....	1 37½	1 40	
" " " Refugee Midgets 2's.....	0 97½	1 00	
Beets, sliced, blood red, 2's.....	1 37½	1 40	
" " " whole, blood red, 2's.....	0 97½	1 00	
" " " sliced, blood red, 3's.....	1 32½	1 35	
" " " whole, blood red, 3's.....	1 37½	1 40	
" " " whole, Rosebud, 2's.....	1 30	1 30	
" " " 3's.....	1 55	1 55	
Cabbage, 3's.....	0 97½	1 00	
Carrots, 2's.....	0 97½	1 00	
Corn, 2's.....	0 95	1 00	
" fancy, 2's.....	1 05	1 07½	
" on cob, gal.....	4 77½	4 77½	
Peas, Standard, size 4, 2's.....	1 35	1 40	
" Early June, size 3, 2's.....	1 50	1 50	
" Sweet Wrinkle, size 2, 2's.....	1 50	1 50	
" Extra fine sifted, size 1, 2's.....	1 87½	1 87½	
Pumpkin, 3's.....	0 97½	1 00	
" gal.....	3 02½	3 05	
Spinach, table, 2's.....	1 27½	1 30	
" " " 3's.....	1 77½	1 80	
" " " gal.....	5 02½	5 05	
Tomatoes, 2's.....	1 05	1 07½	
" " " 3's.....	1 40	1 50	
" " " gal.....	3 75	4 25	
Turnips, 3's.....	1 12½	1 15	

FRUITS	Per doz.
Apples, standard, 3's.....	1 20
" " " gal.....	3 57
Blueberries, standard, 2's.....	1 27½
" " " gal.....	5 27½
Cherries, black, not pitted, heavy syrup, 2's.....	1 52½
" " " black pitted, heavy syrup, 2's.....	1 92½
" " " red, not pitted, heavy syrup, 2's.....	1 52½
" " " red pitted, heavy syrup, 2's.....	2 17½
" " " white, not pitted, heavy syrup, 2's.....	1 62½
" " " white pitted, heavy syrup, 2's.....	2 02½
" " " red pitted, gal.....	8 52½
Gooseberries, 2's, heavy syrup.....	1 77½
Lawsonberries, 2's, heavy syrup.....	1 77½
Peaches, 2's, white, heavy syrup.....	1 87½
" " " 2's, yellow, heavy syrup.....	1 87½
Raspberries, black, heavy syrup, 2's.....	1 77½
" " " black standard gal.....	7 02½
" " " red, heavy syrup, 2's.....	1 77½
" " " red, standard gal.....	0 92½
" " " red, solid pack, gal.....	9 27½
Rhubarb, preserved, 2's.....	1 52½
" " " 3's.....	2 27½
" " " standard, gal.....	3 50
Strawberries, heavy syrup, 2's.....	1 77½
Clover Leaf and Horseshoe brands salmon:	
1-lb. talls, dozen 2 05 3 07½	
1-lb. flats, dozen 1 30 1 32½	
1-lb. flats, dozen 3 22½ 2 25	
Other salmon prices are.....	
Humpbacks, doz 1 30 1 35	
Pinks..... 1 30 1 35	
Northern River Sockeyes.....	1 95
Chicken..... 4 00	
Turkey..... 4 00	
Ducks..... 4 00	
Cohoos, per doz.....	1 77½
Red Spring, doz.....	1 87½
Lobsters, halves, per dozen.....	2 65 2 75
Lobsters, quarters, per dozen.....	1 80
Northern River Sockeyes.....	1 95
Soup, 2's.....	1 90
Soup, 1's.....	1 40

Winnipeg—A good demand still continues for all lines. Plums in heavy syrup are very scarce and stocks light which is likely to cause an advance before long. Early June peas are also scarce and are now quoted at \$1.45. Tomatoes still scarce, and further advance is almost certain. Starch and cornmeal markets are the lowest they have been for many years, while existing market is extremely weak.

VEGETABLES	Per doz.	Group B	Group A
Asparagus tips, 2's.....	2 64	2 66½	
" (talls) 2's.....	2 64	2 64	
Beans, Golden Wax, 2's.....	1 04	1 06½	
" " " Midgets, 2's.....	1 44	1 44	
" " " 3's.....	1 57	1 59½	
" " " Refugee or Valentine (Green) 2's.....	1 39	1 41½	
" " " Refugee Midgets 2's.....	1 57	1 59½	
Beets, sliced, blood red, 2's.....	1 09	1 09	
" " " whole, blood red, 2's.....	1 09	1 09	
" " " sliced, blood red, 3's.....	1 52	1 54½	
" " " whole, blood red, 3's.....	1 57	1 57	
" " " 3's.....	1 06	1 09	
Corn.....	1 09	1 11½	
Peas, Standard, size 4, 2's.....	1 45	1 47½	
" " " Early June, size 3, 2's.....	1 29	1 31½	
" " " Sweet Wrinkle, size 2, 2's.....	1 86½	1 88½	
" " " Extra fine sifted, size 1, 2's.....	1 39	1 41½	
Spinach, table, 2's.....	1 97	1 99½	
" " " 3's.....	1 11	1 11	
Tomatoes, 2's.....	1 61	1 63½	
" " " 3's.....	3 95	3 97½	

FRUITS	Per doz.
Apples, standard, 3's.....	1 27
" " " gal.....	3 55
" " " preserved, 3's.....	1 97
Cherries, black, not pitted, 2's.....	1 64
" " " black pitted, heavy syrup, 2's.....	2 04
" " " red, not pitted, heavy syrup, 2's.....	1 64
" " " red pitted, heavy syrup, 2's.....	2 04
" " " white, not pitted, heavy syrup, 2's.....	1 74
" " " white pitted, heavy syrup, 2's.....	2 14
" " " red pitted, gal.....	9 05
Peaches, white, heavy syrup, 2's.....	3 07
" " " 3's.....	2 77
" " " yellow, heavy syrup, 2's.....	3 07
Pineapple, sliced, heavy syrup, 2's.....	1 59
Raspberries, black, heavy syrup, 2's.....	1 89
" " " black standard, gal.....	7 55
" " " red, heavy syrup, gal.....	1 89
" " " red standard, gal.....	7 55
" " " red, solid pack, gal.....	9 80
Rhubarb, preserved, 2's.....	1 64
" " " 3's.....	2 47
" " " standard, gal.....	3 90
Strawberries, heavy syrup.....	1 89

ONTARIO MARKETS

POINTERS—

Sugar—Demand reported good.
Prunes—Scarce.
Rice Standard B—Ten cents advance.
Tomatoes—Ten cents advance.

Toronto, Feb. 23.—Immediately after the holiday, the wholesale trade started at a very high speed and the satisfactory amount of trade done during January has had some effect on making the February business dull. However some firms report a slight improvement in business during the past week, while collections have been very good, considering the slackness in trade. The temporary period will give the wholesale trade time to make plans in the interest of their business.

Perhaps the one redeeming feature in the trade has been the big demand for sugar during the past week. Dealers agree that the bottom price has been struck and as the raw market is very strong, refined shows an upward tendency. One dealer in expressing his opinion said: "The sugar market is very strong and I expect an advance in price at any time."

No doubt if an advance takes place and retailers become firmly convinced that the trend is upward there will be a big rush to fill up stocks. The raw sugar market is now at 3.67, an advance of 25 cents over the quotations of the first of the month. The visible supply is 3,737,322 tons as against 3,235,952 tons last year or an increase of 501,370 tons.

Trade in syrups is brisk on account of the scarcity and high prices of dried fruits and the high prices of canned fruits. Prices are satisfactory, being lower than last year and retailers are evidently pushing that line. Trade in dried fruits is not overly brisk, retailers ordering only in small quantities for immediate needs.

An advance has taken place in standard B. rice which was not unexpected as a firmness has existed in this line in the primary market for some time, and the advance was only delayed by the absence of demand.

Canned goods are in a strong position and an advance has taken place in tomatoes, some dealers quoting them as high as \$1.50 for 3's. Canned fish does not show any great briskness, but retailers are expected to take hold of this line in the near future.

Sugar.—No change has taken place in the price of sugar, but the general opinion seems to be that sugar has struck the bottom price and that indications point upward. The purchase of over 100,000 bags of raws at 3.67 or 25 cents above the lowest point for this during this season, would indicate an upward tendency. Owing to the improved conditions of the raw sugar markets of the world, the reduction in American refined which was looked for last week failed to materialize. From last week's quotations of 3.54, raws in New York have advanced to 3.67, at which figure big purchases were made. European beet sugar has exhibited another advance and is quoted at 9s 9d f.o.b. Hamburg, which is equal to 4.04 duty paid New York or 37 cents per cwt. above Cuban quotations. The beet sugar market is however easy at the advanced price.

The demand for sugar just now is heavy as dealers believe that it is as low as can be expected for some time and sales have been free in anticipation of an advance.

Extra granulated, bags.....	4 30
" " " 20 lb. bags.....	4 40
Imperial granulated.....	4 15
Heavier granulated.....	4 15
Yellow, bags.....	3 90
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	4 70
" " " 50-lb. boxes.....	4 90
" " " 25-lb. boxes.....	5 00
Powdery, brls.....	4 50
" " " 50-lb. boxes.....	4 70
" " " 25-lb. boxes.....	4 90
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 21
" " " in 50-lb. ".....	5 30
" " " in 25-lb. ".....	5 50

Syrups and Molasses.—Conditions being very much in their favor this season, as dried and canned fruits are high in price, syrups are enjoying a lively trade, and business in this line is reported very much in excess of last year, when prices were higher than at the present. Some factories have had difficulty in getting orders out to retailers on account of the heavy snow storms, and dealers have been slightly inconvenienced in some cases. The trade in molasses continues with about the same demand, while prices show no change, but are steady.

Syrups—	Per case	Maple Syrup—	Per case
3 lb. tins, 2 doz.....	2 25	Gallons, 6 to case.....	4 88
" " " in case.....	2 25	" " " 12 ".....	5 40
5 lb. tins, 1 doz.....	2 60	Quarts, 24 ".....	5 40
" " " in case.....	2 60	Pints, 24 ".....	5 60
10 lb. tins, 1 doz.....	2 50	Molasses—	
" " " in case.....	2 50	New Orleans, medium.....	0 30 0 35
20 lb. tins, 1 doz.....	2 45	New Orleans, bbls.....	0 28 0 32
" " " in case.....	2 45	Barbadoes, extra.....	0 45
Half barrels, lb.....	0 03½	fancy.....	0 45
Quarter " " ".....	0 03½	Porto Rico.....	0 45 0 52
Falls, 35 lb. ea.....	1 70	Muscovado.....	0 30
" " " 35 " ".....	1 80		

THE CANADIAN GROCER

by large holders. The demand is good and the stocks held are of fair size. Prices on this market remain unchanged.

Coffee, standard Rio.... 0 14½ Coffee, choice..... 0 15
Coffee, extra choice. 0 16

Beans and Peas.—Considerable interest is being taken in the bean market at present, as it is thought that if the reciprocity agreement with the United States is passed the market here will advance about 25 cents per bushel, as American packers pay that amount of duty on beans shipped from Canada into their country. And even with this duty in existence, owing to the demand being greater than the supply, the American packer has had to import Canadian beans and has been very active in so doing for the last two or three years. Peas are rather uncertain and a difference of opinion prevails regarding the effect of free trade on the pea market. In the meantime, however, prices remain firm.

Beans, 3-lb. picker, per bushel..... 2 15
Hand picked, per bushel..... 2 25
Peas, split, 100 lbs..... 2 85
Pearl barley, 100 lbs..... 3 51

Tapioca and Sago.—A good demand continues and advances are predicted on account of recent strength of markets.

Pearl tapioca, per lb..... 0 06½ 0 06½
Sago, per lb..... 0 04½ 0 05½

NEW BRUNSWICK MARKETS.

St. John, Feb. 23.—There were few changes in the local markets during the week. Onions advanced slightly and are now quoted at \$3.25 to \$3.50 per case for Valencias, and \$1.40 per bag for Ontario stock. Yellow-eyed beans declined to \$2.50 and \$2.65 per bushel.

Beans, hand picked, bus... 2 15 2 10½	Cal. raisins, seed- ed..... 0 08½ 0 09
Beans, yellow eye, bus..... 2 65 2 75	Prunes, lb..... 0 06½ 0 09
Cheese, new, lb 8 13 8 13½	Molasses, foy. Barbados, gl 0 27 0 28
Currants, lb... 0 08½ 0 08½	Butter, dairy, lb..... 0 22 0 24
Canned goods—	Butter, cream- ery, lb..... 0 24 0 25
Peas, No. 4..... 1 20	Eggs, new laid..... 0 30 0 30
" No. 3..... 1 27	Eggs, case..... 0 27
" No. 2..... 1 32	Ham..... 0 16 0 18
" No. 1..... 1 80	Potatoes, new, lb..... 1 90 2 00
Peaches, 2's, dozen..... 1 95 2 00	Rice, lb..... 0 62½ 0 62½
Peaches, 3's, dozen..... 3 00 3 05	Lard, compound, lb..... 0 12½ 0 12½
Raspberries, dozen..... 1 85 1 90	Lard, pure, lb..... 0 14 0 14½
Tomatoes..... 1 35 1 40	Bacon..... 0 16 0 20
Strawberries, 1 85 1 90	Pork, domestic mess..... 23 50 24 50
Flour, Manitoba 6 35 6 45	Pork, Ameri- can clear..... 23 50 25 50
" Ontario..... 5 20 5 65	Salmon, case—
Fish—	Red spring..... 7 0 7 50
Cod, dry..... 4 30 5 50	Chicoes..... 6 50 6 75
Herring, salt, bbls..... 5 25	Baked beans, dozen..... 1 28 1 30
Bloaters, box... 0 85 0 90	Lemons, Messi- na, per box... 3 00 3 25
Cornmeal, gran. 4 65 4 75	Sugar—
Cornmeal, bags, 1 40 1 45	Standard gran. 4 25 4 45
" bbls. 2 80 2 90	Austrian " 4 25 4 35
Oatmeal, bbls. 5 15 5 20	Bright yellow... 4 15 4 25
Std. oatmeal... 5 50 5 70	No. 1 yellow... 3 85 3 95
Rolled oatmeal 5 10 5 20	
Buck wheat, west. grey, bag 2 90 3 00	

NOVA SCOTIA MARKETS.

Halifax, Feb. 23.—The grocery trade is fairly brisk for the season of the year. In several lines prices are easier than they have been for some time, and as a consequence larger sales are reported.

Sugar prices are away down. Extra standard granulated is now quoted at \$4.35; United Empire, at \$3.25; Austrian granulated, at \$4.25; bright yellow, \$4.15; No. 1 yellow, \$3.85, and unbranded, \$3.70.

There has been quite a drop in the price of eggs, and fresh laid are now coming on the market in fairly good supply. New laid eggs can now be purchased for 28 cents per dozen. Case eggs are quoted at 27 cents, but the demand is light.

Cheese is firm and prices are slightly higher, twins being quoted at 13½ to 14, and large at 13 to 13½.

The butter markets hold fairly firm though supplies are coming in a little better. Some small shipments of dairy butter in small tubs reached the market this week.

Apples are very scarce. All the cheap stock has been cleaned up and the best apples are selling at \$5.50. There is a firm market for potatoes at \$2 per barrel, and cabbages have been advanced from \$1 to \$1.50 per dozen.

Apples, bbl.....	Fruits—
Winter stock. 2 50 4 50	Lemons, Messina 3 00 4 75
Butter—	Oranges—
Creamery prints per lb..... 0 29	Jamaica oranges... 5 51
Creamery solids per lb..... 0 26½ 0 27	Cal. Navel... 3 00 3 50
Dairy, tubs, lb. 0 23 0 24	Rolled oats, bbl. 4 80 4 90
Bacon..... 0 21 0 22	Pork, American per bbl..... 26 50
Bananas..... 2 00 2 50	Pork, clear bbl... 28 00
Beans, per bus. 1 95 2 60	Hams smoked 0 29 0 21
Cornmeal, bag. 1 60 1 65	Lard..... 0 17
Cream of tartar 0 30 0 32	Molasses, fancy Barbados, bbl. 0 29 0 32
Canned goods—	Potatoes, bbl... 2 00
Beans..... 1 00	Onions, Spanish per lb..... 0 02½ 0 02½
Corn..... 0 97½	Onions, Can., 75 lb. bag..... 1 40
Tomatoes..... 1 15 1 35	Raisins, Val..... 0 08½
Peas, early June... 1 25	Sugars—
Corn beef, 1's... 2 00	Extra Standard, granulated..... 4 35
Corp. beef, 2's... 3 35	Austrian granu- lated..... 4 25
Cocoanuts, 100... 5 00	United Empire... 4 25
Eggs, case eggs... 0 27	No. 1 yellow... 3 85
Eggs, new laid... 0 28	
Flour h. wheat per bbl..... 6 25 6 30	
Flour, Ontario blends, bbl... 5 15 5 40	

BRITISH COLUMBIA MARKETS.

Vancouver, Feb. 23.—Kansas eggs are sweeping the market here. Kansas is an ideal country for chicken raising and with the favorable climate more eggs are produced per hen than even in California. Kansas eggs are coming in here laid down at 22 cents, the cost being 15 cents in Kansas, while its competitor from California costs 34 cents here, being 30 cents at point of shipment. The

quality is represented to be fine, besides. The duty now is three cents a dozen, but, according to local men, with reciprocity there will be that much more in their favor, with the result that the chicken rancher in British Columbia will be forced out of the market, except for a short time while eggs are high. In the end they claim it will mean that eggs will be little cheaper, but the money will go to the United States instead of to owners of small holdings in British Columbia.

Considerable Australian and New Zealand butter is coming into the city. On Tuesday one company received a consignment of 2,600 cases via San Francisco. This is jobbed at 32c. The quality is said to be good.

Indications are that cold weather is past, which will mean no high prices in potatoes and other vegetables. The past month has been disagreeable, with storms, but not cold. Had a cold snap set in, it is not improbable that a cable would have been sent to Japan for potatoes. The samples received from that country were of excellent quality.

Apples, cooking 1 00 1 50	Dried Fruit—
Apples, table... 2 09 2 75	Val. raisins, lb... 0 05
Potatoes, local... 34 60	Cal. "..... 0 06½
Canned Goods—	Prunes..... 0 08½ 0 13
Peas, Early June... 1 37½	Currants..... 0 08 0 10
Tomatoes..... 1 52½	Dried apricots... 0 15 0 18½
Corn..... 1 20	Evaporated apples..... 0 11
Apples..... 2 55	Butter, Eastern solid..... 0 29
Strawberries... 2 02½	" bricks..... 0 30
Raspberries..... 2 02½	Butter, local creamery..... 0 35
Canned salmon... 6 35	Butter, Austri- an and New Zealand..... 0 32 0 32
Sugar	Bacon..... 0 21 0 28
Stan granulated... 5 25	Ham, cooked... 0 18 0 19½
Imported..... 5 25	Lard, pure... 0 15 0 15½
Light yellow... 4 60	Lard, compound 0 12 0 13
Dark yellow... 4 50	Eggs, Eastern fresh..... 0 30
Cornmeal, p. 100 lbs..... 2 40	Eggs, local..... 0 40
Cornmeal, local... 2 60	
Cheese, Ontario 0 15 0 15½	
Beans, per lb... 0 08½ 0 04½	
Tapioa, per lb... 0 04½	
Rice, per ton... 65 00 75 00	
Flour, Standard, bbl..... 6 50	

Mail Order House and the Country Dealer

Story of How the Neglect of Small Town Retailer to Stock Shelves Brought About Invasion by City Houses, and How, in Turn, He Filled up With Every Article to Hold His Customers—Where Personality Counted.

Through the neglect of a general merchant in failing to stock up his shelves with goods his customers needed, mail order house goods were introduced into a little Ontario town of 1,500 inhabitants a short time ago. The new business gradually expanded until the thrifty housewife was sending down for such large consignments that the merchant came at last to realize that the very foundation of the business he had built up with much care and labor to himself, was in danger.

Driven desperate, he at last decided that he would stock up with goods, so varied in character that it would be no longer necessary for his old customers to pass his store, and take up the city dealer's catalogue.

Extent of the Trade.

He discovered then that the ravages of the Mail Order House had been greater than first supposed. The women of his town had gone so far as to make up twenty-five dollar orders, so that the freight charges could be eliminated. Said he: "I'll put in a stock of goods that the people in town will have no excuse for sending away for goods; even if some of the articles are not asked for

once in six months. When they come for them, I'll have the goods to sell them."

His idea was to put in a stock of all articles that his customers desired and he figured that when the people knew he had the goods, a trade for them would soon spring up. He knew that by carrying all lines, he would get business because the people liked to deal at a store where they could get any article they wanted.

A Small Mail Order House.

So he started in with nearly all the articles kept by a small mail order house. He had behind him that great resource that the mail order houses have not, personality. He was a friend and adviser to all his customers. If a man had trouble he sympathized with him and offered his best advice. If a farmer had some bad luck that put him behind financially, this was the merchant who assured him that he would not crowd him for his bill, and the story is told that on one occasion, he spent an afternoon putting up the stove pipes for an old lady customer who lived alone. His trade grew immensely,

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SAVED

GROGERS of NORTHERN ONTARIO

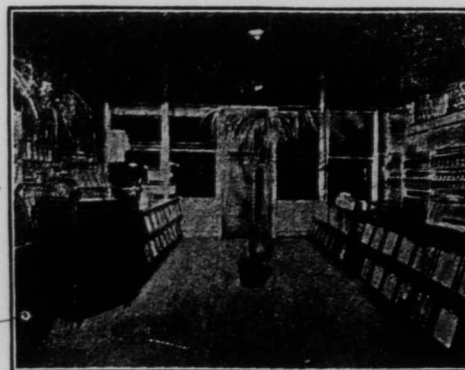
Why let Freight Rates eat up your legitimate
profits? Our customers all agree they can save
the above percentage by avoiding unnecessary
freights! WHY NOT YOU?

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

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

THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY



A Strong Combination :

UTILITY

CLEANLINESS

ATTRACTIVENESS

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

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.

LIMITED

REPRESENTATIVES,—

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

Berlin, Ontario

Why Not Get After ALL Your Tea Trade?

You ought to be selling on an average twenty-five pounds of tea a year to every family that does business with you. If you are not, some wide-awake competitor or possibly a peddler is doing a part of your tea trade.

Look into it and you'll find that the man who has part of your tea trade is pushing 40c. tea, or better. You can get that trade AND SOME MORE by pushing the 40c. grade of Red Rose. Try it in your home and you will agree there is no other tea at the price to compare with it. You can guarantee the quality.

Just try pushing 40c. tea

Red Rose Tea

"is good tea."

T. H. Estabrooks
Toronto, Winnipeg, St. John, N.B.

Your Customers may not Ask You where to Buy **WONDER-SHINE**, but---they are Buying it.

Ten of your Customers bought **WONDER-SHINE** last week.

Probably ten more will buy this week.

The immediate profits are not the question at issue. A small bill of staples MAY accompany the **WONDER-SHINE** purchase—larger bills will follow

WONDER-SHINE is the entering wedge—the first aid in landing a satisfied, permanent customer.

Is your competitor reaping the profits that MIGHT be yours?

We are spending thousands of dollars

advertising this new silver cleaner—in the newspapers, magazines, street cars, and on the bill boards.

Every day we receive enquiries about **WONDER-SHINE** asking where it can be purchased.

Show your customers you sell it—keep a display box always in the window, and one always on the counter. Make every sale yours.

Buy from your jobber or direct.

Case contains three dozen in display boxes.



Household Convenience Co., Ltd., Toronto, Ontario

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

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

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

C60

THE CANADIAN GROCER

and continued to grow and his store was a busy place.

But even with the large business, this merchant did not make money. He realized the fact himself, but could not find the reason.

Took in a Partner.

So he took a bright young man of the same town into partnership with him, hoping that he would solve the mysterious disappearance of profits. The young partner soon hit upon the right trail. He analyzed the business and found that the merchant had not been paying enough attention to buying. Although the plan of having everything customers asked for was a good one, he found that too large quantities had been bought. There would be a six dozen case of some article of which he sold probably only 1 dozen in a year, and this, to a certain extent, was carried out in nearly all lines. It had a paralyzing effect upon the business. The plan of buying in small quantities was introduced. It was also found that enough attention was not directed to clearing out odd lines, and when this defect had been overcome, the business was put on a firm footing.

WESTERN ONTARIO NOTES.

Fonger & Taylor, groceries and dry goods, 469 Grey Street, London, Ont., have dissolved partnership. John Taylor carries on the business from Feb. 1.

C. G. Moore, Chatham, Ont., has made an assignment of his grocery stock for the benefit of creditors. Mr. Moore purchased the business over a year ago.

Henry Mann, who has conducted a general store in Petrolea, Ont., for the

past 25 years, was attacked with infantile paralysis the other day, and is in a serious condition. Mr. Mann's brother, from Port Huron, is attending to the business.

Halliday & Davies, Chesley, Ont., have sold the stock and good-will to Ross & Warrington, who have already taken possession. Mr. Schant has sold his grocery business to Mr. Faust, of Port Elgin.

A grocery store in Dornock, Ont., run by Mrs. Cummings, was destroyed by fire last week.

Little Bros., grocers and butchers, Owen Sound, Ont., will move their place of business to a different number on 10 St., as soon as some changes and improvements have been made.

POSITION WANTED.

SPECIALTY MAN wishes to travel for some special line pertaining to groceries from Winnipeg to Vancouver. Fully experienced in grocery business and can furnish first-class reference. Box 373, THE CANADIAN GROCER, Toronto. (8)

POSITION as traveler wanted by live young man with good grocery and general store experience. Good salesman, first-class references. Box 876, Soo, Ont. (8)

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

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

KINGSTON, - - - JAMAICA

A. O. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

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

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.

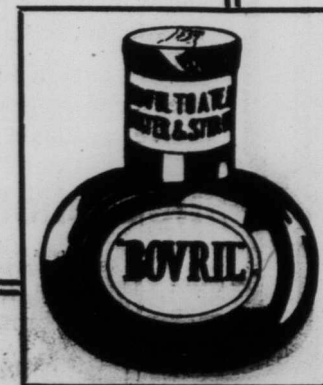


No substitute or imitation of
BOVRIL has ever been successful
BECAUSE
BOVRIL has never been equalled.

Our staff includes analytical chemists of the highest scientific attainments and our board of directors includes Sir James Crichton Browne, M. D., one of the leading authorities of the day on diet.

The **BOVRIL ESTATES** cover more than nine million acres. The whole province of Manitoba would only cut up into five portions equal in size to those estates.

We shall continue to make the merits of **BOVRIL** known to the public and at the same time Maintain an Excellent Profit for the Dealer.



Let Us Get Acquainted

Having a most extensive connection with the grocery trade of Western Canada, and exceptional facilities for developing business, we are anxious to get acquainted with manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. Our large track warehouses are situated in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. We thoroughly understand the business conditions of the West and can successfully place deserving grocery lines.

If you are interested, write us, and we will send you detailed information about the West and its enormous commercial possibilities.

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG

REGINA

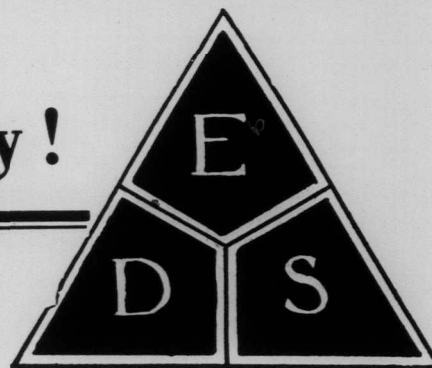
SASKATOON

EDMONTON

CALGARY

For the Social Evening or Party !

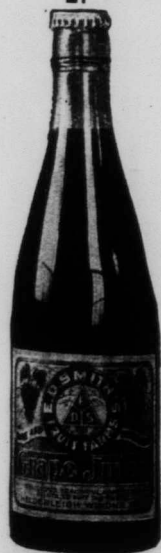
NOW is the time of year when social festivities are in full swing and the very best and most suitable liquid refreshment for you to recommend and handle is



"E.D.S." Brand Grape Juice and Raspberry Vinegar

Like all products made under the "E.D.S." label their purity is guaranteed, and in point of flavor they will be found very refreshing and thirst-quenching.

Send along a trial order, and be convinced how easily these lines will sell. Write us to-day.



Made
only by

E. D. SMITH, at his own Fruit Farms,
Winona, Ontario

AGENTS:—N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg;
R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

'Pon-Honor Products

of

Canada's House of Quality—

Are the finest that scientific Packing House Methods can produce.

All Departments under Government Supervision.

INSIST ON HAVING

Gunns well-known Brands of Hams, Bacon, Sausage, Lard, Shortening, Cooking and Salad Oils, Mince Meat, etc.

APPETIZING AND SATISFYING

GUNNS Limited

Pork and Beef Packers,

West Toronto, :: Ontario

Cooked Hams

Our Cooked Hams are more popular than ever. Last month we just doubled the output of last year. We know these hams will please you and give every satisfaction to your customers. Send us an order for sample shipment.

If they are not as we say, the finest, you can send them back.

F. W. Fearman Co.
HAMILTON LIMITED



Talking
Points



For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable:

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children:

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

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



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



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

Lard is Easier, with Slight Reductoin

Live Hogs Show No Change in Price—The United States Market Slightly Firmer—Another Decline in Egg Prices — Consumption Has Increased With Lower Prices — Butter Market is Steady—Cheese is Quiet.

A normal trade for this season in all kinds of pork products is reported from most centres, with prices on the whole showing but little change. The price of hogs in Canada is about the same as last week, the easiness noted last week having been overcome to a certain extent by the reaction in United States prices. Hogs, in the States, slumped last week under big arrivals and the expectation of larger shipments. The market, however, has reacted to a certain extent this week as the supply has been much smaller than expected. It is easy at the advance as the opinion is that there are plenty of hogs in the country but that the farmers are holding them back. The English bacon market is also reported easy and quiet. Pure lard is easier this week with slight reductions in some cases.

Eggs are easy and continue to decline, from the same causes that have been forcing the market downward during the past six weeks. Receipts are larger than at this time last year and quantities are still being brought in from the United States markets. There is no large quantity of storage eggs being imported now, as Canadian storage men, realizing small chance of higher prices for a time, are offering them at equal prices to American firms. Lower prices have had the result of causing a greater demand for eggs. In British Columbia, California eggs have been brought in for some time at a lower price than the local article, but now supplies are being brought in from Kansas which are very much lower than even those from California.

Butter, while arriving in fairly large quantities at some markets, is becoming scarce at others. Prices remain steady and seem to show greater strength at some points. A fair demand keeps up, mostly for good quality, the poorer grades selling very slowly. Small quantities of butter are being shipped from eastern points to the west to supply the demand there.

The cheese market is quiet, but prices show no easiness, as supplies of cheese are limited. The English market is reported also quiet with stocks light, finest Canadian cheese quoted at 61s. to 63s.

Poultry from time to time shows some revival in trade at the different centres but on the whole continues quiet, the demand for fresh killed keeping well up to supplies, while the limited supply of storage is gradually being cleaned up.

MONTREAL.

Provisions.—A number of price changes are noticeable this week. Pure lard is a little easier and in the other lines the changes are in both directions depending upon the supply in that particular direction.

Pure Lard—		
Boxes, 50 lbs., per lb.	0 13½	0 13½
Cases, tins, each 10 lbs., per lb.	0 13½	0 13½
" " " 5 " "	0 13½	0 13½
" " " 3 " "	0 13½	0 13½

Pails, wood, 20 lbs. net, per lb.	0 11½	0 13½
Pails, tin, 20 lbs. gross, per lb.	0 13½	0 13½
Tube, 50 lbs. net, per lb.	0 13	0 13
Terces, 375 lbs., per lb.	0 12½	0 12½
Compound Lard—		
Boxes, 50 lbs. net, per lb.	0 11½	0 11½
Cases, 10-lb. tins, 80 lbs. to case, per lb.	0 12	0 12
" 5 " " " " "	0 12½	0 12½
" 3 " " " " "	0 12½	0 12½
Pails, wood, 20 lbs. net, per lb.	0 13½	0 13½
Pails, tin, 20 lbs. gross, per lb.	0 10½	0 11½
Tube, 50 lbs. net, per lb.	0 11	0 12
Terces, 375 lbs., per lb.	0 10½	0 10½
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00	25 00
Bean pork	20 50	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00	25 00
Clear fat backs	26 50	26 50
Heavy tank pork, bbl.	24 00	24 00
Plate beef, 100 lb bbls.	8 75	8 75
" 200 "	7 00	7 00
" 300 "	25 00	25 00
Dry Salt Meats—		
Green bacon, flanks, lb.	0 11	0 11
Long clear bacon, heavy, lb.	0 11½	0 11½
Long clear bacon, light, lb.	0 12½	0 12½
Hams—		
Extra large sizes, 25 lbs. upwards, lb.	0 14	0 14
Large sizes, 18 to 25 lbs., per lb.	0 14½	0 14½
Medium sizes, 13 to 18 lbs., per lb.	0 16	0 16
Extra small sizes, 10 to 13 lbs., per lb.	0 16½	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16	0 16
" " small, 9 to 12 lbs., per lb.	0 17½	0 17½
Breakfast bacon, English, boneless, per lb.	0 17	0 17
Windsor bacon, skinned, backs, per lb.	0 18½	0 18½
Spiced roll bacon, boneless, short, per lb.	0 16½	0 16½
Hogs, live, per cwt.	8 00	8 50
dressed, per cwt.	11 00	11 50

Butter.—The butter market seems to be growing stronger. Creamery is now being supplied from the centres and the smaller towns and countryside is dependent upon the rather limited stocks that are being held in Montreal. There is plenty of dairy butter but the big houses are refusing it. The fact is that there is no demand for it, and even the lumber camps which have been taking considerable of it are beginning to refuse it. This shows the extent to which the public taste has been cultivated toward creamery butter. One of those in close touch with the local market says that with normal consumption, and with the receipts equal to those of last year at this season there is going to be a shortage of from 10,000 to 15,000 packages before the new supplies are received. This refers to Montreal and the surrounding places alone, and it is felt that the conditions that are prevailing here and are likely to prevail must obtain throughout the entire country. This same dealer stated that there is about one package of dairy butter sold now where formerly 200 packages were sold.

New milk creamery	0 26	0 26½
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	0 23

Cheese.—The market is steady and supplies are limited. Prices are firm in keeping with the feeling that the quantity of cheese held is very light.

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

Eggs.—Prices continue to decline. Receipts are heavy for this time of the year and the easier prices have had the effect of bringing the demand up to an appreciable figure. The receipts are much in advance of those at this time last year. It is a question whether first attempts at organization have had anything to do with the present supplies or whether it is due to the efforts to secure supplies at this season when in the

past they were always scantiest. It is believed that the price of eggs this summer will be below those of last year largely on account of the decline coming so early in the season.

New laids	0 27
Selects	0 23
No. 1	0 20

Poultry.—Trade is rather quiet. Flat is the word one dealer used in referring to the present state of affairs. There is some business passing in chickens and turkeys but for the most part things are inclined to be quiet.

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

Honey.—There is no change to this market. The demand is normal, prices are unchanged and the general conditions are practically the same as those of a week ago.

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

WINNIPEG.

Provisions.—Trade continues active and prices steady. A sharp decline had taken place in all grades of lard owing to a weakening of the American markets. Corn fed cattle, at this period of the year, are always rushed to the packers which consequently results in a decline. New prices are therefore quoted. Cured and salt meats remain steady and unchanged.

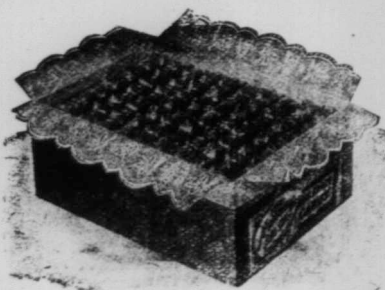
Cured meats—		Boneless backs,	
Hams, large	0 14½	per lb.	0 17
Hams, medium	0 13	Mess pork, bbl.	28 0
Breakfast bacon	0 20	Mess pork, ½ bbl.	14 00
backs		Lard	
Breakfast bacon	0 19½	In tierces, lb.	0 14½
bellies	0 12½	50-lb tubs	7 30
Shoulders	0 18½	20-lb pails	3 60
Long rolls	0 17½	10-lb pails, cases	8 90
Short rolls	0 17½	5-lb pails, cases	8 95
Dry salt meats—		3-lb pails, in case	9 00
Long clear sides	0 13½	25-lb pails, cases	9 25
per lb.		Compound, 20	
		lb pails	2 60
		Dressed hogs	0 12½

TORONTO.

Provisions.—The trade in provisions continues fairly good. Live hogs, the supply of which is only normal, continue at the same price as last week. The easiness in the hog market is not as noticeable as last week as the United States markets, which slumped then have reacted slightly. The easiness in lard has resulted in another slight reduction and in pails, the pure article is quoted at 12 to 12½ cents. Long clear bacon is enjoying a fair trade.

Long clear bacon, per lb.	0 11	0 11½
Smoked breakfast bacon, per lb.	0 17	0 18
Picked shoulder	0 09	0 11½
Roll bacon, per lb.	0 12½	0 13
Light hams, per lb.	0 15	0 16½
Medium hams, per lb.	0 14	0 16
Large hams, per lb.	0 13	0 14
Cooked hams	0 21	
Fresh shoulder hams	0 14	0 15
Shoulder butts	0 18	0 19
Backs, plain, boneless, per lb.	0 17½	0 17½
" " per lb.	0 19	0 20
" pea meal	21 00	23 00
Heavy mess pork, per bbl.	21 00	23 00
Short cut, per bbl.	21 00	26 00
Lard, tierces, per lb.	0 11	0 11½
" tubs	0 12	0 12½
" pails	0 12½	0 14
" compounds, per lb.	0 10½	0 11
Live hogs, at country points	7 00	7 00
Live hogs, local	7 25	7 30
Dressed hogs	9 25	10 00

Butter.—The price of butter shows no change from last week. Creamery prints are quoted at 28 to 29 cents, and dairy prints at 19 to 20 cents. Arrivals of butter are quite free and supplies on the market are quite plentiful. There is a fair demand but retailers are not buying heavily, believing that lower prices may



You Love Your Competitor, But—

If somebody put you on to a sure and honest method of beating him to bigger business you would listen hard.

Well, here is one—sell

CHOCOLATE "BORDO"

Now, don't stop. Chocolate "Bordo" is the "one thing needful" to make a recumbent confectionery department leap into vigorous, expansive life.

Samples will convince you quicker than anything.

They will prove that Chocolate "Bordo" has a delectableness of flavor that makes the best chocolate you ever tasted before seem flat as boiled water.

It's up to us--write, and the proof comes by return mail.

THE
Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

be seen. There is a difference of opinion existing as to the future in butter. Some dealers believe that all the present supplies will be needed within the next few months at prices at least as high as quoted at present. There are others again, who believe that the quantity in storage is large enough to keep the price down for a time at least.

	Per lb.
Fresh creamery print	0 28 0 29
Creamery solids	0 24 0 25
Farmers' separator butter	0 22 0 23
Dairy prints, choice	0 19 0 20
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 16 0 17

Eggs.—The price of eggs has been reduced another notch and this costly luxury of six weeks ago should soon become a common article of food at present prices. New laids are now quoted at 23 to 24 cents, while the storage article can be had for 15c to 16c. The United States markets are still well supplied at very low prices, and while this continues, prices here will show no improvement as large quantities are being imported from the United States cities. Some dealers believe that local holders have considerable storage eggs on hand, waiting for the market to react. The demand for eggs is good, but it is expected that as soon as the retail grocers reduce their prices that the consumption will be much larger.

New laid eggs	0 23 0 24
Eggs, storage	0 15 0 16
Pickled eggs	0 16 0 20

Cheese.—A fair amount of cheese is going out at present prices. A firmness is noted in the market which may lead to higher prices.

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

Poultry.—The trade in poultry is much brisker during the past week, there being a good demand for fresh killed fowl. Prices are firm and turkeys have advanced, being quoted at 20 to 22 cents for fresh killed. Storage fowl are two cents per pound lower.

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

Honey.—There is no change in the price of honey. Some firms report a little increase in the trade lately. There is considerable comb honey on the market at \$2 to \$2.50 per dozen.

Clover honey, extracted, 60 lb. cans.....	0 104 0 11
" " " 10 lb. pails.....	0 114 0 12
" " " 5 lb. pails.....	0 19
" " comb, per dozen.....	2 00 2 50
Buckwheat honey, lb.....	0 06½ 0 07

PICKLE AND OLIVE WINDOW.

The following method of displaying pickles and olives in a window was recently described by a grocer: The window is fitted with three steps, each step being about the height of the pickle bottle to be used. These steps are covered over with cheese cloth loosely folded. This effect can be improved if cheese cloth of different colors is used on each step—say red, white and blue. Each step is devoted to one line of pickles or olives, which are not stood straight up, but are allowed to slope with the tops resting against the back of the step, and the bottles lying in the creases and folds of the cheese cloth. On the centre of each step is placed a ticket bearing the price of the line exhibited on that shelf.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The MacLaren Imperial Cheese Co., who have been doing a large business in Canada and the United States for a number of years are continually getting closer to the trade by opening new offices. They have now decided to open an office in Montreal by the first of April. Already they have offices in New York, Detroit, and Chicago, under their own management, and in Canada, at Toronto and Woodstock. Their new office in Montreal will be under the management of J. R. F. Fisher who is well known to the Montreal trade and it will be located at 81 Youville Square, their telephone number being, Main 7178. In addition to the Imperial products such as, MacLaren's Imperial cheese, Canadian Cream cheese, Roquefort cheese, Imperial Pimento cheese, peanut butter, prepared mustard, Imperial oils, Imperial desert jelly, they will handle a full line of imported cheese such as, Swiss, Roquefort, Camembert, English Stilton, Edam, Pine Apple, Limberger, and Brick Cream cheese, etc. They also represent Maconochie Bros., London, Eng., manufacturers of pickles, preserves, fish, peel, etc. The Snider Preserving Co., of Cincinnati, who manufacture catsup, chili sauce, etc.; Knorr's, Ltd., manufacturers of soup squares, dried vegetables, etc.; The Redio Co., Ltd., London, Eng., makers of the celebrated metal cleaning and polishing cloths, etc. The MacLaren Imperial Cheese Co. in opening these various offices aims to supply the trade to the best advantage and at the same time to give the manufacturers it represents the best possible service. From the success which Henry Wright, the manager of this company has attained in the past there is every reason to believe that the Montreal office will be a splendid acquisition to the many fine Montreal business houses.

Oxo Co. have been appointed purveyors to His Majesty the King. Liebig's Extract of Meat Company, Ltd., makers of Lemeco and Oxo, have been granted a royal warrant of appointment to His Majesty.

Fussell's cream, lately introduced to the Canadian market, is meeting with approbation. It is simply a pure, natural, rich cream, equal in every respect to the finest Devonshire cream. Put up in sterilized tins, it is guaranteed free from preservatives and will keep good for any reasonable time in any climate.

The Johnson Richardson Co., of Montreal, publish a pretty amusing incident in their advertisement in this issue. Our readers ought to refer to it and become acquainted with the old method of distinguishing whether cloth contains cotton or wool.

From St. John, N.B., comes the news that Gilbert W. Ganong, Arthur D. Ganong, and Beverley Stevens, of St. Stephen; J. Herbert Emery, of St. John and George H. McAndrews, of Calais, are applying for incorporation as White's Limited, with a capital stock of \$150,000 and principal place of business at St. John, for the purpose of carrying on a manufacturing confectionery business. An offer has been made for the business and stock of the White Candy Co.

Grocers: The reputation of manufacturers depends upon the quality of their goods. Manufacturers of bulk and private brands of baking powder are unlike the manufacturers of some special brand of baking powder on which thousands of dollars are spent in advertising, as the latter's success depends entirely upon maintaining the high standard of quality of their goods.



MAGIC BAKING POWDER

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



E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg

Montreal



Bookkeeping Without Books!

Sixty thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

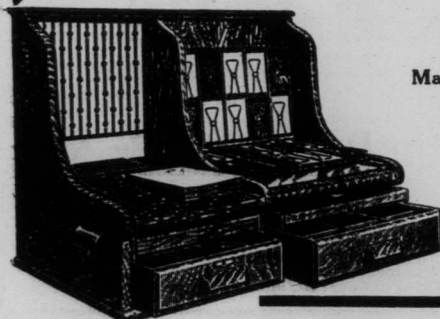
The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario Street, Toronto, Can.



Made in Canada

FIRST AND STILL THE BEST

A National Dish

Pork and Beans are a standard article.

CLARK'S Pork and Beans

have shown Canadians how delicious, digestible and wholesome baked beans can be. The wise dealer keeps a full supply on hand.

Wm. Clark, - Montreal

Manufacturer of
High Grade Food Specialties

CANADA: No better Country

MOTT'S: No better Chocolate

MOTT'S
DIAMOND CHOCOLATE

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

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our 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.

Donald says :
Quaker Brand
Baking Powder


contains 12.47% available Carbonic Acid Gas, and **No Alum**, and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS
P.O. Box, 2360. MONTREAL

By Royal  Letters Patent

NELSON'S
POWDERED GELATINE

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

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

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

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodsacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Dullness Continues in Flour Trade

Export Demand Shows No Improvement — Domestic Trade Keeps Up Fairly Well—Prices Show No Change Over Last Week—Wheat is a Little Easier—Flour Market Uncertain — Cereals are Steady.

There has been no change in the price of flour during the past week, but wheat has shown another slight decline, and May wheat in Chicago is now quoted at 91 $\frac{3}{4}$, being a drop of 5 cents in two weeks and of 11 cents in the past month on that market, while No. 1 northern in Winnipeg has shown 5 cents decline during the past month. Differences of opinion still exist as to how the flour market will act, or whether it will change at all for a time.

Millers do not at least look for higher wheat prices, until the world's supply of wheat has been materially reduced, while a lower level may be seen on the basis of supply and demand. The Canadian visible supply of wheat, at present, is 9,970,000 bushels, compared with 8,189,000 bushels last year, while the world's visible supply is 18,000,000 bushels larger than at the same time in 1910. The world's visible wheat supply is now larger than at any time since 1895.

The trade in flour throughout Canada continues at a low level and in most centres shows very little improvement over last week. Domestic trade is keeping up fairly well but it is pointed out that this trade varies very little, as consumers are not interested enough to buy according to market conditions. There has, however, been but little enquiry for Canadian flour from European markets during the past week.

The demand for flour in the United States is also very dull and slightly lower prices have been named, but this has had little effect in increasing trade. A recent report from the United States says, "The poor demand for flour has without doubt been largely owing to the course of wheat since jobbers never take hold while the market is weak, and if there are indications of a decline, it generally stops their buying altogether. As soon as the wheat market shows strength and holds its position long enough to inspire confidence in the minds of jobbers and bakers, trade will improve with the mills. At present there is very little doing in export trade."

Trade in cereals at most centres is normal and prices in both rolled oats and rolled wheat seem to be steady.

MONTREAL.

Flour.—There is no new feature to the flour market. Prices show no change. The demand shows no improvement and the present business is largely of a local character. The stock of flour in store on spot on Monday showed an increase of 7,813 barrels compared with a week ago and an increase of 4,312 with a year ago. The flour market across the border has dropped lightly owing to the dullness that has prevailed for some time.

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

Rolled oats.—Business in this line is well maintained. Prices are steady and

demand is good. There is no feature to report and the market seems to be steady.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolled cornmeal, 100-bags	1 80
Rolled oats, 90 lb.	2 15
" " " " " "	4 40

WINNIPEG.

Flour.—There was a fairly good domestic demand for flour last week. Delayed orders are being shipped out and millers report large orders to be still coming in. Export demand for flour was rather quiet. Prices quoted at present are:

1st Patents, per cwt	2 93
2nd Patents per cwt	2 75
Strong Bakers, 1 er cwt	2 60

Cereals.—A large demand exists for rolled oats and oatmeal. Rolled oats are still selling at \$2 per sack of 80 pounds, and standard and granulated oatmeal at \$2.50.

TORONTO.

Flour.—Prices, during the past week, have undergone no change. Manitoba wheat has been reduced 1 $\frac{1}{2}$ cents and is now quoted at 99 cents. While some are looking for a reduction in flour prices on account of the easiness in wheat and also the slackness in trade which might cause some millers to cut prices, still there are others who expect present prices to hold for a time. It is argued that flour prices did not advance when wheat went up in January and therefore no reduction can be looked for unless wheat declines further.

While it was thought, that on account of the slackness in business, some of the big mills might cut prices in order to stimulate trade, it is a question whether that would have the desired effect, as there is very little enquiry for flour from outside even at reduced prices. Ontario wheat has gone down and is quoted at 82 to 83 cents.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20

Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Trade in cereals continues about the same, some mills reporting that business is none too brisk. Oat prices are unchanged and therefore rolled oats remain steady at present prices. There is nothing out of the usual in rolled wheat, but cornmeal is just now enjoying a brisk trade. Mills report that enquiry for rolled oats for export has shown no improvement of late.

Rolled oats, small lots, 90 lb. sacks	2 20
" " " " " "	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. bris.	2 85
" " " " " "	2 75

H. Finlayson, grocer, Vancouver, B. C., is reported to have sold to Allan & Edwards.

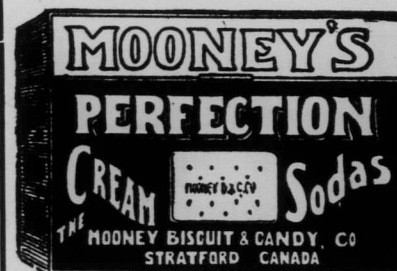
JOHN D. ROCKEFELLER

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.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

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

ROLLED OATS WINDOW.

A simple rolled oats window may be arranged as follows: at the front, close to the glass, a row of package oats, lying down, is placed. Behind this, in the centre, there comes a barrel on its side, containing rolled oats, and with a quantity slopping out of the mouth and on to the window floor. At the side of the loose rolled oats on both sides can be placed 25c worth of bulk rolled oats done up in a paper package with a ticket, "This Amount for 25c." Back of this on both sides, a couple of empty paper bags standing up with the inscription on the side: "7 lb. for 25c." or whatever price you are selling at. Back of this on each side of the barrel is placed a pyramid of package oats. The display is completed by a large show card on the top of the barrel with the inscription, "Freshly Milled—7 lb. for 25c."

First Outing of Grocers' Section at Halifax, N.S.

Halifax, Feb. 23.—Speech making of a high order marked the initial outing of the Retail Grocers' Association of this city, which was held to the Florence Hotel, Millview, at the latter end of last week. One hundred retailers and their guests, were present, and the event was thoroughly enjoyed by all. Edward Hubley, president of the Halifax branch, who presided, acted as toast master in efficient fashion.

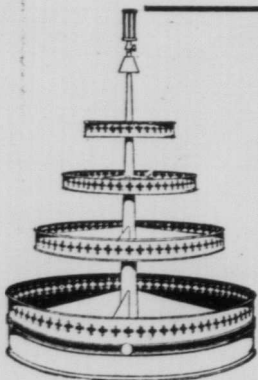
H. G. Bauld, one of the oldest wholesale grocers of this city, in responding to the toast of "The Wholesalers' Trade," gave in interesting fashion some reminiscences of bygone days. As he concluded he expressed the opinion that the

retail grocer could not successfully do business without the wholesaler. By working together, in harmony, he said, both would greatly benefit.

In speaking to "The Retail Trade," Mr. Smith touched upon the question of cost and profits and compared present conditions with those of former days. W. H. Hart, J. J. Skerry and Mr. Banks, also spoke briefly to this toast.

The toast of "The Manufacturers and Manufacturers' Agents" was spoken to by Mr. Rankine, A. J. Davis, and C.E. Choat. The latter provoked a storm of applause by his rendition of a recitation entitled "The Grocers' Heaven."

Other speakers were F. A. Miles, manager of the National Drug Company; C. E. Ritchie, and J. C. Lithgow.



Increase Your Sales and Profits on Vegetables

You can do both with our **Vegetable Display Stand**, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICER WORKS
93 Cox Street, Galesburg, Illinois

HOLBROOKS LIMITED

of Birmingham, England

Sole proprietors of
The "HOLBROOK" Brand
Norwegian Smoked Sardines in pure Olive Oil.

"SWAN" Brand Pure
English Pickles in 20oz.
tall, square bottles with
patent stopper.

And
HOLBROOKS
WORCESTERSHIRE
SAUCE

Canadian Offices:

40 Scott St., TORONTO, ONT.
Manager: **H. GILBERT NOBBS.**

Do Your Customers Pay Up?

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

Allison Coupon Books

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

HOW THEY WORK



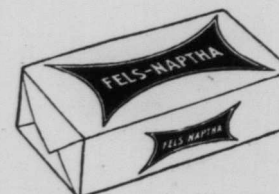
A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up.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

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

Mouth to Ear

advertising of Fels-Naptha put the soap well to the front, before general publicity made it the foremost laundry soap.

Women simply could not resist telling each other just how well Fels-Naptha does its work.



Why Does The American Want Free Wheat?



Big and hungry are the mills at Minneapolis.
And to be fed *economically* much flour must they make for export.

And to meet the "quality" competition of the Canadian millers in the British market they seek to flour our Canadian wheat, don't you see.

Because Manitoba No. 1 Hard—the Red Fife kind—is the sturdiest, healthiest, primest wheat that grows. Superlative in every way.

And the keen, aggressive Yankee grinding the Manitoba strength-giving berry with his own inferior wheat will compete for our export trade.

To hoist us with our *own* ammunition.

That's what the American thinks of the Manitoba wheat. It's what he *knows*.

Think, Brother Grocer, what a magnificent flour FIVE ROSES *must* be.

Milled from the very *cream* of the Manitoba harvest. Every bushel selected *by our own expert buyers* at country elevators.

Direct from the farmer's wagon.

Wheat that our own experts have *seen* seeded, grown, threshed.

Wheat they have known intimately from birth to sturdy maturity.

So FIVE ROSES, you see, is milled from "wagon wheat"—the only wheat that has *never* passed through many hands.

And the wheat that makes FIVE ROSES, Brother Grocer, has never known bad company or evil environment.

And you can say to *your* trusting customer in all sincerity: "Madam, I stake my reputation on FIVE ROSES. It is "milled from specially selected Manitoba wheat, the top "of the crop. Guaranteed by the Lake of the Woods, called the 'House of Character.'"

Your sincerity carries weight—FIVE ROSES bears you out.

That's Confidence, Brother Grocer.

And having her Confidence, you can sell her anything.

Remember this: *FIVE ROSES builds up Confidence.*

LAKE OF THE WOODS MILLING CO., Ltd.
MONTREAL



The
House
of
Character

The
House
of
Character

Five Roses Flour

Barrels and halves—Bags of 7, 14, 24, 49, 98 pounds

THIS WEEK'S TRADE CHANGES.

**New Men in the Grocery Business —
Changes and Assignments Through-
out Canada.**

ONTARIO.—H. B. Scidmore, general merchant, Cultus, Ont., has sold to C. W. Sanderson.

C. G. Moore, grocer, Chatham, Ont., has assigned.

R. A. Gardiner, grocer, Toronto, suffered loss by fire.

Wm. Naylor, grocer, Toronto, has sold to Cross & Urquhart.

John Doersam, grocer, Penetanguishene, has sold to O. Herbert.

James Mills, Westover, Ont., has sold his general store to F. Fernley.

J. J. Bailey, grocer, Huntsville, Ont., has moved into the Mayhew store.

Jas. McDermott, grocer, Alliston, Ont., has sold to Henry Whiteside.

Erastus Rannie, general merchant, Hensall, Ont., suffered loss by fire.

Isaac Adelman, general merchant, Belrose and Verona, Ont., has assigned.

Fonger & Taylor, grocers, London, Ont., have dissolved, Taylor continuing.

W. Kennedy, Fair Ground, Ont., has sold his general store to H. B. Scidmore.

A. Ruggle & Son, Floradale, Ont., have dissolved, A. G. Ruggle continuing.

E. C. Caulton, Delhi, Ont., has purchased a grocery store in Brantford, Ont.

Joseph J. Henderson, Jr., general merchant, Marshville, Ont., has sold to John Haynes.

John Mayberry, of John Mayberry & Co., grocery and liquor dealers, Prescott, Ont., deceased.

Sabourin & Maivel, general merchants, Vankleek Hill, Ont., have dissolved, J. M. Sabourin will continue.

D. T. Milliard, grocer, North Bay, Ont., has moved into the Pardiack Block, while Mr. N. J. McCubbin will occupy Mr. Milliard's store.

QUEBEC.—The assets of L. Remillard, grocer, Montreal, have been sold.

Corbeil & Frere, grocers, Montreal, have dissolved.

G. L. Elmes, grocer, Farnham, Que., suffered loss by fire.

Desire Therien, grocer, Windsor Mills, Que., has sold to H. Poudrier.

The assets of Daveluy & Fils, general merchants, La Tuque, have been sold.

Omer LaFrancois, general merchant, St. Anne Des Monts, Que., has assigned.

Fernando Lord, whose general store at St. Boniface De Shawinegan, Que., was destroyed by fire, has assigned.

MARITIME PROVINCES.—C. E. Sharp, general merchant, Blackville, N. B., has sold to C. L. Sypher.

T. A. Nickerson, grocer, Shelburne, N.S., has assigned.

McKenzie & Trueman, grocers, and stationers, Campbellton, N.B., have sold their grocery business to Young & Keays.

WESTERN CANADA.—Leo Braunstein & Co., grocers, Winnipeg, have sold to I. Braunstein & Bros.

T. R. Spears, grocer, Vancouver, B. C., has sold.

Walter Clarke, grocer, Victoria, B.C., has sold to W. J. Williams.

Lyons Bros., have opened a grocery store at Edmonton, Alta.

Jos. P. Maddore has opened a general store at Hutton, Alta.

Gordon Bros.' general store at Harris, Sask., was destroyed by fire.

Fred Frederickson, Glenboro, Man., has opened a general store.

Facey, Gray & Co., have opened a general store at Lougheed, Alta.

J. T. Hall has purchased the grocery business of H. Cross, Calgary, Sask.

Wolkman Bros., grocers, Edmonton, Alta., are discontinuing business.

Halter & Bricker, general merchants, Stornaway, Man., have dissolved.

J. B. Wilson, Alexander, Man., has sold his general store to W. N. Reid.

William Donaldson is opening up a grocery store at Edmonton, Alta.

Nelson & Kjosness have discontinued their general store at Ryley, Alta.

J. W. Broatch, general merchant, Fairlight, Sask., has sold to A. P. Cook.

B. Isman, McTaggart, Sask., is transferring his general store to Estevan.

C. N. Maywood & Co., grocers, Winnipeg, have sold to Richard Seymour.

E. Bernard has purchased H. B. Dawson's general store at St. Albert, Alta.

Israel Bronstein, Winnipeg, has purchased the general store of Bronstein & Kosyday.

Walmsley Bros., have discontinued their general store business at Loughhead, Alta.

B. W. Caldwell & Co. have purchased the grocery stock of T. R. Brough at Carberry, Man.

TILLSON'S PAN-DRIED OATS

A Food—Not a Fad

have won their way into the affections of thousands of particular Canadians through their delicious flavor and appetising freshness.

As a breakfast food Tillson's Oats are ideal and the steady and increasing demand for them has made Tillson's a worth-while line to handle.

Cut is a reproduction, much reduced, of one of our consumer advertisements—a part of our wide publicity campaign that is fast increasing the sales of Tillson's Oats.

Be ready to meet the demand!

Feature Tillson's—It pays!

Canadian Cereal & Milling Co.
LIMITED

Head Office: Lumsden Building, Toronto



Our new flake ---

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

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

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

Canadian Cereal and Milling Co., Limited
Toronto, Ontario

Tillson's Oats

When It Comes to Biscuits
the Grocer Who Knows Stocks
CHRISTIE'S
Because They Are the Best

¶ The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and "*The Purest of all Pure Foods,*" the reasons for the wise Grocer's preference are self evident.

¶ There's just *one* surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

¶ CHRISTIE BISCUITS are the *best* and *purest* because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

¶ All our energies have been concentrated in *the making of better biscuits.* The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

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

CHRISTIE, BROWN & CO.
LIMITED

Navel Oranges

We have arriving daily, so can fill orders with best and freshest stock.

- Marmalade Oranges
- Lemons
- Grapes
- Grape Fruit
- California Celery
- Head Lettuce
- Bananas, etc.
- Prices right.



25-27 CHURCH ST. TORONTO
are Largest Receivers

ST. NICHOLAS

PACKER:
FRANC TRACUZZI

Always Superior

AGENT
J. J. McCABE, Toronto

HOME GUARD

Almeria Grapes Scarce in Montreal

Practically None to be Had—Montreal Potatoes Still Hold Around \$1.25 Mark—Marmalade Oranges Have Sold Well—California Orange Shipments are Still Large—Grape Fruit Shows Improvement in Quality—Better Demand Also.

The trade in fruits is fairly well distributed over the most important lines which the average merchant handles. Trade in oranges keeps at a high level, backed by the good quality and fair prices of the fruit, the advertising of the packers, and the attention which most retailers are giving at present to this line. The shipments from California still keep up well, 165 carloads of oranges and 16 of lemons being sent out in one day, on February 14, making a total of 10,260 carloads for the season to that date. What marmalade oranges that have been brought to the different markets have been taken up well at prices which would allow them to be sold to the consumer at a fair price.

Grapefruit shows an improvement in quality and dealers are giving more attention to this line than they have been, and are pushing its sale in conjunction with the sale of oranges. Lemons remain firm with a fair trade passing.

Supplies of apples seem to be plentiful enough at the present high prices which keeps the demand from becoming very large. A recent report from Liverpool, England in regard to apples, says that choicest quality Baldwins, Spies, Greenings, Canadian Reds and Seeks are bringing 20s. to 23s.; Golden Russets, 21s. to 28s.; Ben Davis, 17s. to 21s., and Starks, 20s. to 24s. The report says the market opened weak and closed the same, demand not equal to supply.

MONTREAL.

Green Fruits.—There is a scarcity of Almeria grapes and practically none are to be had. The price is reported to be around \$12 and \$13 in New York. The season is well advanced now, but the situation has reached such a position that the price is going too high. One dealer stated that it should not be long until practically any price can be obtained. Enquiries are coming in for these grapes, but there is not a strong tendency to meet the present demand. Cranberries are a little cheaper as are also strawberries.

Apples, bbl.	4 50	7 50	Oranges—		
Bananas crated, bunch	1 75	2 25	California.....	2 75	2 90
Cranberries, bbl. 10 00	11 00		Valencia.....	4 00	4 25
Cranberries, bxs.	2 75		Mexican.....	2 00	
Cocoanuts, bags.	4 25		Bitter	2 50	
Grape fruit, Flo.	4 25		Tangerines.....	4 75	5 00
Malaga keg.....	7 50		Pineapples—		
Almerias, keg.....	5 10		Florida, case....	4 50	5 00
Lemons.....	2 50	3 00	Strawberries, Florida, qt. box..	0 40	0 50

Vegetables.—There is no change in the vegetable market. Prices are practically the same as a week ago. Potatoes are holding around the \$1.25 mark. Among the imported goods are carrots, cauliflower, cabbage, etc., the demand for these lines is fair, but it should not be long until the season begins to show signs of a new life.

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

Leeks, doz.....	1 75	2 00	Radishes, dozen bunches.....	0 60	0 75
Lettsuce—			Spinach, bbl....	4 50	5 00
Curly lettuce, box	1 60	2 40	Tomatoes, crate	3 50	4 00
Florida lettuce, hamper.....	3 75		Turnips, bag....	0 75	0 90
Boston, box.	2 25	2 50			

TORONTO.

Green Fruits.—There is nothing of special importance in green fruits this week, trade remaining normal with prices unchanged. Another shipment of marmalade oranges was received last week and have been going out freely at the prevailing price, \$2.50 to \$2.75 per case. The present is a good season for lemons and trade is held well by the good quality of the lemons arriving. Grapefruit is enjoying a fair trade, retailers having apparently taken hold of this line again as the quality of the fruit is much better than that at the beginning of the season. Strawberries are selling fairly well considering the time of the year or rather the price, which still keeps at 50 to 55 cents. Rhubarb is on the market at \$1 per dozen.

Apples, bbl.....	3 50	6 00	Messina.....	2 75	3 00
Apples, box	2 00		Limes, box.....	1 25	
Bananas.....	1 50	2 00	Oranges—		
Cocoanuts, sack	4 00	5 00	Tangerines, a strap.....	5 50	6 00
Cranberries, bbl	9 00	10 00	Marmalade.....	2 50	2 75
Cranberries, case....	3 50		Navels.....	2 50	3 00
Grapes—			Mexicans.....	1 75	2 00
Malaga, bbl.	6 50	7 00	Pineapples crate	4 00	4 50
Almeria, bbl....	5 00	7 00	Strawberries, bx	0 50	0 55
Grape Fruit—			Tomatoes, case of 6 baskets.....	5 00	
Florida, per case	3 50	3 75	Rhubarb, doz.	1 60	
Jamaica, case.	2 75	3 00			
Lemons—					
California.....	3 50				

Vegetables.—Trade is normal in all lines of vegetables, with steady prices. For potatoes, just now, a steady and satisfactory demand keeps coming in. Supplies of Spanish onions are plentiful and the demand is good, retailers having turned to this line as home grown, besides being very scarce, are hard to sell at the present price, \$1.75 per bag. California celery keeps moving out fairly well, while other imported vegetables are in fair demand for this season.

Beets, Louisiana doz.....	1 25	Lettsuce, Canadian, head.....	0 40
Canadian beet, bag.....	0 60	Boston head lettuce, doz.....	1 25
Cabbage, case—		Boston head lettuce, hamper.....	2 50
Canadian.....	0 75	Onions—	
Cabbage, per 100	3 51	Spanish, large.....	3 00
Carrots, Canadian, bag.....	0 50	Spanish, 4-cases	1 50
Carrots, Louisiana, doz.....	1 00	Yellow, per bag	1 65
Celery, dozen	0 30	Potatoes, Ontario, bag.....	0 90
Celery, California, case.....	4 50	Sweet, hamper.....	1 25
Cucumbers, Boston, doz.....	2 25	Parsley, per doz	0 75
Endive, 12 heads	1 00	Parsnips, bag	0 50
		New turnips, p.r 11-qt. basket.....	0 50

Point Out Food Value of Dried Fruits and Nuts

For those merchants who are not following the old idea of giving up the fruit and nut trade immediately after the holiday season but who are still keeping up their stocks and endeavoring to increase sales in these lines, it will be well to remember the great food

value aid to Many are ta than where can be are se ant as compl body; ing of the ut elimin of dis both Why sauce Sim assist in thi custo nour fact the c The , every used the h they indig that nuts are little great tible Of nuts they displ the incre pron with the Nu unde to t be f the -expc will fron get and help TI groc Ben

value of both fruit and nuts as it will aid to a great extent in making sales.

Many people have the idea that fruits are taken more for the agreeable taste than for the benefit to the system, whereas the best and hardest of work can be done on a meal of fruit. There are several reasons why fruit is important as a food. It is itself a food, a complete and full nutriment for the body; it is of essential value in assisting other foods to be digested, and is of the utmost value in helping the body to eliminate waste matter. In some forms of disease fruit is given because it is both curative and nutritive.

Why for ages have people eaten apple sauce with their roast goose?

Simply because the acids in the fruit assist in digesting the fats so abundant in this kind of food. Impress upon your customers the great value of fruit as nourishment for the body, and use the facts in such a manner as to increase the consumption of this line.

The importance of nuts and fruit butter, as food, is becoming better known every day. People have in the past been used to ravenous eating of nuts during the holiday season with bad effects and they come to the belief that nuts were indigestible, but this is true of all food that is not properly masticated. Walnuts and peanuts are rich in proteid and are excellent food. Nuts are far too little known, nevertheless they are of great importance and are readily digestible when care is taken in mastication.

Of course, keeping up a large stock in nuts and fruits will not sell them if they are not well displayed and even display will not sell, so that it rests on the merchant and clerks whether sales increase in these lines. Keep your fruit prominent and in a splendid condition, with a liberal use of cards in describing the fruit and giving prices.

Nuts will not sell either, if placed under the counter and no attention paid to their sale by the clerks. They should be prominently exhibited on trays on the counter with a good large quantity exposed to view so that the customers will not think that it is a few left-overs from Christmas, that you are trying to get rid of. The addition of price cards and suggestions from the clerks will help in making sales.

The stock of T. T. Sargent & Co., grocers, Winnipeg, has been sold to L. Benson.

FLORIDA CELERY

Our first car Florida Celery arrived this week. Stock is very fine. Sizes run 3½, 4, 4½, 6 and 8 doz. to crate.

—ALSO—

California Celery arriving regularly

Specialties such as STRAWBERRIES, PINEAPPLES, TOMATOES, LETTUCE, CUCUMBERS, PEPPERS, EGG PLANT, Etc., arriving daily.

Headquarters for Fancy Fruits and Vegetables.

WHITE & CO., Limited

TORONTO

Branch at HAMILTON

MARMALADE ORANGES

NOW IS THE TIME

Fresh shipment unloaded this week

Sizes 160's, 200's, 240's. Extra Fancy

GOLDEN ORANGE BRAND

(Thompson's Improved Navel Oranges.)

Grape Fruit Lemons Bananas
Onions — Spanish and Domestic.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



Old picker Bill went up the hill
In search of Fancy Lemons.
He went up high, he would not lie,
He says he reached the Heavens.
The lemons he got won great renown.
We pack them under Buster Brown.



LEMON INSURANCE

Order the Brands of Lemons Packed by Fratelli Follina

FRATELLI FOLLINA, Packers

W. B. STRINGER, Sales Agent



Fish - Oysters



Fish Dealers are Preparing for Lent

Retailers are Stocking up for Lent, Which Opens on Wednesday Next—Trade is Good—Some Scarcity is Noted in Salt Fish—Frozen Fish are in Good Supply—Dealers Should Look After Oyster Trade.

During the greater part of last week the leading fish dealers were forced to buy from United States ports supplies of fresh fish. But on Monday of this week a generous supply was offered from Digby, N.S., and immediately it was taken advantage of. About 100,000 of this fresh fish, composed largely of haddock and cod, are known to have been accepted, and proved a welcome addition of the market this week.

On Wednesday next Lent opens and one sign of its approach is to be seen in belated orders that are now coming in. Trade is decidedly active and apparently quite a number of retailers have delayed sending in their orders until the last moment. The result is a market rush.

Salt fish are scarce, as was pointed out last week and this is especially noticeable in green cod and Labrador herring in barrels. All kinds of frozen fish are in good supply and the tendency of the trade on account of this condition of demand and supply is to use fresh frozen where formerly salted fish was more largely used.

Stormy weather has interfered with the lobster catch of late and as a result Canadian lobsters are scarce and are quoted at from five to ten cents higher. Retailers should not overlook the opportunity to sell oysters during the next six or seven weeks. The demand is bound to be greater and with a little extra work business can be greatly increased. Supplies are coming forward freely.

NEW BRUNSWICK.

St. John.—The weather during the last week has been a little less severe and consequently there has been a fair supply of fresh fish. Haddock and cod are coming in fairly well; there is a fair supply of smelts from the north shore, some gaspereaux are being taken through the ice on the Kennebecasis and St. John rivers, and a few small herring have been coming in from Grand Manan, while larger fish are received from Newfoundland. Some Alaskan halibut is now on the market, though it is sold as British Columbia stock, as it all comes to the dealers from the Pacific coast, under that head.

The smelt fishing season on the north shore closed Wednesday, February 15, and taking the season all through the catch has not been as large as in previous years.

The provincial government is seeking control of the inland fisheries of the province, which are now under the federal authorities.

QUEBEC.

Montreal.—Fillets are scarce and are marked off the market by the leading dealers, who are unable to get sufficient supplies. Green cod are also decidedly scarce and are practically off the market for the rest of the season. Labrador herrings in barrels are also limited in supply and they too are practically off the market. As noted above lobsters are scarce and dearer. Supplies have been curtailed by stormy weather interfering with operations. The result is an advance in quotations. Finnan haddies are plentiful and are meeting a heavy demand. The supply of frozen fresh fish is also good. On the whole business is good and orders are coming in satisfactorily.

FRESH

Steak cod..... 0 04 1/2 0 05 Haddock..... 0 05 0 06

FROZEN

Codfish..... 0 03 1/2 0 04	Salmon, B.C., red 08 1/2 0 09
Dore, winter caught, per lb..... 0 08 0 08 1/2	Gaspesalmon..... 0 20
Haddock..... 0 04 1/2	No. 1 Smelts, boxes, 10 and 15 lbs. each. 0 09
Halibut, per lb. 0 08 0 08 1/2	No. 2 Smelts, boxes, 15 and 25 lbs. each. 0 05
Steak cod..... 0 04 1/2 0 06	Whitefish, large, lb..... 0 08 1/2 0 09
Mackerel..... 0 11	Whitefish, small. 0 05 1/2 0 07
Tom cods, bbl..... 1 75	
Flounders, bbl..... 2 00	
Pike..... 0 05 1/2 0 06	

SALTED AND PICKLED

Green cod, No. 1, bbl..... 8 50 9 00	Lake trout, half bbl. 6 00
Labrador herring, 1/2 bbl 3 25	Salmon, B.C., red, bbl 14 00
Labrador sea trout, bbls..... 12 50	" " pink, bbl 12 00
Labrador sea trout, half bbls..... 6 50	" " Labrador, bbl 16 50
No. 1 mackerel, pair..... 2 00	" " " bbls 9 00
" 1/2 bbls..... 8 00	300 lb..... 22 00
No. 1 pollock, bbl..... 6 00	Salt eels, per lb. 0 07 1/2 0 08
Scotia herrings, No. 2, bbl..... 4 50	Salt sardines, 20 lb. pls 1 00
	Scotch herring..... 6 50
	" keg 1 00
	Holland herring, 1/2 bbl 5 50
	" keg 0 75

SMOKED

Bloaters, large, per box, 60s..... 1 20
Haddies..... 0 27
Herring, new smoked, per box..... 0 25
Klippered herring, per box, small..... 1 00

SHELL FISH

Shell oysters, bbl, choice..... 12 00 13 00
XXX Shell Oysters..... 10 40
Lobsters, live, per lb..... 0 30 0 35
Oysters, choice, bulk, Imp. gal..... 1 40
" bulk, selecta..... 1 60
Solid meats—Standards, gal., \$1.85; selecta, gal., \$2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb. 6, 7, 8, 10, 11..... 0 15
Shredded cod, per pkg..... 0 15
Skinless cod, 100 lb. case..... 6 50
Dried cod, medium, 100 lb. drum..... 7 00
Dried cod, large, bundles..... 6 00
Dried cod, medium, bundles..... 6 00
Dried haddock, medium, bundle..... 5 50

ONTARIO.

Toronto.—Trade in fish is extremely good and with present conditions and the outlook for the next seven weeks, dealers are well satisfied. They state they are getting orders from retailers who handle fish at no other time of the year, but during the lenten season and who are already getting in supplies to

have a little start in developing the trade before Lent arrives. Supplies of all kinds of fish are quite plentiful, with the exception of fillets and ciscoes, which are held in limited quantities only. Stocks of smoked and boneless fish are quite heavy, showing that dealers expect a good trade in that line. At present there is a good demand for pickled fish, Labrador and pickled lake herrings being the leaders. However under the favorable weather conditions, trade in fresh frozen fish is keeping up to a higher standard, halibut, trout and salmon taking a prominent position. Prices show no change from last week.

FRESH CAUGHT FISH

Steak cod..... 0 08 Haddock..... 0 06 0 07

FROZEN LAKE FISH

Gold eyes..... 0 6	Salmon trout..... 0 12
Halibut..... 0 09 0 10	Smelts, No. 1..... 0 09
Lake Superior herring 0 03 1/2	Smelts, extra..... 0 15
Pike..... 0 06	Tullibees..... 0 06
Pink sea salmon..... 0 09	White fish, winter caught..... 0 09 0 10
Round red..... 0 09	Yellow pickerel..... 0 08 1/2

OCEAN FISH (FROZEN)

Herring, per 100..... 1 90 Mu lets..... 0 04

Flounders..... 0 06 Bluefish..... 0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box..... 2 10	Cod, Imperial, per lb..... 0 06
Acadia 1-lb. bxs per crate..... 3 60	Fillets, per lb..... 0 12
Acadia, 2-lb. boxes, pr. crate..... 2 80	Herring (Laba.) ha'l-barrel..... 3 25
Acadia 3-lb. bxs per crate..... 5 40	Herring, bbl..... 6 00
Shredded cod..... 2 25	Haddie, Finnan..... 0 08
Bloaters, box..... 1 25	Kippers, box..... 1 30
Boneless Digbys, box 1 00	Oysters, extra selecta, gal..... 2 25
Codfish, Bluenose, " 1 40	Oysters, selecta, gal..... 1 25
Cod steak, per lb..... 0 07	Oysters, standard, gal. 1 00
	Pickled lake herring, 100 lb. kegs..... 4 00
	Quail on toast, per lb. 0 06

NOVA SCOTIA.

Halifax.—The situation in regard to the fish trade shows practically no improvement. There is a marked scarcity of "fresh and salt fish at all the important centres in the province. No great improvement is looked for until the weather conditions change and the fishermen are able to reach the grounds. The presence of ice at some points along the coast has also helped to retard the operations of the fishermen.

According to advices from Cape Breton there is a fish famine in that part of the province. No fresh fish are being landed, and practically all those cured during the past season have been disposed of to parties abroad. Outside of some small lots of fish at Ingonish, no stocks are held.

Three vessels arrived here this week with cargoes of fish. One brought fresh and frozen herring, and another dry fish, both from Newfoundland, while the third schooner was from Lunenburg, her cargo consisting of nine hundred quintals of bank fish. Orders had been placed for all this fish before it was landed here. The foreign markets are firm, and the demand about the average for the season.

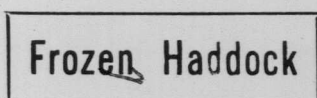
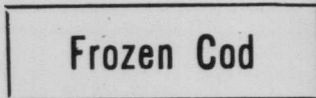
Herring are a little firmer, but outside of these prices are unchanged.

TROUBLE CAUSED BY ONE LETTER

A Kansas newspaper office was shot into with buckshot the other day by a local grocer, because of a little mistake in the grocer's ad; when it should have said, "A fresh stock of dairy butter daily," the printer used an "h" instead of a "d" in the word "dairy." The printer takes more chances than any man on earth.

YOUR LENTEN SEASON HARVEST

Proper attention to your fish department during the Lenten season will increase your sales to a most gratifying extent. NOW IS THE TIME TO THINK ABOUT IT.



If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., 45 William Street
Selling Branch, Montreal

**"Brunswick"
Brand**



**Pure
Sea Foods**

Sea Foods, owing to the greater packing, are growing in popularity share of this profitable trade? No

care given to their selection and each season. Are YOU getting your line gives the same satisfaction as

"BRUNSWICK BRAND"—the brand with the natural fish flavor

Look to your stocks! The Profit is a "well-worth-while" one!

Here's the full line:—

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¼ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops

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

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



Schools of Herring Defy all Computation

Indisputable Evidence That Numbers of This Fish are Not Diminishing—Inability of Experts to Locate Them Because of Migratory Habits—Improved Methods of Fishing in Maritime Provinces Would Probably Treble Catch—Fifth Article of a Series.

By A. M. Payne.

Schools of herring covering six square miles and even larger deep water areas are on record. Huxley, universally admitted as one of the foremost authorities during his life time, estimated that there are scores of such schools in the North Atlantic, any single one of which would supply the whole world's consumption at any given time.

Approximate estimates of the world's catch can be designated in figures for ordinary comprehension, but the individual numbers of these finny resources of the sea defy computation. Imagination, however, yields to actual facts, within living memory.

Beach Strewn at Crail.

Near the Village of Crail, on the east coast of Fife, as narrated in the British Naturalist, a strong southeast gale strewed the beach for miles with banks of herring several feet high. Outside the town limits, the people took them in baskets as they pleased. In Crail, the town crier proclaimed that "Caller Herring" i.e., herring fresh out of the sea, might be had forty for a penny. As the tide rose, the fish accumulated so rapidly that the crier's note was changed to a shilling a cartload. Successive waves, however, soon led the crier to shout that they could be taken gratis. When the waters did ebb, the corporation offered a shilling reward for every cartload removed. The fish were in prime condition, barely dead. In spite of the use of every grain of salt in the town and neighborhood, not a thousandth part of the mass was saved.

It may be argued, that half a century's incessant fishing must have depleted nature's supply, and that such a lavish sacrifice of valuable food could not be witnessed in the present day. Although the Crail incident was in the nature of a revelation, somewhat similar experiences have occurred on our own coasts, when schools of fish have been driven shorewards in such immense numbers, as to overtax every modern method of securing nature's bounties within immediate reach. Estimates are of course largely conjectural, but economic students of repute merit the credit of definite scientific research. The U. S. pamphlet by Hugh M. Smith, previously referred to, estimated the annual herring catch of the world in 1903 at a billion and a half pounds, valued at twenty-five and a quarter million dollars. Some regard this estimate as under the mark.

The point intended to be proved being conceded, that the supply of herring in the North Atlantic is practically inexhaustible, the question arises as to their frequent disappearance from former haunts, on both sides of the ocean. Various reasons are advanced, among other supposed causes, naval guns and torpedo practice, fog and siren signals, submarine bells, etc., the noise and disturbance of lobster fishing, unusual prevalence of off shore gales, continuous unfavorable weather conditions, steam trawling, diminution of accustomed food

from unknown changes in nature's ordinary course, forcing the herring farther and farther into deep water and resulting in more capricious dashes for the shore at spawning time.

Live in the Deep Water.

A recent German Commission to study the natural history of the Baltic, came to the conclusion that herring live in the deep water off the coast, which they approach periodically, swimming in separate schools and moving independently, and spawning at different localities at various seasons.

The herring is a migratory fish, and its movements are so complicated that much mystery still baffles the scientists, the abundance of the fish at former resorts varying from year to year. With-

in the last few years, vast schools have appeared on the south coast of Sweden after they had deserted that region for seventy years. Artificial fertilization of herring ova has been easily effected in hatcheries, but no wide spread efforts at propagation have ever been carried out, simply because it has never yet been demonstrated that the supply has anywhere continuously diminished. The natural fertility of productiveness has been sufficient to overcome the yearly increasing drain of the fisheries, and the still greater destruction due to the hordes of "big fish eating little fish," porpoises, sharks, dogfish, in fact nearly every species of larger fish, with even the gulls following the schools to prey upon them.

Although seasons may vary from causes beyond human control, the time is coming when the Nova Scotia fisherman, with improved methods and adequate government administration, will double, treble, or perchance quadruple the herring fishery on our coasts.

A word or two on methods, and the need of enlisting a larger degree of public interest in the self-denying occupation of the fisherman will be the subject of the next article.

How the Farmer Used to Buy Salt Herring

Old-time Custom Passing Away—Big Demand for Fish—Some Varieties Which are Scarce and Plentiful—Handling Salt and Pickled Fish—Haddie in Good Demand.

Montreal, Feb. 23.—Once upon a time the average grocer used to handle during the winter months large quantities of Labrador herrings. In fact he generally sold them by the barrel and especially to farmers who purchased the bulk lot knowing that the fish would keep in some cold outhouse as well as in the grocer's shop. But that custom has passed with many of the other pioneer ideas, and besides, Labrador herrings, to-day, are rather scarce.

But there is still the demand for fish; in fact it has greatly increased since grandfather's day and covers a greater number of varieties.

Frozen fish are now in good demand and are easily handled by dealers, thanks to the weather man. They are all fresh caught stock and once frozen should remain so until sold to the consumer to retain their best qualities. Haddock is one of the leading Atlantic fresh frozen fish. Codfish and steak cod also come under this heading as do also pike, mullets, etc.

Whitefish is very dainty and comes principally from the inland lakes. Halibut and salmon are for the most part from Pacific waters and are also obtained from eastern waters. Both these fish are delectable and are prominent as fresh frozen.

Salt and pickled fish are easily handled and are popular at this time of the year. Labrador herrings, mackerel, green cod, sea trout, etc., are the most important kinds. There is always a good demand but strange to say green cod are in small compass and herrings are scarce.

Many Profitable Lines.

Under prepared and smoked fish there are several lines that are real favorites. Prepared cod brings a heavy trade during Lent but just now it is reported rather scarce. Finnan haddies are also in heavy demand and supplies are pretty

plentiful. Kipperred herrings are included with the general list. Then there are fillets and bloaters and going over the whole list it is not difficult to find a number of good selling lines that would be handled easily and would prove profitable.

All of the fish mentioned are delectable and as they are slightly different in taste they will appeal differently to different people.

OFFICERS OF R. G. A.

Victoria, B.C., Feb. 23.—Satisfactory reports were presented at the annual meeting of the Victoria Retail Grocers' Exchange. E. J. Wall, the president, gave an address on the work of the first year. Officers were elected as follows: E. J. Wall, president; H. Schroder, vice-president; B. W. Hall, treasurer; F. C. Fletcher, secretary; directors, A. Thornton, A. Tait, W. C. Paterson.

Trade Notes.

Angove & Stinson, Vernon, B.C., have purchased the dry goods and grocery lines of The Supply Company.

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

W. J. Lloyd has purchased the grocery store of F. W. Hughes, at Brandon, Man.

Union Trading Co., general merchants, Prince Albert, Sask., has been dissolved.

The biggest cargo of fish ever shipped to Boston in one vessel was recently sent to that port from Newfoundland. The ship had beneath her hatches and on her deck 235,000 pounds of codfish, 170 barrels of pickled herring and a quantity of turbot.

FISH FOR LENT

Lent begins March, 1st. Secure your supplies at once from **THE LARGEST FISH WAREHOUSE IN CANADA.** A full line of all kinds in season carried in our own cold storage.

LARGE FROZEN SEA HERRING

COD	HADDOCK	HALIBUT	SALMON
PIKE	PICKEREL	WHITE FISH	SMELTS

THESE ARE A FEW OF OUR LEADING LINES:--

BONELESS AND PREPARED FISH	SALTED AND PICKLED FISH	
HADDIES	BLOATERS	KIPPERS
OYSTERS in BULK and SHELL		
LOBSTERS	CLAMS	and SCALLOPS

WRITE FOR OUR NEW PRICE LIST

P.O. Box 639.
Five Long Distance
Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

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

CONCORD NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS:

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

Bluenose Butter



The quality of this famous brand of Butter is uniformly good.

It is always sweet, always fresh, and always delicious.

BLUENOSE BUTTER keeps good in any climate, and is invaluable to hunters, travellers, prospectors and the like.

Every can sold means another permanent customer for you.

How is your stock? See to it to-day!

PACKED BY

SMITH & PROCTOR
Halifax, N.S.

How Some Merchants Are Realizing on the Window Space

A careful observance of the stores in any town or city, demonstrates that merchants are beginning to fully appreciate the great importance of display in the increasing of sales. Foremost among those who have been so convinced are the grocers who are constantly on the look out for methods which may be of use to them in this line. New schemes to increase the power of display in windows, are constantly being thought out by merchants who desire their windows to present a pleasing and attractive appearance.

Many merchants have brackets set up in their window on which they may show goods other than those in the main part of the exhibit. A window was recently noticed where such a bracket extended all the way across the window, placed high enough as not to spoil the main display. On this shelf was arranged another tasteful array, adding considerably to the selling power of the window.

Another merchant had strung wires from the ceiling, which was attached to suspend a shelf of plate glass. On this goods were arranged. These shelves

can be hung at different elevations, at various sections of the window, but they should always be in such a position as not to interfere with the regular display.

Still another merchant whose store stands back a short distance from the street, has a double window, lower and upper. This can be best arranged, of course, when the store is first built, but nearly any window could be so made if the merchant so wished. Generally speaking the second platform should be constructed about six or seven feet above the first, but it would have to be lower where the store front extends right to the street line. To be of value, both displays must be completely within easy vision.

Other windows are arranged with numerous shelves running around the back and sides. In this way the ordinary display can be made, and different classes of goods placed on each shelf. This increases the quantity of goods open to public view, and, as each different article is on a separate shelf, the display is not mixed up to any extent.

Some merchants have glass display cases at the front of their store sloping down below the window level in which to show goods. Wall cases are sometimes placed at the entrance to the store when that is possible and no doubt are valuable selling agents, displaying goods to all customers entering and leaving the store.

There are many different methods to improve display, all having their good and their bad points. The merchant

knowing the great value of display in selling goods should make use of the helps which he considers the greater value in his case.

Lemon Bros.

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

Highest price paid for DRIED APPLES O. E. ROBINSON & CO.

ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Dried Apples

Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Lent

LAST CALL

Lent

If you have not yet secured your supplies of

FISH

either:—

FRESH

SMOKED

FROZEN

PREPARED

SALTED

BONELESS

PICKLED

or MOLLUSKS

or Shell fish of any description, don't lose a minute but send your orders immediately to the old and reliable Headquarters.

Established in 1874

THE LARGEST DISTRIBUTORS OF FISH IN THE DOMINION

D. HATTON CO.

Montreal

LENT FISH SPECIAL

FRESH

COD--HADDOCK--OYSTERS

always fresh, reliable, and wholesome.

FROZEN

**TROUT--WHITEFISH--HALIBUT--
SEA SALMONS--(six different qual-
ities)PIKE--PICKEREL--GOLDEYES
--TULLIBEES--SEA HERRING--
LAKE HERRING--SMELTS--BLUE
FISH--FLOUNDERS.**

Every fish guaranteed--Every price rock-bottom.

SALT

**Labrador Herring--Pickled Lake Herring
Dry Cod Lines of every description.**

SMOKED.

**Finnan Haddie--Kippers--Bloaters
Fillets of Haddie--Ciscoes.**

GET OUR "1 ENTEN PRICE LIST"

“ We have large stocks of only the best on hand--Our prices compare favorably with any quoted.

We rely on our reputation for prompt shipment and fair dealing.

What more could you ask? We are expecting your orders.



THE F. T. JAYES CO. LIMITED
Fresh Fish
FRESH, FROZEN,
SALT & SMOKED.

PHONE 7454

**PRIVATE
BRANCH
EXCHANGE**

TORONTO

Items for Busy Dealers from Here and There

U. S. Board of Tea Experts Favor Abolition of Colored Tea Not Stated to be Such—Should a Grocer Blow Into a Paper Bag?—An Alleged Illegal Coffee Combine—Some Advice on the Candling of Eggs.

The Board of tea experts of the United States have recommended that colored teas, unless so stated, be shut out of that country after May 1st. The secretary of the treasury will likely approve the recommendation and the new standard will thereupon go into effect. Dealers in the United States are much divided in opinion as to the probable effects of the color standard, but agree that it will bring about a big change in importation, as large quantities of China and Japan greens are at present used in that country.

A Seattle paper condemns the custom of certain grocery salesmen who make a practice of inflating the bags with their breath before filling, as unsanitary. It claims that outside of the possibility of germ transmission, it gives the parcel a dropsical effect not appreciated by the contents.

The members of all the local "egg circles," in Peterboro County, Ont., have formed an organization to be known as the Peterboro Co-operative Poultry Association. All the eggs produced or controlled by the members will be marketed from the Peterboro centre. A modern crate fattening establishment will be built there, where fowl supplied by the farmers will be fattened, so as to be marketed as first class poultry.

Retail grocers have considerable trouble in the handling of eggs. No matter how hard he may try and no matter what price he may pay for them, a dealer will occasionally sell poor eggs and one poor egg in a dozen will cause considerable trouble with the customer. The retailer should be very particular in the buying of eggs and will find it better to buy them in small quantities rather than buy a lot for the sake of getting a better price. Eggs in order to be in best condition must also be kept in a proper manner. A dry cool place is the most desirable. Never place them in a damp place where the temperature is changeable. Grocers in the smaller towns of course purchase most of their eggs from the farmers. Now while these are as a rule fresh, occasionally the farmer will find a stray nest and in order to protect himself against this danger, it would be well for the grocer to candle them before offering them for sale. Any person with good eyesight can candle eggs. Hold an egg against a suitable light, with other light excluded and if it is fresh it will appear unclouded but if it is old it will be dark colored. Of course the color of the shell has to be considered also and the candler, especially the beginner, must take his time if he wishes to do his work correctly.

Up to 1880, America imported all her oranges and lemons from Europe, Brazil or the West Indies. About 1890 California started into the production but for some years the shipments could be reckoned by the thousand carloads, while it is estimated that the present

California crop will amount to about 48,000 cars.

A Denver woman, going home for the day, locked everything up well, and for the grocer's benefit wrote on a card:

"All out. Don't leave anything."
This she stuck on the front door. On her return home she found the house ransacked and all her choicest possessions gone. To the card on the door was added: "Thanks; we haven't left much."

TANGLEFOOT



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**If proof is required that The Canadian Grocer's
suggestions in its market columns are acted upon,
here it is:**

E. H. Ruttan, a Wallaceburg, Ont., grocer, says:
"I recently saved \$75 by watching The Grocer's mar-
ket reports. This money was saved on a purchase
of canned tomatoes."

It is instances of this character which have made
this paper the reliable trade barometer that it is
recognized to be from the Atlantic to the Pacific.
This explains why the best dealers in Canada know

much about the goods advertised in The Grocer—
they place so much reliance on what it says through
its reading columns, as well as on what is said in
its advertising columns, that they will risk their
money by following the suggestions made.

What higher tribute can be paid to any paper
than this?